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 neighboring boroughs. Customers are able to rent bikes for easy travel among stations at these locations.

Scenario:

You are a newly hired BI professional at Cyclistic. The company's Customer Growth Team is 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 and completed important project planning documents. Now you are ready for the next part of your project!

Course 2 challenge:

- Use project planning documents to identify key metrics and dashboard requirements

- Observe stakeholders in action to better understand how they use data

- Gather and combine necessary data

- Design reporting tables that can be uploaded to Tableau to create the final dashboard

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.

Cyclistic datasets

By now, you're getting ready to take the next steps with your Course 2 end-of-course project. To work with the Cyclistic project data, you will need to locate the appropriate public datasets and upload the zip code spreadsheet that your colleague shared into your BigQuery project space. This reading will guide you through that process. Once you have finished this reading, you will be ready for the upcoming activities and to deliver key insights to your stakeholders.

For this end-of-course project, you will be using two public datasets, which exist in the public data available from the Explorer pane of your console:

- NYC Citi Bike Trips, Census Bureau US Boundaries,

- GSOD from the National Oceanic and Atmospheric Administration

Additionally, you will need to upload the zip code spreadsheet your colleague shared with you.