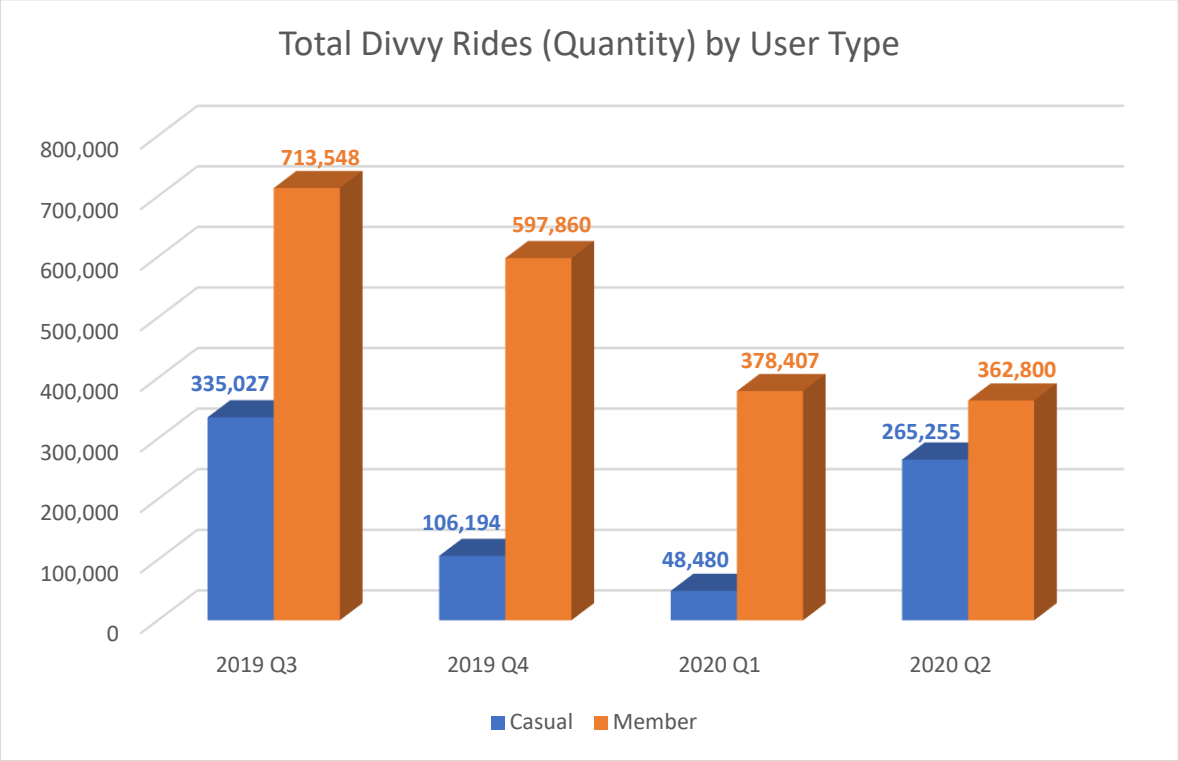
MBA 562 : Module 3 Individual Assignment

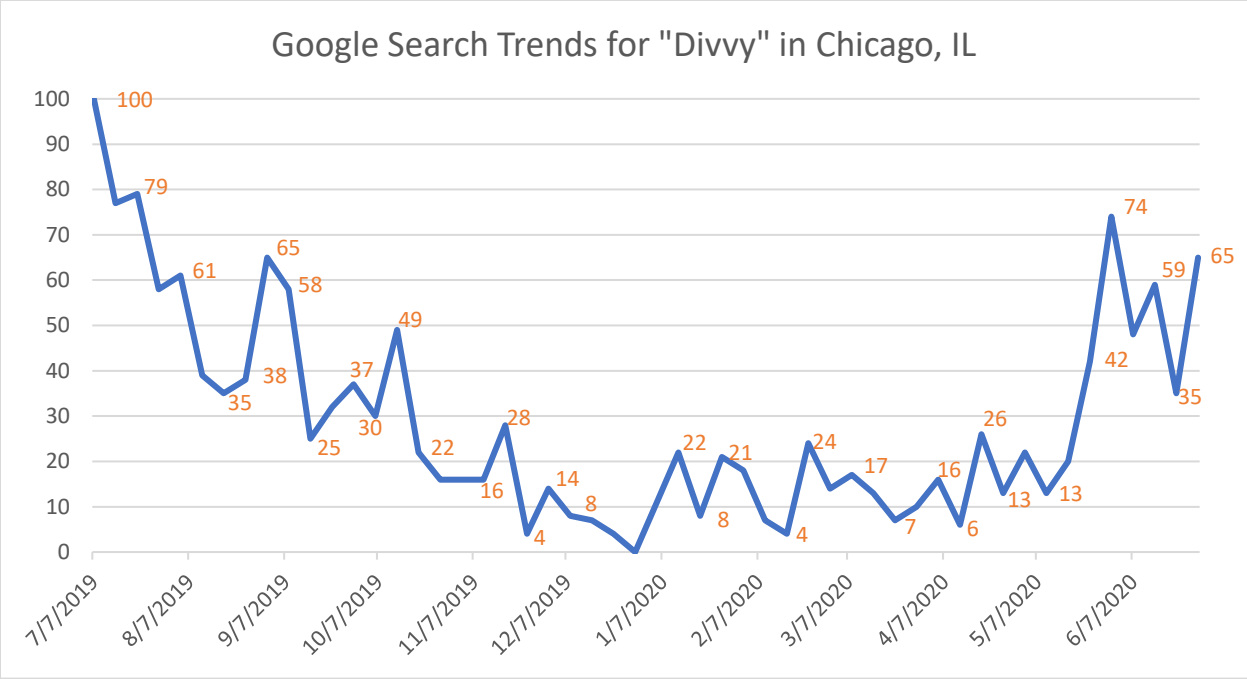
Visual 1 : Divvy Rides by User Type (https://www.divvybikes.com/system-data)



The data I have used for visual 1 is from Divvy's System Data. The data shows the quarterly total number of rides taken by each rider type over the 12 months from 07/01/2019 to 06/30/2020.

The visual was created using Microsoft Excel and edited in Microsoft Word. In this visual, I focused on using size contrast and color contrast to effectively communicate the insights the data is providing. The visual is a bar graph. The graph has bars of different sizes (heights) for different quarters and rider types. The size of the bars reflects the total rides by each rider type. The bigger the size of the bar, the higher the number of rides. The changing size of the bars helps us observe the changes in the number of rides every quarter. Additionally, I used different colors for casual riders and members. The color contrast attracts interest, and the audience can easily differentiate the data for each rider type. Additionally, I added data labels which are in the same color as the bars for their respective rider types. The colors for the data labels would help the audience to associate the label to its respective bar for rider type.

Visual 2 : Google Search Trends for "Divvy" in Chicago, IL (https://trends.google.com)



The data I have used for visual 2 is from Google Trends. The data shows how often the word "Divvy" was searched on Google in Chicago, IL over the 12 months from 07/01/2019 to 06/30/2020. The numbers in the dataset represent the weekly search interest relative to the highest point on the chart for Chicago in that timeframe.

The visual was created using Microsoft Excel and edited in Microsoft Word. In this visual, I focused on using size contrast and color contrast to effectively communicate the insights the data is providing. The visual is a line graph. The graph has different heights at different time intervals which reflect the relative search interest. The higher the height, the higher the search interest. Looking at the changing heights helps us identify the trend for the search interest over time. Additionally, I used different colors for the line graph and the data labels. The color contrast attracts interest, and the audience can easily read the data labels and differentiate them from the line graph.