

Cyclistic R Project

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Loading Packages —————

```
library(tidyverse)

## Warning: package 'tidyverse' was built under R version 4.2.3

## — Attaching core tidyverse packages ————— tidyverse
## 2.0.0 —
## ✓ dplyr      1.1.0      ✓ readr      2.1.4
## ✓ forcats    1.0.0      ✓ stringr    1.5.0
## ✓ ggplot2     3.4.1      ✓ tibble     3.2.0
## ✓ lubridate  1.9.2      ✓ tidyr      1.3.0
## ✓ purrr      1.0.1
## — Conflicts —————
tidyverse_conflicts() —
## ✗ dplyr::filter() masks stats::filter()
## ✗ dplyr::lag()     masks stats::lag()
## ⓘ Use the ]8;;http://conflicted.r-lib.org/conflicted-package]8;; to force
all conflicts to become errors

library(scales)

##
## Attaching package: 'scales'
##
## The following object is masked from 'package:purrr':
##
##   discard
##
## The following object is masked from 'package:readr':
##
##   col_factor
```

Importing Datasets —————

```
jan22 <- read_csv("csv_files/202201-divvy-tripdata.csv")

## Rows: 103770 Columns: 13
## — Column specification
##
## Delimiter: ",",
```

```

## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

feb22 <- read_csv("csv_files/202202-divvy-tripdata.csv")

## Rows: 115609 Columns: 13
## — Column specification

```

```

## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

mar22 <- read_csv("csv_files/202203-divvy-tripdata.csv")

## Rows: 284042 Columns: 13
## — Column specification

```

```

## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

apr22 <- read_csv("csv_files/202204-divvy-tripdata.csv")

## Rows: 371249 Columns: 13
## — Column specification

```

```

## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.

```

```

## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

may22 <- read_csv("csv_files/202205-divvy-tripdata.csv")

## Rows: 634858 Columns: 13
## — Column specification

```

```

## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

jun22 <- read_csv("csv_files/202206-divvy-tripdata.csv")

## Rows: 769204 Columns: 13
## — Column specification

```

```

## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

jul22 <- read_csv("csv_files/202207-divvy-tripdata.csv")

## Rows: 823488 Columns: 13
## — Column specification

```

```

## Delimiter: ","
## chr (9): ride_id, rideable_type, started_at, ended_at, start_station_name,
s...
## dbl (4): start_lat, start_lng, end_lat, end_lng
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

aug22 <- read_csv("csv_files/202208-divvy-tripdata.csv")

## Rows: 785932 Columns: 13
## — Column specification

```

```
## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.
```

```
sep22 <- read_csv("csv_files/202209-divvy-tripdata.csv")
```

```
## Rows: 701339 Columns: 13
## — Column specification
```

```
## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.
```

```
oct22 <- read_csv("csv_files/202210-divvy-tripdata.csv")
```

```
## Rows: 558685 Columns: 13
## — Column specification
```

```
## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.
```

```
nov22 <- read_csv("csv_files/202211-divvy-tripdata.csv")
```

```
## Rows: 337735 Columns: 13
## — Column specification
```

```
## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
```

```
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.

dec22 <- read_csv("csv_files/202212-divvy-tripdata.csv")

## Rows: 181806 Columns: 13
## — Column specification


---


## Delimiter: ","
## chr (7): ride_id, rideable_type, start_station_name, start_station_id,
end_...
## dbl (4): start_lat, start_lng, end_lat, end_lng
## dtm (2): started_at, ended_at
##
## i Use `spec()` to retrieve the full column specification for this data.
## i Specify the column types or set `show_col_types = FALSE` to quiet this
message.
```

Inspecting column names and datatypes —————

All month data frames were inspected using the `glimpse()` function. The July df is shown here. The July df was removed because its variable data types did not match the other month's data types.

```
glimpse(jul22)

## Rows: 823,488
## Columns: 13
## $ ride_id          <chr> "954144C2F67B1932", "292E027607D218B6",
"5776585258..."
## $ rideable_type    <chr> "classic_bike", "classic_bike", "classic_bike",
"cl..."
## $ started_at       <chr> "7/5/2022 8:12", "7/26/2022 12:53", "7/3/2022
13:58..."
## $ ended_at         <chr> "7/5/2022 8:24", "7/26/2022 12:55", "7/3/2022
14:06..."
## $ start_station_name <chr> "Ashland Ave & Blackhawk St", "Buckingham
Fountain ..."
## $ start_station_id  <chr> "13224", "15541", "15541", "15541",
"TA1307000117",...
## $ end_station_name  <chr> "Kingsbury St & Kinzie St", "Michigan Ave & 8th
St"..."
## $ end_station_id    <chr> "KA1503000043", "623", "623", "TA1307000164",
"TA13..."
## $ start_lat         <dbl> 41.90707, 41.86962, 41.86962, 41.86962,
41.89147, 4...
## $ start_lng         <dbl> -87.66725, -87.62398, -87.62398, -87.62398, -
```

```

87.626...
## $ end_lat          <dbl> 41.88918, 41.87277, 41.87277, 41.79526,
41.93625, 4...
## $ end_lng          <dbl> -87.63851, -87.62398, -87.62398, -87.59647, -
87.652...
## $ member_casual    <chr> "member", "casual", "casual", "casual",
"member", "...

rm(jul22)

# July df imported again with appropriate variable data types
jul22 <- read_csv("csv_files/202207-divvy-tripdata.csv",
                  col_types = cols(started_at = col_datetime(format =
"%m/%d/%Y %H:%M"),
                                ended_at = col_datetime(format = "%m/%d/%Y
%H:%M"))))
# seconds were not included as all observations result in NA values

```

Data Cleaning —————

```

# Combine all data frames
all_2022 <- bind_rows(jan22, feb22, mar22, apr22, may22, jun22,
                      jul22, aug22, sep22, oct22, nov22, dec22)

# Remove columns with id in name
all_2022_v2 <- all_2022 %>%
  select(-ends_with('id'))

# Remove duplicates
all_2022_v3 <- all_2022_v2 %>%
  distinct(started_at, ended_at, .keep_all = TRUE)

# Add a ride_length column
all_2022_v4 <- all_2022_v3 %>%
  mutate(
    ride_length = ended_at - started_at,
    .before = start_station_name)

# Change ride_length to numeric data type
all_2022_v4$ride_length = as.numeric(as.difftime(all_2022_v4$ride_length))

# Remove negative ride lengths
all_2022_v4 %>%
  arrange(ride_length)

## # A tibble: 5,397,143 × 11
##   rideable_type started_at ended_at ride_...1 start...2
end_s...3
##   <chr>          <dtm>    <dtm>    <dbl> <chr>

```

```

<chr>
## 1 electric_bike 2022-09-28 11:04:32 2022-09-21 06:31:11 -621201 Cornel...
<NA>
## 2 classic_bike 2022-10-13 14:42:10 2022-10-13 11:53:28 -10122 Wilton...
Wilton...
## 3 electric_bike 2022-06-07 19:23:03 2022-06-07 17:05:38 -8245 <NA>
<NA>
## 4 electric_bike 2022-06-07 19:15:39 2022-06-07 17:05:37 -7802 <NA>
Kostne...
## 5 electric_bike 2022-06-07 19:14:47 2022-06-07 17:05:42 -7745 Base -... W
Armi...
## 6 electric_bike 2022-06-07 19:14:46 2022-06-07 17:07:45 -7621 W Armi... W
Armi...
## 7 electric_bike 2022-06-07 19:11:33 2022-06-07 17:05:24 -7569 <NA>
<NA>
## 8 electric_bike 2022-06-07 19:13:27 2022-06-07 17:07:57 -7530 <NA>
<NA>
## 9 electric_bike 2022-06-07 19:06:49 2022-06-07 17:09:43 -7026 <NA>
<NA>
## 10 electric_bike 2022-06-07 18:47:01 2022-06-07 17:05:41 -6080 <NA>
<NA>
## # ... with 5,397,133 more rows, 5 more variables: start_lat <dbl>,
## # start_lng <dbl>, end_lat <dbl>, end_lng <dbl>, member_casual <chr>,
and
## # abbreviated variable names ¹ride_length, ²start_station_name,
## # ³end_station_name

all_2022_v5 <- all_2022_v4 %>%
  filter(ride_length >= 0)

# Find day of week from starting_at date
all_2022_v6 <- all_2022_v5 %>%
  mutate(day_of_week = (wday(all_2022_v5$started_at, label = TRUE)))

# Arrange, rename, and relocate columns for clarity
all_2022_v7 <- all_2022_v6 %>%
  arrange(started_at) %>%
  relocate(member_casual, rideable_type, day_of_week) %>%
  rename(member_type = member_casual, bike_type = rideable_type)

# Adding and removing additional columns
all_2022_v8 <- all_2022_v7 %>%
  mutate(
    weekday = (wday(all_2022_v7$started_at, label = TRUE)),
    month = (month(all_2022_v7$started_at, label = TRUE)),
    hour_of_day = (hour(all_2022_v7$started_at))
  ) %>%
  select(-day_of_week, -start_station_name, -end_station_name,
    -start_lat, -start_lng, -end_lat, -end_lng)

```

```
# Remove excess data frames
rm(jan22, feb22, mar22, apr22, may22, jun22,
    jul22, aug22, sep22, oct22, nov22, dec22,
    all_2022, all_2022_v2, all_2022_v3, all_2022_v4,
    all_2022_v5, all_2022_v6)
```

Data Analysis —————

How many rides for the entire year by member type?

```
all_2022_v8 %>%
  count(member_type) %>%
  group_by(member_type) %>%
  arrange(n)
```

```
## # A tibble: 2 × 2
## # Groups:   member_type [2]
##   member_type      n
##   <chr>         <int>
## 1 casual      2190629
## 2 member      3206415
```

How many rides for the entire year by bike type?

```
all_2022_v7 %>%
  count(member_type, bike_type) %>%
  group_by(bike_type, member_type) %>%
  arrange(n)
```

```
## # A tibble: 5 × 3
## # Groups:   bike_type, member_type [5]
##   member_type bike_type      n
##   <chr>         <chr>         <int>
## 1 casual      docked_bike    169964
## 2 casual      classic_bike   843194
## 3 casual      electric_bike 1177471
## 4 member      electric_bike 1564272
## 5 member      classic_bike  1642143
```

What is the avg ride length (in seconds) per member type?

```
all_2022_v7 %>%
  group_by(member_type) %>%
  summarise(avg_ride_length = mean(ride_length))
```

```
## # A tibble: 2 × 2
##   member_type avg_ride_length
##   <chr>         <dbl>
## 1 casual      1800.
## 2 member      769.
```

How many rides per month by member type?

```
all_2022_v8 %>%
  count(month, member_type) %>%
```



```
group_by(month, member_type) %>%
#filter(member_type== "member") %>%
arrange(desc(n))
```

```
## # A tibble: 24 × 3
## # Groups:   month, member_type [24]
##   month member_type      n
##   <ord> <chr>         <int>
## 1 Aug     member      426926
## 2 Sep     member      404566
## 3 Jun     member      400097
## 4 Jun     casual      369005
## 5 Aug     casual      358867
## 6 May     member      354398
## 7 Oct     member      349656
## 8 Sep     casual      296654
## 9 May     casual      280383
## 10 Jul    member      278563
## # ... with 14 more rows
```

How many rides per weekday by member type?

```
all_2022_v8 %>%
  count(weekday, member_type) %>%
  group_by(weekday, member_type) %>%
  #filter(member_type== "member") %>%
  arrange(desc(n))
```

```
## # A tibble: 14 × 3
## # Groups:   weekday, member_type [14]
##   weekday member_type      n
##   <ord> <chr>         <int>
## 1 Thu     member      510454
## 2 Wed     member      502978
## 3 Tue     member      498902
## 4 Mon     member      457424
## 5 Fri     member      447650
## 6 Sat     casual      441942
## 7 Sat     member      420021
## 8 Sun     member      368986
## 9 Sun     casual      365280
## 10 Fri    casual      316613
## 11 Thu    casual      292517
## 12 Mon    casual      264646
## 13 Wed    casual      259637
## 14 Tue    casual      249994
```

How many rides per hour of day by member type?

```
all_2022_v8 %>%
  count(hour_of_day, member_type) %>%
  group_by(hour_of_day, member_type) %>%
```

```

#filter(member_type== "member") %>%
arrange(desc(n))

## # A tibble: 48 × 3
## # Groups:   hour_of_day, member_type [48]
##   hour_of_day member_type      n
##         <int> <chr>         <int>
## 1          17 member       330229
## 2          16 member       277835
## 3          18 member       269149
## 4          15 member       212531
## 5          17 casual       204436
## 6           8 member       197586
## 7          19 member       195906
## 8          16 casual       185021
## 9          18 casual       183457
## 10         12 member       179948
## # ... with 38 more rows

# What station was the most popular by member type?
# Creating first df
start_station_counts_by_member <- all_2022_v7 %>%
  group_by(member_type) %>%
  count(start_station_name) %>%
  rename(station_name = start_station_name) %>%
  drop_na() %>%
  arrange(desc(n)) %>%
  filter(n > 19000)

# Creating second df
end_station_counts_by_member <- all_2022_v7 %>%
  group_by(member_type) %>%
  count(end_station_name) %>%
  rename(station_name = end_station_name) %>%
  drop_na() %>%
  arrange(desc(n)) %>%
  filter(n > 19000)

# Joining both data frames
joined_station_counts <- merge(start_station_counts_by_member,
                              end_station_counts_by_member,
                              by = "station_name") %>%
  select(station_name, member_type.x, n.x, n.y) %>%
  mutate(total_count = n.x + n.y) %>%
  rename(member_type = member_type.x) %>%
  arrange(desc(total_count))

# What is the avg ride length per month?
all_2022_v7 %>%
  mutate(month = (month(all_2022_v7$started_at, label = TRUE, abbr = FALSE)))

```

```

%>%
  group_by(month) %>%
  summarise(avg_bike_length = mean(ride_length)) %>%
  arrange(desc(avg_bike_length))

## # A tibble: 12 × 2
##   month      avg_bike_length
##   <ord>          <dbl>
## 1 July           1544.
## 2 June           1361.
## 3 May            1266.
## 4 August         1240.
## 5 September     1159.
## 6 March          1110.
## 7 April          1058.
## 8 October        1041.
## 9 January         916.
## 10 February       854.
## 11 November       850.
## 12 December       810.

# What is the avg ride_length per weekday?
all_2022_v7 %>%
  group_by(day_of_week) %>%
  summarise(avg_bike_length = mean(ride_length)) %>%
  arrange(desc(avg_bike_length))

## # A tibble: 7 × 2
##   day_of_week avg_bike_length
##   <ord>          <dbl>
## 1 Sun           1476.
## 2 Sat           1454.
## 3 Fri           1163.
## 4 Mon           1127.
## 5 Thu           1048.
## 6 Tue           1021.
## 7 Wed           1003.

# What is the avg ride_length per hour of day?
all_2022_v7 %>%
  mutate(hour_of_day = (hour(all_2022_v7$started_at))) %>%
  group_by(hour_of_day) %>%
  summarise(avg_bike_length = mean(ride_length)) %>%
  arrange(desc(avg_bike_length))

## # A tibble: 24 × 2
##   hour_of_day avg_bike_length
##   <int>          <dbl>
## 1           2           1796.
## 2           3           1794.
## 3           1           1680.

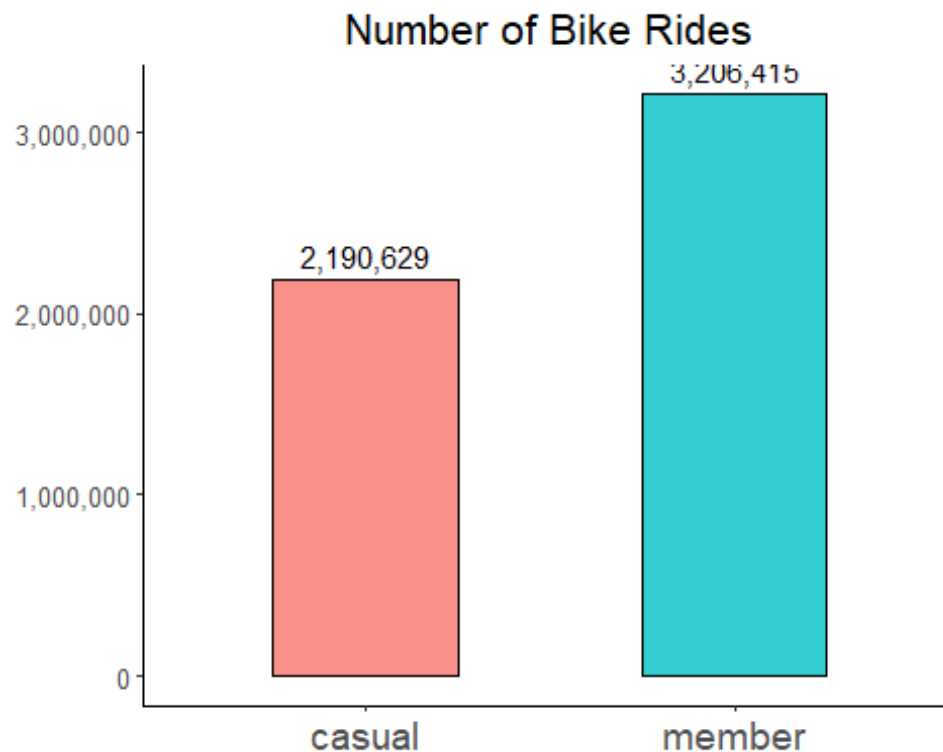
```

```
## 4          4          1490.
## 5          23         1408.
## 6           0         1386.
## 7          14         1307.
## 8          15         1293.
## 9          11         1280.
## 10         13         1274.
## # ... with 14 more rows
```

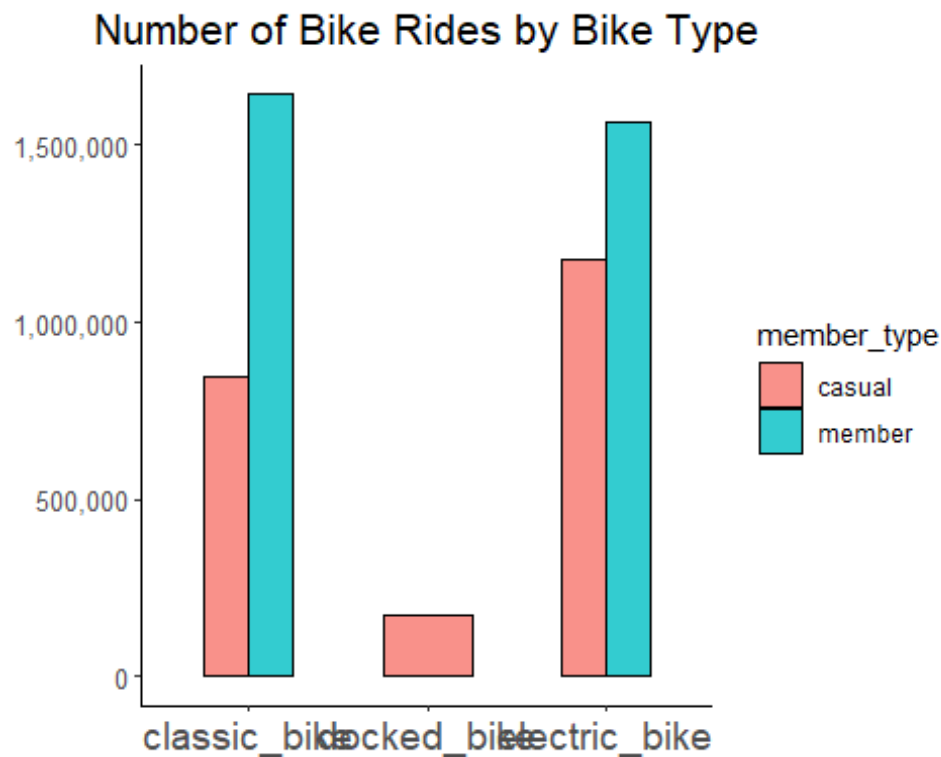
Data Visualization

Plotting Number of Rides by member type

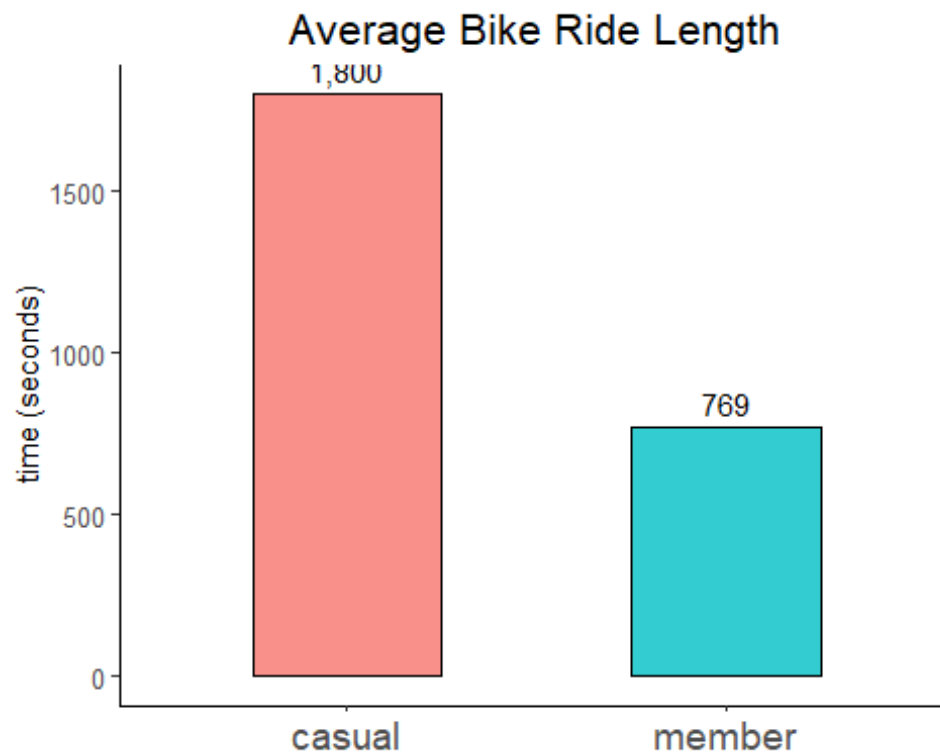
```
plot1 <- all_2022_v8 %>%
  count(member_type) %>%
  group_by(member_type) %>%
  arrange(n) %>%
  ggplot(aes(x = member_type, y = n, fill = member_type))+
  geom_col(color = "black", width = 0.5, alpha = 0.8)+
  labs(
    title = "Number of Bike Rides",
    x = NULL,
    y = NULL
  )+
  scale_y_continuous(labels = label_comma())+
  geom_text(
    aes(label = comma(n)),
    color = "black", size = 4, vjust = -.5
  )+
  theme_classic()+
  theme(
    plot.title = element_text(size = 16, hjust = 0.5),
    axis.text.x = element_text(size = 14),
    axis.text.y = element_text(size = 10),
    legend.position = "none"
  )
plot(plot1)
```



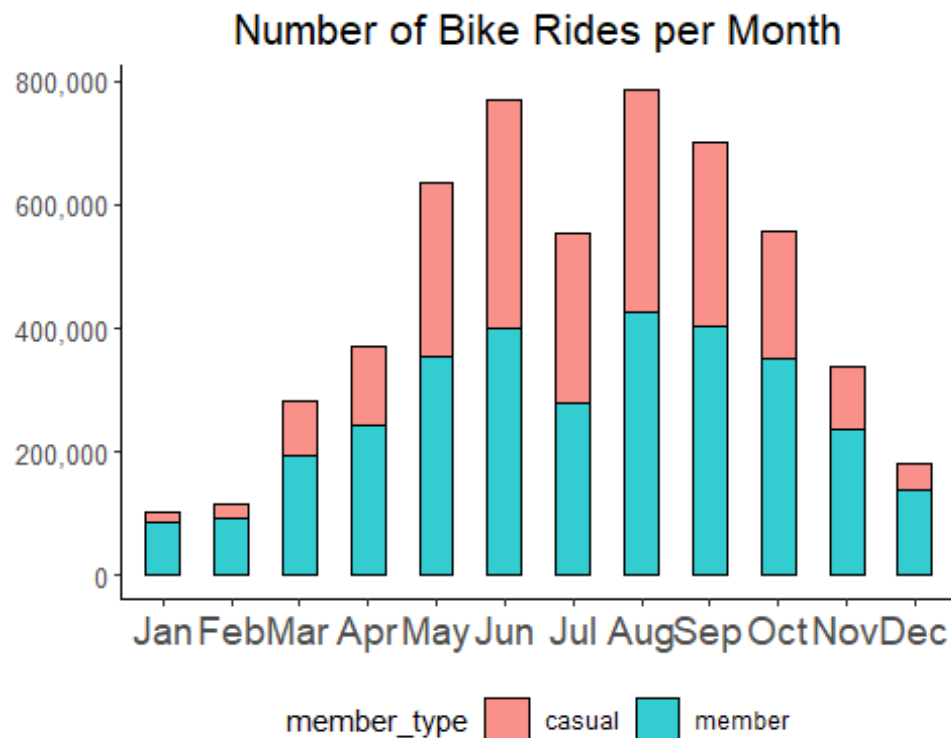
```
# Plotting Number of Bike Rides by bike type
plot2 <- all_2022_v8 %>%
  group_by(member_type) %>%
  count(bike_type) %>%
  ggplot(aes(x = bike_type, y = n, fill = member_type))+
  geom_col(color = "black", position = "dodge", width = 0.5, alpha = 0.8)+
  labs(
    title = "Number of Bike Rides by Bike Type",
    x = NULL,
    y = NULL
  )+
  scale_y_continuous(labels = label_comma())+
  theme_classic()+
  theme(
    plot.title = element_text(size = 16, hjust = 0.5),
    axis.text.x = element_text(size = 14),
    axis.text.y = element_text(size = 10)
  )
plot(plot2)
```



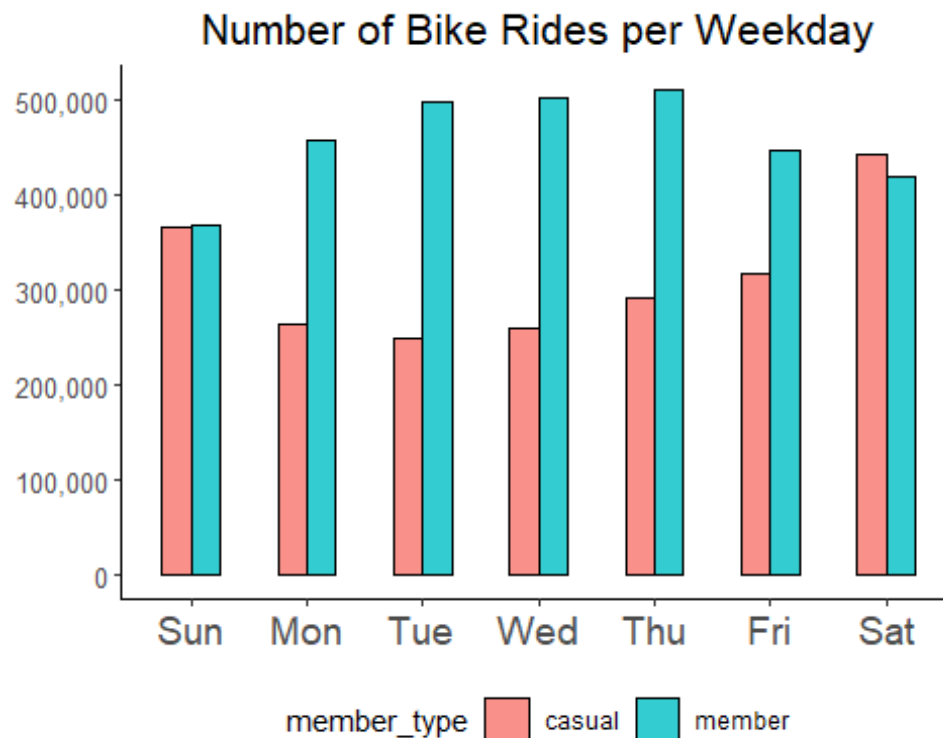
```
# Plotting Avg Ride Length by member type
plot3 <- all_2022_v8 %>%
  group_by(member_type) %>%
  summarise(avg_ride_length = mean(ride_length)) %>%
  ggplot(aes(x = member_type, y = avg_ride_length, fill = member_type))+
  geom_col(color = "black", width = 0.5, alpha = 0.8)+
  labs(
    title = "Average Bike Ride Length",
    x = NULL,
    y = "time (seconds)"
  )+
  geom_text(
    aes(label = comma(avg_ride_length)),
    color = "black", size = 4, vjust = -.5
  )+
  theme_classic()+
  theme(
    plot.title = element_text(size = 16, hjust = 0.5),
    axis.text.x = element_text(size = 14),
    axis.text.y = element_text(size = 10),
    legend.position = "none"
  )
plot(plot3)
```



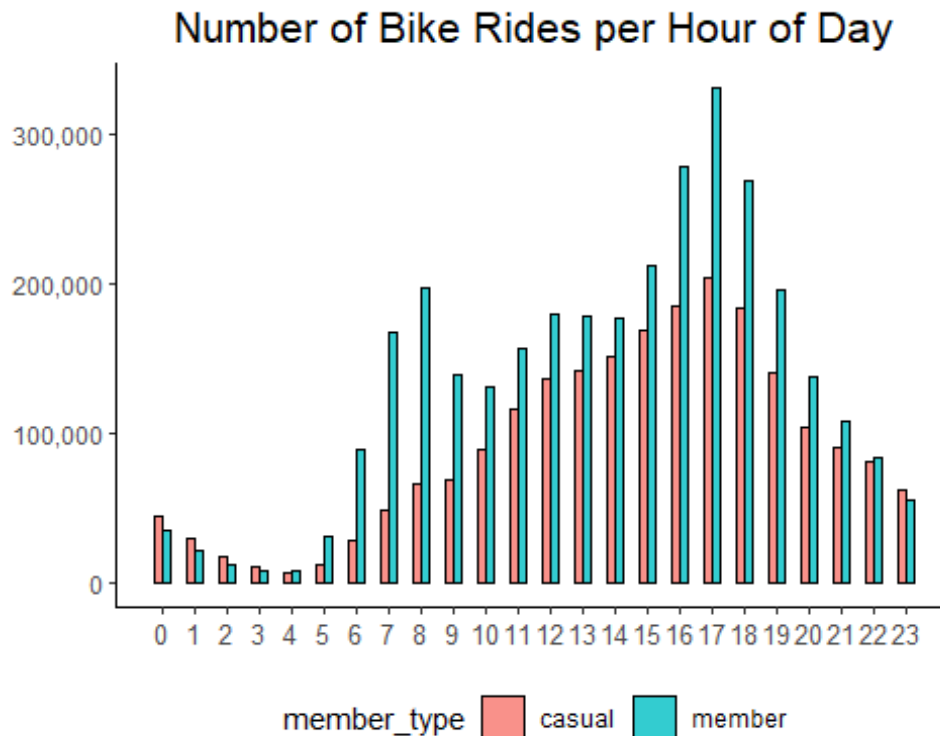
```
# Plotting Number of Bike Rides per Month
plot4 <- all_2022_v8 %>%
  group_by(member_type) %>%
  count(month) %>%
  ggplot(aes(x = month, y = n, fill = member_type))+
  geom_col(color= "black", width=0.5, alpha= 0.8)+
  labs(
    title = "Number of Bike Rides per Month",
    x = NULL,
    y = NULL
  )+
  scale_y_continuous(labels = label_comma())+
  theme_classic()+
  theme(
    plot.title= element_text(size= 16, hjust = 0.5),
    axis.text.x = element_text(size=14),
    axis.text.y = element_text(size=10),
    legend.position= "bottom"
  )
plot(plot4)
```



```
plot5 <- all_2022_v8 %>%
  group_by(member_type) %>%
  count(weekday) %>%
  ggplot(aes(x = weekday, y = n, fill = member_type))+
  geom_col(color= "black", width = 0.5, alpha= 0.8, position = "dodge")+
  labs(
    title = "Number of Bike Rides per Weekday",
    x = NULL,
    y = NULL
  )+
  scale_y_continuous(labels = label_comma())+
  theme_classic()+
  theme(
    plot.title = element_text(size = 16, hjust = 0.5),
    axis.text.x = element_text(size = 14),
    axis.text.y = element_text(size = 10),
    legend.position = "bottom"
  )
plot(plot5)
```

```
plot6 <- all_2022_v8 %>%
  group_by(member_type) %>%
  count(hour_of_day) %>%
  ggplot(aes(x = hour_of_day, y = n, fill = member_type))+
  geom_col(color= "black", width =0.5, alpha = 0.8, position = "dodge")+
  labs(
    title = "Number of Bike Rides per Hour of Day",
    x = NULL,
    y = NULL
  )+
  scale_y_continuous(labels = label_comma())+
  scale_x_continuous(breaks = pretty(all_2022_v8$hour_of_day, n = 20))+ #
creates ticks marks for all hours
  theme_classic()+
  theme(
    plot.title = element_text(size = 16, hjust = 0.5),
    axis.text.x = element_text(size = 10),
    legend.position = "bottom"
  )
plot(plot6)
```



```
plot7 <- joined_station_counts %>%
  select(station_name, member_type, total_count) %>%
  arrange(desc(total_count)) %>%
  ggplot(aes(x = fct_reorder(station_name, total_count),
                        y = total_count, fill = member_type))+
  geom_col(color = "black", width = 0.5, alpha = 0.8)+
  labs(
    title = "Popular Stations",
    x = NULL,
    y = "number of visits"
  )+
  geom_text(
    aes(label = comma(total_count)),
    color = "black", size = 4.5, vjust = 0.5, hjust = 1.3
  )+
  theme_classic()+
  theme(
    plot.title = element_text(size = 16, hjust = 0.5),
    axis.text.x = element_text(size = 10),
    axis.text.y = element_text(size = 13),
    legend.position = "right"
  )+
  coord_flip()
plot(plot7)
```

Popular Stations

