

readme.md

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0.1 Dataset:

The dataset contains information about the Ford GoBike bike ride sharing service available in the San Francisco Bay area. The dataset contains nearly 94,800 rows of data collected for the month of January-2018. For the purpose of this project I'm focussing on January-2018 data.

0.2 Summary of Findings:

To start with, in the analysis, I found that subscribers use the ride share service for their daily commute between their work/college and home locations. These commutes are short in durations usually lasting between 7 to 15 minutes. The assumption is supported by the finding that most of these commutes start from or end to the nearby BART stations.

While, the customers use this service to tour the Bay area or as a leisure activity because the ride counts are high for customers during the weekends. The durations of these rides usually range between 10 to 22 minutes. One of the most popular spot for the customer using this ride service is Harry Bridges Plaza.

I also identified that majority of the GoBike ride subscribers are from the age group 21 to 40 which also forms the majority workforce of the tech companies. Since Bay area is one of the hot hubs for the startups and tech companies, it may be safe to assume that most of the subscribers of the bike ride belong to these tech companies.

0.3 Key Insights for Presentation:

For the presentation, I started with the ride counts of the subscribers and customers, moving to their ride counts during the weekdays and weekends. I also analysed the peak hours of these bike rides for subscribers. I also focused on the difference in the ride duration of the customers and subscribers. I also identified the top 10 most used routes of the ride by for subscribers and customers to identify what could be the main purpose of these rides. And finally, I focused on the age groups of these ride users to understand who are the main users of these ride sharing services. Based on all these analysis I can say that the young people that mostly work in the nearby tech companies are the main users of GoBike ride sharing service.