



Cyclistic wants a dashboard to show:

Trip count over time & year to year growth

Popularity based on starting location

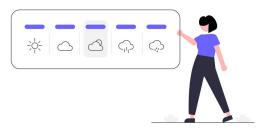
Popularity based on Ending location

Subscriber vs. walk-up rider patterns

Effect of weather on riding patterns





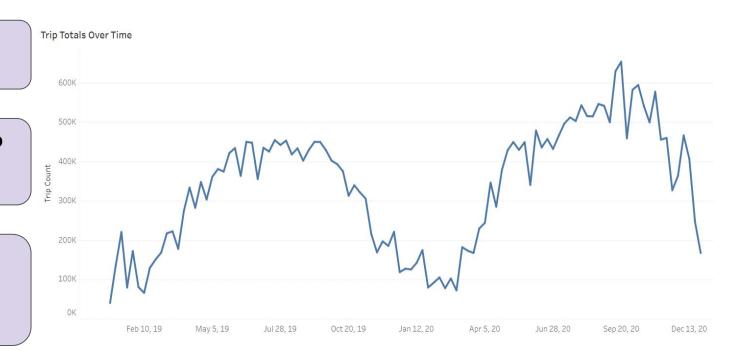


Trip Totals Over Time

Consistent growth year to year

Large increase Sep 2020 compared to Sep 2019

Big increases continue through Dec 2020 when compared to 2019



Trips Each Month by Starting Location

Chelsea and Clinton most popular neighborhood by far

Trips increase in most neighborhoods April through October

The Sunset Park neighborhood has almost no trips

The Upper East Side is also not a popular starting neighborhood

Trips Each Month by Start Location

| Neighborho | February | March | April | May | June | July | August | September | October | November | December |
|-------------|----------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|
| Bushwick a | | | | | | | 3,668 | 15,370 | 14,902 | 11,630 | 10,060 |
| Central Bro | 6,810 | 11,120 | 20,540 | 27,332 | 28,218 | 29,524 | 32,030 | 37,182 | 32,516 | 24,404 | 19,706 |
| Chelsea and | 257,638 | 480,196 | 797,240 | 1,071,308 | 1,118,220 | 1,240,982 | 1,255,474 | 1,272,752 | 1,173,196 | 868,336 | 695,684 |
| Gramercy P | 149,658 | 265,612 | 413,124 | 541,184 | 562,986 | 620,690 | 631,482 | 656,876 | 625,076 | 474,354 | 387,680 |
| Greenpoint | 6,302 | 14,534 | 33,858 | 52,540 | 48,950 | 51,484 | 84,938 | 128,918 | 112,076 | 90,266 | 67,420 |
| Greenwich | 103,904 | 193,416 | 355,990 | 511,528 | 521,814 | 563,568 | 592,648 | 594,820 | 504,634 | 364,848 | 282,710 |
| Lower East | 203,610 | 349,438 | 572,792 | 780,978 | 789,872 | 846,428 | 882,420 | 907,260 | 803,212 | 600,110 | 479,600 |
| Lower Man | 57,840 | 111,806 | 195,192 | 291,718 | 316,720 | 353,868 | 373,142 | 353,766 | 286,560 | 203,600 | 158,672 |
| Northwest | 41,998 | 82,956 | 144,490 | 208,950 | 200,610 | 212,072 | 219,058 | 224,426 | 187,062 | 136,890 | 105,792 |
| Northwest | | | | | | | 9,490 | 17,332 | 14,482 | 12,286 | 9,05 |
| Sunset Park | | 6 | 12 | 12 | | | | | | | |
| Tribeca | 7,312 | 15,640 | 38,104 | 61,210 | 64,626 | 70,624 | 72,544 | 67,512 | 51,246 | 34,940 | 25,714 |
| Upper East | 1,682 | 2,204 | 5,314 | 7,442 | 7,066 | 8,332 | 11,358 | 63,654 | 84,360 | 70,622 | 55,824 |
| Upper West | 3,908 | 9,006 | 19,952 | 29,136 | 27,032 | 31,050 | 33,928 | 71,194 | 89,864 | 71,160 | 50,720 |
| West Side | | | | | | | | | 2,998 | 3,234 | 2,19 |

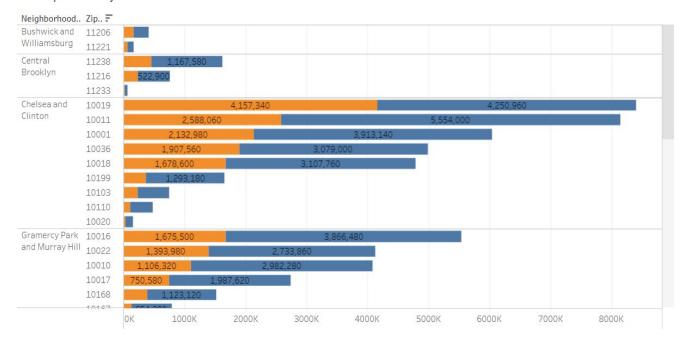
Tot. Trip Minutes by Destination

Popular starting locations like Chelsea and Clinton are also popular ending locations

Subscribers spend more total combined time on trips than walk-up customers

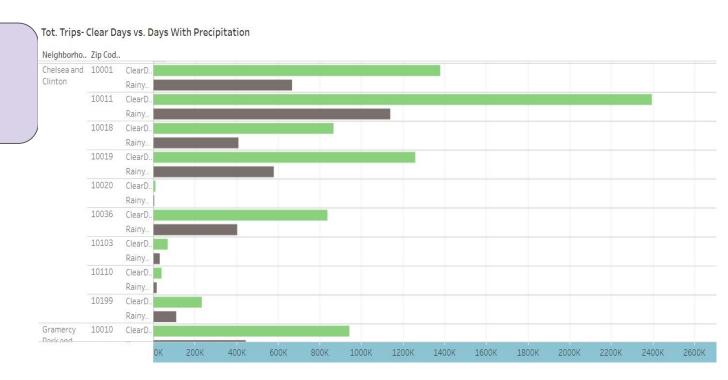
A few zipcodes (10019, 10023) have nearly as many trip minutes by walk-up customers as subscribers





Total Trips - Clear Days vs. Days With Precipitation

More than twice as many trips in clear weather as on rainy days



Avg. Trip Duration (Walk-up vs. Subscribers)

Walk-up customers take up to 50% longer per trip vs subscribers

Walk-up trips ending in Sunset Park are abnormally long

We can also see (in tooltip) that subscribers take several times more trips than walk-up customers

