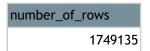
-- preview of data
SELECT \*
FROM processed\_cyclistic
LIMIT 5;

ride_id	rideable_type	started_at	ended_at	member_casual	ride_length	day_of_week
8FE8F7D9C10E88C7	electric_bike	2023-04-02 8:37:28	2023-04-02 8:41:37	member	0:04:09	7
34E4ED3ADF1D821B	electric_bike	2023-04-19 11:29:02	2023-04-19 11:52:12	member	0:23:10	3
5296BF07A2F77CB5	electric_bike	2023-04-19 8:41:22	2023-04-19 8:43:22	member	0:02:00	3
40759916B76D5D52	electric_bike	2023-04-19 13:31:30	2023-04-19 13:35:09	member	0:03:39	3
77A96F460101AC63	electric_bike	2023-04-19 12:05:36	2023-04-19 12:10:26	member	0:04:50	3

-- total number of rows SELECT COUNT(\*) AS number\_of\_rows FROM processed\_cyclistic;



-- number of members v casual users
SELECT member\_casual, COUNT(\*) AS num\_of\_users
FROM processed\_cyclistic
GROUP BY member\_casual;

member_casual	num_of_users	
member		1,067,974
casual		681,161

- there are more members and casual users
- note that this data in only for Q2 (March-May)
- therefore in this quarter we're looking to convert 681161 users to membership
- -- types of user and there rideable\_type
  SELECT rideable\_type, count(rideable\_type) as num\_of\_users
  FROM processed\_cyclistic
  GROUP BY rideable\_type;

rideable_type	num_of_users
electric_bike	960,749
classic_bike	752,012
docked_bike	36,374

most popular rideable\_type is electric bike

-- rideable\_type counts with filter; member
SELECT rideable\_type, count(rideable\_type) as num\_of\_users
FROM processed\_cyclistic
WHERE member\_casual = 'member'
GROUP BY rideable\_type;

rideable_type	num_of_users
electric_bike	573,163
classic_bike	494,811

-- rideable\_type counts with filter; casual
SELECT rideable\_type, count(rideable\_type)
FROM processed\_cyclistic
WHERE member\_casual = 'casual'
group by rideable\_type;

rideable_type	num_of_users
electric_bike	387,586
classic_bike	257,201
docked_bike	36,374

- both members and casual user prefer/use electric bike most often
- only casual users use docked bikes

-- max ride\_length
SELECT MAX(ride\_length) max\_ridelegnth
FROM processed\_cyclistic;

## max\_ridelegnth 23:59:03

• longest ride = almost 24 hours

-- mode(most common) day of week

SELECT day\_of\_week,COUNT(day\_of\_week) as user\_count

FROM processed\_cyclistic

GROUP BY day\_of\_week

ORDER BY user\_count DESC

LIMIT 1;

day_of_week	user_count
6	287,408

most common day of the week for users is Friday

-- average ride length for users by day\_of\_week
SELECT day\_of\_week, ROUND((AVG(ride\_length)/60),0) as avg\_ridelength\_mins
FROM processed\_cyclistic
GROUP BY day\_of\_week
ORDER BY avg\_ridelength\_mins DESC;

day_of_week	avg_ridelength_mins
7	7 36
(	6 36
	5 29
•	1 28
	4 26
	3 25
7	2 25

- longest rides occur on Friday and Saturday for all users
- maybe explore this further for each user type

-- number of rides for users by day\_of\_week
SELECT day\_of\_week, COUNT(ride\_id) AS num\_of\_rides
FROM processed\_cyclistic pc
GROUP BY day\_of\_week
ORDER BY num\_of\_rides DESC;

day_of_week	num_of_rides
6	287,408
5	275,373
4	272,744
3	254,966
2	233,602
7	215,480
1	209,562

similar to ride length average users take more rides on Saturday

-- average ride\_length for members and casual riders
SELECT member\_casual, ROUND((AVG(ride\_length)/60),0) as avg\_ridelength\_mins
FROM processed\_cyclistic
GROUP BY member\_casual
ORDER BY avg\_ridelength\_mins DESC;

member_casual	avg_ridelength_mins
casual	42
member	21

- here we see that the average ride length for members is longer than that of members
- maybe we could incentivize membership for those who take longer rides