

# Project Proposal

## SUMMARY-

Preliminary Wrangling I chose Ford GoBike System Data : <https://www.fordgobike.com/system-data> as my source data This data set includes information about individual rides made in a bike-sharing system covering the greater San Francisco Bay area. Multiple data files will need to be joined together if a full year's coverage is desired.

## WHO-

In this project who is bike share company. All Data analysis will be done by keeping aim of increasing bike share company revenue. All findings will be related to increase the revenue of bike share company.

## WHAT-

I chose Ford GoBike System Data : <https://www.fordgobike.com/system-data> as my source data

This data set includes information about individual rides made in a bike-sharing system covering the greater San Francisco Bay area. Multiples data files will need to be joined together if a full year's coverage is desired.

The features included in the dataset : Trip Duration (seconds) , Start Time and Date , End Time and Date , Start Station ID , Start Station Name , Start Station Latitude , Start Station Longitude , End Station ID , End Station Name, End Station Latitude , End Station Longitude , Bike ID , User Type (Subscriber or Customer – “Subscriber” = Member or “Customer” = Casual) , Member Year of Birth, Member Gender.

## WHY-

I will try to find out what are the key factors affect trip duration. I will try to find out that weather will affects or not trip duration. Same investigation I will apply to know the impact of trip duration on customer.

**HOW-** In form of narrated dashboard and presentation slides.

## CHALLENGE-

Main challenge of this project is the Data Visualization of data. Because given data needs Univariant, Multivariant and Bivariant visualization of data.

