

# Complete Cyclistic bike-share Analysis Results Report:

#### dataset summary:

```
sum(is.na(rides))
[1] 0
> summary(rides)
ride_id
Length:3876054
                                           start_station_id end_station_id
                                                                               trip duration
                                                                                                    start date
                                                                                                                         start time
                       user type
                                           Min. : 1.0
1st Qu.: 77.0
                                                             Min. : 1.0
1st Qu.: 77.0
                      Length: 3876054
                                                                               Min.
                                                                                                   Length: 3876054
                                                                                                                        Length: 3876054
                      Class :character
                                                                               1st Qu.:
                                                                                             411
                                                                                                   Class :character
 Class :character
                                                                                                                        Class :character
 Mode :character
                      Mode :character
                                           Median :174.0
                                                             Median :174.0
                                                                               Median :
                                                                                            712
                                                                                                   Mode :character
                                                                                                                        Mode :character
                                                  -202 4
                                                             Mean :203 3
                                                                                           1479
                                           Mean
                                                                               Mean
                                           3rd Qu.:290.0
                                                              3rd Qu.:291.0
                                                                               3rd Qu.:
                                                                                           1289
                                                  :673.0
                                                                     :673.0
                                                                                       :9387024
   end date
                        end_time
                                            weekend or
                                                                holiday_or
                                                                                     weekday_name
                                                                                                             season
                                          Length: 3876054
                                                                Length: 3876054
Length:3876054
                     Length:3876054
                                                                                     Length:3876054
                                                                                                         Length: 3876054
Class :character
                     Class :character
                                           Class :character
                                                                Class :character
                                                                                     Class :character
                                                                                                          Class :character
       :character
                            :character
                                                                Mode :character
                                                                                     Mode :character
> summarydata_df <- as.data.frame(summary(rides))</pre>
  ride_id user_type start_station_id end_station_id trip_duration start_date start_time end_date end_time weekend_or holiday_or
!5309981 casual 171 32 598 2019-10-07 02:24:09 2019-10-07 02:34:07 weekday not holiday
 25309981
 25326097
                                      41
                                                      108
                                                                     621 2019-10-07
                                                                                        19:15:19 2019-10-07 19:25:40
                                                                                                                            weekday not_holiday
               casual
 25315602
                                                                     607 2019-10-07
                                                                                        11:45:27 2019-10-07 11:55:34
                                                      115
                                                                                                                            weekday not_holiday
4 25315330
                                     414
                                                                     421 2019-10-07
                                                                                        11:21:00 2019-10-07 11:28:01
                                                                                                                            weekday not_holiday
               casual
                                                                                        12:12:06 2019-10-07 12:36:16
 25315917
                                                                    1450 2019-10-07
               casual
                                     116
                                                                                                                            weekday not_holiday
 25324471
                                                                     285 2019-10-07
                                                                                        18:12:47 2019-10-07 18:17:33
                                                                                                                            weekday not holiday
               casual
  weekday_name season
        Monday
                  Fall
        Monday
                  Fall
                  Fall
        Monday
        Monday
                  Fall
        Monday
        Monday
```

#### First 10 Rows of Dataset:

```
> head(sorted_rides, 10)
              ride_id user_type start_station_id end_station_id trip_duration start_date start_time
                                                                                                          tart_time end_date end_time weekend_or holiday_or
21:00:22 2020-04-27 12:30:46 weekday not holiday
   279F7DR076FD4444
                                                                                  9387024 2020-01-09
                           casual
                                                   270
                                                                      355
                                                                                                           18:17:58 2019-10-29 14:01:52
                                                                      671
                                                                                  9056633 2019-07-16
                                                                                                                                                  weekday not_holiday
   377R59F0A27BB4CB
                           casual
                                                                                                           17:18:57 2020-05-12 16:15:42
13:57:02 2020-01-13 21:55:24
                                                    503
                                                                       29
                                                                                  8636205 2020-02-02
                                                                                                                                                  weekend not_holiday
                                                                      671
                                                                                  8585902 2019-10-06
             25302386
                                                    435
                                                                                                                                                  weekend not holiday
                           casual
                                                                                                           12:09:36 2019-10-25 10:56:54
15:14:50 2020-01-21 13:54:35
             23889502
                            member
                                                                                  8203637 2019-07-22
                                                                                                                                                  weekday not_holiday
             25487192
                           casual
                                                    529
                                                                      671
                                                                                  8120385 2019-10-19
                                                                                                                                                  weekend not holiday
                                                                                  7939448 2019-07-12
                                                                                                           13:08:10 2019-10-12 10:32:18
             23710210
                           casual
                                                                                                                                                  weekday not_holiday
                                                                                                           18:45:47 2019-10-29 12:36:57
10:25:13 2019-10-06 11:26:25
                                                                                                                                                  weekday not_holiday
weekday not_holiday
8
             24107150
                           casual
                                                                      592
                                                                                  7667469 2019-08-01
                                                                      117
                                                                                  7606871 2019-07-10
             23661214
                           casual
             23648641
                                                                                  7522062 2019-07-09
                                                                                                           17:28:05 2019-10-04 18:55:47
                                                                                                                                                  weekday not_holiday
   weekdav_name season
        Thursday Winter
         Tuesday Summer
Sunday Winter
           Sunday
          Monday Summer
        Saturday
          Friday Summer
        Thursday Summer
       Wednesday Summer
1.0
         Tuesday Summer
```

#### **Descriptive Statistics of our Data:**

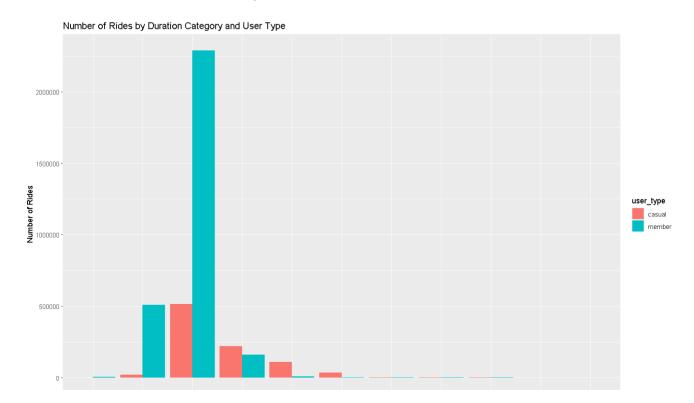
> kable(user\_duration\_summary)

user_type	total_rides	min_duration	max_duration	median_duration	mean_duration	stddev_duration
:	:	:	:	:	:	:
casua1	902188	2	9387024	1546	3552.5785	58417.34
member	2973866	1	9056633	589	849.7217	14478.13

## **Bucketing Number of Rides by segmented durations, Categorised by User Type:**

> kable(ride\_duration\_counts, n = Inf)

duration_category	user_type	num_rides
0-1 min  0-1 min	casual  member	   189    3719
1-5 min	casual	19456
1-5 min	lmember	509726
5-30 min	casual	513399
5-30 min	member	2288578
30 min - 1 hr	casual	220127
30 min - 1 hr	lmember	159852
1-2 hrs	casual	109038
1-2 hrs	lmember	8416
2-6 hrs	casual	35045
2-6 hrs	lmember	1958
6-12 hrs	casual	1796
6-12 hrs	member	584
12-24 hrs	casual	1631
12-24 hrs	member	594
1-7 days	casual	1116
1-7 days	lmember	376
7-30 days	casual	279
7-30 days	lmember	44
> 30 days	casual	112
> 30 days	lmember	19

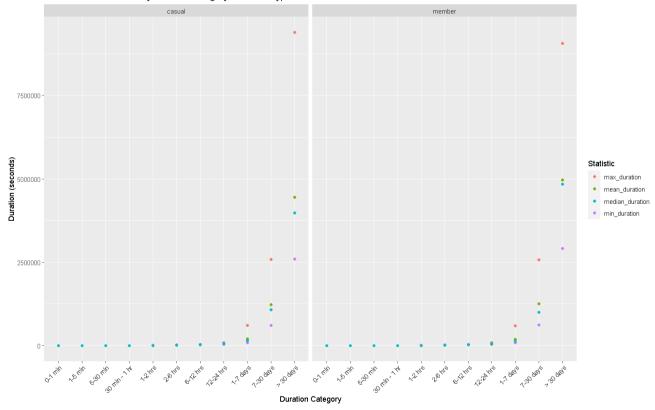


# Descrpitive statistics of Number of Rides segmented by Duration intervals, categorised by User Type:

> kable(ride\_duration\_stats, n = Inf)

duration_category	user_type	num_rides	min_duration	max_duration	mean_duration	median_duration
:	:	:	:	:	:	:
O-1 min	casual	189	2	59	2.935450e+01	26.0
O-1 min	member	3719	1	59	2.103415e+01	17.0
1-5 min	casua1	19456	61	299	2.154139e+02	231.0
1-5 min	member	509726	60	299	2.184684e+02	226.0
5-30 min	casua1	513399	300	1799	1.056559e+03	1046.0
5-30 min	member	2288578	300	1799	7.544096e+02	655.0
30 min - 1 hr	casua1	220127	1800	3599	2.512149e+03	2418.0
30 min - 1 hr	member	159852	1800	3599	2.217604e+03	2120.0
1-2 hrs	casua1	109038	3600	7199	4.958200e+03	4766.0
1-2 hrs	member	8416	3600	7195	4.660500e+03	4384.0
2-6 hrs	casua1	35045	7200	21594	9.730429e+03	8937.0
2-6 hrs	member	1958	7201	21594	1.128084e+04	9996.0
6-12 hrs	casual	1796	21608	43195	3.045848e+04	29452.0
6-12 hrs	member	584	21673	43199	3.079688e+04	30582.0
12-24 hrs	casua1	1631	43206	86348	6.240020e+04	61120.0
12-24 hrs	member	594	43235	86385	5.953577e+04	56528.5
1-7 days	casua1	1116	86400	604007	2.022007e+05	156760.0
1-7 days	member	376	86448	595188	1.870716e+05	144171.0
7-30 days	casua1	279	608557	2591131	1.230520e+06	1075254.0
7-30 days	member	44	625452	2577374	1.250812e+06	1000646.0
> 30 days	casual	112	2599859	9387024	4.449859e+06	3977825.5
> 30 days	member	19	2910775	9056633	4.972244e+06	4840300.0

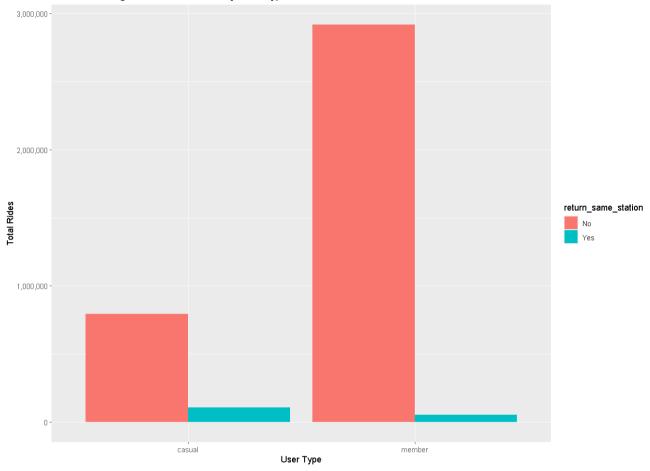




Analysing number of Rides returning to the same station:

user_type	return_same_station	tot	al_rides
:	- :		:
casua1	No		793959
casual	Yes		108229
member	No		2920414
lmember	Yes	1	53452



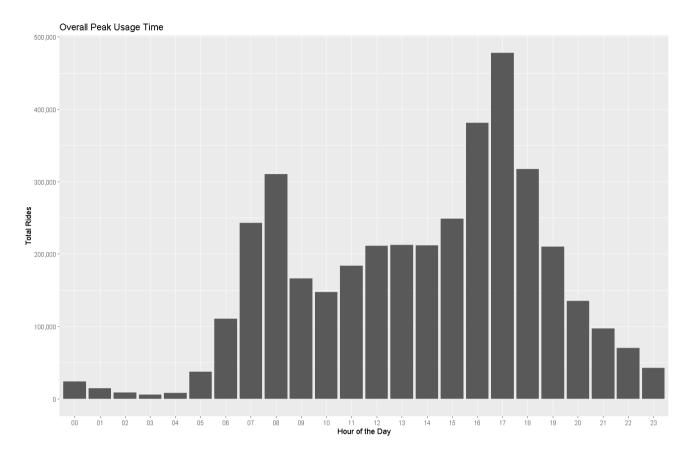


## Analyzing number of Rides per Hour of day:

#### > kable(overall\_peak\_time)

hour_of_day	total_rides
:	:
100	24112
01	14475
02	8591
03	5528
04	7882
05	37133
06	110385
07	242904
08	310468
09	166126
10	147662
11	183654
12	211175
13	212642
14	211638
15	249029
16	381232
17	478086
18	317530
119	210437
İ20	135057
194	077061



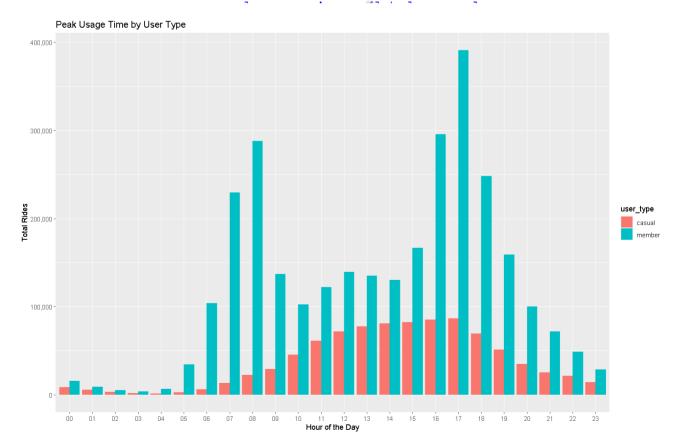


## Analyzing number of Rides per Hour of day, categorized by User Type:

### > kable(user\_peak\_time)

hour_of_day	user_type	total_rides
:	:	:
100	casual	8363
00	member	15749
01	casual	5501
01	member	8974
02	casual	3361
02	lmember	5230
03	casual	1982
03	lmember	3546
04	casual	1196
104	lmember	6686
05	casual	2690
i 05	lmember	34443
06	casual	6291
06	member	104094
07	casual	13302
07	lmember	229602
108	casual	22304
08	member	288164
i 09	casual	29057 l
09	member	137069

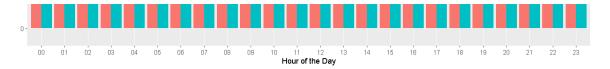
10	casua1	i	45374
10	member		102288
111	casual	ĺ	61323
111	member	ĺ	122331
12	casual	ĺ	71626
112	İmember	i	139549
113	İcasual	i	77406
13	lmember	i	135236 İ
14	İcasual	i	81143 İ
114	lmember	i	130495
115	İcasual	i	82461
15	İmember	i	166568
116	İcasual	i	85398 İ
16	İmember	i	295834 İ
17	İcasual	i	86809 İ
17	member	į	391277
18	casual	1	69297
118	member		248233
119	casual	i	51181
119	Imember	i	159256
120	casua1	i	34930
120	Imember	i	100127
121	Icasual	i	254331
  21	lmember	i	71863
122	casual	i	21421
122	lmember	i	48800
123	casual	i	14339
23	İmember	į	28452
			<u>-</u> .



Analyzing Descriptive Statistics of Rides per Hour of day, categorized by User Type:

user_type	hour_of_day	total_rides	min_duration	max_duration	median_duration	mean_duration	stddev_duration
Icasual	100	8363	64		•	• 1	117731.040
Icasual	101	5501	65				93341.231
Icasual	102	3361	72				96981.837
casua1	103	1982				10215.0040	136540.553
casua1	104	1196	119			7591.6756	116868.056
casua1	105	2690	61				140624.217
casua1	106	6291	8			3985.6463	
casua1	107	13302				1931.7193	
Icasual	108	i 223041	45			3288.9320	
Icasual	109	29057				4091.33531	69506.6261
Icasual	110	i 453741				4167.3703	
Icasual	111	61323					38296.513
casual	112	71626	3				38461.728
casual	İ13	77406	3				51632.204
casua1	114	81143					49333.895
casual	115	82461	5				54410.116
casua1	116	853981	6			3264.2938	49420.0081
Icasual	117	868091	8	8636205		3604.0941	70841.825
casua1	118	69297				3108.8710	51904.218
l casual	119	51181	5			3212.3062	45237.9991
l casual	120	i 349301				3702.1029	66553.8361
İcasual	İ21	I 254331	2	9387024	1322.0	3983.7454	91003.778
casual	122	21421	61	6951586		,	72088.883
casual	123	14339					
lmember	100	15749	21	1777405	565.0	1025.0394	15268.872
lmember	01	8974	7	240746	542.0	894.0767	4153.543
lmember	02	5230	5	3327475	559.5	1508.3547	46156.528
member	03	3546	4	1673867	560.0	1562.5403	30587.805
lmember	04	6686	3	57889	467.0	668.1801	1029.250
member	05	34443	2	128871	460.0	658.3845	1374.866
lmember	06	104094	2	1320488	536.0	719.8439	4837.321
member	07	229602	2	5281050	557.0	765.4666	13273.233
member	08	288164	2	5189459	581.0	777.9952	13168.722
member	09	137069	2	4840300	551.0	793.6294	13837.664
lmember	10	102288	2	2083320	567.0	807.3093	6988.472
member	11	122331	2	431205	555.0	780.0241	2175.010
member	12	139549	2	8203637	549.0	936.5125	28521.837
member	13	135236	2	3615915	561.0	832.1998	10289.192
member	14	130495	2	1240816	589.0	850.0198	4780.986
member	15	166568	1	6028601	595.0	870.3399	15536.764
member	16	295834	1	4396972	615.0	848.7064	11348.586
lmember	17	391277	2	5627611	645.0	893.7699	13959.484
member	18	248233	2	9056633	617.0	906.5344	19431.581
lmember	19	159256	2	5225169	615.0	965.1814	22393.468
member	20	100127	1	2003220	617.0	895.8905	9144.102
member	21	71863	2	2910775	607.0	911.2258	11968.312
member	22	48800	2	1279600	601.0	859.0320	6507.148
1 1	155	004501	5.1	E03074 I	EAC 01	074 50001	4000 0021





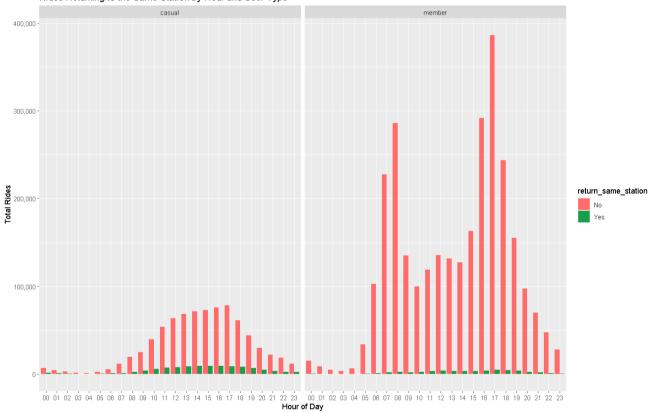
## Analysing number of rides that return to the start station, per Hour of day, categorized by User Type:

> kable(same\_station\_by\_hour)

user_type :	hour_of_day  :	return_same_station  :	total_rides   :
casual	100	No	6709
casual	100	Yes	1654
casual	01	No	4343
casual	01	Yes	1158
casual	02	No	2757
casual	102	Yes	604
casual	103	No	1685
casual	03	Yes	297
casual	104	No	1020
casual	104	Yes	176
casual	105	No	2340
casual	105	Yes	350
casual	106	No	5484
casual	106	Yes	807
casual	107	No	12043
casual	107	Yes	1259
casual casual	08  08	No  Yes	19838    2466
casual	109	No	25211
casual	109	Yes	3846
casual	110	No	39535
casual	110	Yes	58391
casual	111	No	54109
casual	111	Yes	7214
casual	112	INO	63715
casual	112	Yes	7911
casual	113	No	685231
casual	113	Yes	8883
	114	No	71551
casual	114	Yes	9592
casual	115	No	72920
casual	115	Yes	9541
casual	16	No	76049
casual	16	Yes	9349
casual	17	No	78178
casual	17	Yes	8631
casual	18	No	61112
casual	118	Yes	8185
casual	119	No	44158
casual	119	Yes	7023
casual	20	No	300461
casual	120	Yes	4884
casual	21	No	21892
casual	21	Yes	3541
casual	122	No	18729
casual	122	Yes	2692
casual	İ23	No	12012
casual	123	Yes	2327
member	100	No	15330
member	100	Yes	419
member	01	No	8683
member	01	Yes	291
member	02	No	5082
member	02	Yes	148
member	103	No	3435
member	03	Yes	111
member	04	No	6573
member	04	Yes	113
member	105	No	33921
member	105	Yes	522
member	106	No	102985
member	106	Yes	1109
member	107	No	227811
member	107	Yes	1791
member	108	No	285862
member	108	Yes	2302
member	109	No	134970
member	109	Yes	2099
member	110	No	99818
member	110	Yes	2470
member	11	No	119013

lmember	11	lYes	1	3318
lmember	12	No	j	135416
lmember	İ12	Yes	j	4133 İ
lmember	İ13	ĺΝο	j	131747
lmember	İ13	Yes	į	3489
member	114	No	Ì	127148
lmember	114	Yes	1	3347
lmember	115	No	<u> </u>	1629991
Imember	115	lYes		3569
lmember	116		<u> </u>	291864
	,	No		
member	16	Yes	!	3970
member	17	No	!	386171
member	17	Yes	<u> </u>	5106
member	18	No	!	243538
member	18	Yes	!	4695
lmember	19	No	!	155255
lmember	19	Yes	!	4001
lmember	20	No	!	97387
lmember	20	Yes	ļ	2740
member	21	No		70061
member	21	Yes		1802
member	22	No		47638
member	22	Yes		1162
member	23	No		27707
member	23	Yes		745





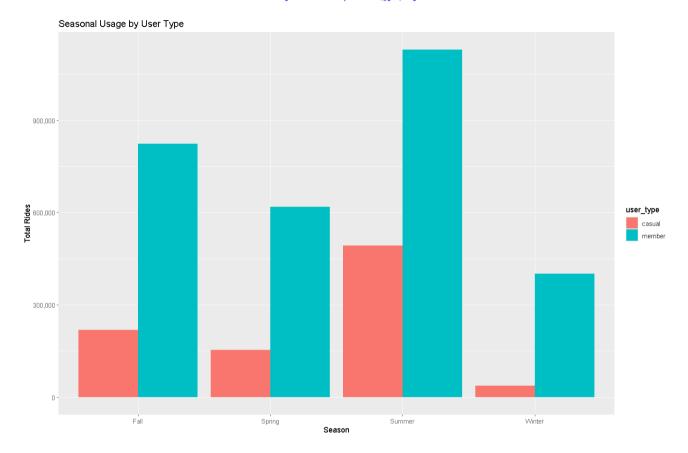
#### **Seasonal Analysis of Rides:**

## > kable(rides\_by\_season)

season	total_rides
:	:
Fall	1042181
Spring	772975
Summer	1622894
Winter	438004

|user\_type |season | total\_rides|

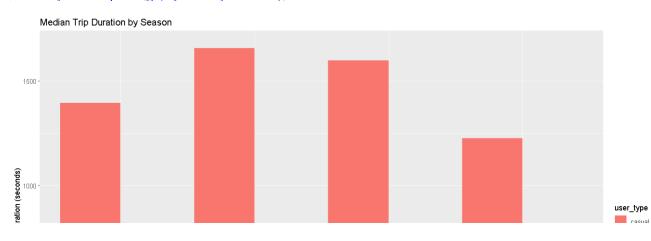
:	- :	-	:
casual	Fall		218937
casual	Spring		153983
casual	Summer		492739
casual	Winter		36529
member	Fall		823244
member	Spring		618992
member	Summer	1	1130155
member	Winter		401475
_			_

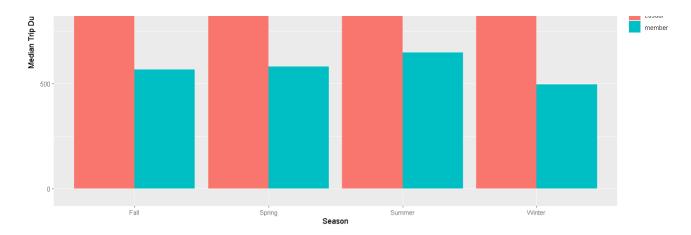


### Descriptive Statistics of Seasonal Rides Analysis, categorized by User Type:

#### > kable(rides\_by\_season\_and\_stats)

user_type	season	total_rides	min_duration	max_duration	median_duration	mean_duration	stddev_duration
:	:	:	:	:	:	:	:
casua1	Fall	218937	61	8585902	1395	3321.5181	51875.415
casua1	Spring	153983	3	4757640	1657	3256.7740	34206.640
casua1	Summer	492739	61	7939448	1598	3531.2691	60814.421
casua1	Winter	36529	2	9387024	1225	6471.8079	115438.166
member	Fall	823244	61	5169622	567	803.6614	11032.546
member	Spring	618992	1	5627611	582	828.9518	10686.909
member	Summer	1130155	61	9056633	650	945.8206	19106.181
member	Winter	401475	1	4753051	496	705.6748	9968.303
-		(2.2 t 2.2					

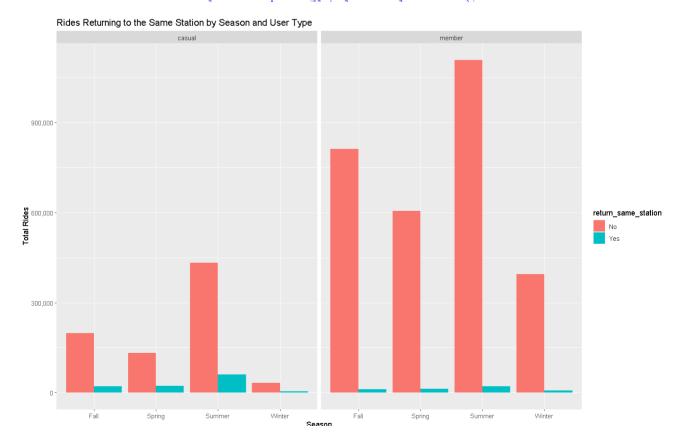




### Seasonal Rides returning to start station Analysis, categorized by User Type:

> kable(same\_station\_by\_season)

user_type	season	return_same_station	total_ride	s l
:	:	:		:
casual	Fall	No	19781	1
casual	Fall	Yes	2112	6
casual	Spring	No	13158	8
casual	Spring	Yes	2239	5
casual	Summer	No	43231	7
casual	Summer	Yes	6042	2
casual	Winter	No	3224	3
casual	Winter	Yes	428	6
member	Fall	No	81156	3
member	Fall	Yes	1168	1
member	Spring	No	60591	3
member	Spring	Yes	1307	9
member	Summer	No	110847	3 İ
member	Summer	Yes	2168	2
lmember	Winter	No	39446	5 İ
lmember	Winter	Yes	701	0 İ
-			5.1	

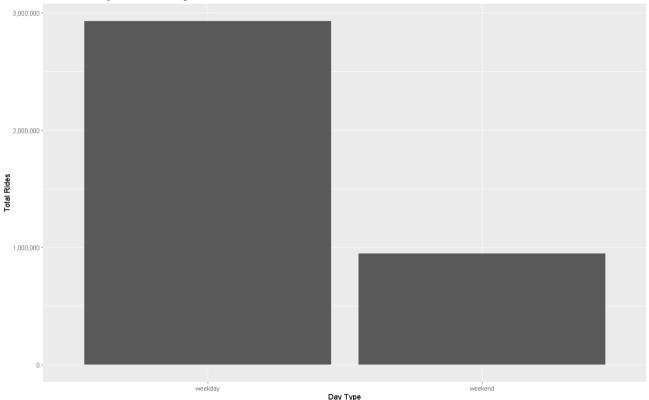


### Weekend/Weekday Rides Analysis:

## > kable(overall\_weekday\_weekend)

weekend_or	total_rides
:	:
weekday	2929283
weekend	946771
_	

Overall Weekday vs Weekend Usage



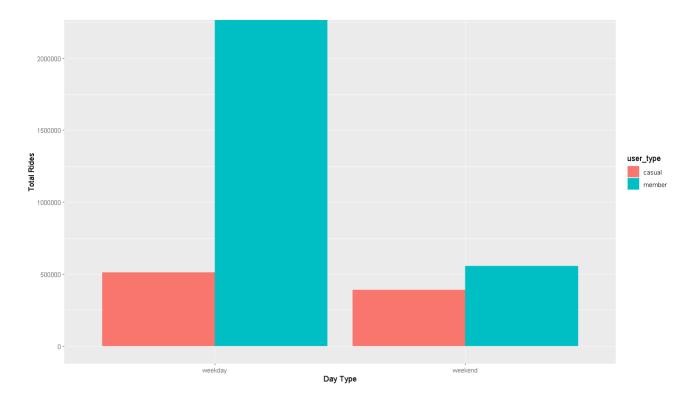
### Weekend/WeekdayRides Analysis, Categorized by User Type:

> kable(user\_weekday\_weekend)

user_type	weekend_or	·	tota	al_rides
:	:	-   -		:
casual	weekday			511346
casual	weekend			390842
member	weekday			2417937
member	weekend			555929
-		0.7	4.0	-

Weekday vs Weekend Usage by User Type

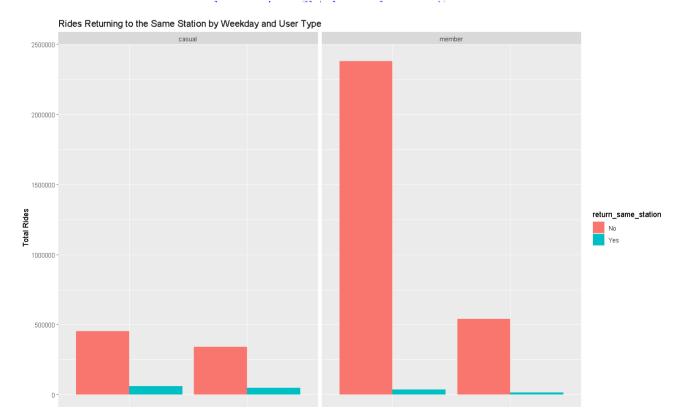
2500000 -



## Weekend/Weekday Rides returning to Same station Analysis, Categorized by User Type:

> kable(same\_station\_by\_weekday)

user_type	weekend_or	return_same_station	total_rides
:	:	:	:
casual	weekday	No	451433
casual	weekday	Yes	59913
casual	weekend	No	342526
casual	weekend	Yes	48316
member	weekday	No	2381030
member	weekday	Yes	36907
member	weekend	No	539384
lmember	weekend	Yes	16545



weekday weekend weekday weekend

Weekday or Weekend

## Daily Rides Analysis, Categorized by User Type:

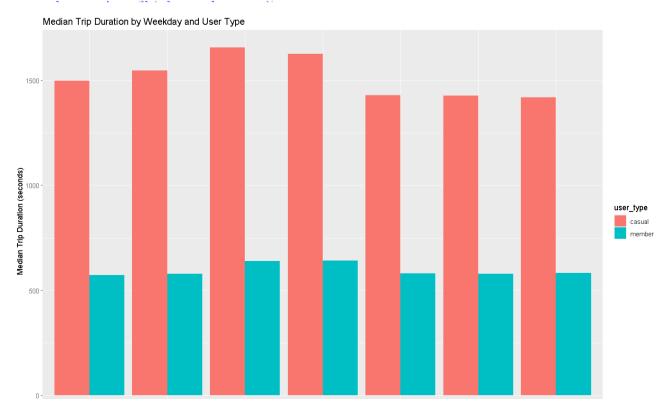
> kable(rides\_by\_weekday)

user_type	weekday_name	total_rides
:	- :	:
lmember	Tuesday	508445
member	Wednesday	500329
lmember	Thursday	484177
lmember	Monday	472196
lmember	Friday	452790
lmember	Saturday	287958
lmember	Sunday	267971
casual	Saturday	209543
casua1	Sunday	181299
casua1	Friday	122404
casua1	Monday	103296
casua1	Thursday	102679
casua1	Wednesday	92457
casua1	Tuesday	90510

### **Descriptive Statistics of Daily Rides, Categorized by User Type:**

> kable(rides\_by\_weekday\_and\_stats)

user_type	weekday_name	total_rides	min_duration	max_duration	median_duration	mean_duration	stddev_duration
:	:	:	:	:	:	:	:
casua1	Friday	122404	2	7939448	1499	3773.6518	68607.953
casua1	Monday	103296	8	7247750	1547	3372.0315	51815.715
casual	Saturday	209543	3	8120385	1658	3331.8338	43264.863
casual	Sunday	181299	3	8636205	1626	3581.1876	57676.879
casua1	Thursday	102679	11	9387024	1430	3682.7777	66018.899
casua1	Tuesday	90510	11	7522062	1427	3596.1227	60798.004
casual	Wednesday	92457	6	7606871	1419	3718.5839	69598.748
lmember	Friday	452790	1	4840300	573	824.2674	12282.533
lmember	Monday	472196	2	8203637	579	842.2905	17732.613
lmember	Saturday	287958	1	4809091	640	968.7362	15790.659
lmember	Sunday	267971	2	2910775	641	918.8584	8789.527
lmember	Thursday	484177	1	6028601	581	823.6426	12900.407
lmember	Tuesday	508445	2	9056633	579	825.8680	16994.756
member	Wednesday	500329	2	5628778	583	823.7228	13159.770

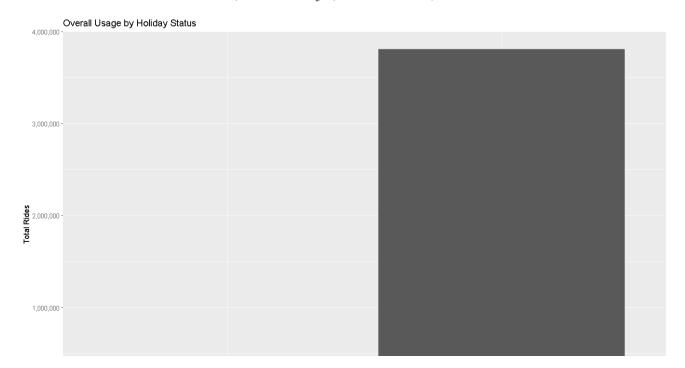


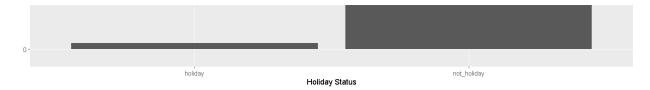


### **Holiday Rides Analysis:**

#### > kable(overall\_holiday\_usage)

holiday_or	total_rides
:	:
holiday	64740
not_holiday	3811314



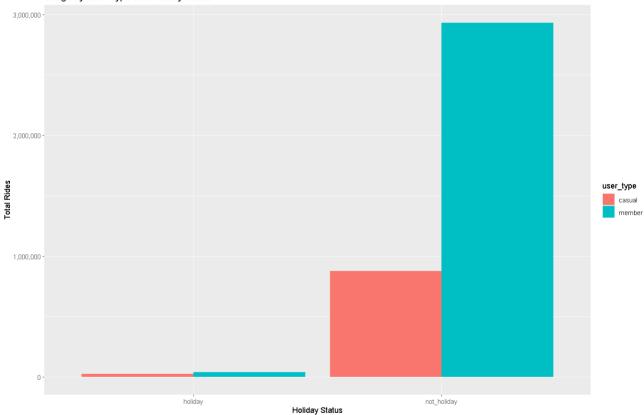


#### Holiday Rides Analysis, Categorized by User Type:

> kable(user\_holiday\_usage)

user_type	holiday_or	tota	l_rides
:	- :		:
casua1	holiday		24960
casua1	not_holiday		877228
member	holiday		39780
member	not_holiday		2934086
-		4.00	-

#### Usage by User Type and Holiday Status

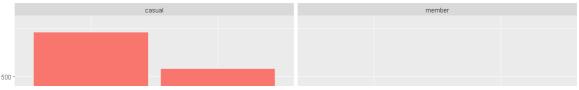


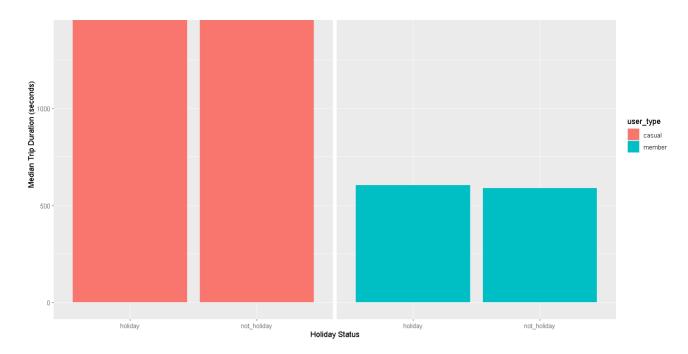
## **Descriptive Statistics of Holiday Rides Analysis, Categorized by User Type:**

> kable(rides\_by\_holiday\_and\_stats)

user_type	:  holiday_or	total_rides	min_duration	max_duration	median_duration	mean_duration	stddev_duration
:	:	:	:	:	:	:	:
casual	holiday	24960	16	2241642	1727.5	3125.9586	24292.55
casua1	not_holiday	877228	2	9387024	1540.0	3564.7173	59100.67
member	holiday	39780	2	625452	605.0	876.7978	3942.12
member	not_holiday	2934086	1	9056633	589.0	849.3546	14568.71

#### Median Trip Duration by Holiday Status



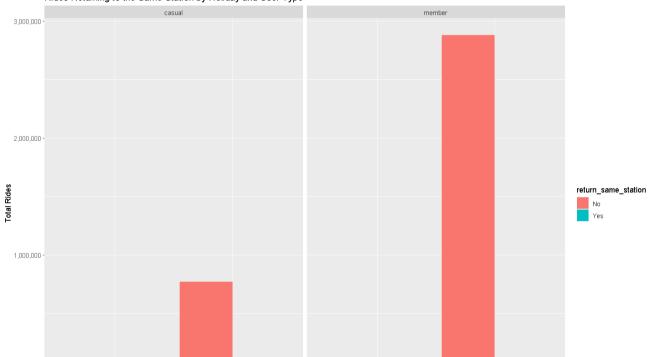


## Holiday Rides returning to starting station Analysis, Categorized by User Type:

> kable(same\_station\_by\_holiday)

user_type	holiday_or	return_same_station	total_rides
:	- :	:	:
casual	holiday	No	21558
casual	holiday	Yes	3402
casual	not_holiday	No	772401
casual	not_holiday	Yes	104827
member	holiday	No	38696
member	holiday	Yes	1084
member	not_holiday	No	2881718
member	not_holiday	Yes	52368





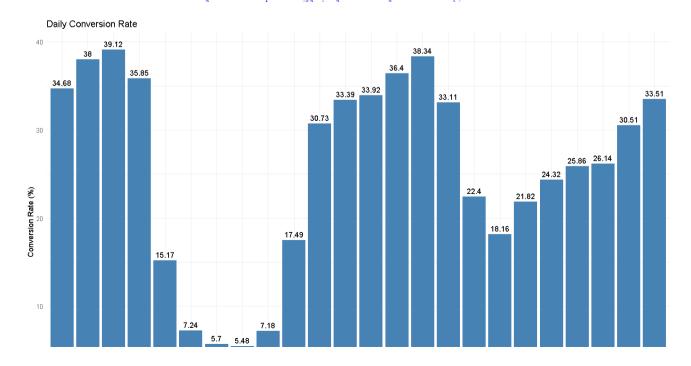


#### **CONVERSION RATE:**

### Conversion rate by hour:

> kable(conversion\_rate\_by\_hour)

hour_of_day	total_rides	casual_rides	conversion_rate
100	24112	83631	34.683975
101	14475	5501	38.0034541
102	8591	3361	39.122337
103 i	5528	1982	35.8538351
104 i	7882	1196	15.173814
105 i	37133	2690	7.244230
[06 ]	110385	6291	5.699144
jo7 j	242904	13302	5.476237
[08 ]	310468	22304	7.183993
[09	166126	29057	17.490941
10	147662	45374	30.728285
11	183654	61323	33.390506
12	211175	71626	33.917841
13	212642	77406	36.402028
14	211638	81143	38.340468
15	249029	82461	33.113011
16	381232	85398	22.400533
17	478086	86809	18.157612
18	317530	69297	21.823765
19	210437	51181	24.321293
20	135057	34930	25.863154
21	97296	25433	26.139821
22	70221	21421	30.505120
[23 ]	42791	14339	33.509383

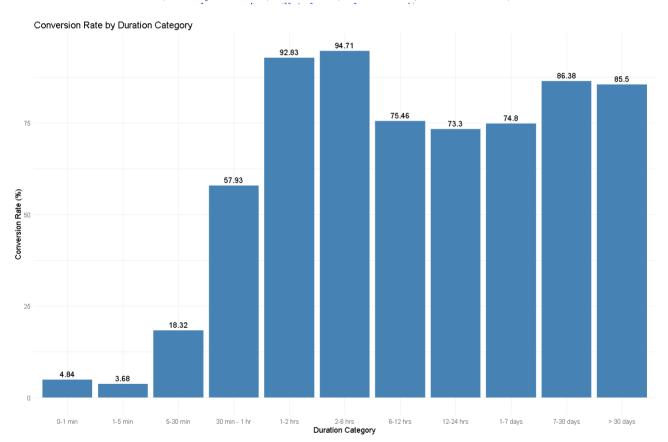




#### **Conversion rate by ride duration:**

#### > kable(conversion\_rate\_by\_duration)

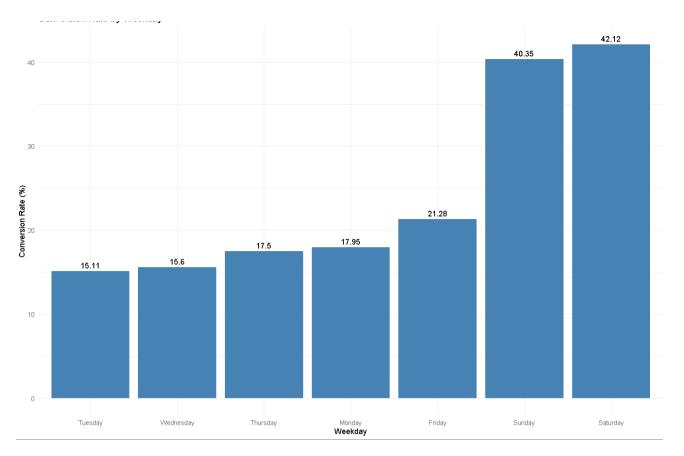
duration_category	total_rides	casual_rides	conversion_rate
:	:	:	:
O-1 min	3908	189	4.836233
1-5 min	529182	19456	3.676618
5-30 min	2801977	513399	18.322741
30 min - 1 hr	379979	220127	57.931359
1-2 hrs	117454	109038	92.834642
2-6 hrs	37003	35045	94.708537
6-12 hrs	2380	1796	75.462185
12-24 hrs	2225	1631	73.303371
1-7 days	1492	1116	74.798928
7-30 days	323	279	86.377709
> 30 days	131	112	85.496183



#### Conversion rate by weekdays:

#### > kable(conversion\_rate\_by\_weekday)

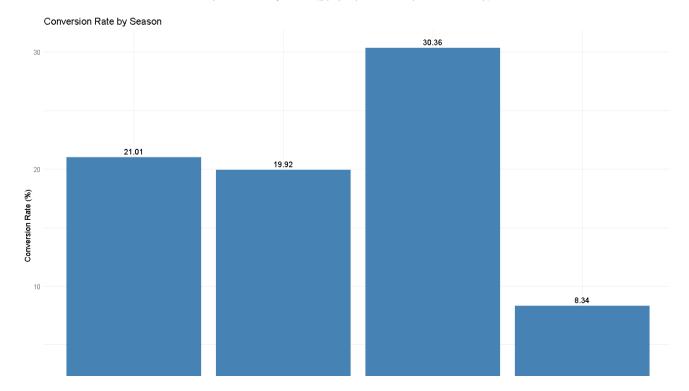
weekday_name	total_rides	casual_rides	conversion_rate
:	: -	: -	:
Friday	575194	122404	21.28047
Monday	575492	103296	17.94916
Saturday	497501	209543	42.11911
Sunday	449270	181299	40.35413
Thursday	586856	102679	17.49646
Tuesday	598955	90510	15.11132
Wednesday	592786	92457	15.59703



## **Conversion rate by Season:**

> kable(conversion\_rate\_by\_season)

Iseason I	total_rides	casual_rides	conversion_rate
			:
Fall	1042181	218937	21.007579
Spring	772975	153983	19.920825
Summer	1622894	492739	30.361749
Winter	438004	36529	8.339878
-		A	5.1



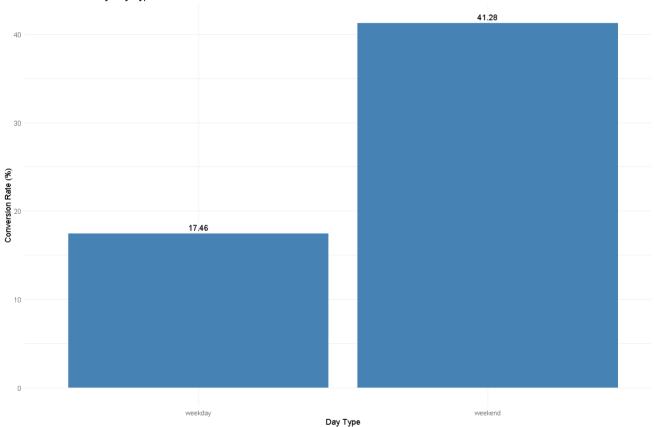


### Conversion rate by day type:

> kable(conversion\_rate\_by\_day\_type)

weekend_or	total_rides	casual_rides	conversion_rate
:	:	:	:
weekday	2929283	511346	17.45635
weekend	946771	390842	41.28158

#### Conversion Rate by Day Type



#### Conversion rate by holiday:

> kable(conversion\_rate\_by\_holiday)

holiday_or	total_rides	casual_rides	conversion_rate
:	:	:	:
holiday	64740	24960	38.55422
not_holiday	3811314	877228	23.01642
> scale_v_co	ntinuous (labe	els = scales::c	omma)

#### Conversion Rate by Holiday Status

