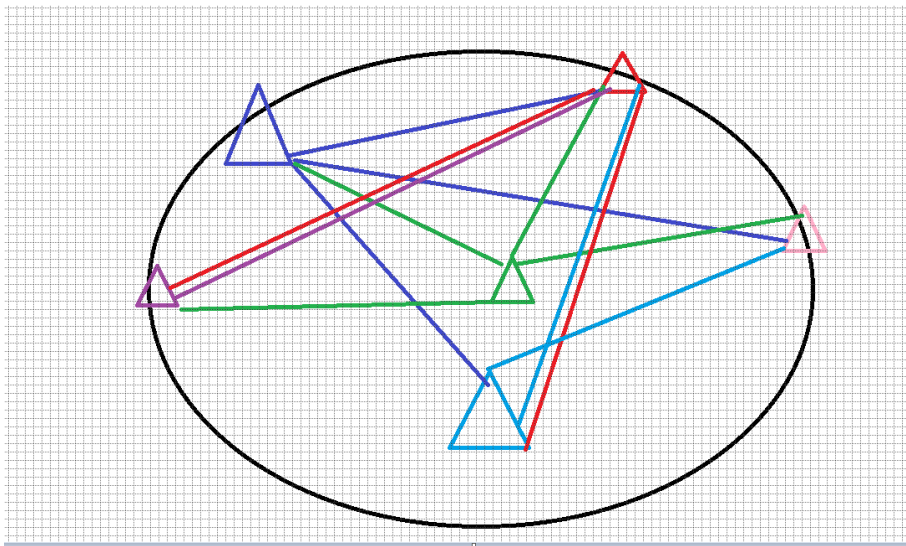


The graph will be a visual representation three things. In black is the total distance traveled by all Zagster bikes. The blue will show the amount of greenhouse emissions that were reduced which will be calculated by an average fuel mileage in cars within the US which is approximately 22mpg. The green will show a dollar amount in gas savings by not buying the gas to travel the same distance. The red will show the number of calories burned in the process. This will hit every element of the triple bottom line: People, Planet and Profit.



This visual will show the all the station located on a map. I will then use the data collect to make a visualization of the routes that are most used.