



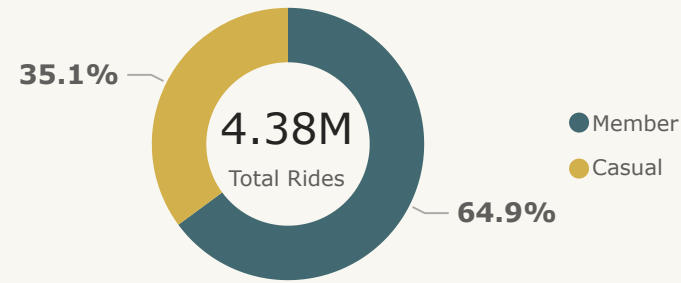
# GOOGLE CAPSTONE DATA ANALYTICS PROJECT

Analysis of Cyclistic, a Chicago Based Bikeshare Company

Data from December 2022 to December 2023

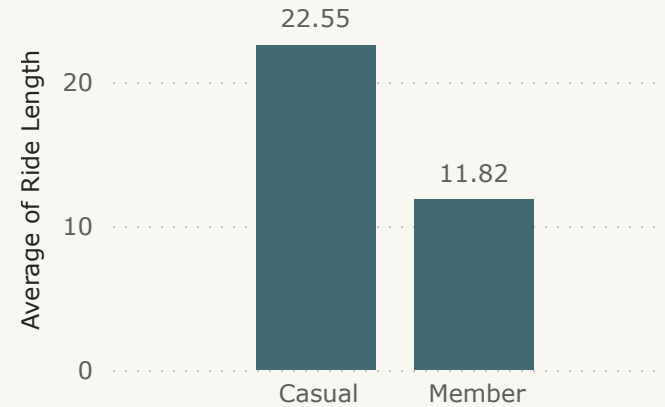


### Percentage of Members vs. Casual Users

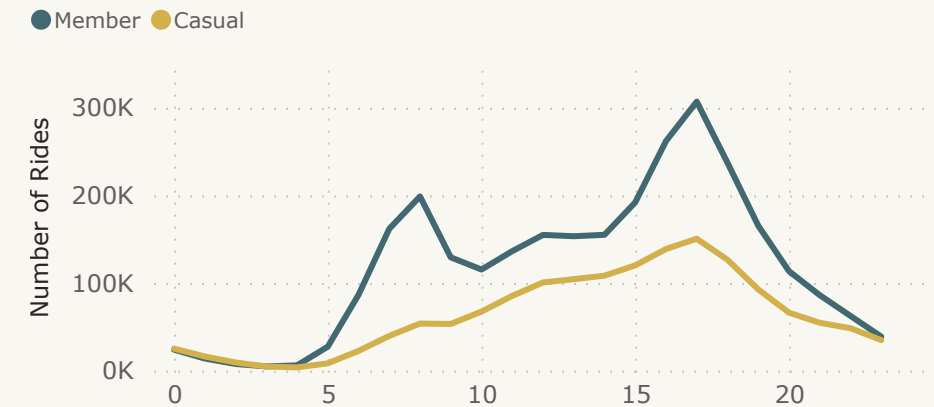


There are more anual members (64.9%) than casual users (35.1%). Annual members generate more revenue than casual members, so the future growth depends on converting casual riders into annual members.

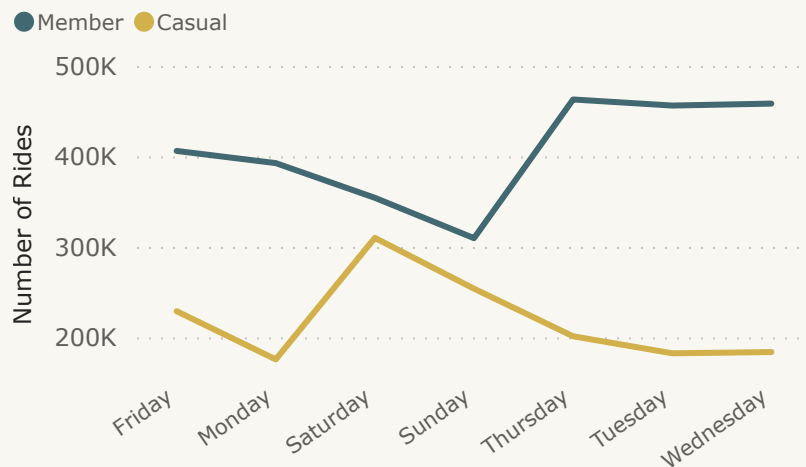
### Average Ride Length (in minutes)



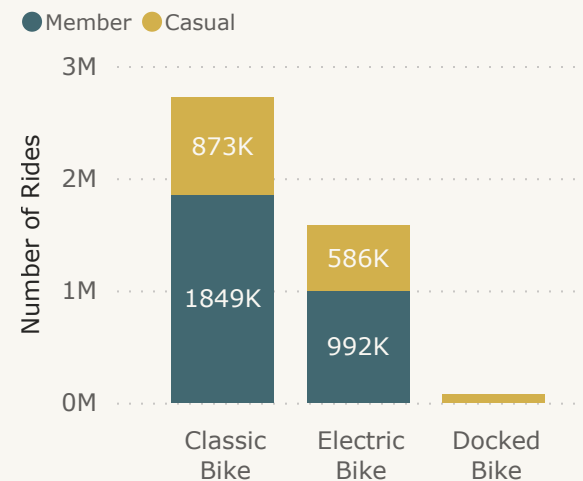
### Number of Rides Per Hour of Day



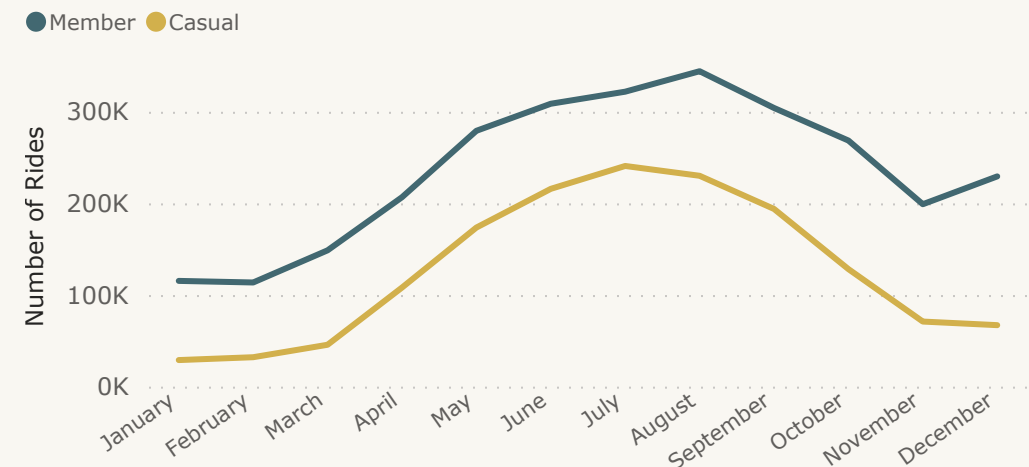
### Number of Rides Per Day of The Week



### Number of Rides Per Rideable Type



### Number of Rides Per Month





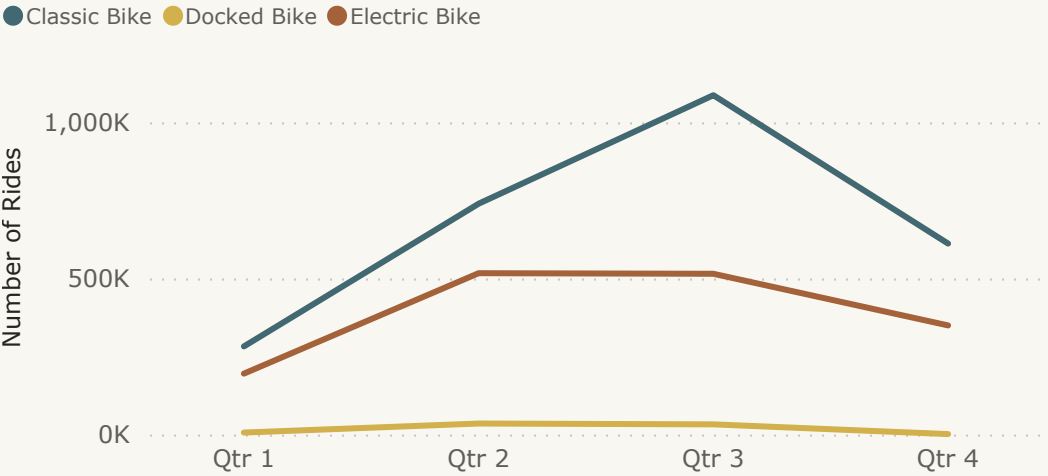
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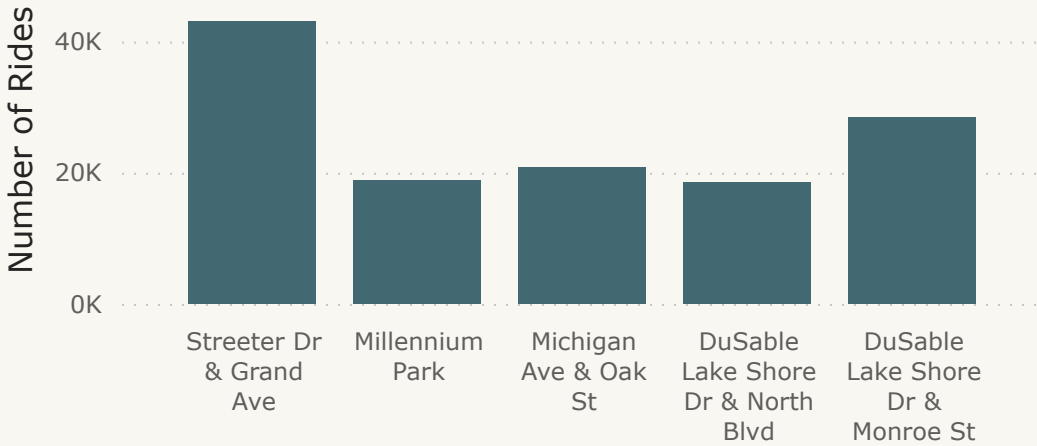
Rideable Type Per Quarter



## Analysis

- Annual members use the bikes more on weekdays, indicating that they use them to commute, whereas casual users use them more on weekends, which implies that they use them for recreation.
- On a daily basis, annual members ride the bikes more frequently during the hours of 8 am and 5 pm, which suggests they commute to and from work. The bikes are used most frequently in the afternoon by both members and casual users, with the peak number of riders each day occurring at 5 pm.
- The busiest time of year for both members and casual users is summer, from July to September, with August seeing the highest levels of usage. Winter, from December to February, saw the least rides in both groups, particularly in January.
- On average Casual users take longer rides compared to annual users.

Top 5 Stations For Casual Users



## Recommendations

- Weekends should be used for marketing activities aimed at enticing non-members to join because weekend usage of the bikes is higher for casual users.
- Due to the increase in bike utilization among both members and casual users in the summer, marketing efforts should be concentrated towards and during the summer season.
- Outdoor advertising should be deployed around the most popular stations between casual users.
- The first step in turning casual users into annual members could be to employ weekend-only memberships.