

120 THOUSAND TRIPS

ON FEBRUARY 2019

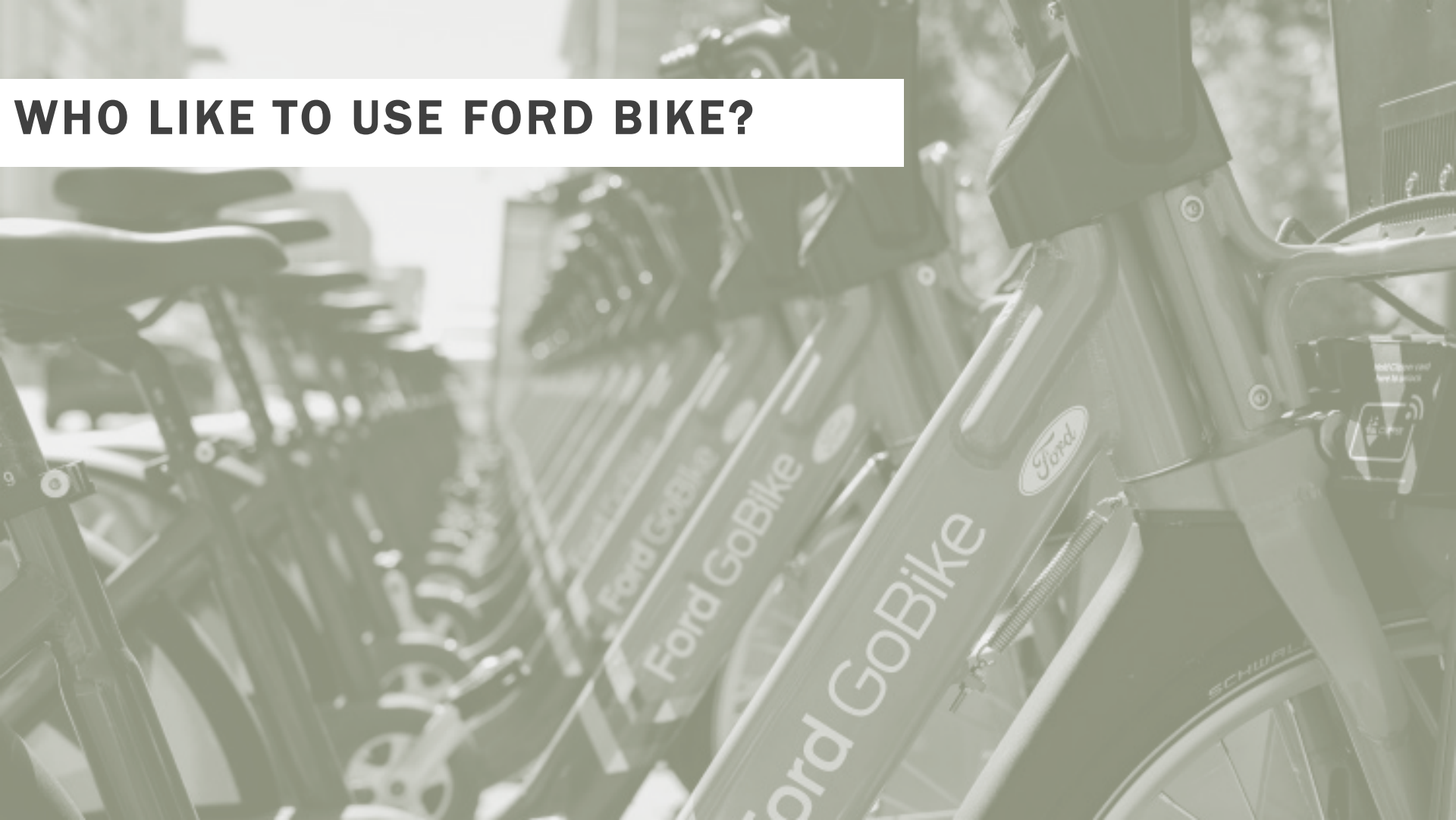
**Ford GoBike
In
San Francisco**

Yi Su

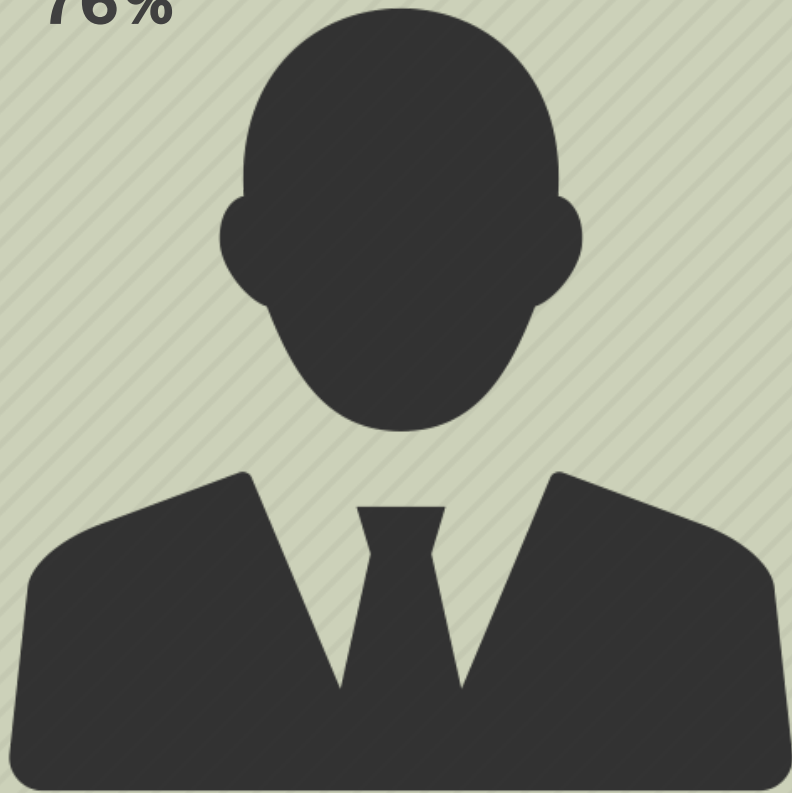
DATA OVERVIEW

- Υ Bike ID
- Υ Start Location
- Υ End Location
- Υ Start Time
- Υ End Time
- Υ Duration
- Υ Member by Gender

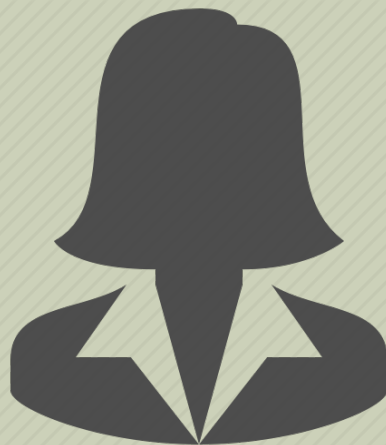
WHO LIKE TO USE FORD BIKE?



MALE
76%



FEMALE
22%



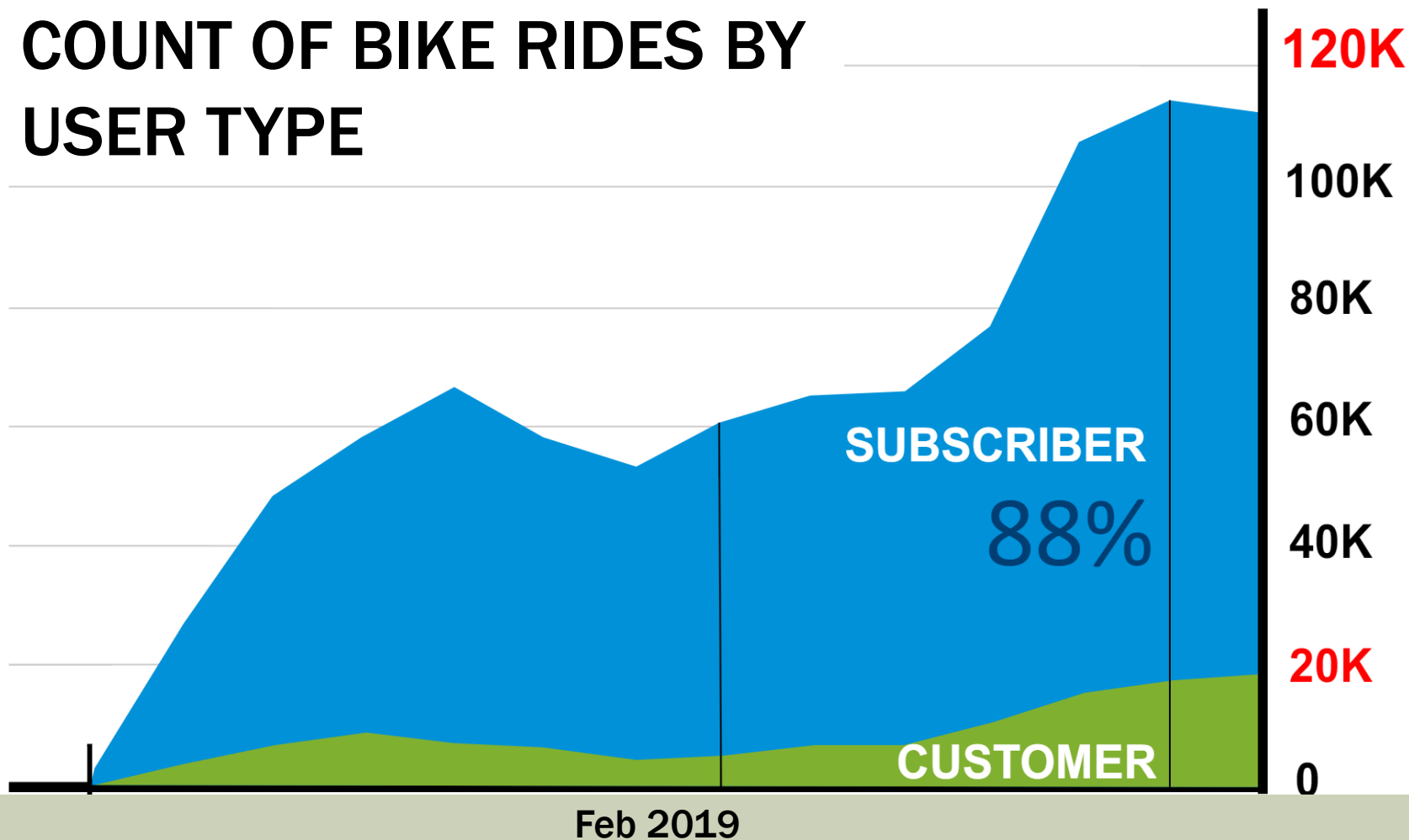
OTHER
2%



**HOW DOES SUBSCRIBERS AND
CUSTOMERS BEHAVE DIFFERNTLY?**

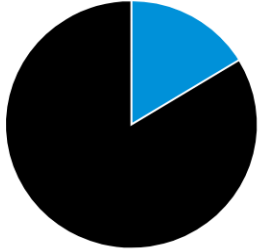


COUNT OF BIKE RIDES BY USER TYPE



AVERAGE TRIP DURATION

1 HOUR



SUBSCRIBER
12 MINUTES

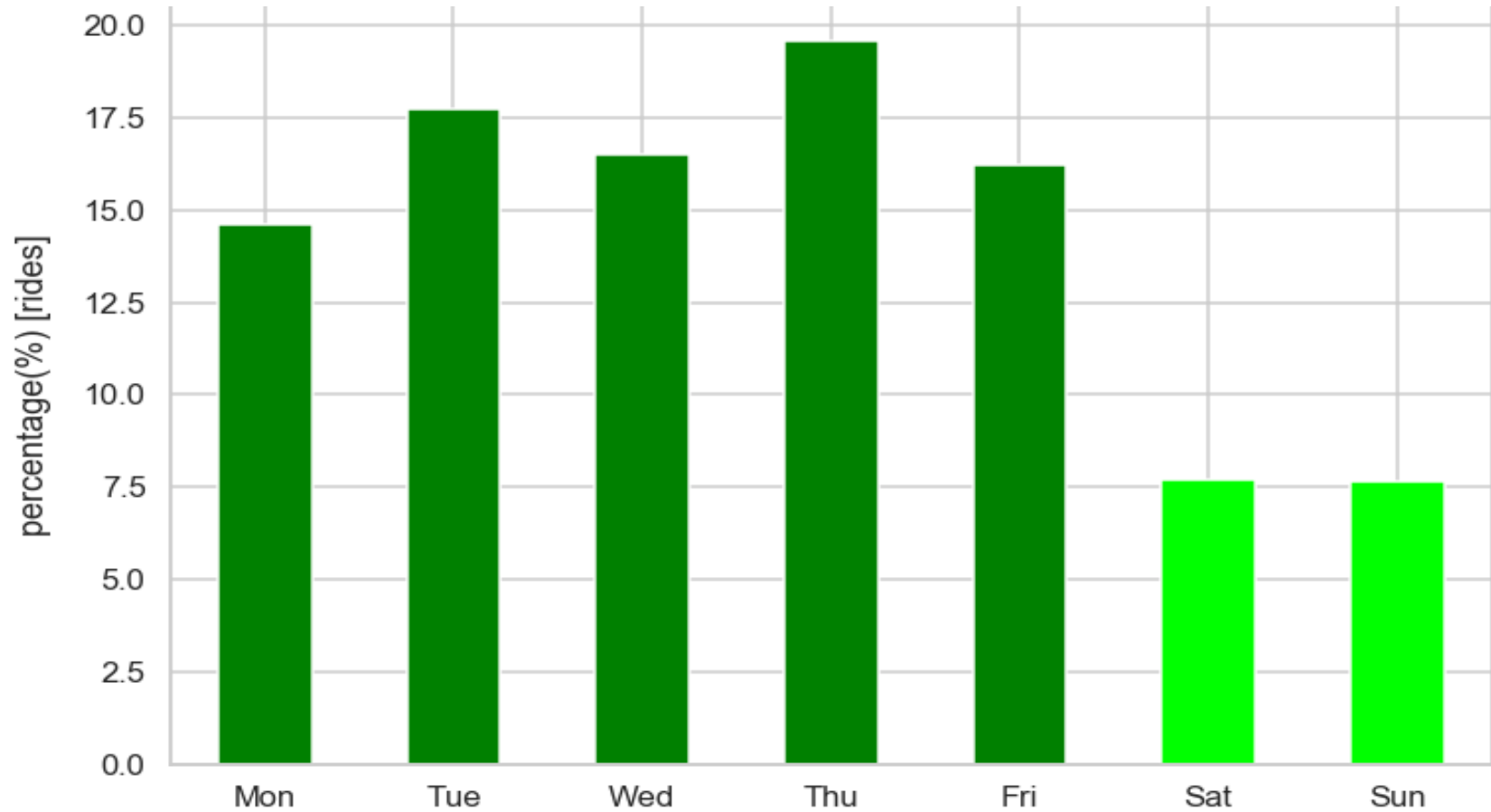


CUSTOMER
29 MINUTES

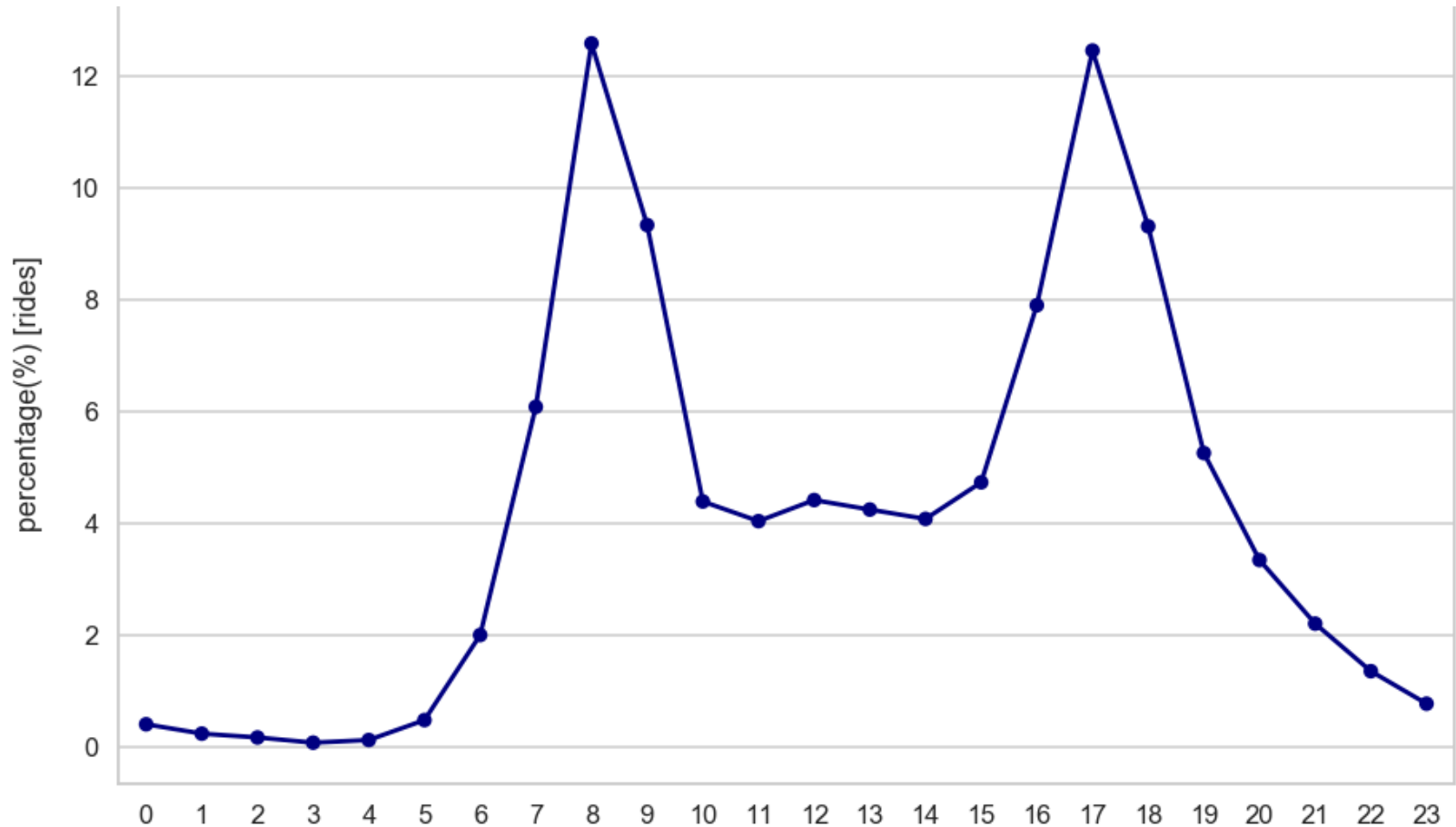
**WHEN AND WHERE PEOPLE
TAKE FORD GOBIKE MORE FREQUENTLY?**



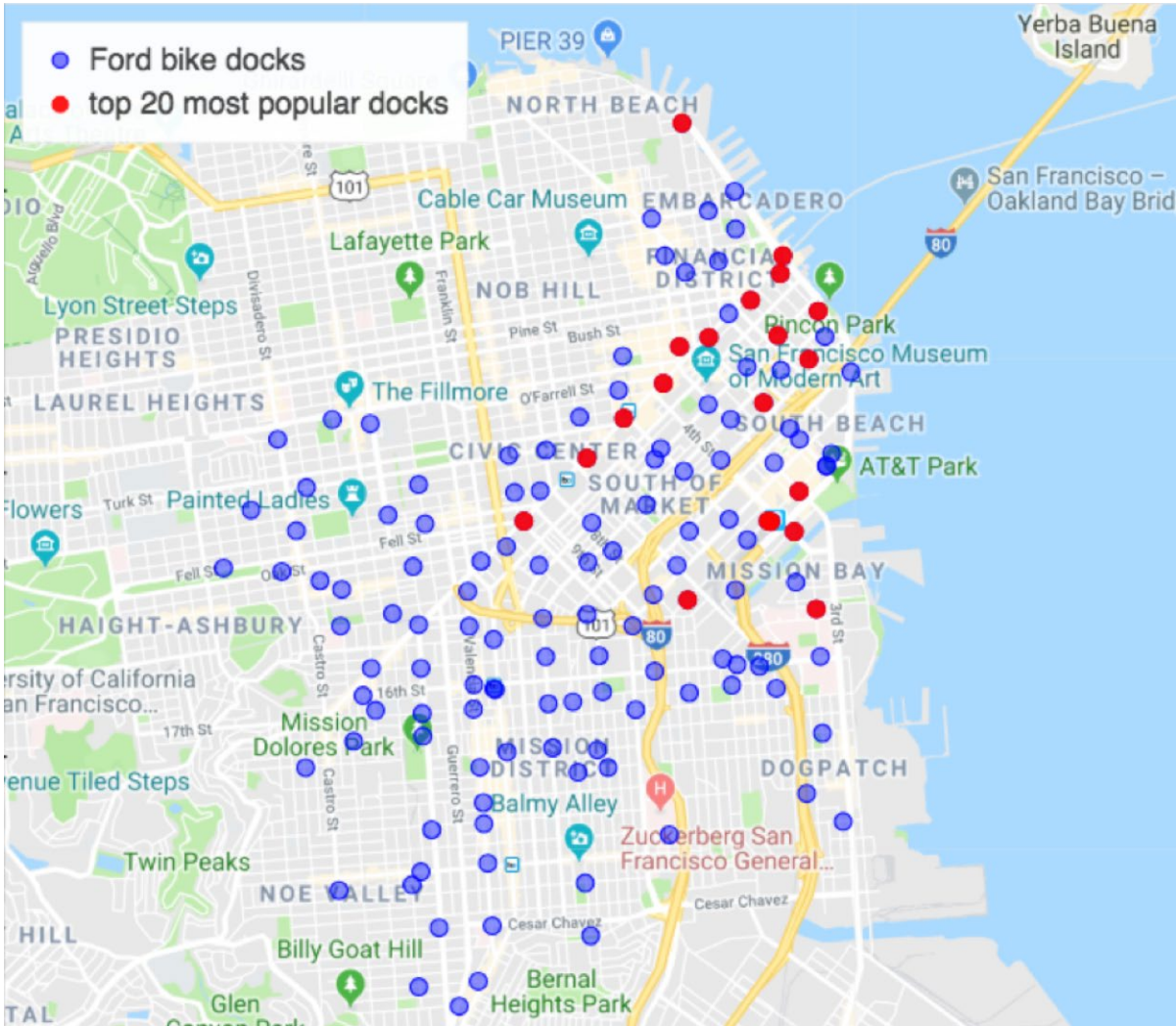
FORD BIKE WEEKLY USAGE (%)



FORD BIKE USAGE(%) BY HOURS



- Ford bike docks
- top 20 most popular docks



TOP 20 DOCKS