Ford GoBike Data: Communicate Data findings

Introduction

Ford GoBike is a regional public bicycle sharing system in the San Francisco Bay Area, California. Beginning operation in August 2013 as Bay Area Bike Share, the Ford GoBike system currently has over 2,600 bicycles in 262 stations across San Francisco, East Bay and San Jose. On June 28, 2017, the system officially launched as Ford GoBike in a partnership with Ford Motor Company. The data has been downloaded from https://www.fordgobike.com/system-data.

Summary of main findings

The data was first assessed and the issues was pointed out and based on that I cleaned the data and made it ready to be used for the exploratory analysis. The findings after analyzing the data are given below:

1. The average duration for which the Ford GoBike is being used is around 10 minutes
2. From March to April, we can observe a falling trend in the use of the GoBike.
3. Customers are using the Ford GoBike for longer duration as compared to the subscribers.
4. Both customers and subscribers tend use bikes less on saturdays.

Key Insights

After working on the visualisation, I found the following key insights:

1. San Fransisco Caltrain was the most popular station in terms of the use of Ford GoBike.

2. There is a pattern between the time and bike used. Bikes are mostly used during office hours on weekdays.
3. Both subscribers and customers use bikes between 7:30-8:30 in the morning and 4:30-6:30 in the evening.

Thank you