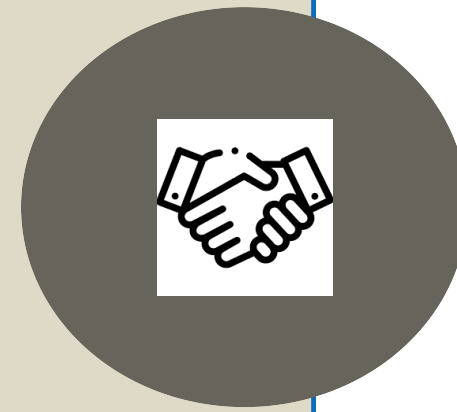


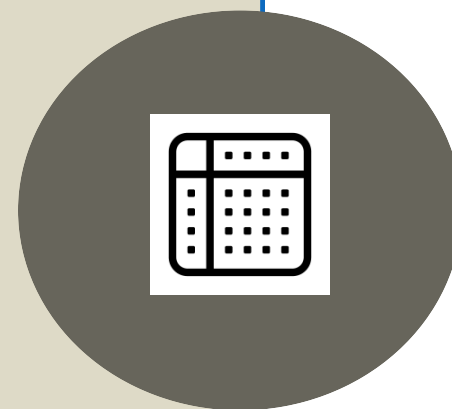
Cyclistic bike-share analysis



Introduction



Dashboard



Dataset



Analysis



Cyclistic bike-share INTRODUCTION

Welcome to the Cyclistic bike-share analysis project! This project focuses on developing a data-driven marketing strategy for Cyclistic, a bike-share company in Chicago. As a junior data analyst, my role was to examine how casual riders and annual members use Cyclistic bikes differently, with the goal of converting more casual riders into annual members. This analysis is part of a broader effort by Cyclistic's marketing team to increase the number of profitable annual memberships, which are key to the company's long-term growth.

In this study, I followed the data analysis process — asking the right questions, preparing and processing the data, analyzing trends, and sharing insights through compelling visualizations. The analysis included identifying key patterns in the behavior of different rider groups and making strategic recommendations based on data insights. This will help Cyclistic refine its marketing strategies and convert casual users into loyal, annual members.

This report outlines my findings and offers actionable recommendations to support Cyclistic's goal of maximizing annual memberships.



Cyclistic bike-share DASHBOARD

5,7M

Number of ride

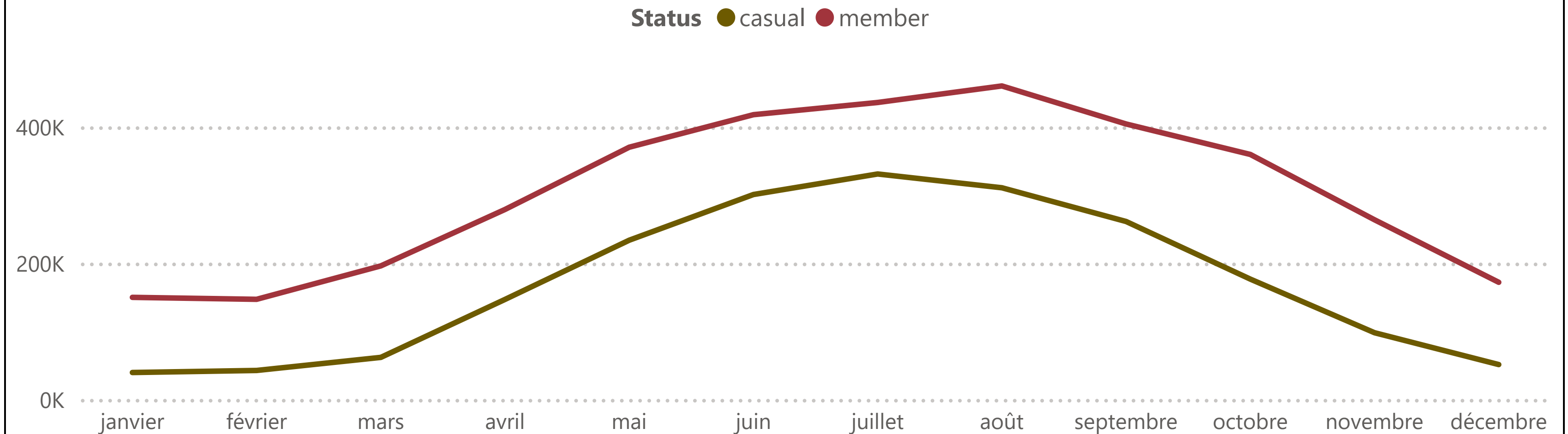
98,49K

Max minutes

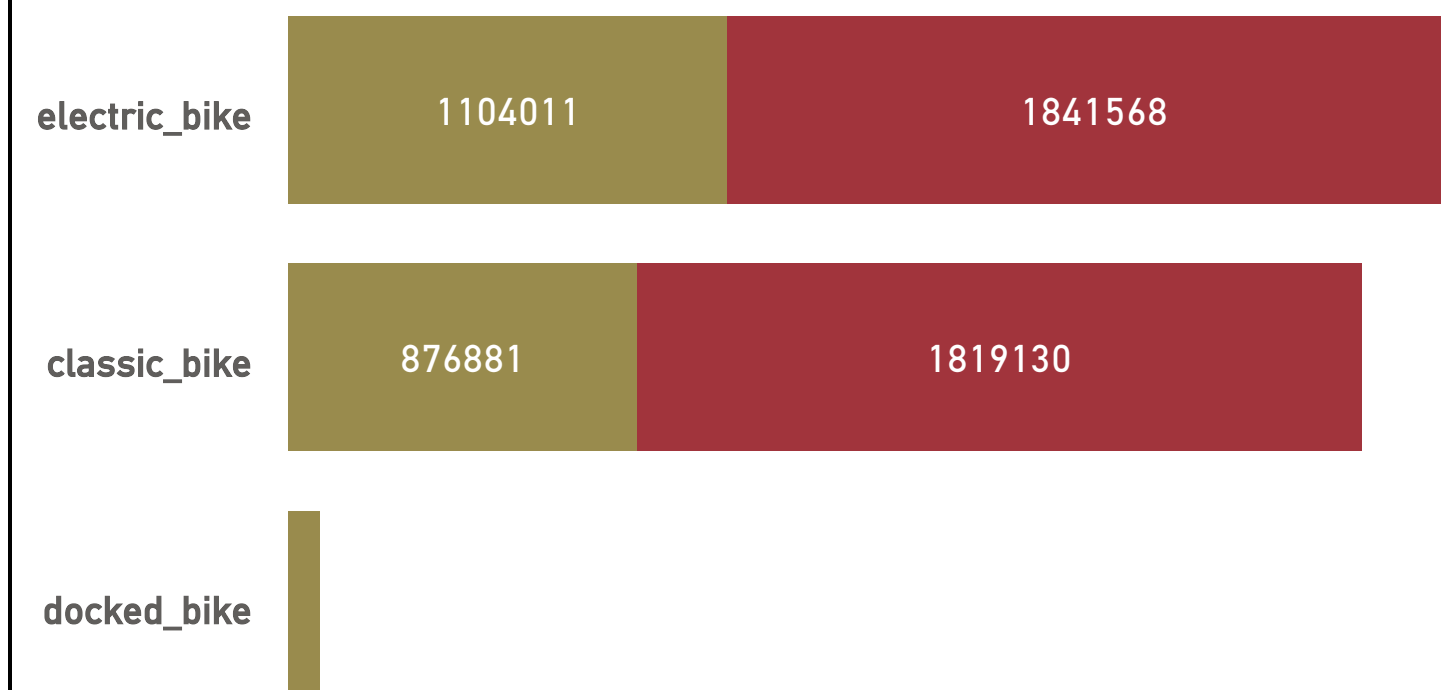
18,17

AVG ride_lenght

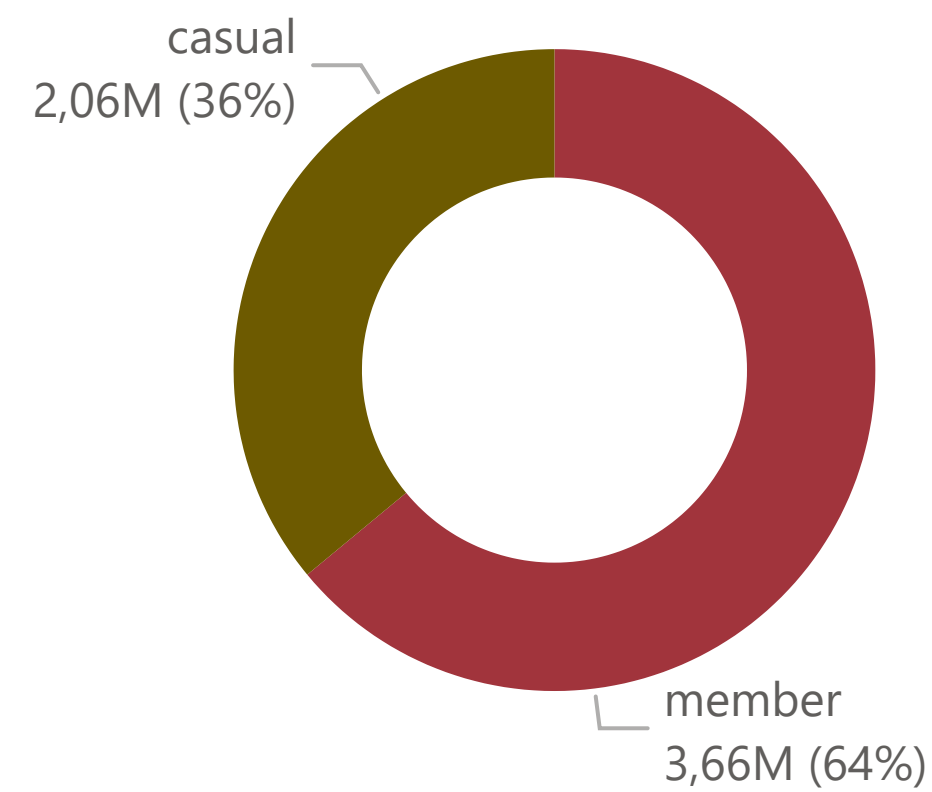
Bike Rides by Month



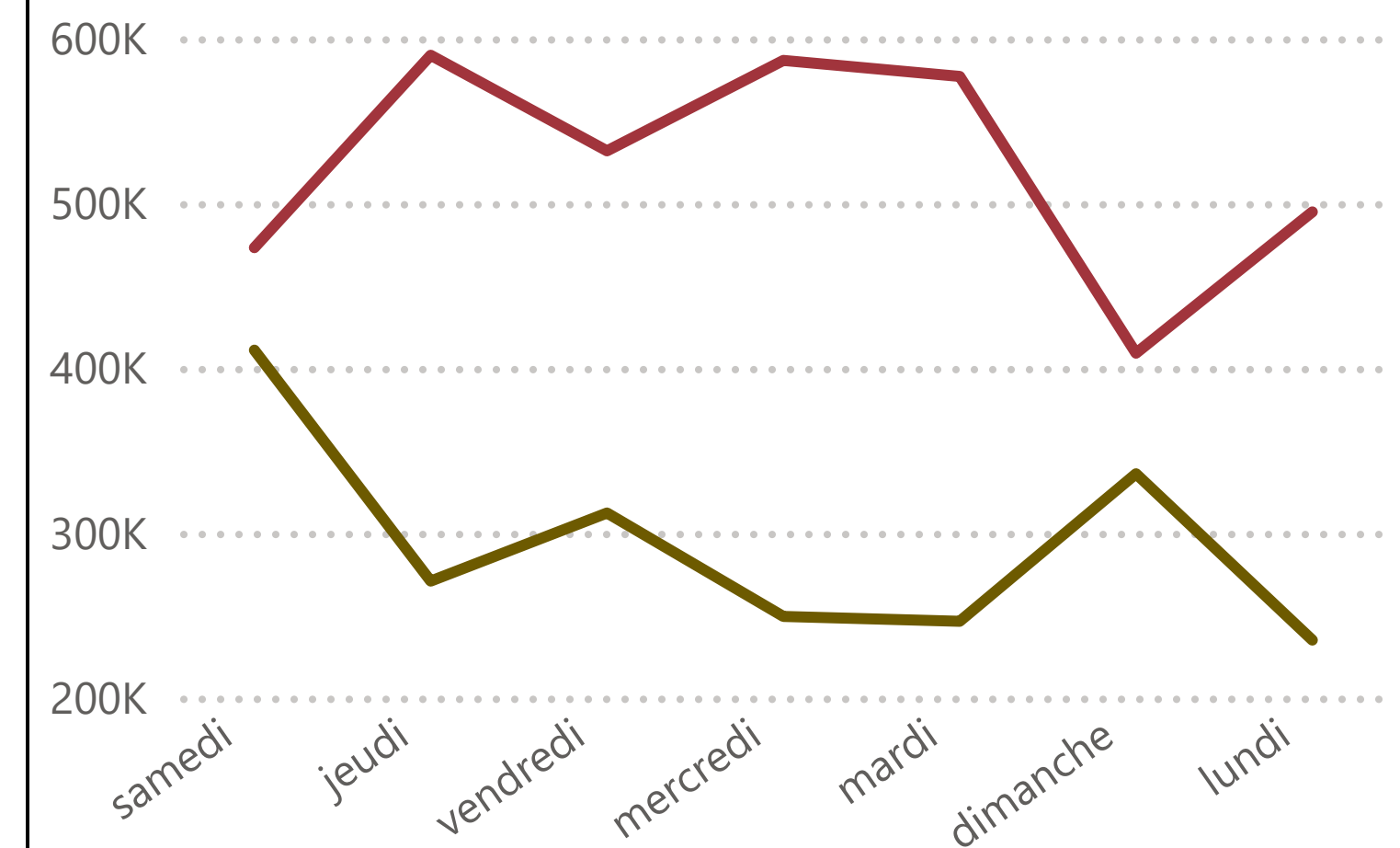
Rideable Type Distribution for Casual and Member Users



Distribution of Casual and Member Users



Bike Rides by Day





Cyclistic bike-share

DATASET

Status

Tout

Rideable type

Tout

Mois

Tout

start_station_name	end_station_name	Count ride	Somme de Total minutes	Somme de ride_lenght	AVG ride_lenght	day_of_week
Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	2457,0	87 207,75	60,56	35,49	samedi
Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	2036,0	78 083,75	54,22	38,35	dimanche
DuSable Lake Shore Dr & Monroe St	DuSable Lake Shore Dr & Monroe St	1937,0	59 022,93	40,99	30,47	samedi
DuSable Lake Shore Dr & Monroe St	DuSable Lake Shore Dr & Monroe St	1549,0	54 666,45	37,96	35,29	dimanche
Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	1399,0	45 765,45	31,78	32,71	vendredi
DuSable Lake Shore Dr & Monroe St	Streeter Dr & Grand Ave	1345,0	34 494,50	23,95	25,65	samedi
Michigan Ave & Oak St	Michigan Ave & Oak St	1180,0	50 896,50	35,34	43,13	samedi
Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	1177,0	43 295,73	30,07	36,78	lundi
Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	1082,0	41 574,27	28,87	38,42	jeudi
Ellis Ave & 60th St	Ellis Ave & 55th St	1079,0	5 706,05	3,96	5,29	jeudi
Ellis Ave & 60th St	Ellis Ave & 55th St	1075,0	7 089,57	4,92	6,59	mardi
Ellis Ave & 60th St	University Ave & 57th St	1066,0	5 871,62	4,08	5,51	mercredi
Michigan Ave & Oak St	Michigan Ave & Oak St	1050,0	47 756,35	33,16	45,48	dimanche
Ellis Ave & 60th St	University Ave & 57th St	1047,0	5 909,30	4,10	5,64	mardi
Ellis Ave & 60th St	Ellis Ave & 55th St	1038,0	5 419,95	3,76	5,22	mercredi
University Ave & 57th St	Ellis Ave & 60th St	1020,0	4 440,90	3,08	4,35	mercredi
Ellis Ave & 60th St	University Ave & 57th St	1010,0	4 130,27	2,87	4,09	lundi
Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	1007,0	36 428,05	25,30	36,17	mardi
State St & 33rd St	Calumet Ave & 33rd St	1005,0	4 576,20	3,18	4,55	jeudi
Ellis Ave & 55th St	Ellis Ave & 60th St	997,0	5 921,58	4,11	5,94	lundi
Ellis Ave & 60th St	University Ave & 57th St	997,0	4 876,67	3,39	4,89	jeudi



Cyclistic bike-share ANALYSIS

Key Performance Indicators (KPIs)

These indicators show a high volume of use of the service, with relatively short average journey times. This suggests that bicycles are mainly used for fast journeys, probably in urban areas. The high overall usage could indicate a good uptake of the service by the population.

Monthly Trends

Bicycle use peaks in the summer and falls in the winter. The warmer months are clearly favourable for usage, which is typical for bike-share services, which are often influenced by weather conditions..

Distribution of Users

A greater proportion of journeys are made by members.

Bike type distribution

Electric bikes are the most popular, followed by classic bikes. The fact that electric bikes are the most widely used means of transport clearly indicates that users prefer more comfortable and more efficient means of transport.

Recommendations :

- **Seasonal optimisation** : Increase maintenance capacity and availability of bikes during the summer, and develop special offers to maintain interest in winter.
- **Subscription Promotion** : Target occasional users with subscription offers to convert them into regular members.
- **Marketing strategies** : Adapt communication strategies to target specific days, such as weekends or holiday periods, based on usage trends.