

# Cyclistic Bike Share Analysis Report: Part 1

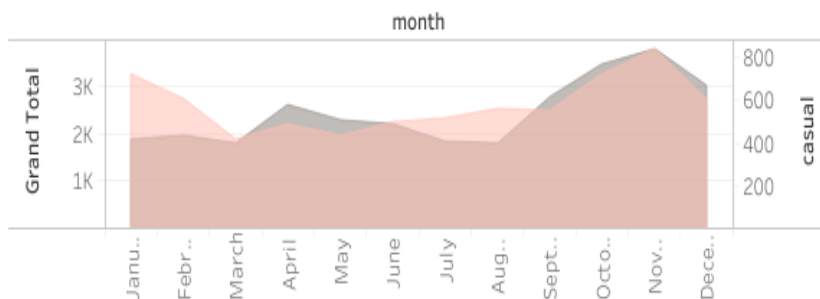
2023 trends for Cyclistic Members and Casual Riders (Using Microsoft Excel and Tableau)

Dashboard on [Tableau](#)

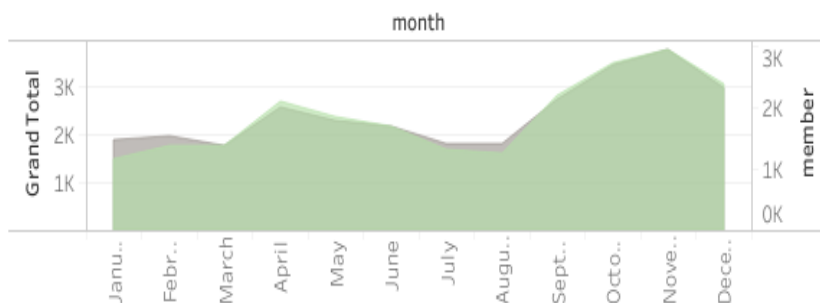
## 2023 Ride Trends

Trips taken by casual riders and cyclistic members from January 2023 to December 2023. Customers who purchase single-ride or full-day passes are referred to as casual riders. Customers who purchase annual memberships are Cyclistic members.

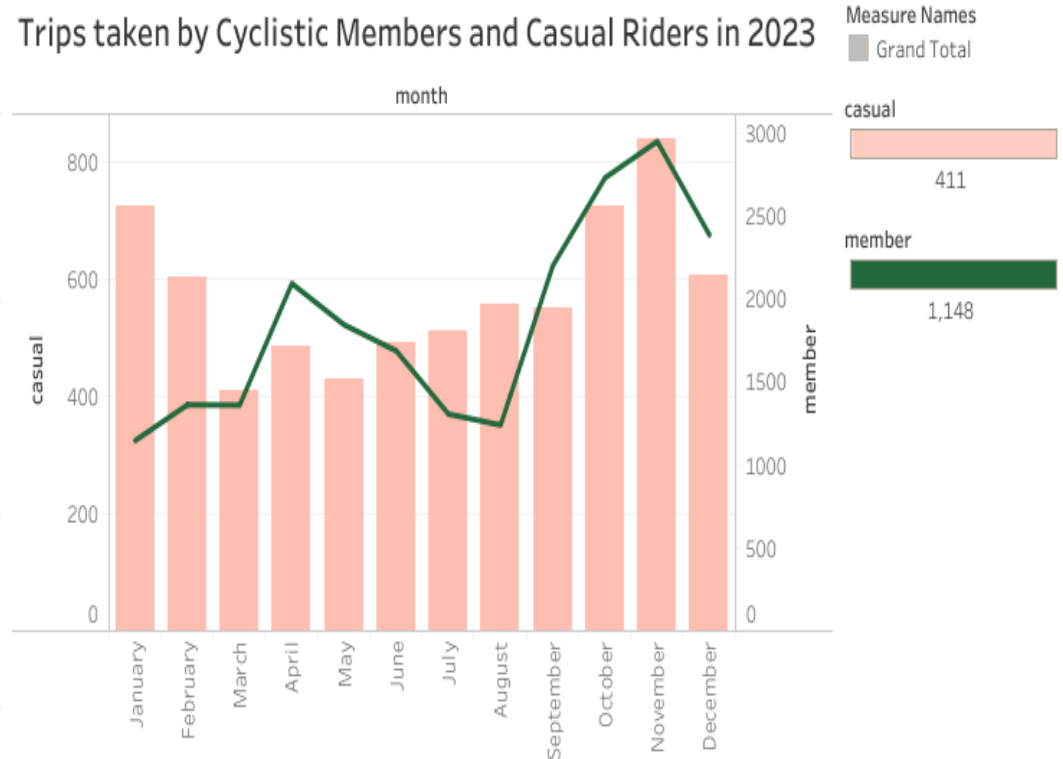
### Total Rides v/s Casual Rides



### Total Rides v/s Cyclistic Member Rides



### Trips taken by Cyclistic Members and Casual Riders in 2023



## Monthly Bike Share Data Explanation

### Columns

- ⇒ Month: Indicates the specific month for which the data is recorded.
- ⇒ Casual: Represents the number of bike rides taken by casual riders during the respective month.
- ⇒ Member: Indicates the number of bike rides taken by Cyclistic members in the given month.
- ⇒ Grand Total: Reflects the total number of bike rides, combining both casual and member rides, ensuring consistency with the overall sum.

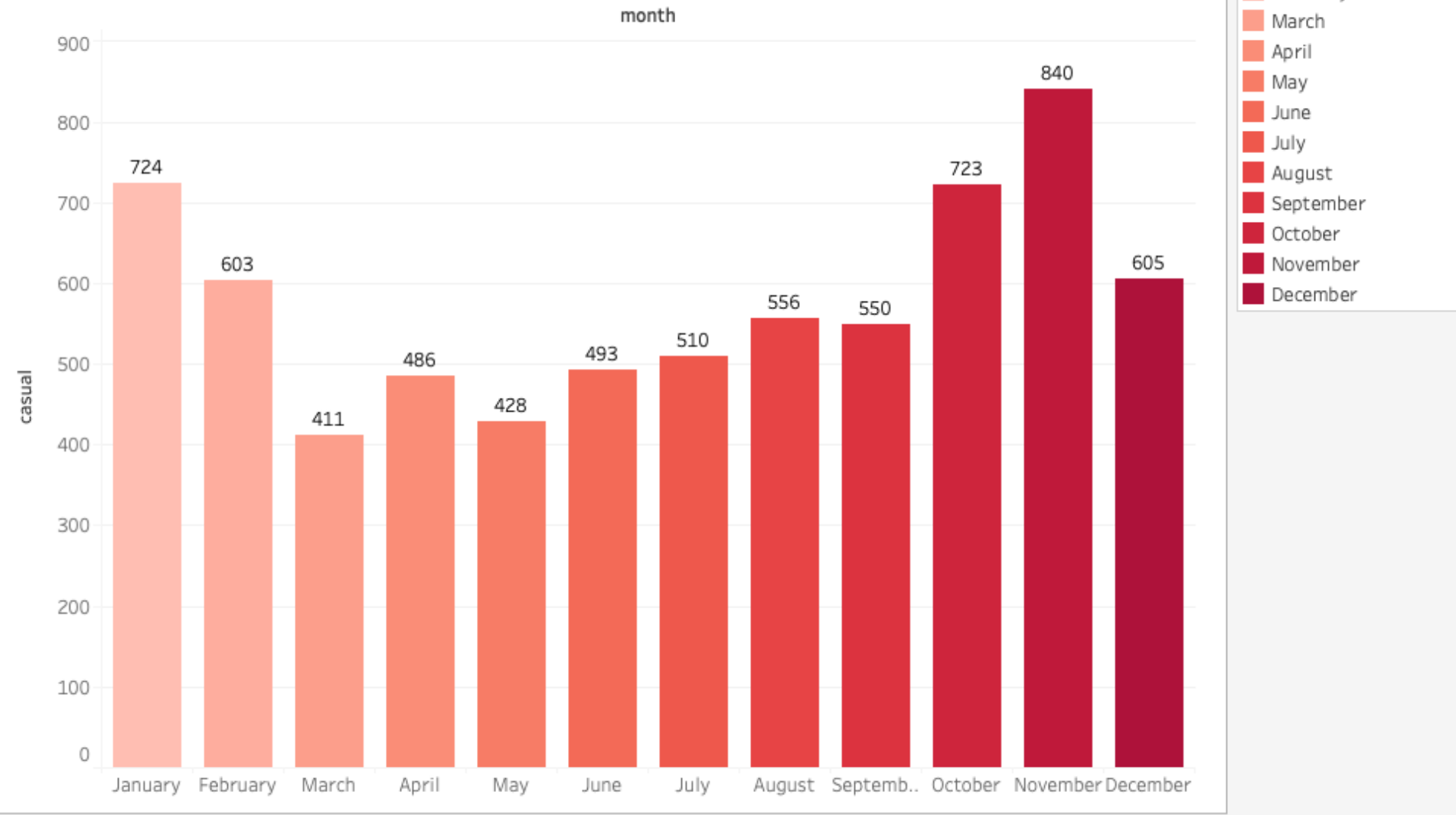
### Data Details

- ⇒ Dataset Name: trips\_2023\_data
- ⇒ Source: Click [here](#)
- ⇒ Date Range: January to December
- ⇒ Additional Notes: The data showcases the monthly distribution of bike rides, differentiating between casual riders and Cyclistic members.

month	casual	member	Grand Total
January	14014	51521	65535
February	14532	51003	65535
March	16759	48776	65535
April	25721	39814	65535
May	22338	43197	65535
June	22471	43064	65535
July	24598	40937	65535
August	21649	43886	65535
September	21994	43541	65535
October	20972	44563	65535
November	17742	47793	65535
December	14747	50788	65535

# Casual Riders in 2023

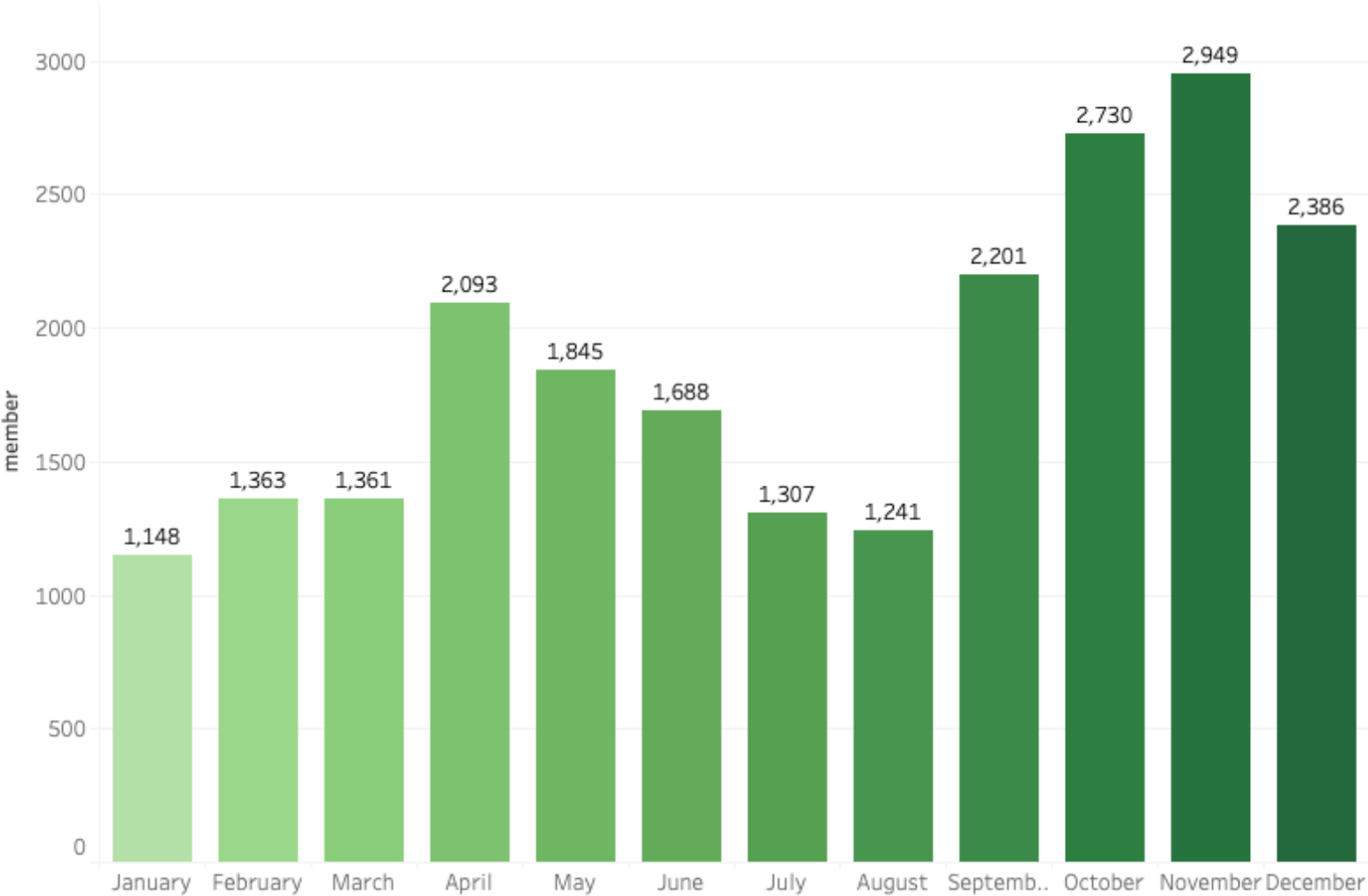
Customers who purchase single-ride or full-day passes are referred to as casual riders.



# Cyclistic Members in 2023

Customers who purchase annual memberships are Cyclistic members.

month



month

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

## Key Observations

- ⇒ Total Rides: Each month's "Grand Total" consistently sums up to 65,535, suggesting a fixed capacity or limit for bike rides.
- ⇒ Seasonal Patterns: Casual ridership tends to vary more compared to member rides, indicating potential seasonal influences.
- ⇒ Popular Months: April and July record higher total rides, with a significant contribution from casual riders.

## Interpretation

The data suggests a consistent overall demand for bike rides, with fluctuations in casual ridership possibly influenced by seasonal factors. Identifying peak months and understanding user preferences can inform targeted marketing strategies for both casual riders and members.

## Future Steps

Consider exploring the factors influencing variations in casual ridership, which can aid in designing targeted promotional campaigns.