Ford Go Bike Analysis

The analysis on Bay Area's transportation network was primarily done on python while the visualization with PowerBI. The report here displays some insights originally on the python notebook. Merci!
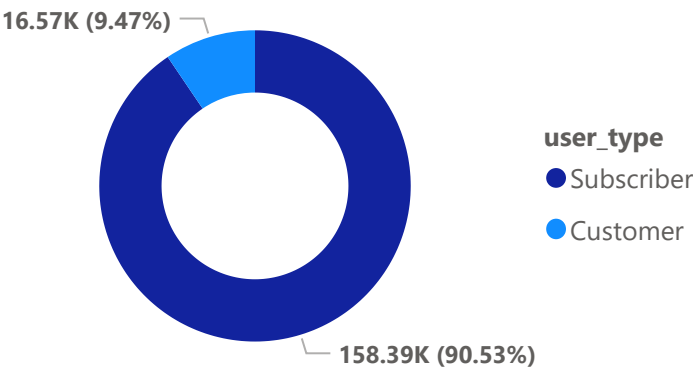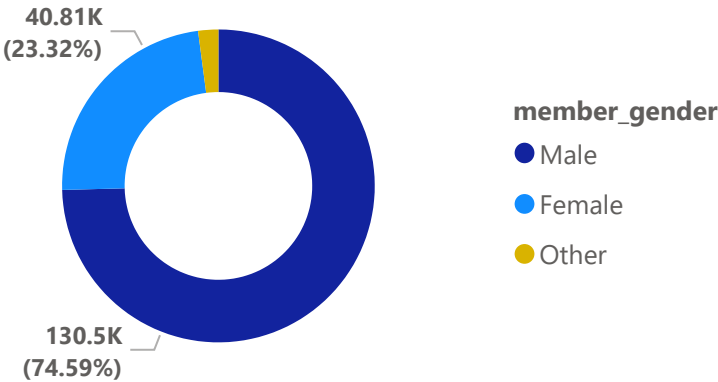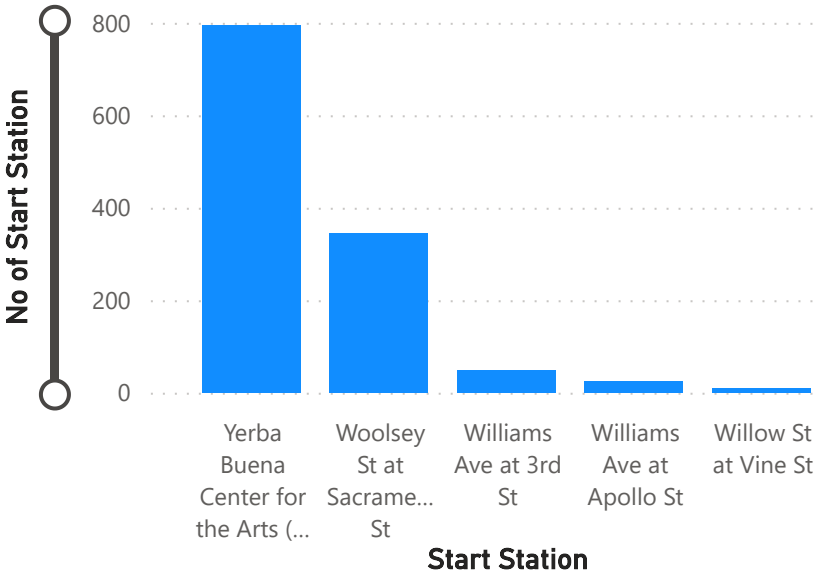
40.81K
Females

130.50K
Males

User Type Distibution

16.57K (9.47%)

158.39K (90.53%)

user_type
- ● Subscriber
- ● Customer

Gender Distribution

40.81K (23.32%)

130.5K (74.59%)

member_gender
- ● Male
- ● Female
- ● Other

Top 5 Most Used Start Station

No of Start Station

Start Station: Yerba Buena Center for the Arts (..., Woolsey St at Sacrame... St, Williams Ave at 3rd St, Williams Ave at Apollo St, Willow St at Vine St

Top 5 Most Used End Station

Count of end_station_name 5 — 832

No of End Station

End Station: Yerba Buena Center for the ..., Woolsey St at Sacram... St, Williams Ave at 3rd St, Williams Ave at Apollo St, Willow St at Vine St
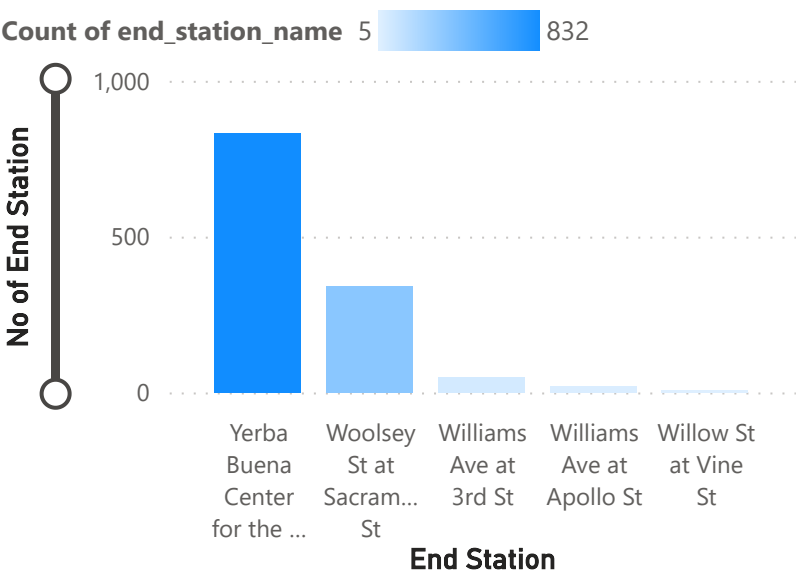
SUMMARY ON INSIGHTS

There were more **male (130.5k, 74.59%)** in the analysis compared to **female (40.81k, 23.32%)**, also there was another unique gender type that was assume as other gender type apart from male or female.

Also, the regular customer types were plenty than the subscribers, **90.53%** of the users are subscribers while the remaining **9.47% (16.57k)** are customers.

More passengers started their journey from Backesto Pack when compared to stations.

More passengers ended their journey at San Fransisco Caltrain when compared to other stations.

Powell Saint Bart has the longest duration travelled.