Cyclistic

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- Capstone project | Google Data Analytics course #8 | Coursera

Data

Basic stats, etc.

Analysis

1. Members ride more often, casual users ride for longer.

Overall stats TODO. Mini charts TODO. February outliers. Summer months #C > #M.

Average ride duration (minutes)

Status	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Casual	24	24	22	21	33	27	28	29	28	27	25	24
Member	13	13	12	13	18	13	14	14	14	14	14	13

Average daily rides (count)

Status	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Casual	4,573	2,888	956	575	354	2,677	4,490	8,159	12,147	14,044	13,131	11,962
Member	7,676	5,614	3,220	2,502	1,380	4,592	6,582	8,705	11,754	12,058	12,431	12,863

2. Members ride all week, casual riders prefer weekends.

Members' usage remains nearly flat, falling on Sunday. Casual users do most riding starting on Friday and through the weekend, peaking on Saturday.

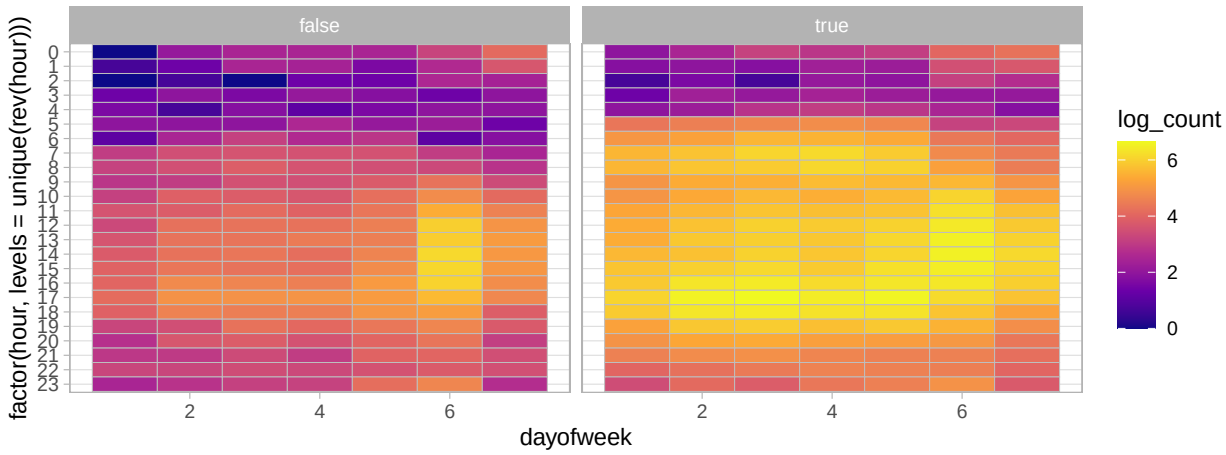
By weekday

Average daily duration (minutes)

Status	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Casual	28	25	24	24	26	30	32
Member	13	13	13	13	13	15	16

Average daily rides (count)

Status	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Casual	5,047	4,763	4,871	5,104	6,421	9,923	8,429
Member	7,107	7,701	8,002	7,807	7,666	7,550	6,513



Hourly

3. Seasonal and Weather

TODO — eliminate 0 rain/snow circles.

Correlation between weather and ride volume

Status	Temperature	Rain	Snow	Wind
Casual	0.81	0.00	-0.20	-0.20
Member	0.91	-0.01	-0.29	-0.22

Monthly by weekday

Weekly Counts and Average Duration Full year, weekly.

Note: **not weighted average** for the graph above.

Monthly by bike type

The Weather

Temperature In degrees C.

Rain Rain (mm) vs ride count

Wind Wind (m/s) vs ride count.

Second graph is scaled to 100% to show member vs casual share.

The Geography

Stations **1288** stations. Following: **casual vs members**, **8am vs 4pm**, **Monday-Friday**.

Each dot is a bike docking station. Stations highlighed **yellow-red** have more arrivals than departures for the given hour, suggesting an influx of bike traffic at that location.

Friday, 4pm, casual vs members

8am, Monday-Sunday, casual vs members

4pm, Monday-Sunday, casual vs members