

Communicate Data Findings

- **Data set used :**

[Ford GoBike Data](#)

- **Summary of Findings :**

- This data set consists of 2 different types of riders :
 1. Customers
 2. Subscribers
- While exploring the data ,I found out that maximum number of bike trips were made in the month of July .Tuesday has highest rides and weekends have less rides as compared to weekdays
- Most of the users use the bike service between 8-9am and 5-6pm , which is the office timings for most of the American.75% of the rides are below 14 minutes and most rides by the users are between 3-15 minutes.
- San Francisco Caltrain station is the busiest station among all the stations.
- Most of the bike trip are done by the Subscriber and Female gender tends to use the bike service for little longer duration of time as compared to the males's trip duration
- Most of the users using this bike service fall in the age group 26-35 ,followed by 36-45 years old.It may be concluded that the bike service is used mostly by the working people.

- **Key Insights for Presentation :**

- The trip duration is skewed to the right and most of the trips are done by males .
- The age of the users has outliers so we have considered users with age less than 68 years only , as 99% of users have age less than 68
- The service should focus primarily on customers falling in age group 26-35 and male users , because they are the largest consumers of this service
- The bike sharing service is usually used on weekdays for office/school commutes mostly.