



Gender and Bike Share For All Trip Program

By Idan Wisman



Dataset Overview

Ford GoBike System Data: This data set includes information about individual rides made in a bike-sharing system covering the greater San Francisco Bay area.

Investigation Overview

The goal of the presentation is to highlight two main aspects to help us make wise business decisions.

The two aspects are:

- 1) There are more than 3 times more males using the platform.
- 2) There is a very small portion of users taking part in the Bike Share For All Trip program.

Investigation Overview

I want to show two points that might help us in making decisions about these two aspects:

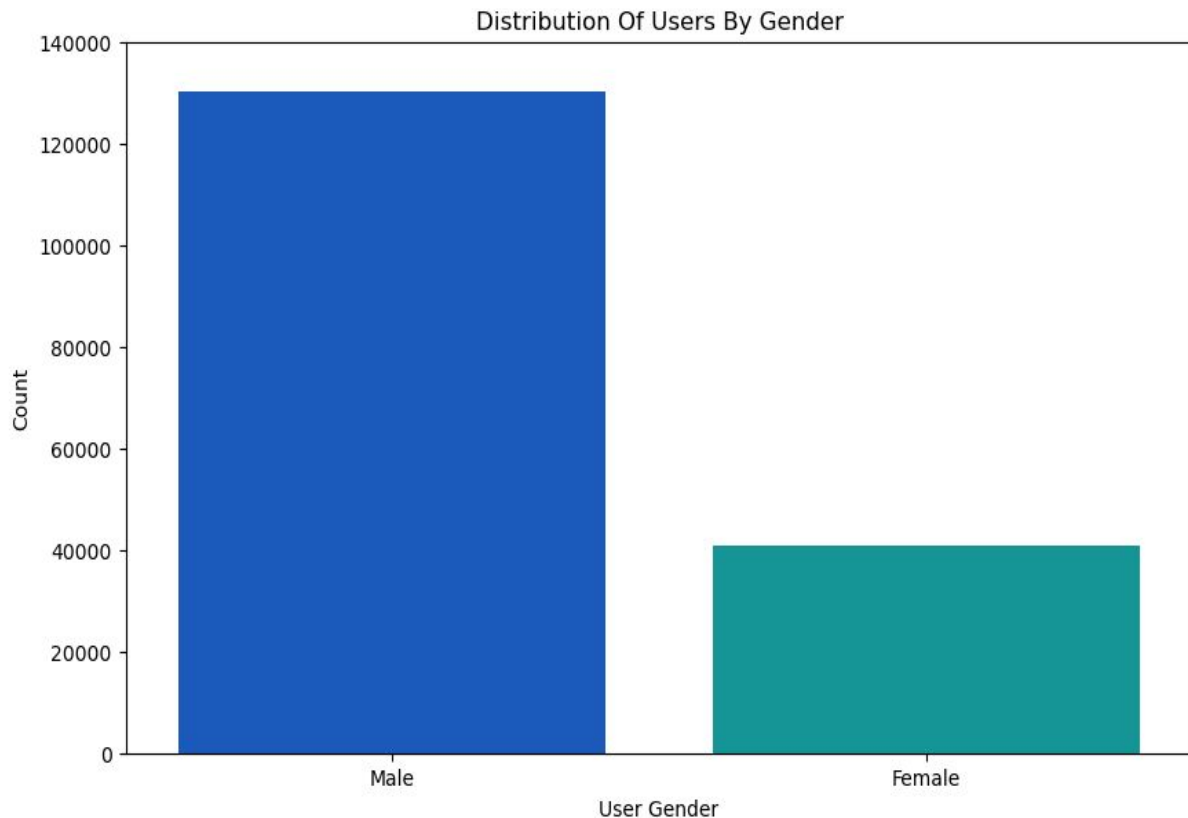
- 1) Females have a longer duration time on average than males.
- 2) Subscribers that are using the Bike Share For All program have longer duration times.

Gender Distribution

This graph shows the distribution by gender that is using the platform.

As we can see, there are about 3 times more males than females using our services.

This highlights the importance of better marketing to the female gender.

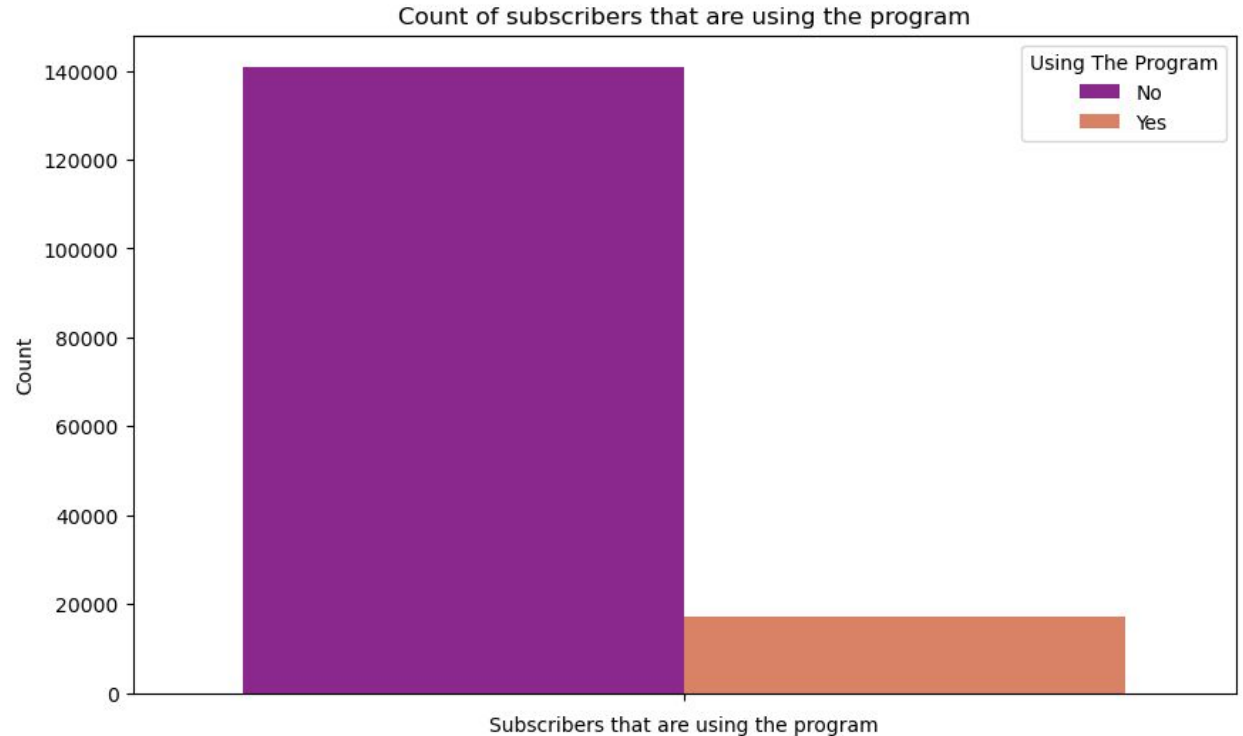


Subscribers Using the Program

In this graph we are looking at the amount of subscribers that joined the company's program Bike Share For All Trip.

Only a very small percent of subscribers decided to sign up for the program (approximately 12.5%).

I think that we should either invest in marketing the program or try to find a different program to get more engagement.

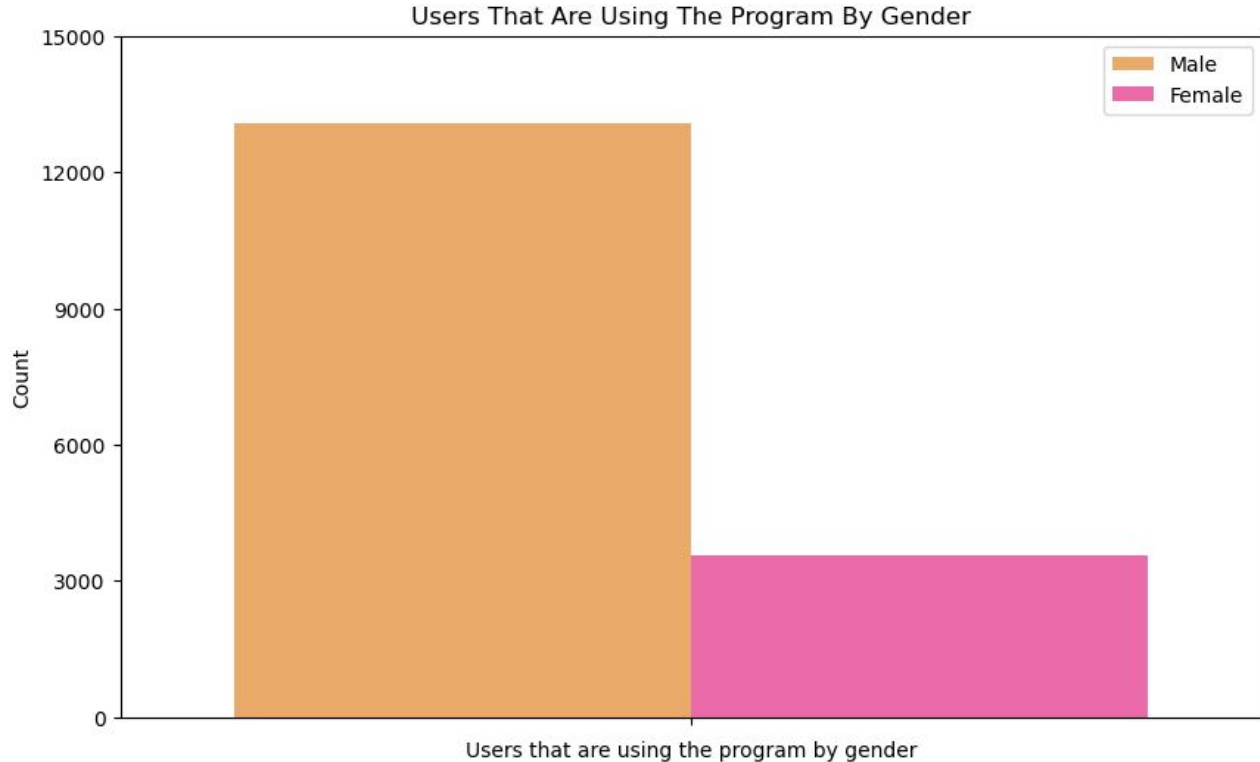


Gender Distribution Using the Program

I wanted to see if there is any difference between the gender distribution of users that joined the program.

The proportions stay pretty much the same where there is only 1/3 of females that joined the program.

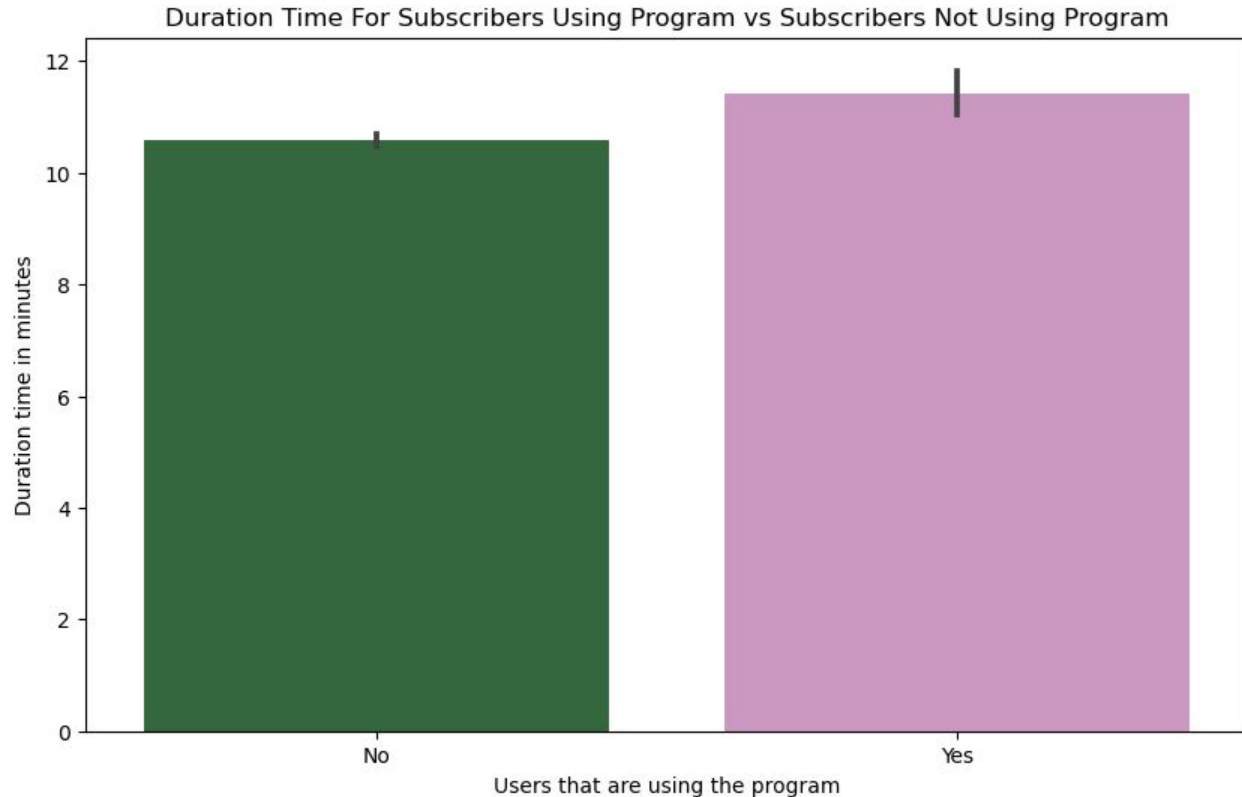
I think it is important to focus on getting a more equal distribution between the genders.



Duration Time for Program Users

In this graph we see the duration time for subscribers that joined the program vs subscribers that are not using the program.

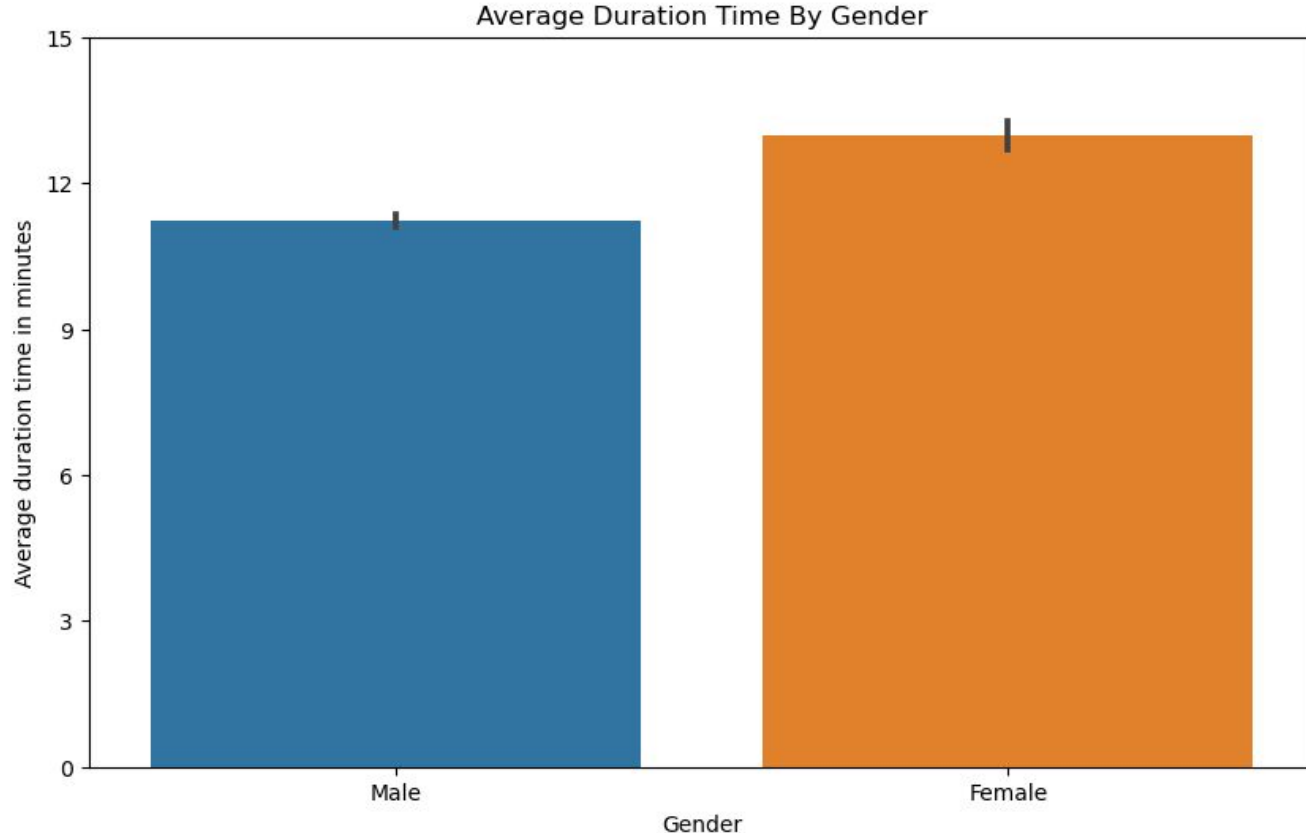
On average, subscribers that joined the program are riding a little longer and we might want to use this information for decision making or for something to highlight as a marketing note.



Duration Time By Gender

In this graph we are looking at the duration time by gender.

We can see that females have longer duration times than males, which highlights again the importance of better exposing the platform to females.



Final Conclusion

Because the data shows that females are not as engaged with the program, the company may want to minimize the gap through marketing more specifically to a female audience.

It appears that the program is unpopular and could either benefit from additional marketing, or the company may consider coming up with an alternative program that is more attractive to potential subscribers.