

Ford GoBike



NUPUR BISEN



2 BILLION TRIPS FROM  
JUNE 2017 TO JULY 2018

# Data Overview

Bike ID

Start location

End Location

Start time

End time

Duration  
[sec]

longitudes

latitudes



Bike share for all trips

User type



Member Gender

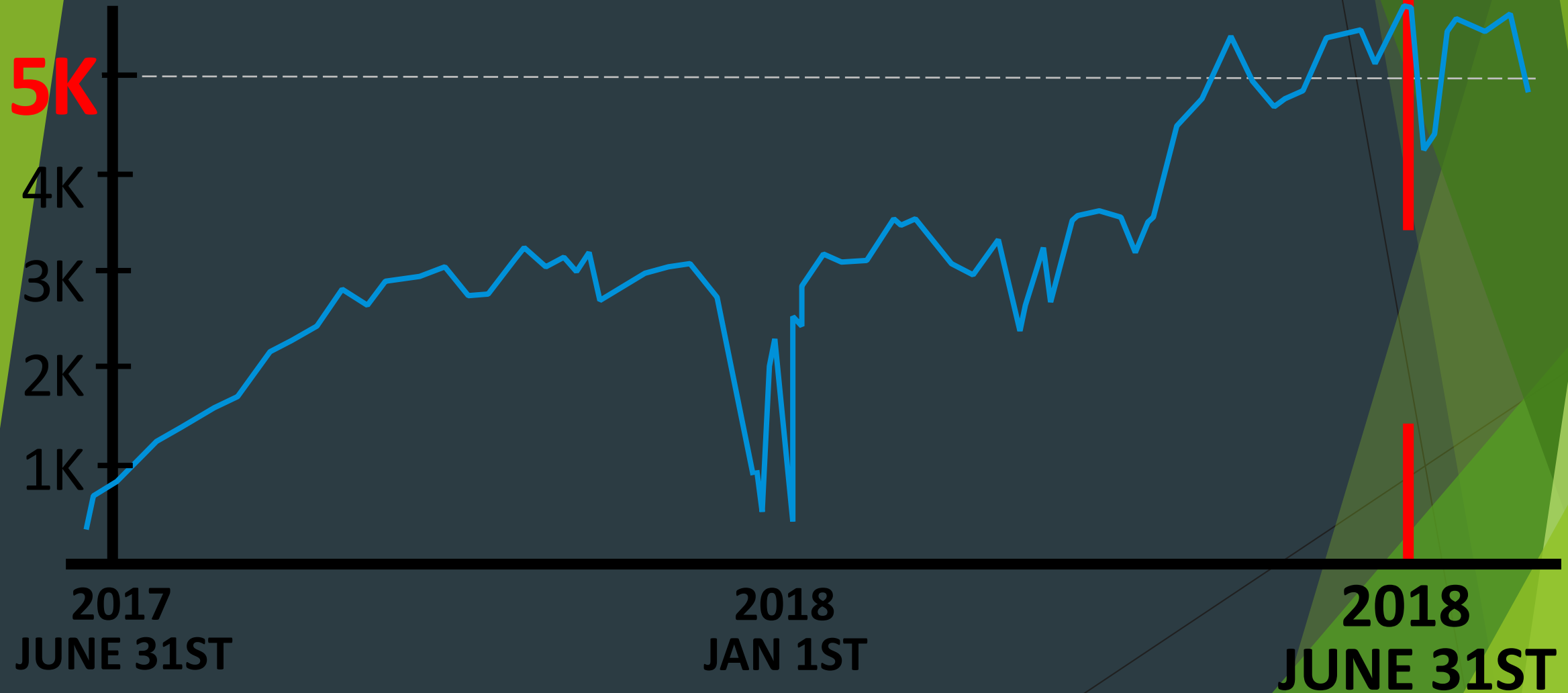
Member birth year



# HOW FAST FORD GOBIKE IS GROWING?

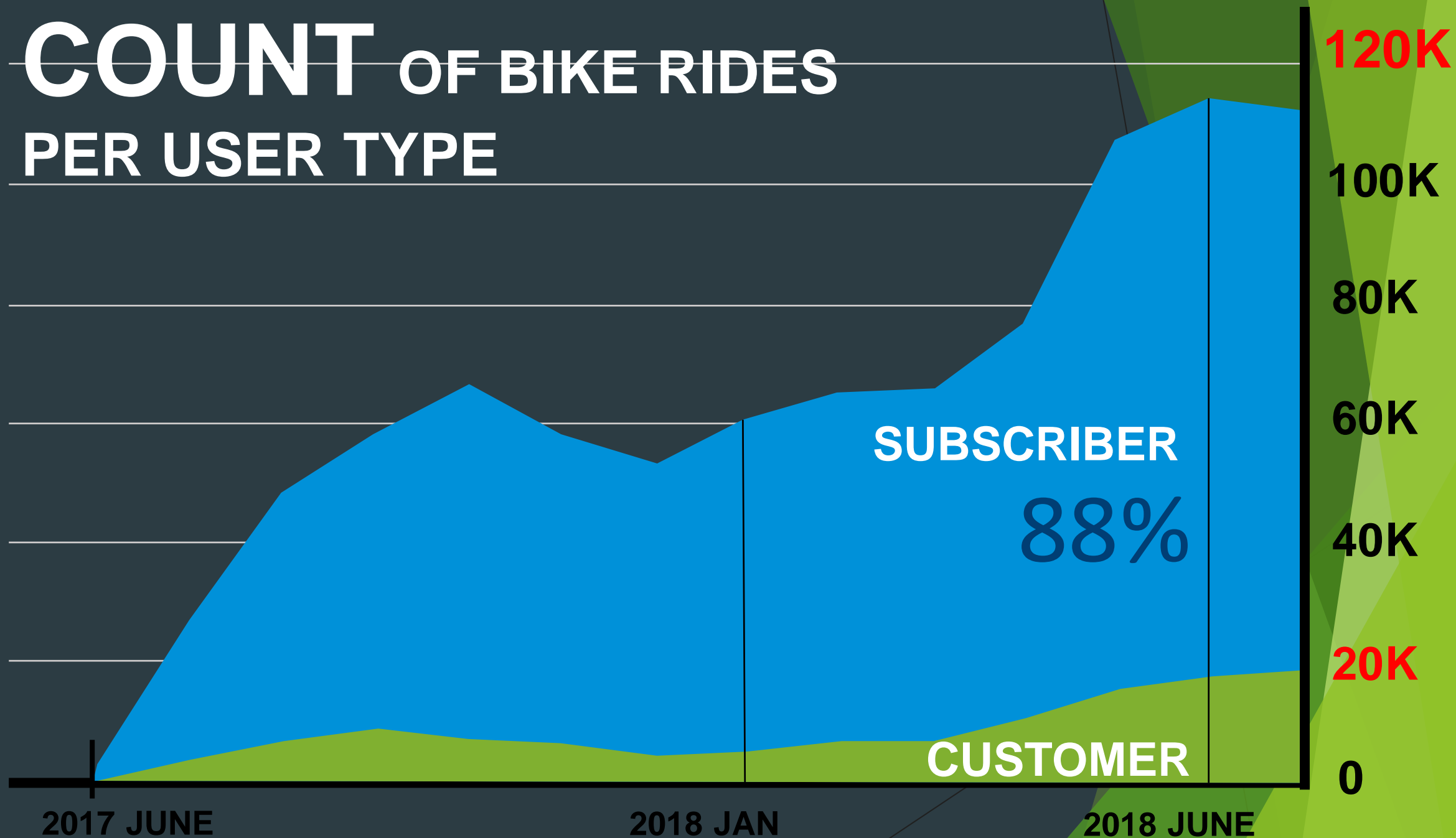


# DAILY BIKE RIDES



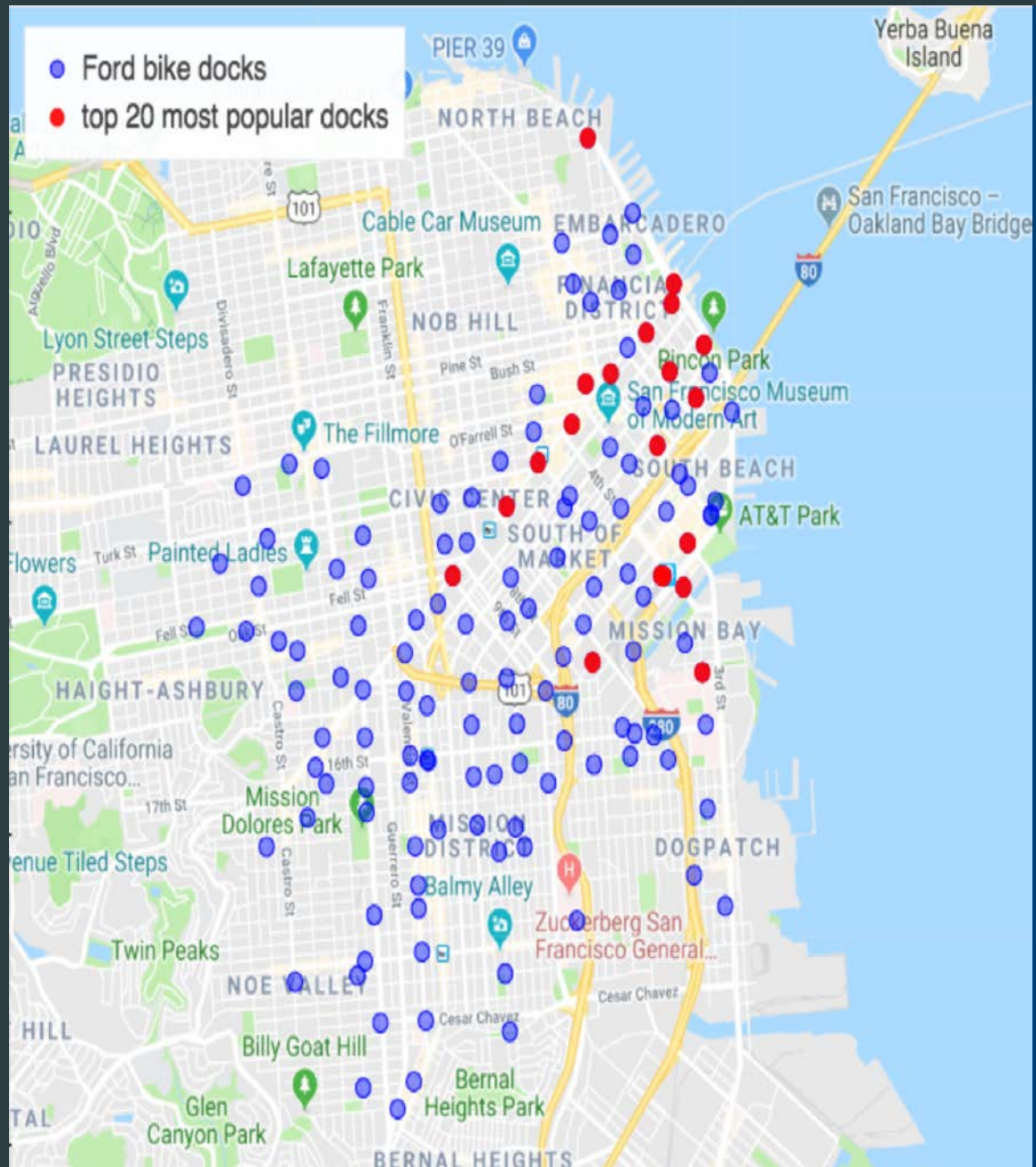
HOW DOES  
SUBSCRIBERS AND  
CUSTOMERS  
BEHAVE DIFFERENTLY?

# COUNT OF BIKE RIDES PER USER TYPE



Top10

MOST FREQUENTLY  
USED PATHS



# SOMA