Divvy Case Study

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8/13/2021

This analysis is based on the Case study "How Does a Bike-Share Navigate Speedy Success"

The data set I chose is divvy-tripdata. Here are some notes and comments about this dataset:

- This data set contains information about trip data collected from Q2_2019 to Q1_2020
- Data set is large so I choose R to clean, analyze and visualize

Install required packages

- tidyverse for data import and wrangling
- libridate for date functions
- ggplot for visualization

```
install.packages('tidyverse', repos = "http://cran.us.r-project.org")
```

```
##
## The downloaded binary packages are in
##  /var/folders/1r/8h_kl20n6qz_d2dwdpblvmm00000gt/T//Rtmp24qQPa/downloaded_packages
```

```
install.packages('lubridate', repos = "http://cran.us.r-project.org")
```

```
##
## The downloaded binary packages are in
##  /var/folders/1r/8h_kl20n6qz_d2dwdpblvmm00000gt/T//Rtmp24qQPa/downloaded_packages
```

```
install.packages('ggplot2', repos = "http://cran.us.r-project.org")
```

```
##
## The downloaded binary packages are in
##  /var/folders/1r/8h_kl20n6qz_d2dwdpblvmm00000gt/T//Rtmp24qQPa/downloaded_packages
```

```
library(tidyverse)  #helps wrangle data
```

```
## -- Attaching packages --------------------------------------- tidyverse 1.3.1 --
```

```
## v ggplot2 3.3.5     v purrr   0.3.4
## v tibble  3.1.3     v dplyr   1.0.7
## v tidyr   1.1.3     v stringr 1.4.0
## v readr   2.0.0     v forcats 0.5.1
```

```
## -- Conflicts ------------------------------------------ tidyverse_conflicts() --
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()    masks stats::lag()
```

```
library(lubridate)  #helps wrangle date attributes
```

```
##
## Attaching package: 'lubridate'
```

```
## The following objects are masked from 'package:base':
##
##     date, intersect, setdiff, union
```

```
library(ggplot2)  #helps visualize data
getwd() #displays my working directory
```

```
## [1] "/Users/jn/Case-study/CSV/Divvy-Case-Study"
```

```
setwd("//Users/jn/Case-study/CSV/Divvy-Case-Study/")
```

STEP 1: COLLECT DATA

```
q2_2019 <- read_csv("Divvy_Trips_2019_Q2.csv")
```

Upload Divvy datasets (csv files) here

```
## Rows: 1108163 Columns: 12
```

```
## -- Column specification --------------------------------------------------------
## Delimiter: ","
## chr  (4): 03 - Rental Start Station Name, 02 - Rental End Station Name, User...
## dbl  (5): 01 - Rental Details Rental ID, 01 - Rental Details Bike ID, 03 - R...
## dttm (2): 01 - Rental Details Local Start Time, 01 - Rental Details Local En...
```

```
##
## 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.
```

```
q3_2019 <- read_csv("Divvy_Trips_2019_Q3.csv")
```

```
## Rows: 1640718 Columns: 12
```

```
## -- Column specification --------------------------------------------------------
## Delimiter: ","
## chr  (4): from_station_name, to_station_name, usertype, gender
## dbl  (5): trip_id, bikeid, from_station_id, to_station_id, birthyear
## dttm (2): start_time, end_time
```

```
##
## 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.
```

```
q4_2019 <- read_csv("Divvy_Trips_2019_Q4.csv")
```

```
## Rows: 704054 Columns: 12
```

```
## -- Column specification --------------------------------------------------------
## Delimiter: ","
## chr  (4): from_station_name, to_station_name, usertype, gender
## dbl  (5): trip_id, bikeid, from_station_id, to_station_id, birthyear
## dttm (2): start_time, end_time
```

```
##
## 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.
```

```
q1_2020 <- read_csv("Divvy_Trips_2020_Q1.csv")
```

```
## Rows: 426887 Columns: 13
```

```
## -- Column specification --------------------------------------------------------
## Delimiter: ","
## chr  (5): ride_id, rideable_type, start_station_name, end_station_name, memb...
## dbl  (6): start_station_id, end_station_id, start_lat, start_lng, end_lat, e...
## dttm (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.
```

STEP 2: WRANGLE DATA AND COMBINE INTO A SINGLE FILE

Compare column names each of the files

```
colnames(q3_2019)
```

While the names don't have to be in the same order, they DO need to match perfectly before we can use a command to join them into one file

```
##  [1] "trip_id"           "start_time"        "end_time"
##  [4] "bikeid"            "tripduration"      "from_station_id"
##  [7] "from_station_name" "to_station_id"     "to_station_name"
## [10] "usertype"          "gender"            "birthyear"
```

```
colnames(q4_2019)
```

```
##  [1] "trip_id"           "start_time"        "end_time"
##  [4] "bikeid"            "tripduration"      "from_station_id"
##  [7] "from_station_name" "to_station_id"     "to_station_name"
## [10] "usertype"          "gender"            "birthyear"
```

```
colnames(q2_2019)
```

```
##  [1] "01 - Rental Details Rental ID"
##  [2] "01 - Rental Details Local Start Time"
##  [3] "01 - Rental Details Local End Time"
##  [4] "01 - Rental Details Bike ID"
##  [5] "01 - Rental Details Duration In Seconds Uncapped"
##  [6] "03 - Rental Start Station ID"
##  [7] "03 - Rental Start Station Name"
##  [8] "02 - Rental End Station ID"
##  [9] "02 - Rental End Station Name"
## [10] "User Type"
## [11] "Member Gender"
## [12] "05 - Member Details Member Birthday Year"
```

```
colnames(q1_2020)
```

```
##  [1] "ride_id"            "rideable_type"      "started_at"
##  [4] "ended_at"           "start_station_name" "start_station_id"
##  [7] "end_station_name"   "end_station_id"     "start_lat"
## [10] "start_lng"          "end_lat"            "end_lng"
## [13] "member_casual"
```

```
(q4_2019 <- rename(q4_2019
                  ,ride_id = trip_id
                  ,rideable_type = bikeid
                  ,started_at = start_time
                  ,ended_at = end_time
                  ,start_station_name = from_station_name
                  ,start_station_id = from_station_id
                  ,end_station_name = to_station_name
                  ,end_station_id = to_station_id
                  ,member_casual = usertype))
```

We need to rename columns to make them consistent with q1_2020 (as this will be the supposed going-forward table design for Divvy)

```
## # A tibble: 704,054 x 12
##     ride_id started_at          ended_at            rideable_type tripduration
##       <dbl> <dttm>              <dttm>                      <dbl>        <dbl>
##  1 25223640 2019-10-01 00:01:39 2019-10-01 00:17:20          2215          940
##  2 25223641 2019-10-01 00:02:16 2019-10-01 00:06:34          6328          258
##  3 25223642 2019-10-01 00:04:32 2019-10-01 00:18:43          3003          850
##  4 25223643 2019-10-01 00:04:32 2019-10-01 00:43:43          3275         2350
##  5 25223644 2019-10-01 00:04:34 2019-10-01 00:35:42          5294         1867
##  6 25223645 2019-10-01 00:04:38 2019-10-01 00:10:51          1891          373
##  7 25223646 2019-10-01 00:04:52 2019-10-01 00:22:45          1061         1072
##  8 25223647 2019-10-01 00:04:57 2019-10-01 00:29:16          1274         1458
##  9 25223648 2019-10-01 00:05:20 2019-10-01 00:29:18          6011         1437
## 10 25223649 2019-10-01 00:05:20 2019-10-01 02:23:46          2957         8306
## # ... with 704,044 more rows, and 7 more variables: start_station_id <dbl>,
## #   start_station_name <chr>, end_station_id <dbl>, end_station_name <chr>,
## #   member_casual <chr>, gender <chr>, birthyear <dbl>
```

```
(q3_2019 <- rename(q3_2019
                  ,ride_id = trip_id
                  ,rideable_type = bikeid
                  ,started_at = start_time
                  ,ended_at = end_time
                  ,start_station_name = from_station_name
                  ,start_station_id = from_station_id
                  ,end_station_name = to_station_name
                  ,end_station_id = to_station_id
                  ,member_casual = usertype))
```

```
## # A tibble: 1,640,718 x 12
##     ride_id started_at          ended_at            rideable_type tripduration
##       <dbl> <dttm>              <dttm>                      <dbl>        <dbl>
##  1 23479388 2019-07-01 00:00:27 2019-07-01 00:20:41          3591         1214
##  2 23479389 2019-07-01 00:01:16 2019-07-01 00:18:44          5353         1048
##  3 23479390 2019-07-01 00:01:48 2019-07-01 00:27:42          6180         1554
##  4 23479391 2019-07-01 00:02:07 2019-07-01 00:27:10          5540         1503
##  5 23479392 2019-07-01 00:02:13 2019-07-01 00:22:26          6014         1213
##  6 23479393 2019-07-01 00:02:21 2019-07-01 00:07:31          4941          310
##  7 23479394 2019-07-01 00:02:24 2019-07-01 00:23:12          3770         1248
##  8 23479395 2019-07-01 00:02:26 2019-07-01 00:28:16          5442         1550
##  9 23479396 2019-07-01 00:02:34 2019-07-01 00:28:57          2957         1583
```

```
## 10 23479397 2019-07-01 00:02:45 2019-07-01 00:29:14          6091         1589
## # ... with 1,640,708 more rows, and 7 more variables: start_station_id <dbl>,
## #   start_station_name <chr>, end_station_id <dbl>, end_station_name <chr>,
## #   member_casual <chr>, gender <chr>, birthyear <dbl>
```

```
(q2_2019 <- rename(q2_2019
                  ,ride_id = "01 - Rental Details Rental ID"
                  ,rideable_type = "01 - Rental Details Bike ID"
                  ,started_at = "01 - Rental Details Local Start Time"
                  ,ended_at = "01 - Rental Details Local End Time"
                  ,start_station_name = "03 - Rental Start Station Name"
                  ,start_station_id = "03 - Rental Start Station ID"
                  ,end_station_name = "02 - Rental End Station Name"
                  ,end_station_id = "02 - Rental End Station ID"
                  ,member_casual = "User Type"))
```

```
## # A tibble: 1,108,163 x 12
##     ride_id started_at          ended_at            rideable_type
##       <dbl> <dttm>              <dttm>                      <dbl>
##  1 22178529 2019-04-01 00:02:22 2019-04-01 00:09:48          6251
##  2 22178530 2019-04-01 00:03:02 2019-04-01 00:20:30          6226
##  3 22178531 2019-04-01 00:11:07 2019-04-01 00:15:19          5649
##  4 22178532 2019-04-01 00:13:01 2019-04-01 00:18:58          4151
##  5 22178533 2019-04-01 00:19:26 2019-04-01 00:36:13          3270
##  6 22178534 2019-04-01 00:19:39 2019-04-01 00:23:56          3123
##  7 22178535 2019-04-01 00:26:33 2019-04-01 00:35:41          6418
##  8 22178536 2019-04-01 00:29:48 2019-04-01 00:36:11          4513
##  9 22178537 2019-04-01 00:32:07 2019-04-01 01:07:44          3280
## 10 22178538 2019-04-01 00:32:19 2019-04-01 01:07:39          5534
## # ... with 1,108,153 more rows, and 8 more variables:
## #   01 - Rental Details Duration In Seconds Uncapped <dbl>,
## #   start_station_id <dbl>, start_station_name <chr>, end_station_id <dbl>,
## #   end_station_name <chr>, member_casual <chr>, Member Gender <chr>,
## #   05 - Member Details Member Birthday Year <dbl>
```

```
str(q1_2020)
```

Inspect the dataframes and look for incongruencies

```
## spec_tbl_df [426,887 x 13] (S3: spec_tbl_df/tbl_df/tbl/data.frame)
##  $ ride_id           : chr [1:426887] "EACB19130B0CDA4A" "8FED874C809DC021" "789F3C21E472CA96" "C9A38
##  $ rideable_type     : chr [1:426887] "docked_bike" "docked_bike" "docked_bike" "docked_bike" ...
##  $ started_at        : POSIXct[1:426887], format: "2020-01-21 20:06:59" "2020-01-30 14:22:39" ...
##  $ ended_at          : POSIXct[1:426887], format: "2020-01-21 20:14:30" "2020-01-30 14:26:22" ...
##  $ start_station_name: chr [1:426887] "Western Ave & Leland Ave" "Clark St & Montrose Ave" "Broadway
##  $ start_station_id  : num [1:426887] 239 234 296 51 66 212 96 96 212 38 ...
##  $ end_station_name  : chr [1:426887] "Clark St & Leland Ave" "Southport Ave & Irving Park Rd" "Wilt
##  $ end_station_id    : num [1:426887] 326 318 117 24 212 96 212 212 96 100 ...
##  $ start_lat         : num [1:426887] 42 42 41.9 41.9 41.9 ...
##  $ start_lng         : num [1:426887] -87.7 -87.7 -87.6 -87.6 -87.6 ...
##  $ end_lat           : num [1:426887] 42 42 41.9 41.9 41.9 ...
##  $ end_lng           : num [1:426887] -87.7 -87.7 -87.7 -87.6 -87.6 ...
##  $ member_casual     : chr [1:426887] "member" "member" "member" "member" ...
##  - attr(*, "spec")=
```

```
##   .. cols(
##   ..   ride_id = col_character(),
##   ..   rideable_type = col_character(),
##   ..   started_at = col_datetime(format = ""),
##   ..   ended_at = col_datetime(format = ""),
##   ..   start_station_name = col_character(),
##   ..   start_station_id = col_double(),
##   ..   end_station_name = col_character(),
##   ..   end_station_id = col_double(),
##   ..   start_lat = col_double(),
##   ..   start_lng = col_double(),
##   ..   end_lat = col_double(),
##   ..   end_lng = col_double(),
##   ..   member_casual = col_character()
##   .. )
##  - attr(*, "problems")=<externalptr>
```

```
str(q4_2019)
```

```
## spec_tbl_df [704,054 x 12] (S3: spec_tbl_df/tbl_df/tbl/data.frame)
##  $ ride_id           : num [1:704054] 25223640 25223641 25223642 25223643 25223644 ...
##  $ started_at        : POSIXct[1:704054], format: "2019-10-01 00:01:39" "2019-10-01 00:02:16" ...
##  $ ended_at          : POSIXct[1:704054], format: "2019-10-01 00:17:20" "2019-10-01 00:06:34" ...
##  $ rideable_type     : num [1:704054] 2215 6328 3003 3275 5294 ...
##  $ tripduration      : num [1:704054] 940 258 850 2350 1867 ...
##  $ start_station_id  : num [1:704054] 20 19 84 313 210 156 84 156 156 336 ...
##  $ start_station_name: chr [1:704054] "Sheffield Ave & Kingsbury St" "Throop (Loomis) St & Taylor St
##  $ end_station_id    : num [1:704054] 309 241 199 290 382 226 142 463 463 336 ...
##  $ end_station_name  : chr [1:704054] "Leavitt St & Armitage Ave" "Morgan St & Polk St" "Wabash Ave &
##  $ member_casual     : chr [1:704054] "Subscriber" "Subscriber" "Subscriber" "Subscriber" ...
##  $ gender            : chr [1:704054] "Male" "Male" "Female" "Male" ...
##  $ birthyear         : num [1:704054] 1987 1998 1991 1990 1987 ...
##  - attr(*, "spec")=
##   .. cols(
##   ..   trip_id = col_double(),
##   ..   start_time = col_datetime(format = ""),
##   ..   end_time = col_datetime(format = ""),
##   ..   bikeid = col_double(),
##   ..   tripduration = col_number(),
##   ..   from_station_id = col_double(),
##   ..   from_station_name = col_character(),
##   ..   to_station_id = col_double(),
##   ..   to_station_name = col_character(),
##   ..   usertype = col_character(),
##   ..   gender = col_character(),
##   ..   birthyear = col_double()
##   .. )
##  - attr(*, "problems")=<externalptr>
```

```
str(q3_2019)
```

```
## spec_tbl_df [1,640,718 x 12] (S3: spec_tbl_df/tbl_df/tbl/data.frame)
##  $ ride_id           : num [1:1640718] 23479388 23479389 23479390 23479391 23479392 ...
##  $ started_at        : POSIXct[1:1640718], format: "2019-07-01 00:00:27" "2019-07-01 00:01:16" ...
##  $ ended_at          : POSIXct[1:1640718], format: "2019-07-01 00:20:41" "2019-07-01 00:18:44" ...
```

```
##  $ rideable_type     : num [1:1640718] 3591 5353 6180 5540 6014 ...
##  $ tripduration      : num [1:1640718] 1214 1048 1554 1503 1213 ...
##  $ start_station_id  : num [1:1640718] 117 381 313 313 168 300 168 313 43 43 ...
##  $ start_station_name: chr [1:1640718] "Wilton Ave & Belmont Ave" "Western Ave & Monroe St" "Lakeview
##  $ end_station_id    : num [1:1640718] 497 203 144 144 62 232 62 144 195 195 ...
##  $ end_station_name  : chr [1:1640718] "Kimball Ave & Belmont Ave" "Western Ave & 21st St" "Larrabee
##  $ member_casual     : chr [1:1640718] "Subscriber" "Customer" "Customer" "Customer" ...
##  $ gender            : chr [1:1640718] "Male" NA NA NA ...
##  $ birthyear         : num [1:1640718] 1992 NA NA NA NA ...
##  - attr(*, "spec")=
##   .. cols(
##   ..   trip_id = col_double(),
##   ..   start_time = col_datetime(format = ""),
##   ..   end_time = col_datetime(format = ""),
##   ..   bikeid = col_double(),
##   ..   tripduration = col_number(),
##   ..   from_station_id = col_double(),
##   ..   from_station_name = col_character(),
##   ..   to_station_id = col_double(),
##   ..   to_station_name = col_character(),
##   ..   usertype = col_character(),
##   ..   gender = col_character(),
##   ..   birthyear = col_double()
##   .. )
##  - attr(*, "problems")=<externalptr>
```

```
str(q2_2019)
```

```
## spec_tbl_df [1,108,163 x 12] (S3: spec_tbl_df/tbl_df/tbl/data.frame)
##  $ ride_id                                          : num [1:1108163] 22178529 22178530 22178531 22178
##  $ started_at                                       : POSIXct[1:1108163], format: "2019-04-01 00:02:22
##  $ ended_at                                         : POSIXct[1:1108163], format: "2019-04-01 00:09:48
##  $ rideable_type                                    : num [1:1108163] 6251 6226 5649 4151 3270 ...
##  $ 01 - Rental Details Duration In Seconds Uncapped: num [1:1108163] 446 1048 252 357 1007 ...
##  $ start_station_id                                 : num [1:1108163] 81 317 283 26 202 420 503 260 21
##  $ start_station_name                               : chr [1:1108163] "Daley Center Plaza" "Wood St &
##  $ end_station_id                                   : num [1:1108163] 56 59 174 133 129 426 500 499 21
##  $ end_station_name                                 : chr [1:1108163] "Desplaines St & Kinzie St" "Wal
##  $ member_casual                                    : chr [1:1108163] "Subscriber" "Subscriber" "Subsc
##  $ Member Gender                                    : chr [1:1108163] "Male" "Female" "Male" "Male" .
##  $ 05 - Member Details Member Birthday Year         : num [1:1108163] 1975 1984 1990 1993 1992 ...
##  - attr(*, "spec")=
##   .. cols(
##   ..   `01 - Rental Details Rental ID` = col_double(),
##   ..   `01 - Rental Details Local Start Time` = col_datetime(format = ""),
##   ..   `01 - Rental Details Local End Time` = col_datetime(format = ""),
##   ..   `01 - Rental Details Bike ID` = col_double(),
##   ..   `01 - Rental Details Duration In Seconds Uncapped` = col_number(),
##   ..   `03 - Rental Start Station ID` = col_double(),
##   ..   `03 - Rental Start Station Name` = col_character(),
##   ..   `02 - Rental End Station ID` = col_double(),
##   ..   `02 - Rental End Station Name` = col_character(),
##   ..   `User Type` = col_character(),
##   ..   `Member Gender` = col_character(),
##   ..   `05 - Member Details Member Birthday Year` = col_double()
```

```
##   .. )
##  - attr(*, "problems")=<externalptr>
```

```
q4_2019 <-  mutate(q4_2019, ride_id = as.character(ride_id)
                   ,rideable_type = as.character(rideable_type))
q3_2019 <-  mutate(q3_2019, ride_id = as.character(ride_id)
                   ,rideable_type = as.character(rideable_type))
q2_2019 <-  mutate(q2_2019, ride_id = as.character(ride_id)
                   ,rideable_type = as.character(rideable_type))
```

Convert ride_id and rideable_type to character so that they can stack correctly

```
all_trips <- bind_rows(q2_2019, q3_2019, q4_2019, q1_2020)
```

Stack individual quarter's data frames into one big data frame

```
all_trips <- all_trips %>%
  select(-c(start_lat, start_lng, end_lat, end_lng, birthyear, gender, "01 - Rental Details Duration In
```

Remove lat, long, birthyear, and gender fields as this data was dropped beginning in 2020

STEP 3: CLEAN UP AND ADD DATA TO PREPARE FOR ANALYSIS

```
colnames(all_trips)  #List of column names
```

Inspect the new table that has been created

```
## [1] "ride_id"            "started_at"         "ended_at"
## [4] "rideable_type"      "start_station_id"   "start_station_name"
## [7] "end_station_id"     "end_station_name"   "member_casual"
```

```
nrow(all_trips)  #How many rows are in data frame?
```

```
## [1] 3879822
```

```
dim(all_trips)  #Dimensions of the data frame?
```

```
## [1] 3879822       9
```

```
head(all_trips)  #See the first 6 rows of data frame.  Also tail(qs_raw)
```

```
## # A tibble: 6 x 9
##   ride_id  started_at          ended_at            rideable_type start_station_id
##   <chr>    <dttm>              <dttm>              <chr>                      <dbl>
## 1 22178529 2019-04-01 00:02:22 2019-04-01 00:09:48 6251                          81
## 2 22178530 2019-04-01 00:03:02 2019-04-01 00:20:30 6226                         317
## 3 22178531 2019-04-01 00:11:07 2019-04-01 00:15:19 5649                         283
## 4 22178532 2019-04-01 00:13:01 2019-04-01 00:18:58 4151                          26
## 5 22178533 2019-04-01 00:19:26 2019-04-01 00:36:13 3270                         202
## 6 22178534 2019-04-01 00:19:39 2019-04-01 00:23:56 3123                         420
## # ... with 4 more variables: start_station_name <chr>, end_station_id <dbl>,
## #   end_station_name <chr>, member_casual <chr>
```

```
str(all_trips)  #See list of columns and data types (numeric, character, etc)
```

```
## tibble [3,879,822 x 9] (S3: tbl_df/tbl/data.frame)
##  $ ride_id           : chr [1:3879822] "22178529" "22178530" "22178531" "22178532" ...
##  $ started_at        : POSIXct[1:3879822], format: "2019-04-01 00:02:22" "2019-04-01 00:03:02" ...
##  $ ended_at          : POSIXct[1:3879822], format: "2019-04-01 00:09:48" "2019-04-01 00:20:30" ...
##  $ rideable_type     : chr [1:3879822] "6251" "6226" "5649" "4151" ...
##  $ start_station_id  : num [1:3879822] 81 317 283 26 202 420 503 260 211 211 ...
##  $ start_station_name: chr [1:3879822] "Daley Center Plaza" "Wood St & Taylor St" "LaSalle St & Jacks
##  $ end_station_id    : num [1:3879822] 56 59 174 133 129 426 500 499 211 211 ...
##  $ end_station_name  : chr [1:3879822] "Desplaines St & Kinzie St" "Wabash Ave & Roosevelt Rd" "Canal
##  $ member_casual     : chr [1:3879822] "Subscriber" "Subscriber" "Subscriber" "Subscriber" ...
```

```
summary(all_trips)  #Statistical summary of data. Mainly for numeric
```

```
##    ride_id            started_at                     ended_at
##  Length:3879822     Min.   :2019-04-01 00:02:22   Min.   :2019-04-01 00:09:48
##  Class :character   1st Qu.:2019-06-23 07:49:09   1st Qu.:2019-06-23 08:20:27
##  Mode  :character   Median :2019-08-14 17:43:38   Median :2019-08-14 18:02:04
##                     Mean   :2019-08-26 00:49:59   Mean   :2019-08-26 01:14:37
##                     3rd Qu.:2019-10-12 12:10:21   3rd Qu.:2019-10-12 12:36:16
##                     Max.   :2020-03-31 23:51:34   Max.   :2020-05-19 20:10:34
##
##  rideable_type      start_station_id start_station_name end_station_id
##  Length:3879822     Min.   :  1.0    Length:3879822     Min.   :  1.0
##  Class :character   1st Qu.: 77.0    Class :character   1st Qu.: 77.0
##  Mode  :character   Median :174.0    Mode  :character   Median :174.0
##                     Mean   :202.9                       Mean   :203.8
##                     3rd Qu.:291.0                       3rd Qu.:291.0
##                     Max.   :675.0                       Max.   :675.0
##                                                         NA's   :1
##  end_station_name   member_casual
##  Length:3879822     Length:3879822
##  Class :character   Class :character
##  Mode  :character   Mode  :character
##
##
##
##
```

There are a few problems we will need to fix:

- (1) In the "member_casual" column, there are two names for members ("member" and "Subscriber") and two names for casual riders ("Customer" and "casual"). We will need to consolidate that from four to two labels.
- (2) The data can only be aggregated at the ride-level, which is too granular. We will want to add some additional columns of data – such as day, month, year – that provide additional opportunities to aggregate the data.
- (3) We will want to add a calculated field for length of ride since the 2020Q1 data did not have the "tripduration" column. We will add "ride_length" to the entire dataframe for consistency.
- (4) There are some rides where tripduration shows up as negative, including several hundred rides where Divvy took bikes out of circulation for Quality Control reasons. We will want to delete these rides.

In the "member_casual" column, replace "Subscriber" with "member" and "Customer" with "casual" Before 2020, Divvy used different labels for these two types of riders ... we will want to make our dataframe consistent with their current nomenclature N.B.: "Level" is a special property of a column that is retained even if a subset does not contain any values from a specific level Begin by seeing how many observations fall under each usertype

```
table(all_trips$member_casual)
```

```
##
##     casual   Customer     member Subscriber
##      48480     857474     378407    2595461
```

```
all_trips <-  all_trips %>%
  mutate(member_casual = recode(member_casual
                                ,"Subscriber" = "member"
                                ,"Customer" = "casual"))
```

Reassign to the desired values (we will go with the current 2020 labels)

```
table(all_trips$member_casual)
```

Check to make sure the proper number of observations were reassigned

```
##
##  casual  member
##  905954 2973868
```

```
all_trips$date <- as.Date(all_trips$started_at) #The default format is yyyy-mm-dd
all_trips$month <- format(as.Date(all_trips$date), "%m")
all_trips$day <- format(as.Date(all_trips$date), "%d")
all_trips$year <- format(as.Date(all_trips$date), "%Y")
all_trips$day_of_week <- format(as.Date(all_trips$date), "%A")
```

Add columns that list the date, month, day, and year of each ride.This will allow us to aggregate ride data for each month, day, or year ... before completing these operations we could only aggregate at the ride level.

Add a "ride_length" calculation to all_trips (in seconds) https://stat.ethz.ch/R-manual/R-devel/library/base/html/difftime.html

```
all_trips$ride_length <- difftime(all_trips$ended_at,all_trips$started_at)
```

```
str(all_trips)
```

Inspect the structure of the columns

```
## tibble [3,879,822 x 15] (S3: tbl_df/tbl/data.frame)
##  $ ride_id           : chr [1:3879822] "22178529" "22178530" "22178531" "22178532" ...
##  $ started_at        : POSIXct[1:3879822], format: "2019-04-01 00:02:22" "2019-04-01 00:03:02" ...
##  $ ended_at          : POSIXct[1:3879822], format: "2019-04-01 00:09:48" "2019-04-01 00:20:30" ...
##  $ rideable_type     : chr [1:3879822] "6251" "6226" "5649" "4151" ...
##  $ start_station_id  : num [1:3879822] 81 317 283 26 202 420 503 260 211 211 ...
```

```
##  $ start_station_name: chr [1:3879822] "Daley Center Plaza" "Wood St & Taylor St" "LaSalle St & Jacks
##  $ end_station_id    : num [1:3879822] 56 59 174 133 129 426 500 499 211 211 ...
##  $ end_station_name  : chr [1:3879822] "Desplaines St & Kinzie St" "Wabash Ave & Roosevelt Rd" "Canal
##  $ member_casual     : chr [1:3879822] "member" "member" "member" "member" ...
##  $ date              : Date[1:3879822], format: "2019-04-01" "2019-04-01" ...
##  $ month             : chr [1:3879822] "04" "04" "04" "04" ...
##  $ day               : chr [1:3879822] "01" "01" "01" "01" ...
##  $ year              : chr [1:3879822] "2019" "2019" "2019" "2019" ...
##  $ day_of_week       : chr [1:3879822] "Monday" "Monday" "Monday" "Monday" ...
##  $ ride_length       : 'difftime' num [1:3879822] 446 1048 252 357 ...
##   ..- attr(*, "units")= chr "secs"
```

```
is.factor(all_trips$ride_length)
```

Convert "ride_length" from Factor to numeric so we can run calculations on the data

```
## [1] FALSE
```

```
all_trips$ride_length <- as.numeric(as.character(all_trips$ride_length))
is.numeric(all_trips$ride_length)
```

```
## [1] TRUE
```

Remove "bad" data The dataframe includes a few hundred entries when bikes were taken out of docks and checked for quality by Divvy or ride_length was negative. We will create a new version of the dataframe (v2) since data is being removed

```
all_trips_v2 <- all_trips[!(all_trips$start_station_name == "HQ QR" | all_trips$ride_length<0),]
```

STEP 4: CONDUCT DESCRIPTIVE ANALYSIS

```
mean(all_trips_v2$ride_length) #straight average (total ride length / rides)
```

Descriptive analysis on ride_length (all figures in seconds)

```
## [1] 1479.139
```

```
median(all_trips_v2$ride_length) #midpoint number in the ascending array of ride lengths
```

```
## [1] 712
```

```
max(all_trips_v2$ride_length) #longest ride
```

```
## [1] 9387024
```

```
min(all_trips_v2$ride_length) #shortest ride
```

```
## [1] 1
```

```
summary(all_trips_v2$ride_length)
```

I use summary() on the specific attribute to condense the four lines above to one line

```
##    Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##       1     412     712    1479    1289 9387024
```

```
aggregate(all_trips_v2$ride_length ~ all_trips_v2$member_casual, FUN = mean)
```

Compare members and casual users

```
##   all_trips_v2$member_casual all_trips_v2$ride_length
## 1                     casual                3552.7502
## 2                     member                 850.0662
```

```
aggregate(all_trips_v2$ride_length ~ all_trips_v2$member_casual, FUN = median)
```

```
##   all_trips_v2$member_casual all_trips_v2$ride_length
## 1                     casual                      1546
## 2                     member                       589
```

```
aggregate(all_trips_v2$ride_length ~ all_trips_v2$member_casual, FUN = max)
```

```
##   all_trips_v2$member_casual all_trips_v2$ride_length
## 1                     casual                   9387024
## 2                     member                   9056634
```

```
aggregate(all_trips_v2$ride_length ~ all_trips_v2$member_casual, FUN = min)
```

```
##   all_trips_v2$member_casual all_trips_v2$ride_length
## 1                     casual                         2
## 2                     member                         1
```

```
aggregate(all_trips_v2$ride_length ~ all_trips_v2$member_casual + all_trips_v2$day_of_week, FUN = mean)
```

See the average ride time by each day for members vs casual users

```
##    all_trips_v2$member_casual all_trips_v2$day_of_week all_trips_v2$ride_length
## 1                      casual                   Friday                3773.8351
## 2                      member                   Friday                 824.5305
## 3                      casual                   Monday                3372.2869
## 4                      member                   Monday                 842.5726
## 5                      casual                 Saturday                3331.9138
## 6                      member                 Saturday                 968.9337
## 7                      casual                   Sunday                3581.4054
## 8                      member                   Sunday                 919.9746
## 9                      casual                 Thursday                3682.9847
## 10                     member                 Thursday                 823.9278
## 11                     casual                  Tuesday                3596.3599
## 12                     member                  Tuesday                 826.1427
## 13                     casual                Wednesday                3718.6619
## 14                     member                Wednesday                 823.9996
```

```
all_trips_v2$day_of_week <- ordered(all_trips_v2$day_of_week, levels=c("Sunday", "Monday", "Tuesday", "
```

Notice that the days of the week are out of order. Let's fix that.

```
aggregate(all_trips_v2$ride_length ~ all_trips_v2$member_casual + all_trips_v2$day_of_week, FUN = mean)
```

Now, let's run the average ride time by each day for members vs casual users

```
##    all_trips_v2$member_casual all_trips_v2$day_of_week all_trips_v2$ride_length
## 1                      casual                   Sunday                3581.4054
## 2                      member                   Sunday                 919.9746
## 3                      casual                   Monday                3372.2869
## 4                      member                   Monday                 842.5726
## 5                      casual                  Tuesday                3596.3599
## 6                      member                  Tuesday                 826.1427
## 7                      casual                Wednesday                3718.6619
## 8                      member                Wednesday                 823.9996
## 9                      casual                 Thursday                3682.9847
## 10                     member                 Thursday                 823.9278
## 11                     casual                   Friday                3773.8351
## 12                     member                   Friday                 824.5305
## 13                     casual                 Saturday                3331.9138
## 14                     member                 Saturday                 968.9337
```

```
all_trips_v2 %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%  #creates weekday field using wday()
  group_by(member_casual, weekday) %>%  #groups by usertype and weekday
  summarise(number_of_rides = n()                              #calculates the number of rides and average
            ,average_duration = mean(ride_length)) %>%      # calculates the average duration
  arrange(member_casual, weekday)                                  # sorts
```

Analyze ridership data by type and weekday

```
## `summarise()` has grouped output by 'member_casual'. You can override using the `.groups` argument.
```

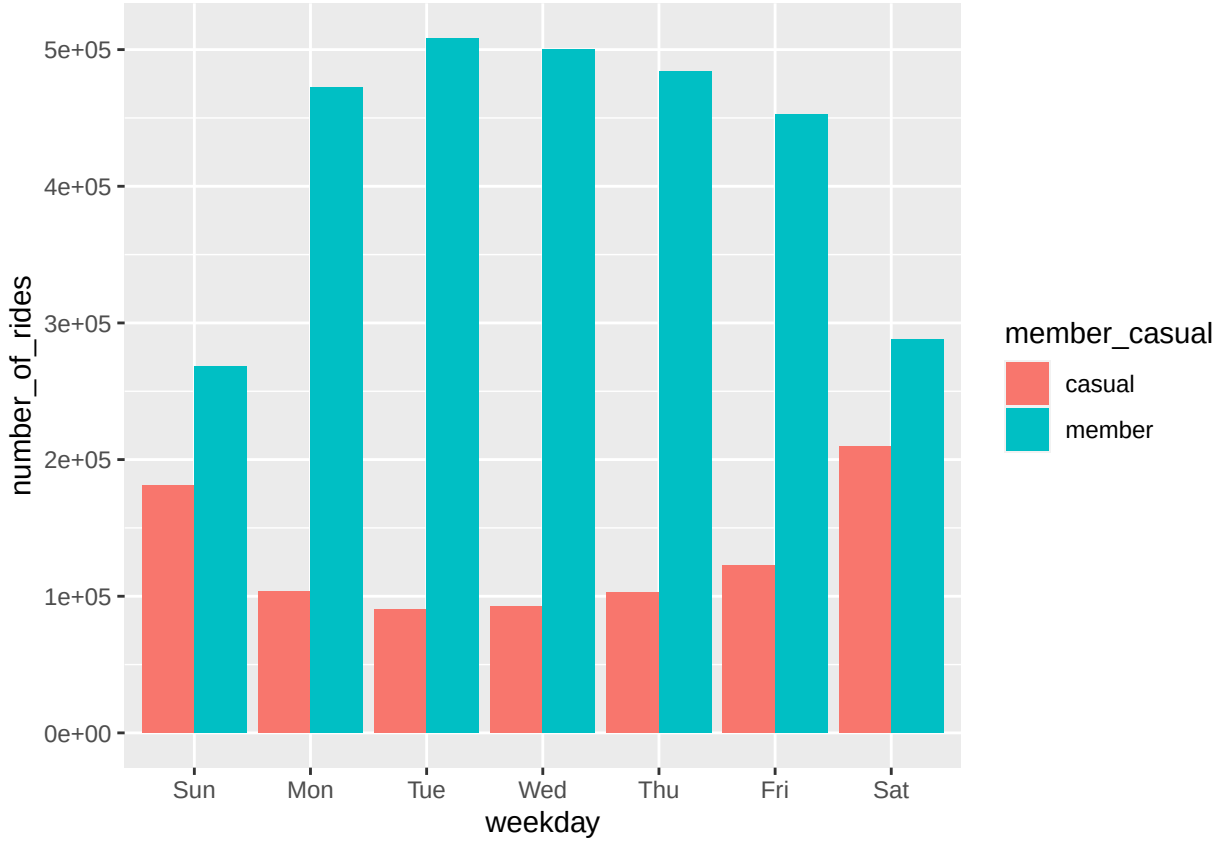
```
## # A tibble: 14 x 4
## # Groups:   member_casual [2]
##    member_casual weekday number_of_rides average_duration
##    <chr>         <ord>             <int>            <dbl>
##  1 casual        Sun              181293            3581.
##  2 casual        Mon              103296            3372.
##  3 casual        Tue               90510            3596.
##  4 casual        Wed               92457            3719.
##  5 casual        Thu              102679            3683.
##  6 casual        Fri              122404            3774.
##  7 casual        Sat              209543            3332.
##  8 member        Sun              267965             920.
##  9 member        Mon              472196             843.
## 10 member        Tue              508445             826.
## 11 member        Wed              500329             824.
## 12 member        Thu              484177             824.
## 13 member        Fri              452790             825.
## 14 member        Sat              287958             969.
```

```
all_trips_v2 %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n()
            ,average_duration = mean(ride_length)) %>%
  arrange(member_casual, weekday)  %>%
  ggplot(aes(x = weekday, y = number_of_rides, fill = member_casual)) +
```

```
  geom_col(position = "dodge")
```

Let's visualize the number of rides by rider type

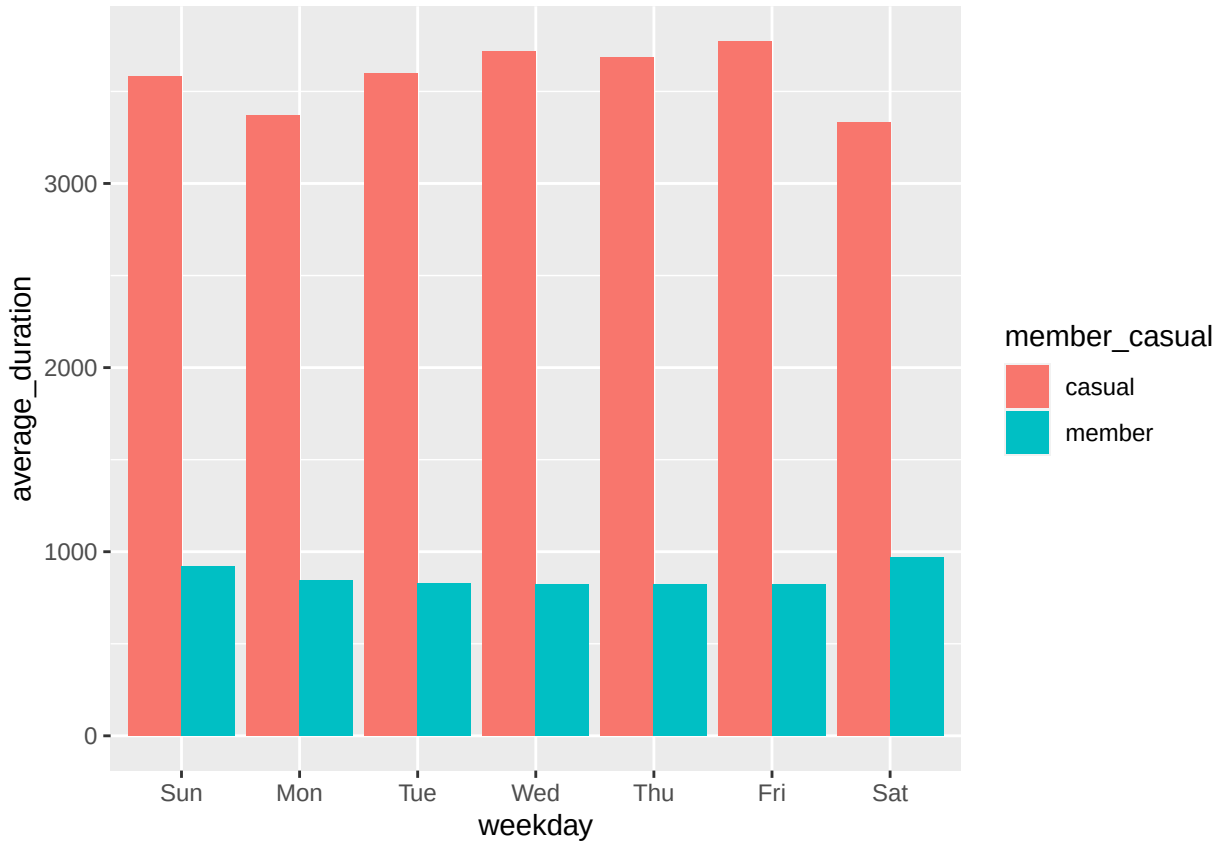
```
## `summarise()` has grouped output by 'member_casual'. You can override using the `.groups` argument.
```



Let's create a visualization for average duration

```
all_trips_v2 %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n()
            ,average_duration = mean(ride_length)) %>%
  arrange(member_casual, weekday)  %>%
  ggplot(aes(x = weekday, y = average_duration, fill = member_casual)) +
  geom_col(position = "dodge")
```

```
## `summarise()` has grouped output by 'member_casual'. You can override using the `.groups` argument.
```



STEP 5: EXPORT SUMMARY FILE FOR FURTHER ANALYSIS

Create a htlm & pdf file to share my findings.