

London Bike Share: Interactive Demand Dashboard - User Guide

Dashboard Objective:

This dashboard provides an interactive analysis of the London Bike Share system from 2015-2017. Its purpose is to uncover key trends and factors influencing rental demand—such as time, seasonality, and weather. These insights can help optimize bike availability, plan maintenance, and guide marketing efforts.

How to Navigate and Use This Dashboard

This dashboard is designed for exploration. All charts and metrics will dynamically update based on your selections.

1. Start Here: Global Filters (Top Section)

Season	Year	Month	Weekend	Holiday
(All)	(All)	(All)	(All)	(All)

These dropdown menus are the main controls for the dashboard. Use them to slice the data and tailor the entire view to answer specific questions.

- **How to Use:** Select a value from any of the filters (**Season, Year, Month, Weekend, Holiday**) to see how rental patterns change under different conditions.
- **Example:** To analyze rental patterns for winter weekends in 2016, simply select "Winter," "2016," and "Yes" (for Weekend). All visuals will instantly update.

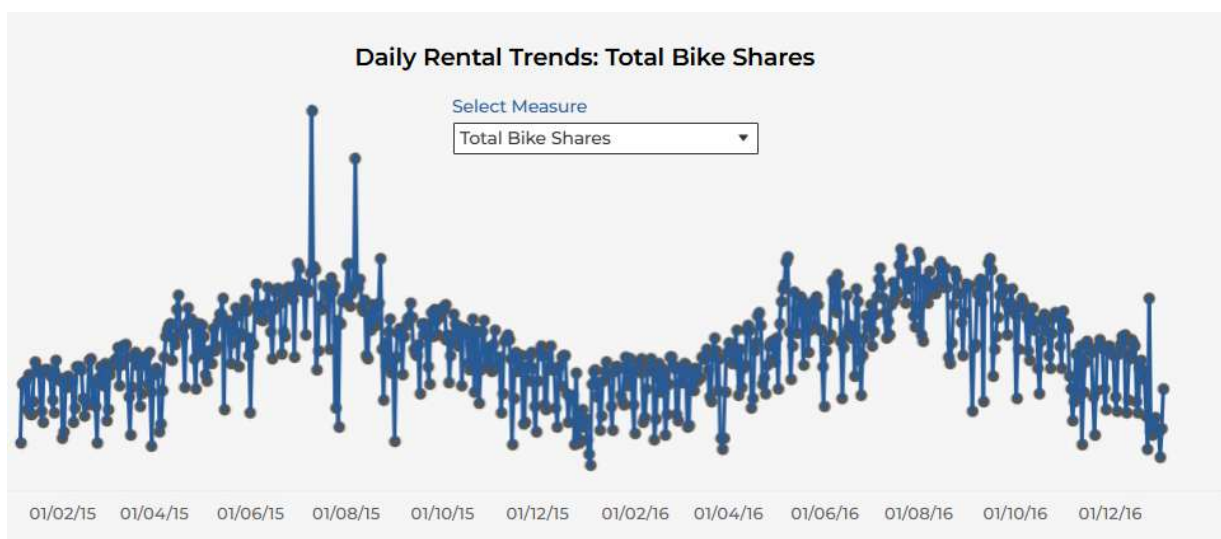
2. At a Glance: Key Performance Indicators (Top Banner)

Total Bike Shares	Avg. Humidity Level (%)	Avg. Wind Speed	Avg. Actual Temp (°C)
19,905,972	72	16	12
		Thursday Most Popular Day	8 AM Peak Time

This panel provides a high-level summary that updates based on your filter selections.

- **Total Bike Shares:** The total number of rentals for the period you have selected.
- **Avg. KPIs:** The average Humidity, Wind Speed, and Temperature for your filtered data.
- **Peak Usage Insights:** Dynamically identifies the **most popular day of the week** and the **busiest hour** based on your current filters.

3. Analyzing Trends Over Time (Main Line Chart)

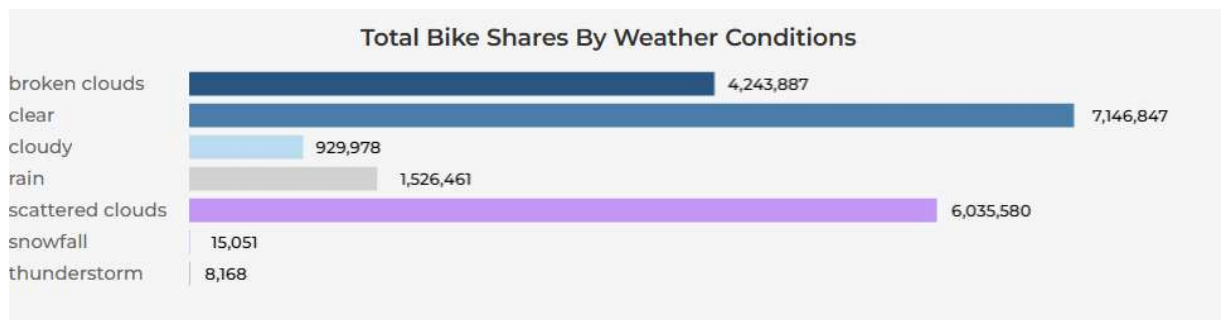


This chart visualizes daily rental demand for the period you have selected.

- **How to Use:** The line chart plots the **total number of bike shares for each day**, showing seasonal peaks and troughs.
- **Interactivity:**
 - Use the **"Select Measure"** dropdown to switch between viewing **Total Bike Shares** and **Average Bike Shares**.

This chart will also update if you click on elements in the heatmap - **Total Bike Shares By Hour and Week Day** .

4. Breakdown by Weather (Bar Chart - Bottom Left)



This chart shows how different weather conditions impact rental volume within your selected filters.

- **How to Use:** Each bar shows the total number of rentals that occurred during that weather type. It is sorted to show the most common conditions at the top.
- **Interactivity:**
 - **Click on a weather condition** (e.g., "Rain") to apply it as a filter to the rest of the dashboard. This is useful for seeing how commuter patterns change on rainy days. Click the bar again to deselect.

5. Hourly Demand Patterns (Heatmap Table - Right)

Total Bike Shares By Hour and Week Day

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0	22,097	17,680	20,921	22,147	28,715	46,932	51,909
1	12,445	10,705	12,032	13,132	17,991	36,285	42,667
2	7,759	6,802	7,037	8,691	11,592	25,782	30,612
3	5,121	4,405	4,730	5,597	7,624	18,198	22,276
4	5,445	4,844	4,883	5,391	6,397	12,281	13,618
5	11,671	12,376	11,927	12,232	11,677	9,404	10,533
6	55,828	69,013	66,467	67,165	55,343	12,754	12,201
7	184,797	223,537	218,208	218,624	177,014	25,630	18,499
8	368,004	430,311	420,698	421,709	360,790	50,318	35,334

This table provides a granular view of demand by the day of the week and the hour of the day for your selected data.

- **How to Use:** The **darkest purple cells indicate the highest rental counts**, clearly highlighting peak hours. You can easily compare the sharp morning/evening

commuter peaks on weekdays to the more leisurely afternoon peaks on weekends.

- **Interactivity:**
 - **Click on a day of the week** (e.g., "Monday") or a **specific hour** (e.g., "8") to filter the other visuals on the dashboard and explore that segment in more detail.