Communicate Data Findings report

Data:

I used the Bike Share data provided by Udacity about the Bike service in San Francisco in 2017.
Any information about the data it can be find here https://s3.amazonaws.com/baywheels-data/index.html

the dataset has 519700 rows and 17 columns.

Variables :

- duration_sec
- start_time
- end_time
- start_station_id
- start_station_latitude
- start_station_longitude
- end_station_id
- end_station_name
- end_station_latitude
- end_station_longitude
- bike_id
- user_type
- start_time_inmonth
- start_time_inweekdays
- start_time_inhour
- duration_min

Summary of Findings

User types
The total users is 519700, 78.7% of them are subscribers and 21.3% customers

By Month
October and September have the highest rides in the year, and this happen probably because the season.

By Weekdays
The first user which is subscribers in the Weekends has the lowest number of rides more than the other days.
The second user which is customers in the weekends has the highest number of rides more than the other days.

By hours
Subscribers in 8AM and 5PM take more rides, maybe because it the work time, and customers take rides more in 12PM to 5PM, maybe because most of the customers are tourist or people that are just enjoying of their time.

Key Insights for presentation

I focused only on the independent variable, the duration time.

The key insights:

By month:

The higher values of average duration time in July and June for customers and in September and July for subscribers.

By weekdays

The higher values of average duration time in weekends for both user types.

By hours

The higher values of average duration time in 1AM to 4AM for both users which is odd because it’s too late.