

## Cyclistic Bike-Share Analysis — One Page Summary

### Project Background

Cyclistic is a bike-share company offering single rides, day passes, and annual memberships. Annual members are more profitable, and the marketing team aims to convert casual riders into members by understanding differences in riding behavior.

### Business Objective

Analyze historical bike-share data to identify behavioral differences between casual riders and annual members, focusing on ride duration and ride frequency.

### Data Overview

Public Divvy bike-share trip data spanning multiple months was used. The dataset includes trip-level information such as start and end time, rider type, and station details. No personal data was used.

### Data Preparation & Processing

Multiple monthly datasets were consolidated. Ride duration was calculated and converted into a time-based format. A day-of-week feature was derived to analyze weekday versus weekend patterns. Data quality checks were performed on critical fields.

### Analysis Performed

Descriptive analysis was conducted using Excel pivot tables. Average ride length and ride frequency were compared across rider types and days of the week.

### Key Findings

- Casual riders take longer rides on average (around 18–20 minutes).
- Annual members take shorter rides (around 11–12 minutes).
- Members ride more frequently on weekdays, indicating commute behavior.
- Casual riders are more active on weekends, suggesting leisure usage.

### Recommendations

1. Promote weekend membership offers targeting casual riders.
2. Highlight long-term cost savings of annual memberships.
3. Use targeted digital campaigns during peak casual usage periods.

### Conclusion

The analysis reveals clear behavioral differences between casual riders and annual members. These insights can help Cyclistic design targeted, data-driven strategies to increase annual memberships and drive sustainable growth.