

# van Moof Case study

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1/17/2022

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

```
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)
```

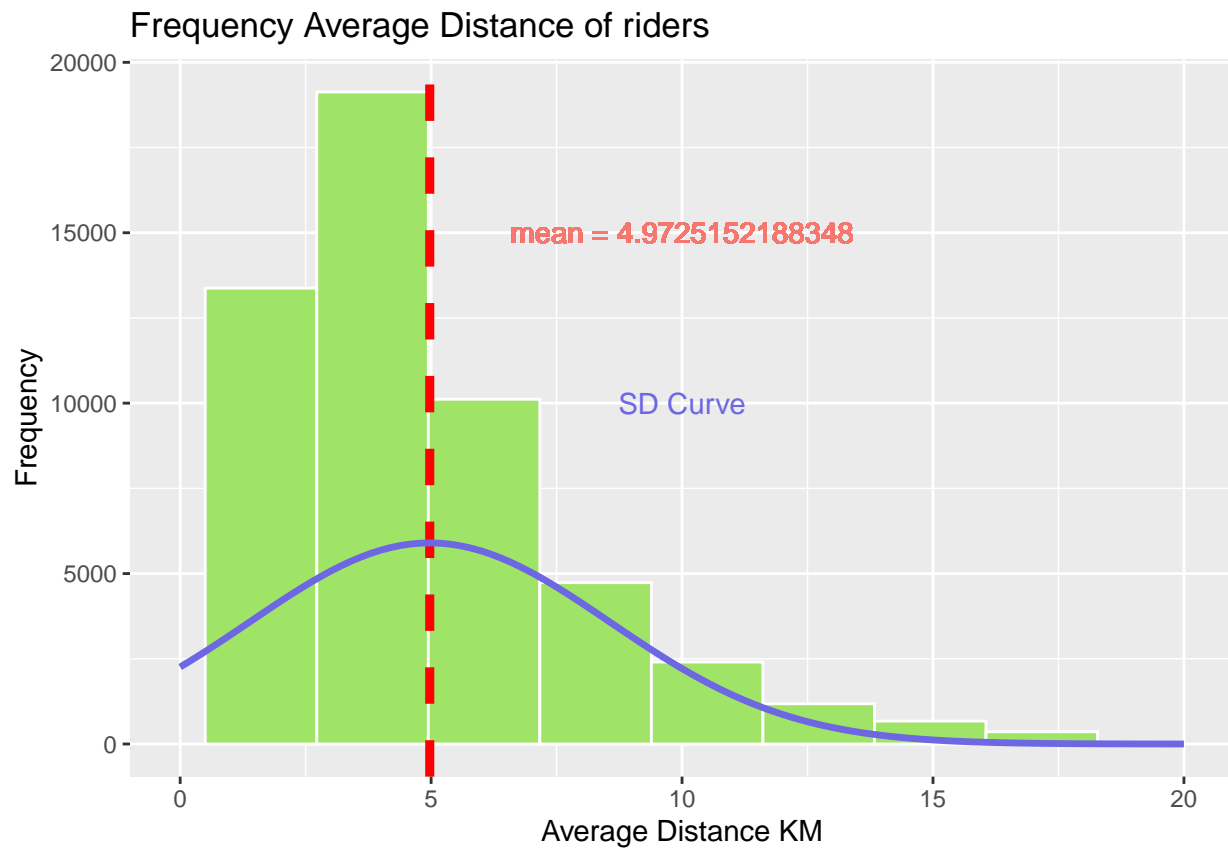
```
## [1] "Country"      "City"          "Unique Riders" "Test Rides"
## [5] "Sessions"     "Page Views"    "Sales"
```

## Plots

Average ride distance

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

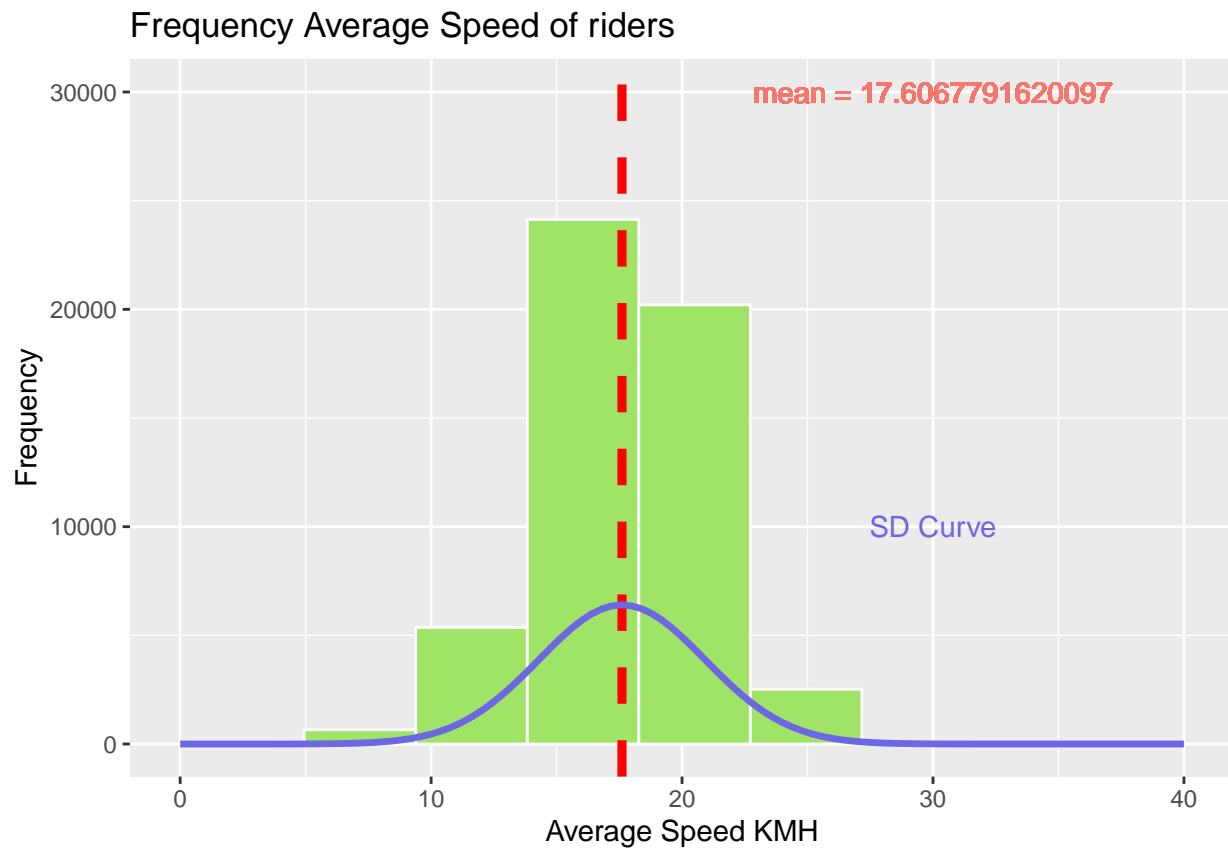
```
## Warning: Removed 2 rows containing missing values (geom_bar).
```



Average ride speed

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

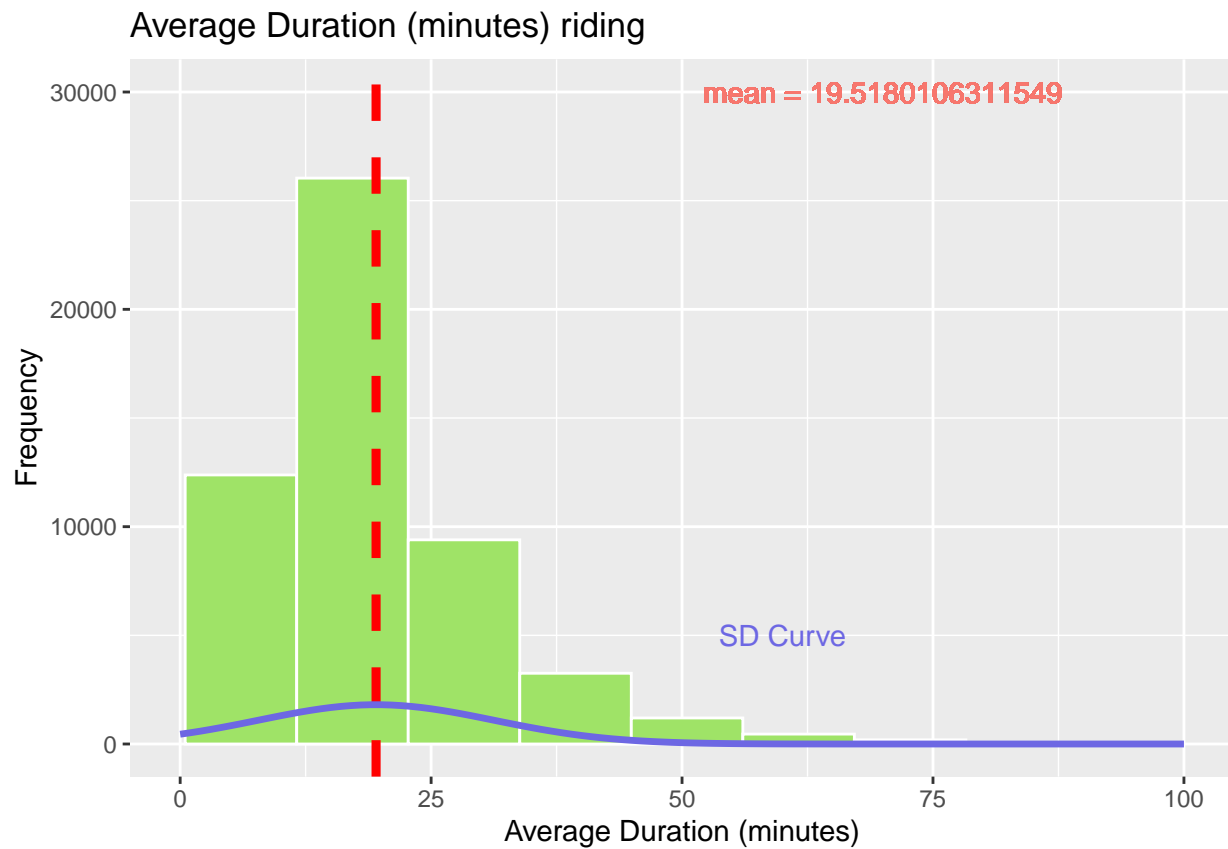
```
## Warning: Removed 2 rows containing missing values (geom_bar).
```



Average ride duration

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

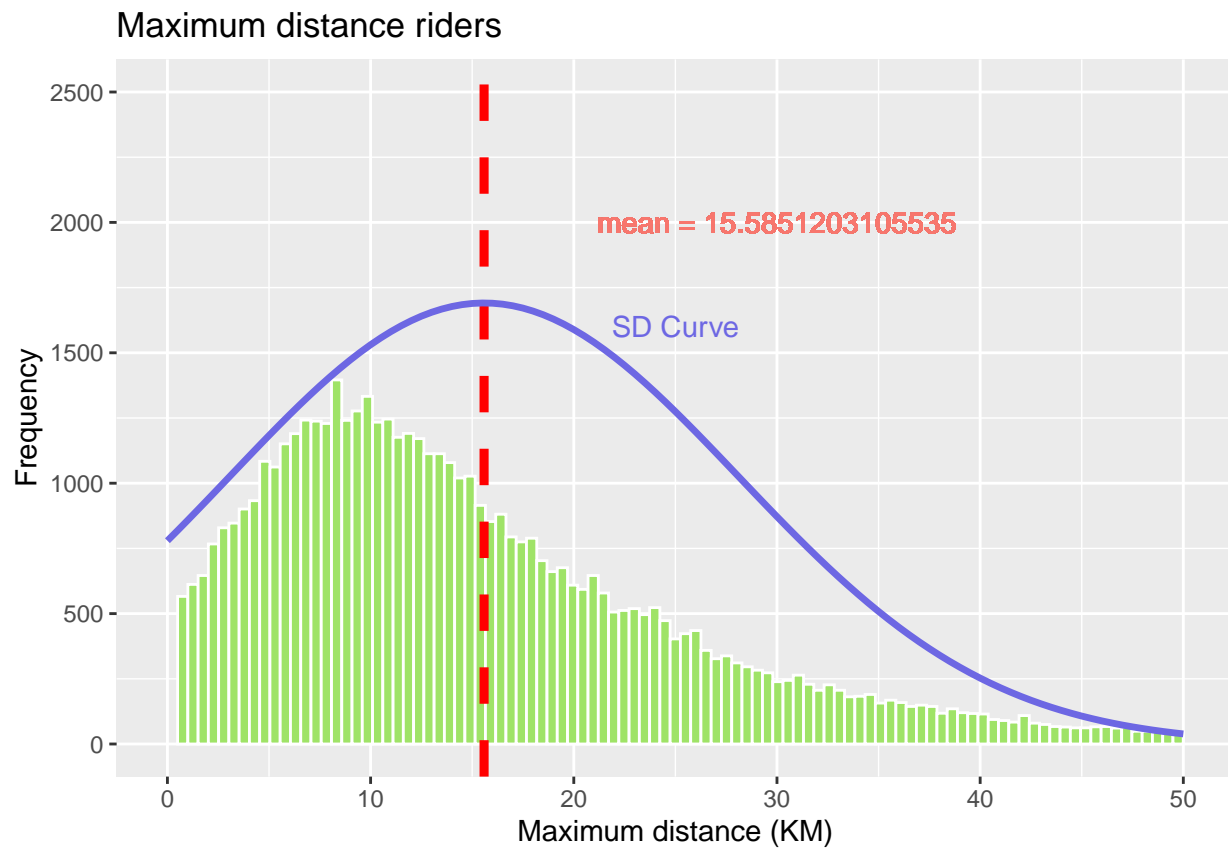
```
## Warning: Removed 2 rows containing missing values (geom_bar).
```



Maximum Distance

```
## Warning: Removed 767 rows containing non-finite values (stat_bin).
```

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



Weekend rides (fraction)

```
## Warning: Removed 10 rows containing missing values (geom_bar).
```

