Visual 1 – Divy User Quantity by User Type and Gender. (https://www.divvybikes.com/system-data)
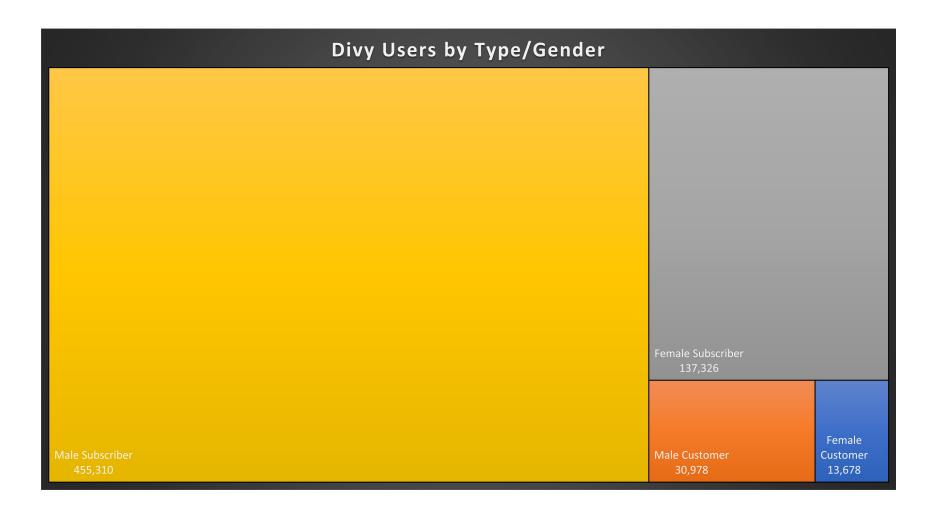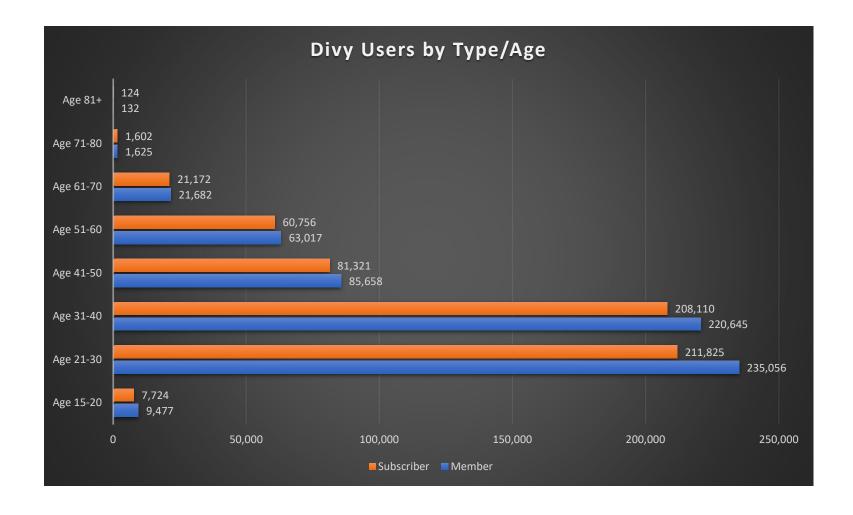

Divy Users by Type/Gender

Male Subscriber
455,310

Female Subscriber
137,326

Male Customer
30,978

Female
Customer
13,678

Visual 2 – Divy User Quantity by User Type and Age Range. (https://www.divvybikes.com/system-data)

Divy Users by Type/Age

Age Range	Subscriber	Member
Age 81+	124	132
Age 71-80	1,602	1,625
Age 61-70	21,172	21,682
Age 51-60	60,756	63,017
Age 41-50	81,321	85,658
Age 31-40	208,110	220,645
Age 21-30	211,825	235,056
Age 15-20	7,724	9,477

Evaluation

For the first visual I created I used a combination of size contrast and shape contrast. For size contrast I used different sized elements to highlight the vast differences between gender usage of the Divy bikes. I also included the type of user but after generating the visual it showed a clearer picture based off gender than user type. I used shape contrast by creating a visual that utilized shapes inside of a larger shape to show the proportional differences. This gives the viewer a reference to the scale of the differences between the types and gender of users. Using shapes like this to create contrast and variety engages the viewer more than a simple line chart would.

The second visual I created utilizes color contrast and size contrast. The color contrast comes from the muted background while the data bars use sharp bright colors to contrast. This draws the eyes to the data in a more meaningful way. This visual utilizes size contrast by adjusting the scale of the of number range to emphasize the two key age groups that vastly outnumber the others. This draws the eyes to those ranges and shows the importance of what you want the viewer to see.

Creating these visuals did make me realize the gaps in the data source since the fields for gender and age were not always populated. This could lead to a skewing of the data and would require further investigation and possibly a disclaimer to address how it affected the visual.

Data Reference

https://www.divvybikes.com/system-data   - 2019 Quarters 3 & 4 user data.