**CYCLISTIC**

* **Company Profile:**
* Launched In 2016.
* Bike sharing program has 5,824 geotrackable bicycles locked into a network of 692 stations across Chicago.
* The bikes can be unlocked from one station and returned to any other station in the system anytime.
* Pricing plans: (1) Casual Riders:

Single-ride passes and Full-day passes

(2) Annual memberships:

Cyclistic Member

* Cyclistic’s finance analysts concluded that annual members are much more profitable than casual riders.
* **Aim:**
* Aim is to maximize the number of annual members. Rather than creating a marketing campaign that targets all-new customers, there is a very good chance to convert casual riders into members.
* **Stakeholders:**
* Directors, Managing team and Lily Moreno
* **Data:**
* Data has been retrieved, sorted, filtered and stored with back up in the below mentioned directory:

C:\Users\Devarsh\Documents\Portfolio\Data Analytics\Google Analytics Case Study\Data

* **Key Observations after Analyzing:**

**Note: The observations are based on data from July, 2020 to June, 2021**

* Total Riders: 44,60,151

|  |  |
| --- | --- |
| **member\_casual** | **count\_rider\_types** |
| **member** | 2530832 |
| **casual** | 1929319 |

* Rideable type and type/no of members

|  |  |  |
| --- | --- | --- |
| **rideable\_type** | **member\_casual** | **count\_of\_type** |
| **classic\_bike** | casual | 453772 |
| **classic\_bike** | member | 824833 |
| **docked\_bike** | casual | 971111 |
| **docked\_bike** | member | 1079086 |
| **electric\_bike** | casual | 504436 |
| **electric\_bike** | member | 626913 |

* Mean Ride Length: 00:23:01
* Mean Ride Length by type of membership

|  |  |
| --- | --- |
| **member\_casual** | **avg\_time** |
| **member** | 00:14:53 |
| **casual** | 00:33:41 |

* Mean Ride Length by day

|  |  |
| --- | --- |
| **Day** | **avg\_time** |
| **Tuesday** | 00:27:52 |
| **Monday** | 00:27:04 |
| **Sunday** | 00:22:04 |
| **Wednesday** | 00:21:28 |
| **Thursday** | 00:20:38 |
| **Saturday** | 00:19:56 |
| **Friday** | 00:19:39 |

* No of rides by day

|  |  |
| --- | --- |
| **Day** | **mode** |
| **Monday** | 816614 |
| **Tuesday** | 690013 |
| **Sunday** | 656245 |
| **Friday** | 604858 |
| **Saturday** | 576421 |
| **Thursday** | 569105 |
| **Wednesday** | 546895 |

* No of casual and member riders by day

|  |  |
| --- | --- |
| **Day** | **daily\_casual\_rides\_count** |
| **Monday** | 439710 |
| **Tuesday** | 366593 |
| **Sunday** | 281188 |
| **Friday** | 215607 |
| **Saturday** | 212529 |
| **Wednesday** | 209391 |
| **Thursday** | 204301 |

|  |  |
| --- | --- |
| **Day** | **daily\_member\_rides\_count** |
| **Friday** | 389251 |
| **Monday** | 376904 |
| **Sunday** | 375057 |
| **Thursday** | 364804 |
| **Saturday** | 363892 |
| **Wednesday** | 337504 |
| **Tuesday** | 323420 |

* Total Rides by Month

|  |  |
| --- | --- |
| **Month** | **monthly\_member\_rides\_count** |
| **June** | 729595 |
| **August** | 622361 |
| **July** | 551480 |
| **September** | 532958 |
| **May** | 531633 |
| **October** | 388653 |
| **April** | 337230 |
| **November** | 259716 |
| **March** | 228496 |
| **December** | 131573 |
| **January** | 96834 |
| **February** | 49622 |

* No of casual and member riders by month

|  |  |
| --- | --- |
| **Month** | **monthly\_casual\_rides\_count** |
| **June** | 370681 |
| **August** | 289661 |
| **July** | 269296 |
| **May** | 256916 |
| **September** | 230692 |
| **October** | 145012 |
| **April** | 136601 |
| **November** | 88099 |
| **March** | 84033 |
| **December** | 30080 |
| **January** | 18117 |
| **February** | 10131 |

|  |  |
| --- | --- |
| **Month** | **monthly\_member\_rides\_count** |
| **June** | 358914 |
| **August** | 332700 |
| **September** | 302266 |
| **July** | 282184 |
| **May** | 274717 |
| **October** | 243641 |
| **April** | 200629 |
| **November** | 171617 |
| **March** | 144463 |
| **December** | 101493 |
| **January** | 78717 |
| **February** | 39491 |

* No of rides by season

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **number\_of\_rides** | **member\_casual** | **season** |
| **November** | 88099 | casual | Autumn |
| **November** | 171617 | member | Autumn |
| **October** | 145012 | casual | Autumn |
| **October** | 243641 | member | Autumn |
| **September** | 230692 | casual | Autumn |
| **September** | 302266 | member | Autumn |
| **April** | 136601 | casual | Spring |
| **April** | 200629 | member | Spring |
| **March** | 84033 | casual | Spring |
| **March** | 144463 | member | Spring |
| **May** | 256916 | casual | Spring |
| **May** | 274717 | member | Spring |
| **August** | 289661 | casual | Summer |
| **August** | 332700 | member | Summer |
| **July** | 269296 | casual | Summer |
| **July** | 282184 | member | Summer |
| **June** | 370681 | casual | Summer |
| **June** | 358914 | member | Summer |
| **December** | 30080 | casual | Winter |
| **December** | 101493 | member | Winter |
| **February** | 10131 | casual | Winter |
| **February** | 39491 | member | Winter |
| **January** | 18117 | casual | Winter |
| **January** | 78717 | member | Winter |

* No of rides by weekday/weekend

|  |  |  |
| --- | --- | --- |
| **Day** | **number\_of\_rides** | **Weekday\_or\_Weekend** |
| **Monday** | 816614 | Weekday |
| **Tuesday** | 690013 | Weekday |
| **Sunday** | 656245 | Weekend |
| **Friday** | 604858 | Weekday |
| **Saturday** | 576421 | Weekend |
| **Thursday** | 569105 | Weekday |
| **Wednesday** | 546895 | Weekday |

* No of riders by time of day

|  |  |  |
| --- | --- | --- |
| **Day** | **number\_of\_rides** | **time\_of\_day** |
| **Monday** | 275094 | Afternoon |
| **Tuesday** | 246505 | Afternoon |
| **Sunday** | 164936 | Afternoon |
| **Wednesday** | 134650 | Afternoon |
| **Friday** | 133112 | Afternoon |
| **Thursday** | 127702 | Afternoon |
| **Saturday** | 126686 | Afternoon |
| **Sunday** | 238410 | Evening |
| **Friday** | 234981 | Evening |
| **Thursday** | 223591 | Evening |
| **Monday** | 222856 | Evening |
| **Saturday** | 218646 | Evening |
| **Wednesday** | 203185 | Evening |
| **Tuesday** | 193995 | Evening |
| **Monday** | 174576 | Morning |
| **Friday** | 143738 | Morning |
| **Tuesday** | 140080 | Morning |
| **Sunday** | 136640 | Morning |
| **Thursday** | 135910 | Morning |
| **Saturday** | 135686 | Morning |
| **Wednesday** | 131107 | Morning |
| **Monday** | 144088 | Night |
| **Sunday** | 116259 | Night |
| **Tuesday** | 109433 | Night |
| **Saturday** | 95403 | Night |
| **Friday** | 93027 | Night |
| **Thursday** | 81902 | Night |
| **Wednesday** | 77953 | Night |