

Which dataset i chose:

I chose the Ford GoBike System Data which is Bay Wheels is a regional public bicycle sharing system in the San Francisco Bay Area, California operated by Motivate in a partnership with the Metropolitan Transportation Commission and the Bay Area Air Quality Management District. Bay Wheels is the first regional and large-scale bicycle sharing system deployed in California and on the West Coast of the United States. It was established as Bay Area Bike Share in August 2013. As of January 2018, the Bay Wheels system had over 2,600 bicycles in 262 stations across San Francisco, East Bay and San Jose. On June 28, 2017, the system officially re-launched as Ford GoBike in a partnership with Ford Motor Company. After Motivate's acquisition by Lyft, the system was subsequently renamed to Bay Wheels in June 2019. The system is expected to expand to 7,000 bicycles around 540 stations in San Francisco, Oakland, Berkeley, Emeryville, and San Jose.

Main findings:

The first finding I found was that the daily trend of bike rides over 2017 was increasing until Nov and then was decreasing because of the change in the weather. The second finding I noticed was that the subscriber's average trip was way higher than the customer average.

Key Insights for Presentation:

Three key insights were in my presentation:

- Time spent on bikes in (hr) which is the duration spent on each ride by the user
- Count number of customers vs subscribers shows the number of riders in both types
- Average trip duration of each type spent on his ride