Google Data Analytics Capstone Project

Cyclistic Case Study

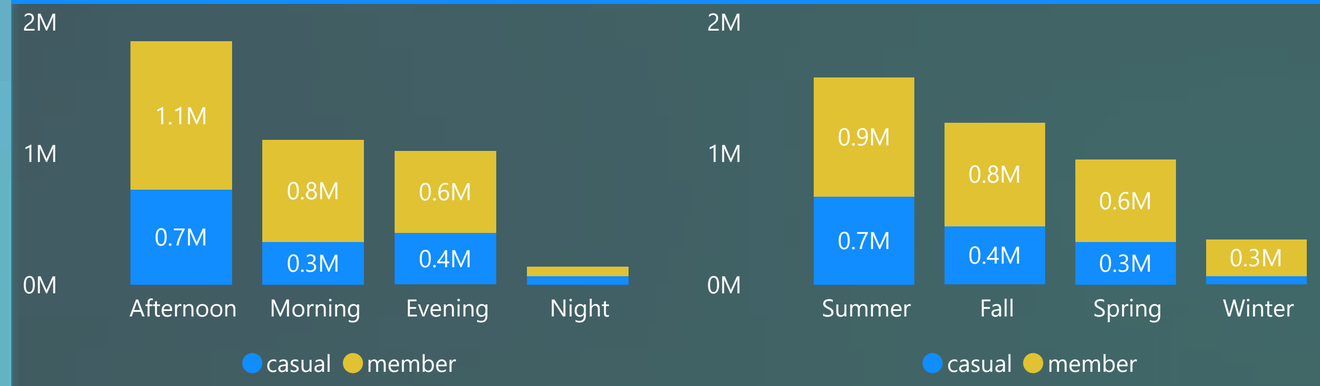
Member Type: All

Season: All

Trends | Summary

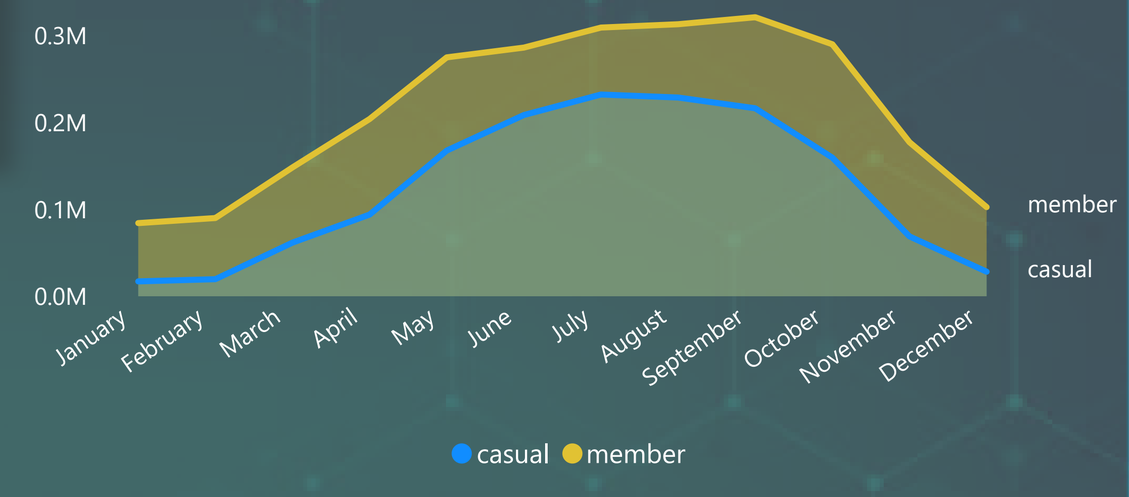
Total Rides	Busiest Day	Total Rides	AVG.Ride Length	Busiest time
4.1M	Saturday	Summer	16.6	Afternoon

Time of Day Usage

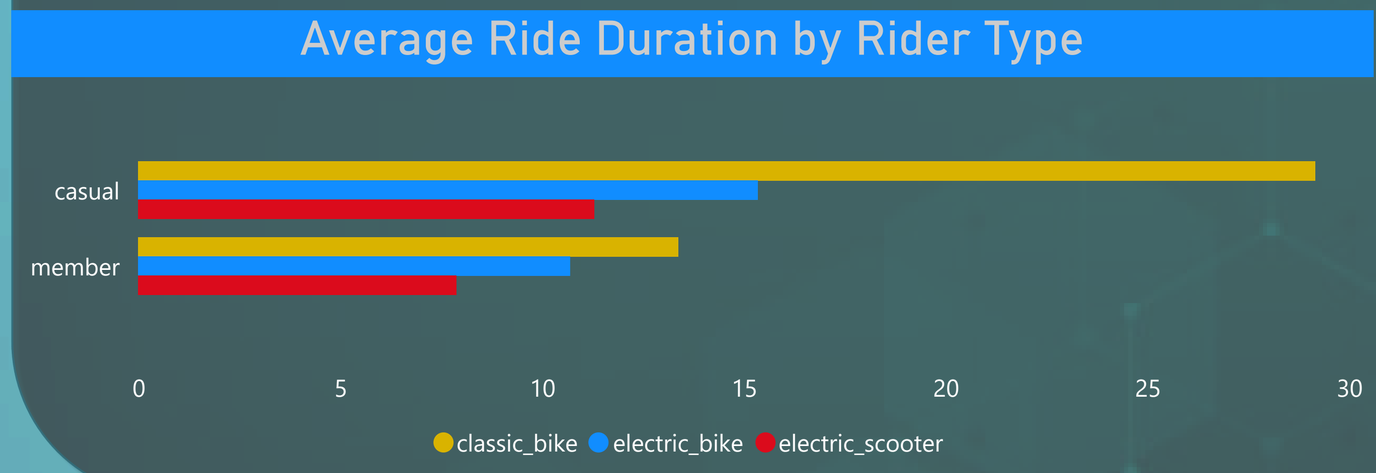


Seasonal Trends

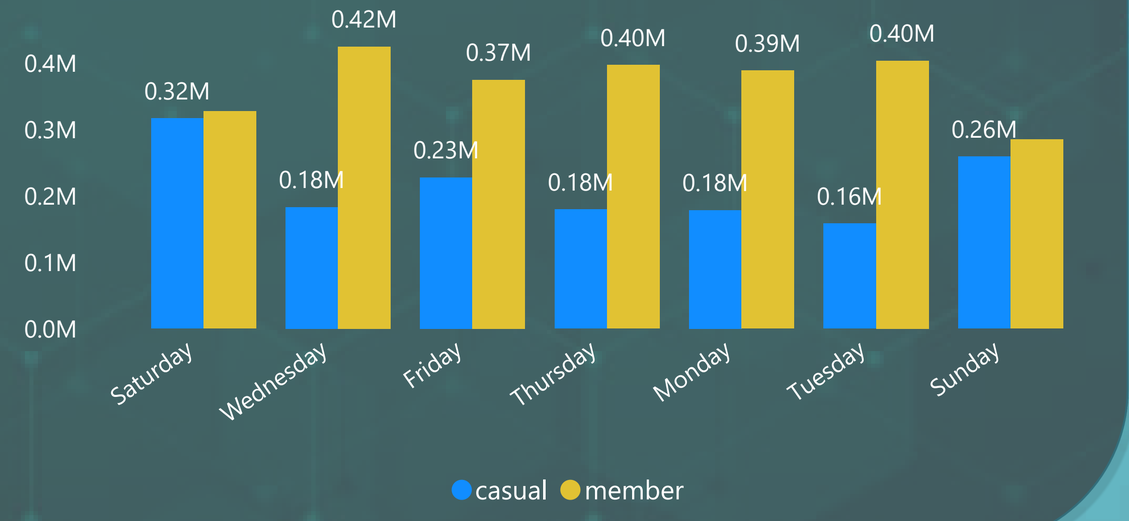
Rides by Month



Average Ride Duration by Rider Type



Rides by Day of the Week



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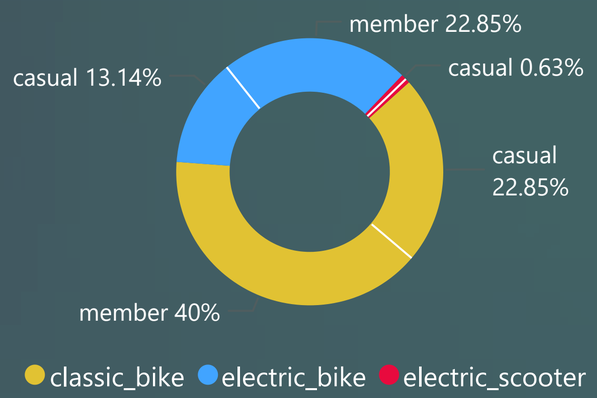
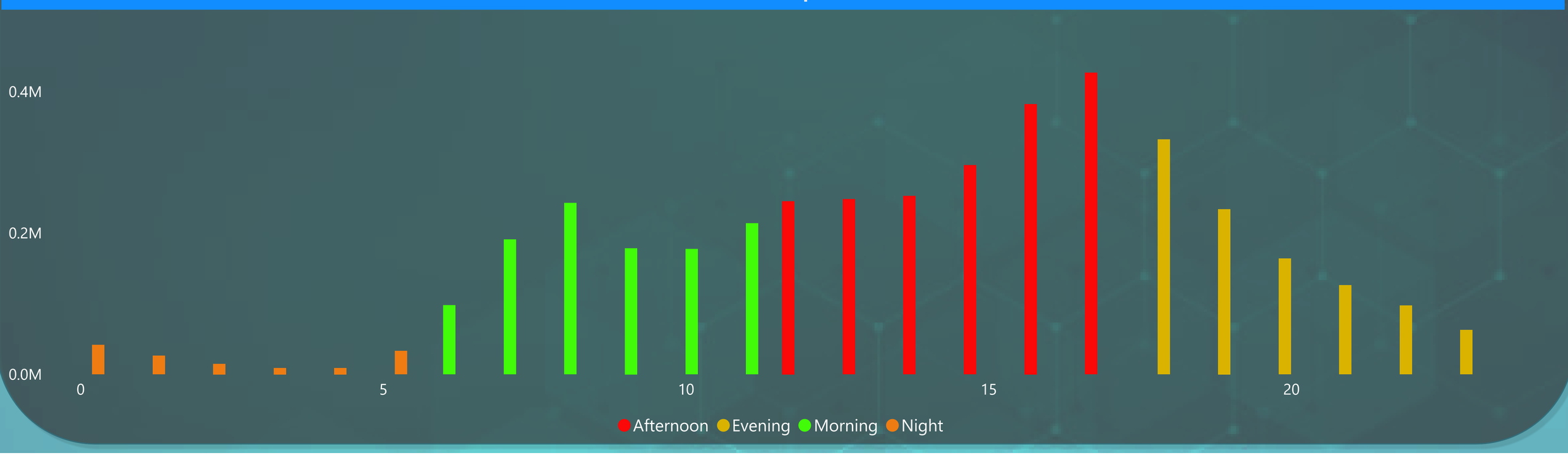
Bike Type Preference



member_casual	Sum of hour	Sum of ride_length	season	start_station_name	time_of_day	rideable_type	day_of_week	Year	Month
casual	14	46.11	Fall	2112 W Peterson Ave	Afternoon	classic_bike	Friday	2024	Septem
casual	24	33.10	Fall	2112 W Peterson Ave	Afternoon	classic_bike	Saturday	2024	Septem
casual	17	10.70	Fall	2112 W Peterson Ave	Afternoon	classic_bike	Saturday	2024	Novemb
casual	13	182.47	Fall	2112 W Peterson Ave	Afternoon	classic_bike	Sunday	2024	Septem
casual	15	8.48	Fall	2112 W Peterson Ave	Afternoon	classic_bike	Sunday	2024	October
casual	16	15.59	Fall	2112 W Peterson Ave	Afternoon	classic_bike	Thursday	2024	October
casual	13	81.68	Fall	2112 W Peterson Ave	Afternoon	classic_bike	Wednesday	2024	October
casual	42	28.62	Fall	2112 W Peterson Ave	Afternoon	electric_bike	Friday	2024	October
Total	**57305603**	**68,024,594.81**							

Total Rides per Hour