

Communicate data finding

Dataset:

I downloaded Ford GoBike from Udacity.

Summary of Finding:

The data was pretty much clean and does not need much to enhance it. It just data type of start time & end time and bike id.

In this case study I did three type of investigation: Univariate, Bivariate & Multivariate exploration.

In my Univariate exploration I found that the number of males is more than the number of female and most people bike on weekdays.

On the hand, the Bivariate exploration female who bike is older than the male and I believe that the people who did not identify their gender are most of them male and that was surprising.

However, in Multivariate exploration I found out that female is using bike more than the male.

Key Insights for Presentation:

I would say numbers and static always can be read different depend on the perspective. I have found large number of males, but they do not bike as much as the female who older and compare to the male they come in small number.

Nevertheless, people on weekend do not use their bike as much as they use it on weekdays. On the other hand, customers are less than the subscriber but they old witch mean they are loyal.