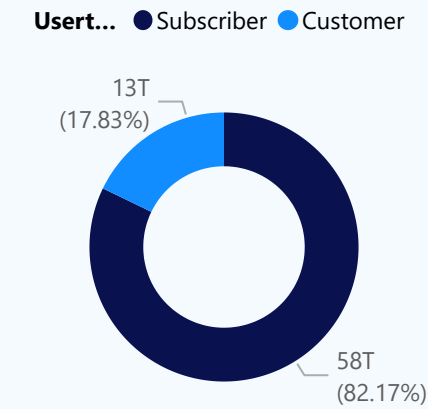


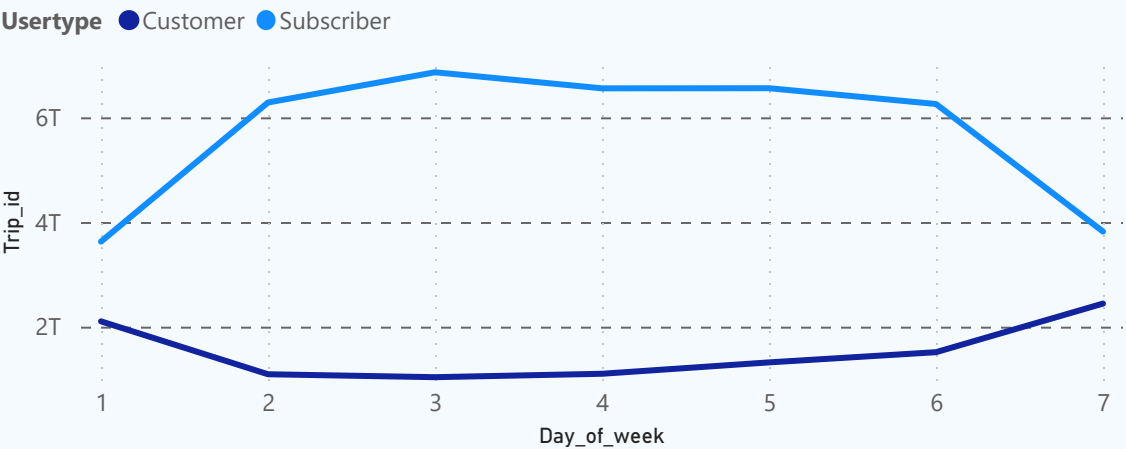
CYCLISTIC CUSTOMER CONVERSION ANALYSISGAZA DANIEL

Total Trip	Stations	Total Bikes	Gender		Average Age	Usertype	
2.99M	615	6014	Female	Male	35.08	Customer	Subscriber

Users segementation

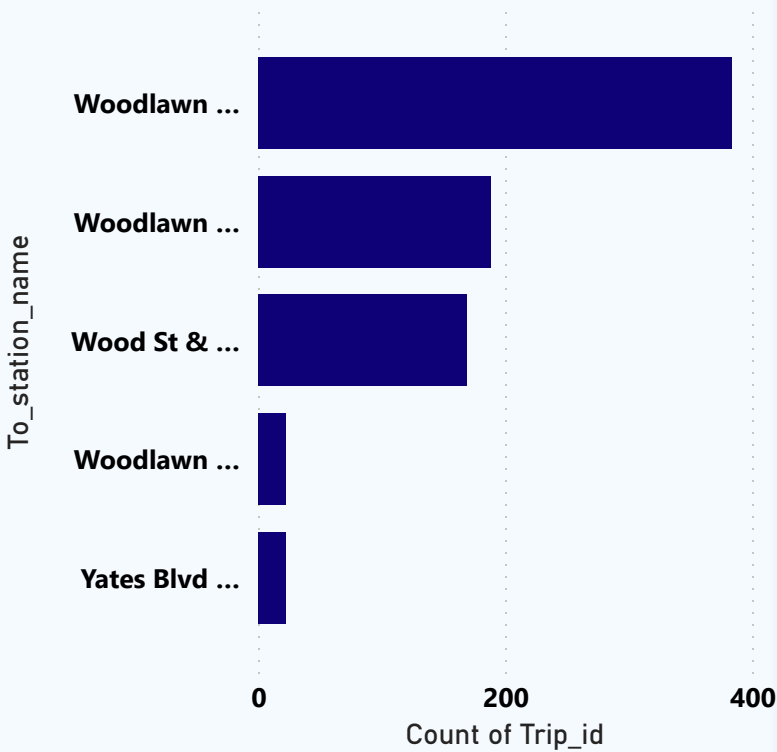


Users Hiring pattern



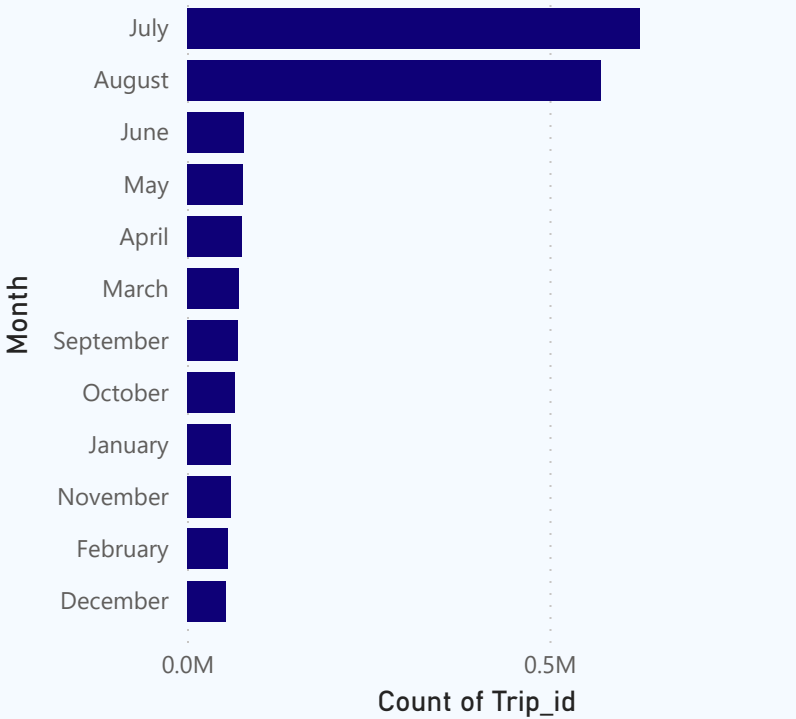
From the above line chart we can see that customers use our bikes mostly on the weekends and subscribers more on week day

Stations with more Customers



The top 5 stations with the most hires from the customers sect

Trips made by customers in each month



Customer hire is more around the summer months, this will be explored in converting them to annual subscribers

The Way Forward

- Since customers(casual riders) are more on the weekend. I would recommend, Cyclistic promoting weekend activities as biking racing, exercise for members.
- Promoting summer activities such as bike competition for members, during the summer period.
- Discovered Gen Z and Minnellas (those born between 1975 and 2000) have more weekend hires than any other age group under the customer category. For optimum reach, the advertisement should be run on social media.
- Stations with more customers hiring rate, I recommend should be the target