

Analyzing Ford GoBike

Dataset:

Ford GoBike is the Bay Area's new bike share system, with thousands of public bikes for use across the greater San Francisco Bay area. An app was also created to co-piloting for getting around town. Ford has also introduced an ebike called Ford GoBike Plus on April 24th 2018 which is a motorized bike rides. I would think that this would attract more people to ride the bikes without breaking a sweat. For more information on this program, please go to <https://www.fordgobike.com>

Summary of Findings:

In the exploration, I found that there are two types of clients using the system: subscribers who are mainly daily commuters, having short trips to and from work, who rent a bike on weekdays at 8-9am and 5-6pm, and, occasionally around the lunch time, and customers, usually tourists or occasional riders who use the system mainly on weekends to explore the Bay Area. The bike share system was used more often around summertime (May-October) with a clear drop from January to March, most probably due to the weather condition. Moreover, I have checked if there are some differences in trends for genders.

Key Insights:

Since the usage of the bike sharing system per user type, I tried to find out what are the key factors affect . It turns out Customers: demand is high around summertime, reaching its peak in July. Customers are most probably tourists, or the occasional riders who visit the Bay Area. Subscribers: the highest demand is from May till October, reaching it's peak in October. Subscribers are most likely riders using the bikes for their daily commute. For the weekdays, There is a different trend on which days customers and subscribers rent bikes. As mentioned above customers are most probably occasional riders and tourist who use the bike sharing system on holiday or weekend trips. On the other hand, subscribers are most probably daily work/school commuters who use the system within a week. Finally, There is also a different trend of when during the day bikes are rented most often. Customers use bikes mainly between 8 am - 7 pm, reaching the renting peak around 5pm. Subscribers on the other side use the system at around 8-9am and 5-6pm when they go and come back from work