2020 Ford GoBike System Data

by Abhinav Jha

Introduction

Ford GoBike is a public bicycle sharing system located in San Francisco, California. The bikes are available 24/7 all year long and riders can be subscribers or one-time customers. This data set includes information about individual rides made in a bike-sharing system covering the greater San Francisco Bay area. The dataset contains data for all the rides made in April 2020.

The features of interest in the dataset are features like

- Average Ride Duration
- Average Ride Distance
- Most Popular Days of the Week.
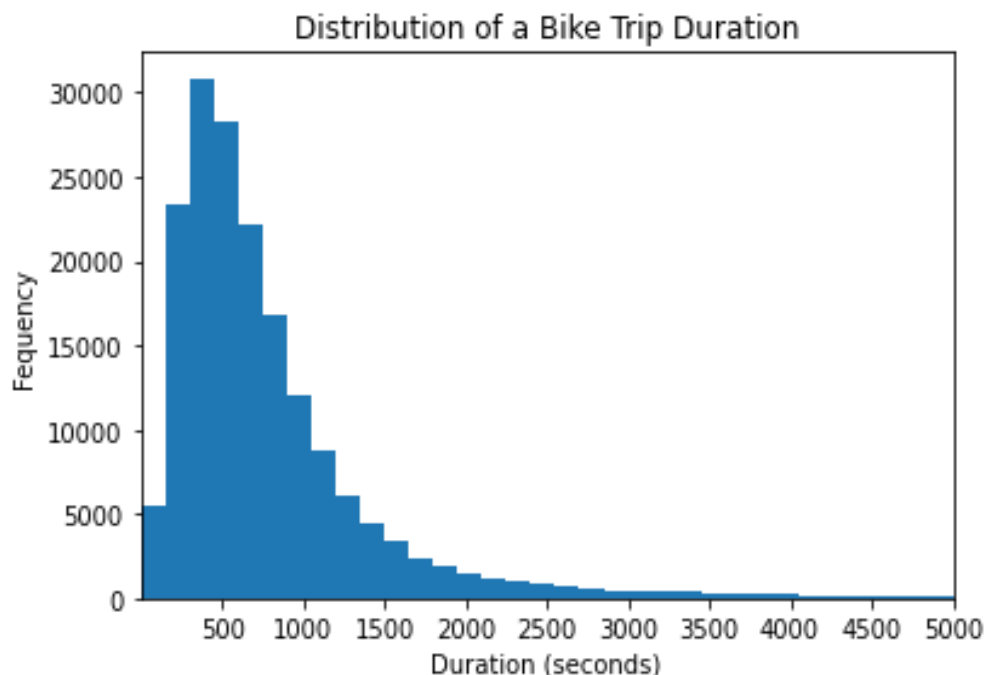- Most Common Start and End points of Rides.

Features like start_time, end_time, start_station_name, end_station_name, duration_sec will help me in investigation of the dataset.

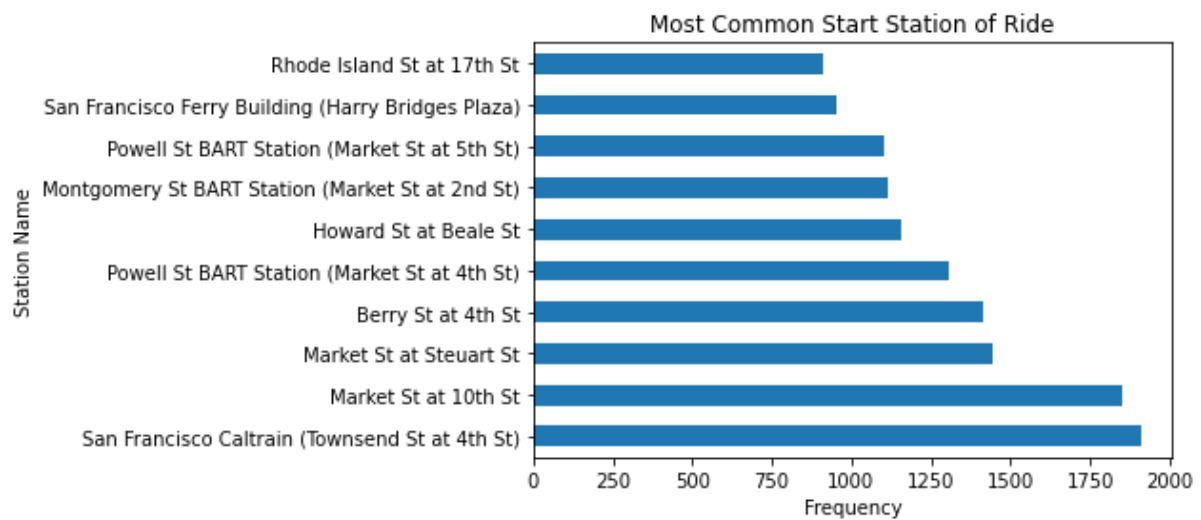## Summary of Findings and Key Insights for Presentation

How long rides do people usually take?

84450

From the above distribution, we can see that the distribution is positively skewed. It is clear from the graph that most of the rides are of around 500 secs, i.e. around 8-9 minutes. The longest ride ever was 86317 secs long, i.e. almost 24 hours.
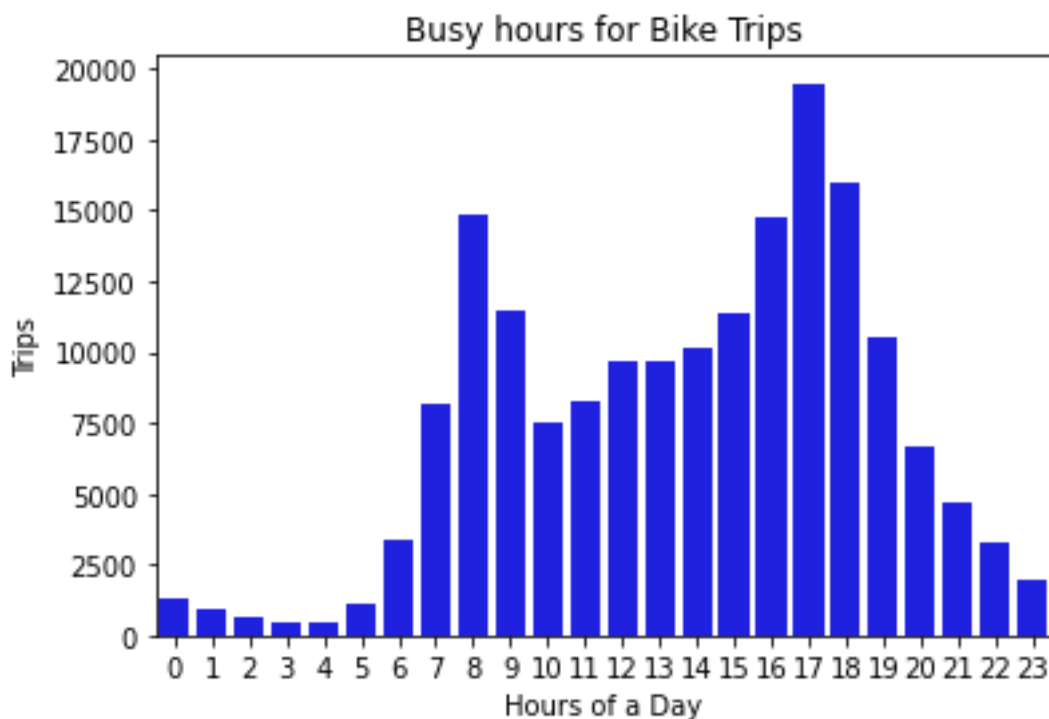

Distribution of a Bike Trip Duration

Which is the most common pickup point for a ride?

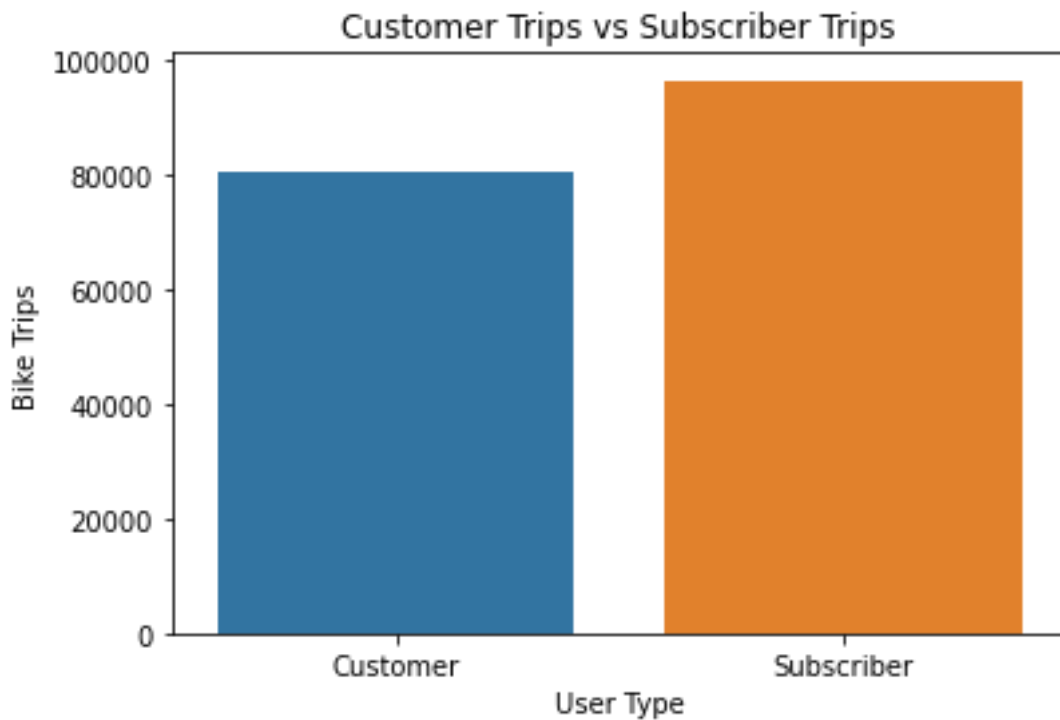
Most Common Start Station of Ride

It can be seen that the most common pick-up station is Market St at 10th St with around 3100 pickups followed by San Francisco Caltrain with around 2700 pickups.

What are the busiest hours for a bike ride?
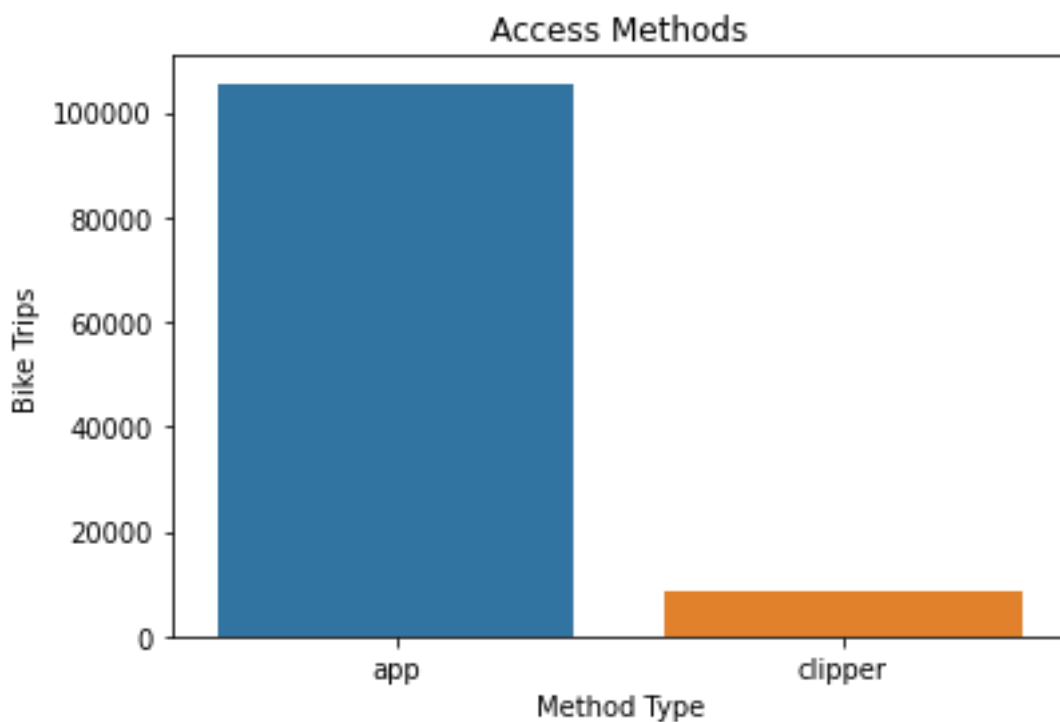

Busy hours for Bike Trips

Seeing the above visualization, we can say that 8:00 am and 5:00 pm are most busy hours for bike trips. This could be because these are the office arrival and departure hours respectively of an employee.

What kind of users are more actively using the app?

Customer Trips vs Subscriber Trips

This graph depicts that customers that are subscribed to the Bike Trip service take way more trips than casual users.

What mode do people use the most to book the rides?

Access Methods

We can conclude that most of the ride requests were made via the app.