Business Case: Yulu - Hypothesis Testing

About Yulu Yulu is India's leading micro-mobility service provider, which offers unique vehicles for the daily commute. Starting off as a mission to eliminate traffic congestion in India, Yulu provides the safest commute solution through a user-friendly mobile app to enable shared, solo and sustainable commuting.

Yulu zones are located at all the appropriate locations (including metro stations, bus stands, office spaces, residential areas, corporate offices, etc) to make those first and last miles smooth, affordable, and convenient!

Yulu has recently suffered considerable dips in its revenues. They have contracted a consulting company to understand the factors on which the demand for these shared electric cycles depends. Specifically, they want to understand the factors affecting the demand for these shared electric cycles in the Indian market.

https://drive.google.com/drive/folders/1fl9kl4n9_JM6248g0tk6hd6jvGiDh_M6?usp=sharing

```
In [1]:
        import numpy as np
        import pandas as pd
        import seaborn as sns
        import matplotlib.pyplot as plt
        from scipy.stats import f_oneway, kruskal # Numeric Vs categorical for many categor
        from scipy.stats import ttest_ind # Numeric Vs categorical
        from scipy.stats import shapiro # Test Gaussian (50 to 200 samples)
        from scipy.stats import levene # Test variance
        from scipy.stats import ks_2samp
        from scipy.stats import norm
        from scipy.stats import chi2_contingency , chisquare
        from scipy.stats import ttest_1samp
        from statsmodels.graphics.gofplots import qqplot
In [2]: from IPython.core.display import display, HTML
        display(HTML("<style>.container { width:100% !important; }</style>"))
        pd.set option("display.max rows",50)
        pd.set_option("display.max_columns",50)
        C:\Users\hp\AppData\Local\Temp\ipykernel_14388\2873301260.py:1: DeprecationWarnin
        g: Importing display from IPython.core.display is deprecated since IPython 7.14, p
        lease import from IPython display
        from IPython.core.display import display, HTML
In [3]: df = pd.read csv("yulu.csv")
```

Out[3]:		datetime	season	holiday	workingday	weather	temp	atemp	humidity	windspeed	cas
	0	2011-01- 01 00:00:00	1	0	0	1	9.84	14.395	81	0.0000	
	1	2011-01- 01 01:00:00	1	0	0	1	9.02	13.635	80	0.0000	
	2	2011-01- 01 02:00:00	1	0	0	1	9.02	13.635	80	0.0000	
	3	2011-01- 01 03:00:00	1	0	0	1	9.84	14.395	75	0.0000	
	4	2011-01- 01 04:00:00	1	0	0	1	9.84	14.395	75	0.0000	
	•••										
	10881	2012-12- 19 19:00:00	4	0	1	1	15.58	19.695	50	26.0027	
	10882	2012-12- 19 20:00:00	4	0	1	1	14.76	17.425	57	15.0013	
	10883	2012-12- 19 21:00:00	4	0	1	1	13.94	15.910	61	15.0013	
	10884	2012-12- 19 22:00:00	4	0	1	1	13.94	17.425	61	6.0032	
	10885	2012-12- 19 23:00:00	4	0	1	1	13.12	16.665	66	8.9981	

10886 rows × 12 columns

shape of dataset

```
In [4]: df.shape
```

Out[4]: (10886, 12)

```
In [5]: print(f"Number of rows: {df.shape[0]}\nNumber of columns: {df.shape[1]}")
```

Number of rows: 10886 Number of columns: 12

Dtype of each column

```
In [6]: df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 10886 entries, 0 to 10885
Data columns (total 12 columns):
# Column Non-Null Count Dtype
--- -----
                 -----
    datetime 10886 non-null object
0
1 season 10886 non-null int64
2 holiday 10886 non-null int64
 3 workingday 10886 non-null int64
4 weather 10886 non-null int64
5 temp 10886 non-null float64
6 atemp 10886 non-null float64
7 humidity 10886 non-null int64
 8 windspeed 10886 non-null float64
9 casual 10886 non-null int64
10 registered 10886 non-null int64
 11 count 10886 non-null int64
dtypes: float64(3), int64(8), object(1)
memory usage: 1020.7+ KB
```

Datatype of following attributes needs to changed to proper data type

- datetime to datetime
- season to categorical
- holiday to categorical
- workingdat to categorical
- weather to categorical

```
cat_cols = ['season','holiday','workingday','weather']
In [7]:
         df["datetime"] = pd.to_datetime(df["datetime"])
In [8]:
         for col in cat_cols:
In [9]:
             df[col] = df[col].astype('category')
In [10]:
         df.dtypes
                       datetime64[ns]
         datetime
Out[10]:
         season
                           category
         holiday
                            category
         workingday
                            category
         weather
                           category
         temp
                             float64
         atemp
                            float64
         humidity
                              int64
         windspeed
                            float64
         casual
                              int64
         registered
                               int64
         count
                               int64
         dtype: object
In [11]: df.describe()
```

Out	111	
Ou L		

	temp	atemp	humidity	windspeed	casual	registered	
count	10886.00000	10886.000000	10886.000000	10886.000000	10886.000000	10886.000000	10886.0
mean	20.23086	23.655084	61.886460	12.799395	36.021955	155.552177	191.!
std	7.79159	8.474601	19.245033	8.164537	49.960477	151.039033	181.
min	0.82000	0.760000	0.000000	0.000000	0.000000	0.000000	1.0
25%	13.94000	16.665000	47.000000	7.001500	4.000000	36.000000	42.0
50%	20.50000	24.240000	62.000000	12.998000	17.000000	118.000000	145.0
75%	26.24000	31.060000	77.000000	16.997900	49.000000	222.000000	284.0
max	41.00000	45.455000	100.000000	56.996900	367.000000	886.000000	977.0

In [12]: df.describe(include="all")

C:\Users\hp\AppData\Local\Temp\ipykernel_14388\1985922364.py:1: FutureWarning: Tre
ating datetime data as categorical rather than numeric in `.describe` is deprecate
d and will be removed in a future version of pandas. Specify `datetime_is_numeric=
True` to silence this warning and adopt the future behavior now.
 df.describe(include="all")

Out[12]:

		datetime	season	holiday	workingday	weather	temp	atemp	humidit
со	unt	10886	10886.0	10886.0	10886.0	10886.0	10886.00000	10886.000000	10886.00000
unio	que	10886	4.0	2.0	2.0	4.0	NaN	NaN	Nal
,	top	2011-01- 01 00:00:00	4.0	0.0	1.0	1.0	NaN	NaN	Nal
f	req	1	2734.0	10575.0	7412.0	7192.0	NaN	NaN	Nal
f	irst	2011-01- 01 00:00:00	NaN	NaN	NaN	NaN	NaN	NaN	Nal
I	last	2012-12- 19 23:00:00	NaN	NaN	NaN	NaN	NaN	NaN	Nal
m	ean	NaN	NaN	NaN	NaN	NaN	20.23086	23.655084	61.88646
	std	NaN	NaN	NaN	NaN	NaN	7.79159	8.474601	19.24503
ı	min	NaN	NaN	NaN	NaN	NaN	0.82000	0.760000	0.00000
2	25%	NaN	NaN	NaN	NaN	NaN	13.94000	16.665000	47.00000
5	0%	NaN	NaN	NaN	NaN	NaN	20.50000	24.240000	62.00000
7	′5 %	NaN	NaN	NaN	NaN	NaN	26.24000	31.060000	77.00000
n	nax	NaN	NaN	NaN	NaN	NaN	41.00000	45.455000	100.00000

• casual and registered attributes might have outliers because their mean and median are very far away to one another and the valu of standard deviation is also high which tells us that there is high variance in the data of these attributes

- avg temperature is 20.23, max temperature is 41 and min temperature is 0
- avg humidity is 61.88, max humidity is 100 and min humidity is 0
- avg windspeed is 12.79, max windspeed is 56.99 and min windspeed is 0

any null value

```
df.isna().sum()
In [13]:
         datetime
Out[13]:
          season
                        0
         holiday
                        0
         workingday
                        0
         weather
                        0
         temp
                        0
         atemp
                        0
         humidity
         windspeed
         casual
         registered
                        0
         count
         dtype: int64
```

by using heatmap to show all null values

```
In [14]: plt.figure(figsize=(20,10))
sns.heatmap(df.isnull())
plt.xlabel("Columns Name" , weight="bold" , fontsize=15)
plt.ylabel("Row_number" , weight="bold" , fontsize=15)
plt.xticks(rotation=45 , weight="bold", fontsize=12)
plt.show()

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```

There are no missing value in tha dataset

By extracting 'hour', 'month', 'year' data from datetime column we will be able to

```
In [15]: df["hour"] = df["datetime"].dt.hour
    df["month"] = df["datetime"].dt.month
    df["year"] = df["datetime"].dt.year
```

convert hour into category

find how many unique value in column

season

```
In [29]: df["season"].unique()
Out[29]: [1, 2, 3, 4]
Categories (4, int64): [1, 2, 3, 4]
```

In season there is four unique value

- 1: spring
- 2: summer
- 3: fall
- 4: winter

holiday

```
In [30]: df["holiday"].unique()
Out[30]: [0, 1]
Categories (2, int64): [0, 1]
```

workingday

```
In [32]: df["workingday"].unique()
Out[32]: [0, 1]
```

In workingday there is two unique value

Categories (2, int64): [0, 1]

- 0: Holiday, weekend
- 1: working day

weather

```
In [33]: df["weather"].unique()
Out[33]: [1, 2, 3, 4]
Categories (4, int64): [1, 2, 3, 4]
```

In weather there is four unique value

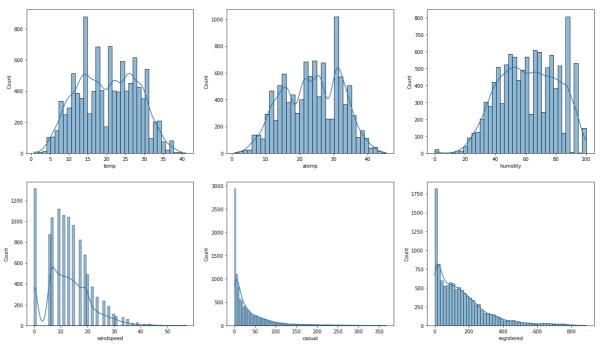
• 1: Clear, Few clouds, partly cloudy, partly cloudy

- 2: Mist + Cloudy, Mist + Broken clouds, Mist + Few clouds, Mist
- 3: Light Snow, Light Rain + Thunderstorm + Scattered clouds, Light Rain + Scattered clouds
- 4: Heavy Rain + Ice Pallets + Thunderstorm + Mist, Snow + Fog

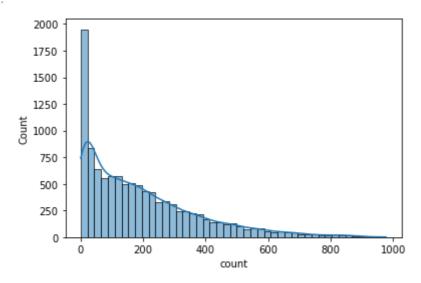
Understanding the distribution of the data for the qualitative attributes:

```
df[cat_cols].melt().groupby(["variable","value"])[["value"]].count()
Out[28]:
                             value
             variable value
                          0 10575
              holiday
                              311
               season
                              2686
                             2733
                          2
                          3
                             2733
                             2734
             weather
                             7192
                              2834
                          2
                          3
                              859
                               1
          workingday
                              3474
                             7412
```

Univariate Analysis

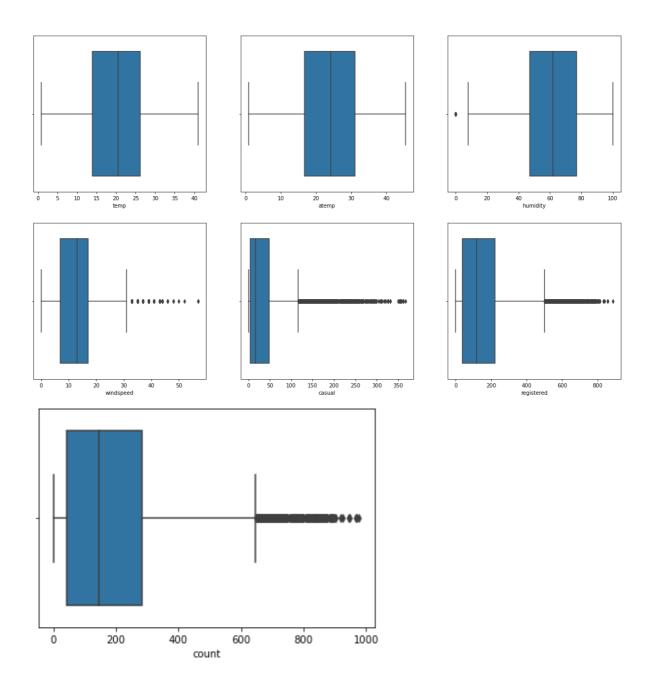


Out[18]: <function matplotlib.pyplot.show(close=None, block=None)>



- casual, registered and count somewhat looks like Log Normal Distribtion
- temp, atemp and humidity looks like they follows the Normal distribution
- windspeed follows the binomial distribution

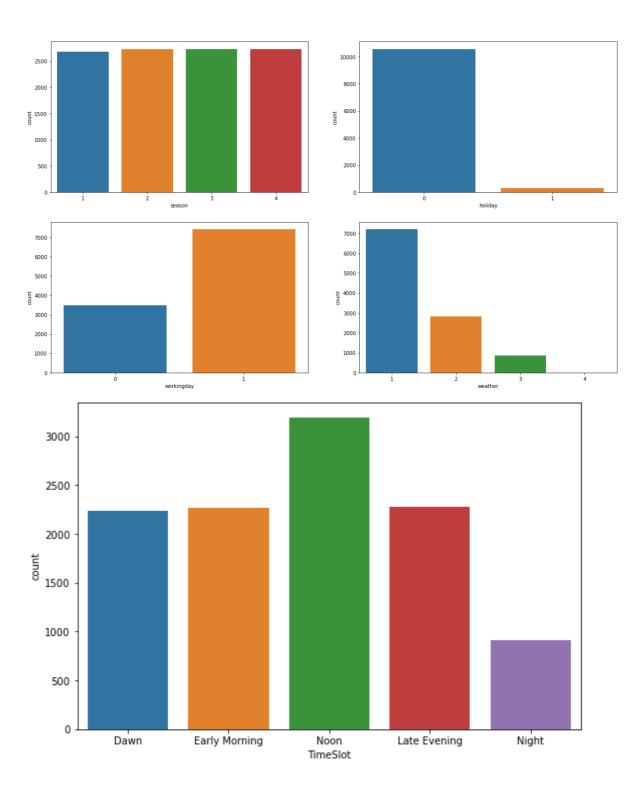
```
In [19]: fig, axis = plt.subplots(nrows=2, ncols=3, figsize=(20, 12))
index=0
for row in range(2):
    for col in range(3):
        sns.boxplot(x=df[num_cols[index]] , ax=axis[row,col])
        index+=1
plt.show()
sns.boxplot(x=df[num_cols[-1]])
plt.show()
```



- temp, atemp has not outliers in the data
- humidity and windspeed has some outliers in the data
- casual, registered and count has more outliers in the data

```
In [20]: num_cat_cols=['season','holiday','workingday','weather','TimeSlot']
    fig, axis = plt.subplots(nrows=2, ncols=2, figsize=(20, 12))

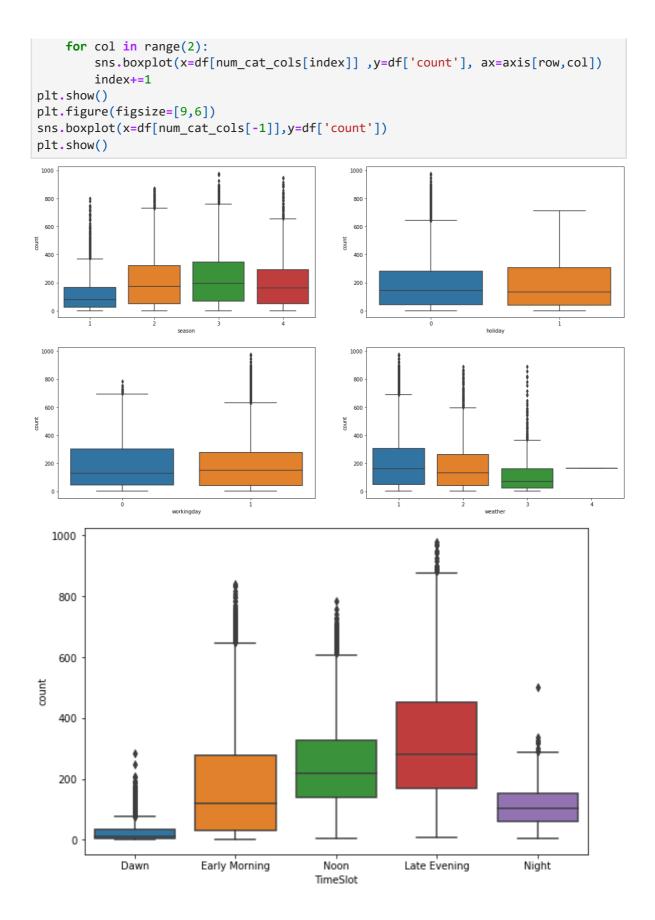
    index=0
    for row in range(2):
        for col in range(2):
            sns.countplot(x=df[num_cat_cols[index]] , ax=axis[row,col])
            index+=1
    plt.show()
    plt.figure(figsize=[9,6])
    sns.countplot(x=df[num_cat_cols[-1]])
    plt.show()
```



- In every season people love to ride equal
- most of people ride on working day
- When Weather is clear, few clouds, partly, cloudy, partly cloudy morpeople ride and use bike
- most of people rented bike on noon time

Bi-variate Analysis

```
In [21]: num_cat_cols=['season','holiday','workingday','weather','TimeSlot']
    fig, axis = plt.subplots(nrows=2, ncols=2, figsize=(20, 12))
    index=0
    for row in range(2):
```



- In **summer** and **fall** seasons more bikes are rented as compared to other seasons.
- Whenever its a holiday more bikes are rented.
- It is also clear from the workingday also that whenever day is holiday or weekend, slightly more bikes were rented.
- Whenever there is rain, thunderstorm, snow or fog, there were less bikes were rented.
- Most people rented bike in late Evening

```
In [22]: num_cols = ['temp', 'atemp', 'humidity', 'windspeed', 'casual', 'registered', 'count']
fig, axis = plt.subplots(nrows=2, ncols=3, figsize=(21, 12))
index=0
for row in range(2):
    for col in range(3):
        sns.scatterplot(x=df[num_cols[index]], y=df[num_cols[-1]], ax=axis[row,colindex+1]
plt.show()
```

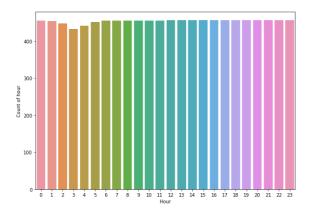
- Whenever the humidity is less than 20, number of bikes rented is very very low.
- Whenever the temperature is less than 10, number of bikes rented is less.
- Whenever the windspeed is greater than 35, number of bikes rented is less.

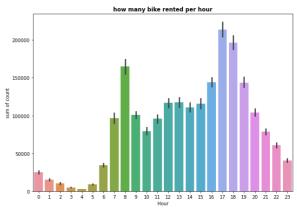
when most of customer rented bike?

```
In [64]: plt.figure(figsize=[22,7])

plt.subplot(1,2,1)
    sns.countplot(data=df , x="hour")
    plt.xlabel("Hour" )
    plt.ylabel("Count of hour" )

plt.subplot(1,2,2)
    sns.barplot(data=df , x="hour" , y='count' , estimator=sum)
    plt.xlabel("Hour" )
    plt.ylabel("sum of count" )
    plt.title("how many bike rented per hour",weight='bold')
    plt.show()
```



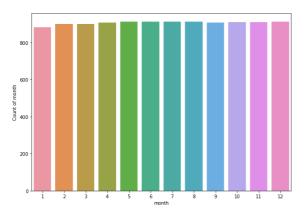


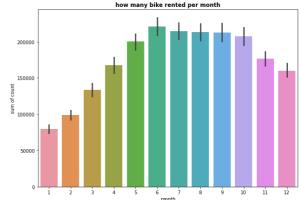
```
In [65]: plt.figure(figsize=[22,7])

plt.subplot(1,2,1)
sns.countplot(data=df , x="month")
plt.xlabel("month" )

plt.ylabel("Count of month" )

plt.subplot(1,2,2)
sns.barplot(data=df , x="month" , y='count' , estimator=sum)
plt.xlabel("month" )
plt.ylabel("sum of count" )
plt.ylabel("sum of count" )
plt.title("how many bike rented per month", weight='bold')
plt.show()
```

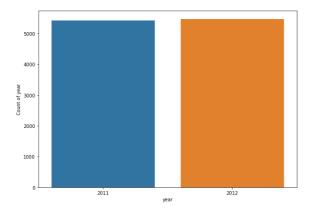


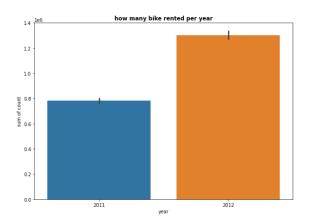


```
In [66]: plt.figure(figsize=[22,7])

plt.subplot(1,2,1)
    sns.countplot(data=df , x="year")
    plt.xlabel("year" )
    plt.ylabel("Count of year" )

plt.subplot(1,2,2)
    sns.barplot(data=df , x="year" , y='count' , estimator=sum)
    plt.xlabel("year" )
    plt.ylabel("sum of count" )
    plt.title("how many bike rented per year",weight='bold')
    plt.show()
```



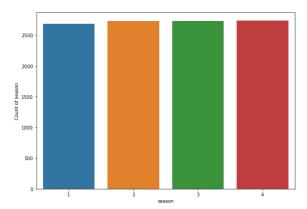


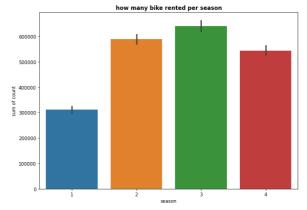
```
In [67]: plt.figure(figsize=[22,7])

plt.subplot(1,2,1)
sns.countplot(data=df , x="season")
plt.xlabel("season" )

plt.ylabel("Count of season" )

plt.subplot(1,2,2)
sns.barplot(data=df , x="season" , y='count' , estimator=sum)
plt.xlabel("season" )
plt.ylabel("sum of count" )
plt.title("how many bike rented per season", weight='bold')
plt.show()
```



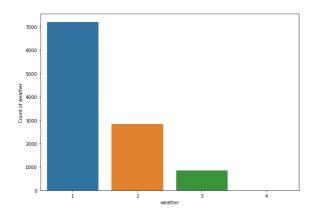


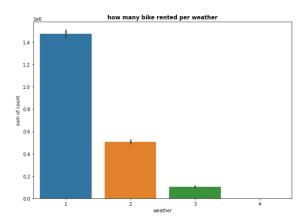
```
In [68]: plt.figure(figsize=[22,7])

plt.subplot(1,2,1)
    sns.countplot(data=df , x="weather")
    plt.xlabel("weather" )

plt.ylabel("Count of weather" )

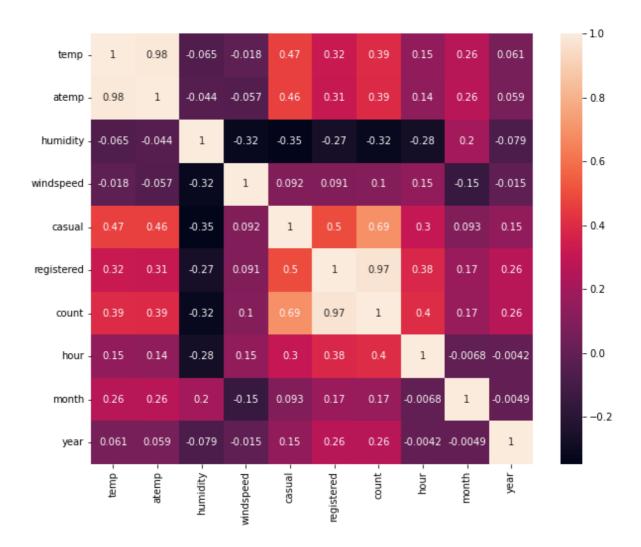
plt.subplot(1,2,2)
    sns.barplot(data=df , x="weather" , y='count' , estimator=sum)
    plt.xlabel("weather" )
    plt.ylabel("sum of count" )
    plt.ylabel("sum of count" )
    plt.title("how many bike rented per weather", weight='bold')
    plt.show()
```





Correlation between variables

```
df.corr()["count"]
In [69]:
                       0.394454
         temp
Out[69]:
         atemp
                       0.389784
         humidity
                      -0.317371
         windspeed
                       0.101369
                       0.690414
         casual
         registered
                       0.970948
         count
                       1.000000
         hour
                       0.400601
         month
                       0.166862
         year
                       0.260403
         Name: count, dtype: float64
In [71]:
         plt.figure(figsize=[10,8])
         sns.heatmap(df.corr(),annot=True)
         plt.show()
```



Find length of outliers

```
Q1 = np.percentile(df["count"],25)
 In [75]:
          Q3 = np.percentile(df["count"],75)
          IQR = Q3-Q1
 In [97]:
          upper fence = Q3+(IQR*1.5)
          lower_fence = max(0,Q1-(IQR*1.5))
          print("Interquartile range is ",IQR)
 In [98]:
          print("Upper fence is {0} \nLower fence is {1}".format(upper_fence,lower_fence))
          Interquartile range is 242.0
          Upper fence is 647.0
          Lower fence is 0
          outlier_df = df[(df["count"]>upper_fence) | (df["count"]<lower_fence)]</pre>
In [101...
          outlier_df
```

Out[101]:		datetime	season	holiday	workingday	weather	temp	atemp	humidity	windspeed	cas
	6611	2012-03- 12 18:00:00	1	0	1	2	24.60	31.060	43	12.9980	
		2012-03- 13 17:00:00	1	0	1	1	28.70	31.820	37	7.0015	
	6635	2012-03- 13 18:00:00	1	0	1	1	28.70	31.820	34	19.9995	
		2012-03- 14 08:00:00	1	0	1	1	18.04	21.970	82	0.0000	
	6658	2012-03- 14 17:00:00	1	0	1	1	28.70	31.820	28	6.0032	
	•••					•••					
	10678	2012-12- 11 08:00:00	4	0	1	2	13.94	15.150	61	19.9995	
	10702	2012-12- 12 08:00:00	4	0	1	2	10.66	12.880	65	11.0014	
	10726	2012-12- 13 08:00:00	4	0	1	1	9.84	11.365	60	12.9980	
	10846	2012-12- 18 08:00:00	4	0	1	1	15.58	19.695	94	0.0000	
	10870	2012-12- 19 08:00:00	4	0	1	1	9.84	12.880	87	7.0015	
	300 rows × 16 columns										
4											
4											

length of outlier

In [102... len(outlier_df)

Out[102]: 36

300

Hypothesis Testing

Hypothesis Testing 1

2- Sample T-Test

• to check if Working Day has an effect on the number of electric cycles rented

Null Hypothesis: Working day has no effect on the number of cycles being rented.

Alternate Hypothesis: Working day has effect on the number of cycles being rented.

Significance level (alpha): 0.05

We will use the **2-Sample T-Test** to test the hypothess defined above

```
In [130... data_group1 = df[df['workingday']==0]['count'].values
    data_group2 = df[df['workingday']==1]['count'].values
    statistic , p_value = ttest_ind(a=data_group1, b=data_group2)
    if p_value>=0.05:
        print(f"statistic value is {statistic}, \npvalue is {p_value}\nReject to fail I else:
        print(f"statistic value is {statistic}, \npvalue is {p_value}\nReject Null hypo
    statistic value is -1.2096277376026694,
    pvalue is 0.22644804226361348
    Reject to fail Null hypothesis
```

Since pvalue is greater than 0.05 so we can not reject the Null hypothesis. We don't have the sufficient evidence to say that working day has effect on the number of cycles being rented.

Hypothesis Testing 2

Null Hypothesis: Number of cycles rented is similar in different weather and season.

Alternate Hypothesis: Number of cycles rented is not similar in different weather and season.

Significance level (alpha): 0.05

Here, we will use the **ANOVA** to test the hypothess defined above

```
In [117... # defining the data groups for the ANOVA

weather_1 = df[df['weather']==1]['count'].values
weather_2 = df[df['weather']==2]['count'].values
weather_3 = df[df['weather']==3]['count'].values
weather_4 = df[df['weather']==4]['count'].values

season_1 = df[df['season']==1]['count'].values
season_2 = df[df['season']==2]['count'].values
season_3 = df[df['season']==3]['count'].values
season_4 = df[df['season']==4]['count'].values
```

conduct the one-way anova of weather

```
statistic , p_value = f_oneway(weather_1,weather_2,weather_3,weather_4)
if p_value>=0.05:
    print(f"statistic value is {statistic}, \npvalue is {p_value}\nReject to fail I
else:
    print(f"statistic value is {statistic}, \npvalue is {p_value}\nReject Null hype
```

```
statistic value is 65.53024112793271,
pvalue is 5.482069475935669e-42
Reject Null hypothesis
accept alternate hypothesis
```

conduct the one-way anova of season

```
In [131...
statistic , p_value = f_oneway(season_1,season_2,season_3,season_4)
if p_value>=0.05:
    print(f"statistic value is {statistic}, \npvalue is {p_value}\nReject to fail I else:
    print(f"statistic value is {statistic}, pvalue is {p_value}\nReject Null hypotl
    statistic value is 236.94671081032106, pvalue is 6.164843386499654e-149
    Reject Null hypothesis
    accept alternate hypothesis
```

conduct the one-way anova of season and weather

```
statistic , p_value = f_oneway(weather_1,weather_2,weather_3,weather_4,season_1,sea
if p_value>=0.05:
    print(f"statistic value is {statistic}, \npvalue is {p_value}\nReject to fail I
else:
    print(f"statistic value is {statistic}, pvalue is {p_value}\nReject Null hypotl

statistic value is 127.96661249562491, pvalue is 2.8074771742434642e-185
Reject Null hypothesis
accept alternate hypothesis
```

Since p-value is less than 0.05, we reject the null hypothesis. This implies that Number of cycles rented is not similar in different weather and season conditions

Hypothesis Testing 3

Null Hypothesis (H0): Weather is independent of the season

Alternate Hypothesis (H1): Weather is dependent of the season

Significance level (alpha): 0.05

4 1702 807 225 0

We will use **chi-square test** to test hypyothesis defined above.

Since p-value is less than the alpha 0.05, We reject the Null Hypothesis. Meaning that Weather is dependent on the season.

Insights

- In **summer** and **fall** seasons more bikes are rented as compared to other seasons.
- Whenever its a **holiday** more bikes are rented.
- It is also clear from the workingday also that whenever day is holiday or weekend, slightly more bikes were rented.
- Whenever there is **rain, thunderstorm, snow or fog**, there were less bikes were rented.
- Whenever the humidity is less than 20, number of bikes rented is very very low.
- Whenever the temperature is less than 10, number of bikes rented is less.
- Whenever the windspeed is greater than 35, number of bikes rented is less.

Recommendations

- In **summer** and **fall** seasons the company should have more bikes in stock to be rented. Because the demand in these seasons is higher as compared to other seasons.
- With a significance level of 0.05, **workingday** has no effect on the number of bikes being rented.
- In very low humid days, company should have less bikes in the stock to be rented.
- Whenever temprature is less than 10 or in very cold days, company should have less bikes
- Whenever the windspeed is greater than 35 or in thunderstorms, company should have less bikes in stock to be rented.

https://drive.google.com/drive/folders/1fl9kl4n9_JM6248g0tk6hd6jvGiDh_M6?usp=sharing