



# Analysis of Cyclistic User Data

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2023-03-21

## Starting with processed dataframe all\_trips\_v5

- Conduct descriptive analysis as per script (from <https://artscience.blog/home/divvy-dataviz-case-study>)

```
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
```

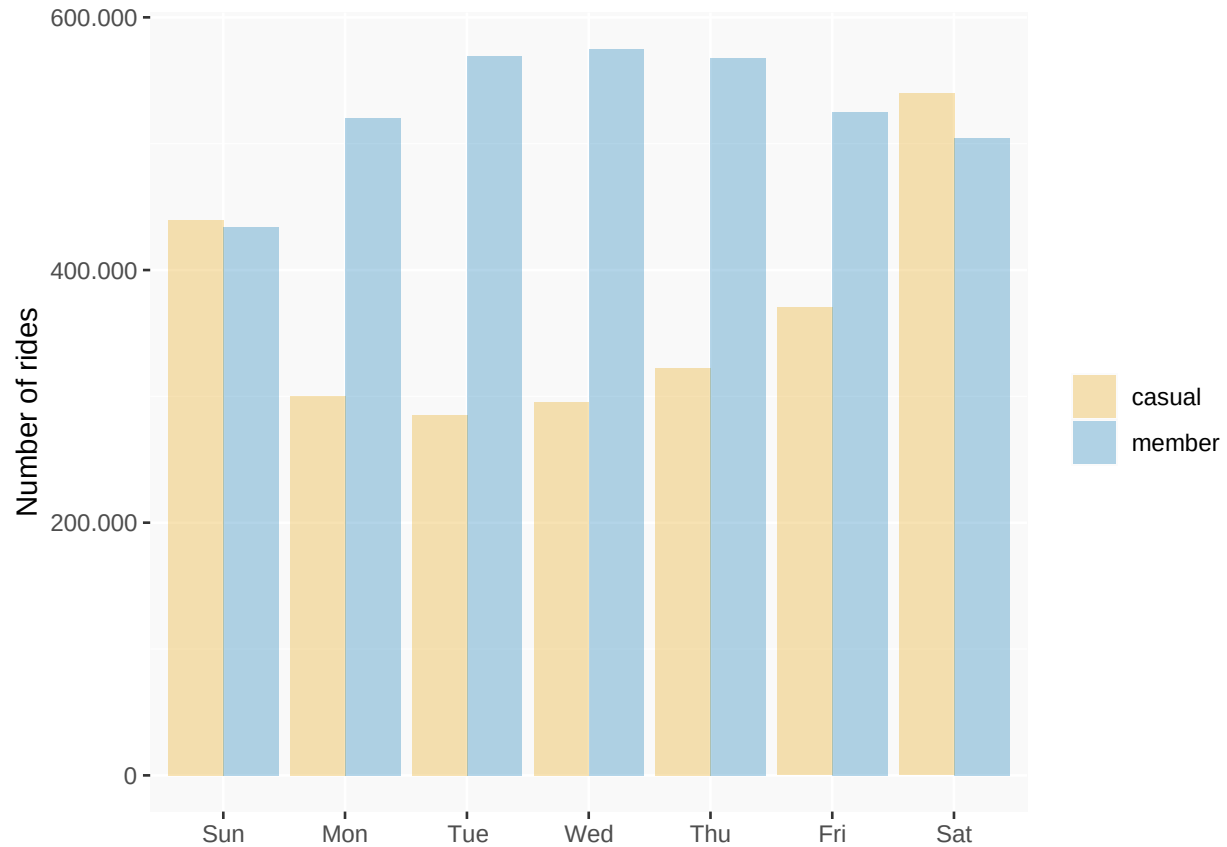
```
## `summarise()` has grouped output by 'member_casual'. You can override using the
## `.groups` argument.
```

```
## # 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.
```

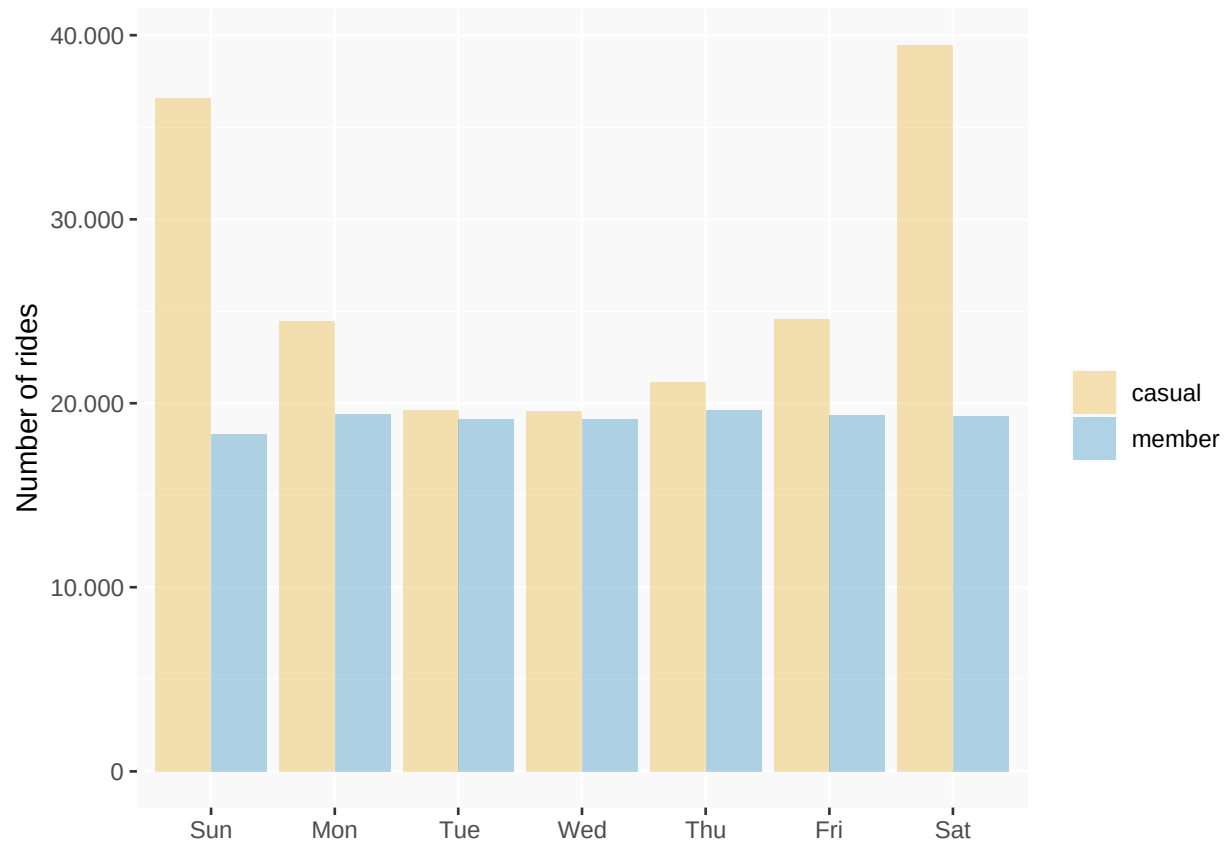
```
# Let's visualize the number of rides by rider type
```

```
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.
```

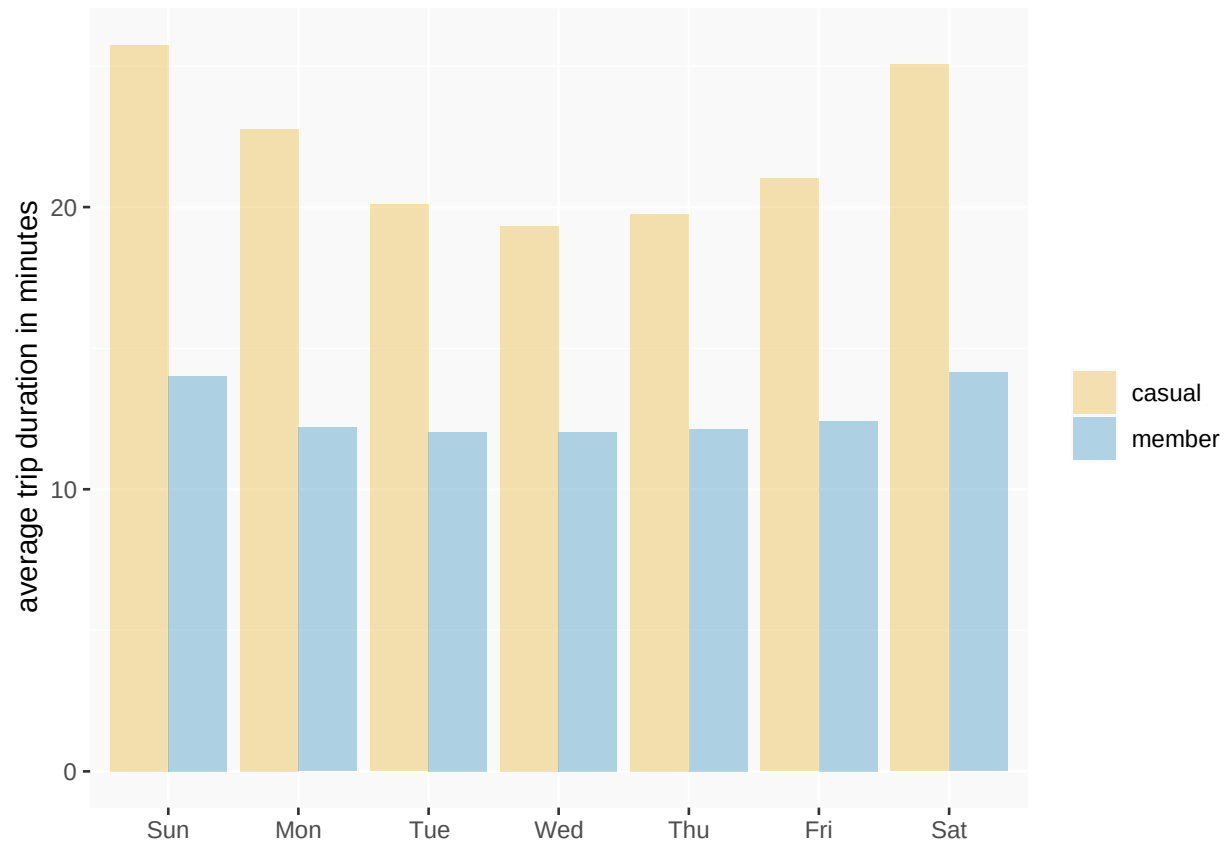


```
# Let's visualize the number of rides by rider type for rides that begin and end within
# 10 meters of each other 'round trips'
filter(all_trips_v5, geodist <= 10) %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n(),
            ,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)
```

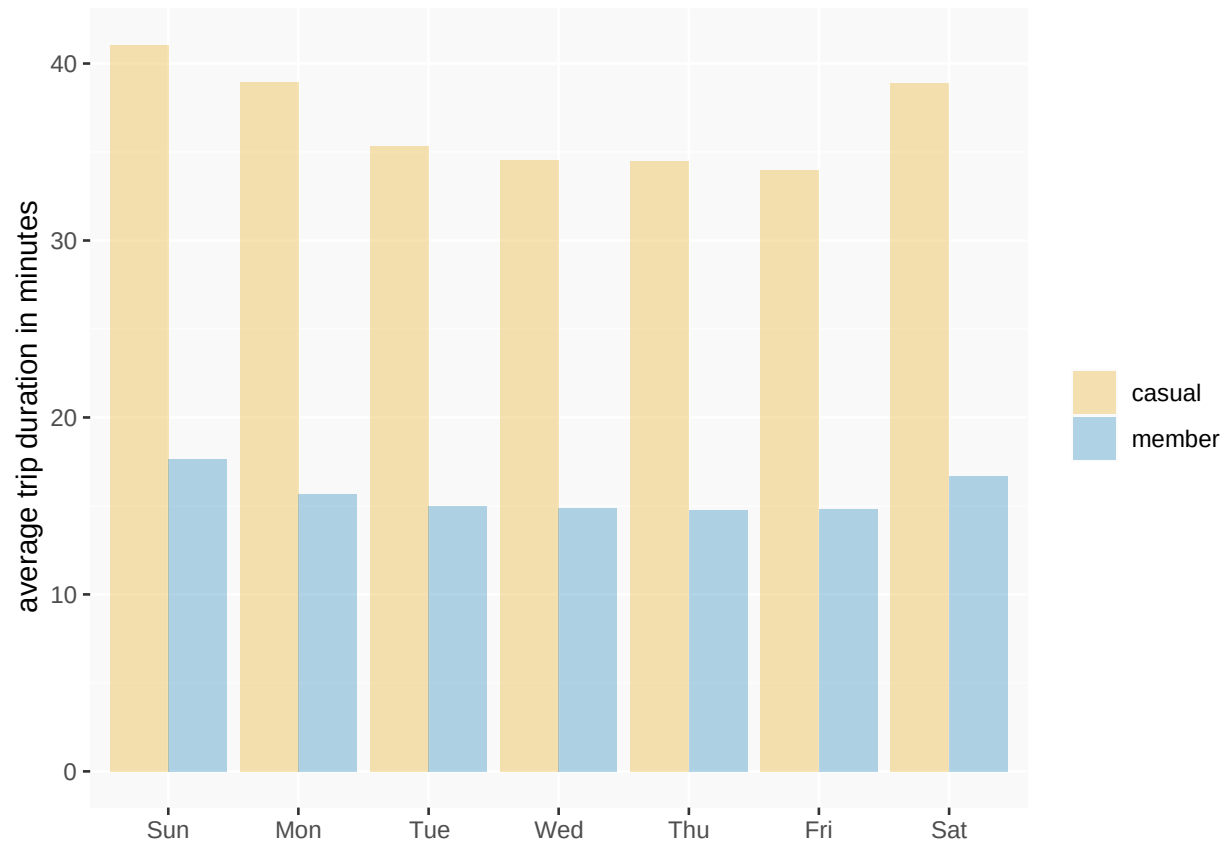


# Let's create a visualization for average duration

```
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)
```

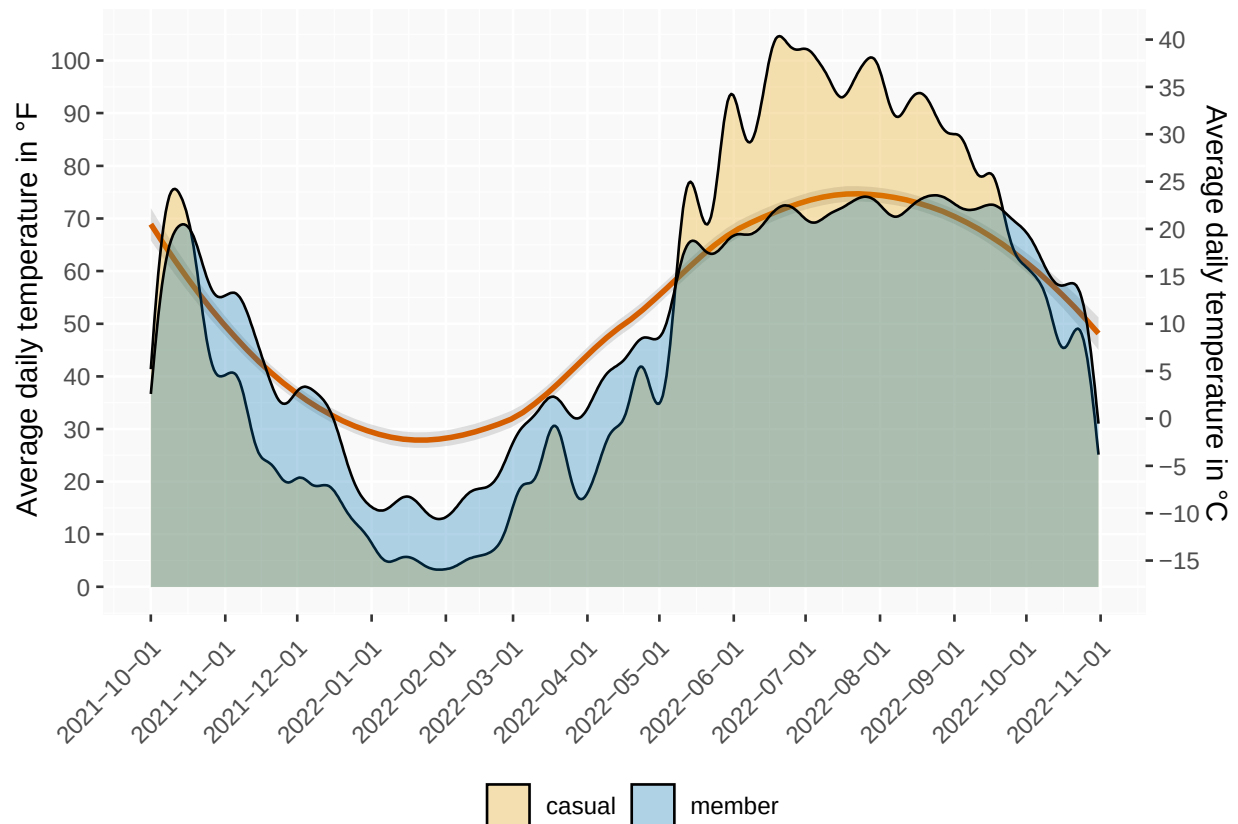


```
# Let's create a visualization for average duration for rides that begin and end within
# 10 meters of each other 'round trips'
filter(all_trips_v5, geodist <= 10) %>%
  mutate(weekday = wday(started_at, label = TRUE)) %>%
  group_by(member_casual, weekday) %>%
  summarise(number_of_rides = n(),
            ,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)
```



- 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")
```

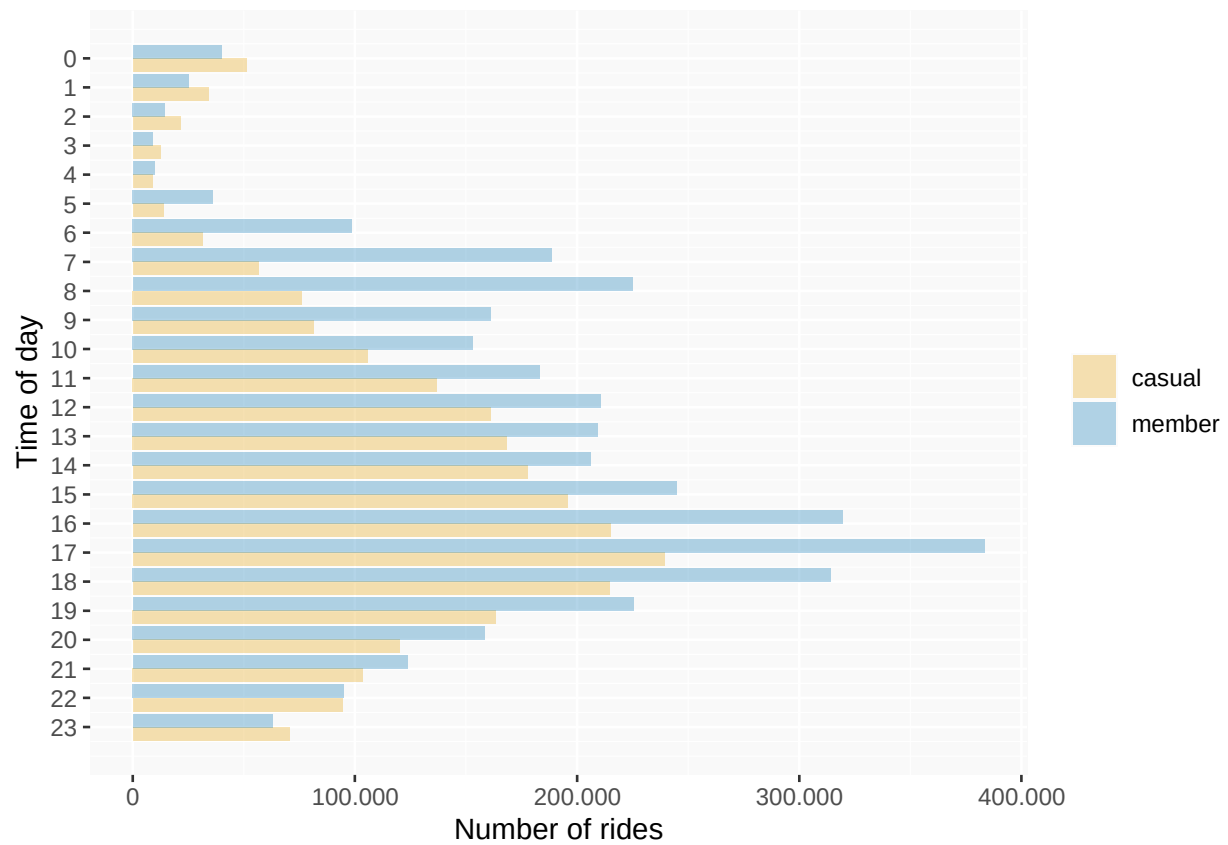


- Looking at usage across the year, during the summer months, casual users overtake members
- Usage, especially by casual users, seems to correlate with average temperature

# 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)
```





- 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