

Business Intelligence Project: Cyclistic

End-of-course project for Google Business Intelligence Professional Certificate

PART 3: Data Visualization

The product development team at Cyclistic has begun developing their business plan for next year. In order to build a better Cyclistic, the team needs to understand how customers are currently using the bikes, how location and other factors impact demand, and what stations get the most traffic. The Cyclistic team has a few goals:

- Understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas
- Understand how the current line of bikes are used
- Apply customer usage insights to inform new station growth
- Understand how different users (subscribers and non-subscribers) use the bikes

You met with stakeholders to complete project planning documents, uploaded the necessary tables into your project space, and observed the team in action to better understand how they use the data. Now, it's time to visualize the data to make a dashboard tool for Cyclistic's team.

Step 1: Load your data into Tableau

You can upload .csv or .xlsx file. Or, connect Tableau directly to Google Cloud.

Step2: Create a mockup

Create a low-fidelity mockup to help you plan the components and layout of your dashboard. If necessary, create multiple mockups to brainstorm the best way to build your dashboard.

Step 3: Creating Charts

Create the charts that you will include in your visualization.

Step 4: Organize the dashboard

Organize the charts you made into a dashboard. Include any additional visual elements such as filters, captions, titles, links, or tables.

Step 5: Complete the Project Executive Summary

Complete the executive summary document you started in the previous course's end-of-course project.