Our analysis is based on a rich dataset capturing a myriad of ride-sharing interactions.

The dataset includes the following key columns:

START\_DATE: The timestamp when the ride started.

END\_DATE: The timestamp when the ride ended.

CATEGORY: The category of the ride (e.g., business, personal).

START: The starting location of the ride.

STOP: The destination or stopping location.

MILES: The distance covered during the ride.

PURPOSE: The purpose or reason for the ride.

Objectives

The primary objectives of this analysis are as follows:

Understand Ride Patterns: Investigate the patterns and trends in ride data to uncover key metrics such as average ride duration, ride frequency, and distance traveled.

Identify Popular Categories: Explore the popularity of different ride categories, examining which types of rides are most prevalent among users.

Temporal Analysis: Analyze temporal aspects of ride-sharing, including variations in ride volume and user behavior across different timescales, such as days of the week and hours of the day.

User Segmentation: Segment users based on relevant characteristics and explore how different user groups interact with the ride-sharing service.

Uncover Challenges and Opportunities: Identify challenges and limitations in the dataset, acknowledging potential biases, and highlight opportunities for improvement or further investigation.

Plots

1. Most frequent day
2. Time series for number of trips per date month
3. Most used Category
4. Duration