

# Build A Dashboard for Cyclistic

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## Overview

Cyclistic is a bike-sharing company that wants to better understand how customers use their bikes. The goal of this project is to find out when and where people ride the most, and how usage differs between casual riders and subscribers.

## The Problem

Cyclistic had a lot of trip data but found it hard to get clear insights. The team needed to understand:

- When and where people ride most
- Which stations are the busiest
- Where to add new stations to reduce crowding

## The Solution

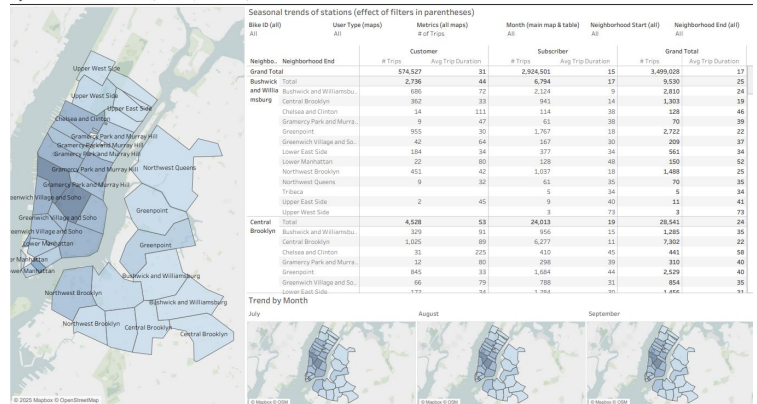
Created an interactive dashboard with maps, charts, and tables to show bike trip trends by season, location, and user type. The dashboard helps Cyclistic easily see when and where people ride most, compare customers and subscribers, and find areas for growth.

## Details

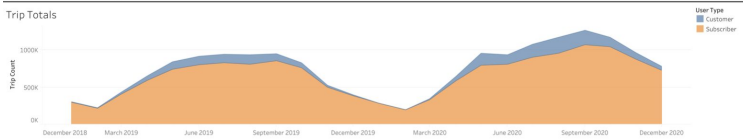
### Summer Trends Tab:

A large map shows bike usage in each NYC borough during summer. Smaller maps highlight July, August, and September—the busiest months. Filters let users explore specific bike IDs, user types, months, and neighborhoods. A table compares trip counts and average trip duration by neighborhood and user type.

Cyclistic Summer Trends (click on map to filter table)



Cyclistic Seasonality



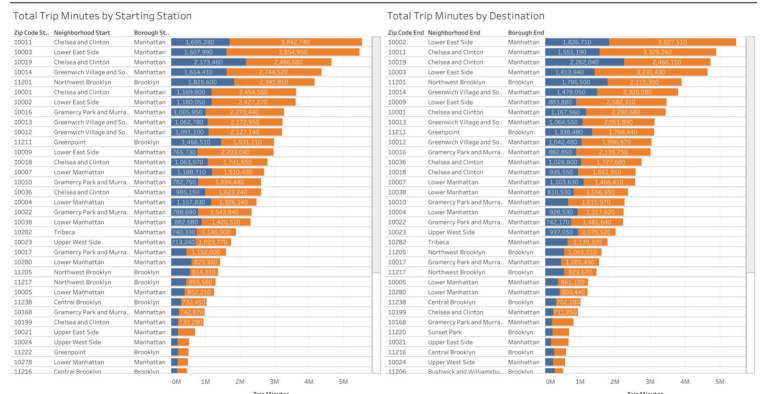
Trip Counts by Starting Neighborhood

Borough St.	Neighborhood	Zip Code St.	2019												2020											
			January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September			
Brooklyn	Brooklyn	11206																					1,568			
	Brooklyn	11207																					271			
	Brooklyn	11208																					1,271			
	Brooklyn	11209	492	422	626	1,154	1,051	1,257	1,261	1,384	1,221	1,038	666	463	341	274	420	1,005	1,594	1,344	1,674	1,568	1,271			
	Brooklyn	11210																					271			
	Brooklyn	11211																					1,271			
	Brooklyn	11212																					1,271			
	Brooklyn	11213	1,956	1,698	2,676	4,236	5,213	6,107	5,849	5,905	5,336	4,136	2,730	1,820	1,557	1,013	1,839	3,976	5,813	5,402	5,979	5,755	5,755			
	Brooklyn	11214	2,191	1,902	4,243	7,883	11,167	12,635	12,190	12,640	11,033	8,699	4,963	2,995	2,052	1,251	3,025	9,052	15,110	11,842	13,560	13,591	13,591			
	Brooklyn	11215																					6,562			
Brooklyn	Brooklyn	11216	10,835	7,539	15,962	24,258	33,454	35,085	35,125	34,130	33,745	27,559	16,998	12,632	8,805	5,594	23,961	37,642	32,051	36,961	36,928	4,662				
	Brooklyn	11217	3,740	2,686	5,448	7,014	9,355	9,940	9,938	9,980	9,834	8,485	5,593	4,351	3,240	2,272	3,742	6,971	10,298	9,748	10,491	11,342				
	Brooklyn	11218	3,469	1,675	3,420	5,394	6,799	7,274	7,086	7,479	7,452	6,036	3,726	2,827	3,896	2,396	2,270	4,872	7,008	6,245	6,531	6,897				
	Brooklyn	11219	10,402	13,990	26,771	38,950	47,701	51,638	51,736	52,398	54,555	50,651	36,832	25,133	13,343	25,712	38,345	54,254	53,262	57,114	57,174	1,714				
	Brooklyn	11220	19,409	22,841	34,846	51,752	67,775	87,775	97,775	107,775	117,775	127,775	137,775	147,775	157,775	167,775	177,775	187,775	197,775	207,775	217,775	227,775				
	Brooklyn	11221	10,999	7,891	16,623	25,522	31,577	37,362	35,828	35,445	31,765	19,546	16,231	11,542	6,330	13,867	23,447	33,502	34,084	39,799	40,860	4,414				
Manhattan	Manhattan	10001	16,876	10,644	24,824	36,227	42,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286	48,286				
	Manhattan	10002	641	467	1,352	2,079	2,435	2,448	208																	
	Manhattan	10003	11,304	7,569	15,171	24,410	29,687	32,384	34,328	34,376	33,519	29,613	19,959	14,991	11,135	7,467	12,811	23,452	35,746	35,746	42,362	4,398				
	Manhattan	10004	815	597	1,146	1,548	1,793	1,531	2,148	1,391	1,391	1,391	1,391	1,391	1,391	1,391	1,391	1,391	1,391	1,391	1,391	1,391				
	Manhattan	10005	1,209	760	262																					
	Manhattan	10006	1,209	760	262																					

### Top Trips Tab:

Two horizontal bar charts show neighborhoods with the highest total trip minutes (start and end points), split by user type. This helps find popular areas and understand where riders travel long distances.

Cyclistic Trip Minutes



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## Reflections/ Next Steps

- As a direct result of the Cyclistic bike usage project, patterns of seasonal demand and user behavior were clearly identified across New York City in 2019–2020.
- The project is encouraging further analysis into how bike-sharing programs can adapt to customer and subscriber needs.
- Key findings are now being referenced in business intelligence training materials focused on data visualization and transportation analytics.
- Strategic opportunities for neighborhood-specific marketing and bike station optimization have been uncovered.
- Future initiatives are expected to improve user engagement and support data-informed decisions in urban mobility planning.