

The business outcomes you are designing for are as follows:

1. Analyze how much time is spent per ride

- Based on date and time factors such as day of week and time of day
- Based on which station is the starting and / or ending station
- Based on age of the rider at time of the ride
- Based on whether the rider is a member or a casual rider

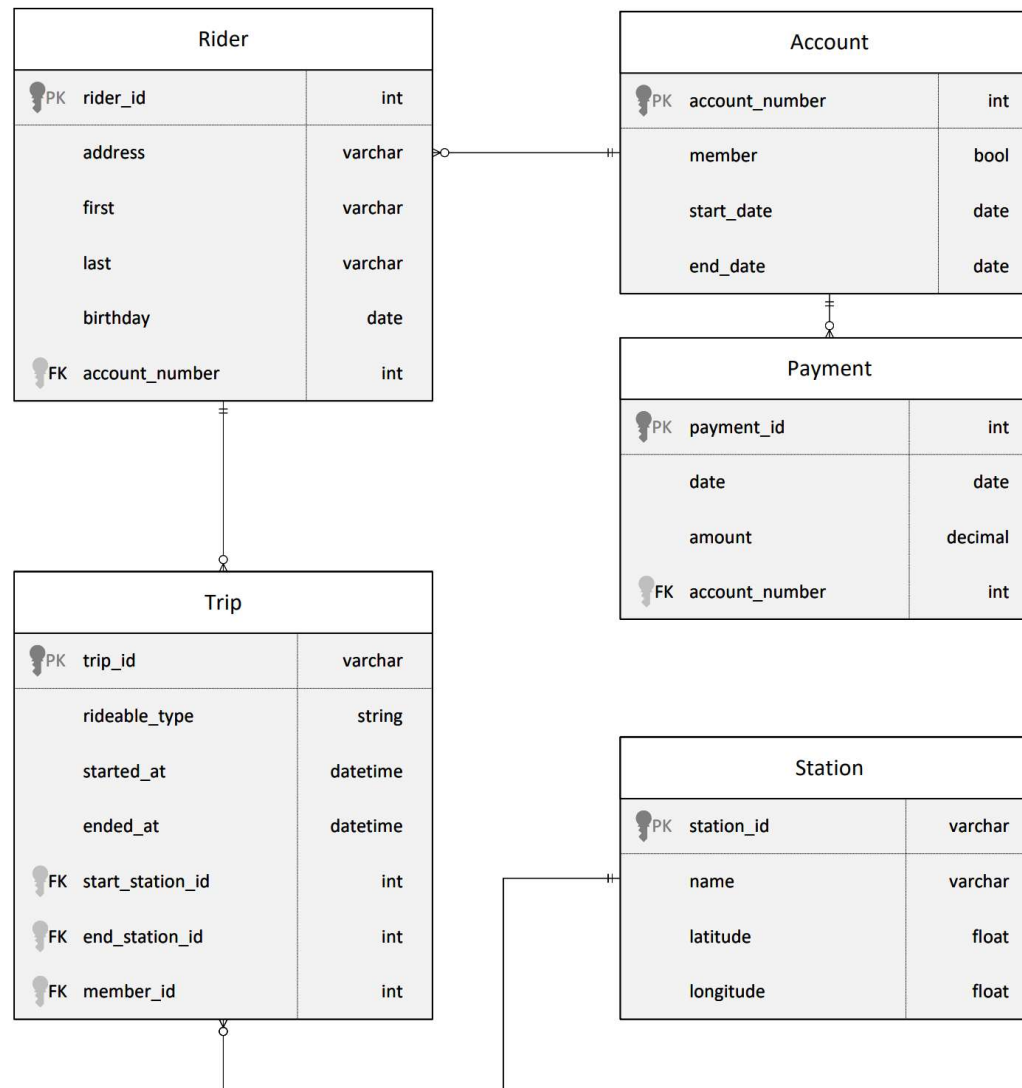
2. Analyze how much money is spent

- Per month, quarter, year
- Per member, based on the age of the rider at account start

3. EXTRA CREDIT - Analyze how much money is spent per member

- Based on how many rides the rider averages per month
- Based on how many minutes the rider spends on a bike per month

ERD



Star Schema

