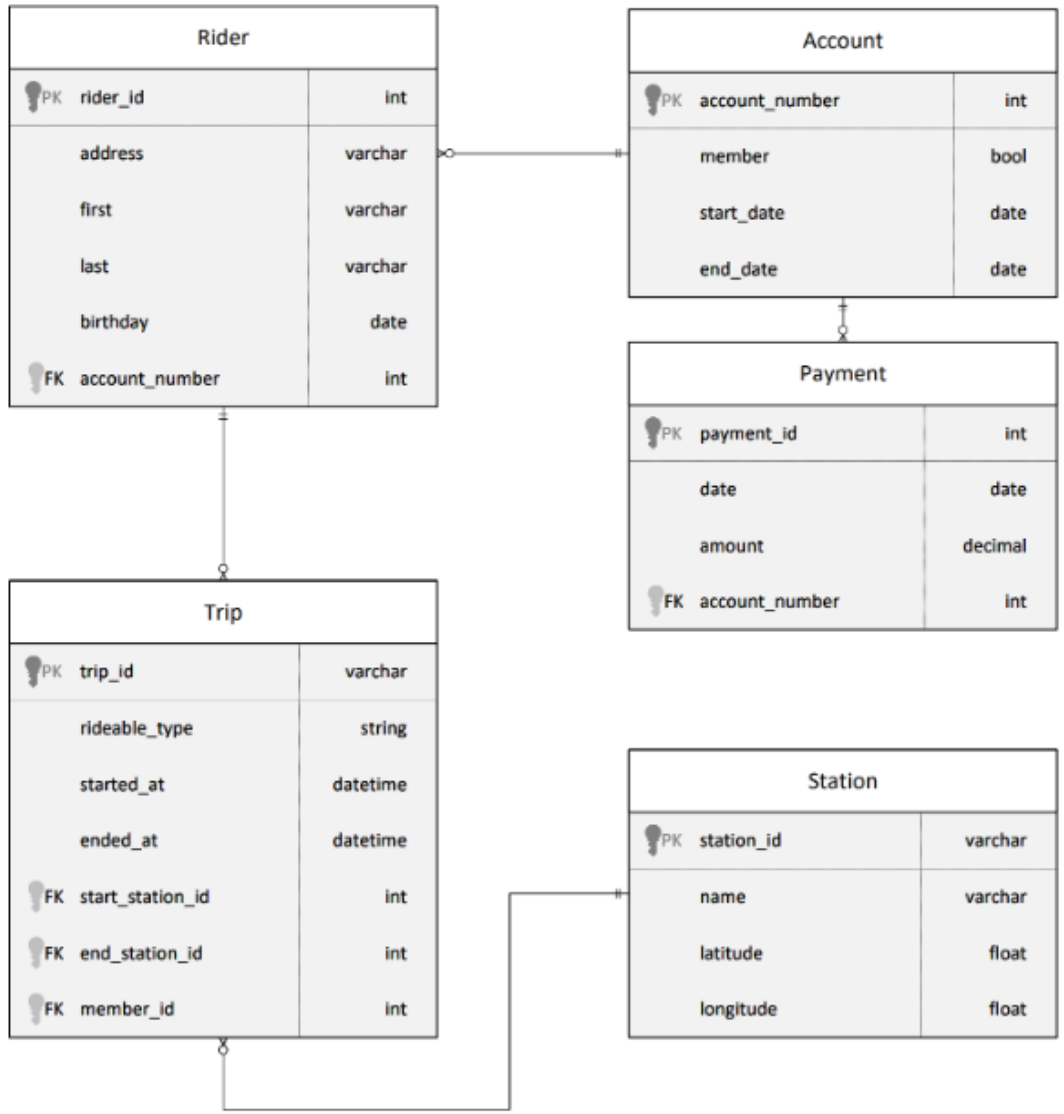
The business outcomes

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

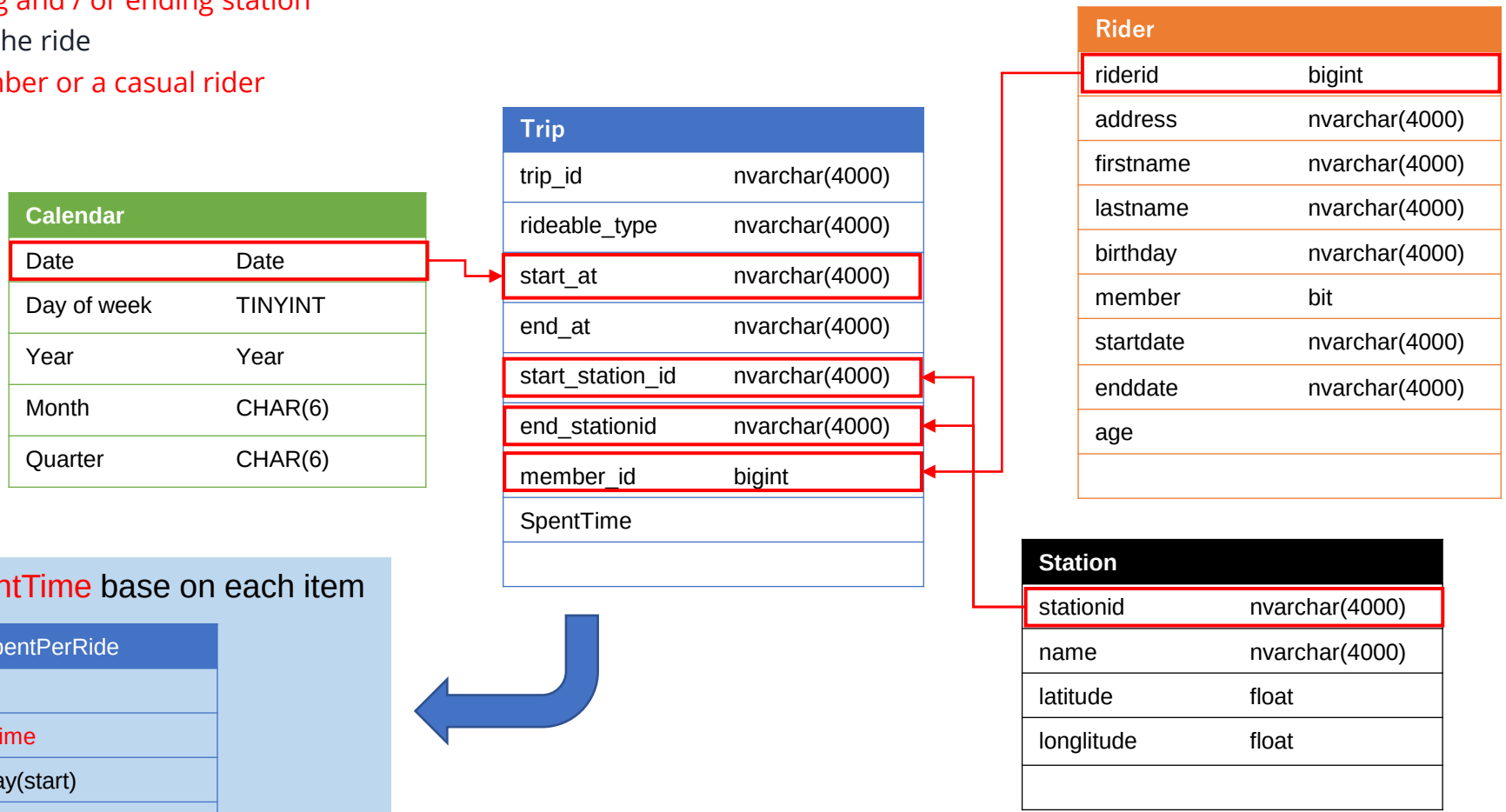
3.EXTRA CREDIT - Analyze how much money is spent per member
    1. Based on how many rides the rider averages per month
    2. Based on how many minutes the rider spends on a bike per month



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

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



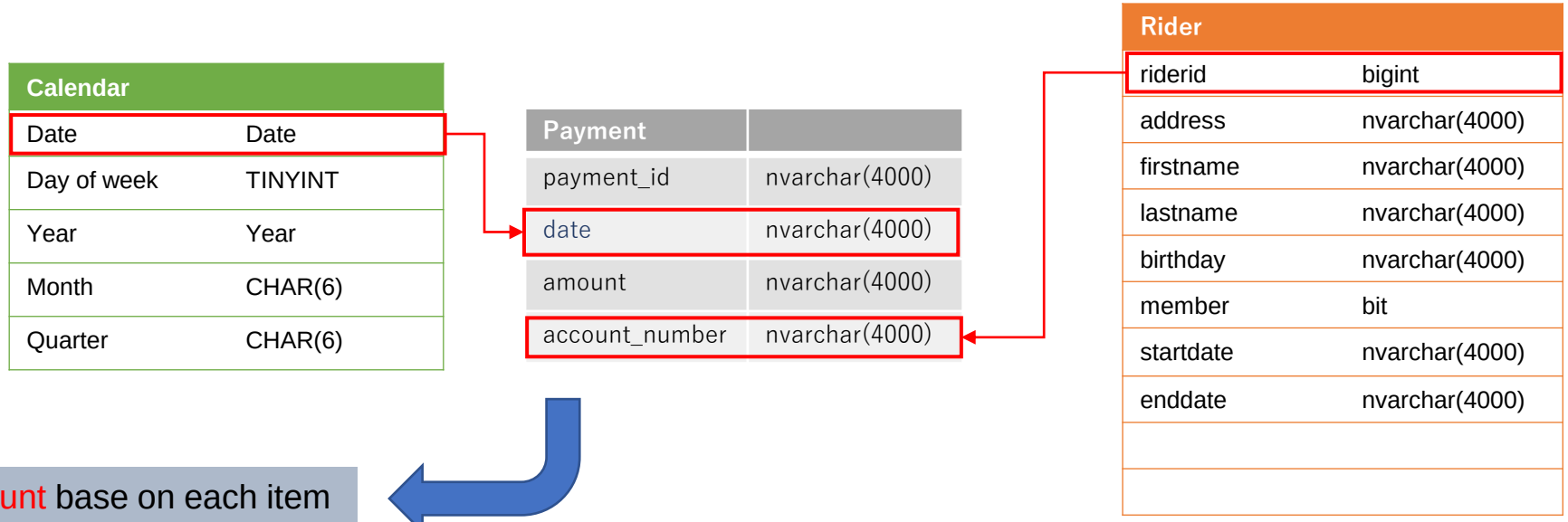
Aggregate Average and sum for SpentTime base on each item

- TimeDay
- WeekDay
- StartStation
- EndStation
- AgeYear
- Member_flag

TimeSpentPerRide
trip_id
SpentTime
TimeDay(start)
WeekDay(start)
StartStation
EndStation
AgeYears
member_flag

Analyze how much money is spent

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



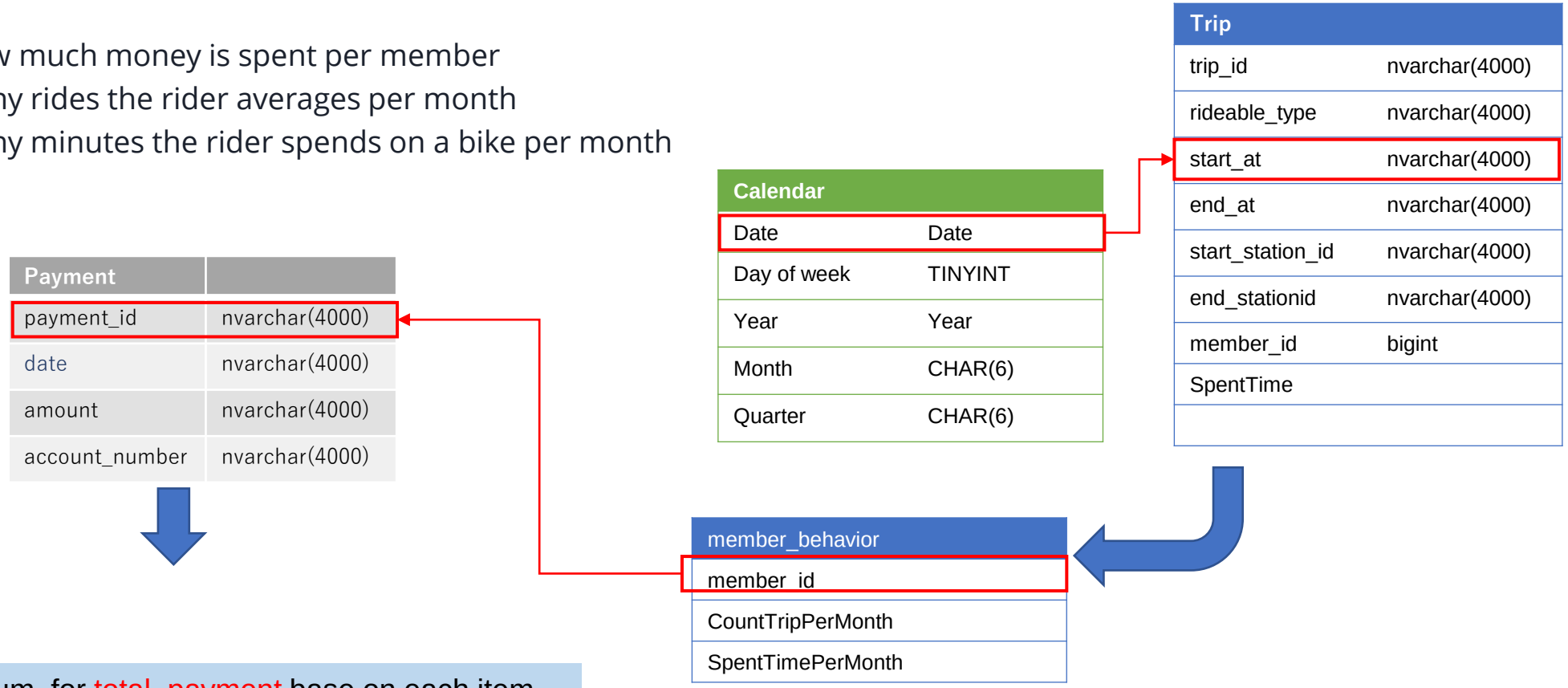
Aggregate Average and sum for amount base on each item

- Year
- Quarter
- Month
- accountStartAge
- Account_number

MoneySpentPerRide
account_number
amount
quarter
AccountStartAge
month
year

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



Aggregate Average and sum for total_payment base on each item

- CountTripPerMonth
- SpentTimePerMonth

SpentPerMember
account_number
total_payment
CountTripPerMonth
SpentTimePerMonth