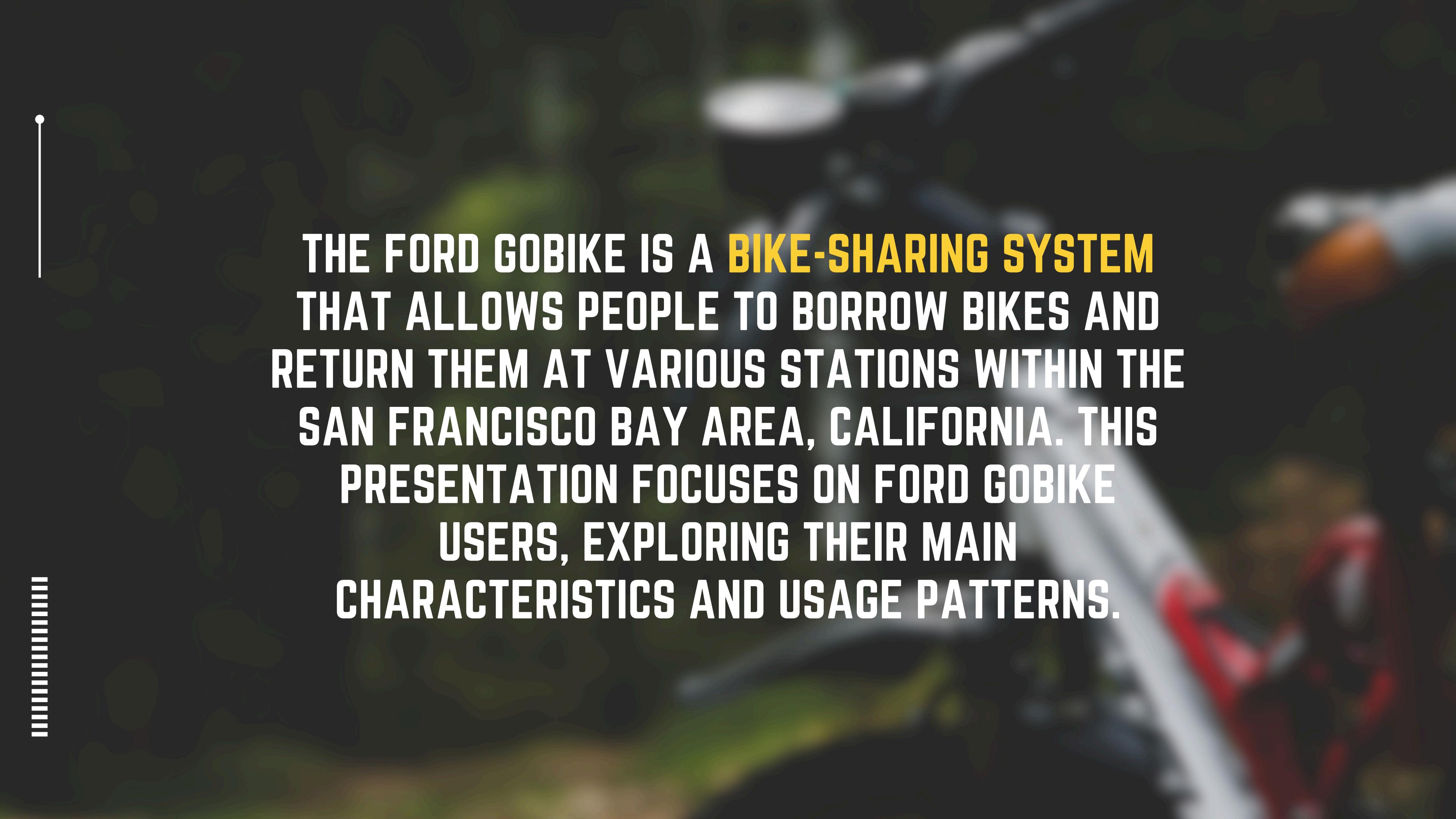




# GOBIKE ANALYSIS

BY ISADORA LACERDA



THE FORD GOBIKE IS A **BIKE-SHARING SYSTEM** THAT ALLOWS PEOPLE TO BORROW BIKES AND RETURN THEM AT VARIOUS STATIONS WITHIN THE SAN FRANCISCO BAY AREA, CALIFORNIA. THIS PRESENTATION FOCUSES ON FORD GOBIKE USERS, EXPLORING THEIR MAIN CHARACTERISTICS AND USAGE PATTERNS.



# DATASET OVERVIEW

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The dataset provides detailed information about bike trips within the Ford GoBike system, capturing various aspects of each trip. Key features include the duration and timing of trips, such as the duration in seconds, start time, and end time. It also includes comprehensive station information, including the ID, name, latitude, and longitude of both start and end stations.

Additionally, the dataset records bike and user information, including the ID of the bike used, the type of user (whether a subscriber or a customer), the user's birth year and gender, and whether the bike share program is used for all trips by the user.





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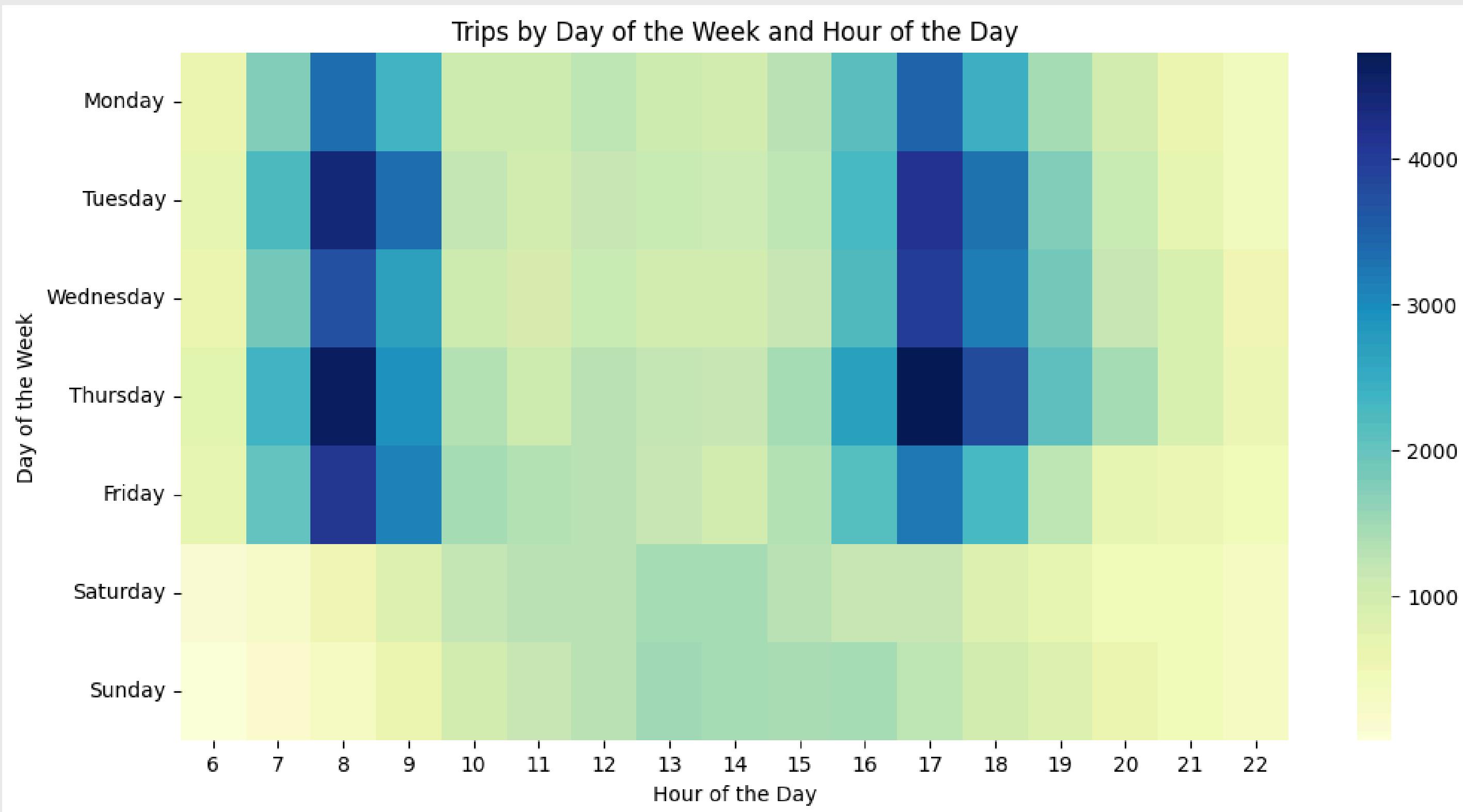
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**CORRELATION OF AGE, GENDER, AND USER TYPE WITH DISTANCE TRAVELED.**

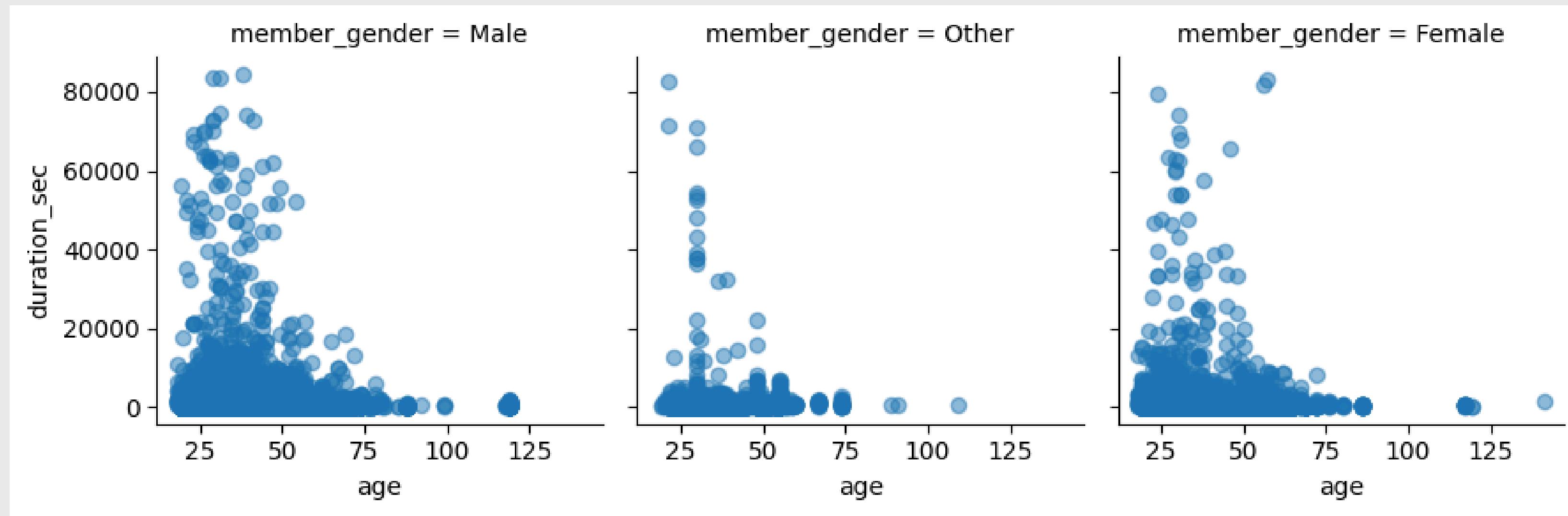
# PEAK GOBIKE USAGE TIMES

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Examining the blue/darker regions of the heatmap confirms that the peak usage of GoBike occurs during 7-9 AM and 4-6 PM during working days, suggesting users traveling to and from work.



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# AGE AND GENDER VS. TRIP DURATION

The chart shows that while both male and female users predominantly opt for short rides, there are more males than females aged between 20 to 40 who tend to use the GoBike system for longer durations.



# CORRELATION OF AGE, GENDER, AND USER TYPE WITH DISTANCE TRAVELED.

In this visualization, I explore how age, gender, and user type correlate with distance traveled. While the majority of users are subscribers, non-subscribers (customers) tend to cover longer distances, likely indicating sporadic usage patterns.

