

The business outcomes

1. Analyze how much time is spent per ride

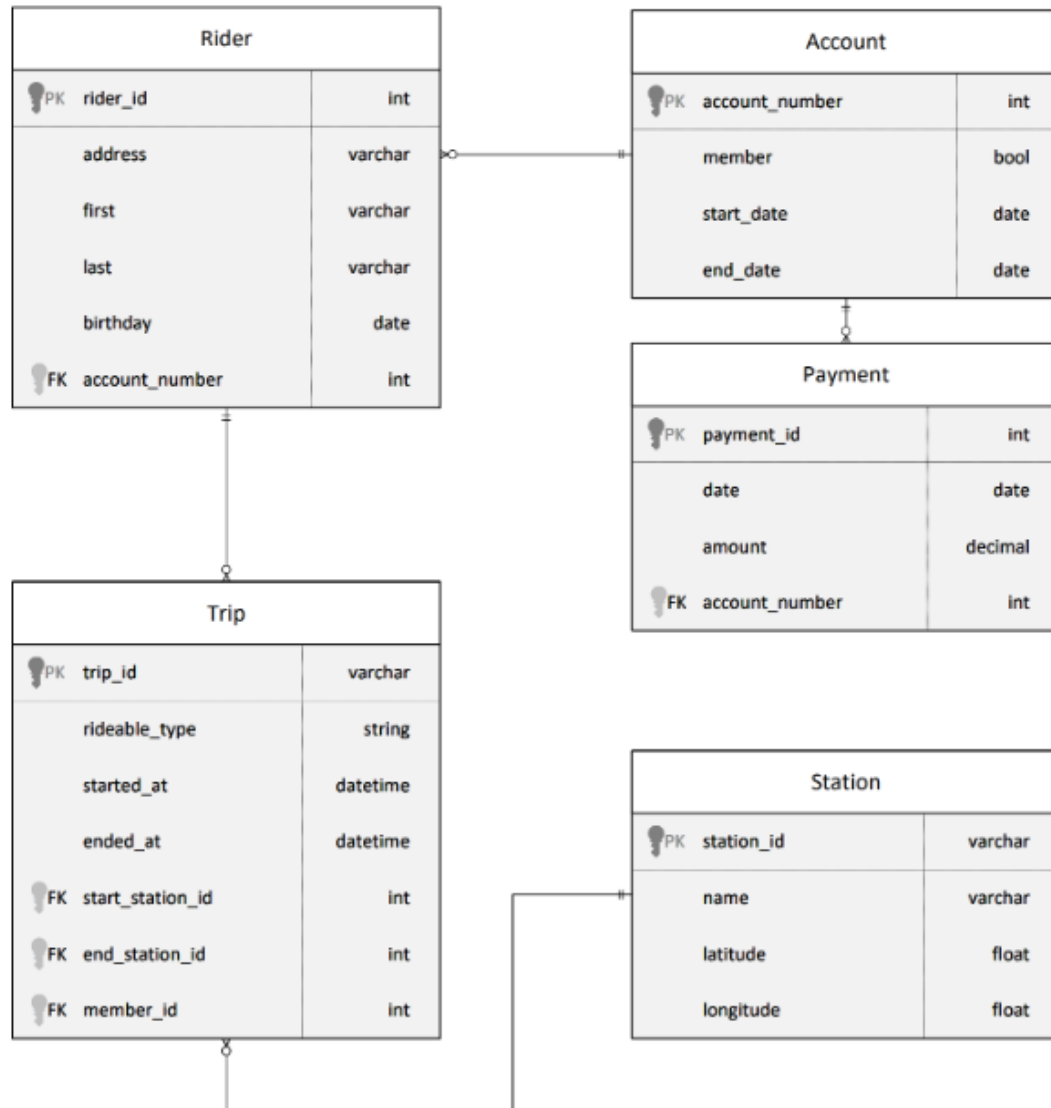
1. Based on date and time factors such as day of week and time of day
2. Based on which station is the starting and / or ending station
3. Based on age of the rider at time of the ride
4. Based on whether the rider is a member or a casual rider

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

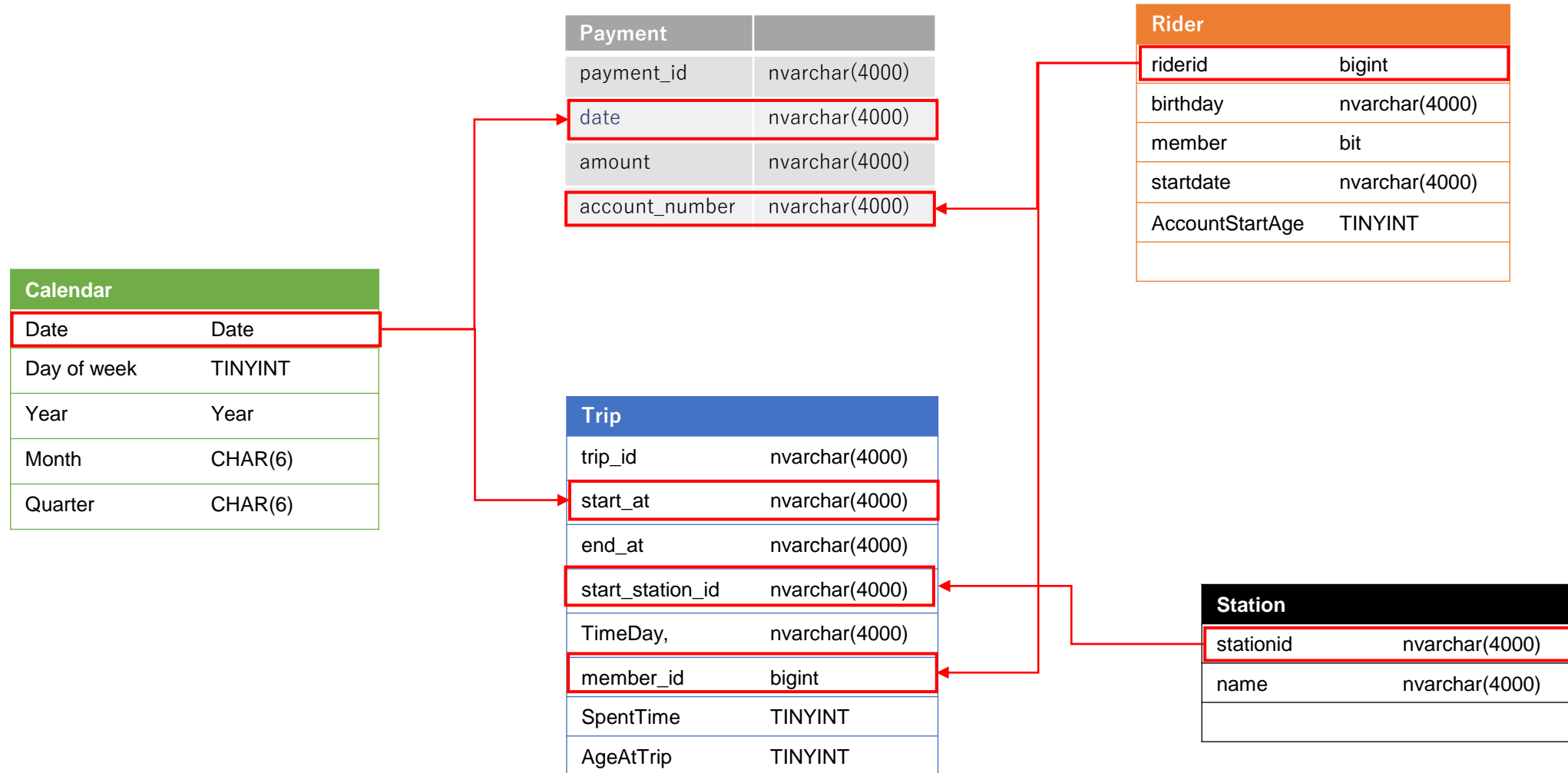
3. EXTRA CREDIT - Analyze how much money is spent per member

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



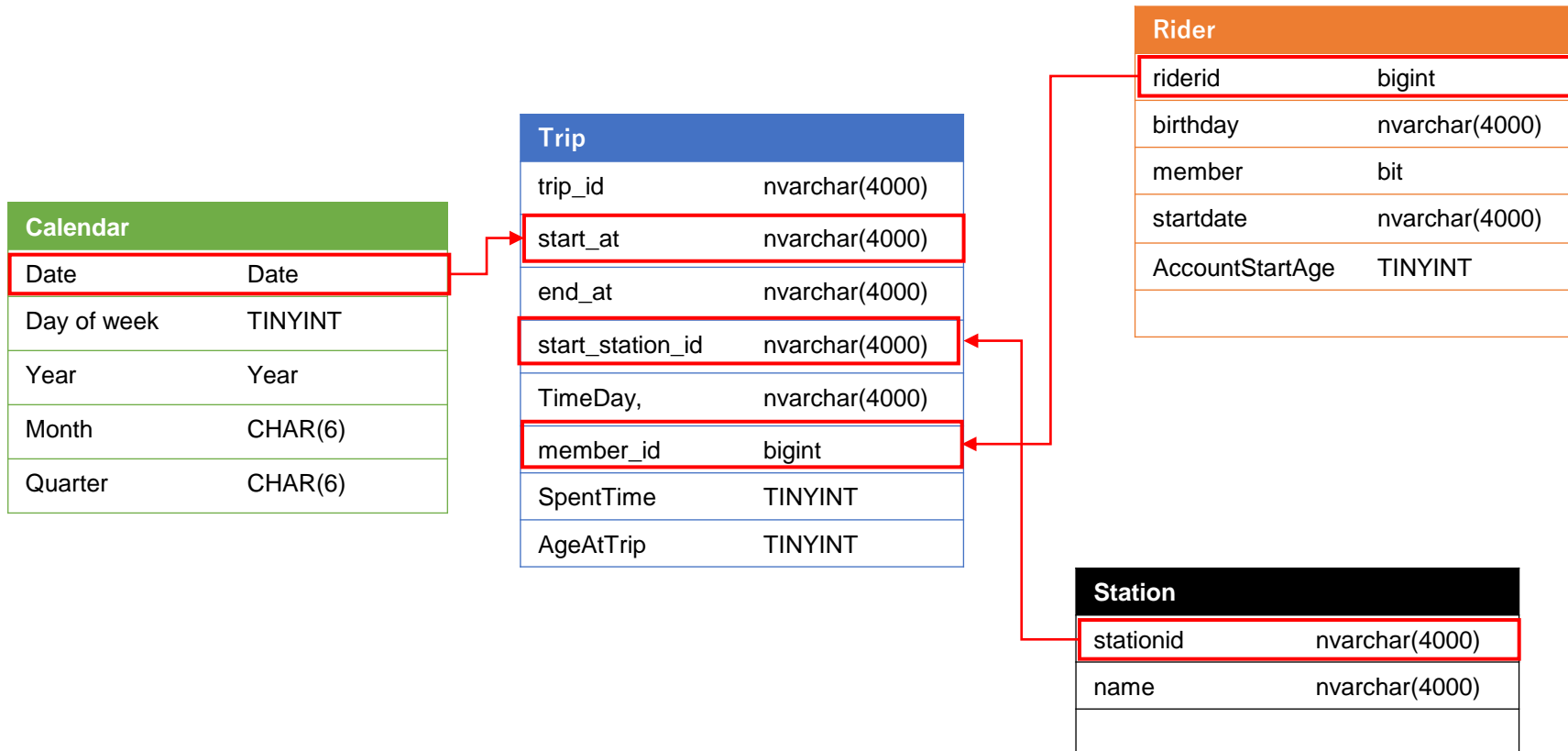
Relational ERD for the Divvy Bikes Dataset (with fake data tables)

Star schema based on the relational diagram and the business problems



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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	
Date	Date
Day of week	TINYINT
Year	Year
Month	CHAR(6)
Quarter	CHAR(6)

Payment	
payment_id	nvarchar(4000)
date	nvarchar(4000)
amount	nvarchar(4000)
account_number	nvarchar(4000)

Rider	
riderid	bigint
birthday	nvarchar(4000)
member	bit
startdate	nvarchar(4000)
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

Payment	
payment_id	nvarchar(4000)
date	nvarchar(4000)
amount	nvarchar(4000)
account_number	nvarchar(4000)

Calendar	
Date	Date
Day of week	TINYINT
Year	Year
Month	CHAR(6)
Quarter	CHAR(6)

Trip	
trip_id	nvarchar(4000)
start_at	nvarchar(4000)
end_at	nvarchar(4000)
start_station_id	nvarchar(4000)
TimeDay,	nvarchar(4000)
member_id	bigint
SpentTime	TINYINT
AgeAtTrip	TINYINT

member_behavior	
member_id	
CountTripPerMonth	
SpentTimePerMonth	

