CitiBike Analysis
Documentation of Calculations for Enhanced Data Analysis (Tableau)
Prepared by Malik Don @donanalytics

Field: Generational Cohorts
Purpose: Segment users by their birth year to classify them into generational groups.
Output: A categorization of users by generational cohort based on birth year.

Generational Cohorts

```
IF [Birth Year] <= 1945 THEN 'Silent Generation'
ELSEIF [Birth Year] <= 1964 THEN 'Baby Boomer'
ELSEIF [Birth Year] <= 1980 THEN 'Generation X'
ELSEIF [Birth Year] <= 1996 THEN 'Millennial'
ELSEIF [Birth Year] <= 2012 THEN 'Generation Z'
ELSE 'Generation Alpha'
END
```

Field: Gender Group
Purpose: Classify users by gender to analyze and compare data across gender categories.
Output: A grouping of users by gender.

Gender Group

```
CASE [Gender]
    WHEN 0 THEN 'Unkwown'
    WHEN 1 THEN 'Male'
    WHEN 2 THEN 'Female'
END
```

Field: Trip Duration Bands
Purpose: Group users based on the duration of their trips into predefined time ranges.
Output: A categorization of trip durations into distinct bands for analysis.

Trip Duration Bands

```
IF [Tripduration] <= 30 THEN '0-30'
ELSEIF [Tripduration] <= 60 THEN '31-60'
ELSEIF [Tripduration] <= 120 THEN '61-120'
ELSE 'Above 120'
END

// "0-30" for trips up to 30 minutes
// "31-60" for trips from 31 to 60 minutes
// "61-120" for trips from 61 to 120 minutes
// "Above 120" for trips longer than 120 minutes
```

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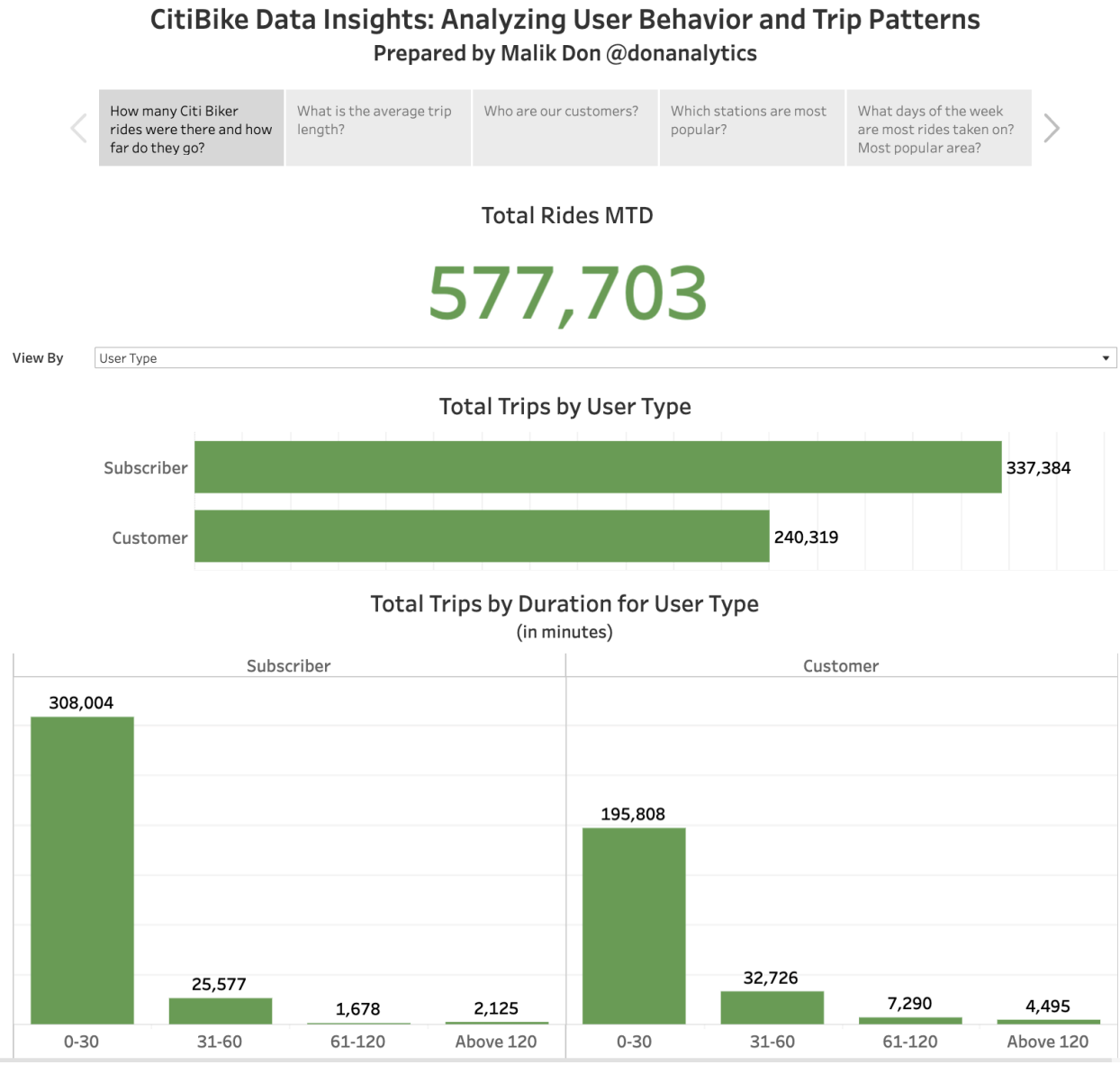
Parameter: Dynamic User Grouping
Purpose: Dynamically group users based on their characteristics, such as Gender, Generational Cohorts, or User Type. This parameter provides flexibility for segmenting users in the analysis and enables comparisons across different demographic categories.
Output: A dynamic categorization of users into various groups, based on the selected field. This allows for interactive comparisons between Gender Group, Generational Cohorts, or User Type.

View By

```
CASE [Select Field]
WHEN "Gender Group" THEN [Gender Group]
WHEN "Generational Cohorts" THEN [Generational Cohorts]
WHEN "Usertype" THEN [Usertype]
END
```



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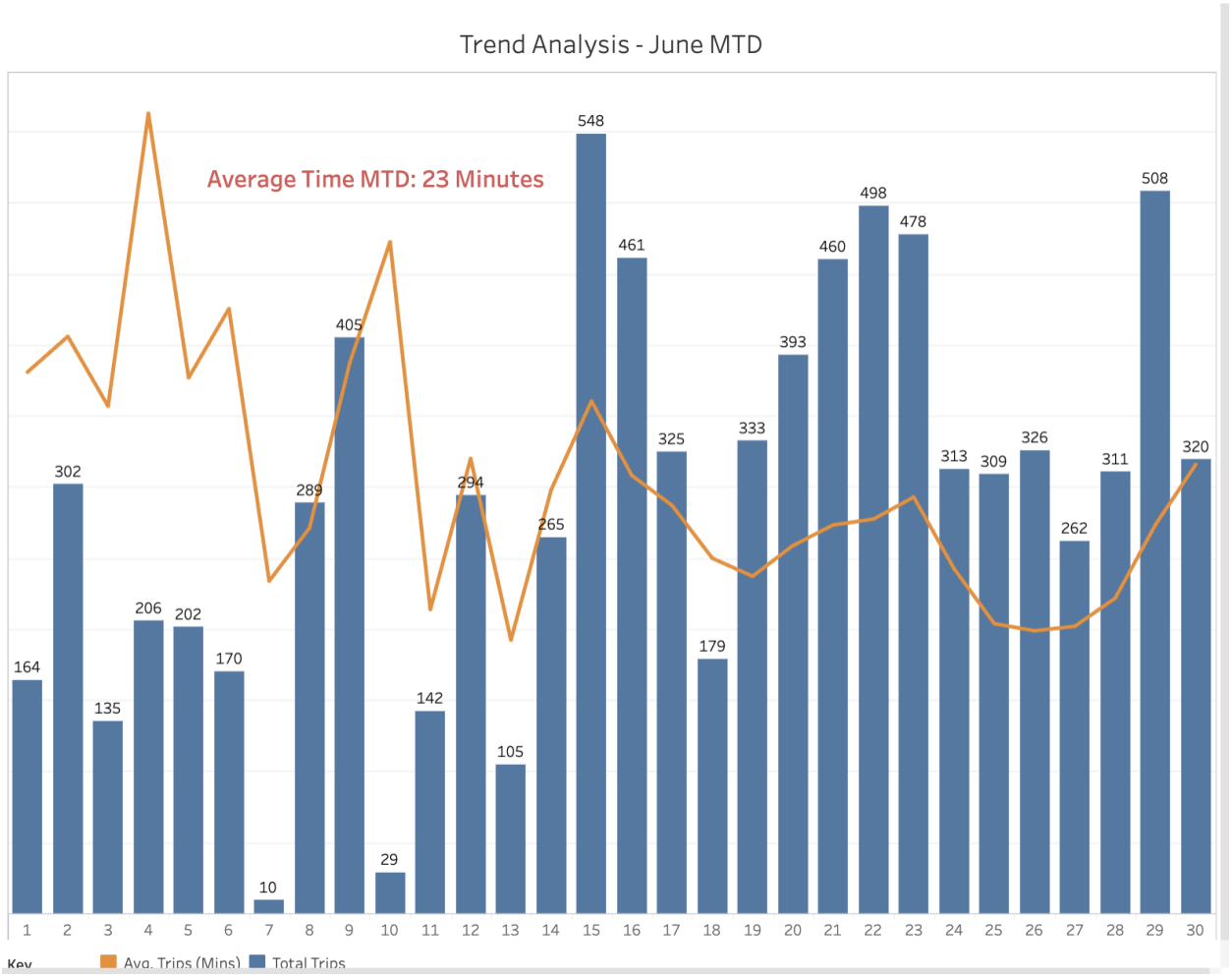
CitiBike Data Insights: Analyzing User Behavior and Trip Patterns

Prepared by Malik Don @donanalytics

How many Citi Biker rides were there and how far do they go? | What is the average trip length? | Who are our customers? | Which stations are most popular? | What days of the week are most rides taken on? Most popular area?



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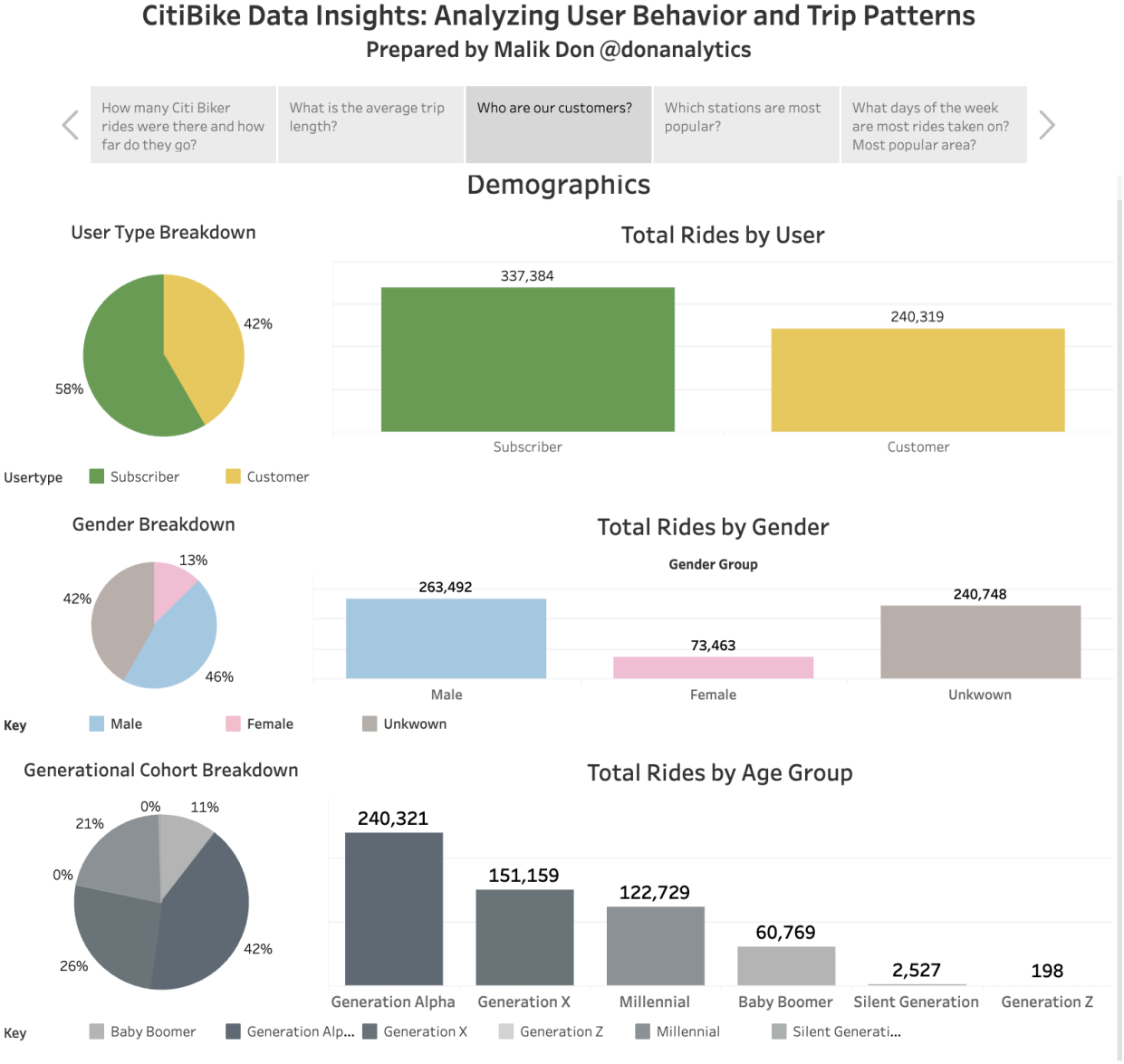

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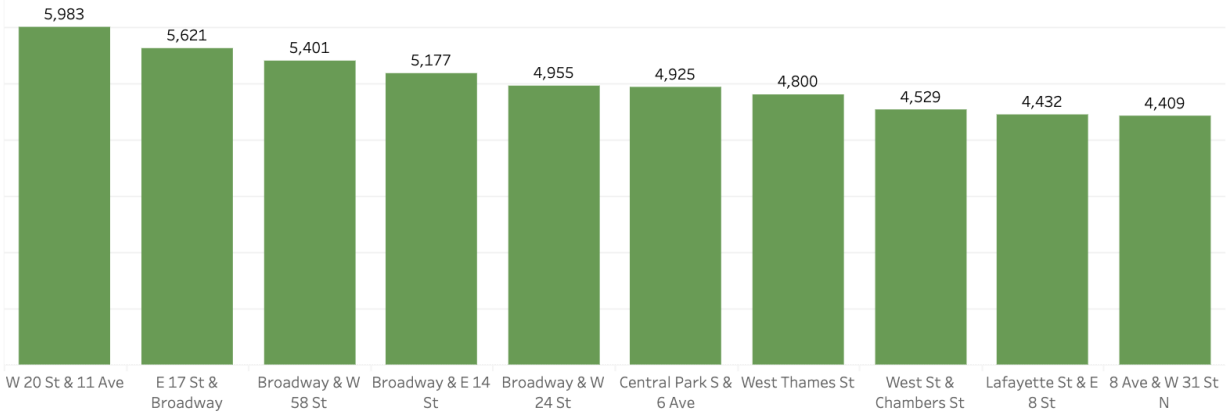
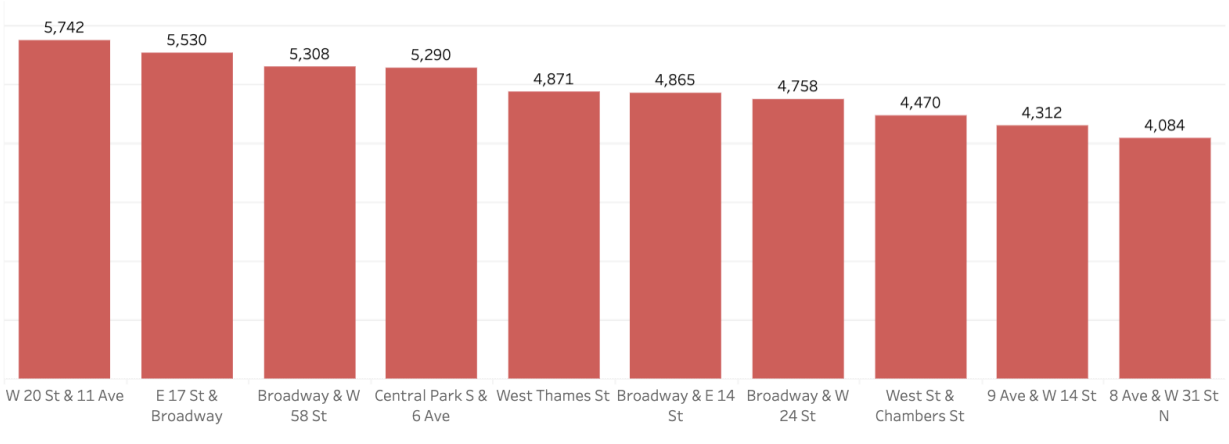
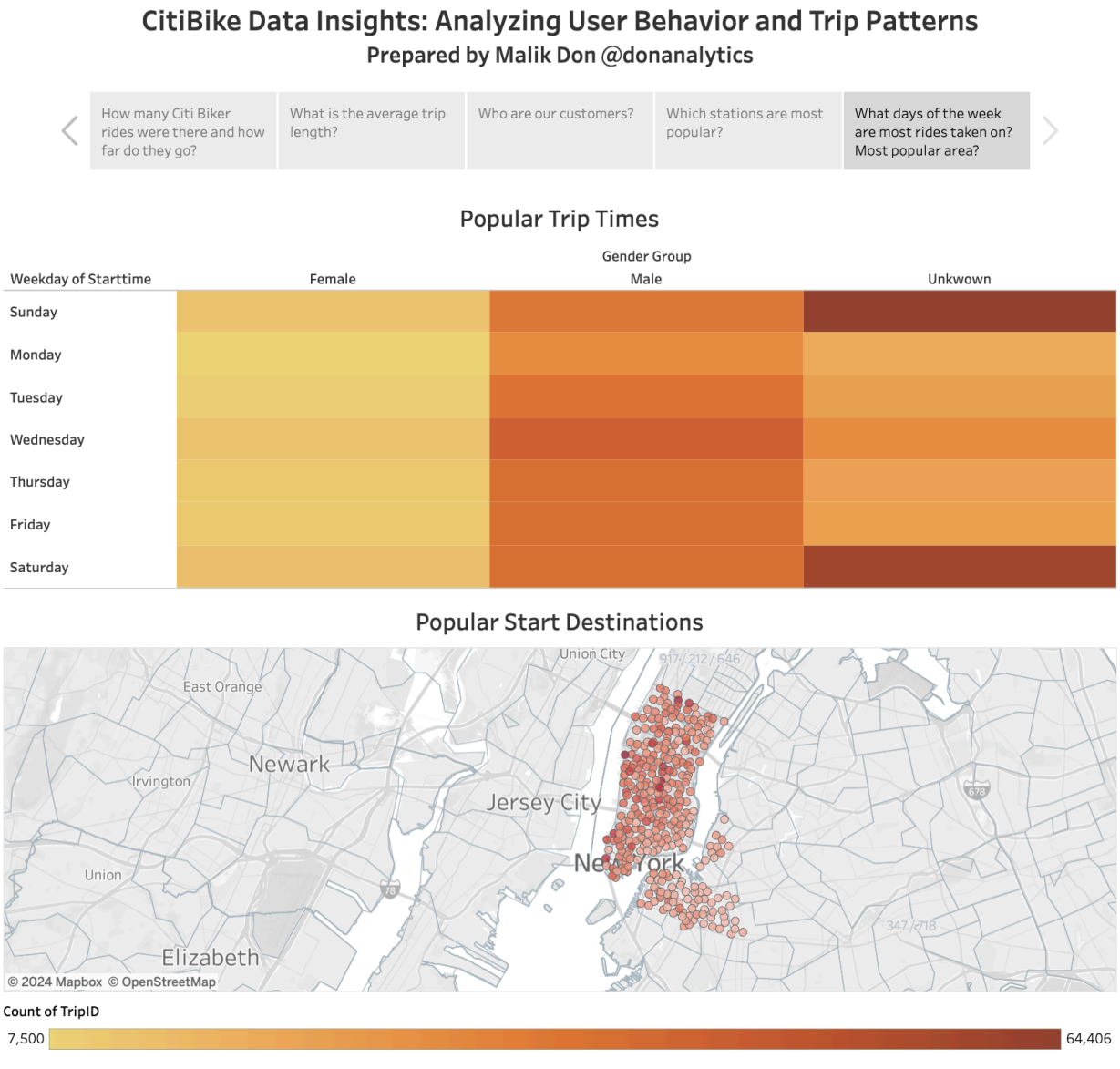
Top 10 Start Stations



Top 10 End Stations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