14.2.6

Find the Proportion of Short Term Customers to Annual Subscribers

Another piece of data you'll want to look into is the number of short-term customers and annual subscribers to the Citi Bike service. This will help us determine the types of customers we could expect for a bike-sharing company in Des Moines. Specifically, you want to find out how the proportion of short-term customers to annual subscribers has changed.

Now that we know the total number of trips for August, next we want to explore the types of customers. In particular, we want to find the proportion of short-term customers of the bike service to the annual subscribers. For this we'll create a pie chart.

What Is the Proportion of Short-Term Customers to Annual Subscribers?

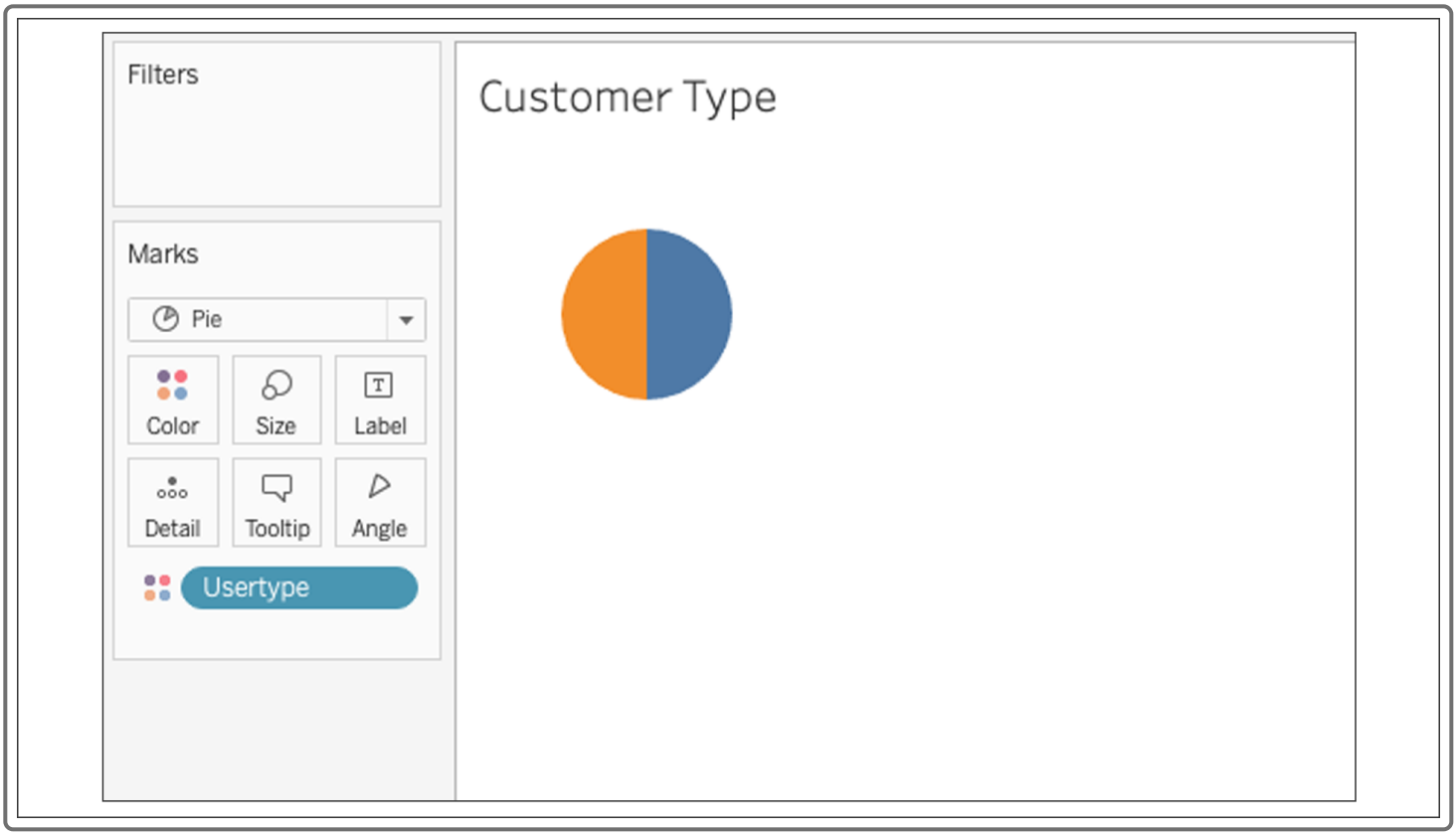
Let's start by creating a worksheet named "customers." We'll use this worksheet to create our pie chart.

Click the worksheet tab in the toolbar. (Remember, this is the tab on the left.)

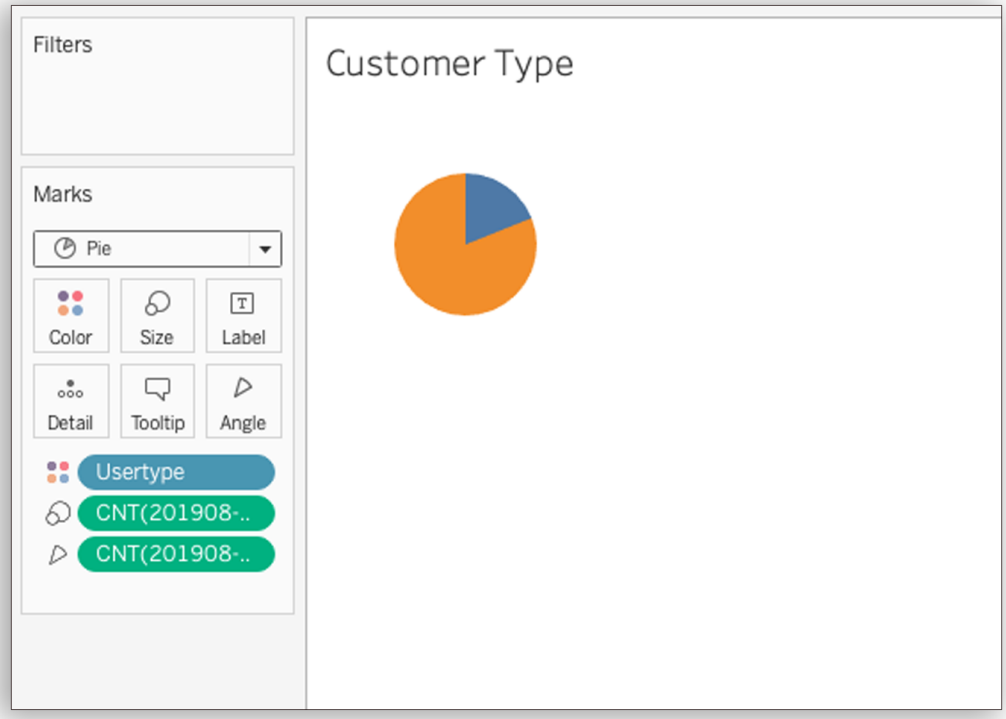
Change the name of the worksheet to "customers."

For our pie chart, we'll need the `Usertype` dimension and the `201908-citibike-tripdata.csv (Count)` measure. Within the Usertype dimension, you'll notice that there are two types of users: subscribers and customers. "Subscribers" refers to annual subscribers of the bike-sharing service, while "customers" are the short-term riders.

Next, add the Usertype Dimension to the "Color" mark, as shown in the following image:



Now we can add the `201908-citibike-tripdata.csv (Count)` measure. This will update the wedges of our pie chart to reflect the percentages of customer types. Drag the `201908-citibike-tripdata.csv (Count)` measure into the Size mark and the Angle mark. Here's what the worksheet will now look like:



Once these marks are in place, you can place your cursor over the pie wedges to see more details about them. In this case, we can see how many rides were recorded for each type of customer.

Retake

We now know the breakdown of rider types in New York City, which will help us predict the customer breakdown in Des Moines and, in turn, propose a business model to investors.