

Analysis

In this document, the analysis part of the projet is described.

- 1) After all the filtering of the columns and addition of other variables in each worksheet, Pivot table was used to find patterns in the dataset. Here 2017 worksheet is used to describe the steps.

2)

2			
3	Row Labels	Count of ride_id	
4	casual	442056	
5	member	380354	
6	Grand Total	822410	
7			

The first Pivot Table shows that the number of Casual customers is more than Member customers.

3)

8	Row Labels	Average of ride_length	
9	casual	0.022770953	
10	member	0.009888415	
11	Grand Total	0.016812946	

The pivot table shows Causal users tend to have longer rides than the Members users.

4)

13	Count of ride_id	Column Labels		
14	Row Labels	casual	member	Grand Total
15	1	69744	39746	109490
16	2	48316	46503	94819
17	3	45403	52383	97786
18	4	46552	53540	100092
19	5	56846	64429	121275
20	6	71968	64220	136188
21	7	103227	59533	162760
22	Grand Total	442056	380354	822410

The pivot table shows the number of rides completed by the users throughout the week. This shows that Causal users tend to have the more rides completed during the weekend whereas the Member have completed more rides during weekdays.

5)

24	Average of ride_id Column Labels			
25	Row Labels	casual	member	Grand Total
26	1	0.025554018	0.01115	0.02032478
27	2	0.025466178	0.00982	0.01779347
28	3	0.019501669	0.00935	0.01406134
29	4	0.019867517	0.00926	0.0141926
30	5	0.02122652	0.00934	0.01491113
31	6	0.021319761	0.00964	0.01581264
32	7	0.024238647	0.011	0.01939793
33	Grand Total	0.022770953	0.00989	0.01681295

The pivot table shows the average ride length completed by the users throughout the week. This shows that Causal users tend to have the longer rides during the weekend whereas the Member have completed have longer rides during weekdays.

6)

35	Count of ride_id Column Labels			
36	Row Labels	casual	member	Grand Total
37	classic_bike	241489	265420	506909
38	docked_bike	57698		57698
39	electric_bike	142869	114934	257803
40	Grand Total	442056	380354	822410
41				

The pivot table shows that both types of customers have similar behaviour with the type of bikes but the docked bikes are only used by casual bikes.

- 7) The findings indicates that the Casual users use the app for the leisure activities and the Member users use it for daily commute activity.
- 8) This analysis is repeated on other workbooks. This establish overview of the behaviour of different types of customers throughout the year.