Cyclistic Case Study Report

# 1. Business Task

The goal is to analyze how annual members and casual riders use Cyclistic bikes differently. Insights from this analysis will help design a data-driven marketing strategy to convert casual riders into annual members.

# 2. Data Source

This analysis uses public bike-share data from Divvy for Q1 2019 and Q1 2020. The datasets include anonymized ride information and user types. Personally identifiable information (PII) was excluded.

# 3. Data Cleaning

Data from both years were standardized to the same schema. We combined them, calculated ride lengths, extracted day of the week, and filtered out rows with negative or zero durations.

# 4. Analysis Summary

- Members ride more frequently during weekdays (likely for commuting).  
- Casual riders have longer ride durations, typically on weekends (likely leisure).  
- Member rides are shorter but more consistent across the week.

# 5. Key Visual Insights

- A bar chart showed significantly more rides by members overall.  
- A line graph revealed casual riders peak on Saturdays and Sundays.  
- Average ride length for casual users was longer every day of the week.

# 6. Recommendations

1. Launch weekend promotions to convert casual users at peak times.  
2. Target casuals with in-app or email offers after 3 rides.  
3. Promote commuter benefits like monthly ride savings to encourage year-round use.