GOOGLE ANALYTICS

Coursera Capstone Project

Case Study: How does a Bike-Share Navigate Speedy Success?

TITLE: "COURSERA CAPSTONE"
AUTHOR: "AARON SMITH"
DATE: "28/09/2021"
OUTPUT: HTML_DOCUMENT

- The report will include the following:
- 1. Business Task.
- 2. Description of the Data sources used.
- 3. Documentation of any cleaning or manipulation of data.
- 4. A summary of your analysis.

IN THIS CASE STUDY I HAVE USED THE FICTIONAL DATASET PROVIDED BY COURSERA TO EVALUATE THE BUSINESS TASK BELOW.

1. BUSINESS TASK.

THE DIRECTOR OF MARKETING (MANAGER) HAS ASSIGNED ME A PROBLEM TO ANSWER:
HOW MANY ANNUAL MEMBERS AND CASUAL RIDERS USE CYCLIST BIKES DIFFERENTLY?

- I have chosen three questions to find my answers (as below).

QUESTION 1. WHICH KIND OF RIDERS (CASUAL RIDERS OR MEMBER RIDERS) USE THE BIKES THE MOST?

QUESTION 2. WHICH DAYS DO THE RIDERS USE THE BIKES THE MOST?

QUESTION 3. WHAT IS THE AVERAGE JOURNEY TIME OF THE RIDERS?

- **1. Business Task.**

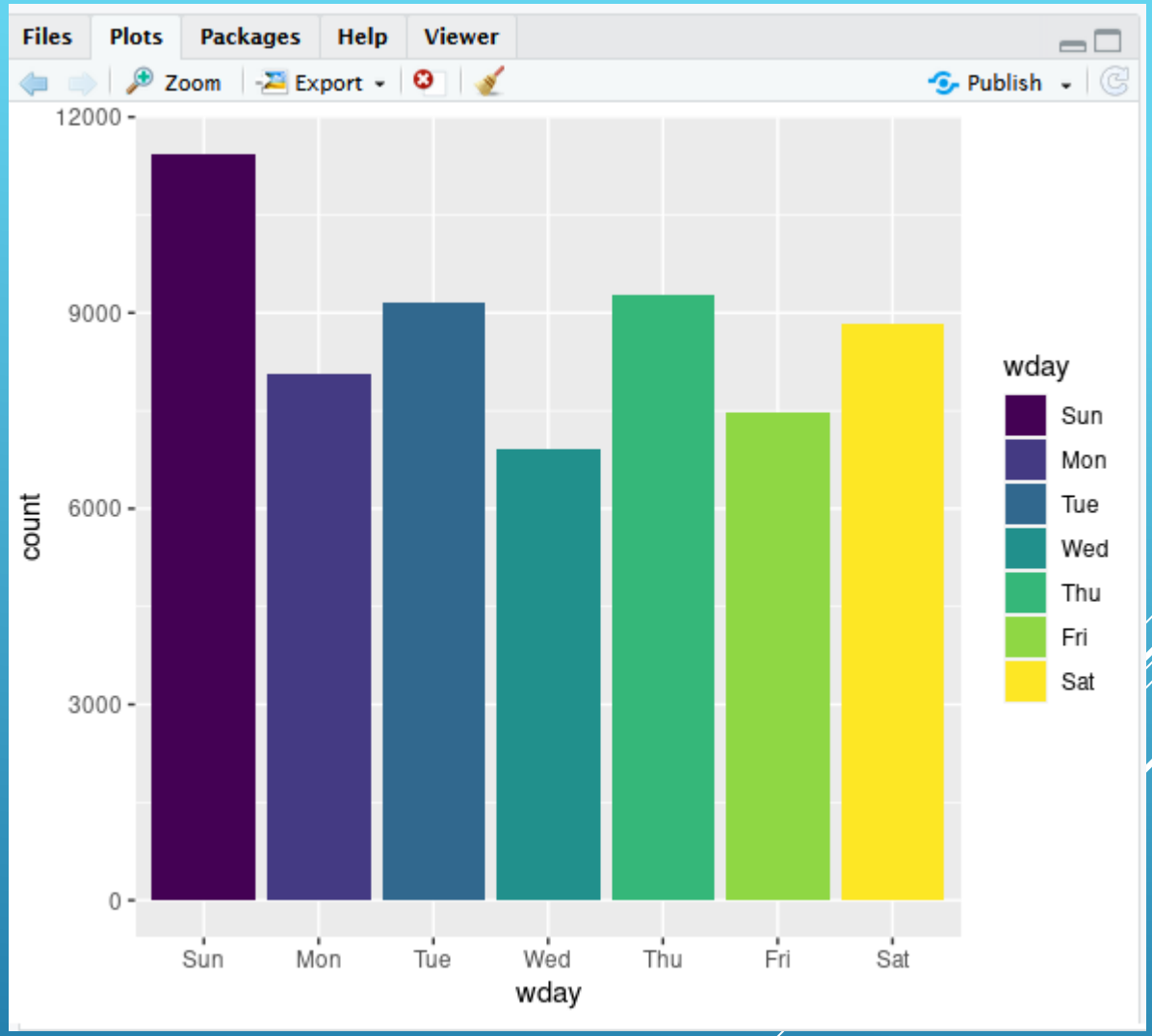
```
>
> #Question 1.
> table(bike_ride_df['member_casual'])

casual member
 23628  61148
>
```

USING THE ABOVE DATA AND INFORMATION I HAVE CONCLUDED THAT MEMBER BIKE RIDERS (NUMBER: 61148) USE THE BIKES MORE THAN CASUAL RIDERS (NUMBER 23628).

- **Question 2.**

USING THE ABOVE INFORMATION, I CAN CONCLUDE THAT THE DAYS WHICH ARE MOST POPULAR FOR MEMBER RIDERS IS SUNDAY AND SATURDAY.

- **Question 2 cont.’.**



USING THE ABOVE INFORMATION, I CAN CONCLUDE THAT THE DAYS WHICH ARE MOST POPULAR FOR MEMBER RIDERS IS SUNDAY AND THURSDAY.

- **Question 3 (casual riders).**

```
> mean(time_casual_only$length_of_bike_ride)
[1] -73.07012
```

member_casual	length_of_bike_ride
casual	-52.9
casual	-75.8
casual	-5.7
casual	-8.2
casual	-15.9
casual	-36.0
casual	-31.6
casual	-84.7
casual	-30.0
casual	-113.6
casual	-2.2
casual	-19.4
casual	-25.3
casual	-8.0

ABOVE IS THE CASUAL AVERAGE [MEAN] TIME (IN MINUTES) AND DATASET.

- **Question 3 (casual riders).**

```
> mean(time_member_only$length_of_bike_ride)
[1] -21.46652
>
```

member_casual	length_of_bike_ride
member	-26.8
member	-8.2
member	-14.4
member	-12.2
member	-5.4
member	-5.2
member	-17.3
member	-24.2
member	-4.9
member	-8.3
member	-4.6
member	-24.0
member	-35.5
member	-21.7

ABOVE IS THE MEMBER AVERAGE [MEAN] TIME (IN MINUTES) AND DATASET.