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Module 18 Challenge: Tableau

Data Used: 201306-citibike-tripdata (modified April 30th 2018)

Analysis:

The first visualization I made was the basic trip information where I looked at the average, maximum, and minimum. This allows me to know where to start looking and allows me to adjust parameters if needed.

To start, I decided to go into the demographic of the riders. More specifically, I wanted to see the age of the riders and the gender of the riders. I noticed that there was much information past 1997 and everything after that year was considered null. The number for null tells me that the age group for riders are children to young adults who use the bikes more. I then looked at the genders and saw that there were more women who used bikes than men. There was a good chunk who chose not to identify their gender.

From there, I decided to look at the stations that were the most used at the start and the end. I made 2 bar graphs, one for start and one for the end. Here I noticed that the Central Park S & 6 Ave was the significantly most used for both start and end stations. I wanted to see if the stations around that area were also the most used so I made maps for them and noticed that it was at the very outskirts of town and all the stations around it were just moderately used with the same pattern for the end stations too.