

Cyclistic Bike-Share Case Study



January 2022 to December 2022

Google Data Analytics Capstone Project

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About

Cylistic is a Bike share company In Chicago



Cylistic has 5800 bikes and 600 docking station

Data Summary

January 2022 to December 2022

5.6 Million Total Number of Rides

Purpose of the study

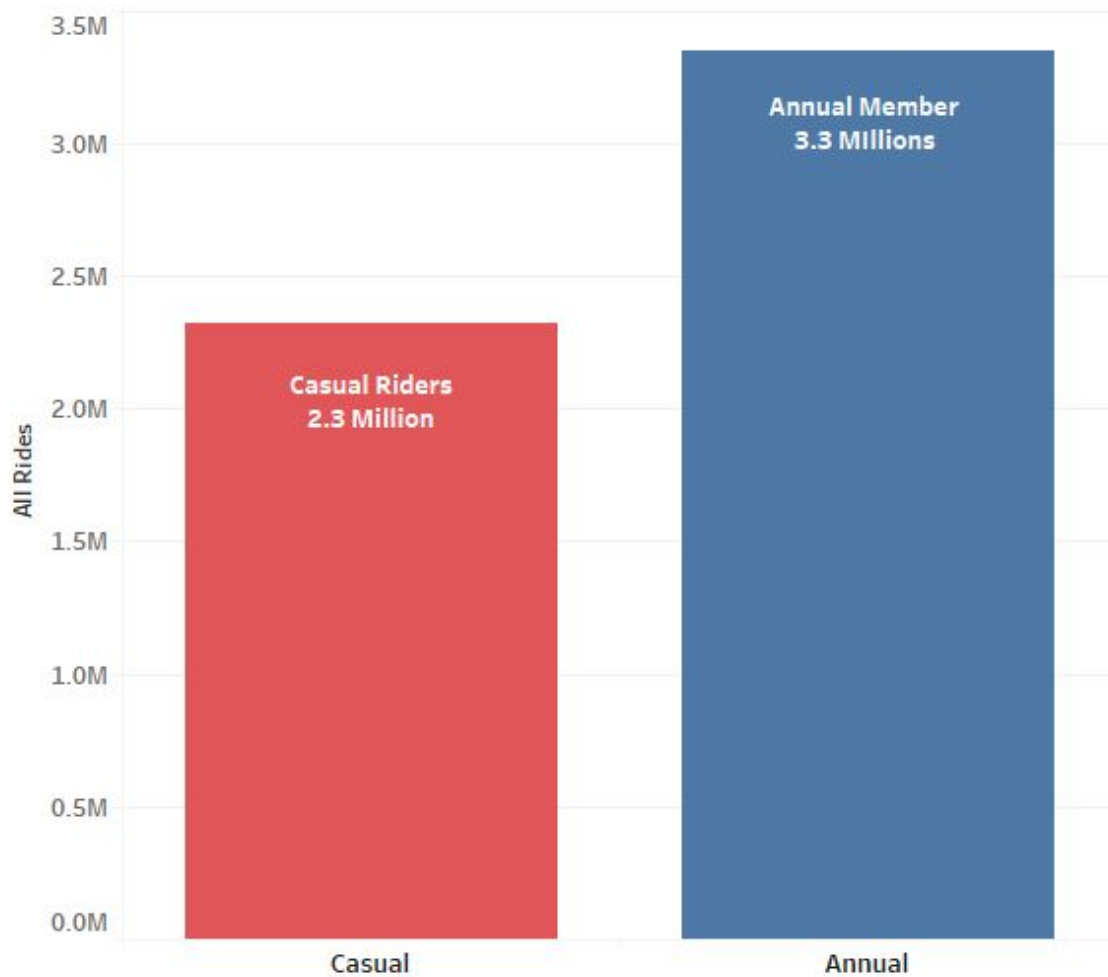


To understand the usage of cyclistic bikes by **Annual Members**
And **Casual Riders**.



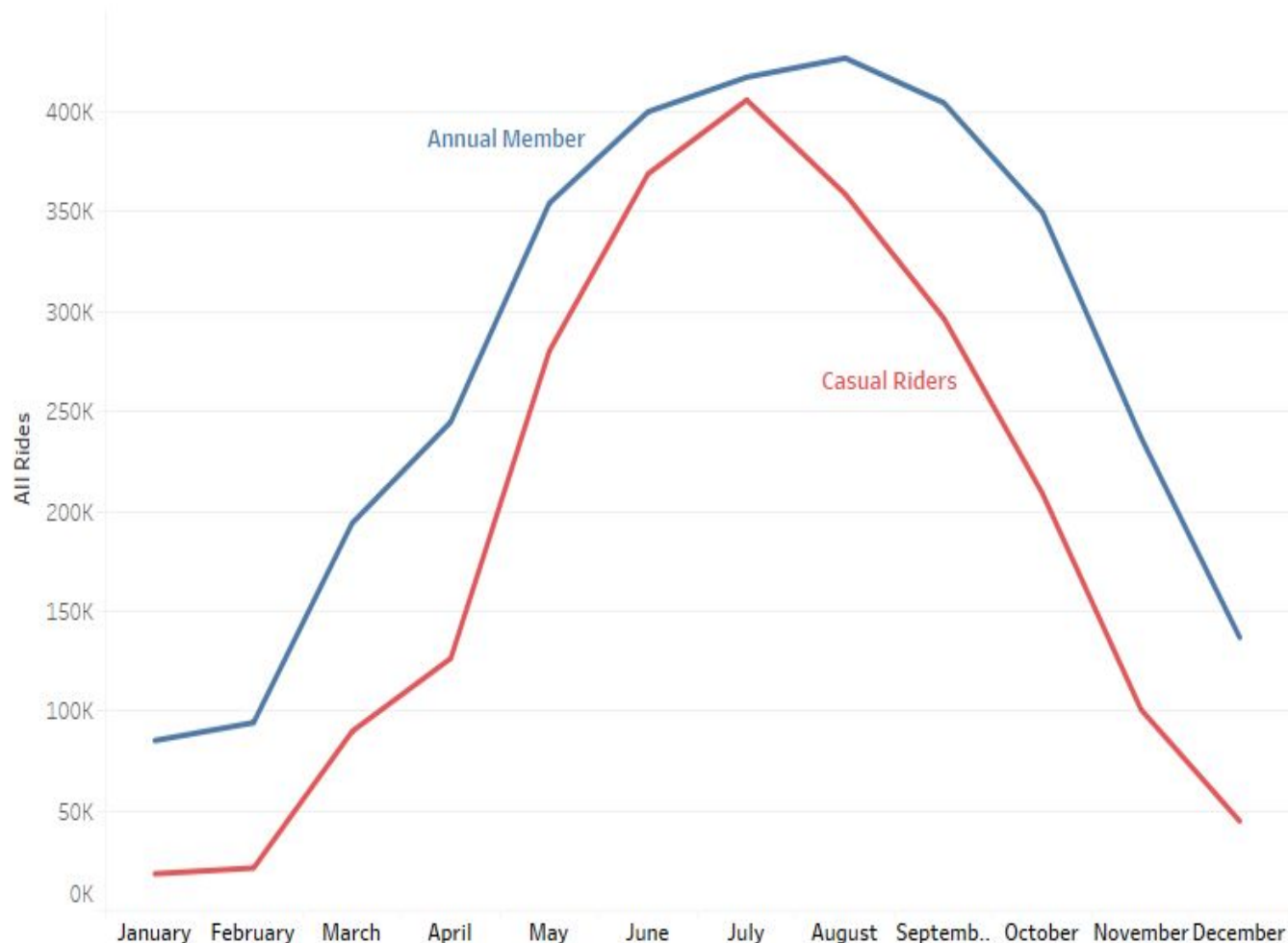
The marketing team will create strategies to convert **Casual riders** to **Annual Members**

5.6 Million Total Rides



- 43% More rides by Annual Member than Casual Riders

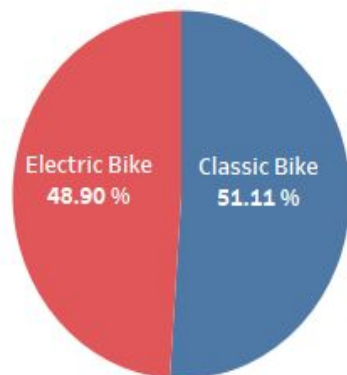
Trend Line of Total Rides of the past 12 month



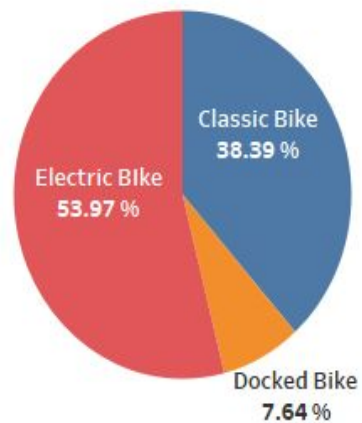
- For **Annual Member** most of their rides peaked at Summer month(June, July, August).
- For **Casual Riders** their ride peaked at the month of august and then there is a drastic drop in the number of the rides.
- Low Ridership months are January, february, November, December.
- In the month of july both type of riders are in maximum number.

Comparing the Type of Bike Used by Annual Member and Casual Riders.

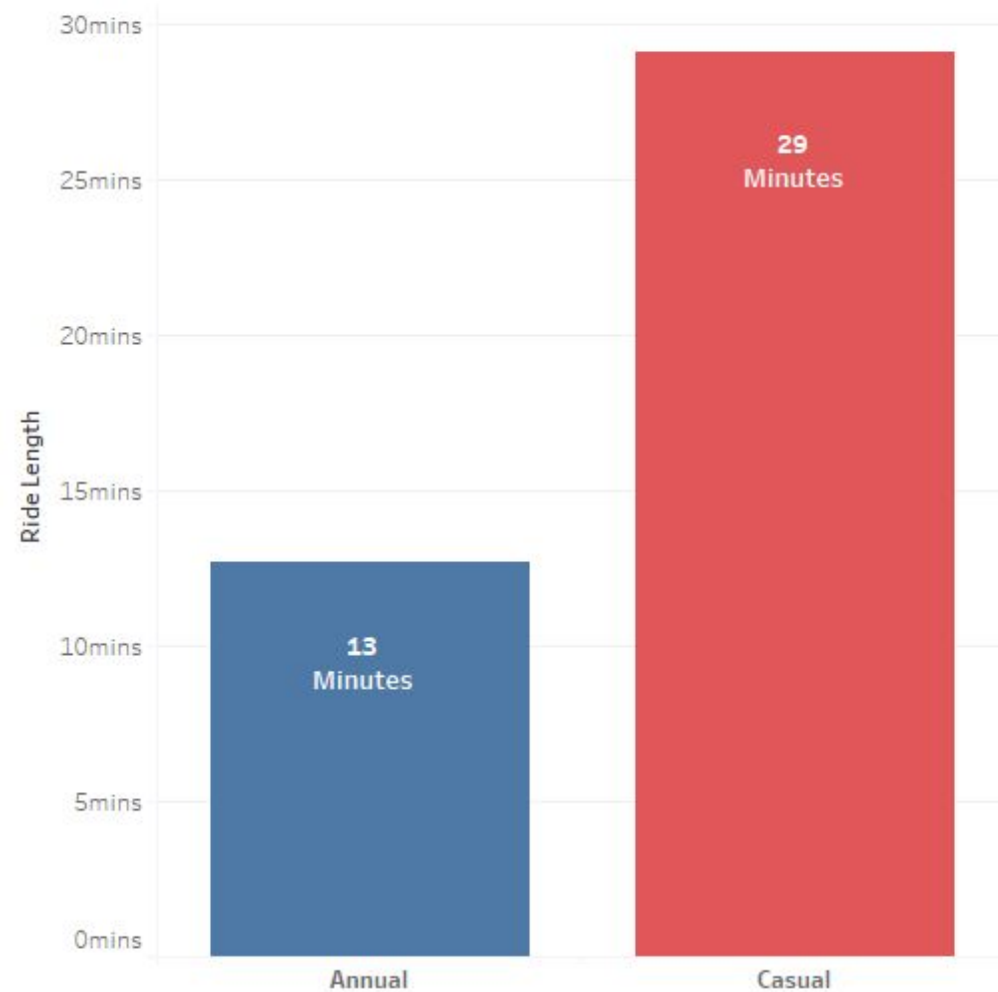
Annual Members



Casual Riders

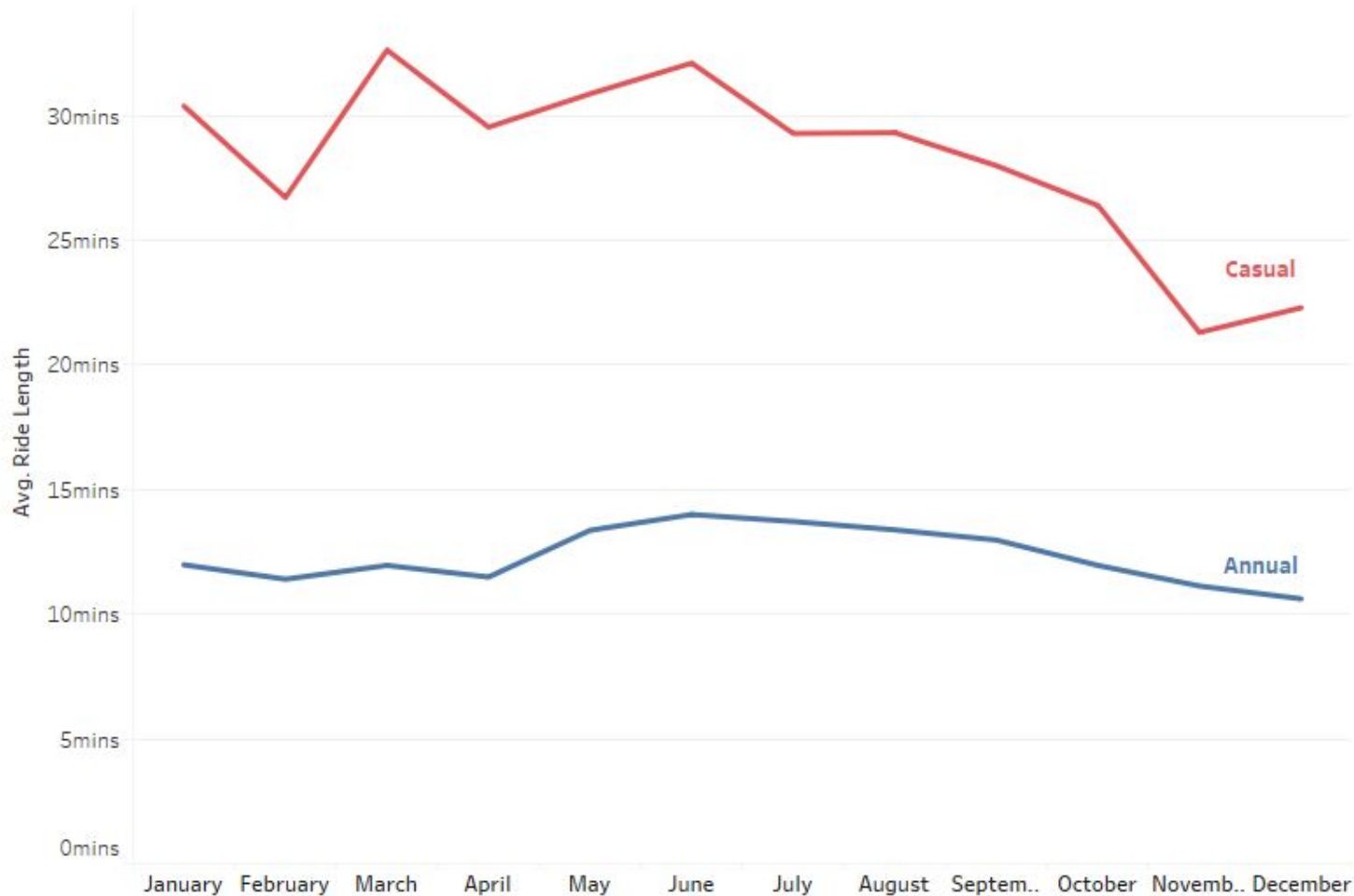


Bar graph showing difference in Average Ride length



- **Casual Riders** on average spend 29 minutes on a trip.
- Compared to **Annual members** who spend on average only 13 minutes.

Trendline showing difference in Average Ride length by Month

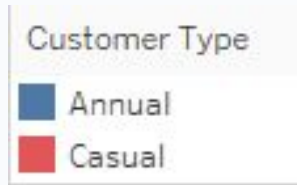


- Annual member Are lot more consistent

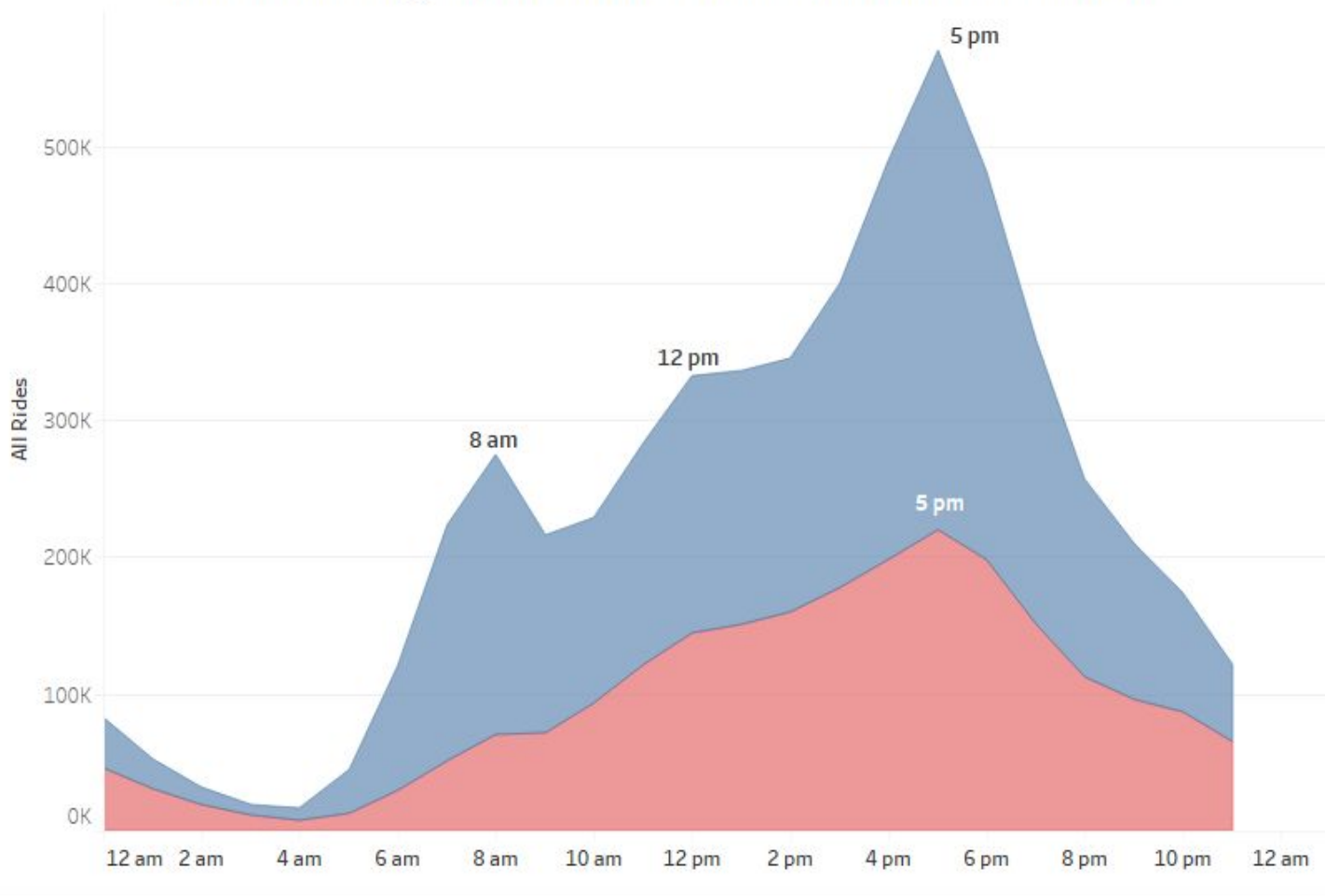
Bar Chart Showing Average Ride Length by Weekdays



- On weekends
Customers spend
longer time on Trips



Area Chart Showing peak times of Ride Started for Annual and Casual Members



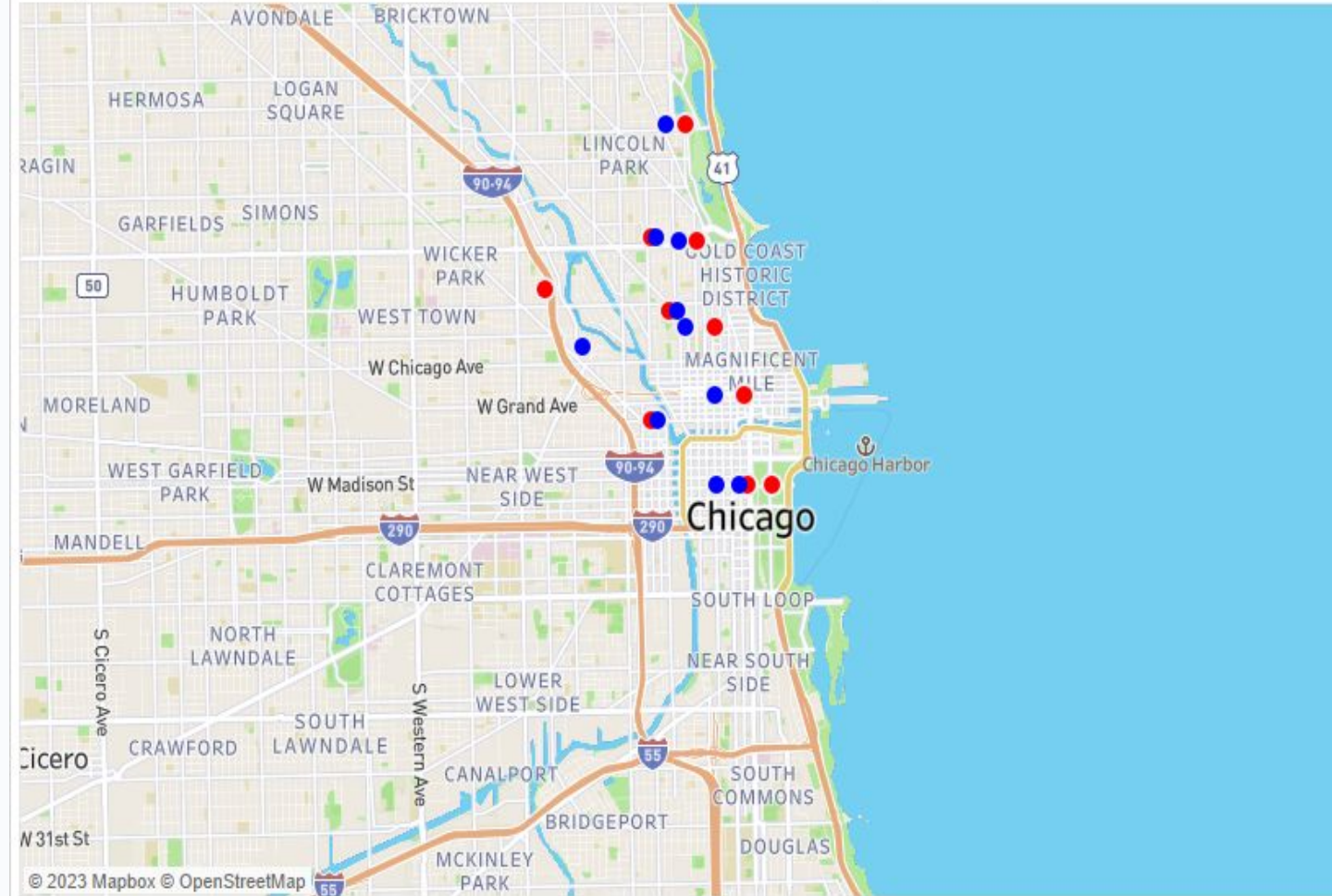
- For Annual Member peak ride time is 8am,12 pm,5pm
- For Casual Member peak ride time is 5pm.

Customer Type

Annual

Casual

Map Showing the most frequent loation of rides start by customers



- This Map shows cyclistic most popular docking station
- **Casual riders** in red points are mainly clustered in the area which includes Parks and Greenery
- **Annual Members** in Blue points are mainly clustered towards the inner city where there are more offices and residential building.

CONCLUSION

1. **Casual riders** spend almost more than twice the amount on their trip compared to **Annual Members**.
2. More rides are on weekends for both the Casual riders and Annual Members.
3. **Casual Riders** are more active during summer months whereas **Annual Members** have consistency in their trip throughout the year.
4. We can deduce that **Casual Riders** used Cylistic Bikes mainly for leisure purpose and **Annual Members** for daily Commuting.

Recommendation

- Advertising should be scheduled more on Weekends and Summer months to convert Casual Riders to Annual Members.

Particularly along the Parks of the Chicago river.

- Cyclistic/Biking should be advertised as a feasible option for daily commute to Casual Riders and should not be seen as leisure.
- Marketing Strategies is needed to attract more number of Casual Riders on weekends
- The Perks and Benefits of being a Annual Member compared to Casual riders should also be advertised.

Your Thoughts and Questions ?

- For Any Suggestions Please feel free to Contact

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Thank You !