

Link to the final Visualization

https://public.tableau.com/views/C5M5_MakingCitiBikesPandemic-Proof/FinalStory?:language=en&:display_count=y&:origin=viz_share_link

Write up

1. The three specific design choices that I made keeping in view the perspective of the stakeholders and the audience are
 - a. Using a consistent colour scheme throughout to reduce cognitive load and employ Gestalts Principles wherever possible to communicate the information naturally. I've also used filters and interactive elements that provide just the right amount of data, this accounts for audience requirements.
 - b. Using labels and bar graphs to make the content easy to interpret, falling in line with Daniels (Stakeholder) Requirements.
 - c. Taking into account Barbara's (Stakeholder) requirements, a KPI monitoring dashboard has been used that gives quick glance over all the key metrics.
2. The project went as planned since I figured out the dataset before milestone 1. To sum up there was quite a learning curve in finding, cleaning and interpreting data all by myself vs the pre – processed data being provided for explanatory analysis. Fun project overall and has encouraged me to try out more projects like these.

Scroll down for Project Proposal and Personas

Project Proposal

Citi bike Trips in NYC before and during the Pandemic

1. **SUMMARY** – Citi bikes in New York are a fun and affordable way to travel around. These bikes are available for single time use, day passes for a full day of use and annual membership plans. You can pick a bike at one of hundreds of stations around Manhattan, Brooklyn, Queens, The Bronx and Jersey City. You can use the app available on all major platforms for convenience. One can take any number of rides as long as the pass is active and after using the bikes these can be returned at the nearest station. There are over 15,000 bikes over 1000 stations and are used extensively throughout the years by locals and tourists. *In this project we'll try to analyse the usage of Citi bikes after the onset of pandemic and compare various KPI's.*
2. **WHO**
 - a. Stakeholders - Operations Manager and Facilities Specialist
 - b. Audience – Members from logistics and bike fleet department
3. **WHAT**
 - a. Data Sources – Data has been made available by Citi bike at AWS. It's free to use and can be downloaded in .csv format. The link to dataset is - <https://bit.ly/2FLaRfP>
 - b. Data Quality – The data is well organized and doesn't require any extensive pre-processing for analysis.
 - c. Data Timeliness – The data is available for each month is available at the end of the respective month. So, its recent and updated frequently.
4. **WHY**
 - a. Business Case - To identify the changes across various metrics due to the pandemic, so that the organization can take initiative to ease the situation for its customers.
 - b. Intended Outcome – New pricing and availability options for customers so that they continue to use the bikes for everyday commute.
5. **HOW**
 - a. Formats – Story with multiple points
 - b. Presentation Vehicle – Any device with a screen size of 14 inches or above.
6. **CHALLENGES**
 - a. How to introduce better pricing plans without cutting into profits.
 - b. How to facilitate movement across NYC so that bikes are available at peak hours.
 - c. Proper sanitation of bikes after use so that people aren't hesitant to use it.

Persona– Stakeholders



Name – Daniel Weiss (Operations Manager)

Age – 52

Gender – Male

1. GOALS

- a. Needs crisp and clear visualizations
- b. Wants to ensure financial stability while maintaining profit margins
- c. Customer centric person

2. CHALLENGES

Daniel has a number of reports on how the pandemic has affected the business. He wants more information of specific metrics like average number of rides per day, distance travelled etc. Using this he wants to work around a new financial plan to reduce the current pricing and make it more accessible for the customers

3. CONTEXT

Quarterly board meeting with other officials to discuss the changes that the company needs to make to adapt to the current pandemic situation and ensure the health of customers and on-site officials.



Name – Barbara Lawrence (Facilities Specialist)

Age – 31

Gender – Female

1. GOALS

- a. Quick and clear updates
- b. Important Metrics in one 'At a Glance' section

2. CHALLENGES

She needs key metrics in one single section that helps her to identify the barriers present in making the process more efficient. Using this she wants to optimize the bike flow and availability across NYC so that bikes are always available at peak hours. She also needs to account for operations like bike sanitization.

3. CONTEXT

Quarterly board meeting with other officials to discuss the changes that the company needs to make to adapt to the current pandemic situation and ensure the health of customers and on-site officials

Persona – Audience



1. GOALS

- a. Information on all possible metrics
- b. Information on most visited bike stations
- c. Descriptive information on data and trends observed

2. CHALLENGES

The members in the audience are those who work with Bill and Barbara in their respective teams. They are a group of committed individuals who aim to make Citi bike the best mode of transport in NYC. They pay close attention to details and rely heavily on data to make decisions and policies.

3. CONTEXT

Quarterly board meeting with other officials to discuss the changes that the company needs to make to adapt to the current pandemic situation and ensure the health of customers and on-site officials