

14.3.2

Find Top Ending Locations

Now we know where customers are beginning their bike rental journeys. But where do they drop off the bikes? Time to ask Tableau some more questions!

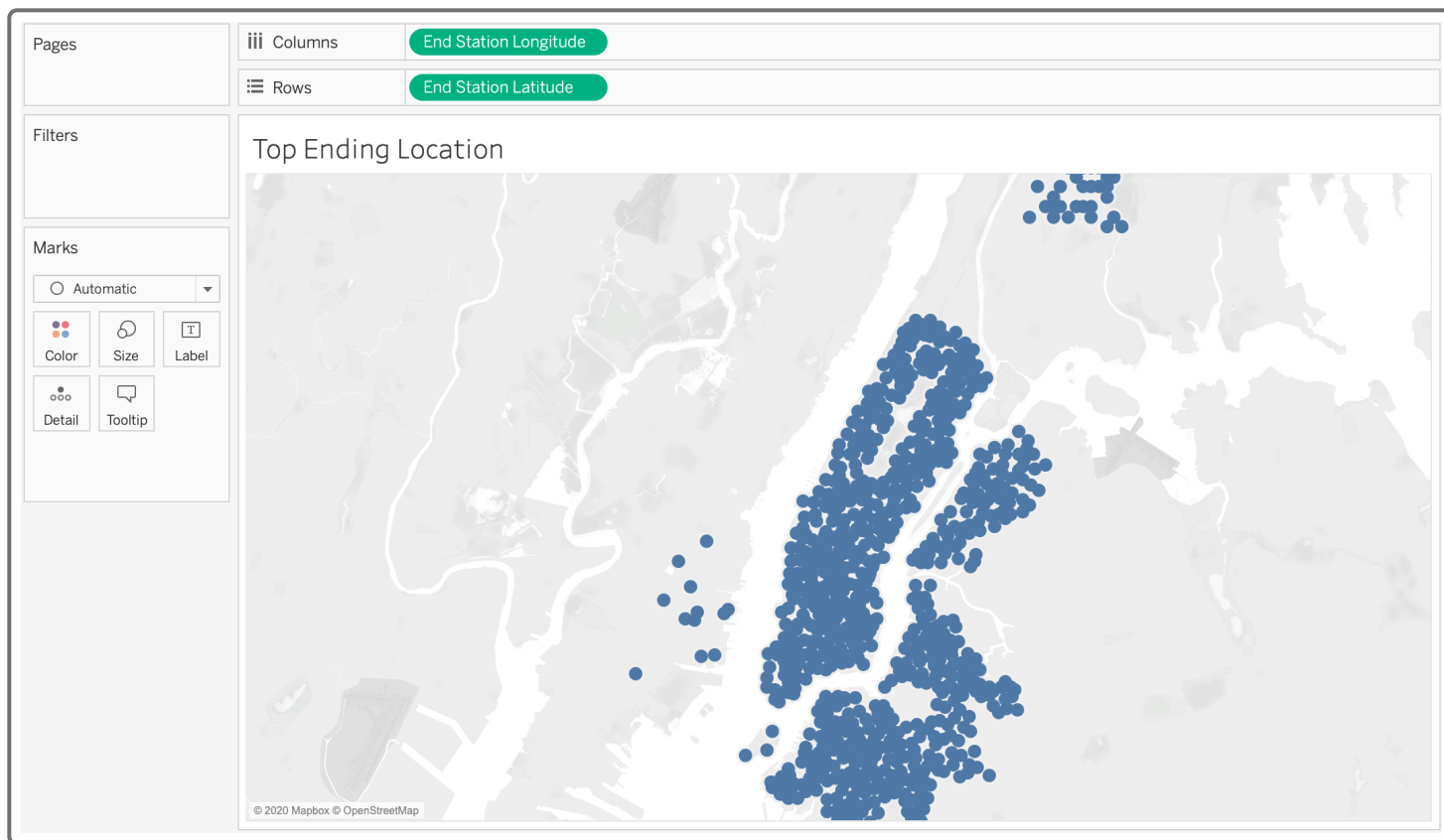
We successfully created a symbol map for the top starting locations for bike rides, according to our Citi Bike data. Now let's do the same thing for the most popular places to end a bike ride.

What Are the Top Bike Stations for Ending a Journey?

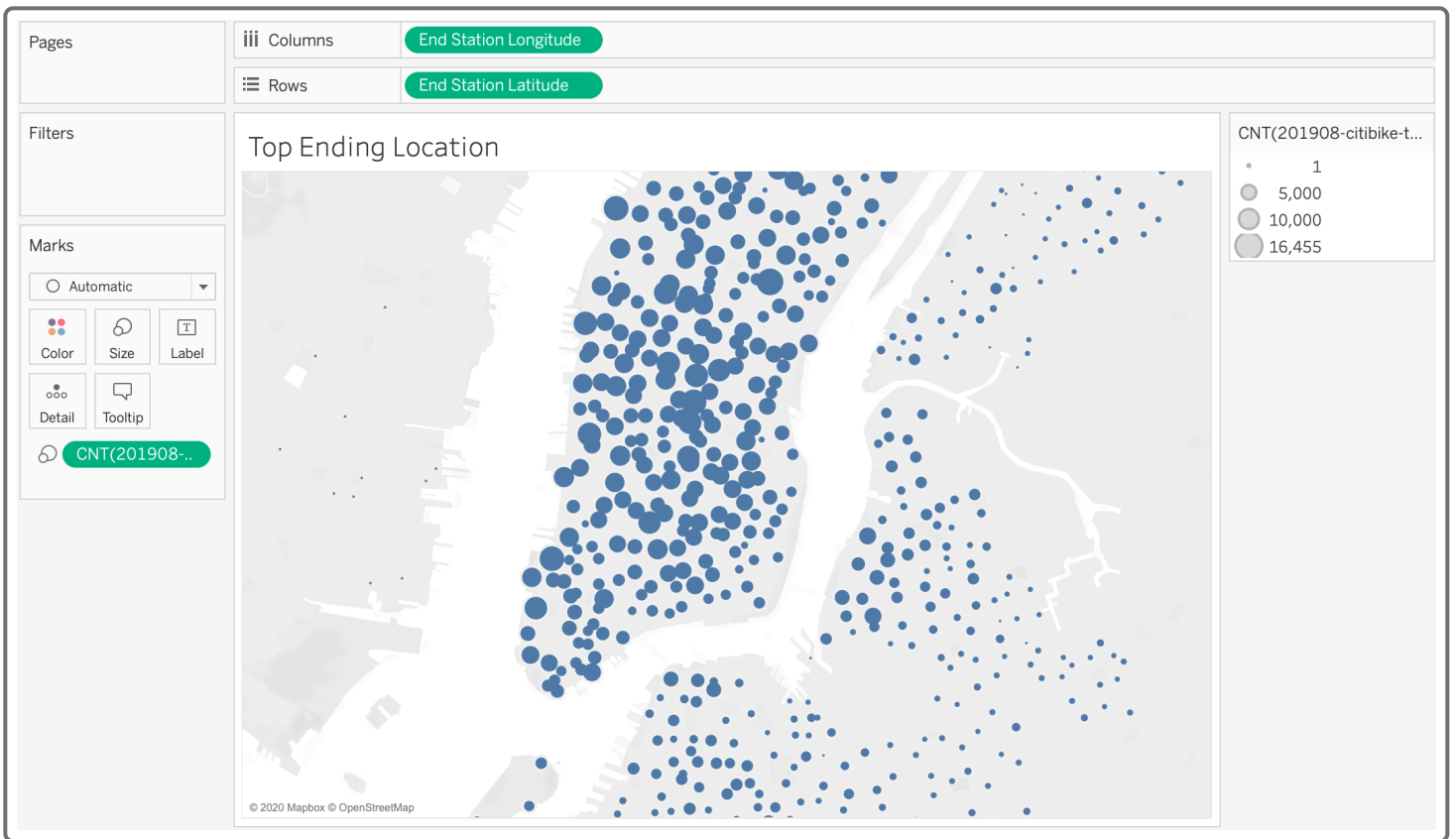
Start by creating a new worksheet and naming it "Top Ending Locations."

As we did before, the next step is to identify the dimensions and measures we'll need. For our geographic coordinates, we want the "End Station Latitude" and "End Station Longitude" measures. To correspond with our coordinates, we'll need the `201908-citibike-tripdata.csv (Count)` dimension as well.

Next, drag the "End Station Latitude" to the Rows section and change it to a dimension. Then drag "End Station Longitude" to the Columns section and change it to a dimension as well. Here's what you should see in your workspace:

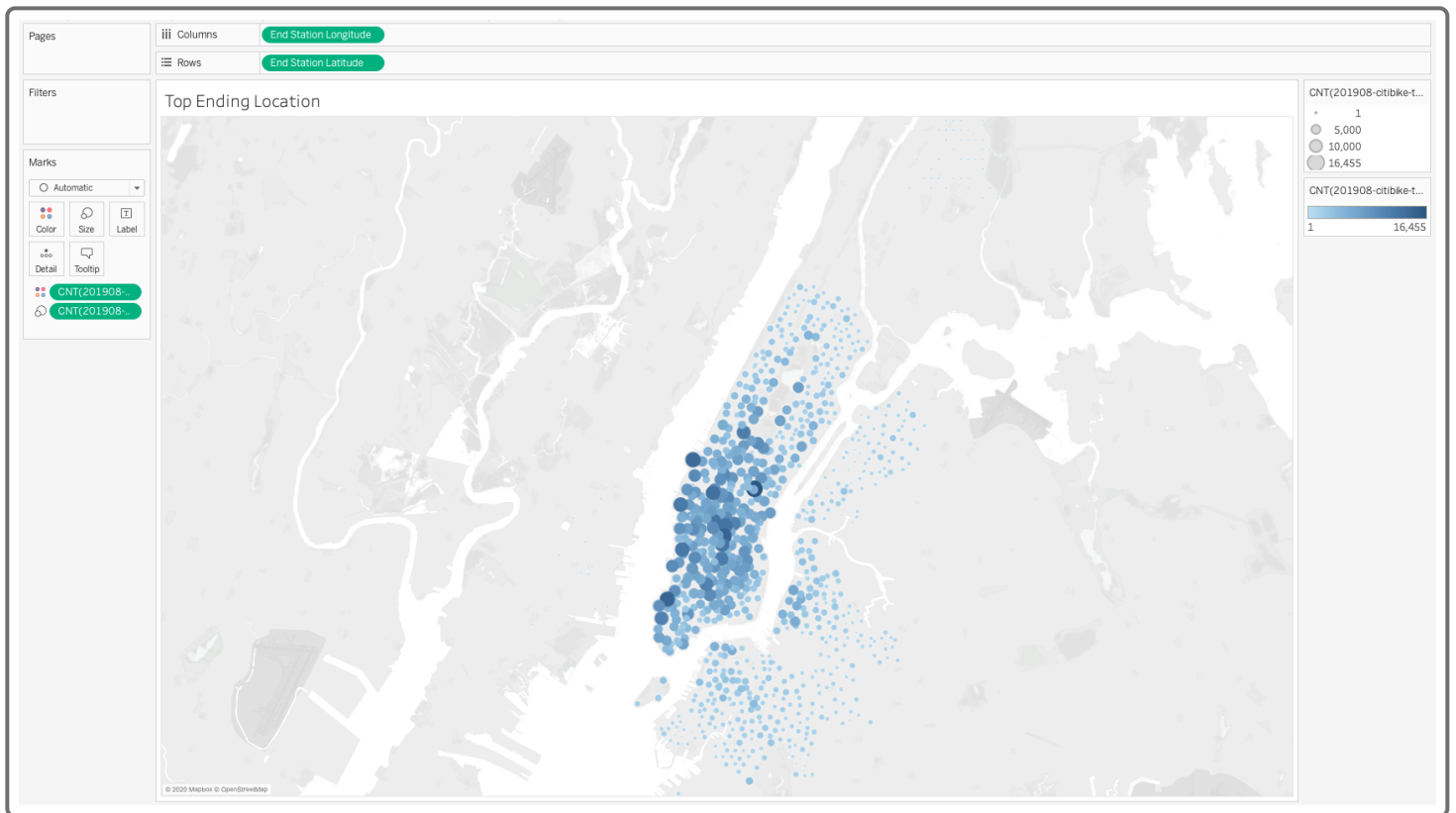


Now we need to add the `201908-citibike-tripdata.csv (Count)` measure to the Size mark. You should see a symbol map that looks like the following image:

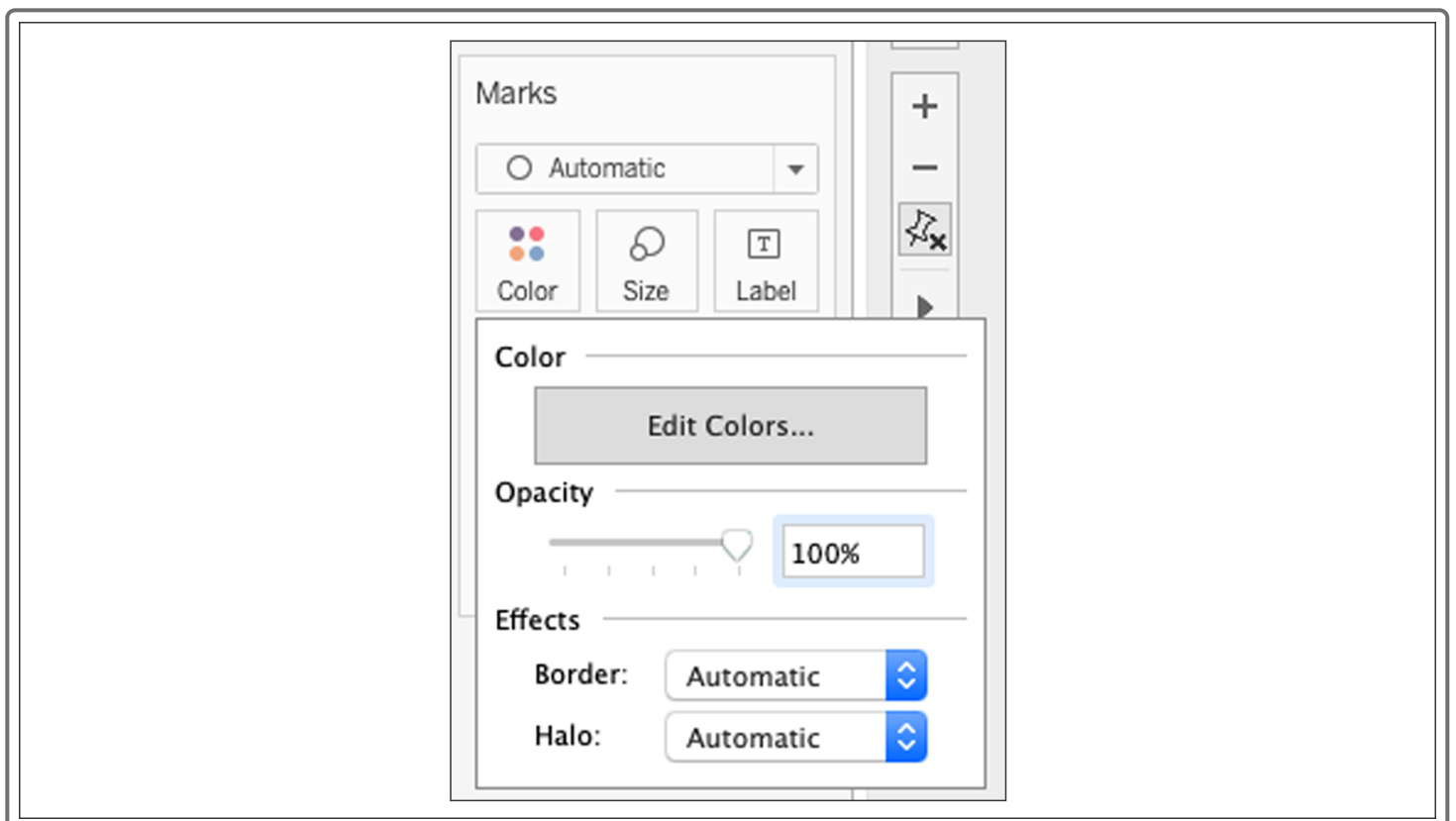


The size of the symbols now corresponds to the popularity of a given location, which is exactly what we want. Now we just need to add the `201908-citibike-tripdata.csv (Count)` to the Color mark. This will adjust the color of the symbols so that they represent the most popular ending locations. As before, the darker the color, the more popular the location is.

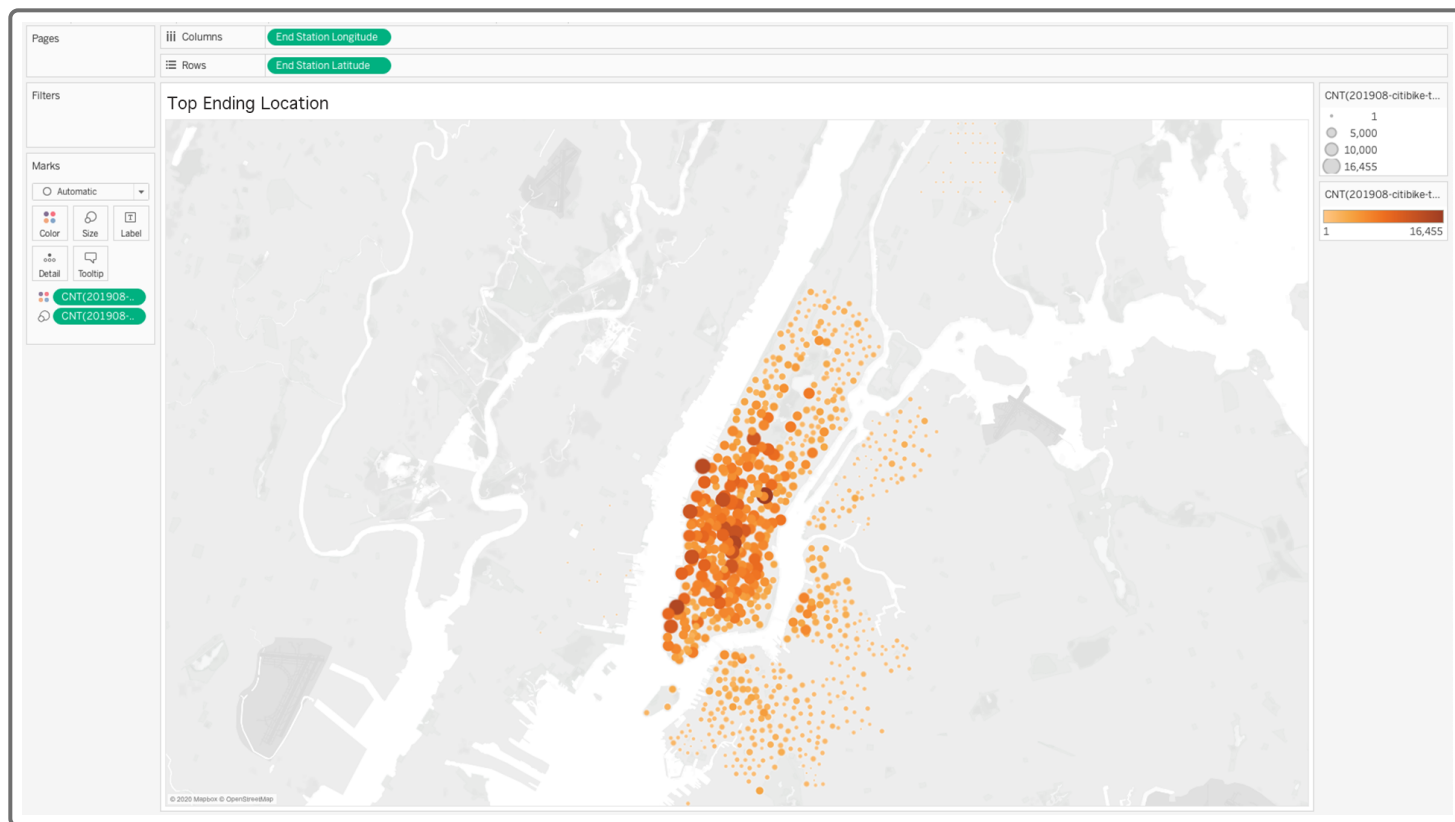
Your worksheet will now look like the following:



Now, for this worksheet, we're going to change the colors so that we can determine at a glance if a symbol is popular or not. To do this, first click the Color mark to expand the options, as shown in the following image:



Click "Edit Colors," and then select the palette dropdown. Choose the red-gold color scheme. If the location is more popular, it will be red; if it's less popular, it will be gold. Your symbol map should now look like the following:



Nice work! The symbol map for top ending locations is complete. Now let's take a look at what the data says about gender and bike rides.

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