



Develhope

Analysis of Ford GoBikes Data

Team 3

Amine Zenkhri

Ghazal Alassil

Su Mine Caniklioğlu

Yüceltan Ebiri

Resources



What is GoBike?

Ford GoBike

motivate LLC

Ford, in collaboration with Motivate, has launched Ford GoBike – a regional bike-share network designed to enhance sustainable transportation in the San Francisco Bay Area.

28 June 2017



About Dataset

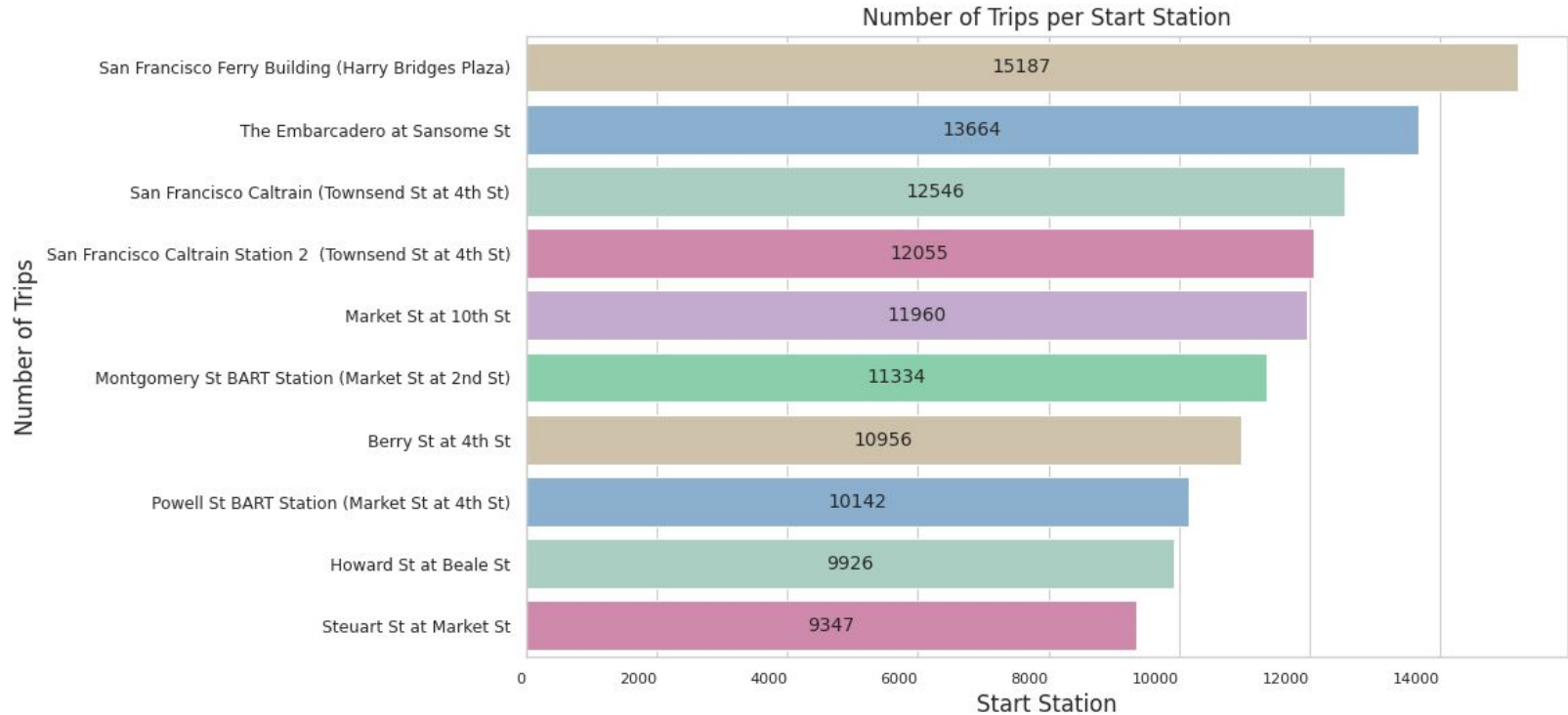
in the data set each row is a trip and it has 519.700 trip records.

Columns

- Start time and end time
- Informations about start station
- Informations about end station
- Bike id
- User type
- Member Birth Year
- Member Gender
- Payment Method

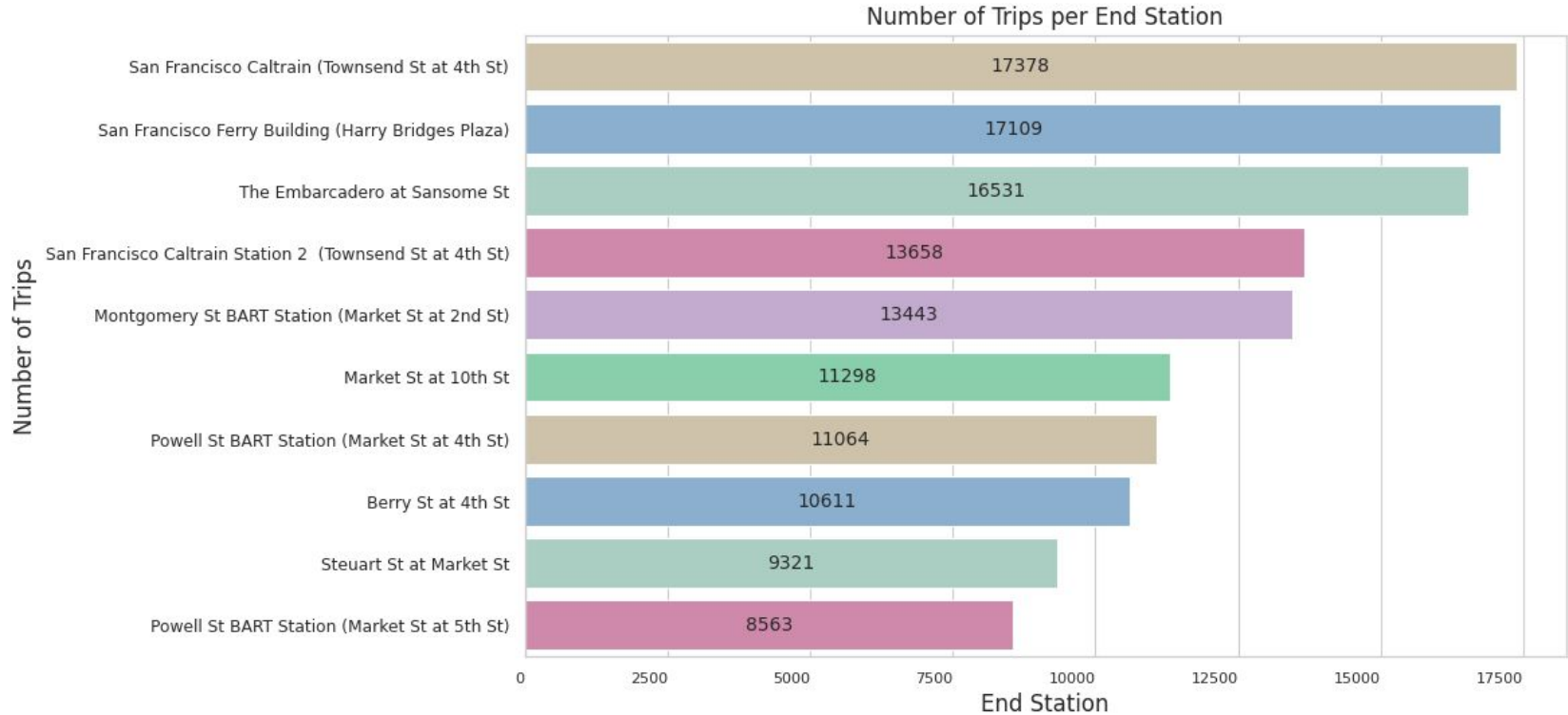
The purpose of this study is to give insight about expanding the service

Most Frequented Stations by Commuters



In order to expand the service , let's find out the most crowded stations

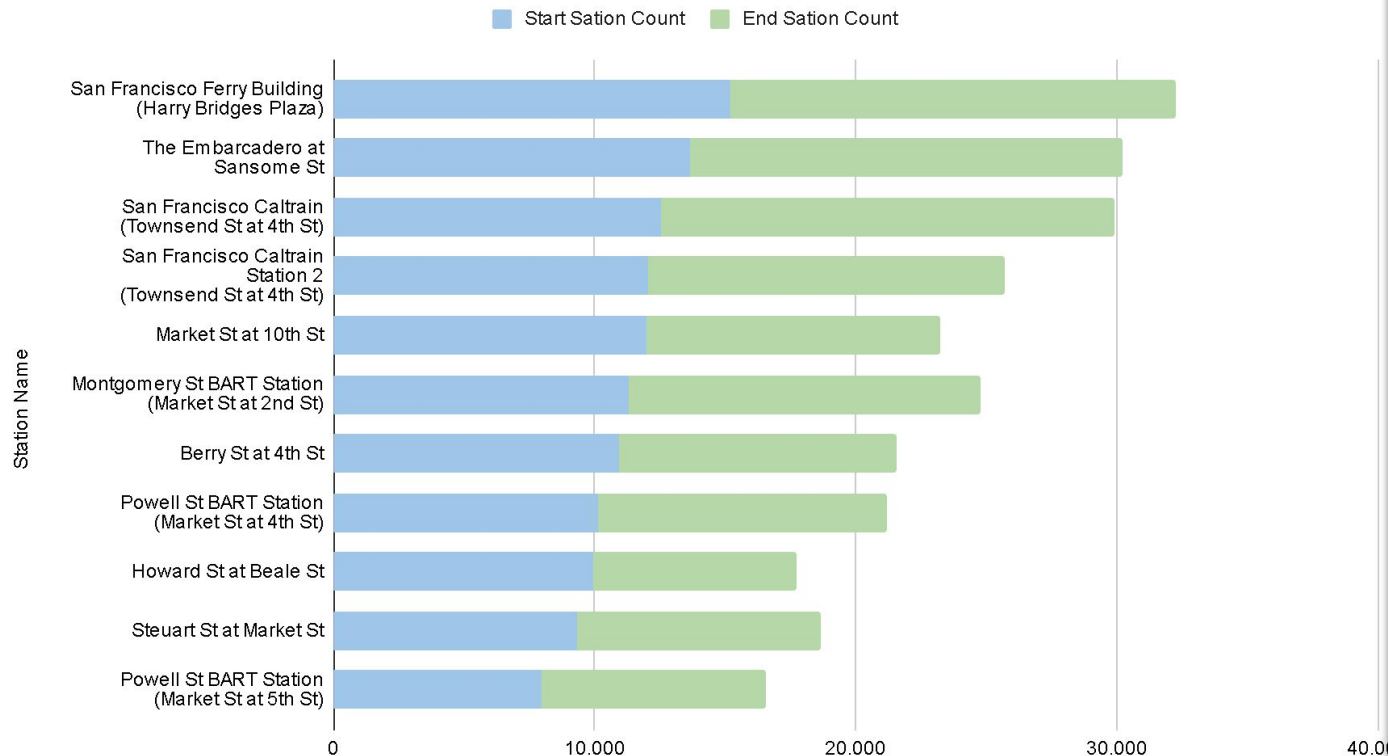
Most Frequented Stations by Commuters



Providing the most crowded stations with more bikes would be a good start

Most Frequented Starting and Ending Stations by Commuters

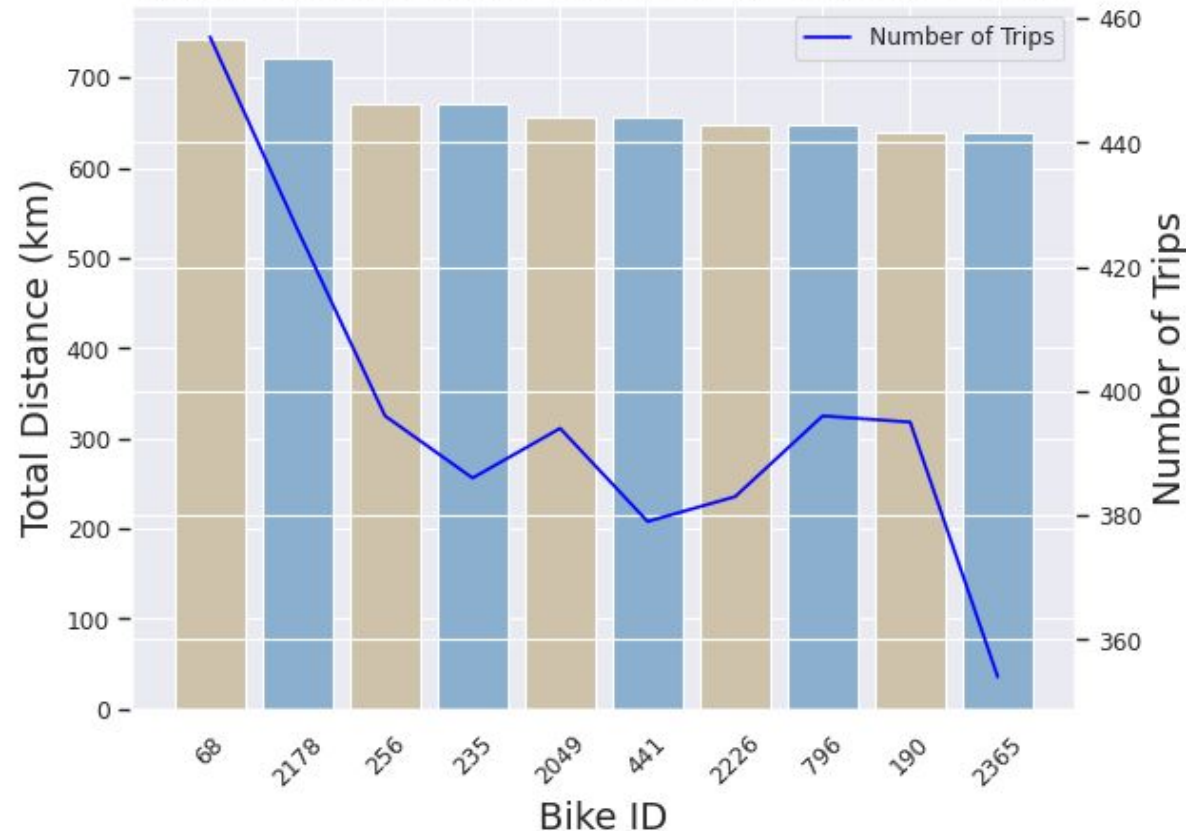
Start Sation Count ve End Sation Count



**supplying new bikes
to popular areas
or
ensuring that our
bikes are properly
maintained in high
usage areas**

Bikes situation

Total Distance and Number of Trips per Bike

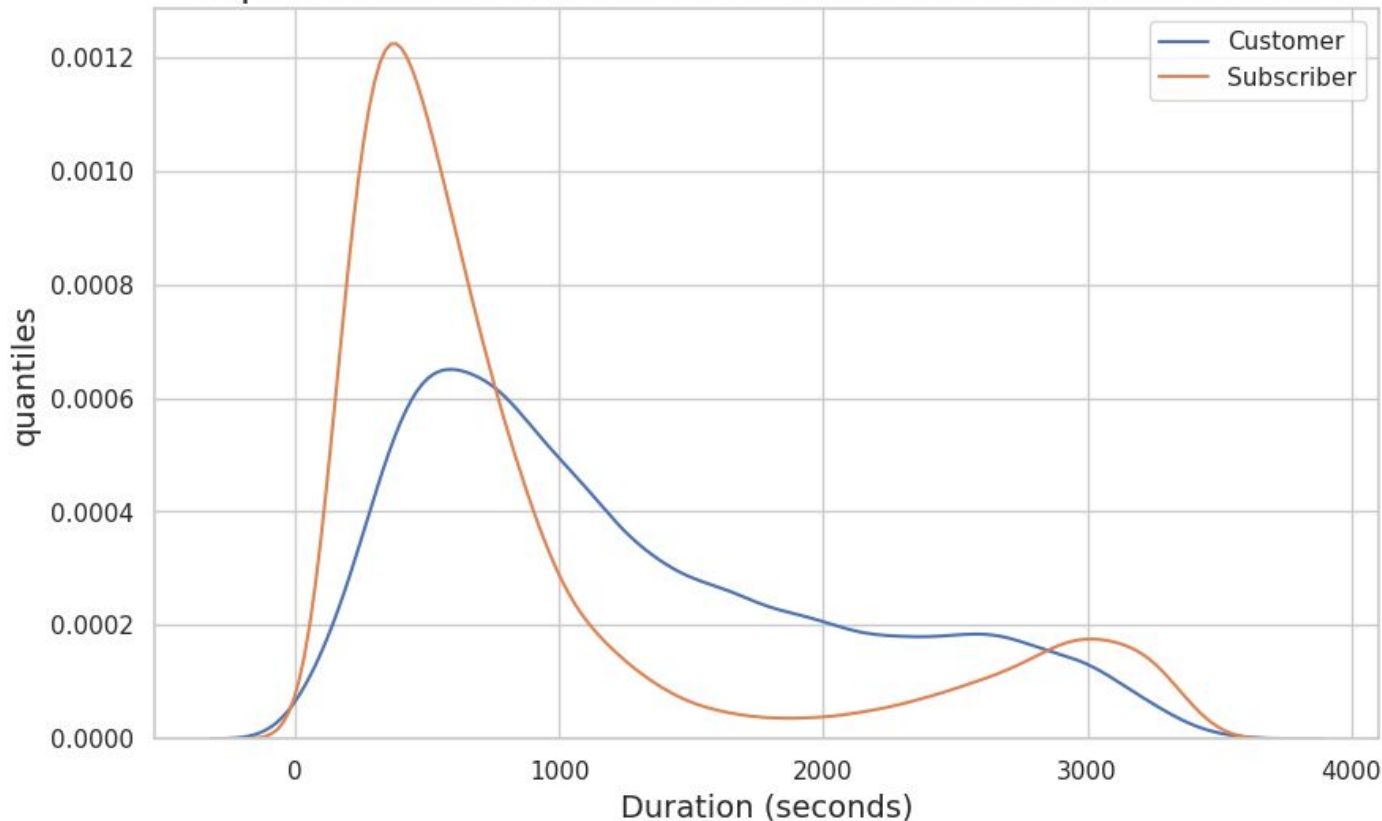


Bike_ID	Number of Trips
68	457
2178	426
210	408
813	403
602	402
775	399
256	396
796	396
395	396
190	395

Notice that some bikes made less trips but long distance

Comparison of Trip Duration between Subscribers and Customers

Trip Durations Distribution for Subscribers and Customers

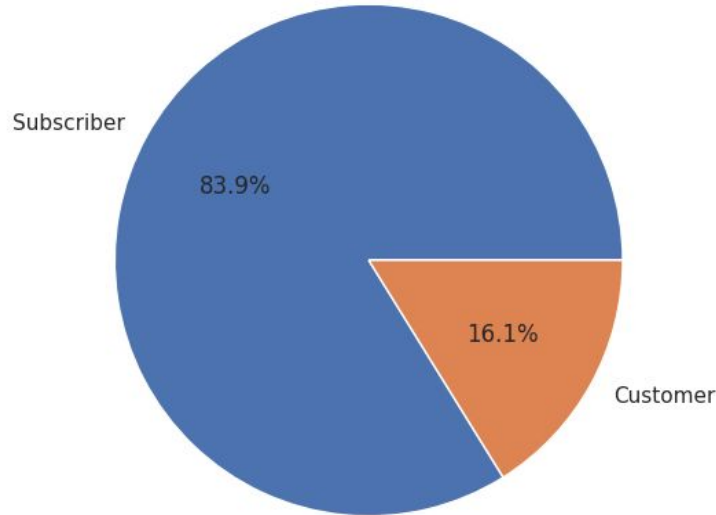


NOTICE: the subscribers usage is way more important than customers

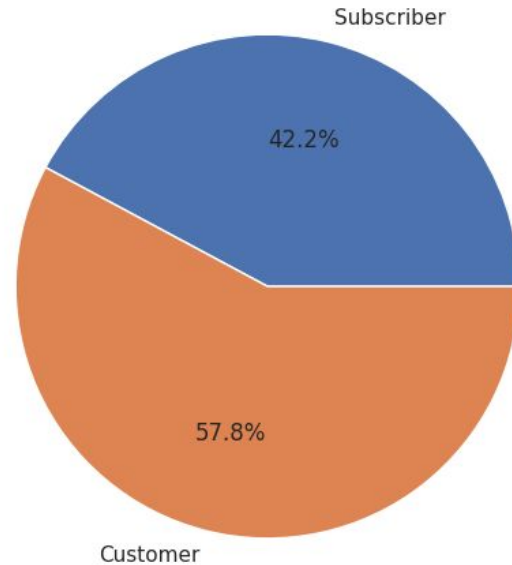
So the pricing should differ but also must be fair for both users.

Pricing and Marketing Strategies:Subscribers vs Customers

User Type Distribution: Subscribers vs Customers



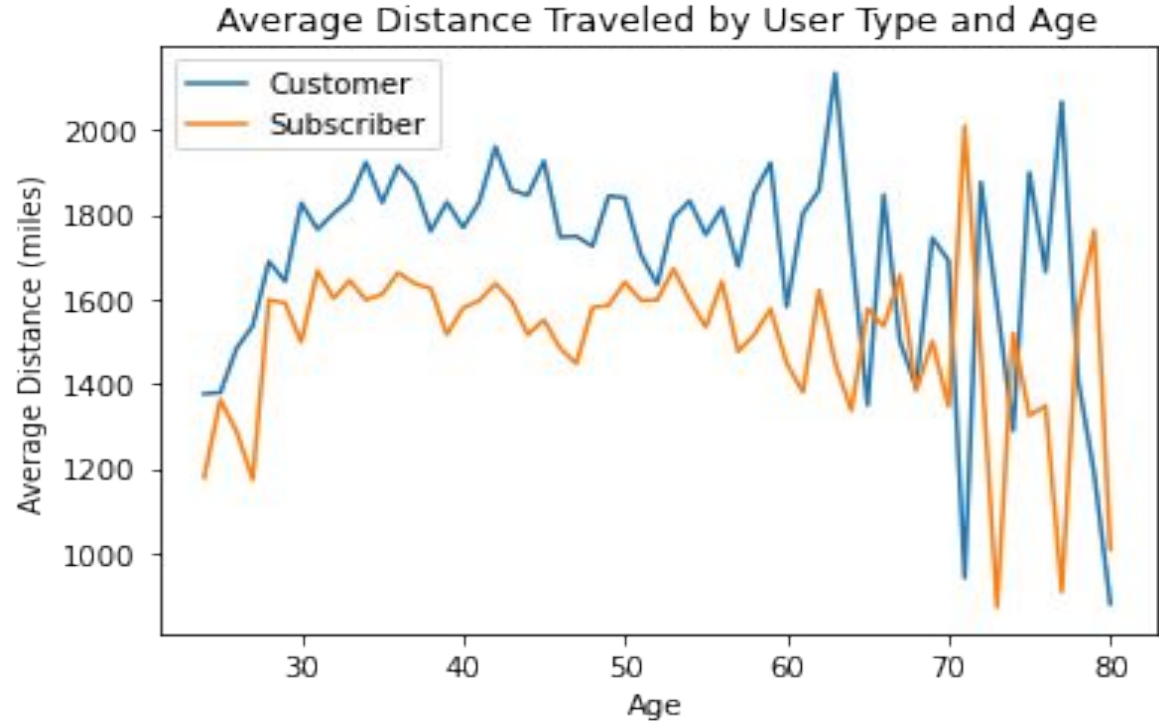
Average usage by User Type



Our service has a majority of subscribers. However, when it comes to the time spent, there is not much difference between the two user types

Distances by Different Age Groups

- Old users tend to travel less than young users, emphasizing age's importance in bike-sharing.

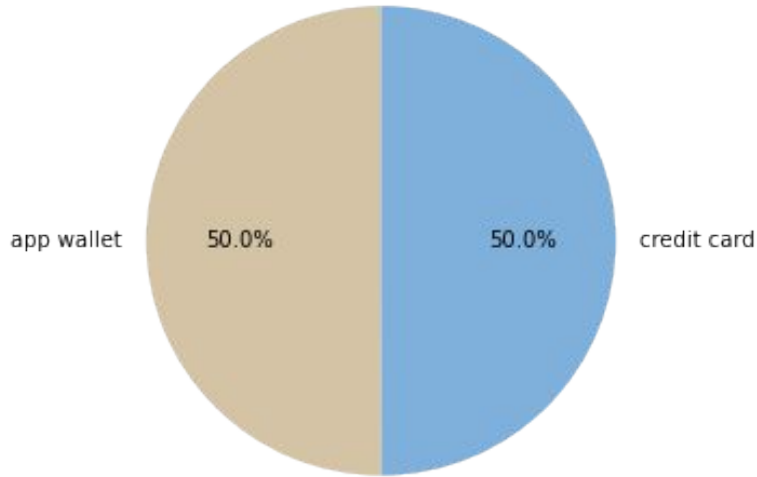


- Age influences bike usage patterns for Ford Go Bike users.

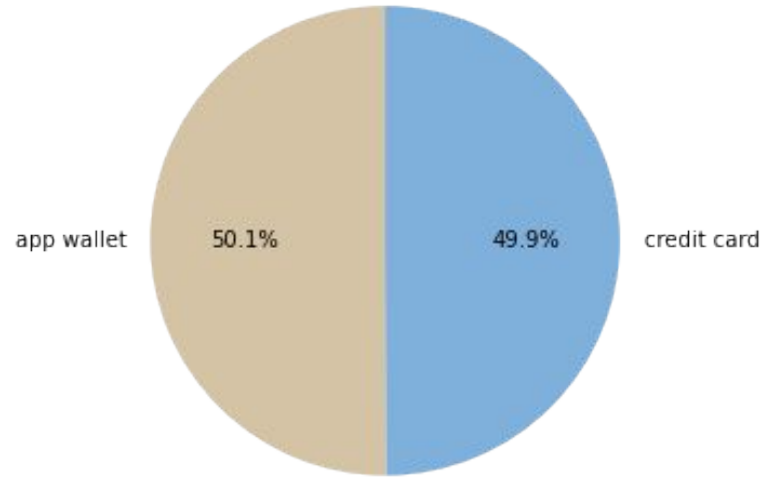
Payment Method by User Type

Payment Count by User Type

Subscriber

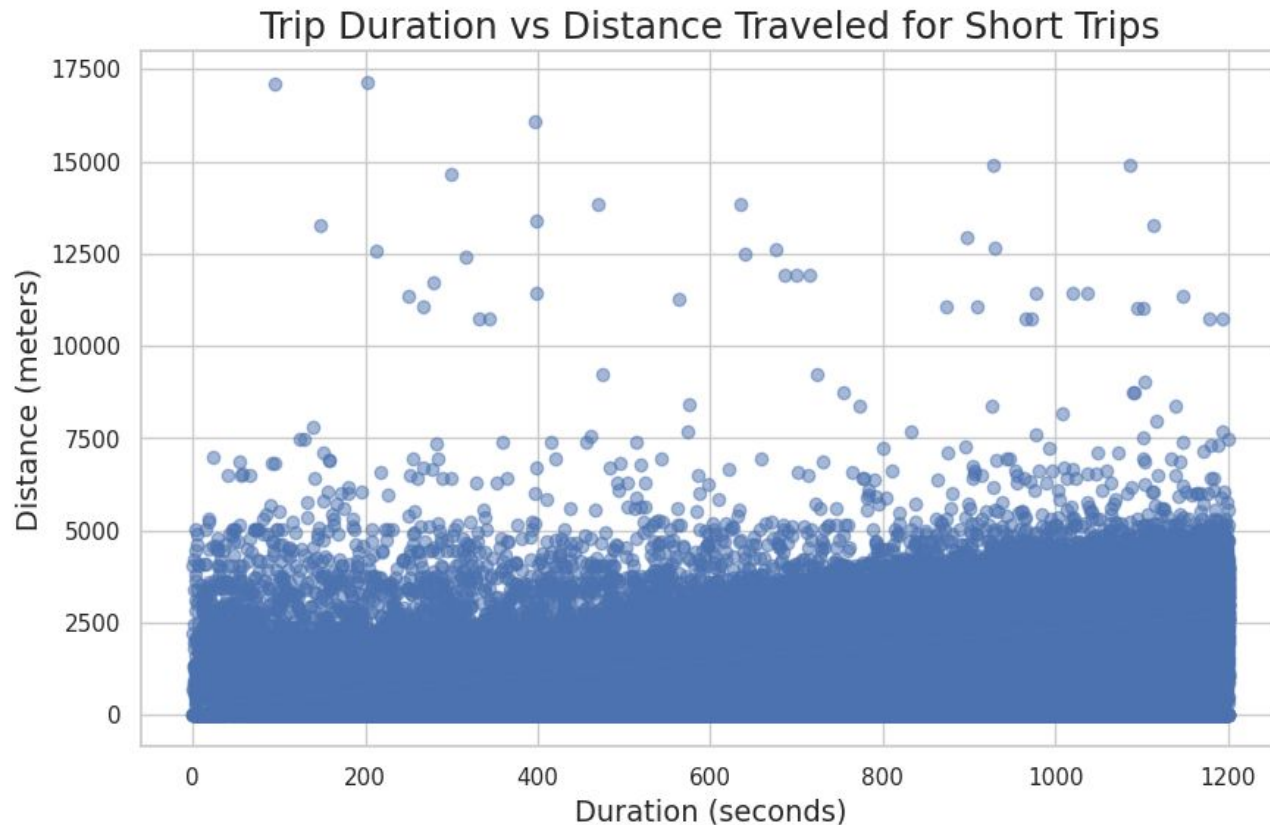


Customer



This pie chart visualizes the payment methods used by each user type. Wallet and credit card are the most popular payment methods, with each accounting for around 50% of all transactions for all user types. The chart provides an easy-to-understand summary of the data, allowing us to quickly see the distribution of payment methods across user types.

Trip Duration vs Distance Traveled for Short Trips



1. **Promotions or coupons aimed at encouraging more short trips**
2. **Target placements that encourage to use the bike for short trips**
3. **Advertising campaigns emphasize the bike usage for short trips**

Summary of All Analyses

- In conclusion, our data analysis report showed that male users are the majority, with higher average distances traveled.
- The 30-40 age group traveled the most. Most users paid with a credit card or a wallet, with roughly equal percentages for each user type.
- Overall, gender, age, and user type all play important roles in understanding the patterns of bike usage, and these insights can be used to optimize bike-sharing systems and improve user experience

A man with a beard, wearing a grey helmet, glasses, and a blue suit jacket over a light blue shirt, is riding a blue and green bicycle. The bicycle has a blue front basket with the Ford logo. He is riding on a city street with a green-painted bike lane on the left. In the background, there are several cars, including a white sedan and a dark sedan, and city buildings and trees. The text "THANK YOU!" is overlaid in large, bold, orange letters with a yellow outline.

THANK YOU!