

Cyclistic Analysis

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Data from <https://divvy-tripdata.s3.amazonaws.com/index.html>

Period data -October 2023

Date of elaboration: January 2024

Objective

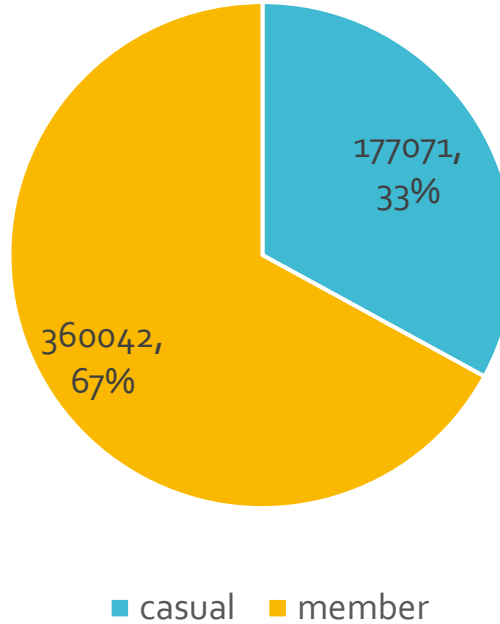
Objective

Identify the main characteristics and differences of the different types of member and casual users.

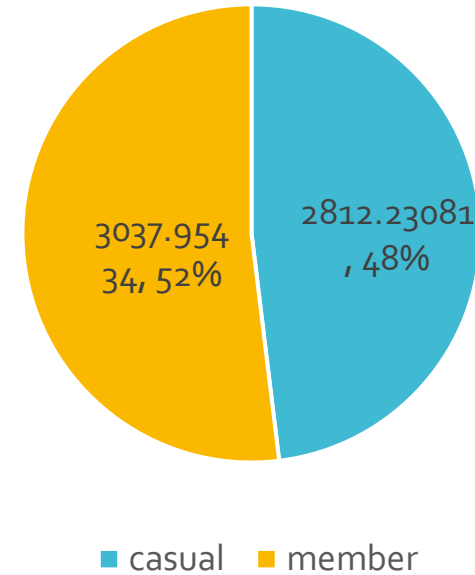
Analysis

- Most trips are made by members than casual users.
- But if we talk about hours of bicycle use, there is a small percentage greater of hours of use by members than by casuals.

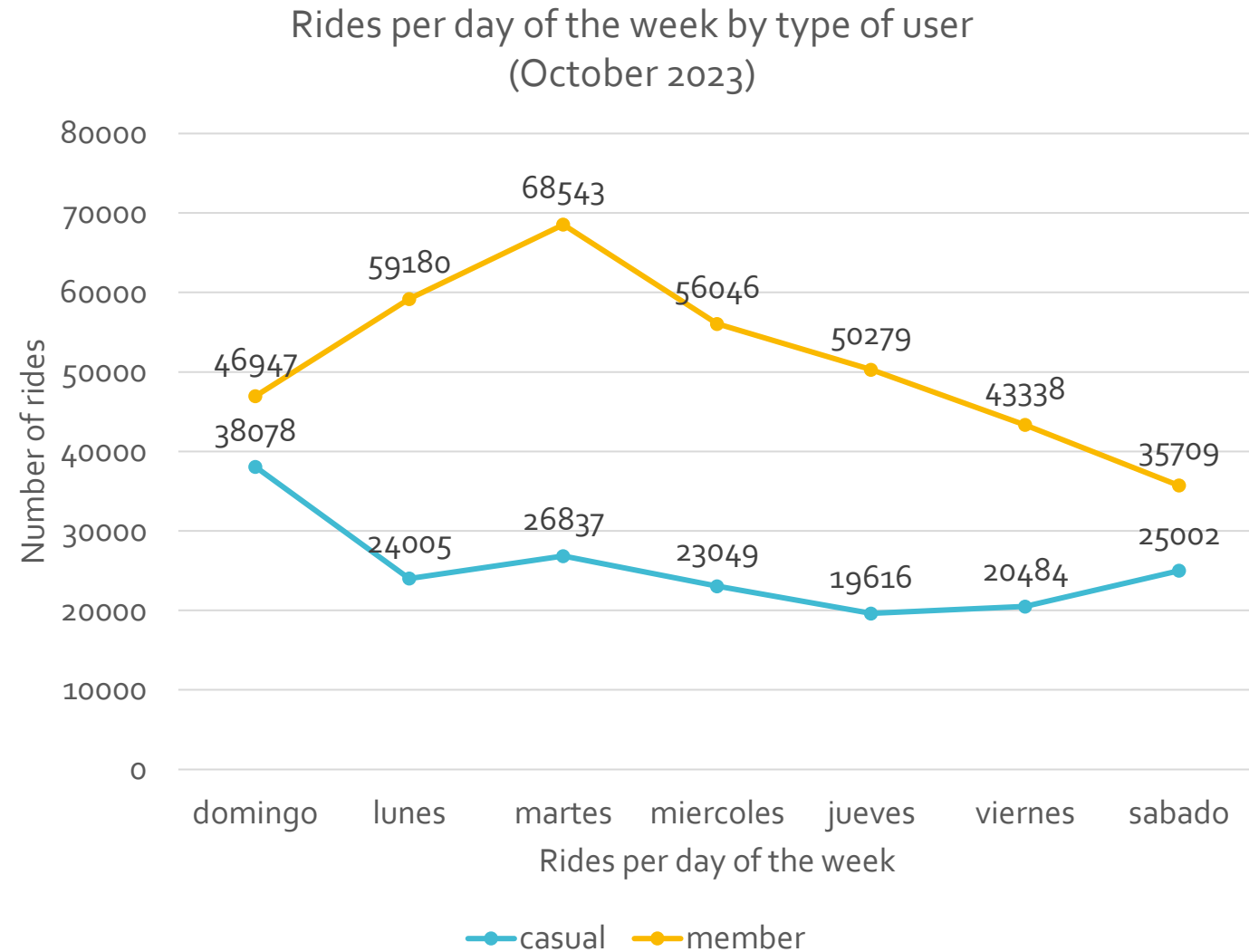
Percentage of type of user rides
(October 2023)



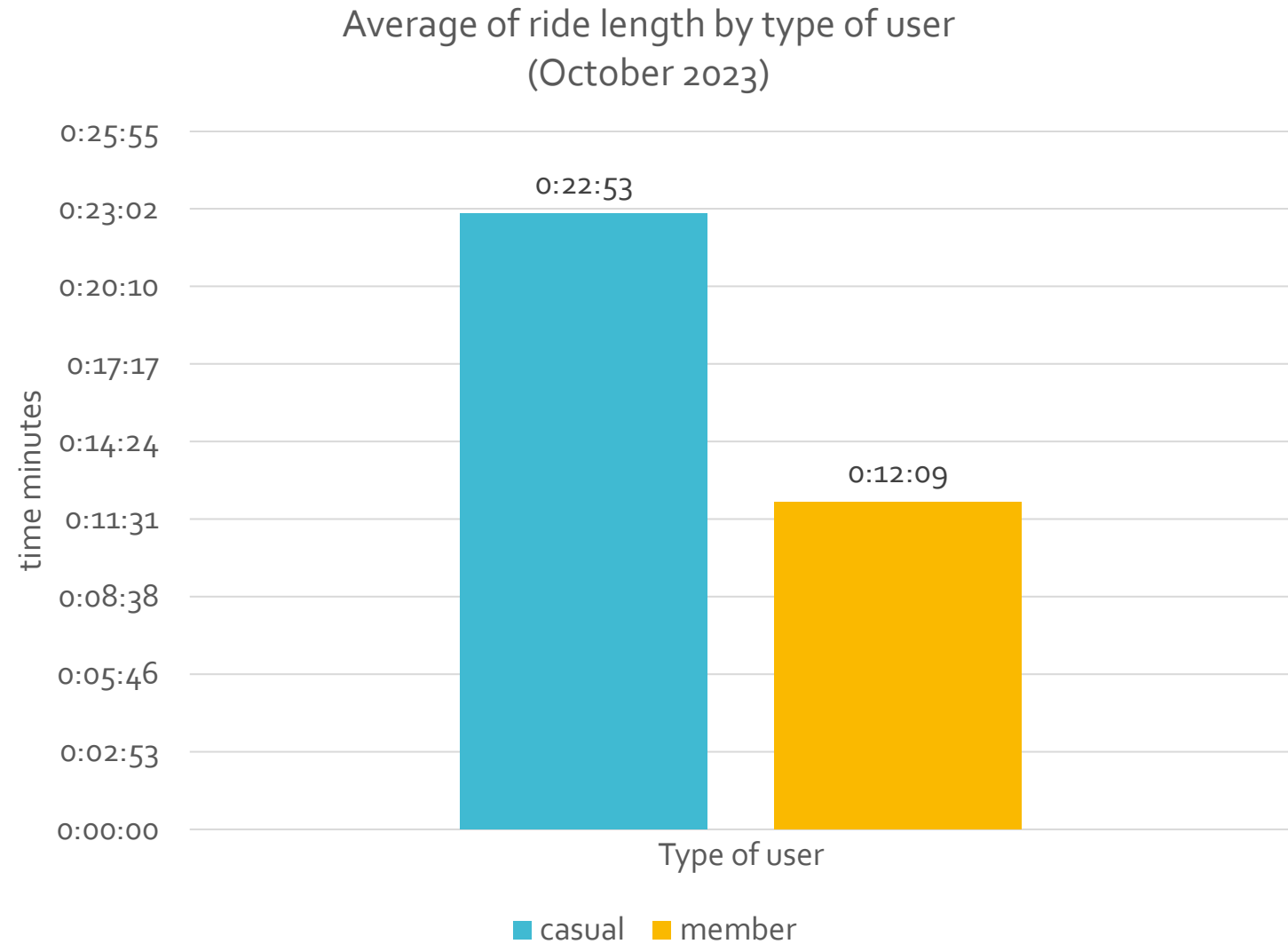
Percentage of Hours in rides by
type of user
(October 2023)



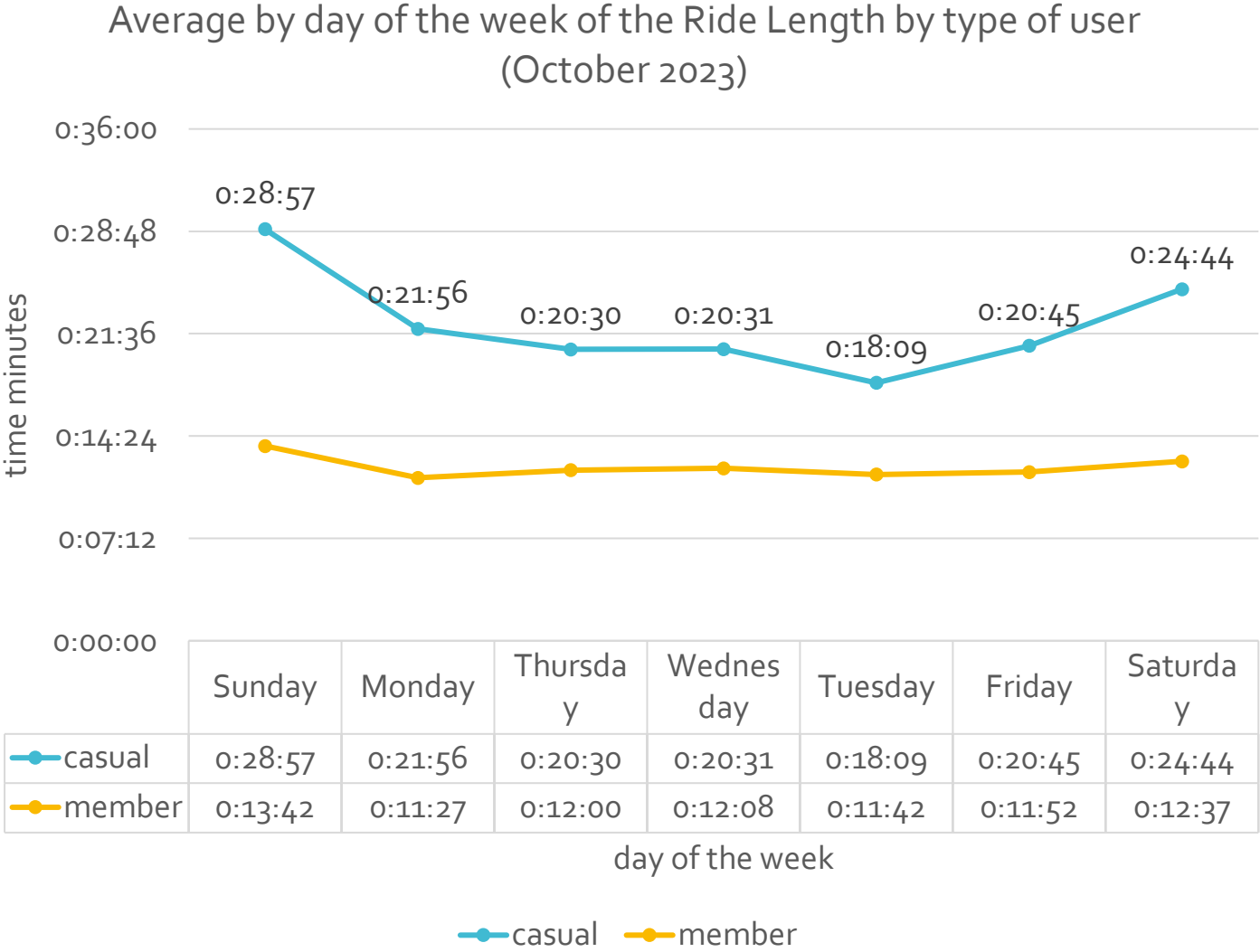
- The number of rides determines that the two users are very different in their behavior
- Members frequently use bicycles during the week
- casual users frequently use bicycles on weekends



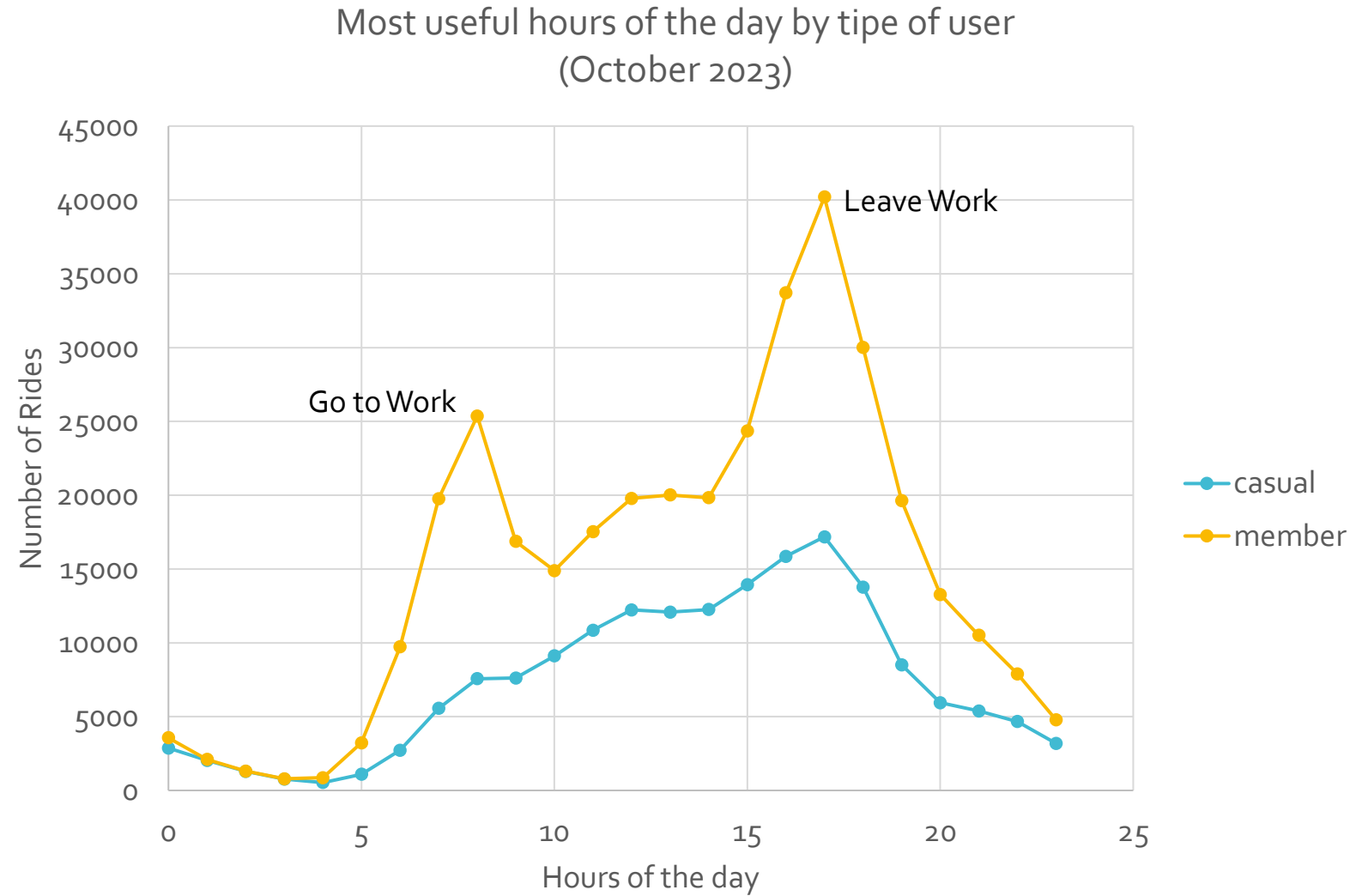
- The average number of minutes per trip is greater for casual users than for members by 10 minutes.
- The member use the bike for short rides than casual users.



- We reaffirm that casual users are the ones who spend the most time on each ride.
- Casual users take longer trips on weekends.
- The average length of trips among member users is almost the same every day of the week



- We can see that there are peak ride times for each of the different users.
- In the case of members, the peak time is 8am and 5pm
- In the case of casual users, the peak hour increases until it reaches 5 p.m.



Conclusion

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	Member	Casual
Rides	67%	33%
Riding Hours	52%	48%
Peak days of rides	Week days	Weekend days
Average ride length	12:09	22:53
Highest average trip duration	Sunday 28:57 minutes	Along the week days 12:00 minutes
Peak hour	08:00 hrs 17:00 hrs	Increases until 17:00 hrs

1. We assume from all the results of our analyzes that the majority of members use the bicycle to go to work and return home and their use is maintained throughout every day.
2. Also that the majority of casual users use the bicycle for recreation, since they use it for a longer time on weekends at times that increase until 5:00 p.m. and on longer trips.

Recomendations

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1. The first strategy would be to create promotions so that it is more accessible to people who go to work by bicycle if they become users.
2. The second strategy would be to create promotions so that people who use bicycles on the weekends that they like to recreate can use them at a lower cost on the weekends if they become users.

Thanks