**CYCLISTIC BIKE-SHARE ANALYSIS: NAVIGATING SUCCESS**

**Objective:**

To understand how casual riders and annual members use Cyclistic bikes differently and provide insights to guide marketing strategies aimed at converting casual riders into annual members.

**Approach:**

**1. Business Problem:**

Cyclistic’s success depends on increasing annual memberships, as these are more profitable than casual ridership. My task was to analyze historical bike trip data of the year 2020 to identify trends in bike usage between casual riders and members.

**2. Data Preparation:**

Downloaded and organized 12 months of trip data from Cyclistic from the year 2020.

Cleaned the data by:

* Removing duplicates.
* Calculating ride lengths and days of the week.
* Ensured data privacy by excluding personally identifiable information.

**3. Analysis:**

Tools Used: Excel for calculations, pivot tables, and visualizations.

**Key Findings:**

Ride Duration: Casual riders had longer ride durations on average compared to members.

Usage Patterns: Casual riders were more active on weekends, while members showed consistent usage throughout the week.

Peak Times: Casual riders favored recreational hours, while members used bikes for commutes during peak weekday hours.

**4. Visualizations:**

Created charts to compare ride lengths, day-of-week usage, and total rides for casual riders vs. members.

**RESULTS**

**-Insights:**

Casual riders use bikes for leisure, while members utilize them for commuting and regular travel.

**-Recommendations:**

1. Offer membership discounts to casual riders during peak leisure seasons.

2. Develop targeted email campaigns promoting membership benefits tailored to weekend riders.

3. Use social media ads showcasing convenience and savings of annual memberships.

**-Impact**

This project provided actionable insights into user behavior, helping Cyclistic’s marketing team design strategies to convert casual riders into long-term members.