Cyclistic

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

The Data

Duration by weekday

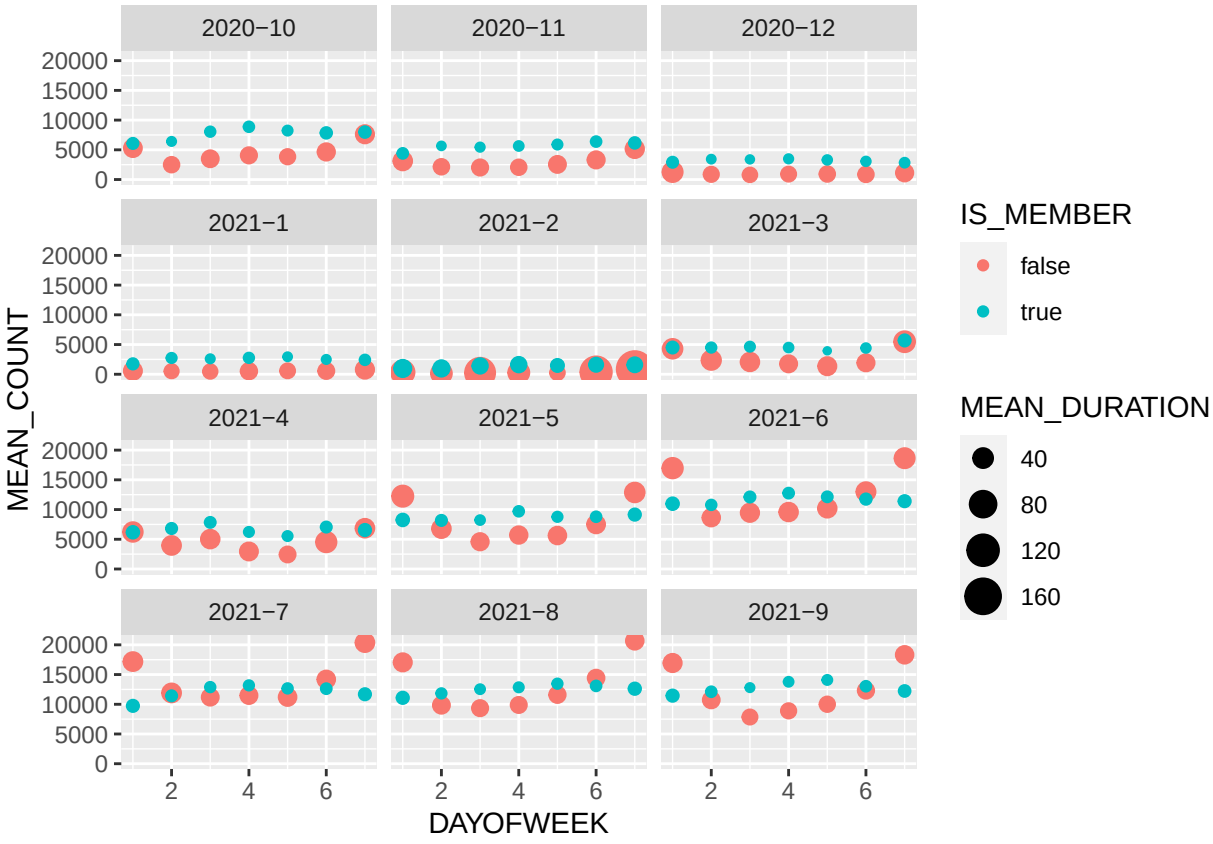
```
##   YEAR QUARTER MONTH WEEKDAY is_member AVG_DURATION
## 1 2020       4    10       1     false     33.52352
## 2 2020       4    10       1      true     14.52633
## 3 2020       4    10       2     false     24.99479
```

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

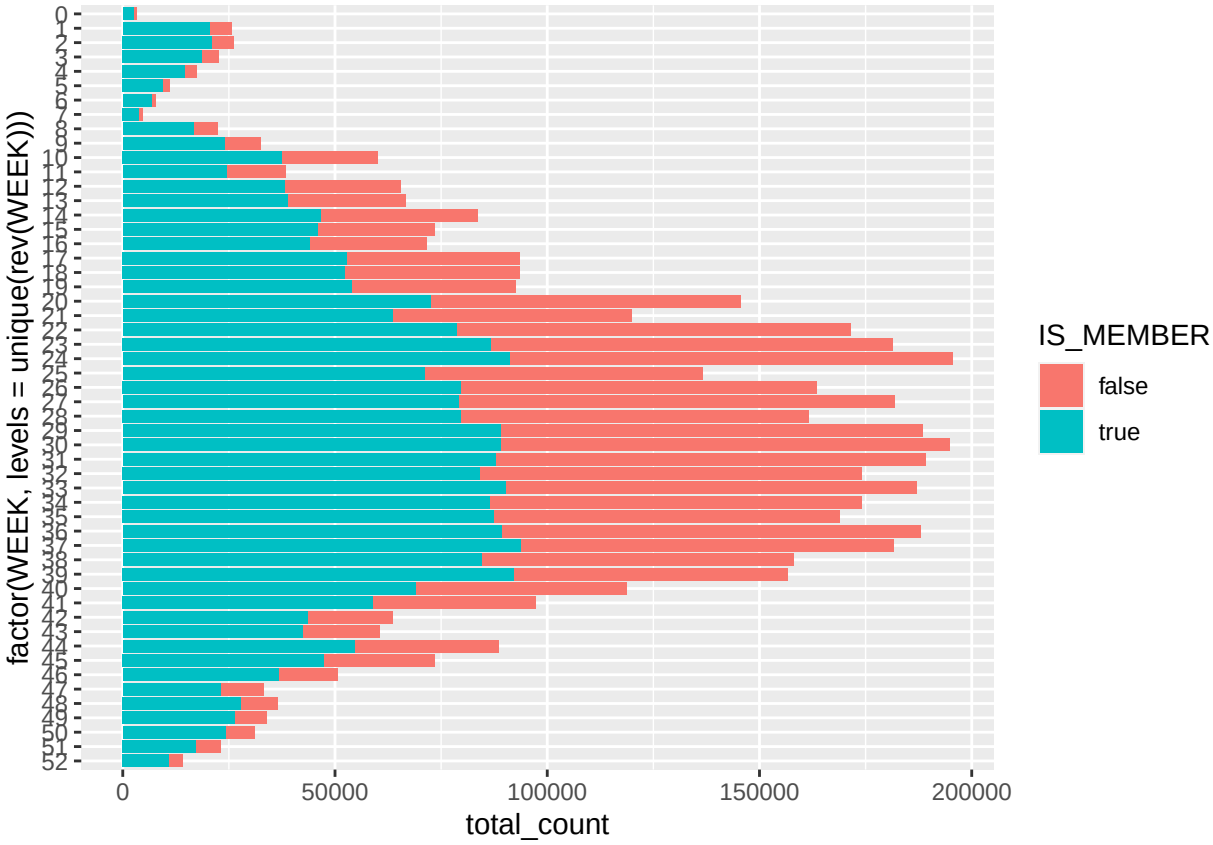
Aggregate by day of week Note: February, non-member: abnormally high duration.

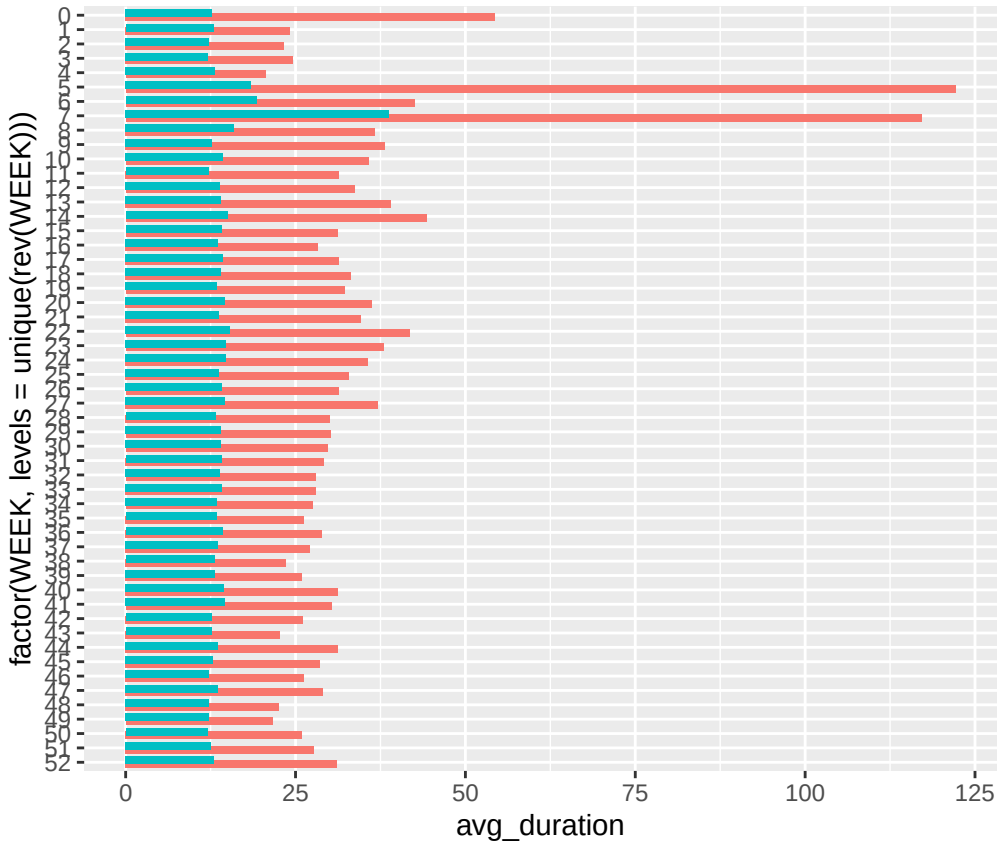


Year

Total Counts

```
##   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
```

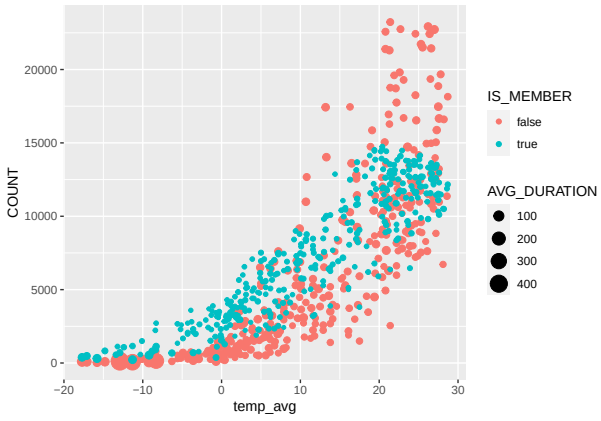




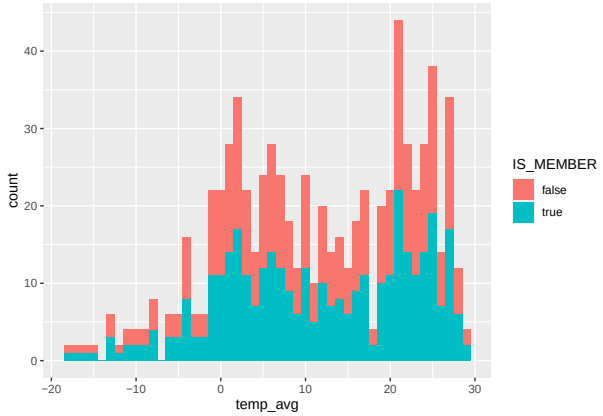
Average Duration

The Weather

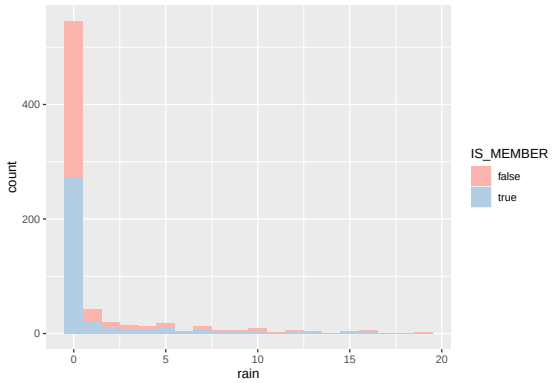
```
##   IS_MEMBER AVG_DURATION COUNT       date temp_avg rain snow wind_avg
## 1     false     21.91015  3250 2020-10-01     11.6  5.3    0      3.8
## 2     false     34.67921  5287 2020-10-02      9.4  0.0    0      3.1
## 3     false     30.58647  6875 2020-10-03     10.0  2.8    0      2.2
```

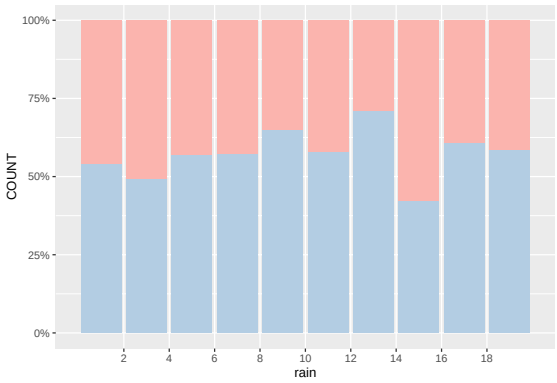


Temperature



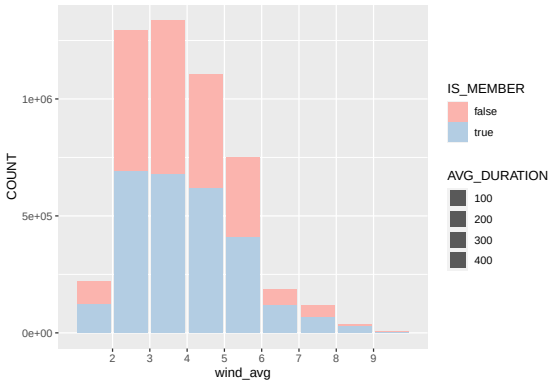
Rain Rain (mm) vs ride count

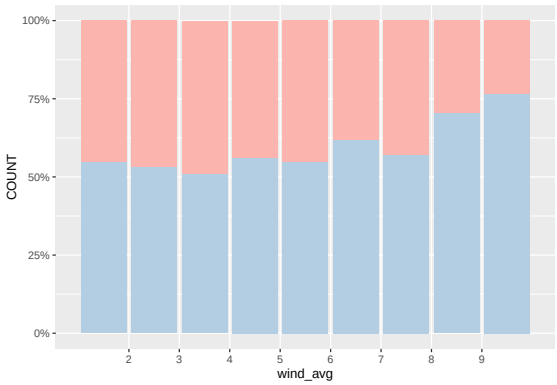




Wind Wind (m/s) vs ride count.

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


1e+06
5e+05
0e+00
COUNT
2
3
4
5
6
7
8
9
wind_avg
IS_MEMBER
false
true
AVG_DURATION
100
200
300
400


100%
75%
50%
25%
0%
COUNT
2
3
4
5
6
7
8
9
wind_avg