Manipulate Data:

* Convert time to minutes
* Covert Start/Stop times to the same format

Questions:

* What are the demographics of the customers (type and gender) and how has that changed over the years?
  + Chart 1: customer type
    - Stacked bar:
      * Column: year, day
      * Row: number of riders
      * Stacks: customer type
  + Chart 2: gender
    - Same, but different colors
* What is the average trip duration for each customer type on each day of the month?
  + Filter-able line chart for each year
    - X-axis: day
    - Y-axis: duration (minutes)
    - Line: customer type
  + Filters: 2017, 2018, 2019
* What is the average duration for each demographic throughout the day on Halloween (10/31)?
  + Scatter:
    - Colors: customer type (top 10)
    - Size: number of riders
    - X-axis:
    - Y-axis: start time

Notes:

* For Gender, I kept “unknown” values so it would show a true number of customers (which had to be a total of male, female, and unknown); did not eliminate them because it wasn’t the same number of unknown each year; eliminating would have skewed the totals