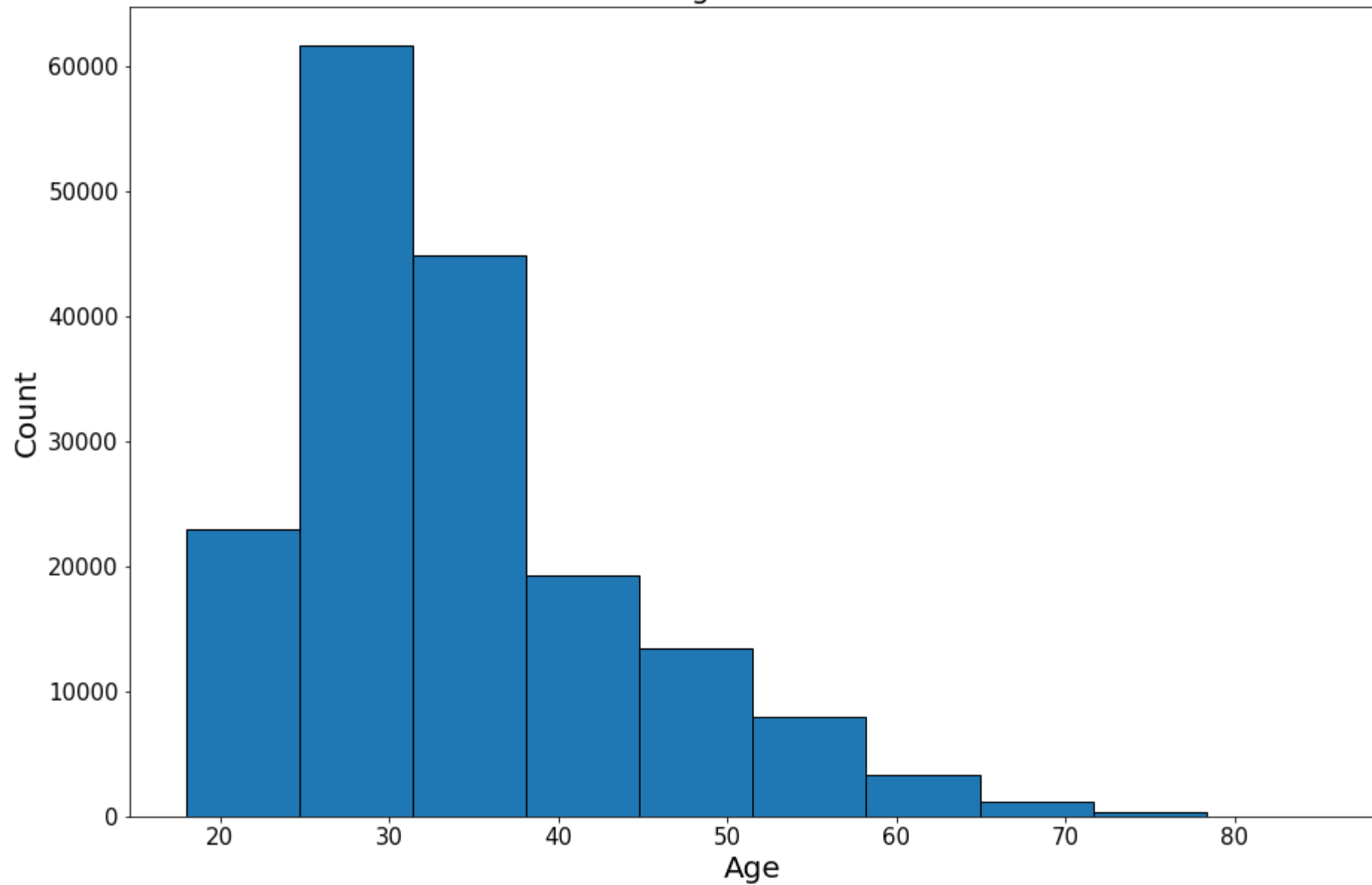


Project five: Communicate data findings: Ford go bike trip data 2019

Introduction

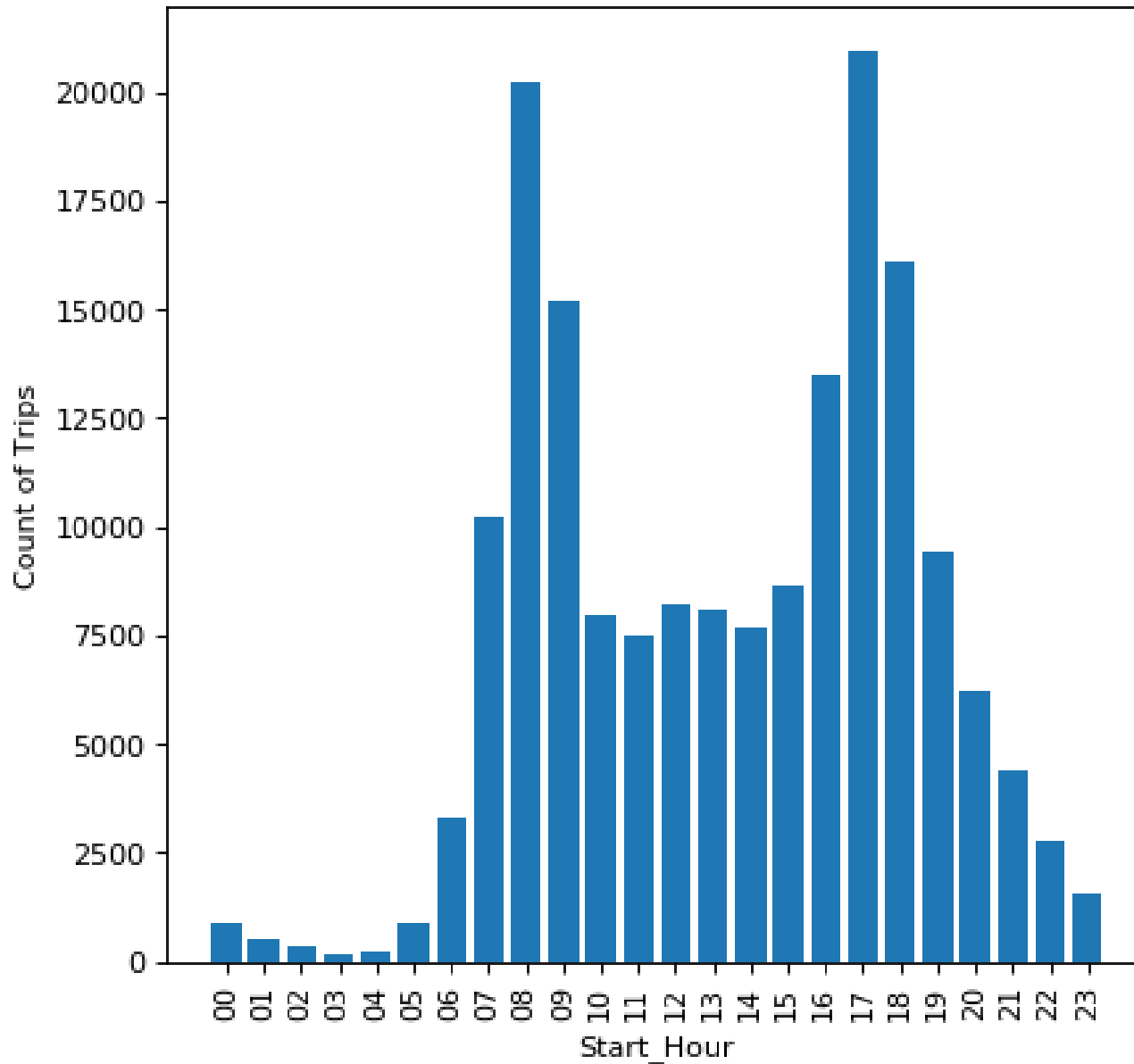
This Dataset includes information about individual rides made in a bike-sharing system covering the greater San Francisco Bay area.

User Age Distribution



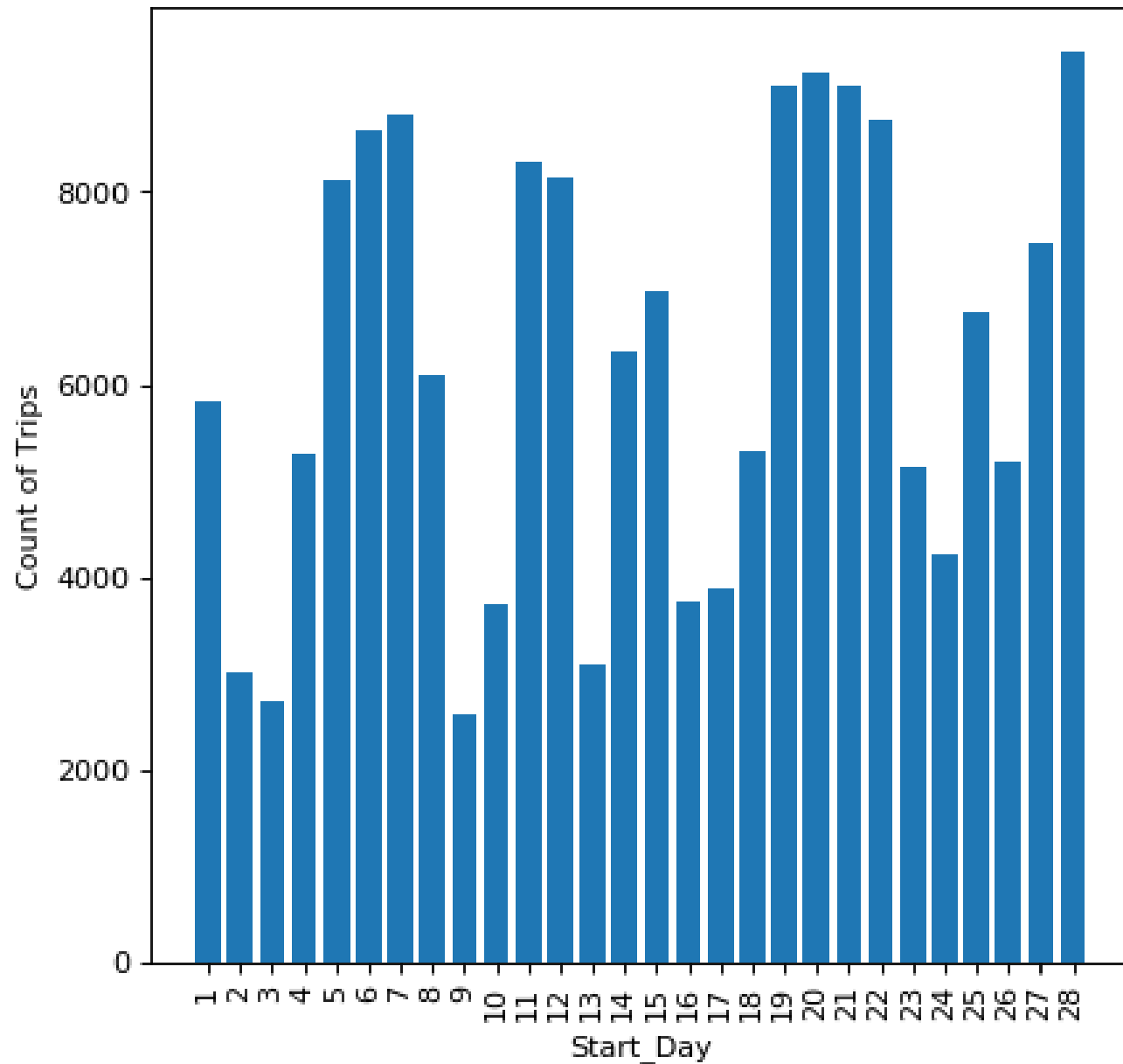
Based on the above histogram, most studied population aged between 25 and 40 years old.

Count Of Trips Vs Start_Hour



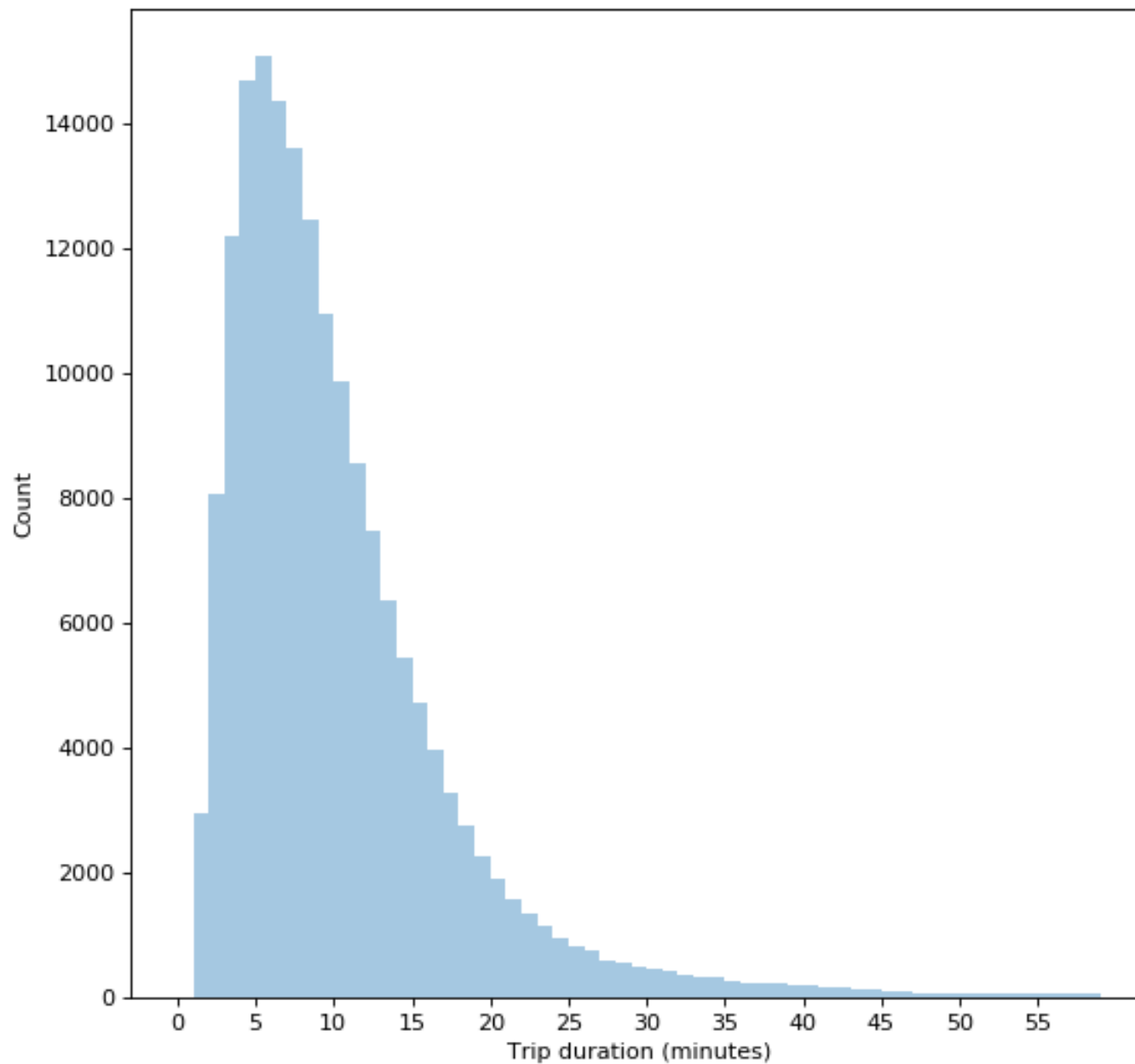
The number of trips increases twice a day at the morning between 8am and 10am and at the evening between 5pm and 8 pm

Count Of Trips Vs Start_Day



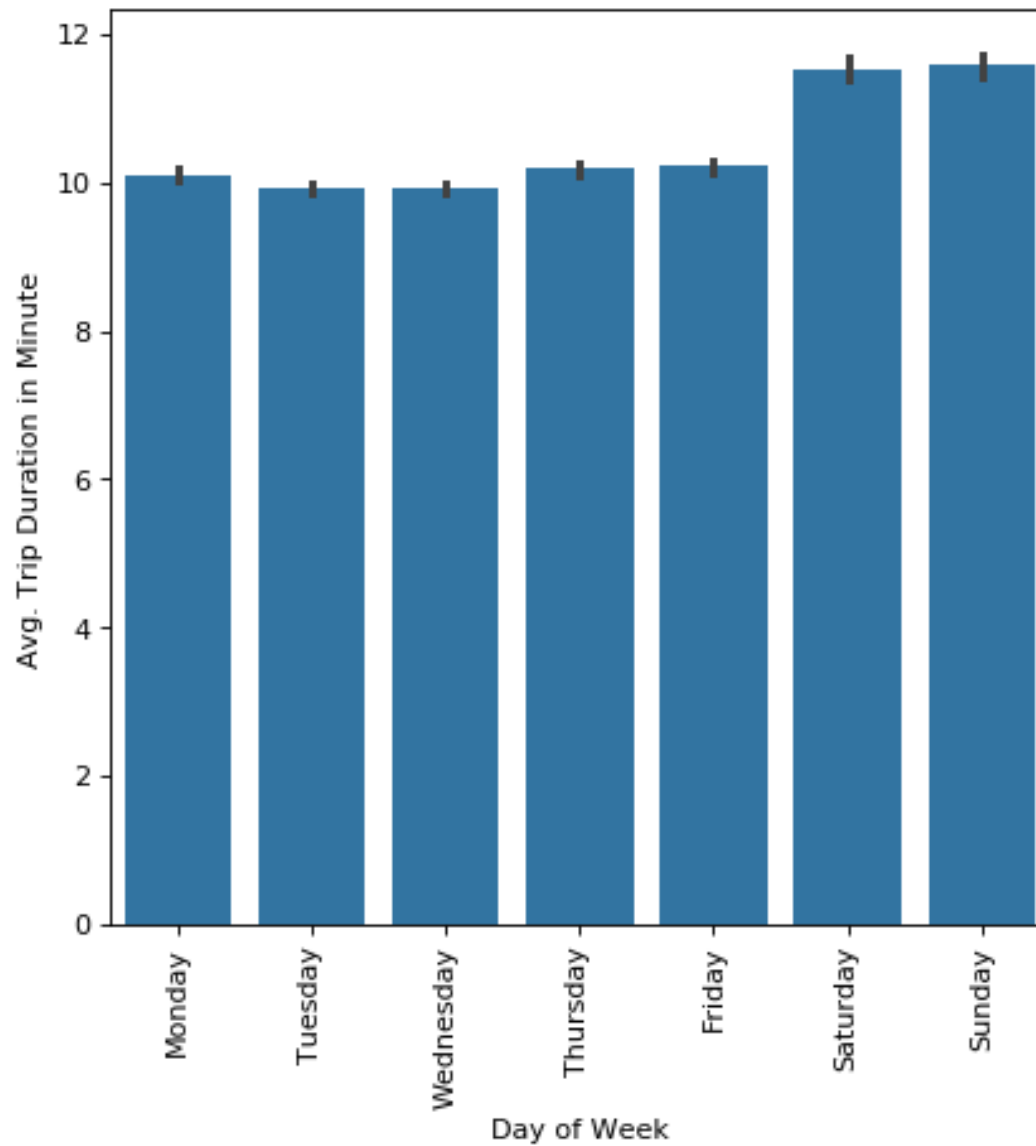
The number of trips fluctuate during the month. It looks that this number increases during the first the third week of February 2019.

Trip duration in minutes Vs count



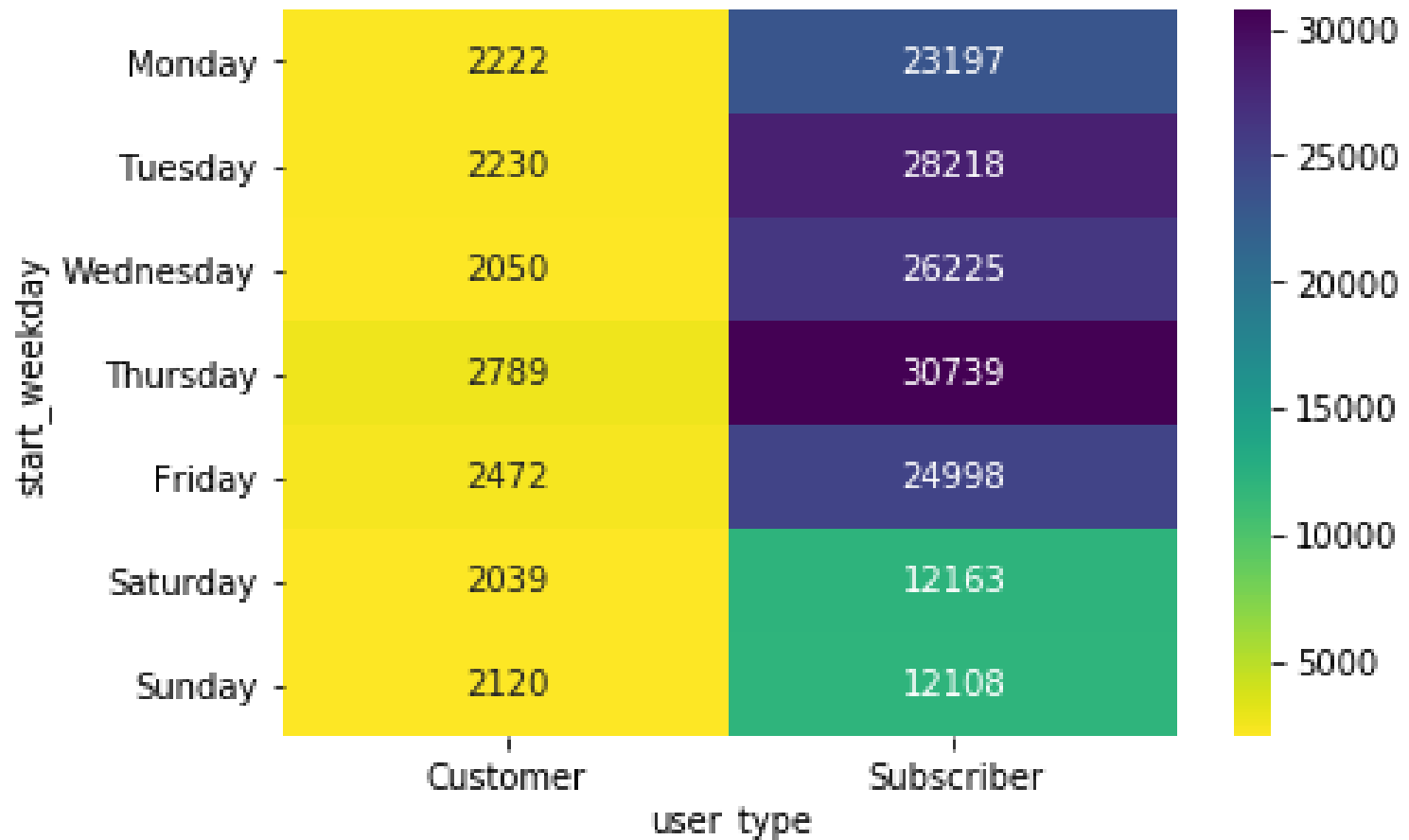
Based on the above histogram, most of trips 'duration range between 2 and 25 mins with highest occurrence at 10 minutes.

Average Varying of Duration Per weekdays



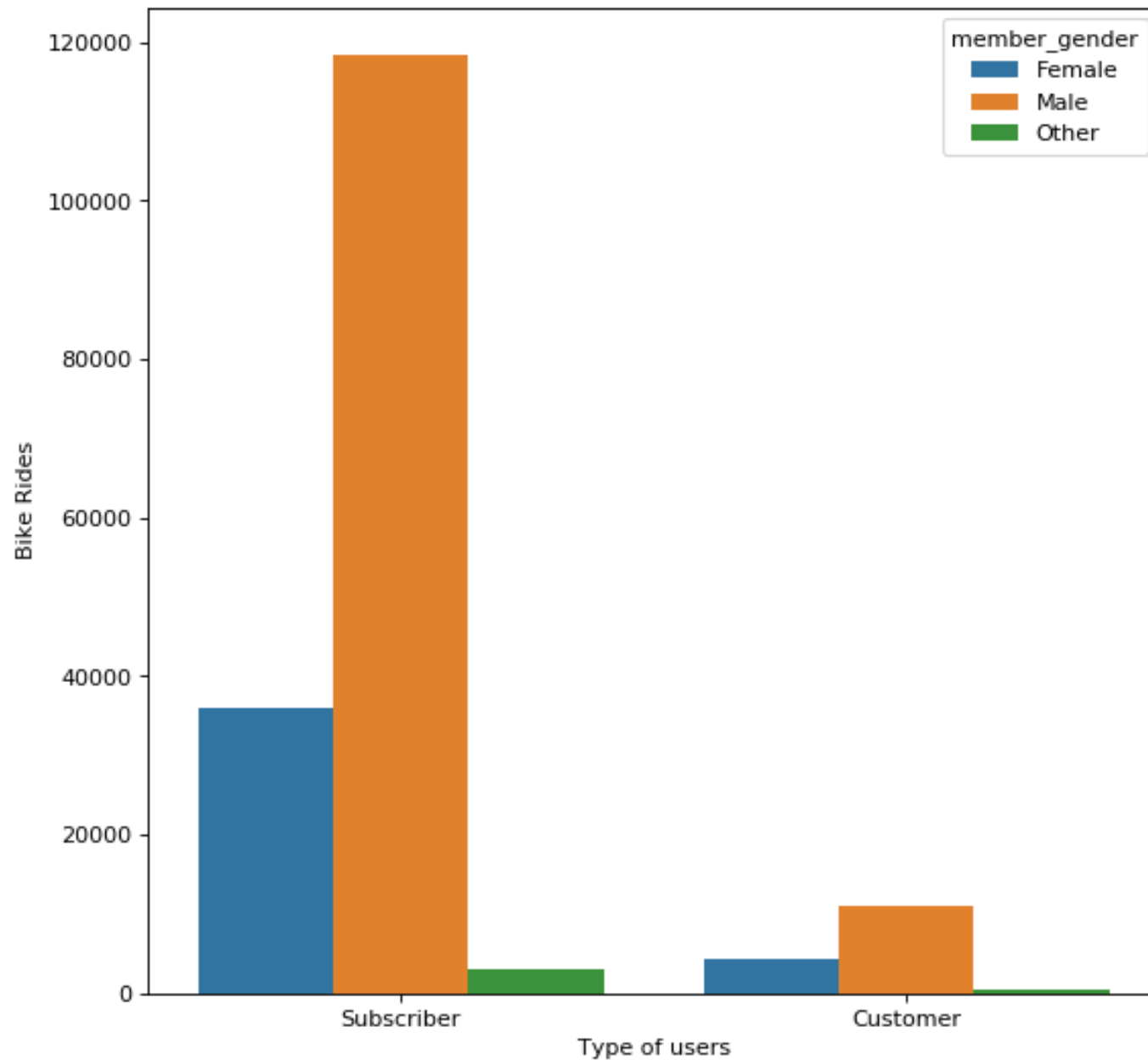
Based on the above bar chart, it looks like the duration of trips in the weekdays is shorter than weekends. Maybe because users at the weekends have more free time than during weekdays.

Users types Vs Weekdays



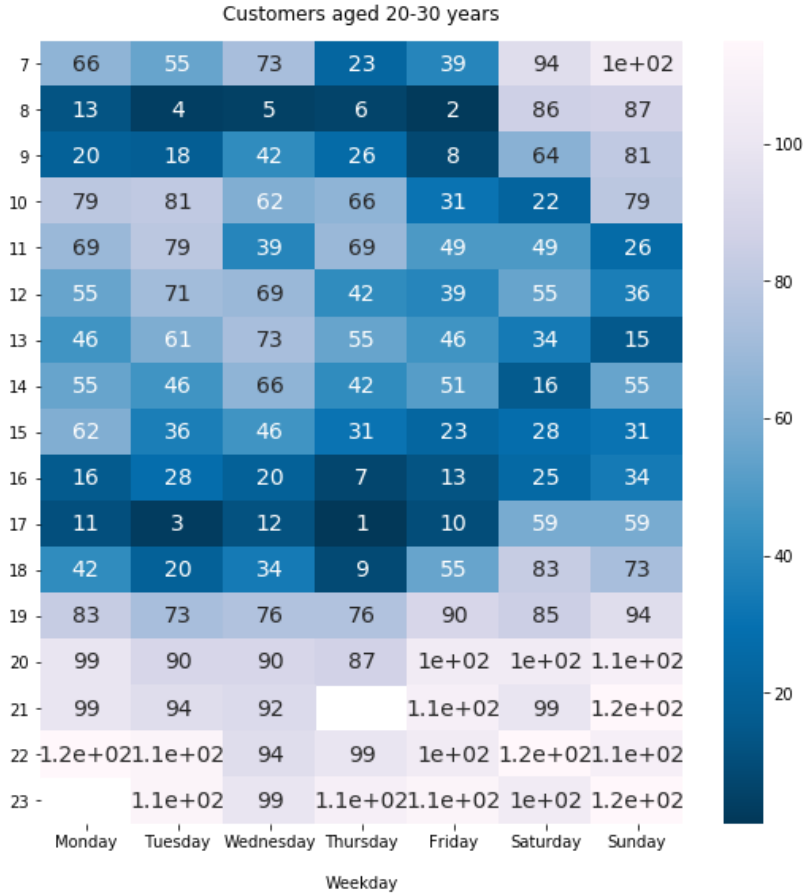
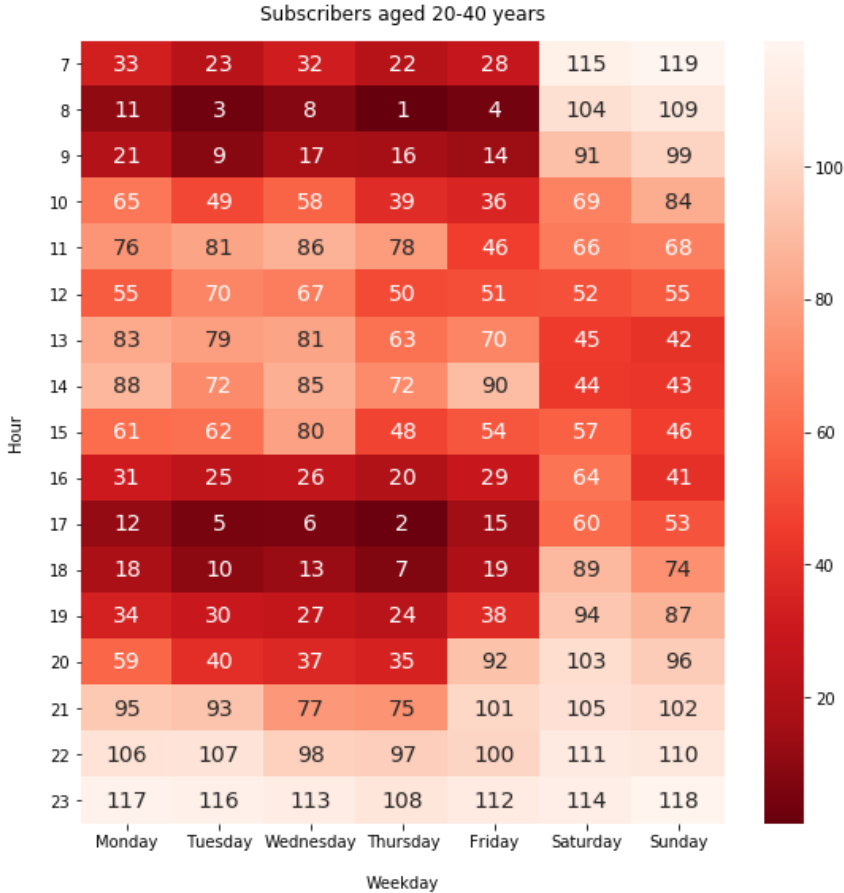
- From the above heatmap, trends show difference between customers and subscribers. Customers often use the service during Thursday and Friday comparing to Subscribers where the usage of service seem to be similar during the regular weekdays with higher pick on Thursday and Tuesday. Furthermore, the number of use of Bike is much more higher in subscriber comparing to customers which mean that these user may use the service for daily work and not only for recreational activities.

Bike Rides by Gender

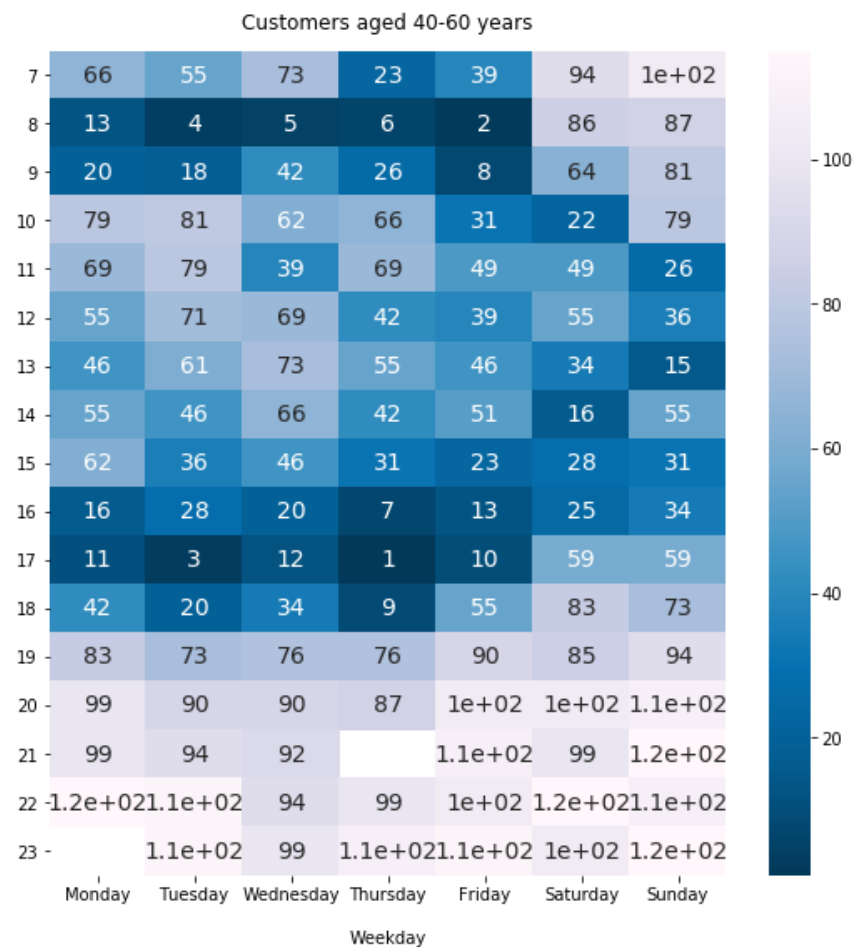
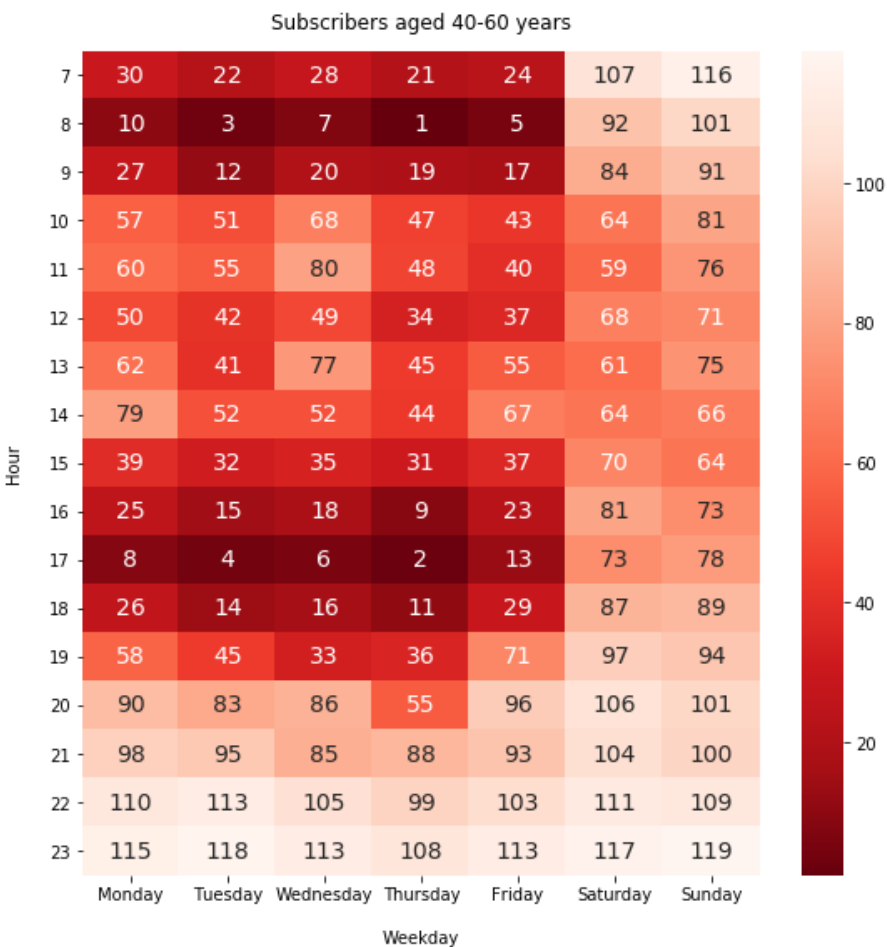


There are subscribers male and female users more than customers users, and the most subscribers and customers are male which means that males are more likely to practice cycling than females.

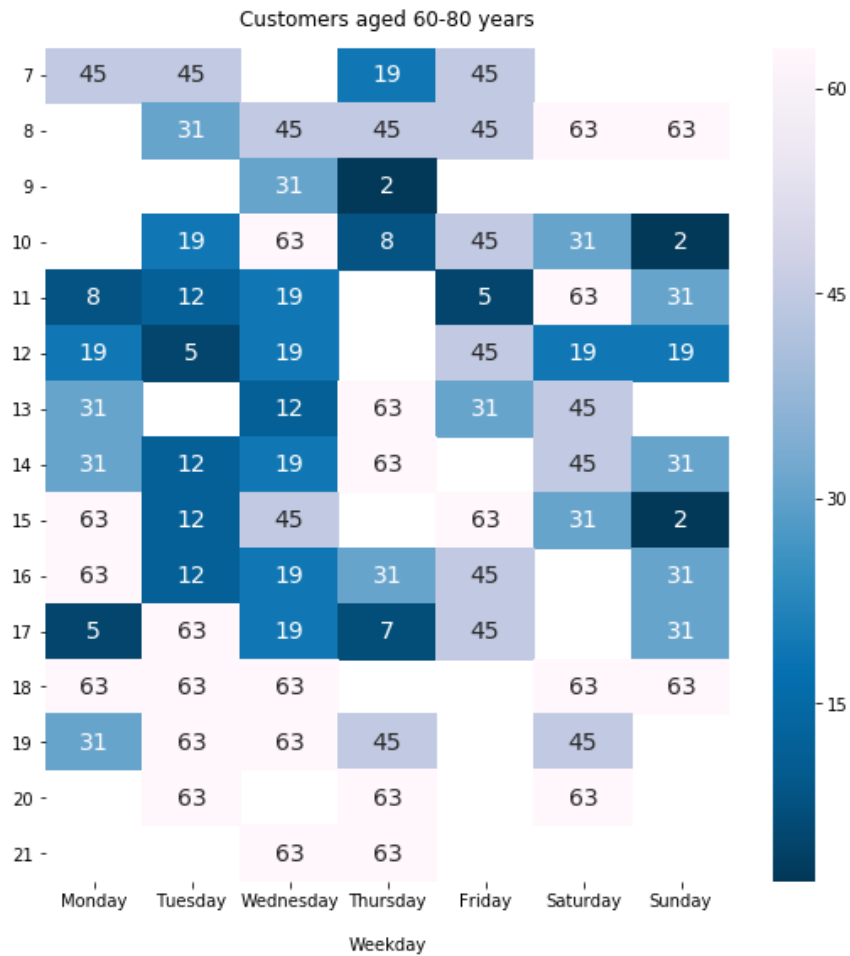
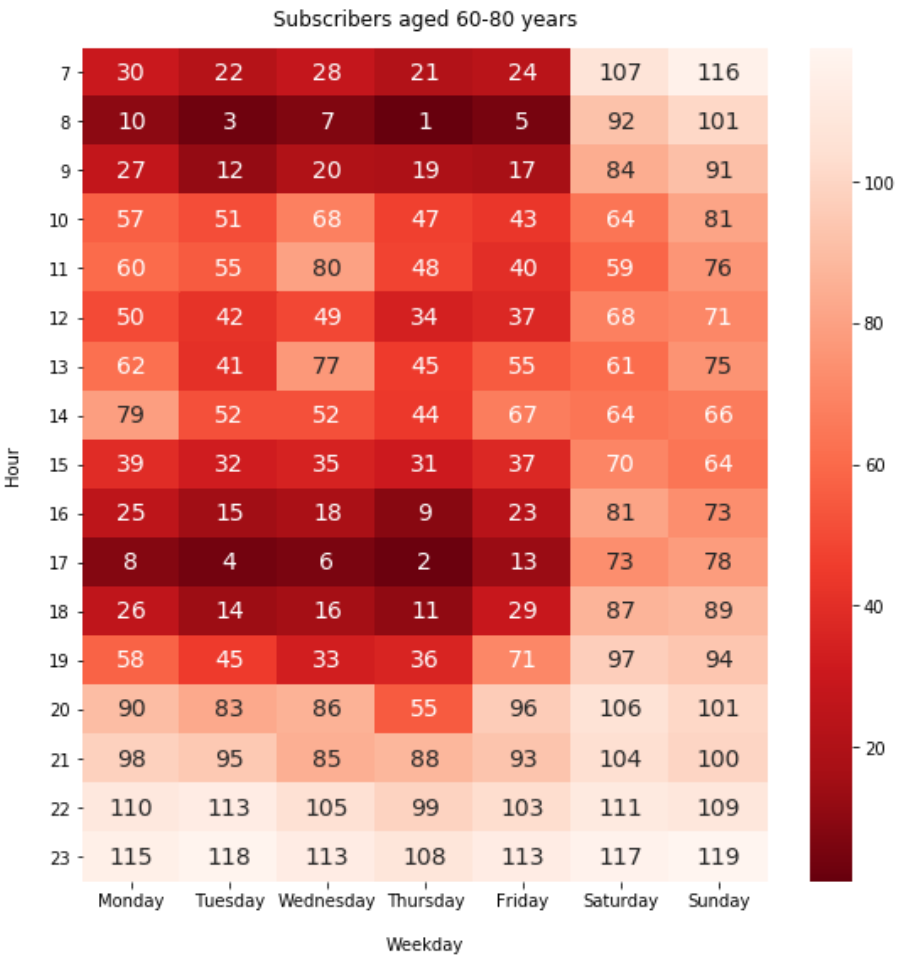
Users aged 20 to 40 years Bike Trends vs weekdays vs hours



Users aged 40 to 60 years Bike Trends vs weekdays vs hours



Users aged 60 to 80 years Bike Trends vs weekdays vs hours



Subscribers of all ages use the service during the weekdays from Monday to Friday with higher frequency on Thursday. Furthermore, subscribers of all age groups take ride bikes morning between 07:00 to 09:00 am.

But evening subscribers of group age 40 to 60 and 60 to 80 use the service between 03:00pm to 06:00pm with an interval narrower than the first age group (20 to 40 years) who took the service starting 04:00pm to 10:00pm.

On the other hand, customers show high use of the service morning at 08:00 am and evening at 05:00pm. Customers of both 20 to 40 years group and 40 to 60 years group are more likely to use bikes during the weekend (Saturday and Sunday). Users aged 60 years and above tend to be subscribers more than customers.