

The business outcomes

1. Analyze how much time is spent per ride

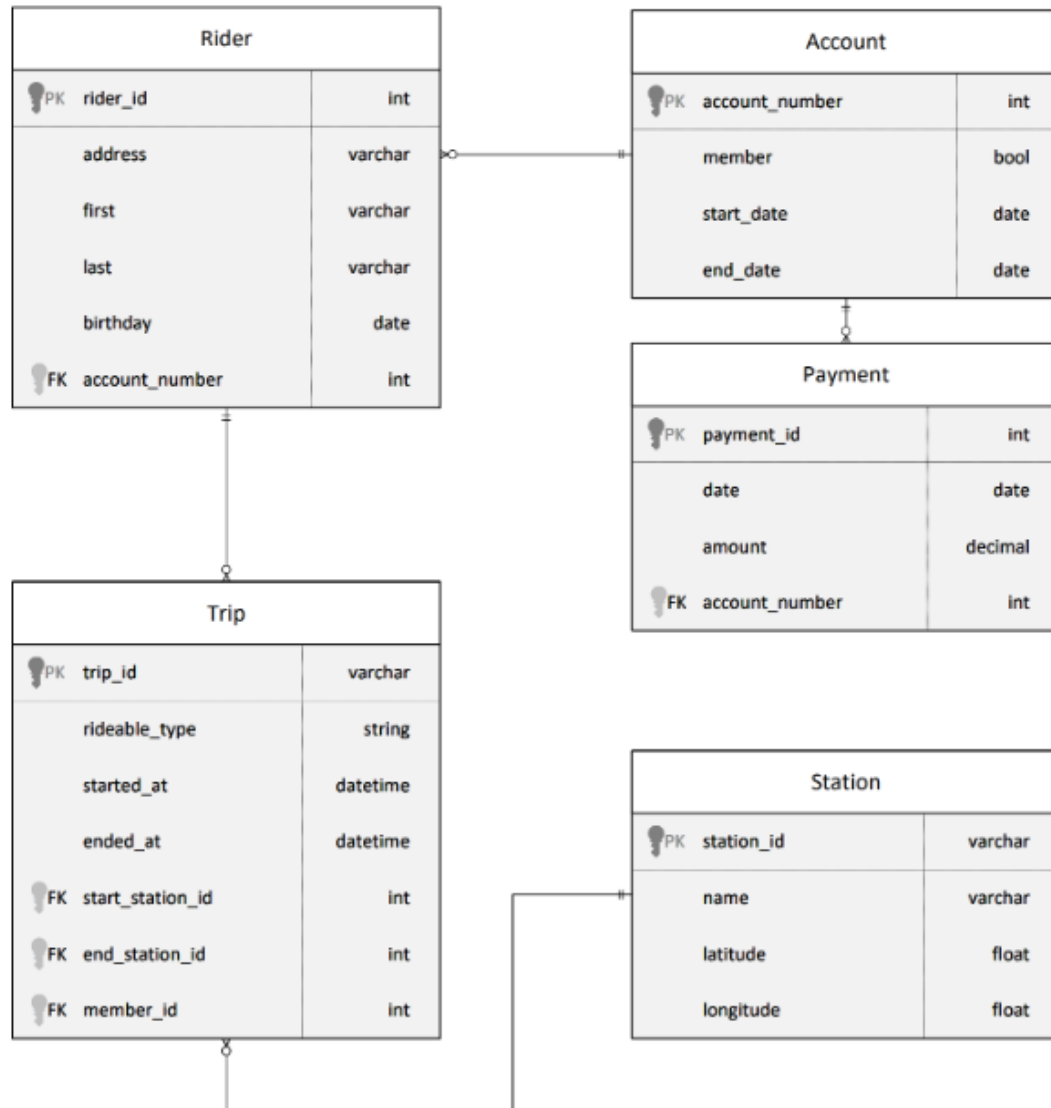
1. Based on date and time factors such as day of week and time of day
2. Based on which station is the starting and / or ending station
3. Based on age of the rider at time of the ride
4. Based on whether the rider is a member or a casual rider

2. Analyze how much money is spent

1. Per month, quarter, year
2. Per member, based on the age of the rider at account start

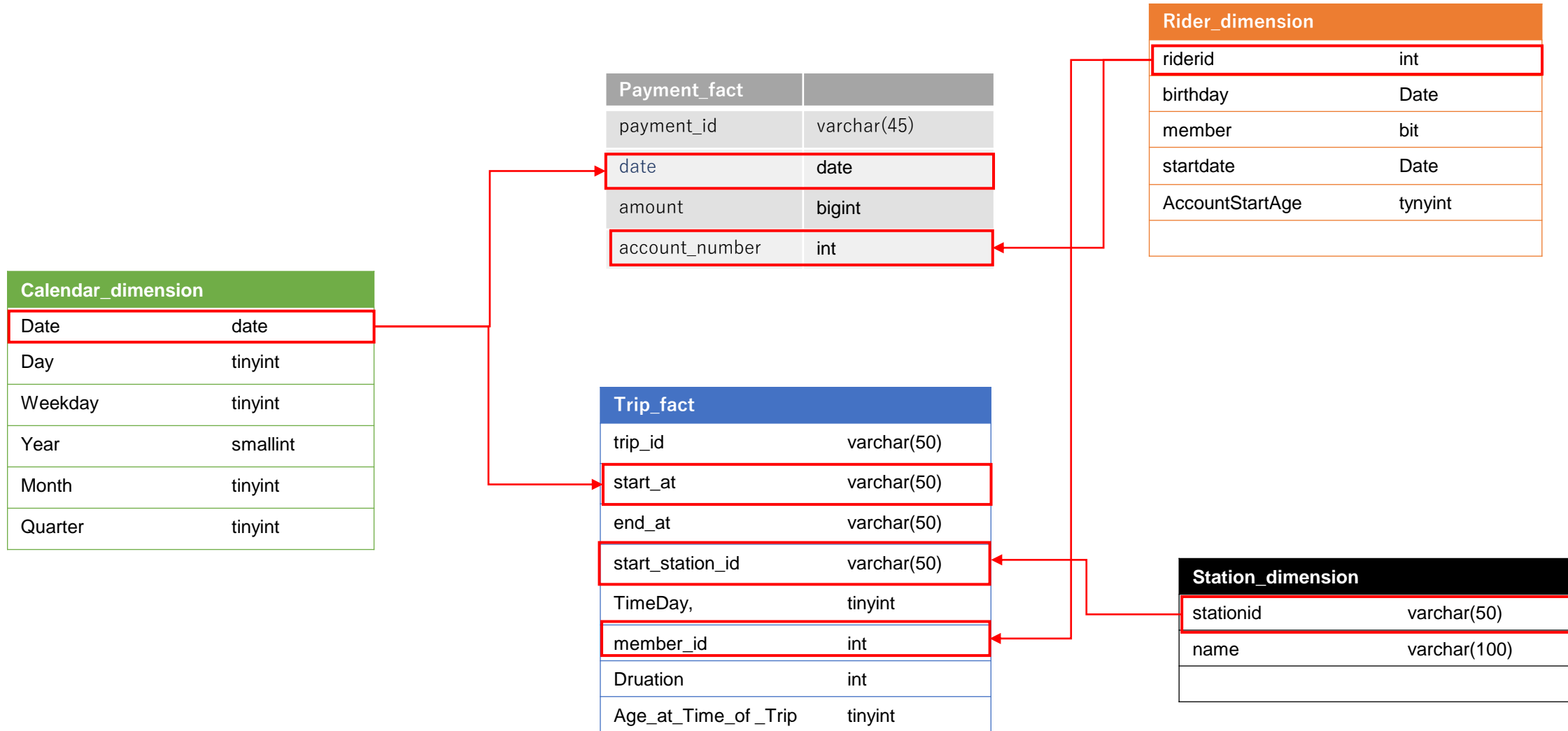
3. EXTRA CREDIT - Analyze how much money is spent per member

1. Based on how many rides the rider averages per month
2. Based on how many minutes the rider spends on a bike per month



Relational ERD for the Divvy Bikeshare Dataset (with fake data tables)

Star schema based on the relational diagram and the business problems



Analyze how much time is spent per ride

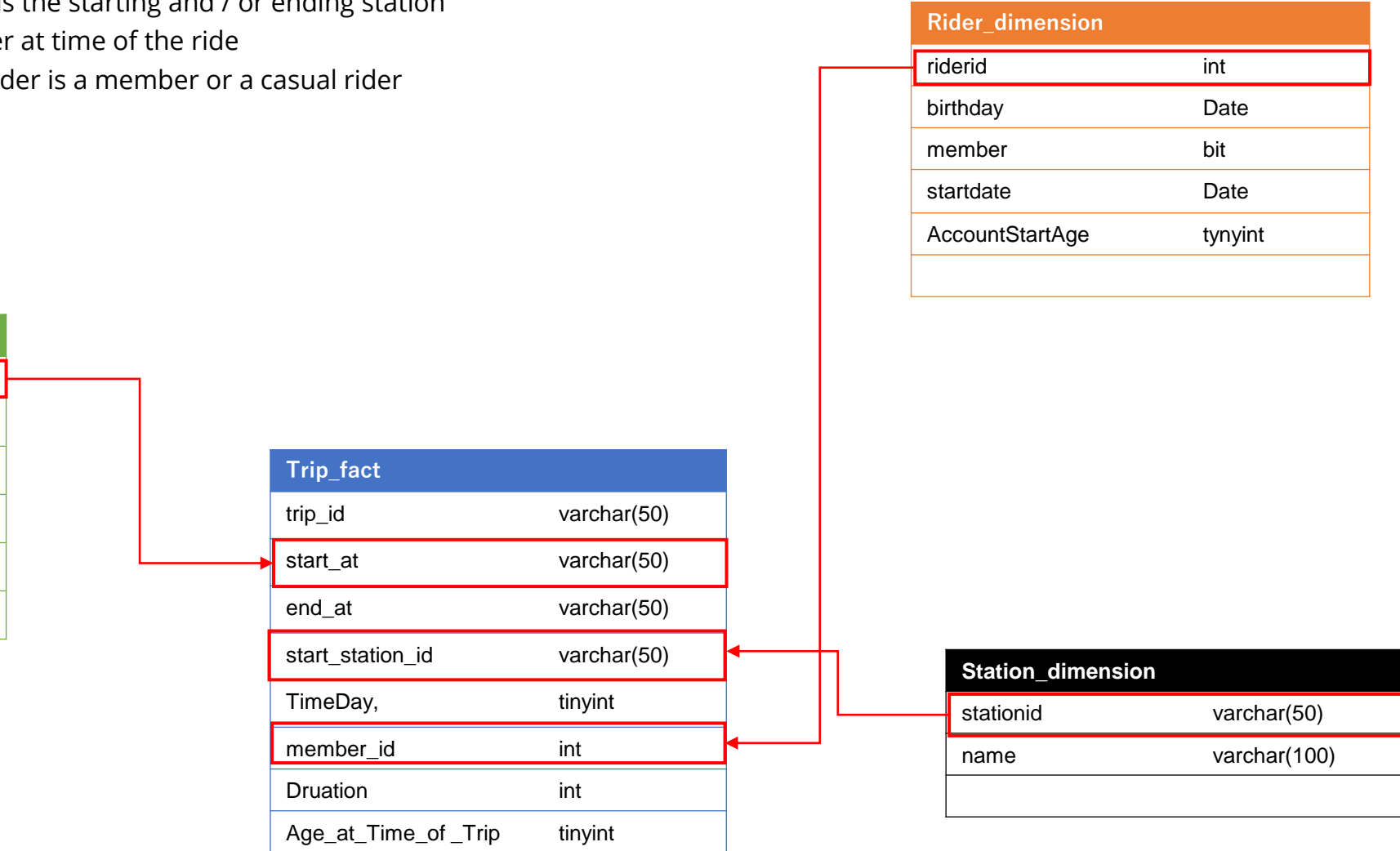
1. Based on date and time factors such as day of week and time of day
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3. Based on age of the rider at time of the ride
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Calendar_dimension	
Date	date
Day	tinyint
Weekday	tinyint
Year	smallint
Month	tinyint
Quarter	tinyint

Trip_fact	
trip_id	varchar(50)
start_at	varchar(50)
end_at	varchar(50)
start_station_id	varchar(50)
TimeDay,	tinyint
member_id	int
Druation	int
Age_at_Time_of_Trip	tinyint

Rider_dimension	
riderid	int
birthday	Date
member	bit
startdate	Date
AccountStartAge	tinyint

Station_dimension	
stationid	varchar(50)
name	varchar(100)



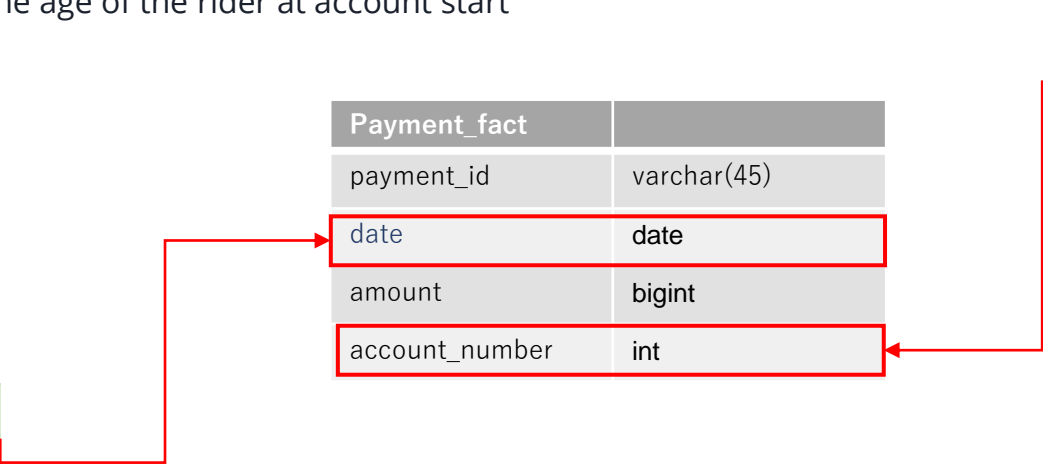
Analyze how much money is spent

- 1. Per month, quarter, year
- 2. Per member, based on the age of the rider at account start

Calendar_dimension	
Date	date
Day	tinyint
Weekday	tinyint
Year	smallint
Month	tinyint
Quarter	tinyint

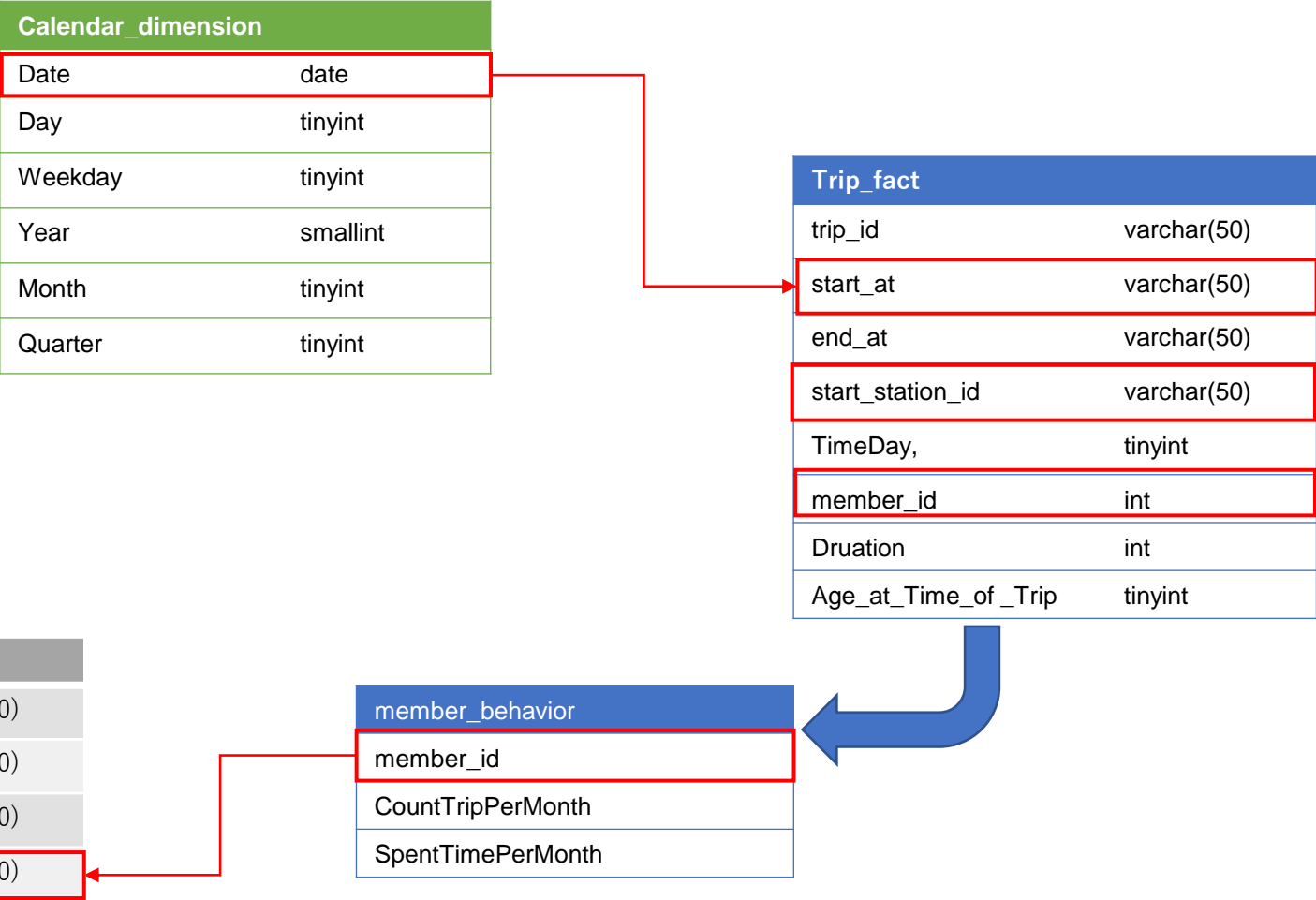
Payment_fact	
payment_id	varchar(45)
date	date
amount	bigint
account_number	int

Rider_dimension	
riderid	int
birthday	Date
member	bit
startdate	Date
AccountStartAge	tinyint



EXTRA CREDIT - Analyze how much money is spent per member

- 1. Based on how many rides the rider averages per month
- 2. Based on how many minutes the rider spends on a bike per month



EXTRA CREDIT - Analyze how much money is spent per member

- 1. Based on how many rides the rider averages per month
- 2. Based on how many minutes the rider spends on a bike per month

