

# Bluebike Ridership in Boston

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## BLUE BIKE RIDERSHIP VISUALIZATION

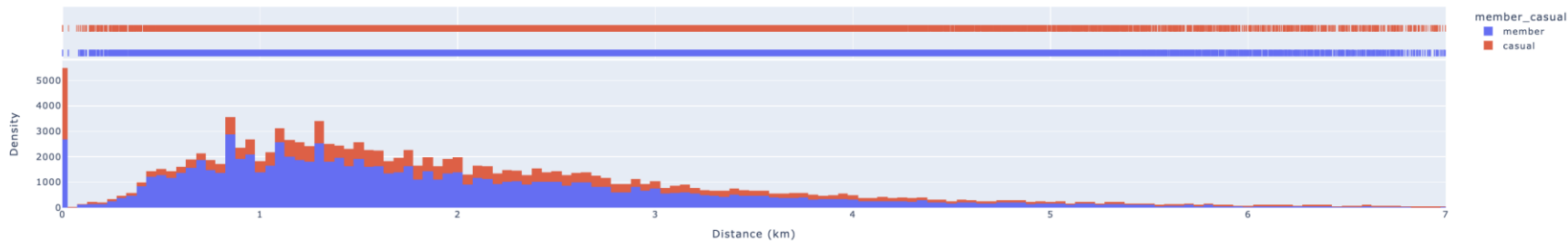
EXPLORE THE DATA:

Pick a column to explore:

distance

COLUMN VISUALIZATION:

Distance KDE Plot



KEY METRICS:

CHOOSE A RIDE GROUP:

- ☒ Member  
☐ Casual

Average Distance of Rides

1.961 miles

Average Ride Duration

15.79 minutes

Average Speed of All Riders

0.1578 mph



Our dashboard allows users to monitor various aspects of Bluebike customer profiles to analyze consumer behavior by 2 distinct groups (casual riders or members of the Bluebike program). Instead of having to manually sift through the data, our dashboard allows for the user to select a column from the dataset and explore its properties with interactive Sankey diagrams and time series and KDE plots. Additionally, we have dynamic indicators at the bottom of the dashboard to track relevant metrics such as distance and ride duration to help the company better profile its customers.

**Key Insight:** From the dynamic indicators, we can immediately tell that casual riders tend to ride for significantly longer times compared to members. It could be valuable for the business to offer distance-driven discounts to capture market share in this segment.

Data Source: <https://www.bluebikes.com/system-data>



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