

# Analysis of Cyclistic User Data

Michael-Philipp Stiebing

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## Starting with processed dataframe all\_trips\_v5

- Conduct descriptive analysis as per script

```
table(all_trips_v5$member_casual)
```

```
##  
## casual member  
## 2553025 3695371
```

```
summary(all_trips_v5$ride_length)
```

```
##   Min. 1st Qu.  Median    Mean 3rd Qu.   Max.  
##    61    366    634    999   1129   86391
```

```
summary(all_trips_v5$geodist)
```

```
##   Min. 1st Qu.  Median    Mean 3rd Qu.   Max.  
##    0.0   919.4  1608.6  2173.3  2820.9 42319.5
```

```
# Compare members and casual users
```

```
aggregate(all_trips_v5$ride_length/60 ~ all_trips_v5$member_casual, FUN = mean)
```

```
##   all_trips_v5$member_casual all_trips_v5$ride_length/60  
## 1                casual                22.44256  
## 2                member                12.64696
```

```
aggregate(all_trips_v5$ride_length ~ all_trips_v5$member_casual, FUN = median)
```

```
##   all_trips_v5$member_casual all_trips_v5$ride_length  
## 1                casual                808  
## 2                member                540
```

```
# casual users seem to take longer rides
```

```
nrow(all_trips_v5[all_trips_v5$member_casual == "casual" & all_trips_v5$ride_length > 2700,]) /  
nrow(all_trips_v5[all_trips_v5$member_casual == "casual",])
```

```
## [1] 0.1008094
```

```
nrow(all_trips_v5[all_trips_v5$member_casual == "member" & all_trips_v5$ride_length > 2700,]) /
nrow(all_trips_v5[all_trips_v5$member_casual == "member",])
```

```
## [1] 0.01653609
```

```
# 10 percent of casual users take rides that are longer than 45 minutes, whereas only 1.7 percent of members do
```

```
nrow(filter(all_trips_v5,geodist <= 10)) / nrow(all_trips_v5)
```

```
## [1] 0.05118626
```

```
nrow(all_trips_v5[all_trips_v5$member_casual == "casual" & all_trips_v5$geodist <= 10,]) /
nrow(all_trips_v5[all_trips_v5$member_casual == "casual",])
```

```
## [1] 0.07263854
```

```
nrow(all_trips_v5[all_trips_v5$member_casual == "member" & all_trips_v5$geodist <= 10,]) /
nrow(all_trips_v5[all_trips_v5$member_casual == "member",])
```

```
## [1] 0.0363655
```

```
# 7.3 percent of casual users 'take round trips', whereas only 3.6 percent of members do
```

```
# Notice that the days of the week are out of order. Let's fix that.
```

```
all_trips_v5$day_of_week <- ordered(all_trips_v5$day_of_week, levels=c("Sunday", "Monday", "Tuesday", "Wednesday",
"Thursday", "Friday", "Saturday"))
```

```
# Now, let's run the average ride time by each day for members vs casual users
```

```
aggregate(all_trips_v5$ride_length ~ all_trips_v5$member_casual + all_trips_v5$day_of_week, FUN = mean)
```

```
## all_trips_v5$member_casual all_trips_v5$day_of_week all_trips_v5$ride_length
## 1 casual Sunday 1545.3593
## 2 member Sunday 841.4815
## 3 casual Monday 1366.7836
## 4 member Monday 731.2731
## 5 casual Tuesday 1205.8529
## 6 member Tuesday 721.9373
## 7 casual Wednesday 1161.0311
## 8 member Wednesday 721.9887
## 9 casual Thursday 1185.8862
## 10 member Thursday 728.3687
## 11 casual Friday 1261.1652
## 12 member Friday 745.0343
## 13 casual Saturday 1503.8461
## 14 member Saturday 848.3125
```

```
# analyze ridership data by type and weekday
```

```
all_trips_v5 %>%
```

```
mutate(weekday = wday(started_at, label = TRUE)) %>% # creates weekday field using wday()
```

```
group_by(member_casual, weekday) %>% # groups by usertype and weekday
```

```
summarise(number_of_rides = n() # calculates the number of rides and average duration
```

```
,average_duration = mean(ride_length)) %>% # calculates the average duration
```

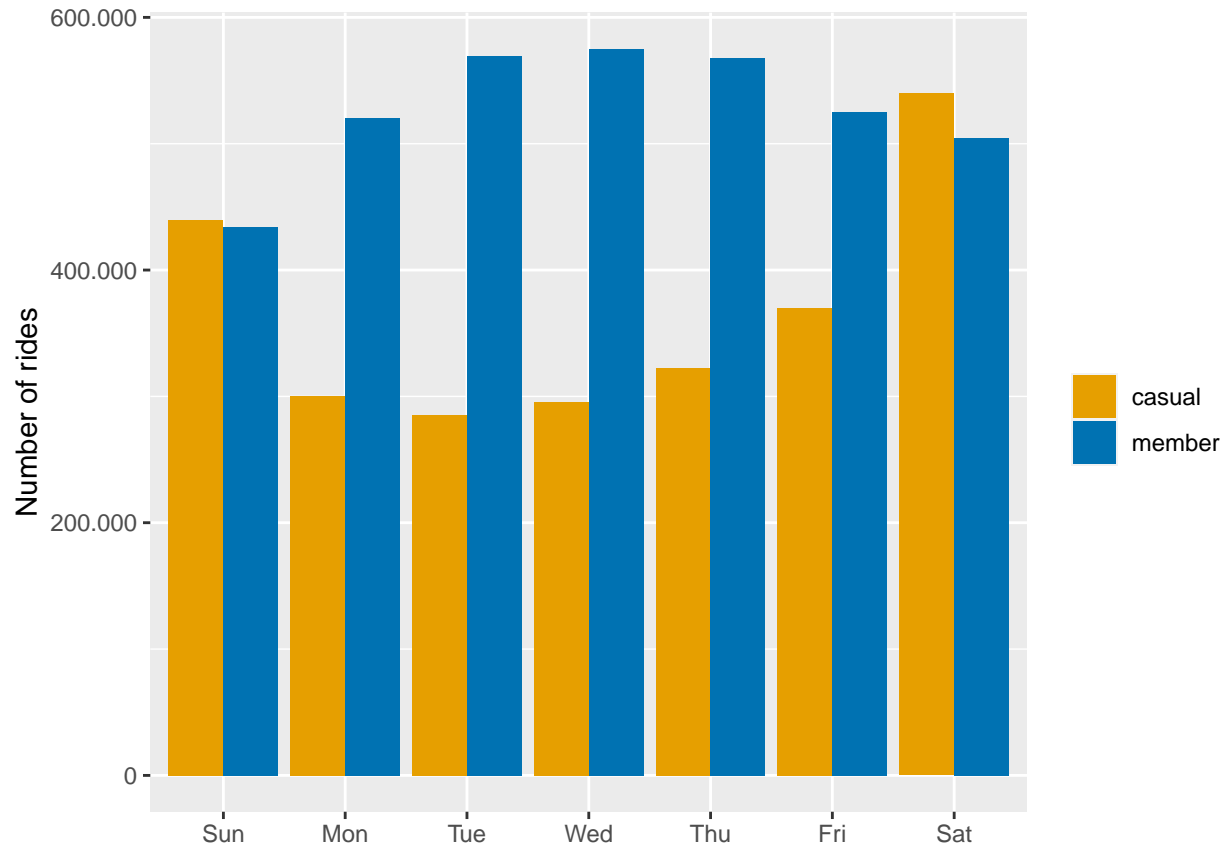
```
arrange(member_casual, weekday) # sorts
```

## `summarise()` has grouped output by 'member\_casual'. You can override using the  
## `.groups` argument.

```
## # A tibble: 14 x 4
## # Groups:   member_casual [2]
##   member_casual weekday number_of_rides average_duration
##   <chr>         <ord>         <int>         <dbl>
## 1 casual      Sun           439601        1545.
## 2 casual      Mon           300340        1367.
## 3 casual      Tue           285059        1206.
## 4 casual      Wed           295860        1161.
## 5 casual      Thu           322175        1186.
## 6 casual      Fri           370221        1261.
## 7 casual      Sat           539769        1504.
## 8 member      Sun           433825         841.
## 9 member      Mon           520207         731.
## 10 member     Tue           569216         722.
## 11 member     Wed           575028         722.
## 12 member     Thu           567557         728.
## 13 member     Fri           524988         745.
## 14 member     Sat           504550         848.
```

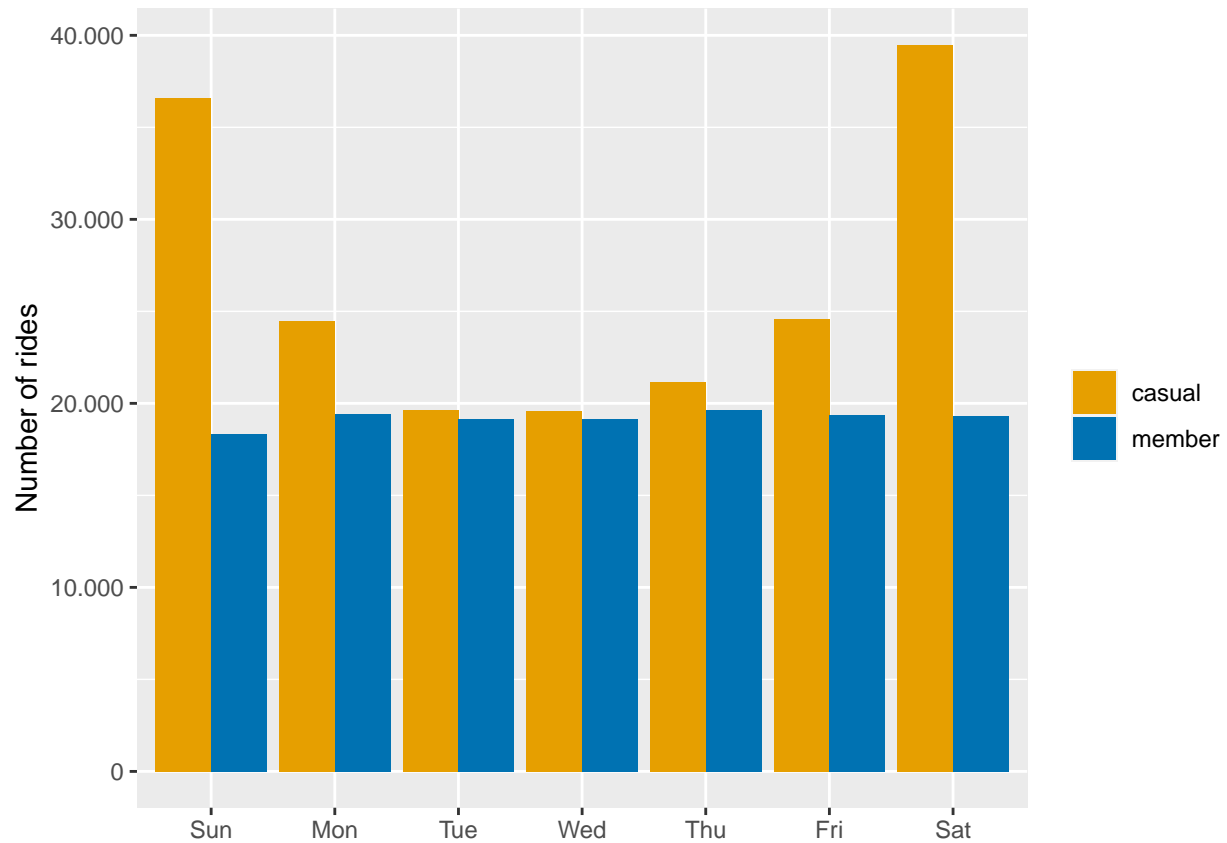
```
# Let's visualize the number of rides by rider type
all_trips_v5 %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n()
            ,average_duration = mean(ride_length)) %>%
  arrange(member_casual, weekday) %>%
  ggplot(aes(x = weekday, y = number_of_rides, fill = member_casual)) +
  geom_col(position = "dodge") +
  scale_fill_manual(values=cbPaletteMin) +
  labs(y = NULL, x = NULL, fill = NULL) +
  scale_y_continuous(labels = comma_format(big.mark = ".",
                                           decimal.mark = ",")) +
  labs(y = "Number of rides", x = NULL, fill = NULL)
```

## `summarise()` has grouped output by 'member\_casual'. You can override using the  
## `.groups` argument.



```
# Let's visualize the number of rides by rider type for rides that begin and end within
# 10 meters of each other 'round trips'
filter(all_trips_v5, geodist <= 10) %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n(),
            ,average_duration = mean(ride_length)) %>%
  arrange(member_casual, weekday) %>%
  ggplot(aes(x = weekday, y = number_of_rides, fill = member_casual)) +
  geom_col(position = "dodge") +
  scale_fill_manual(values = cbPaletteMin) +
  labs(y = NULL, x = NULL, fill = NULL) +
  scale_y_continuous(labels = comma_format(big.mark = ".",
                                           decimal.mark = ",")) +
  labs(y = "Number of rides", x = NULL, fill = NULL)
```

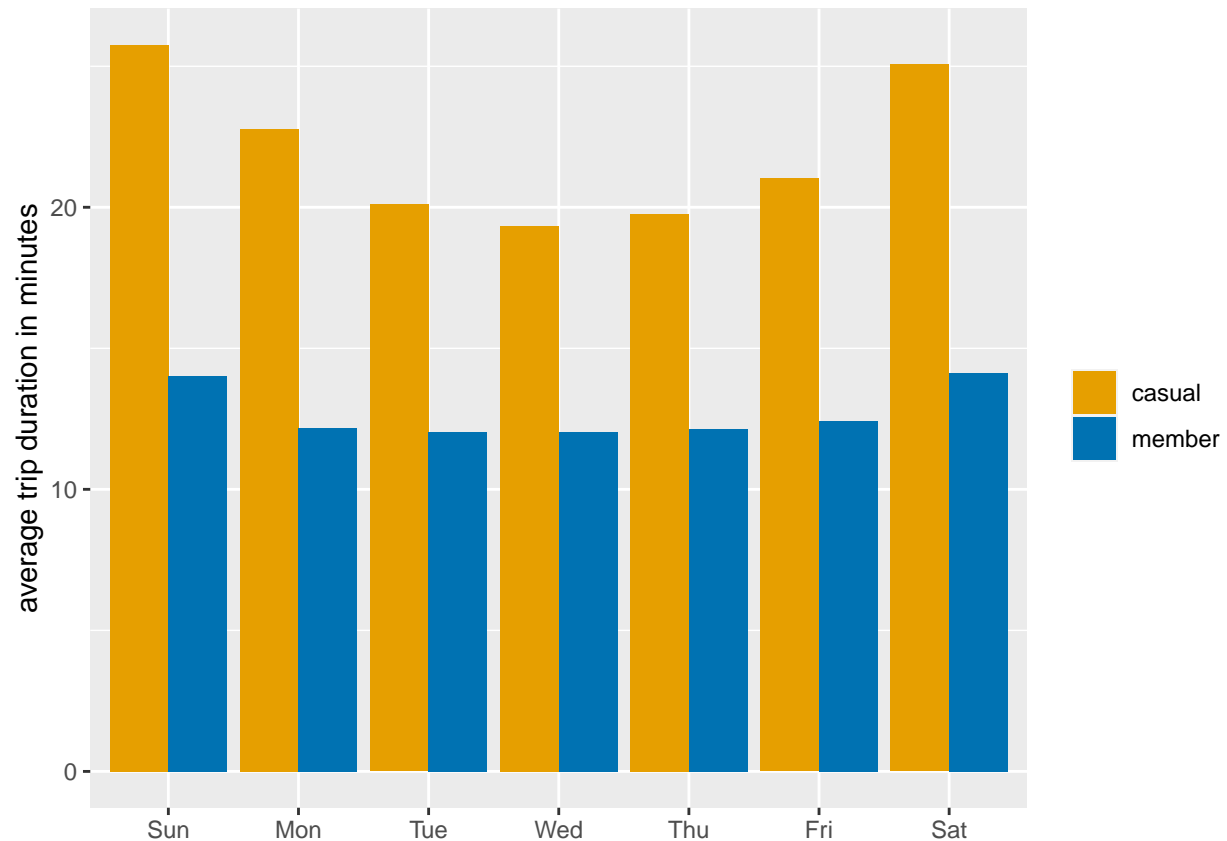
## `summarise()` has grouped output by 'member\_casual'. You can override using the  
## `.groups` argument.



# Let's create a visualization for average duration

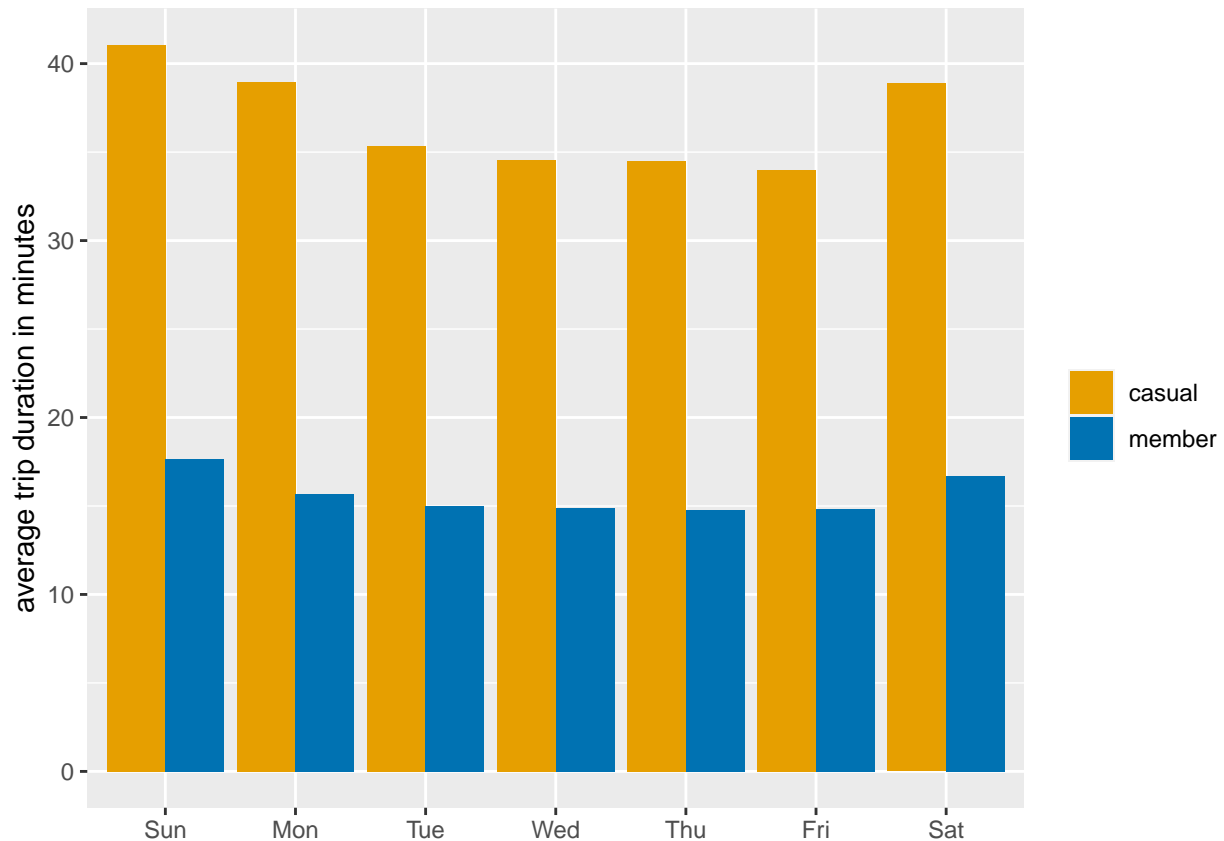
```
all_trips_v5 %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n()
            ,average_duration = mean(ride_length / 60)) %>%
  arrange(member_casual, weekday) %>%
  ggplot(aes(x = weekday, y = average_duration, fill = member_casual)) +
  geom_col(position = "dodge") +
  scale_fill_manual(values=cbPaletteMin) +
  labs(y = "average trip duration in minutes", x = NULL, fill = NULL)
```

## `summarise()` has grouped output by 'member\_casual'. You can override using the  
## `.groups` argument.



```
# Let's create a visualization for average duration for rides that begin and end within
# 10 meters of each other 'round trips'
filter(all_trips_v5, geodist <= 10) %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n(),
            ,average_duration = mean(ride_length / 60)) %>%
  arrange(member_casual, weekday) %>%
  ggplot(aes(x = weekday, y = average_duration, fill = member_casual)) +
  geom_col(position = "dodge") +
  scale_fill_manual(values = cbPaletteMin) +
  labs(y = "average trip duration in minutes", x = NULL, fill = NULL)
```

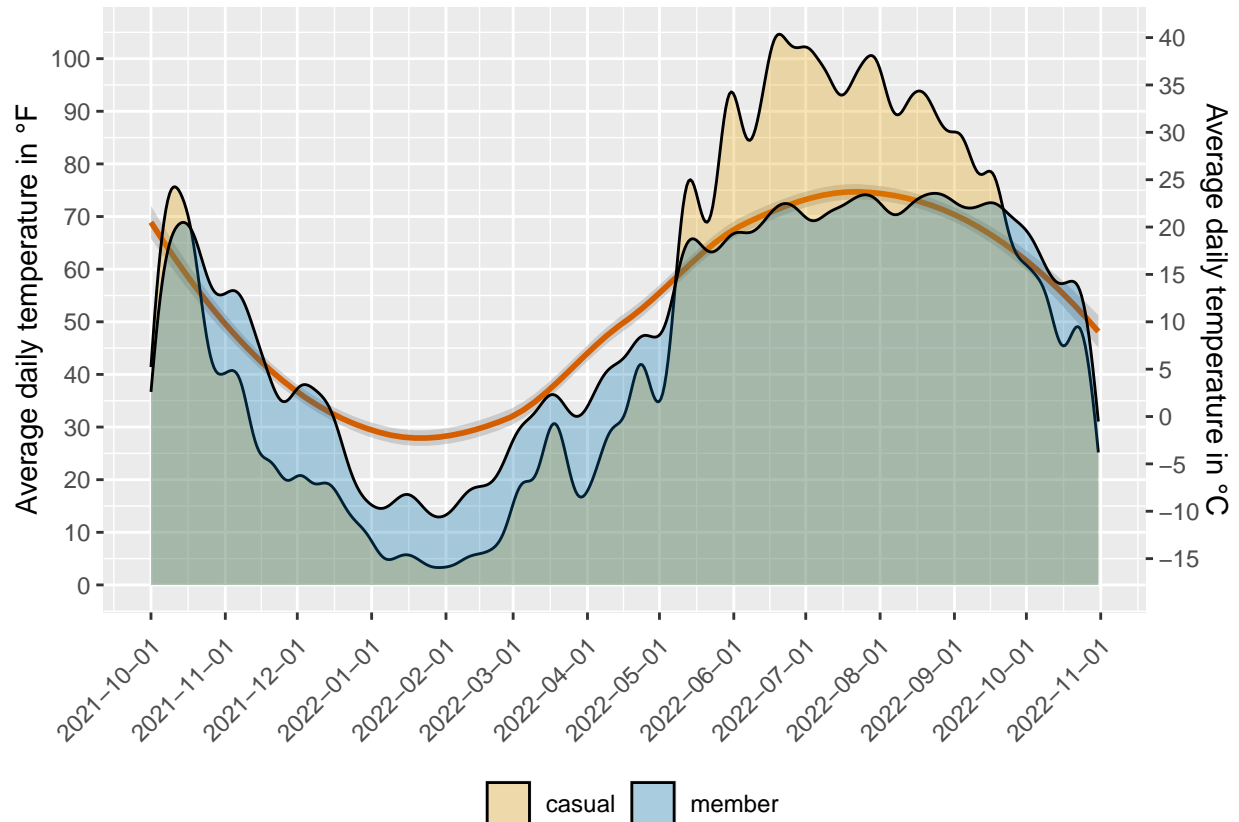
## `summarise()` has grouped output by 'member\_casual'. You can override using the  
## `.groups` argument.



- The pattern emerging seems to be the following:
  - Members take shorter rides
  - Casual users take longer rides, especially on weekends
  - Casual users take more round trips than members

```
# Let's create a visualization for number of rides by User type, over the whole timeframe.
# Overlay average daily temperature in Fahrenheit. ( Has to be scaled to match the geom_density plot)
all_trips_v5 %>%
  ggplot() +
    geom_smooth(data = climate_chicago_202110_202210, aes(x = date, y = as.double(avgtmp) / 20000), method=loess, color="#D55E00") +
    geom_density(aes(x = date, fill = member_casual), alpha = .3) +
    scale_y_continuous(
      breaks=c(seq(0.000,0.005,by=0.0005)),
      labels=c(seq(0,100,10)),
      sec.axis = sec_axis(~ (((. * 20000) - 32) * 5/9), name = "Average daily temperature in °C", breaks=c(seq(-15,40,5)))
    ) +
    scale_x_date(date_breaks = "1 month") +
    theme(axis.text.x = element_text(angle = 45, vjust = 0.9, hjust=1)) +
    scale_fill_manual(values=cbPaletteMin) +
    labs(y = "Average daily temperature in °F", x = NULL, fill = NULL) +
    theme(plot.title = element_text(hjust = 0.5), legend.position="bottom")
```

```
## `geom_smooth()` using formula = 'y ~ x'
```



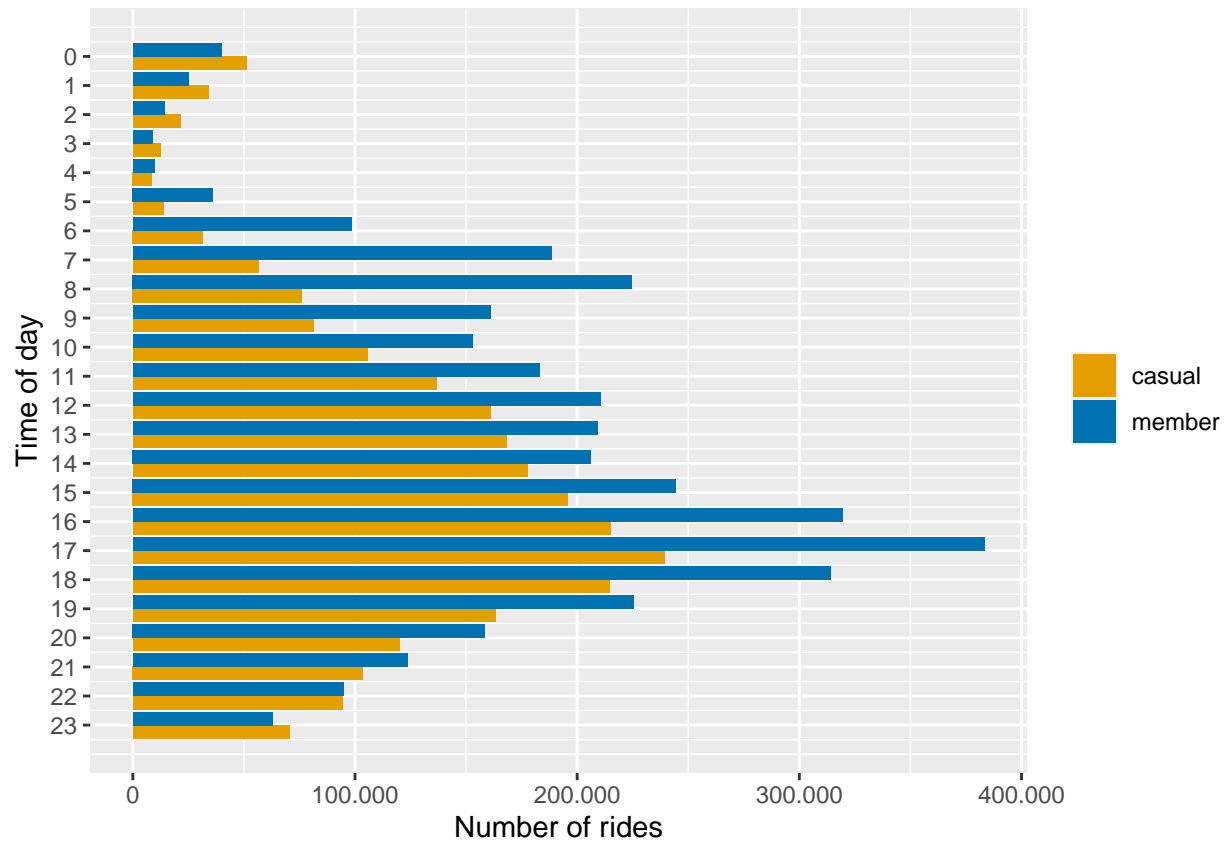
- Looking at usage across the year, during the summer months, casual users overtake members
- Usage, especially by casual users, seems to correlate with average temperature

# Let's create a visualization for number of rides by User type, only looking at time of day

```
all_trips_v5 %>%
  group_by(member_casual, hours) %>%
  summarise(number_of_rides = n()) %>%
  arrange(member_casual, as.numeric(hours)) %>%
  ggplot(aes(x = as.numeric(hours), y = number_of_rides, fill = member_casual)) +
  geom_col(position = "dodge") +
  coord_flip() +
  scale_x_reverse(breaks = (0:23)) +
  scale_y_continuous(labels = comma_format(big.mark = ":",
    decimal.mark = ",")) +
  scale_fill_manual(values=cbPaletteMin) +
  labs(y = "Number of rides", x = "Time of day", fill = NULL)
```

## `summarise()` has grouped output by 'member\_casual'. You can override using the  
## `.groups` argument.





- Looking at usage over hours of the day, members are clustered around morning and afternoon, preceding the start of a typical workday and following the end of it, which seems to support the theory that members mainly use the service to commute