Chicago's Transportation Decisions Impacted by Gasoline Prices

2019 Weekly Chicago All Grades All Formulations Retail Gasoline Prices (USD/Gallon)
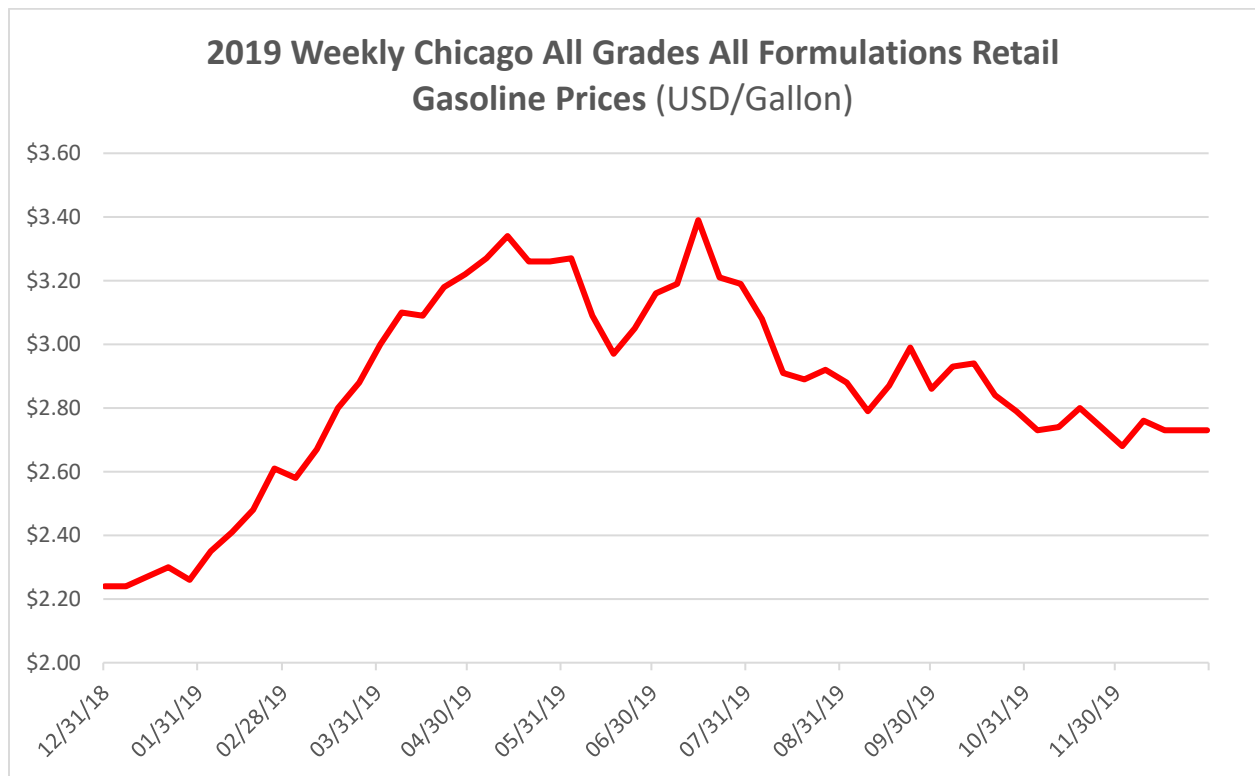
Divvy as one of Chicago's Transportation Option

2019 Weekly Chicago Divvy Riders
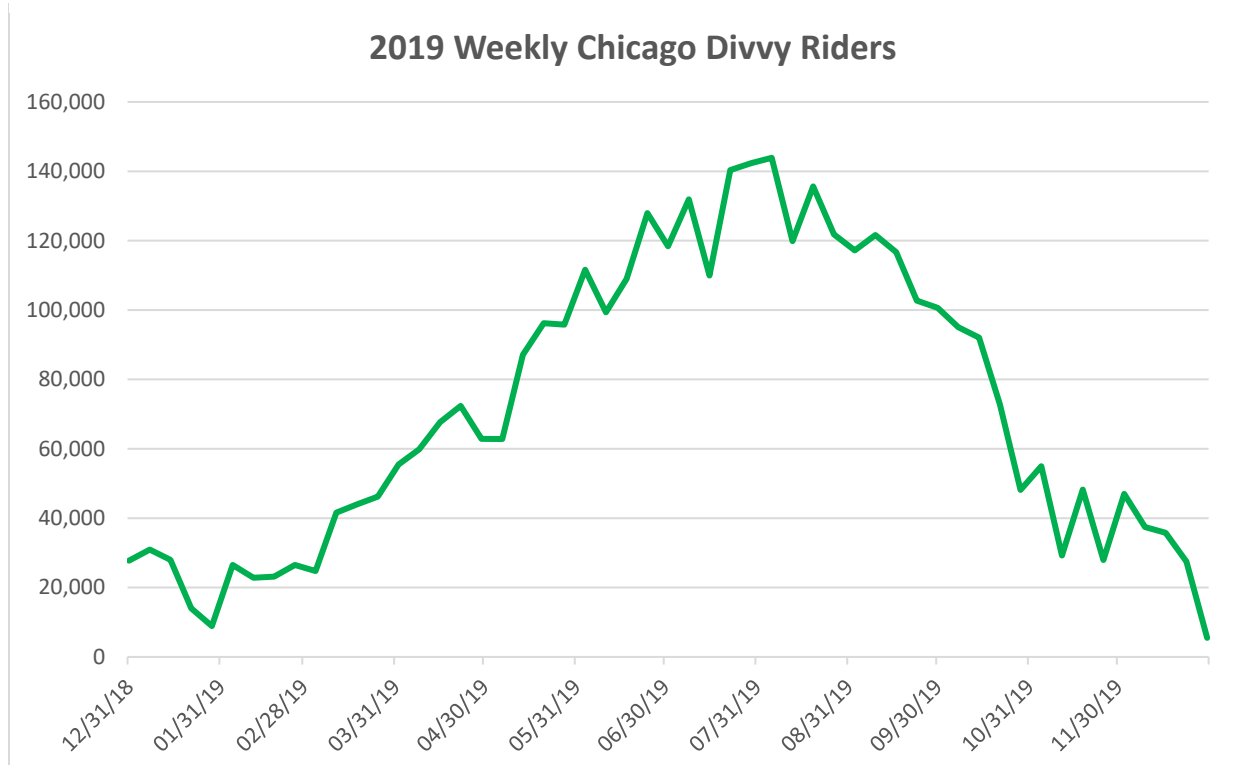
The line graph is perfect for this analysis because it demonstrates we can see historical trends. This chart is more or less used as a factual, matter-of-fact resource. Shape is used to understand and see the story behind the trendline, which can be followed historically. Gasoline prices can be used to gauge how much of the Divvy services are being used. We can try to correlate if gasoline prices have had any impact on whether Divvy service in Chicago will be used. Moreover, the historical trend line chart is adequate in providing a story since we can see when prices are high and then try to correlate our finding with how much Divvy is being used over a time period. In this particular example we are looking at the historical chart from the year 2019 (before COVID-19). This will give us part of the story in that we can try to understand whether people are traveling more when prices are low or traveling less when they are higher. And if they are still traveling, perhaps they are choosing alternative transportation, i.e., services such as Divvy or even public transportation like the Chicago Transit Authority. Overall, I believe that a line chart provides great insight on what occurs historically and can help us with understanding trends based on the visualization it is providing. Through these line graphs we are able to see change that occurs over time. Lastly, our eyes draw us directly to the lines on the charts through the use of color contrast.