

**Project objective: derive insights through exploratory data analysis of (Formerly Hubway) or Bluebikes data**

Submission date: when completed, no fixed deadline

**The Latest data from the year 2019 can be downloaded from**

**<https://s3.amazonaws.com/hubway-data/index.html>**

**Data Set summary and project objectives**

The Hubway trip history data is collected every time a Hubway user checks a bike out from a station, the system records basic information about the trip. Those anonymous data points have been exported into the spreadsheet. Please note, all private data including member names have been removed from these files.

What can the data tell us?

The CSV file contains data for every Hubway trip from the system. The file contains the data points listed below for each trip. We've also posed some of the questions you could answer with this dataset - we're sure you will have lots more of your own.

Duration - Duration of trip

Start date - Includes start date and time

End date -

Start station - Includes starting station name and number

End station - Includes ending station name and number

Bike Number - Includes ID number of bike used for the trip

Member Type - Lists whether user was an Annual or Casual member

**Some example EDA insights you can derive**

1. Which bike stations get the most tourist traffic in Boston? You can develop some insights on the basis of popular touristic destinations in Boston.

2. List the most popular zip codes annual members of Hubway usually frequent
3. What is the expansion potential of Hubway? What are the factors considered for Hubway expansion
4. Segment the Annual and Casual members of Hubway by Gender, Age and list down any key insights you can derive.
5. What is the estimated Revenue generated from Casual Members of Hubway? Research on Ticket pricing from bluebikes website