Ford GoBike

Key insights for the Ford GoBike Project in 2017

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Bike Sharing in San Francisco

Dataset Overview

- This dataset contains data since the launching of the Ford bike sharing project on June 28th,2017 till the end of 2017.

- The dataset consisted of around 500K records containing multiple details such as duration, origin, destination, and many more.
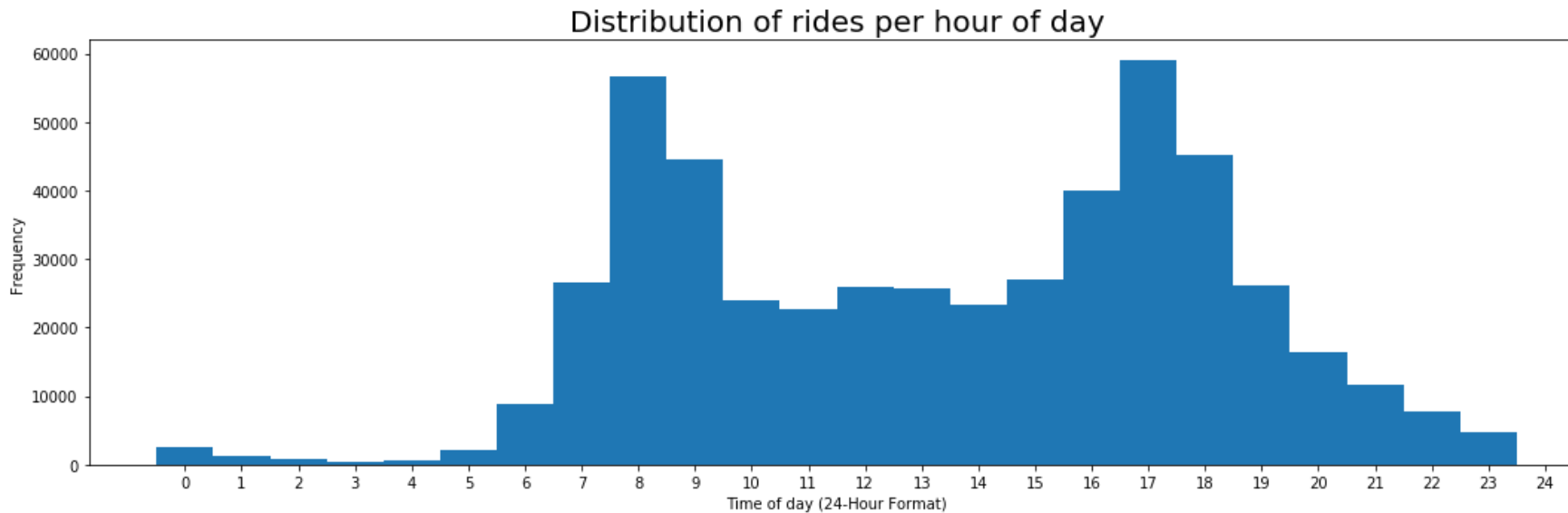
Investigation Overview

- In this investigation, we wanted to look at various characteristics to determine how the users behave.

- We will look at multiple aspects in the following slides to hopefully gain a more holistic understanding of our users' behavior.
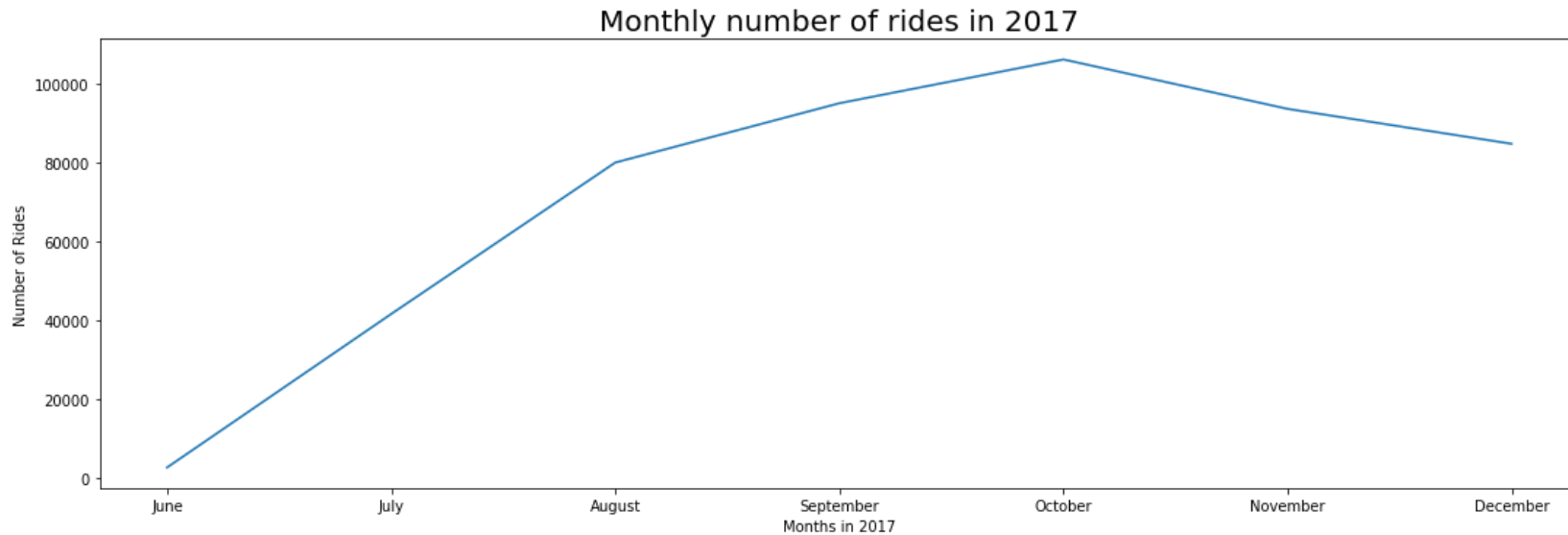
Distribution of Rides per Hour

Distribution of rides per hour of day

From the chart, We can see that this is a **Bi-Modal** distribution with 2 peaks at 8 a.m. (8:00) and 5 p.m. (17:00). This probably suggests that the majority of our users use the bikes to commute to work in the morning (8 a.m.) and get back after work hours are over(5 p.m.)
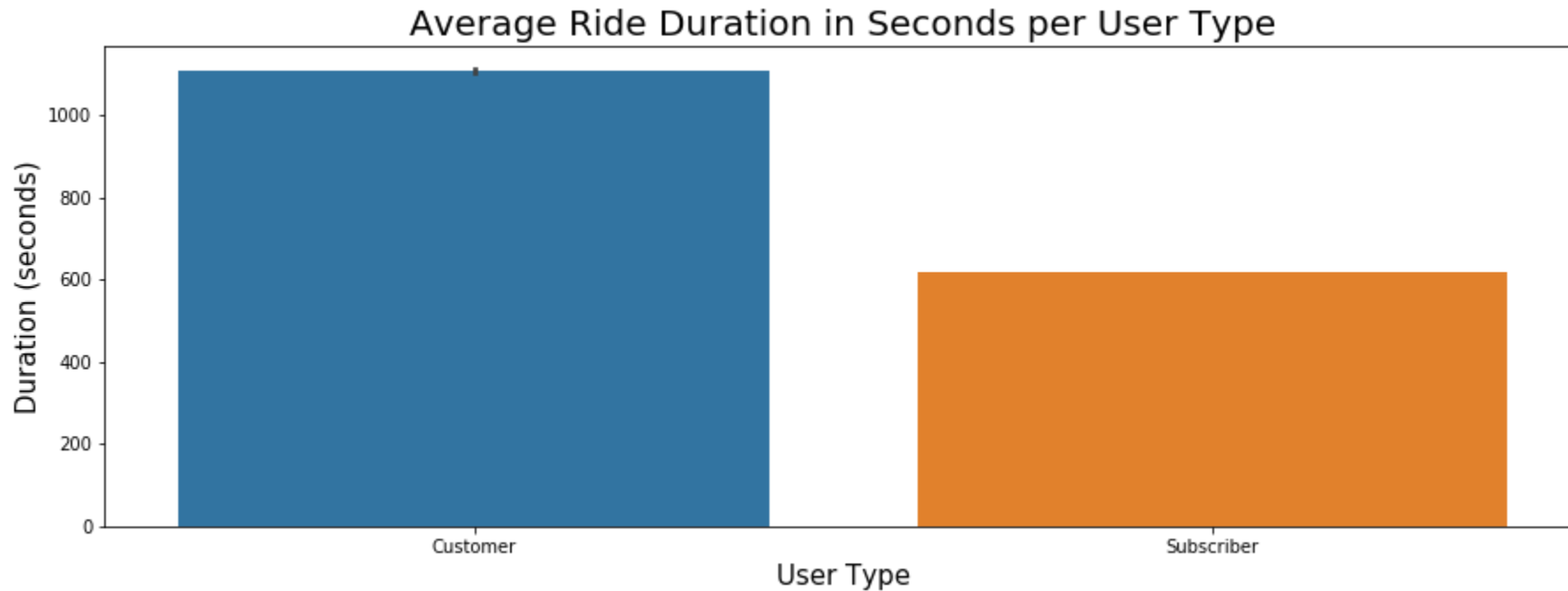
Rides Per Month Trends

Monthly number of rides in 2017

we saw that there was an upward trend starting with the beginning of the 2nd half of 2017 and continuing until it plateaus and then drops near the end of 2017! Probably because of the cold weather.

Who takes longer rides?

Average Ride Duration in Seconds per User Type

From the chart, we clearly see that Customers take longer rides than Subscribers, this strengthens our finding from before that Subscribers (most of our users) use our bikes for predefined destinations, i.e. commuting to and from work.

Which Days have more rides?

Count of rides per Weekday in 2017 for Customers & Subscribers
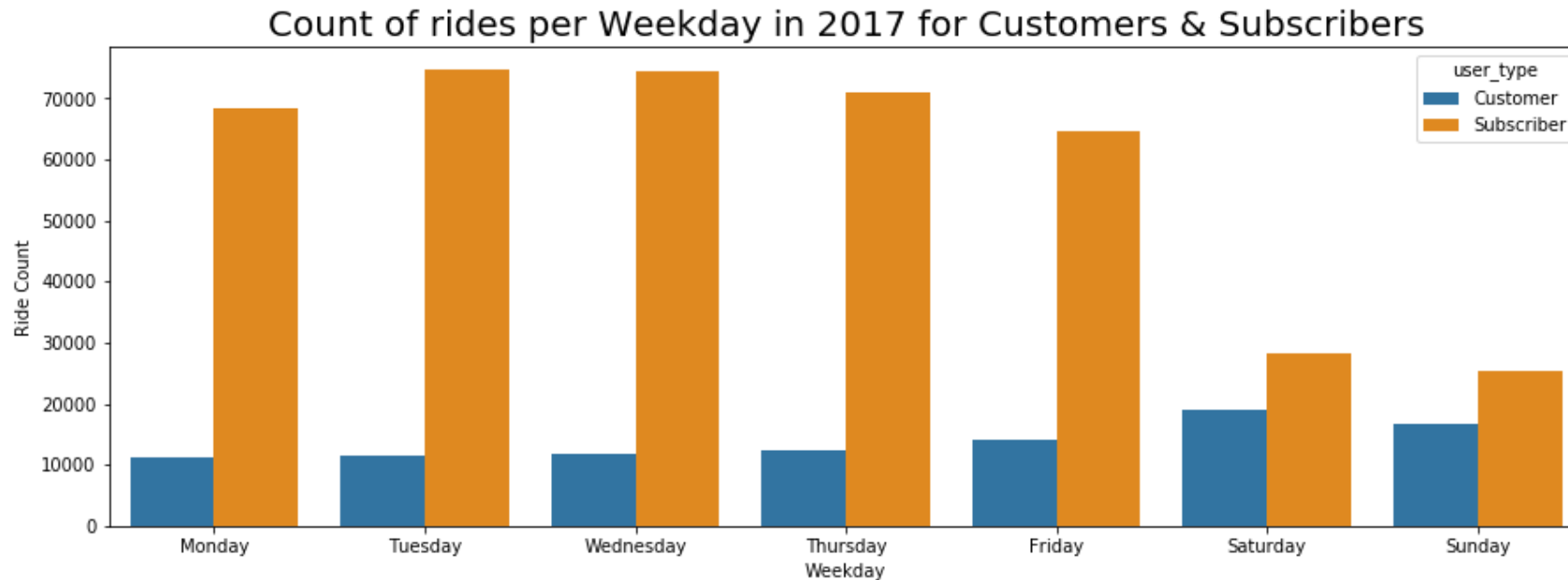
This chart shows us that weekend days have the lowest number of rides each week. Also Wednesday and Tuesday, respectively, have the highest number of rides each week during the second half of 2017. This furthers our conclusion that most of our users use these bikes to commute.

Which Days have longer rides?

Average Duration per Weekday in minutes
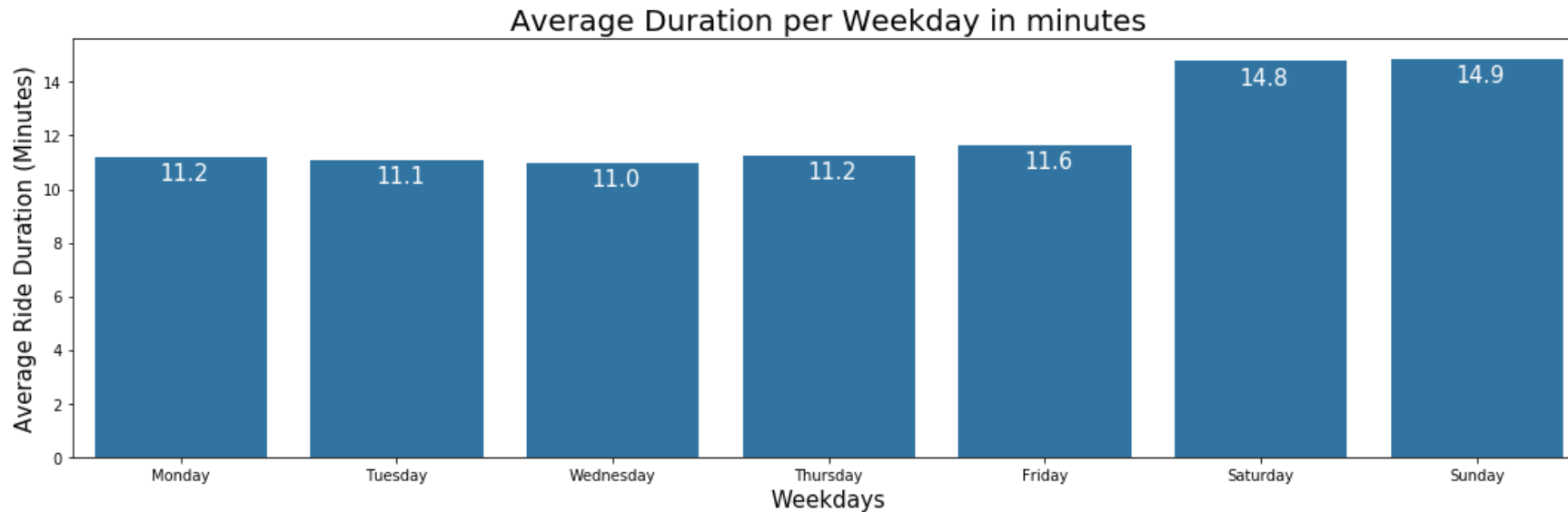
This chart clearly shows that during the weekends, people tend to use our bikes for longer durations (around 15 minutes on average) than on working weekdays.
It appears that customers have more effect on weekends than on working weekdays.