Ford GoBike data

This dataset includes information about individual rides made in a bike-sharing system covering the greater San Francisco Bay area for the month of January.

Data Source:
The Datasource for this project is taken from 2017 Ford goBike https://www.fordgobike.com/system-data . The dataset has the following parameters:

Column Name
bike_id
duration_sec
end_station_id
end_station_latitude
end_station_longitude
end_station_name
end_time
start_station_id
start_station_latitude
start_station_longitude
start_station_name
start_time
user_type
member_gender
member_birth_year

Steps taken

- Accessing data
- Cleaning data
- Univariate Data Analysis
- Bivariate Data Analysis
- Multivariate Data Analysis
- Conclusions

Questions to be answered:

- What is the average duration of trips?
- Does age have any effect on the duration/number of trips?
- What is the impact or dependency of the above insights on whether a user is a subscriber or a customer?
- Is there any correlation between age and the duration of trips?
- Does gender play any role in the duration/number of trips between different age groups?

Conclusions

- Most people like to go for short trips of about 10 mins.
- With Increasing age the duration of trip decreases, as it is expected.
- Between 18- 29 and 30-39 the trip durations and the number of trips is higher.
- In general members are more likely to not share their trip data. Also, more Males share their data than Females.
- Customers in almost all age groups have longer trip durations than subscribers.
- The only exception being between the ages 70-79 where subscribers have slightly higher trip duration.
- In almost all age groups Females have longer Trip duration's than males. The exception being in 80 +.