

Cyclistic

- Anar Seyf (anar.seyf@gmail.com)
- October 2021
- Capstone project | Google Data Analytics course #8 | Coursera

The Data

Duration by weekday

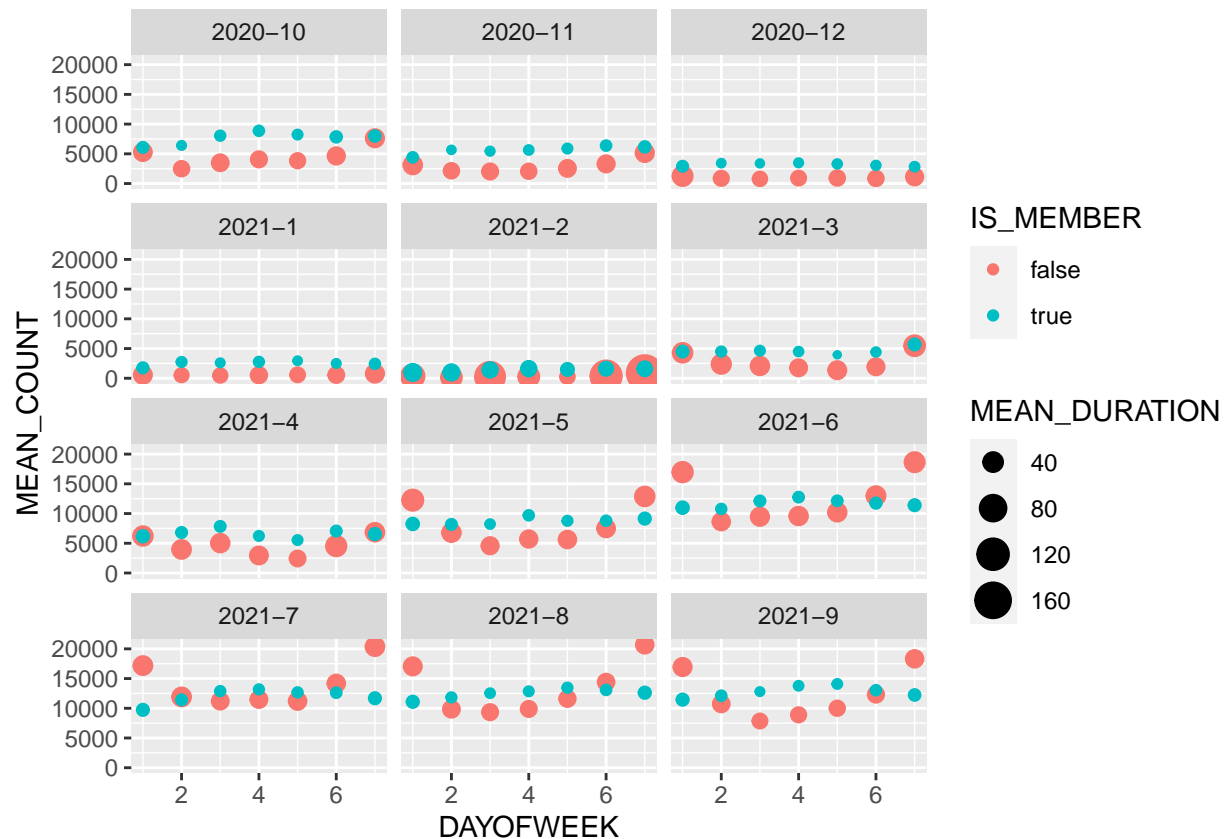
##	YEAR	QUARTER	MONTH	WEEKDAY	is_member	AVG_DURATION
## 1	2020	4	10	1	false	33.52352
## 2	2020	4	10	1	true	14.52633
## 3	2020	4	10	2	false	24.99479

Aggregate: daily duration and count

##	YEAR_MONTH	QUARTER	DAYOFWEEK	day	IS_MEMBER	AVG_DURATION	COUNT
## 1	2020-10	4	5	2020-10-01	false	21.91015	3250
## 2	2020-10	4	6	2020-10-02	false	34.67921	5287
## 3	2020-10	4	7	2020-10-03	false	30.58647	6875

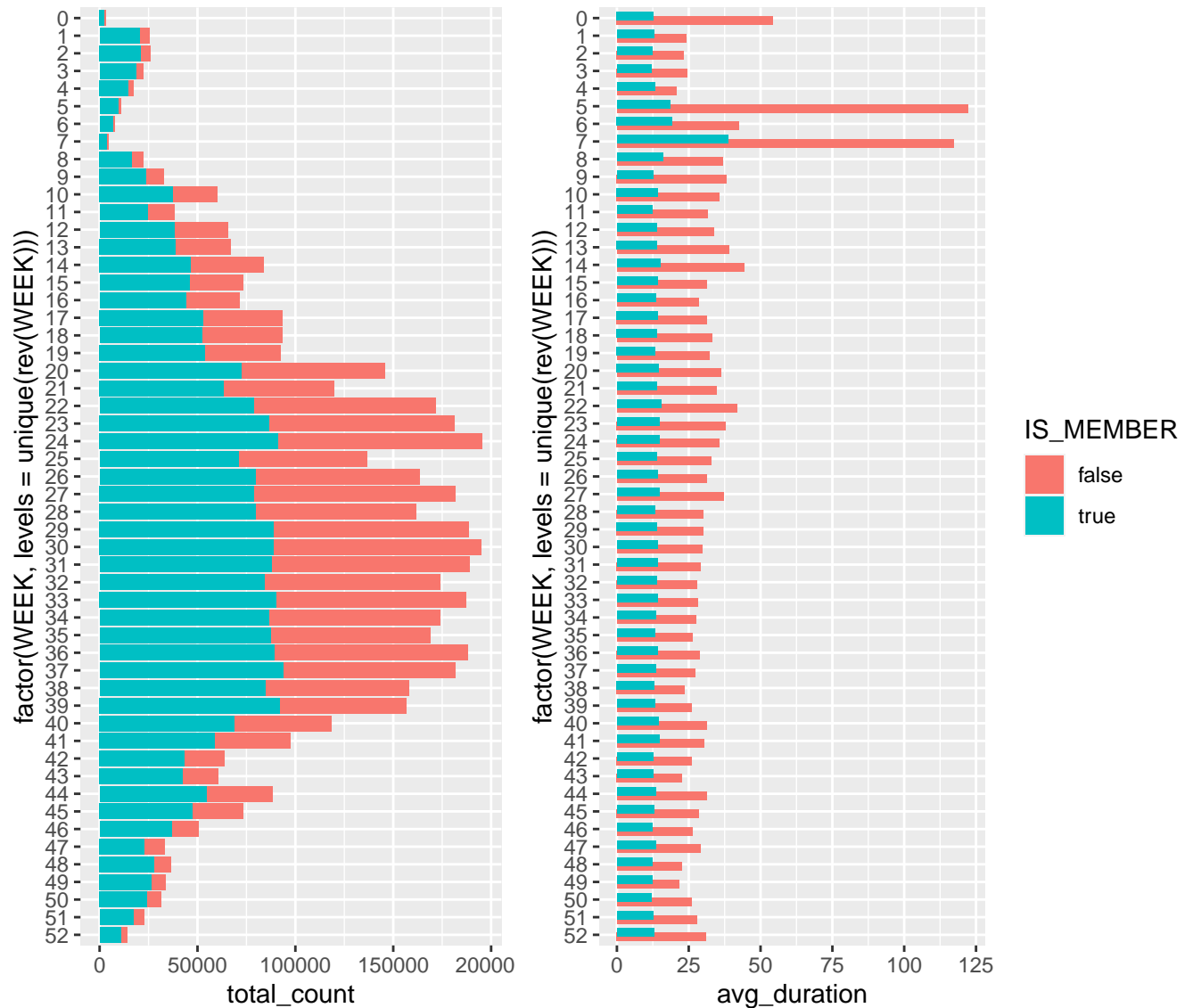
The Graphs

Aggregate by day of week Note: February, non-member: abnormally high duration.



Total Counts and Average Duration Full year, weekly.

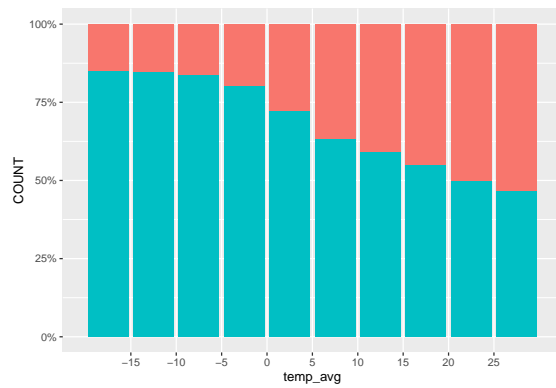
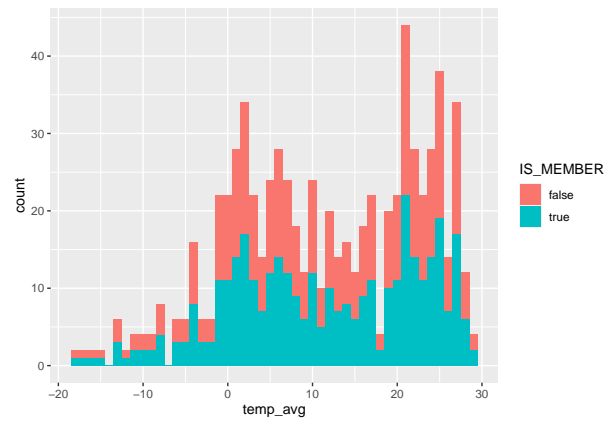
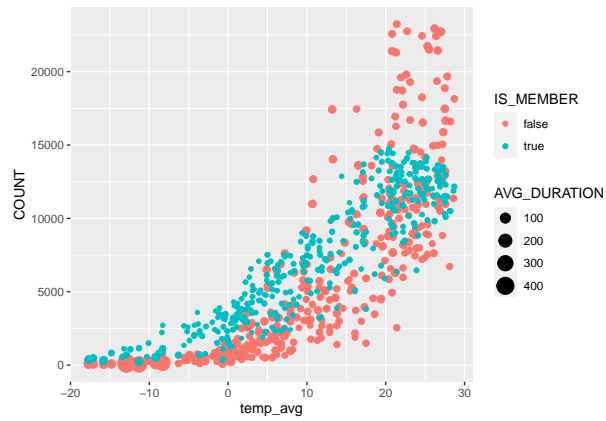
##	WEEK	IS_MEMBER	avg_duration	total_count
## 1	0	false	54.31997	811
## 2	0	true	12.74825	2489
## 3	1	false	24.13890	5224



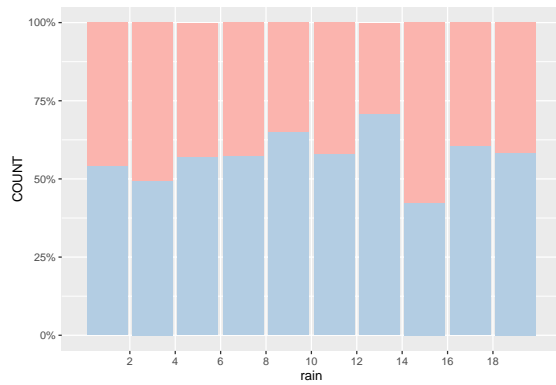
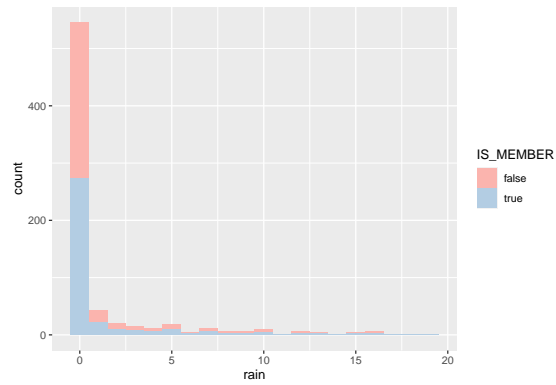
The Weather

##	IS_MEMBER	AVG_DURATION	COUNT	date	temp_avg	rain	snow	wind_avg
## 1	false	21.91015	3250	2020-10-01	11.6	5.3	0	3.8
## 2	false	34.67921	5287	2020-10-02	9.4	0.0	0	3.1
## 3	false	30.58647	6875	2020-10-03	10.0	2.8	0	2.2

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.

