



# Cyclistic



Bike-share Case study



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# Business Task

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Understanding the nature of bike usage between annual members and casual members and introduce strategy to increase the number of annual memberships.

## Data Source

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The data source used for this analysis is from Divvy's bike trip data. It consists of data from last 12 months. The data gives brief overview on use of bike-share services without revealing personally identifiable information.

Find the dataset from the below link:

<https://www.kaggle.com/mihelic/cyclistic>

# Summary

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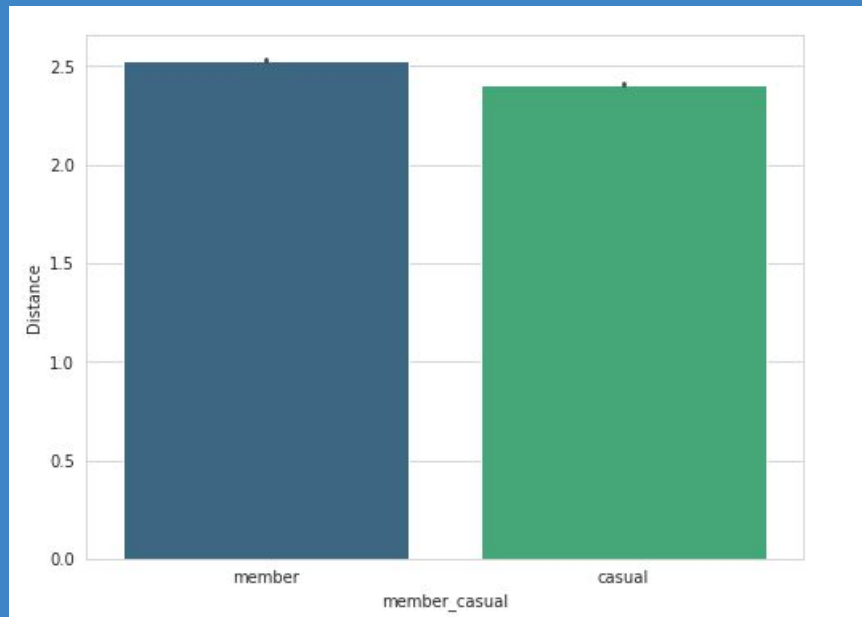
- We analyse the usage of bikes between annual members and casual members.
- Annual members use bikes for daily commute and their traveling frequency is high.
- Casual riders use bikes for leisure activities. Their travel time is high but frequency is on lower side.

# Visualisation Charts

- The member riders have travelled longer distance than the casual riders.

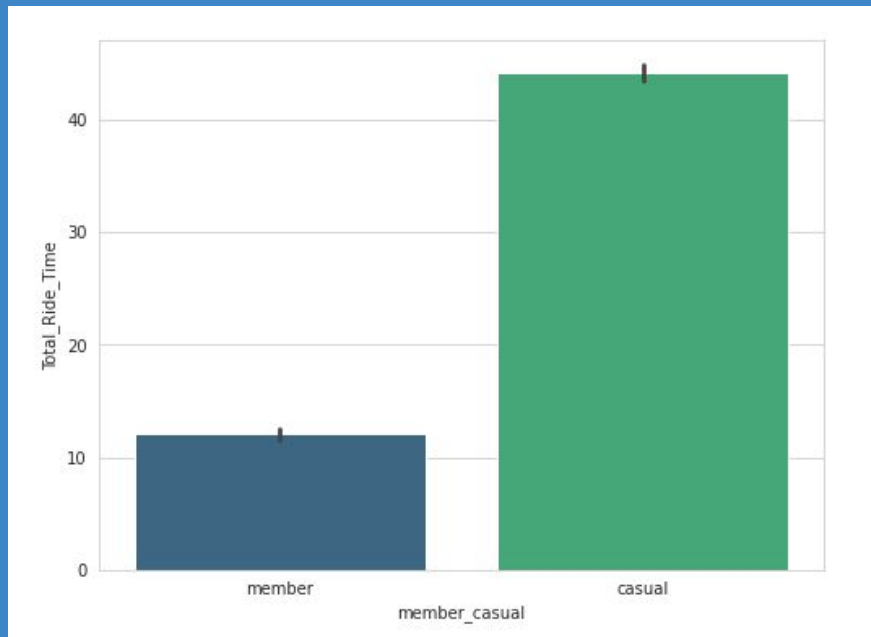
Notebook Link:

<https://www.kaggle.com/aks-haydani/cyclistic-google-capstone-project-with-python>



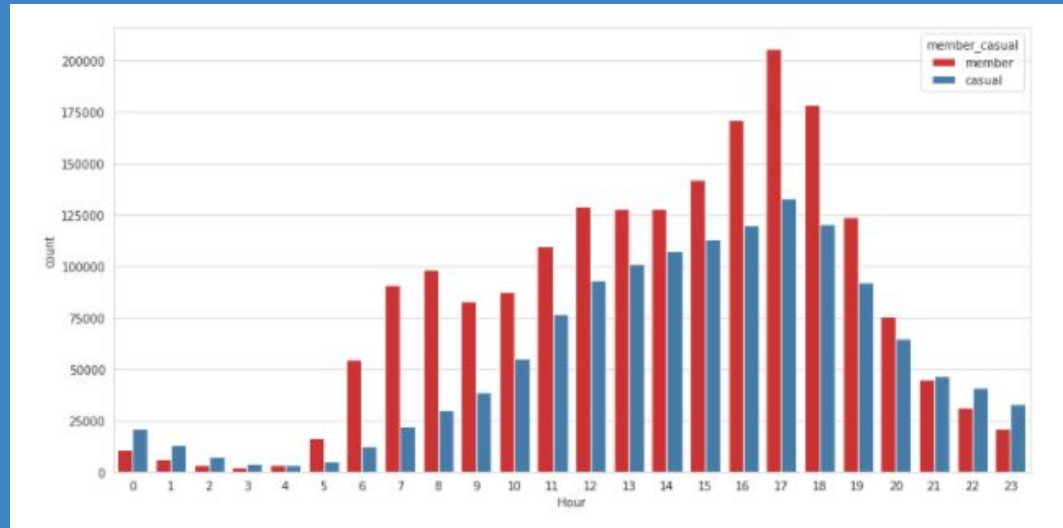
# Visualisation Charts

- The total ride time for casual members is higher compared to annual members.



# Visualisation Charts

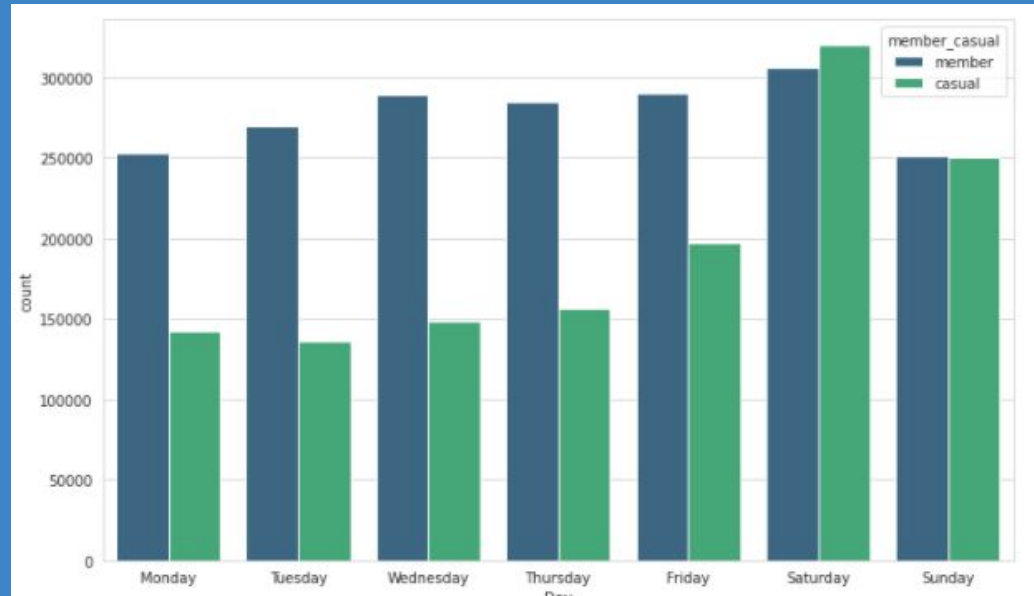
- Evening hours are busy hours for both members and casual riders.
- Member riders use bikes for reaching their workplace and hence usage is high on morning hours.
- Casual riders have used bikes for late night rides.





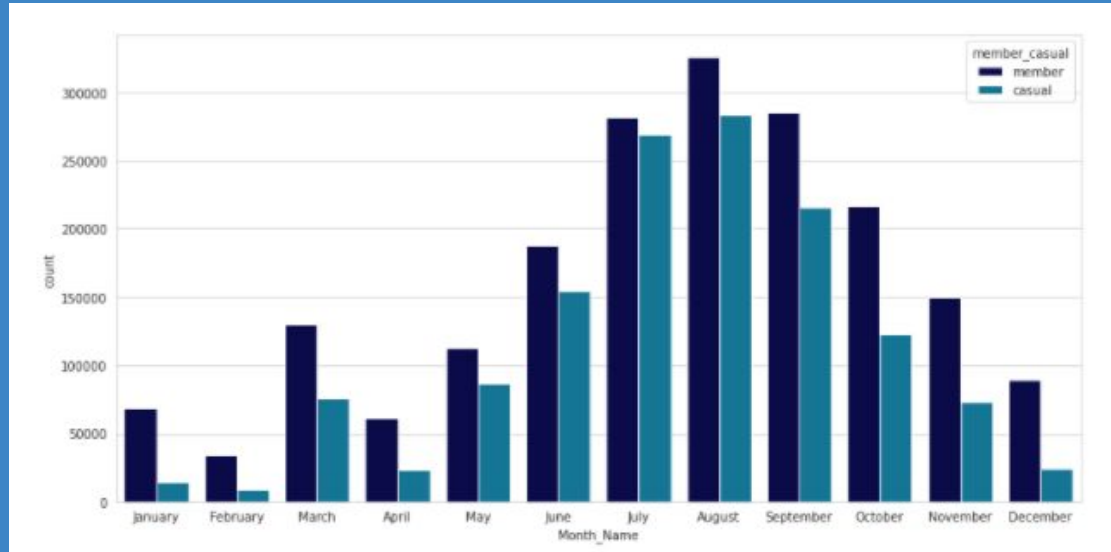
# Visualisation Charts

- Casual riders use bikes for fun/leisure activities and hence their usage is high on weekends.
- Members riders use bikes for their work and we can observe they have consistent usage on weekdays.



# Visualisation Charts

- Summer months see a good hike in terms of bike usage.
- Casual and member riders both have higher usage in this period.



# Action Plan

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- Member riders use bikes for daily commute and for shorter distance.
- Casual riders have higher usage on weekends and their purpose is leisure.
- Summer months see higher bike usage and business can focus on this period to increase annual memberships.

# Action Plan

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- Special 'Summer Membership' can be introduced for casual riders who're hesitant to go for annual membership.
- It is important for business to develop the idea of using bikes regularly than just for leisure activities in casual riders.
- Coupons, Discounts schemes can be introduced for casual riders to increase their bike usage on weekdays or small distance journeys.

