

For this visualization project I used the bike sharing data available from Udacity.

Main findings of EDA was;

- Most rides were about 10 minutes.
- The majority of users were aged 25-35
- The busiest time of day was 8 am and 17 pm
- Thursday was the busiest day with the weekend having less bike rides
- More males used share riding services
- More Subscribers than customers.
- Less bike trips on weekend, but longer duration rides
- Customers had similar duration rides during week when subscribers had variable duration rides

I was really interested in time of day for main explanatory plots. While weekend was generally quieter, actually on bivariate and multivariate analysis it actually showed that between 10 am and 15 pm generally more bike rides happened during weekend compared to weekdays. This was not seen in the original data and it was exciting to see this type of feature revealed.

One other interesting aspect was how the duration of bike rides changed between different users and genders that I wanted to explore in more detail and to convey that message.