

Cyclistic bike-share



Background:

In this fictitious workplace scenario, the imaginary company Cyclistic has partnered with the city of New York to provide shared bikes. Currently, there are bike stations located throughout Manhattan and neighbouring boroughs. Customers are able to rent bikes for easy travel among stations at these locations.

Scenario:

creating a business plan for next year. They want to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations. Previously, you gathered information from your meeting notes to complete important project planning documents and generated useful target tables. Now you are ready for the next part of your project!

Course 3 challenge:

- Use project planning documents to identify key metrics and dashboard requirements
- Upload target tables into Tableau
- Design charts and tables to share insights with stakeholders
- Create an effective dashboard using those charts and tables

Note: The story, as well as all names, characters, and incidents portrayed, are fictitious. No identification with actual people (living or deceased) is intended or should be inferred. The data shared in this project has been created for pedagogical purposes.

Key Takeaways

In Course 3, Decisions, Decisions: Dashboards and Reports, you focused on creating effective dashboards and reports to share insights with stakeholders.

Course 3 skills:

- Design visualizations and tables
- Create an effective dashboard
- Share key insights with stakeholders

Course 3 end-of-course project deliverables:

- An effective dashboard

This is the final end-of-course project! After you finish this dashboard, you will have a complete BI project you can add to your portfolio and show potential employers. Great work!