# Ford GoBike System Data

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- ## DATASET

### INTRODUCTION:

*Ford GoBike is the Bay Area's new bike share system, with thousands of public bikes for use across San Francisco, East Bay and San Jose. Renting Bikes is designed with convenience in mind. it's a fun and affordable way to get around town. It also offers Single Ride is 2 dollars per day which is great for one way trip, Monthly Memberships is 15 dollars per month for its good deal for locals and Access Pass for 10 dollars which is perfect for exploring.*

- ## SUMMARY OF FINDINGS

*As it is clear, we have two types of customers, a subscriber, and a customer, subscribers use the service on workdays and in two periods of the day, 7-9 am and 4-6 pm, and it is also clear that the duration of the subscribers 'trips is less than the customers' trips and this may be due to the reason that subscribers use service to go Always to a specific location, while customers use the service extensively throughout the week,*

- ## KEY INSIGHTS FOR PRESENTATION

*As for the presentation, I focused on analyzing the users' features first, knowing the age groups and the ratio of males and females, then through the Bivariate Exploration, I analyzed the types of users in terms of trip times and duration of trips during the days of the week and also the hours of the day, after that, I analyzed the ages of users to find out the most used age groups For Ford GoBike System.*

*In Multivariate Exploration I analyzed important user factors such as flight duration, customer type, and gender*