Cyclistic

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- October 2021
- Capstone project | Google Data Analytics course #8 | Coursera

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

Average ride duration (minutes)

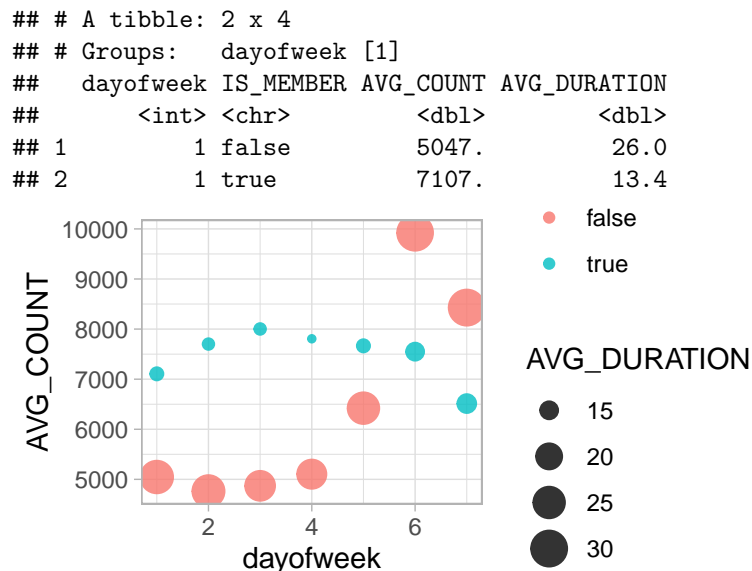| Status	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Casual	24	24	22	21	33	27	28	29	28	27	25	24
Member	13	13	12	13	18	13	14	14	14	14	14	13

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

The Graphs

Aggregate by day of week

Monthly by weekday

Overall by weekday

```
## # A tibble: 2 x 4
## # Groups:   dayofweek [1]
##   dayofweek IS_MEMBER AVG_COUNT AVG_DURATION
##       <int> <chr>         <dbl>        <dbl>
## 1         1 false         5047.         26.0
## 2         1 true          7107.         13.4
```


Hourly

Weekly Counts and Average Duration   Full year, weekly.

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

Monthly by bike type

The Weather

Weekly   TODO — either use a weather-only dataset or show trips alongside weather.

TODO: Recompute on new daily aggregates.

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