

Ford GoBike



JULIA YI

2

BILLION

TRIPS FROM JUNE 2017  
TO JULY 2018

# DATA OVERVIEW

Bike id

Start location

End location

Start time

End time

Duration  
[sec]



**Bike share for all trip**

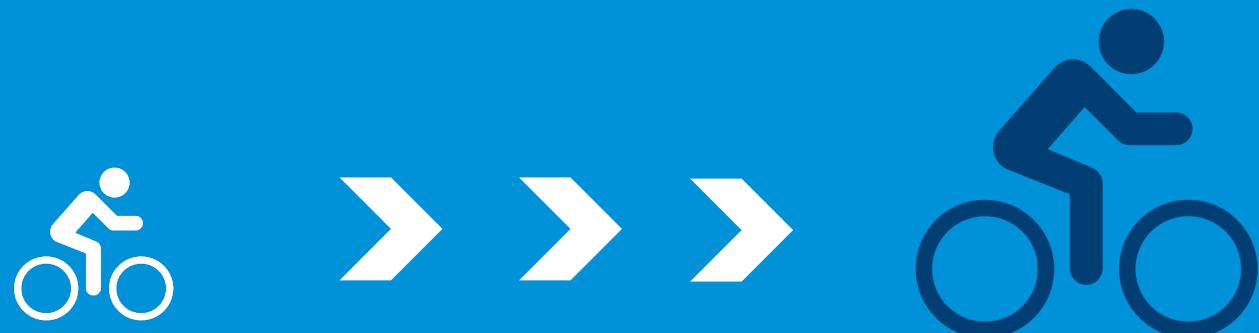
**User type**



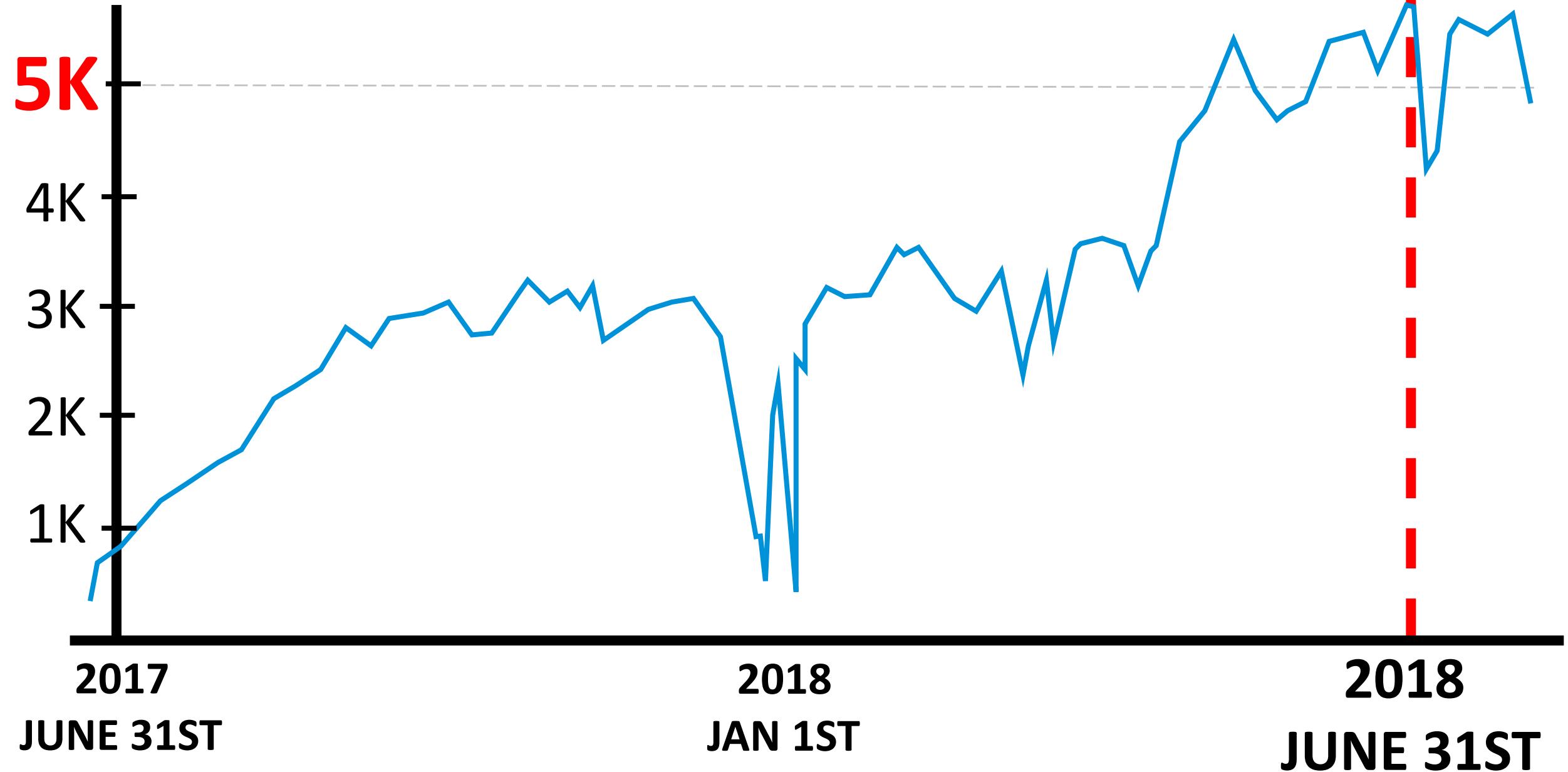
**Member gender**

**Member birth year**

# HOW FAST FORD GOBIKE IS GROWING?



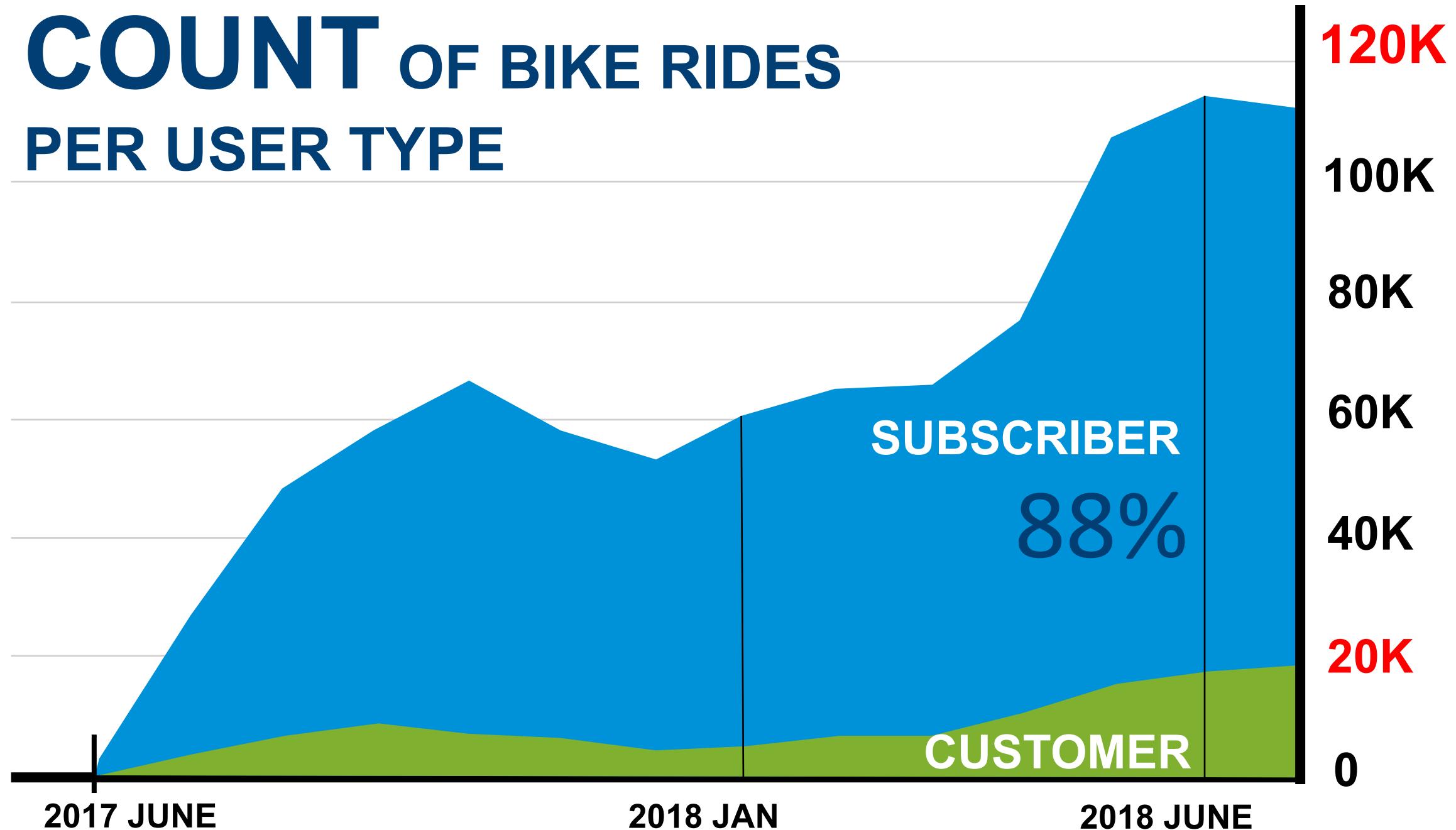
# DAILY BIKE RIDES



# HOW DOES SUBCRIPTERS AND CUSTOMERS BEHAVE DIFFERNTLY?

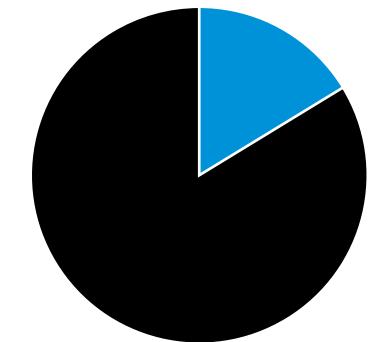


# COUNT OF BIKE RIDES PER USER TYPE

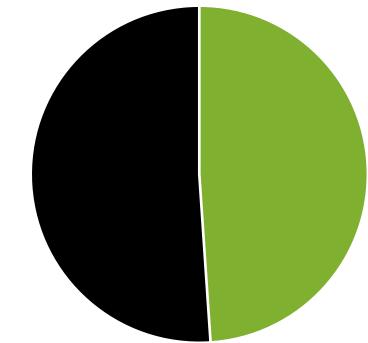


# AVERAGE TRIP DURATION

1 HOUR

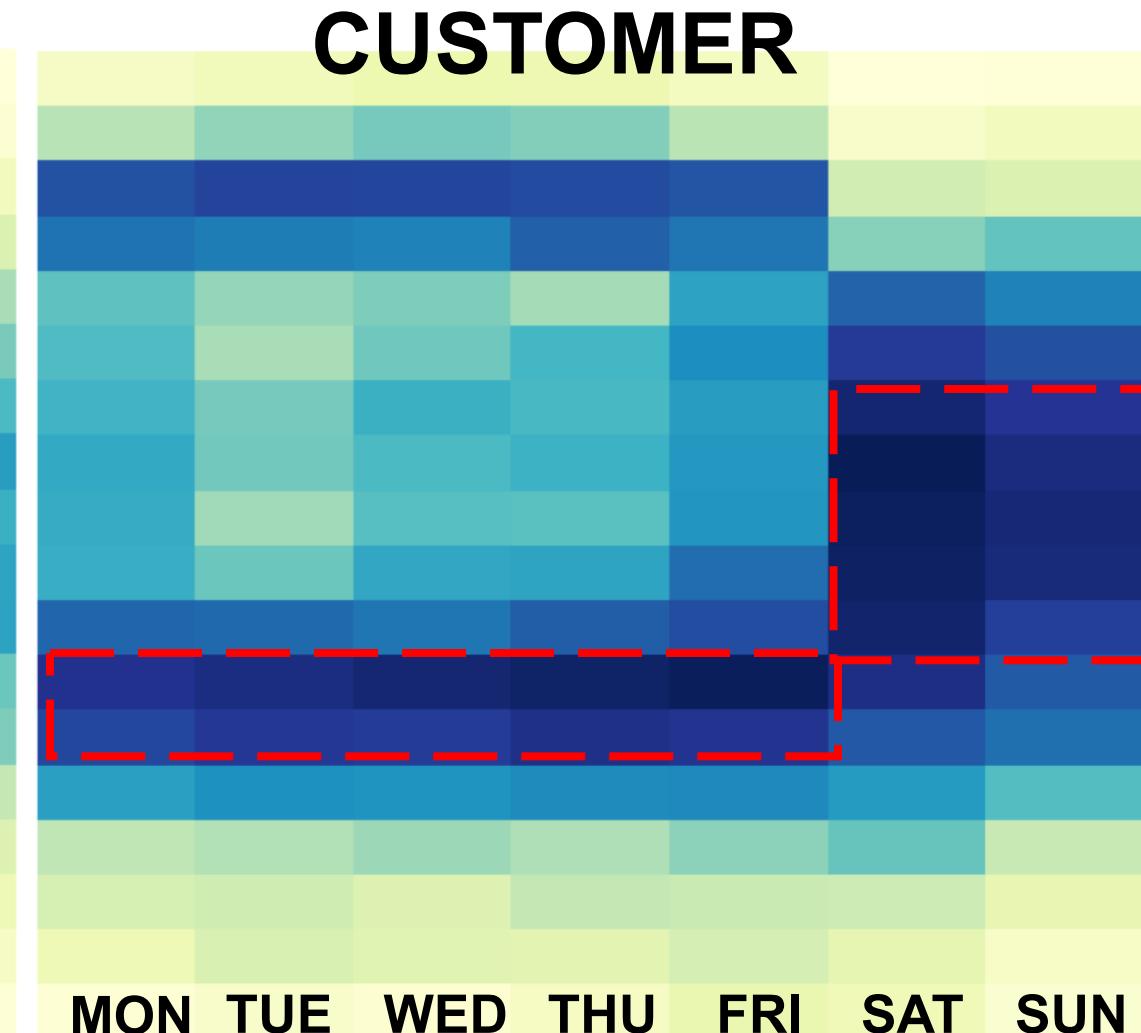
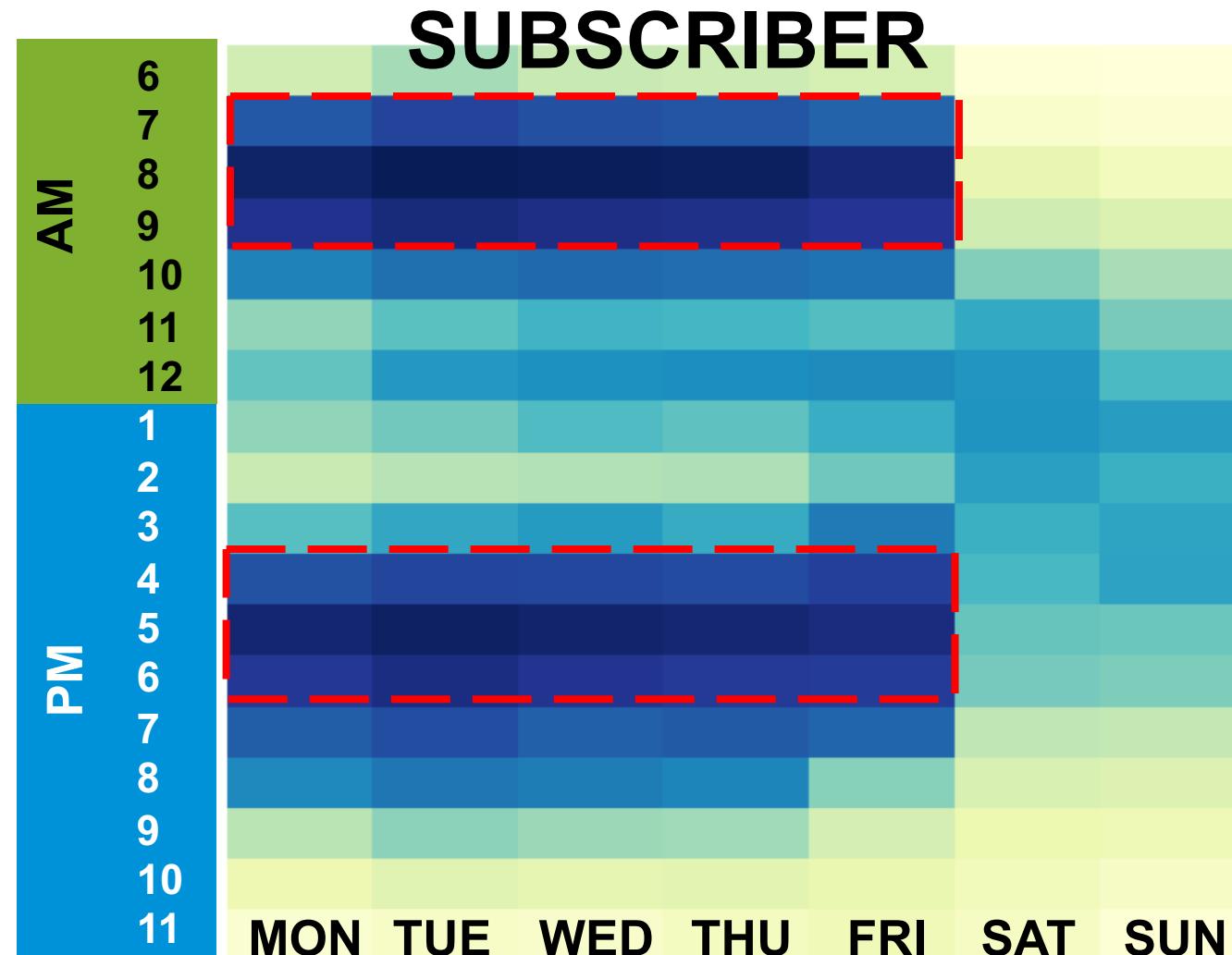


SUBSCRIBER  
12 MINUTES



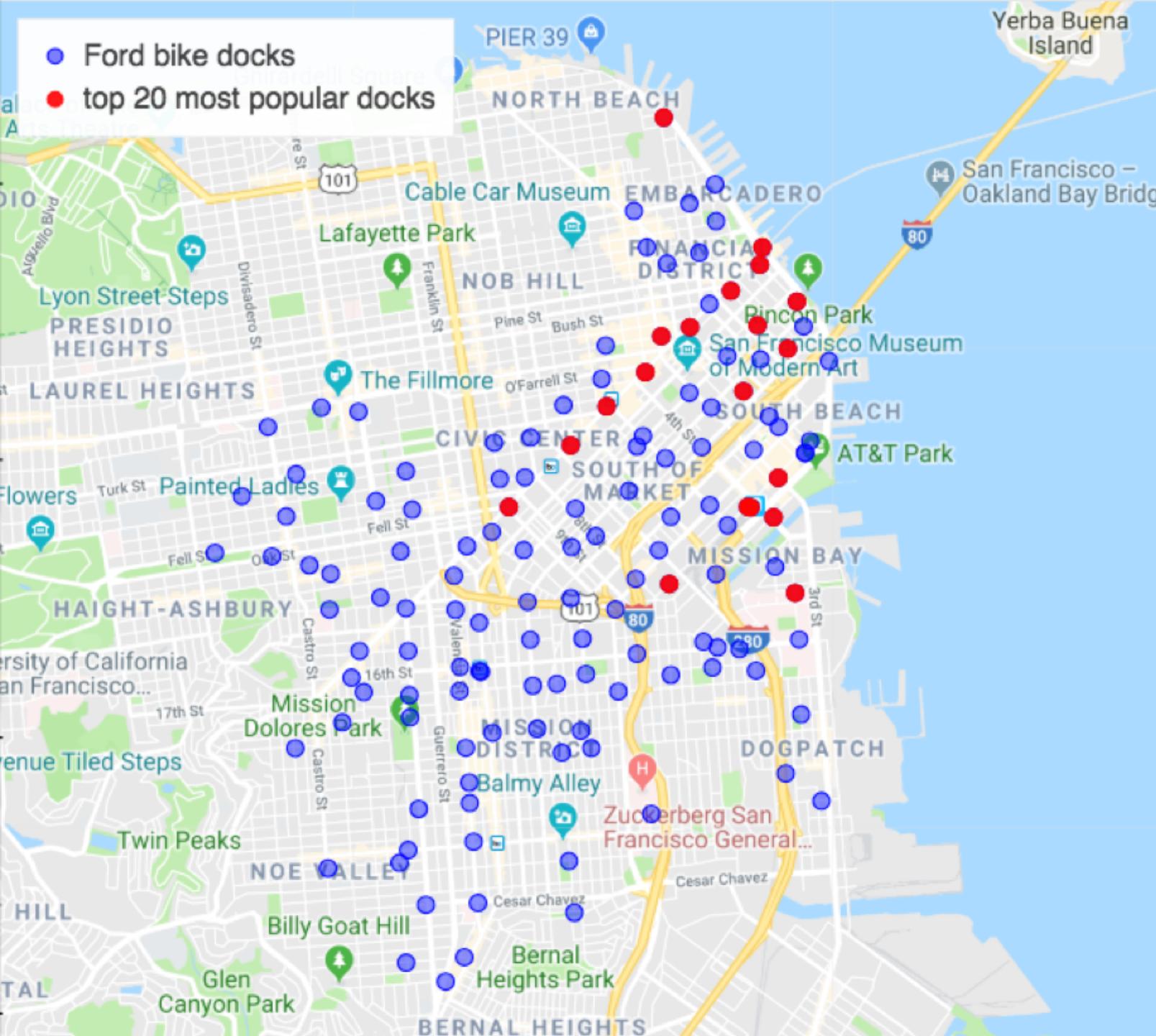
CUSTOMER  
29 MINUTES

## MOST FREQUENTLY USED TIMING PER USER TYPE



# WHERE PEOPLE TAKE FORD BIKE MORE FREQUENTLY?



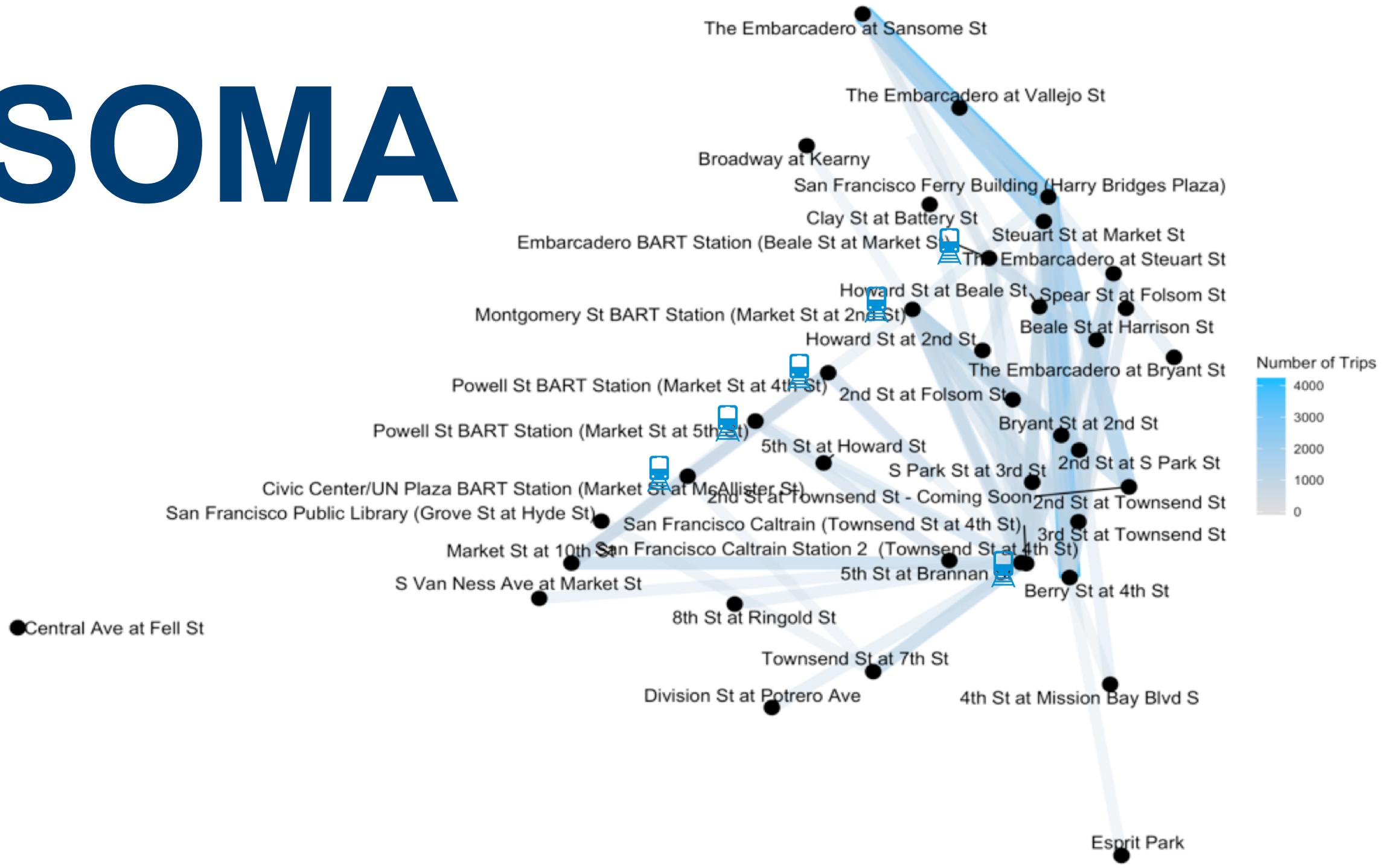


# SOMA

# TOP 100 MOST FREQUENTLY USED PATHS



# SOMA



# WHICH AGE GROUP FAVORS E-BIKE MORE?



# PERCENTAGE OF E-BIKE RIDES OF TOTAL RIDES PER AGE GROUP

THE YOUNGER,  
THE MORE  
E-BIKE RIDES

