

# Ford GoBike System Data

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## Ford GoBike System Data

Ford GoBike is a regional public bike sharing system in the San Francisco Bay Area, California. It's the first regional and large-scale bicycle sharing system, the bikes are available for use 24 hours/day, 7 days/week, 365 days/year and riders have access to all bikes in the network when they become a member or purchase a pass.

The dataset has 200000+ entries that contained 14 features about:

- trip duration in second
- start and end time for the bike rides
- stations, start and end stations id, name, latitude, and longitude
- the bike id
- user type, Subscriber or Customer
- bike share for all trip, yes or no

## Summary of Findings

The exploration showed that there indeed is a positive effect of start hour and start day of week on trip duration, the efficient usage for subscribers corresponds to their high concentration on rush hours Monday through Friday, indicating the use is primarily for work commute, unlike the customers usually go on trips during weekends.

## Key Insights for Presentation

- The riding trips are much longer on Sunday and Saturday, It indicates a more flexible use on weekends.
- The riding trips are much longer from 1 pm to 4 pm.