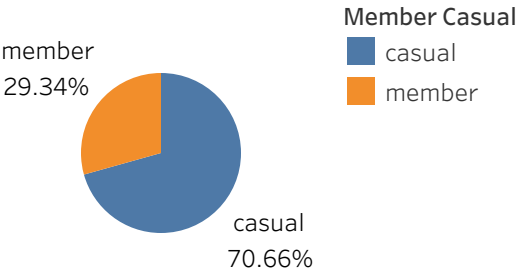
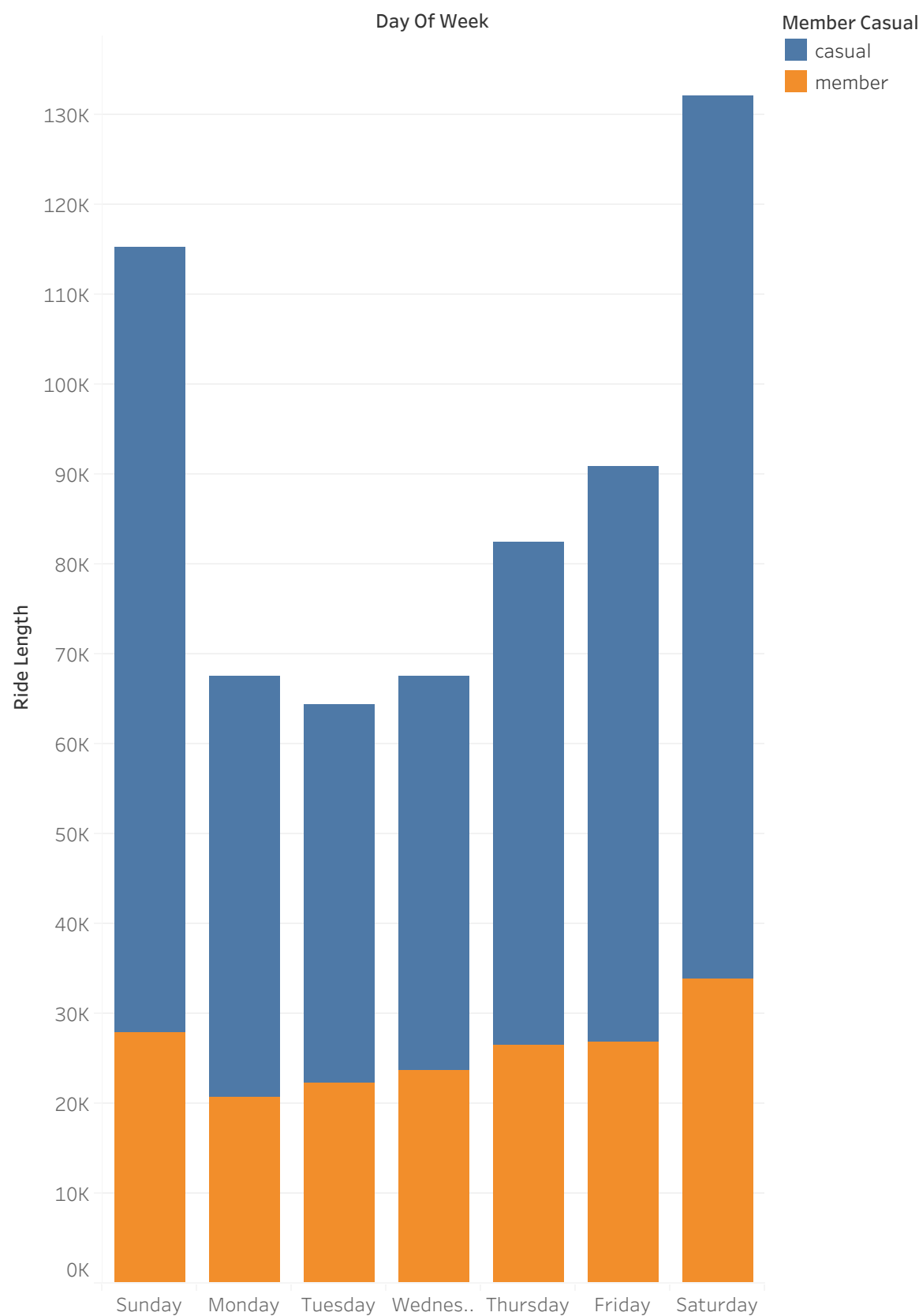


Total Member/ Casual Comparision



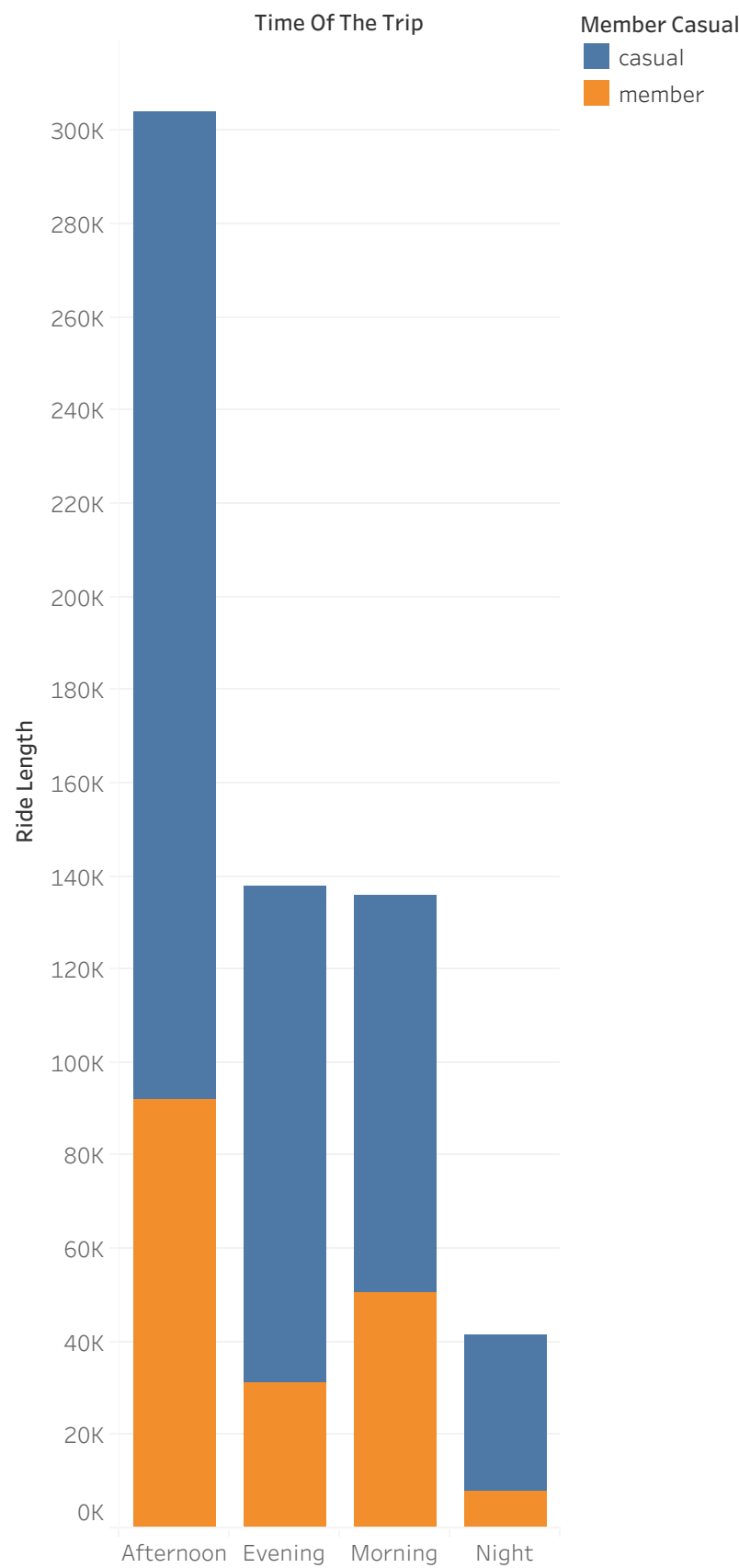
This shows that most of the customers are casual riders and not annual members.

Trip Trend Daily



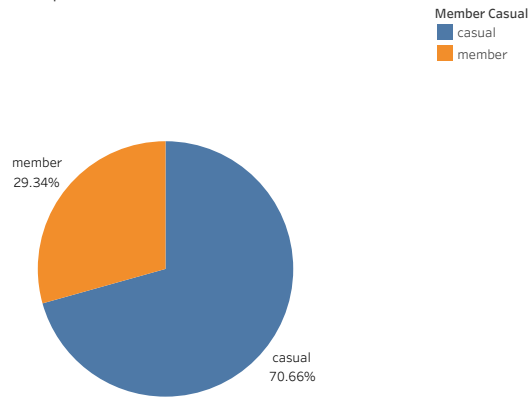
In this chart, we can see that most ride lengths come from casual riders. This is why we need to make casual into members. We can also tell that majority of the customer especially casual ones always use our service on Sunday and Saturday or basically on the weekend.

Trip Trend Time of the Day

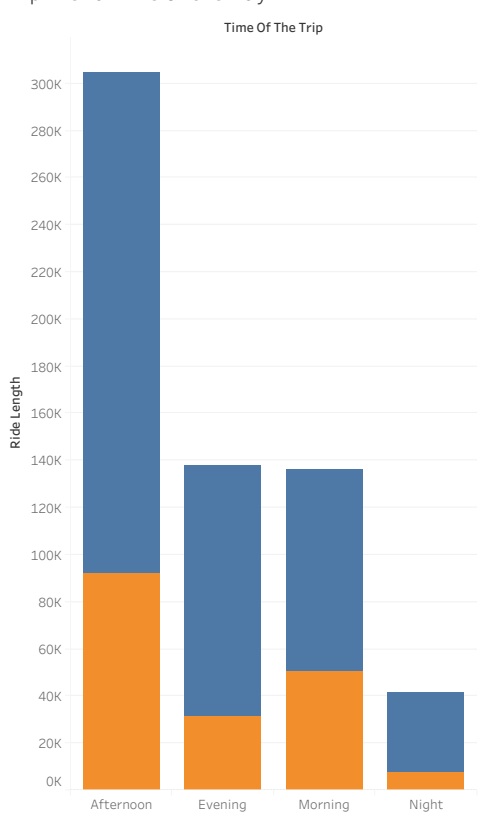


In this chart we can see that most members ride Cyclistic is in the afternoon and morning. Night time is when Cyclistic is the least used throughout the day.

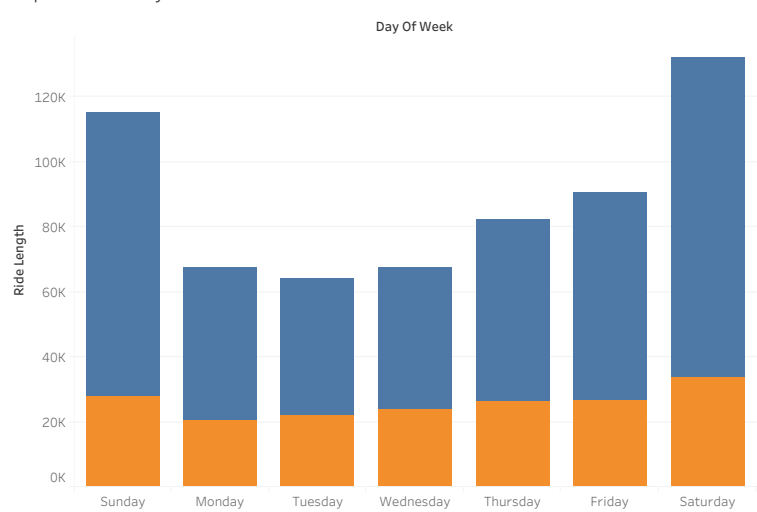
Total Member/ Casual Comparison



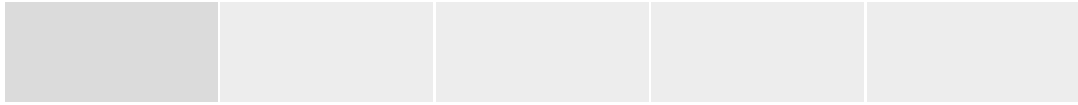
Trip Trend Time of the Day



Trip Trend Daily



Story 1

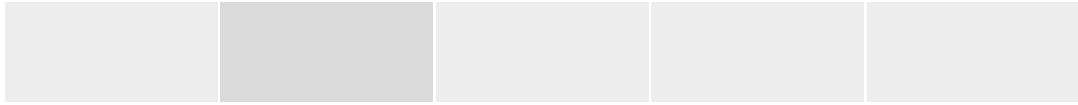


GOOGLE DATA ANALYTICS CAPSTONE PROJECT

CASE STUDY: CYCLISTIC BIKE SHARE ANALYSIS

Analysing historical trip data to understand the behaviour of casual and annual member

Story 1

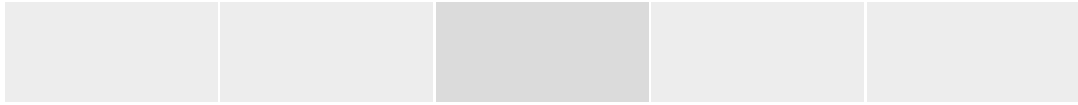


INTRO

In this project, we will conduct an analysis as a junior data analyst working for the marketing team of Cyclistic. Cyclistic is a bike-share company in Chicago.

Currently, there are 3 pricing plans: single-ride pass, full-day pass, and annual memberships. Customer who purchases single-ride or full-day pass is considered as casual riders, while customer who purchases annual memberships is considered members.

Story 1



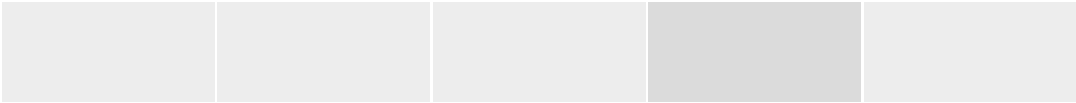
QUESTION

So, our team needs to understand how casual riders and annual members use Cyclistic bikes. From there, we will make visualization and conclusion to our future marketing plans.

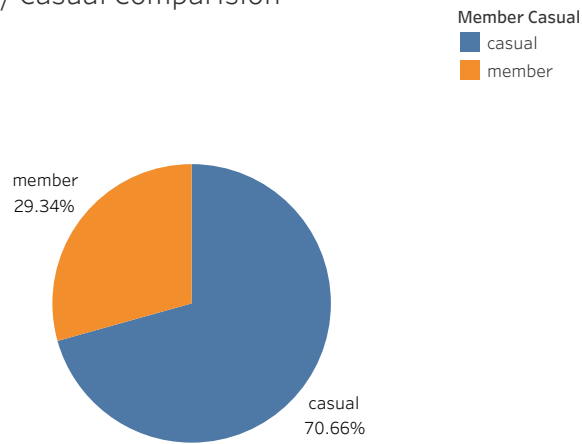
So, for this project. These 2 questions will guide us:

1. How do annual members and casual use cyclistic bikes differently ?
2. What do we need to do to convert casual riders into annual members?

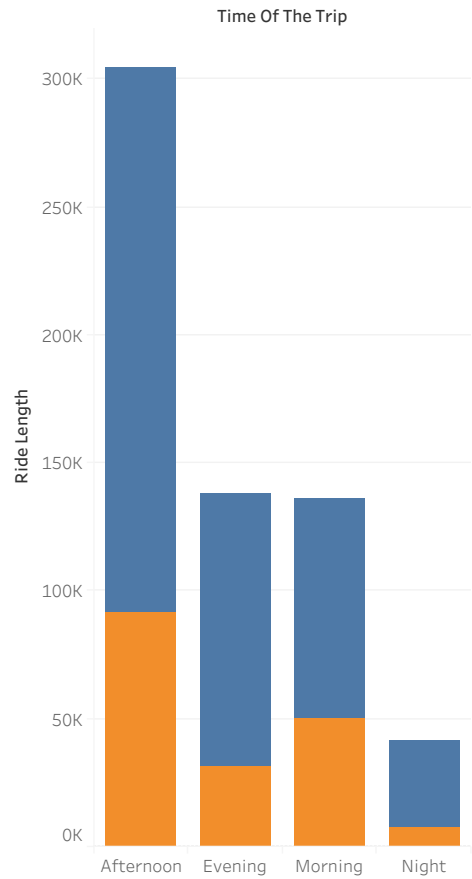
Story 1



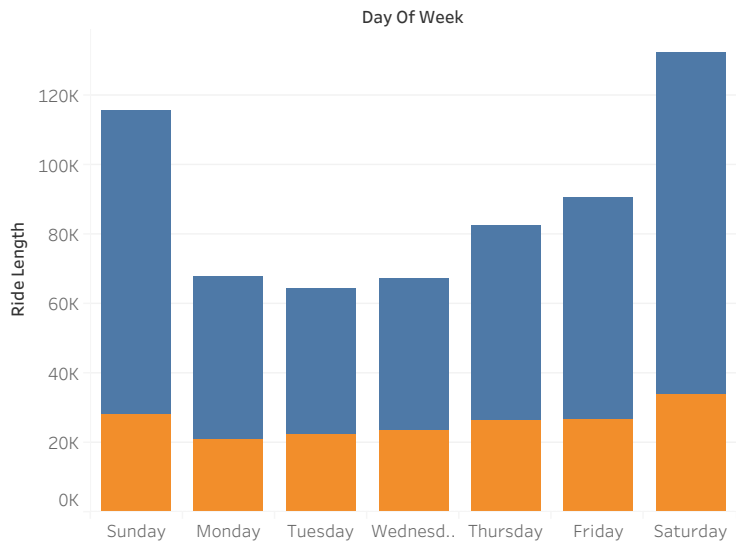
Total Member/ Casual Comparision



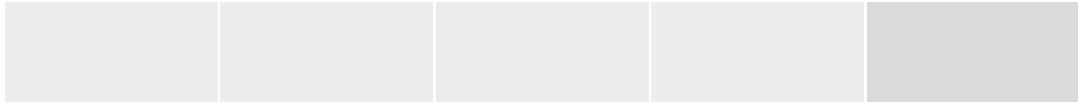
Trip Trend Time of the Day



Trip Trend Daily



Story 1



SUMMARY

We can see that people prefer to use Cyclistic services in the morning and afternoon when it is time to go to work and at lunchtime. People also prefer to use Cyclistic on Saturday and Sunday where those days are weekends. People prefer to use Cyclistic in summer and inversely in winter. People would rather use bicycles in summer where in winter people choose to use other transportation such as trains or public transportation.

From the conclusion above, the marketing team must focus on providing the best deals in the summer season, where the season is the peak of Cyclistic services. Not only that, Cyclistic must also start focusing on making member programs for members who use the service in the morning and afternoon so that many people will be interested in becoming members.