van Moof Case study

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User's riding behaviour

This is an R Markdown document. Markdown is a simple formatting syntax for authoring HTML, PDF, and MS Word documents. For more details on using R Markdown see http://rmarkdown.rstudio.com.

When you click the **Knit** button a document will be generated that includes both content as well as the output of any embedded R code chunks within the document. You can embed an R code chunk like this:

```
colnames(vanmoof_df)
```

```
## [1] "ID"             "Top 20%"         "2 or more bikes" "Top NPS Score"
## [5] "Investor"       "S3X3 Preoder"    "CS Ticket"       "Open Rate"
## [9] "Click Rate"
```

```
colnames(rider_data_df)
```

```
##  [1] "id"                   "average_distance_km"
##  [3] "max_distance"         "min_distance_km"
##  [5] "distance_std"         "average_speed_kmh"
##  [7] "average_max_speed_kmh" "average_duration_seconds"
##  [9] "entries"              "weekend_rides"
## [11] "weekday_rides"        "last_ride"
## [13] "first_ride"          "days_riding"
```
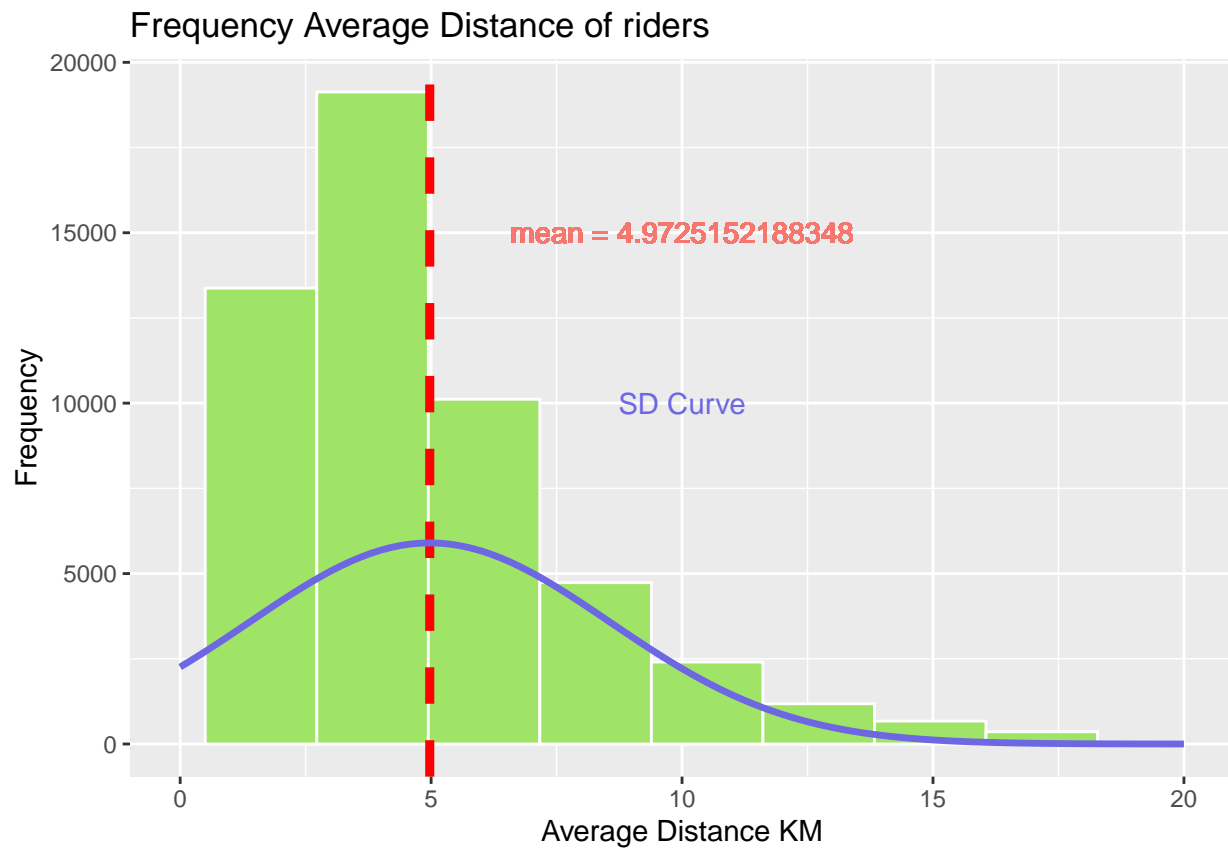
```
colnames(city_clusters_df)
```

```
## [1] "Country"      "City"         "Unique Riders" "Test Rides"
## [5] "Sessions"     "Page Views"   "Sales"
```

Plots

Average ride distance

```
## Warning: Removed 361 rows containing non-finite values (stat_bin).
```
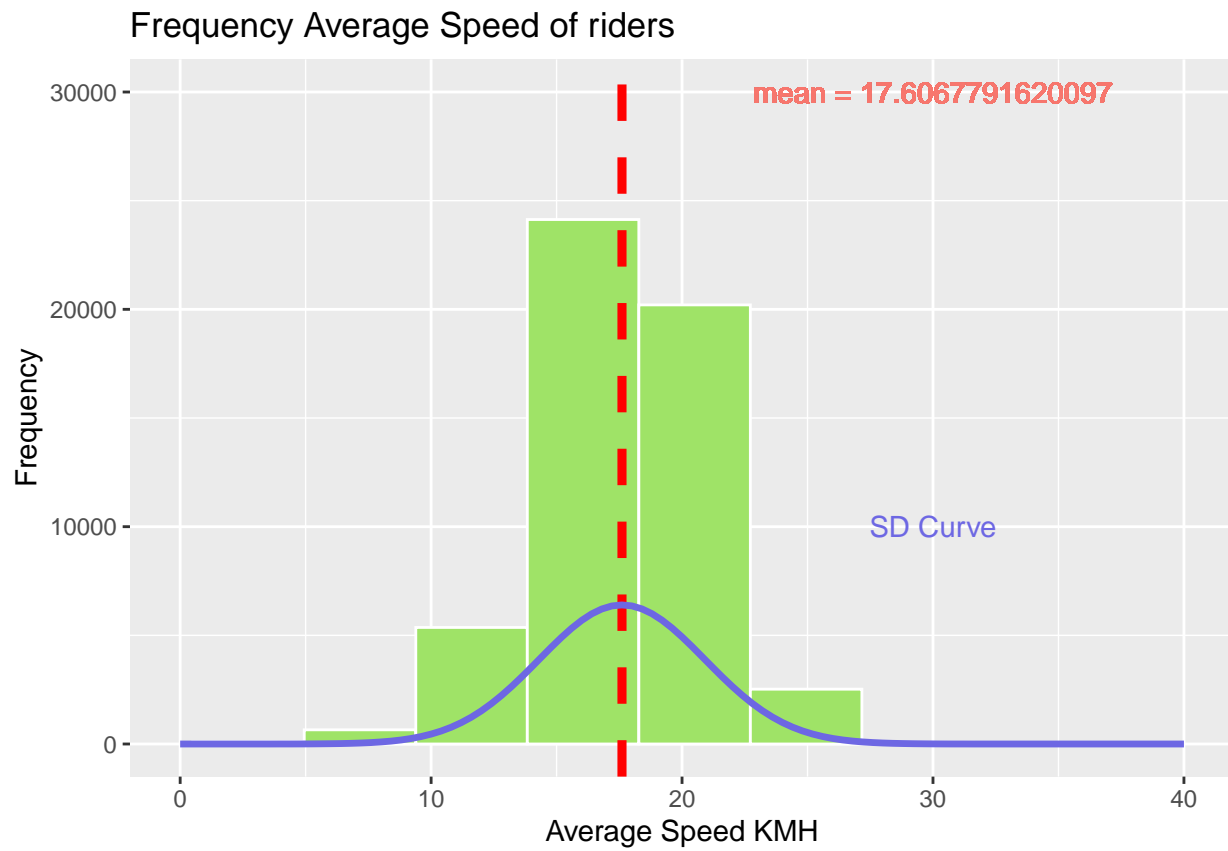
```
## Warning: Removed 2 rows containing missing values (geom_bar).
```

Frequency Average Distance of riders

Average ride speed

```
## Warning: Removed 3 rows containing non-finite values (stat_bin).
```

```
## Warning: Removed 2 rows containing missing values (geom_bar).
```

Frequency Average Speed of riders
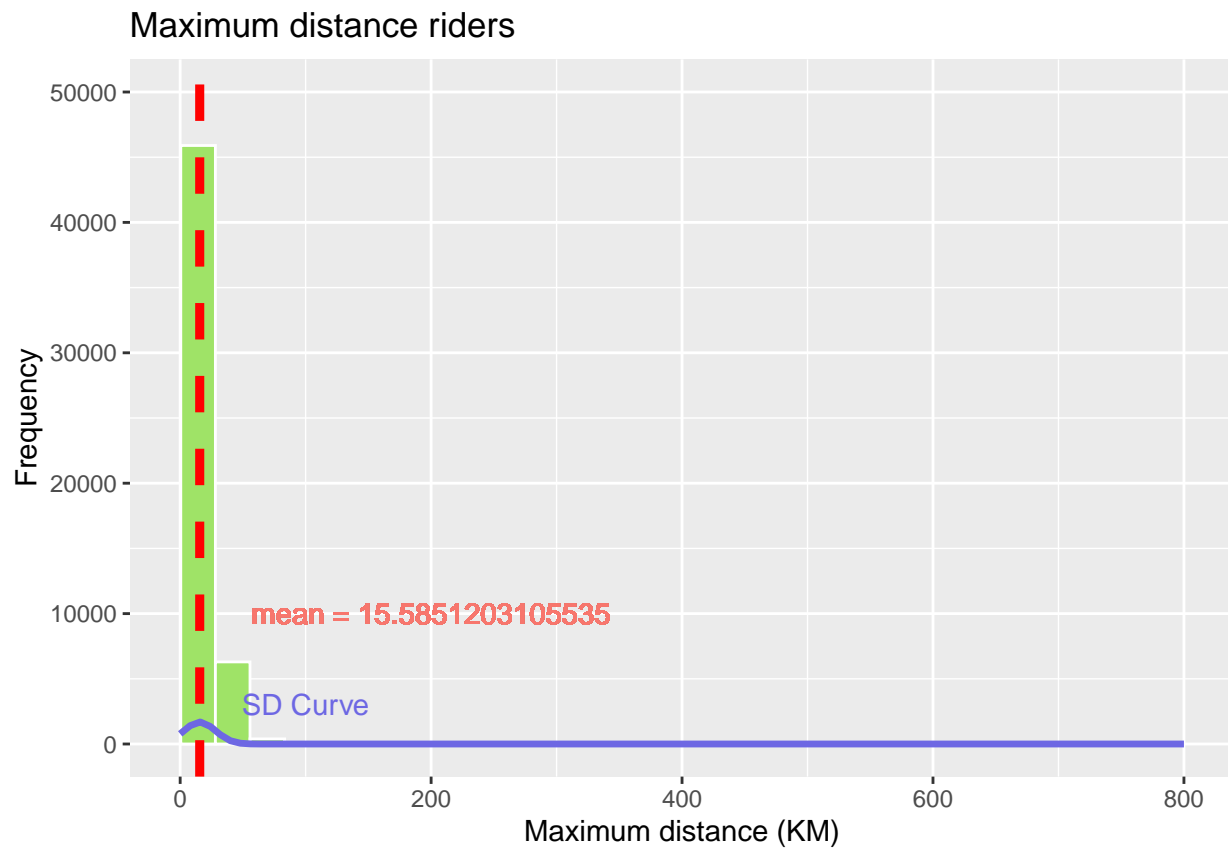

Average ride duration

```
## Warning: Removed 46 rows containing non-finite values (stat_bin).
```

```
## Warning: Removed 2 rows containing missing values (geom_bar).
```

Average Duration (minutes) riding
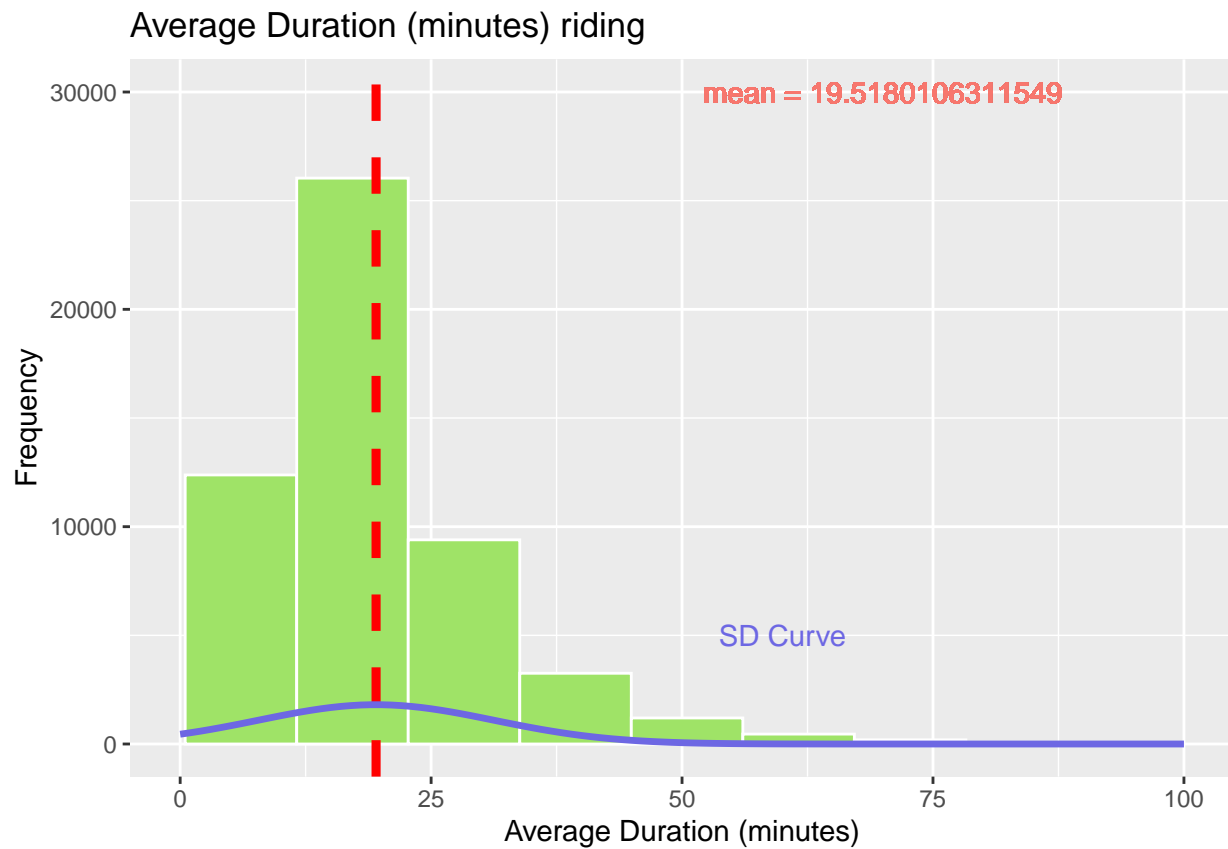
Maximum Distance

```
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
```

```
## Warning: Removed 2 rows containing missing values (geom_bar).
```

Maximum distance riders

Weekend rides (fraction)

```
## `stat_bin()` using `bins = 30`. Pick better value with `binwidth`.
```

```
## Warning: Removed 2 rows containing missing values (geom_bar).
```

Weekend rides/Entries

SD Curve

mean = 0.3124