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# TFL Cycling data EDA

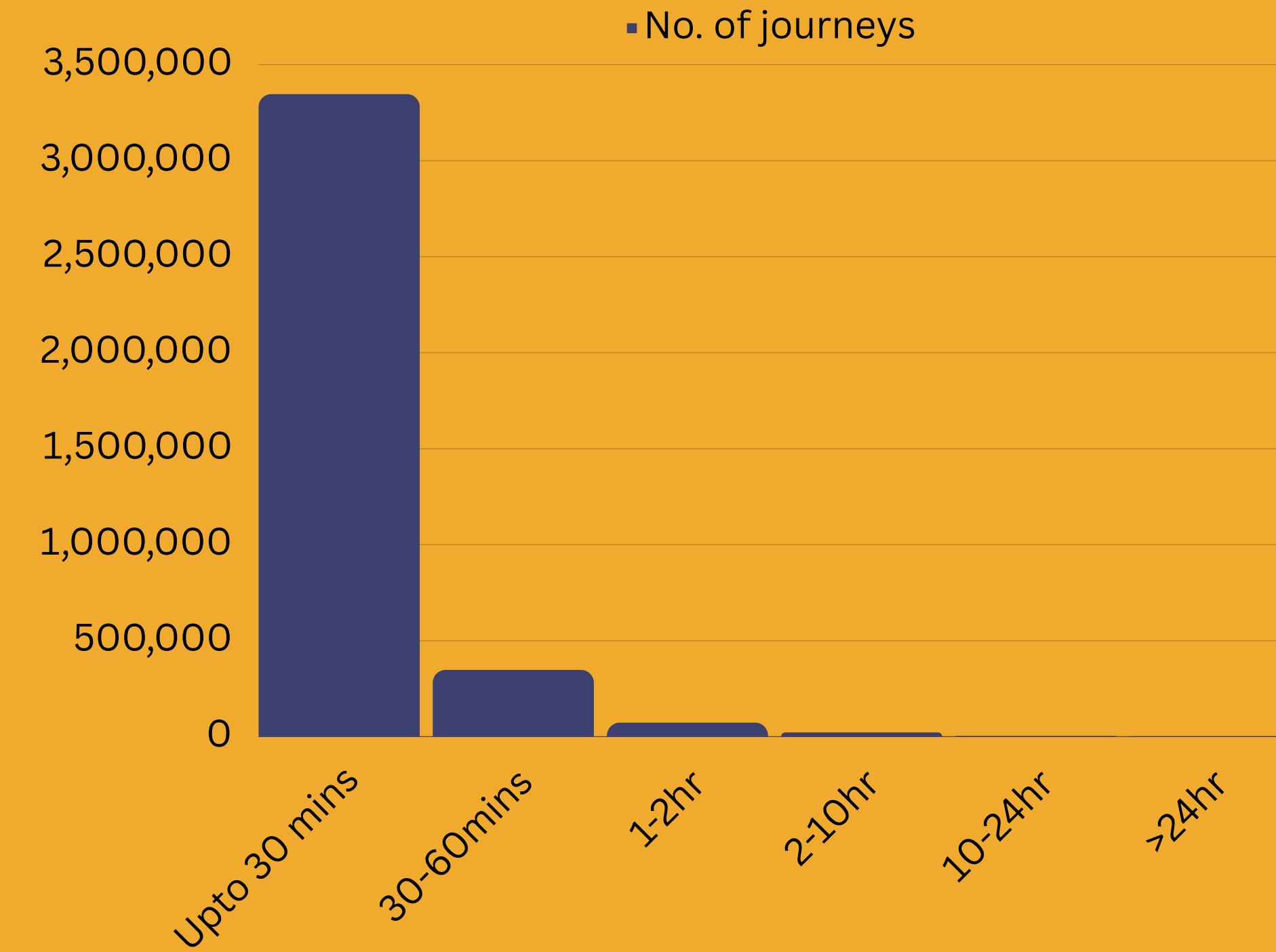
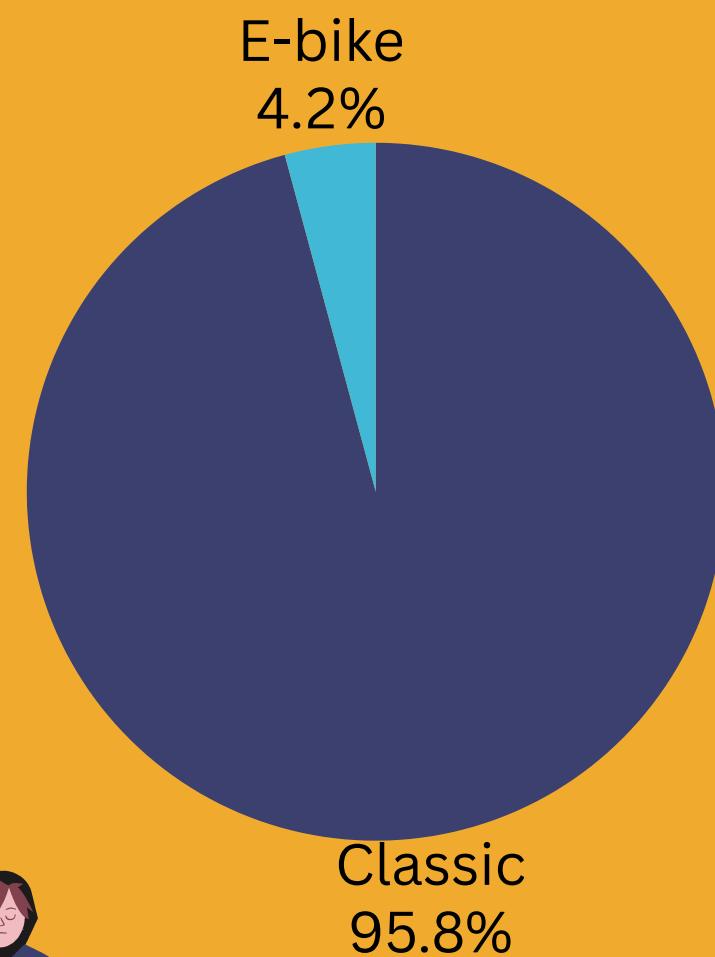
*Based on JAN 2023 to JUN 2023 data*



# General insights



**Percentage of type of bikes available.**



*The no. of trips in the 10-24hr and more than 24hr bins are 3570 and 2353. Too small to be visible on given scale.*

# Popular Starting points



- *Top 5 most popular starting points of journeys*
- *Hyde Park is the most popular start as well as endpoint*
- *70% of the top 20 most popular cycling routes start and/end at Hyde Park*





# Cycling Trend 2023

*Fewer trips over weekends*

*Not showing all weekends for readability*

**Total no. of Trips**

**Weekend**

**Weekend**

**Weekend**

**Weekend**

**Weekend**

40,000

30,000

20,000

10,000

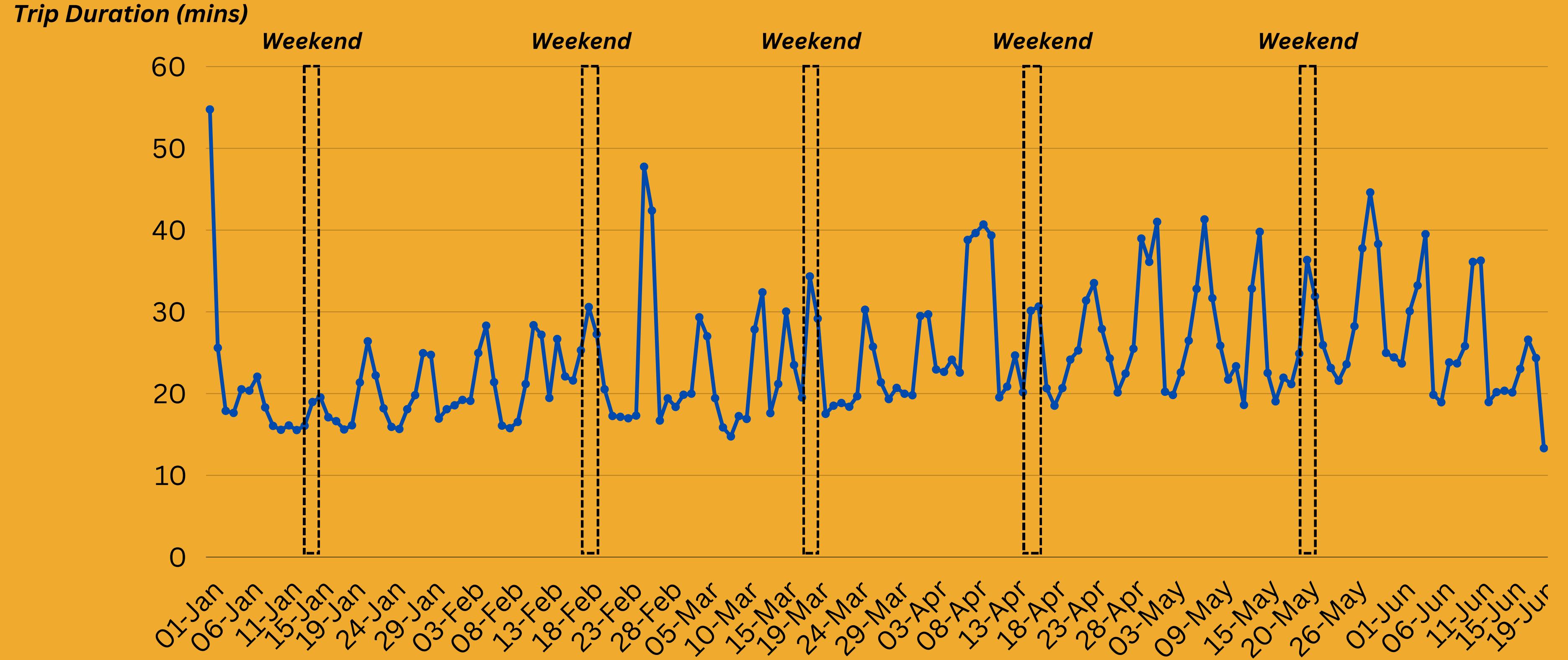
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# Cycling Trend 2023

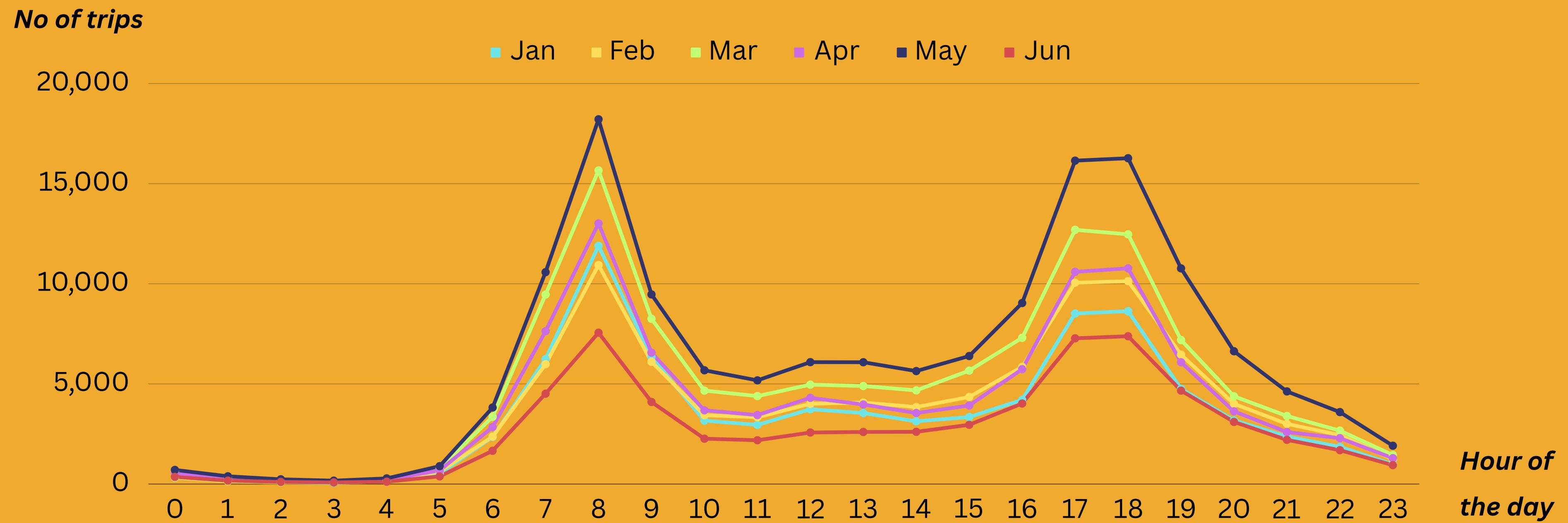
*Longer trips over weekends*





# Busiest times of a Weekday

- Plot shows no. of journeys each hour of the day across 6 months of 2023
- Winter months see fewer journeys
- Busiest hours are the times people are mostly travelling to work : 8AM, 5PM and 6PM

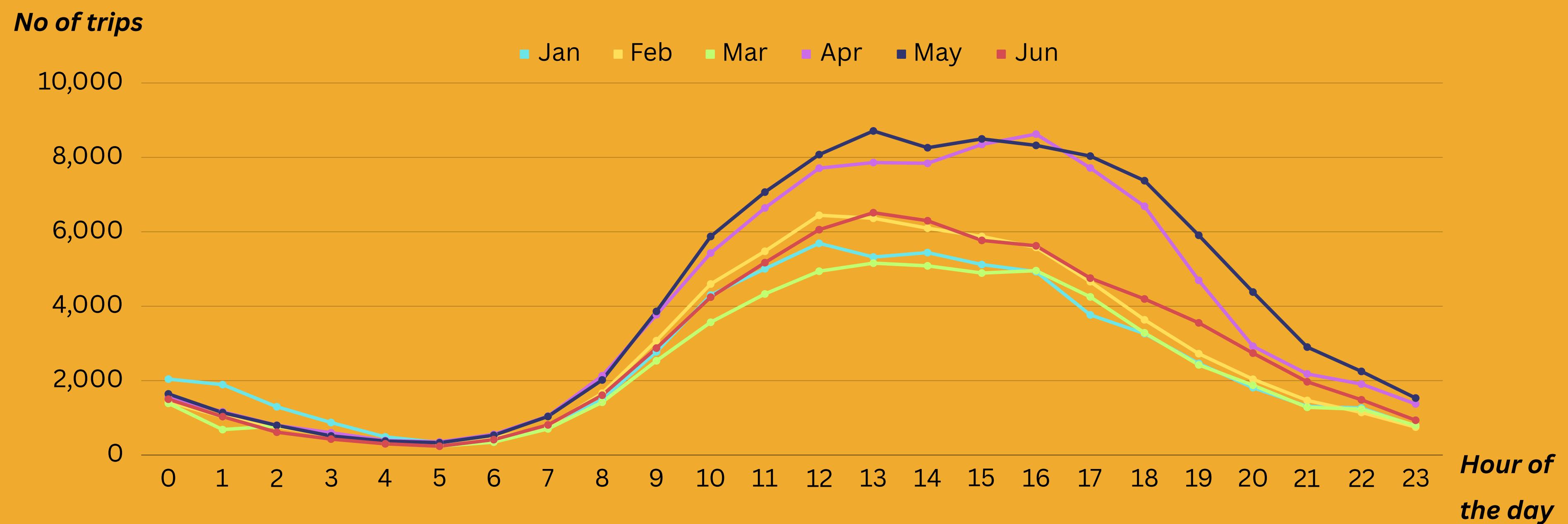




# Busiest times of *Sunday*



- Plot shows no. of journeys each hour of the day across 6 months of 2023
- Winter months see fewer journeys
- People prefer a comfortable start on Sundays- a higher no. of trips between 12PM and 6PM.



# Recommendations

## *Targeted Marketing*

- *Promotion based on traffic/demographics*
- *Discounted rides during specific hours*
- *Collect more data on user and their preferences*
- *Promote guided cycling tours or pub crawls*

## *Collab. with other Org.*

- *Share data to develop cycling infra.*
- *Develop targeted safety initiatives in accident prone areas*
- *Partner with local businesses to offer discounts or promotions for cyclists*

***To be noted-***

- *Time span of data used for analysis : 01-01-2023 to 19-06-2023*
- *Attempts to collect additional data to enrich given dataset failed due to various reasons*
- *Location markers are not placed at exact location in slide 4. They are meant for representation purpose only*

# Thanks