# Cyclistic Bike Share Analysis

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### Importing packages

```
library(tidyverse)
## -- Attaching packages ----- tidyverse 1.3.2 --
## v ggplot2 3.3.6 v purrr
                               0.3.4
## v tibble 3.1.7 v dplyr 1.0.9
## v tidyr 1.2.0 v stringr 1.4.0
## v readr 2.1.1 v forcats 0.5.1
## Warning: package 'ggplot2' was built under R version 4.1.3
## Warning: package 'tibble' was built under R version 4.1.3
## Warning: package 'tidyr' was built under R version 4.1.3
## Warning: package 'readr' was built under R version 4.1.2
## Warning: package 'purrr' was built under R version 4.1.2
## Warning: package 'dplyr' was built under R version 4.1.3
## Warning: package 'stringr' was built under R version 4.1.2
## Warning: package 'forcats' was built under R version 4.1.3
## -- Conflicts -----
                                        ## x dplyr::filter() masks stats::filter()
## x dplyr::lag() masks stats::lag()
library(lubridate)
```

## Warning: package 'lubridate' was built under R version 4.1.3

```
##
## Attaching package: 'lubridate'
##
## The following objects are masked from 'package:base':
##
       date, intersect, setdiff, union
library(ggplot2)
library(hydroTSM)
## Warning: package 'hydroTSM' was built under R version 4.1.3
## Loading required package: zoo
## Warning: package 'zoo' was built under R version 4.1.3
## Attaching package: 'zoo'
## The following objects are masked from 'package:base':
##
##
       as.Date, as.Date.numeric
## Loading required package: xts
## Warning: package 'xts' was built under R version 4.1.3
##
## Attaching package: 'xts'
##
## The following objects are masked from 'package:dplyr':
##
       first, last
##
##
##
## Attaching package: 'hydroTSM'
## The following object is masked from 'package:tidyr':
##
       extract
##
library(scales)
## Warning: package 'scales' was built under R version 4.1.3
##
## Attaching package: 'scales'
## The following object is masked from 'package:purrr':
##
##
       discard
## The following object is masked from 'package:readr':
##
##
       col_factor
```

#### Clearing environment

```
rm(list = ls())
```

#### Importing data

```
a1 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202108-divvy-tripdata.csv")
a2 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202109-divvy-tripdata.csv")
a3 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202110-divvy-tripdata.csv")
a4 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202111-divvy-tripdata.csv")
a5 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202112-divvy-tripdata.csv")
a6 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202201-divvy-tripdata.csv")
a7 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202202-divvy-tripdata.csv")
a8 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202203-divvy-tripdata.csv")
a9 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202205-divvy-tripdata.csv")
a10 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202206-divvy-tripdata.csv")
a11 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202206-divvy-tripdata.csv")
a12 <- read.csv("C:/Google_Capstone_Project/google capstone/RAW_DATA/202207-divvy-tripdata.csv")
```

### Combining all the data into a single data frame

```
data <- rbind(a1,a2,a3,a4,a5,a6,a7,a8,a9,a10,a11,a12)
```

### Viewing the data

```
head(data)
```

```
ride_id rideable_type
                                             started at
                                                                   ended at
## 1 99103BB87CC6C1BB electric_bike 2021-08-10 17:15:49 2021-08-10 17:22:44
## 2 EAFCCCFB0A3FC5A1 electric_bike 2021-08-10 17:23:14 2021-08-10 17:39:24
## 3 9EF4F46C57AD234D electric_bike 2021-08-21 02:34:23 2021-08-21 02:50:36
## 4 5834D3208BFAF1DA electric_bike 2021-08-21 06:52:55 2021-08-21 07:08:13
## 5 CD825CB87ED1D096 electric_bike 2021-08-19 11:55:29 2021-08-19 12:04:11
## 6 612F12C94A964F3E electric_bike 2021-08-19 12:41:12 2021-08-19 12:47:47
     start_station_name start_station_id end_station_name end_station_id start_lat
## 1
                                                                             41.77
## 2
                                                                             41.77
## 3
                                                                             41.95
## 4
                                                                             41.97
## 5
                                                                             41.79
## 6
                                                                             41.81
##
     start_lng end_lat end_lng member_casual
## 1
       -87.68 41.77 -87.68
                                      member
## 2
       -87.68 41.77 -87.63
                                      member
```

```
## 4
               41.95 -87.65
       -87.67
                                  member
       -87.60
## 5
               41.77 -87.62
                                  member
## 6
       -87.61
               41.80 -87.60
                                   member
tail(data)
                  ride id rideable type
                                               started at
                                                                   ended at
## 5901458 57ECA4062645FAC5 electric bike 2022-07-30 14:42:24 2022-07-30 14:57:33
## 5901459 605787F70B3B9FD3 electric_bike 2022-07-09 08:32:15 2022-07-09 08:56:10
## 5901460 F0EECBEE637DF028 electric_bike 2022-07-17 13:27:57 2022-07-17 13:33:09
## 5901461 B8B091DC72DDAB9D electric_bike 2022-07-17 14:51:37 2022-07-17 14:57:01
## 5901462 B4D3FFCC1F3AF5EC electric_bike 2022-07-28 13:41:50 2022-07-28 13:47:17
## 5901463 AA9217C8DA3BACOB electric_bike 2022-07-29 13:05:20 2022-07-29 13:10:40
          start_station_name start_station_id end_station_name end_station_id
## 5901458
## 5901459
## 5901460
## 5901461
## 5901462
## 5901463
##
          start_lat start_lng end_lat end_lng member_casual
## 5901458
           41.89 -87.62
                             41.89 -87.62
## 5901459
             41.74
                     -87.68
                              41.75 -87.68
                                                 member
## 5901460
             41.87
                     -87.66
                              41.87 -87.68
                                                 member
                              41.95 -87.65
             41.95
## 5901461
                     -87.64
                                                 member
## 5901462
             41.88
                     -87.63
                              41.87 -87.63
                                                 member
## 5901463
             41.90
                     -87.66
                              41.90 -87.67
                                                 member
glimpse(data)
## Rows: 5,901,463
## Columns: 13
                      <chr> "99103BB87CC6C1BB", "EAFCCCFB0A3FC5A1", "9EF4F46C57~
## $ ride id
## $ rideable_type
                      <chr> "electric_bike", "electric_bike", "electric_bike", ~
## $ started_at
                      <chr> "2021-08-10 17:15:49", "2021-08-10 17:23:14", "2021~
## $ ended_at
                      <chr> "2021-08-10 17:22:44", "2021-08-10 17:39:24", "2021~
## $ start_station_id
                      <chr> "", "", "", "", "", "", "Clark St & Grace St", ~
## $ end_station_name
                      <chr> "", "", "", "", "", "TA1307000127", "", "",~
## $ end_station_id
## $ start_lat
                      <dbl> 41.77000, 41.77000, 41.95000, 41.97000, 41.79000, 4~
                      <dbl> -87.68000, -87.68000, -87.65000, -87.67000, -87.600~
## $ start_lng
## $ end_lat
                      <dbl> 41.77000, 41.77000, 41.97000, 41.95000, 41.77000, 4~
                      <dbl> -87.68000, -87.63000, -87.66000, -87.65000, -87.620~
## $ end_lng
## $ member_casual
                      <chr> "member", "member", "member", "member", "~
str(data)
## 'data.frame':
                  5901463 obs. of 13 variables:
## $ ride_id
                     : chr "99103BB87CC6C1BB" "EAFCCCFB0A3FC5A1" "9EF4F46C57AD234D" "5834D3208BFAF1
                     : chr "electric_bike" "electric_bike" "electric_bike" ...
## $ rideable_type
```

member

## 3

-87.65 41.97 -87.66

```
## $ ended_at
                      : chr "2021-08-10 17:22:44" "2021-08-10 17:39:24" "2021-08-21 02:50:36" "2021-
## $ start_station_name: chr "" "" "" ...
                            ...
## $ start_station_id : chr
                             ...
## $ end_station_name : chr
                            ...
## $ end station id
                      : chr
  $ start lat
                      : num 41.8 41.8 42 42 41.8 ...
##
   $ start_lng
                      : num
                            -87.7 -87.7 -87.7 -87.6 ...
##
   $ end lat
                      : num 41.8 41.8 42 42 41.8 ...
## $ end_lng
                      : num -87.7 -87.6 -87.7 -87.7 -87.6 ...
   $ member_casual
                      : chr
                             "member" "member" "member"
summary(data)
##
     ride_id
                     rideable_type
                                        started at
                                                           ended at
##
  Length: 5901463
                     Length: 5901463
                                       Length: 5901463
                                                         Length: 5901463
   Class :character
                     Class :character
                                       Class : character
                                                         Class : character
   Mode :character
                     Mode :character
                                       Mode :character
                                                         Mode :character
##
##
##
##
##
  start_station_name start_station_id
                                       end_station_name
                                                         end_station_id
  Length:5901463
                     Length:5901463
                                       Length:5901463
                                                         Length:5901463
   Class : character
##
                     Class : character
                                       Class :character
                                                         Class : character
   Mode :character
                     Mode :character
                                       Mode :character
                                                         Mode :character
##
##
##
##
##
     start_lat
                    start_lng
                                     end_lat
                                                    end_lng
   Min. :41.64
                  Min. :-87.84
                                  Min. :41.39
                                                       :-88.97
##
                                                 Min.
                  1st Qu.:-87.66
   1st Qu.:41.88
                                  1st Qu.:41.88
                                                 1st Qu.:-87.66
   Median :41.90
                 Median :-87.64
                                  Median :41.90
                                                 Median :-87.64
##
## Mean :41.90 Mean :-87.65
                                  Mean :41.90
                                                 Mean :-87.65
##
  3rd Qu.:41.93
                  3rd Qu.:-87.63
                                  3rd Qu.:41.93
                                                 3rd Qu.:-87.63
## Max. :45.64
                 Max. :-73.80
                                  Max. :42.37
                                                 Max. :-87.50
                                         :5590
                                                 NA's
##
                                  NA's
                                                        :5590
## member_casual
## Length:5901463
   Class : character
##
  Mode :character
##
##
##
##
```

: chr "2021-08-10 17:15:49" "2021-08-10 17:23:14" "2021-08-21 02:34:23" "2021-

### Cleaning the data

## \$ started at

```
x <- nrow(data) # checking number of rows before removing duplicates
```

### Checking unique items

```
unique(data$rideable_type) #seeing the unique values of the ride type

## [1] "electric_bike" "classic_bike" "docked_bike"

unique(data$member_casual) #seeing the unique values of riders

## [1] "member" "casual"
```

### Transforming the data

```
data <- data %>%
              mutate(ride_length = difftime(data$ended_at,data$started_at))#calculate the duration of t
sapply(data , class) #checking of data types of my columns
                                    ended_at member_casual ride_length
## rideable_type
                   started at
     "character"
                   "character"
                                 "character"
                                              "character"
                                                              "difftime"
data$date <- as.Date(data$started_at) #adding date column</pre>
data$year <- format(as.Date(data$date), "%Y") #adding year column</pre>
data$month <- months(data$date) #adding month column</pre>
data$day_of_week <- format(as.Date(data$date), "%A") #adding day column
data <- data %>%
 mutate(season = time2season(date,
```

```
out.fmt = "seasons")) # Convert dates to seasons

data <- data %>%
    arrange(date) #sorting the data by date

data$day_of_week <- ordered(data$day_of_week, levels=c("Sunday", "Monday", "Tuesday", "Wednesday", "Thu

data$ride_length <- as.numeric(as.character(data$ride_length)) #converting column data type to numeric

data$ride_length <- data$ride_length/60 #converting ride length from sec to mins

data <- data %>%
    filter(!(ride_length < 0))#filtering data</pre>
```

#### Viewing the data

```
head(data)

## rideable_type started_at ended_at member_casual
```

```
## 1 electric_bike 2021-08-01 18:11:35 2021-08-01 18:17:05
                                                                  member
## 2 electric_bike 2021-08-01 18:26:59 2021-08-01 18:32:23
                                                                   member
## 3 electric_bike 2021-08-01 08:16:41 2021-08-01 08:46:14
                                                                  member
## 4 electric_bike 2021-08-01 16:38:02 2021-08-01 16:55:43
                                                                  member
## 5 electric_bike 2021-08-01 14:19:54 2021-08-01 14:22:48
                                                                  member
## 6 electric_bike 2021-08-01 18:09:44 2021-08-01 18:35:33
                                                                  member
     ride_length
                       date year month day_of_week season
## 1
         5.50000 2021-08-01 2021 August
                                             Sunday summer
## 2
        5.40000 2021-08-01 2021 August
                                             Sunday summer
## 3
        29.55000 2021-08-01 2021 August
                                             Sunday summer
       17.68333 2021-08-01 2021 August
                                             Sunday summer
## 5
        2.90000 2021-08-01 2021 August
                                             Sunday summer
## 6
       25.81667 2021-08-01 2021 August
                                             Sunday summer
```

```
tail(data)
```

```
ended_at member_casual
          rideable_type
                                  started_at
## 5901309 electric_bike 2022-07-31 23:47:02 2022-07-31 23:55:21
                                                                        member
## 5901310 electric_bike 2022-07-31 12:09:43 2022-07-31 12:11:24
                                                                        member
## 5901311 electric_bike 2022-07-31 17:16:43 2022-07-31 17:24:05
                                                                        member
## 5901312 electric_bike 2022-07-31 11:40:03 2022-07-31 11:53:22
                                                                        member
## 5901313 electric_bike 2022-07-31 16:03:09 2022-07-31 16:06:00
                                                                        member
## 5901314 electric_bike 2022-07-31 12:57:11 2022-07-31 13:04:09
                                                                        member
##
          ride_length
                             date year month day_of_week season
## 5901309
              8.316667 2022-07-31 2022
                                        July
                                                  Sunday summer
## 5901310
             1.683333 2022-07-31 2022
                                        July
                                                  Sunday summer
## 5901311
             7.366667 2022-07-31 2022
                                        July
                                                  Sunday summer
## 5901312 13.316667 2022-07-31 2022
                                        July
                                                  Sunday summer
## 5901313 2.850000 2022-07-31 2022
                                                  Sunday summer
                                        July
## 5901314
           6.966667 2022-07-31 2022 July
                                                  Sunday summer
```

#### Analyzing the data

```
aggregate(data$ride_length ~ data$member_casual, FUN = max) # Comparing members and casual users max
##
    data$member_casual data$ride_length
## 1
                casual
## 2
                                 1559.90
                 member
aggregate(data$ride_length ~ data$member_casual, FUN = min)# Comparing members and casual users min
    data$member_casual data$ride_length
## 1
                casual
## 2
                 member
                                       0
aggregate(data$ride_length ~ data$member_casual, FUN = median) # Comparing members and casual users medi
     data$member_casual data$ride_length
## 1
                 casual
                               14.400000
## 2
                 member
                                9.016667
aggregate(data$ride_length ~ data$member_casual, FUN = mean) # Comparing members and casual users mean
##
     data$member_casual data$ride_length
## 1
                                29.21285
                 casual
## 2
                 member
                                12.93272
#calculating total number of rides for each season
num_of_rides_season <- data %>%
 group_by(member_casual, data$season) %>%
 summarise(number_of_rides = n())
## 'summarise()' has grouped output by 'member casual'. You can override using the
## '.groups' argument.
num_of_rides_season
## # A tibble: 8 x 3
## # Groups: member_casual [2]
    member_casual 'data$season' number_of_rides
##
    <chr>
                   <chr>
                                           <int>
## 1 casual
                  autumm
                                          728023
## 2 casual
                  spring
                                          496711
## 3 casual
                                         1187752
                   summer
## 4 casual
                   winter
                                          109674
## 5 member
                                         1019239
                   autumm
## 6 member
                                          793435
                   spring
## 7 member
                                         1209235
                   summer
## 8 member
                   winter
                                          357245
```

```
#calculating total number of rides for each month
num_of_rides_month <- data %>%
  group by (member casual, data$month) %>%
  summarise(number of rides = n())
## 'summarise()' has grouped output by 'member_casual'. You can override using the
## '.groups' argument.
num_of_rides_month
## # A tibble: 24 x 3
              member_casual [2]
## # Groups:
     member_casual 'data$month' number_of_rides
##
                   <chr>
      <chr>
                                           <int>
## 1 casual
                   April
                                          126417
## 2 casual
                   August
                                          412662
## 3 casual
                   December
                                           69738
## 4 casual
                   February
                                           21416
## 5 casual
                                           18520
                   January
## 6 casual
                    July
                                          406046
## 7 casual
                                          369044
                    June
## 8 casual
                   March
                                           89880
## 9 casual
                   May
                                          280414
## 10 casual
                   November
                                          106898
## # ... with 14 more rows
## # i Use 'print(n = ...)' to see more rows
#calculating total number of rides for each day
num_of_rides_day <- data %>%
  group_by(member_casual, data$day_of_week) %>%
 summarise(number_of_rides = n())
## 'summarise()' has grouped output by 'member_casual'. You can override using the
## '.groups' argument.
num_of_rides_day
## # A tibble: 14 x 3
## # Groups:
              member_casual [2]
     member_casual 'data$day_of_week' number_of_rides
##
##
      <chr>>
                    <ord>
                                                 <int>
## 1 casual
                    Sunday
                                                475591
## 2 casual
                                                299653
                   Monday
## 3 casual
                    Tuesday
                                                273810
## 4 casual
                    Wednesday
                                                281783
## 5 casual
                   Thursday
                                                316118
## 6 casual
                   Friday
                                                347637
## 7 casual
                    Saturday
                                                527568
## 8 member
                   Sunday
                                                417953
## 9 member
                   Monday
                                                472387
```

523377

## 10 member

Tuesday

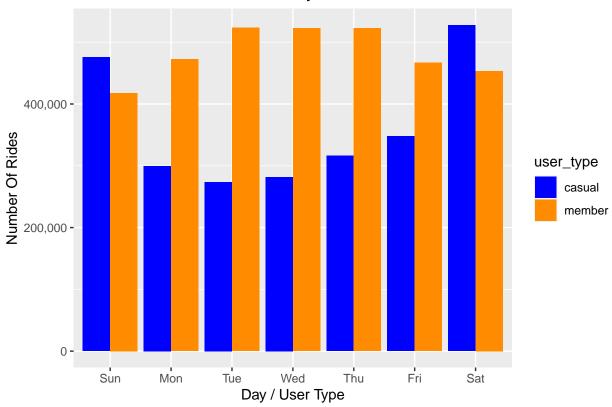
```
## 11 member
                   Wednesday
                                               522617
## 12 member
                   Thursday
                                               522658
## 13 member
                   Friday
                                               466676
## 14 member
                   Saturday
                                               453486
#calculating total number of ride type
num_of_rideable_type <- data %>%
  group_by(member_casual, data$rideable_type) %>%
 summarise(number of rides = n())
## 'summarise()' has grouped output by 'member_casual'. You can override using the
## '.groups' argument.
num_of_rideable_type
## # A tibble: 5 x 3
## # Groups: member_casual [2]
    member_casual 'data$rideable_type' number_of_rides
                 <chr>
##
    <chr>
                                                  <int>
                classic_bike
docked_bike
## 1 casual
                                               1132868
## 2 casual
                                               226723
## 3 casual
                 electric_bike
                                              1162569
## 4 member
                  classic bike
                                               1922698
## 5 member
                  electric bike
                                               1456456
#calculating average time of rides for each day
avg_day <- aggregate(data$ride_length ~ data$member_casual + data$day_of_week, FUN = mean)</pre>
#calculating average time of rides for each month
avg_month <- aggregate(data$ride_length ~ data$member_casual + data$month, FUN = mean)</pre>
#calculating average time of rides for each season
avg_season <- aggregate(data$ride_length ~ data$member_casual + data$season, FUN = mean)</pre>
#calculating average time of rides for each ride type
avg_rideable_type <- aggregate(data$ride_length ~ data$rideable_type + data$member_casual, FUN = mean)</pre>
# analyze ridership data by type and weekday
data %>%
  group_by(member_casual, day_of_week) %>% #groups by usertype and weekday
  summarise(number_of_rides = n()
                                                          #calculates the number of rides and average
            ,average_duration = mean(ride_length)) %>%
                                                         # calculates the average duration
  arrange(member_casual, day_of_week)
## '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 day_of_week number_of_rides average_duration
##
      <chr>
                   <ord>
                                         <int>
                                                          <dbl>
## 1 casual
                   Sunday
                                         475591
                                                           34.0
                                                           29.7
## 2 casual
                  Monday
                                       299653
## 3 casual
                                       273810
                                                          25.5
                  Tuesday
## 4 casual
                                       281783
                                                          25.0
                  Wednesday
```

```
## 5 casual
                   Thursday
                                       316118
                                                         26.2
## 6 casual
                                                         27.4
                   Friday
                                       347637
## 7 casual
                   Saturday
                                      527568
                                                         31.8
## 8 member
                   Sunday
                                       417953
                                                         14.6
## 9 member
                   Monday
                                       472387
                                                         12.6
## 10 member
                   Tuesday
                                      523377
                                                         12.1
## 11 member
                   Wednesday
                                     522617
                                                         12.2
## 12 member
                                                         12.4
                   Thursday
                                      522658
## 13 member
                   Friday
                                      466676
                                                         12.6
## 14 member
                   Saturday
                                       453486
                                                         14.5
```

## Bar Chart for the number of rides per day

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

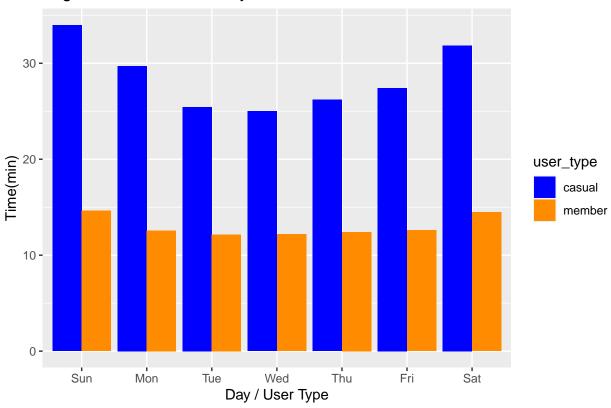
#### Total Number Of Rides Per Day



## Bar Chart for average ride duration per day

<sup>## &#</sup>x27;summarise()' has grouped output by 'user\_type'. You can override using the
## '.groups' argument.

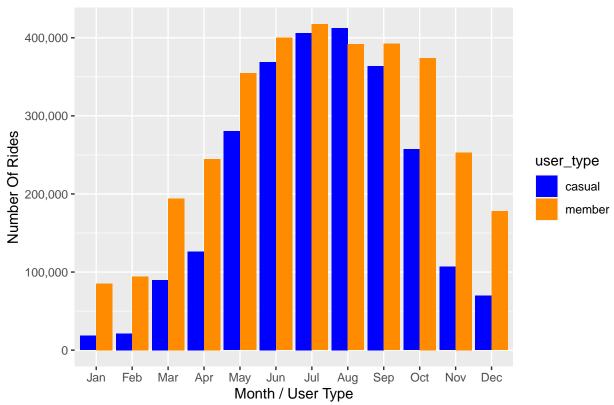
#### Avg Ride Duration Per Day



## Bar Chart for number of rides per month

<sup>## &#</sup>x27;summarise()' has grouped output by 'months'. You can override using the
## '.groups' argument.

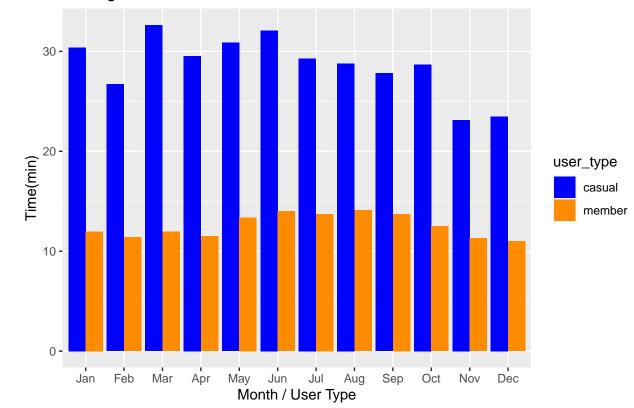
#### Number Of Rides Per Month



## Bar Chart for average ride duration per month

<sup>## &#</sup>x27;summarise()' has grouped output by 'months'. You can override using the
## '.groups' argument.

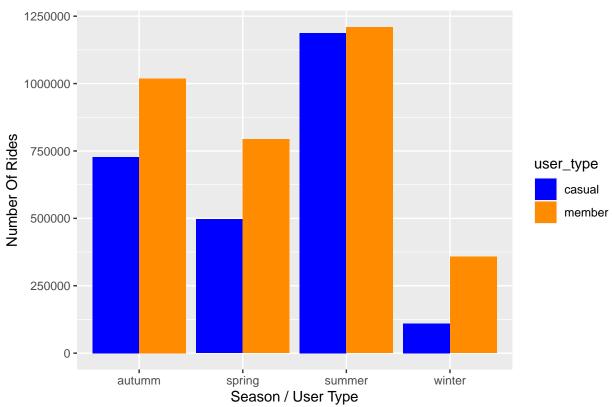
#### Average Ride Duration Per Month



## Bar Chart for number of rides per season

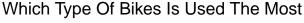
## 'summarise()' has grouped output by 'season'. You can override using the
## '.groups' argument.

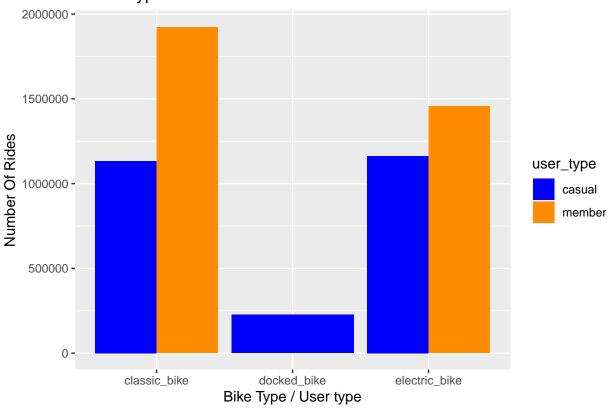
#### Number Of Rides Per Season



## Bar Chart for which type of bikes is used the most

## 'summarise()' has grouped output by 'rideable\_type'. You can override using the
## '.groups' argument.





# Exporting the data

```
write.csv(data , file = "C:/Google_Capstone_Project/Exported_data/Cyclistic_bike_share_cleaned.csv")
write.csv(avg_season , file = "C:/Google_Capstone_Project/Exported_data/ride_season_avg_length.csv")
write.csv(avg_rideable_type , file = "C:/Google_Capstone_Project/Exported_data/ride_month_avg_length.csv")
write.csv(avg_month , file = "C:/Google_Capstone_Project/Exported_data/ride_month_avg_length.csv")
write.csv(avg_day, file = "C:/Google_Capstone_Project/Exported_data/ride_day_avg_length.csv")
write.csv(num_of_rides_season, file = "C:/Google_Capstone_Project/Exported_data/ride_season_total_length.csv"(num_of_rides_month, file = "C:/Google_Capstone_Project/Exported_data/ride_month_total_length.csv"(num_of_rides_day, file = "C:/Google_Capstone_Project/Exported_data/ride_day_total_length.csv"
write.csv(num_of_rideable_type, file = "C:/Google_Capstone_Project/Exported_data/ride_type_total_length.
```