Build A Dashboard for Cyclistic

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:

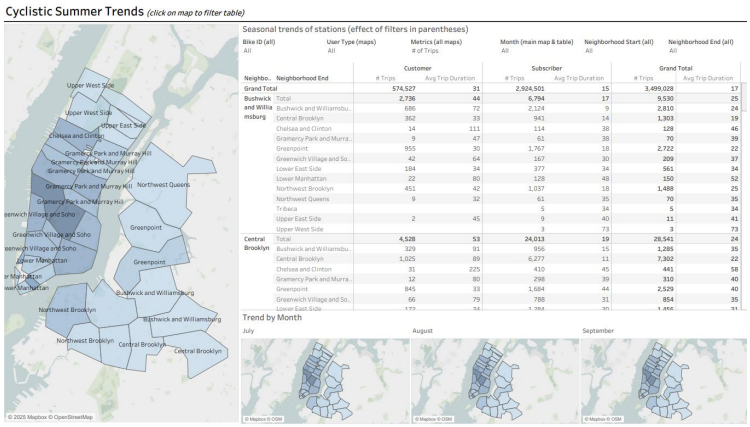
- When and where people ride most
- Which stations are the busiest
- Where to add new stations to reduce crowding

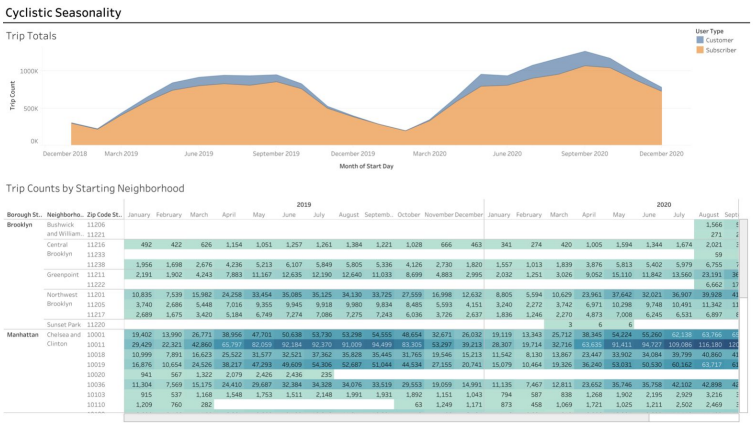
The Solution

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

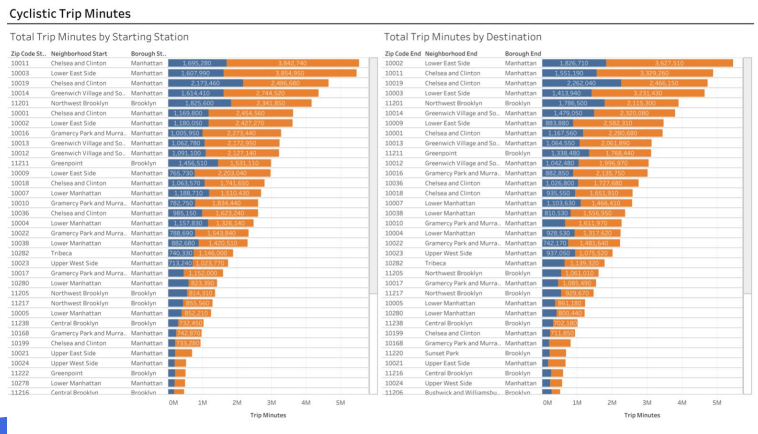
Summer Trends Tab:
A large map shows bike usage in each NYC borough during summer. Smaller maps highlight July, August, and September—the busiest months. Filters let users explore specific bike IDs, user types, months, and neighborhoods. A table compares trip counts and average trip duration by neighborhood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





Seasonality Tab:
A line chart shows total trips each month in 2019–2020, split by customers and subscribers. It reveals more rides in warmer months and that subscribers take more trips overall.
A table lists monthly trip counts by neighborhood, using color shading to highlight high and low activity areas.

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.



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.