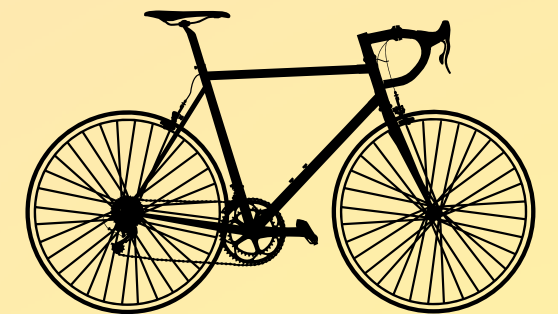# Cyclistic
Data Analysis

Objective:

Increasing the number of subscription users by making casual users register themselves as members
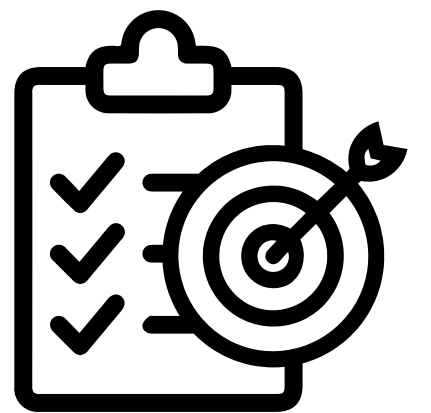
About Data

Collected by: Cyclistic
Time period:
Jan,2022-Dec,2022

Mentioned here are the descriptions of every data column taken into consideration in the analysis process

- **Types of rides (Classic,Electric,Docked)**
- **Starting date and time of ride**
- **Ending date and time of ride**
- **User type (Member,Casual)**

The Ratio

This shows us the number of potential rides taken by casual riders that can be converted into subscription rides

3,345,000

2,322,000

Number of rides in 2022
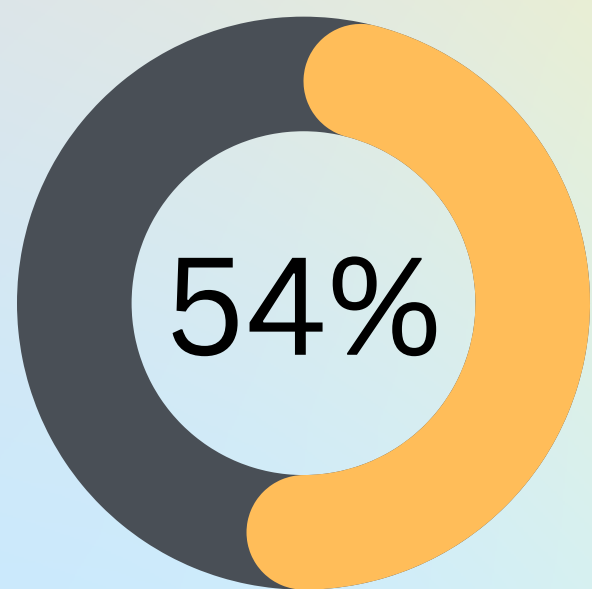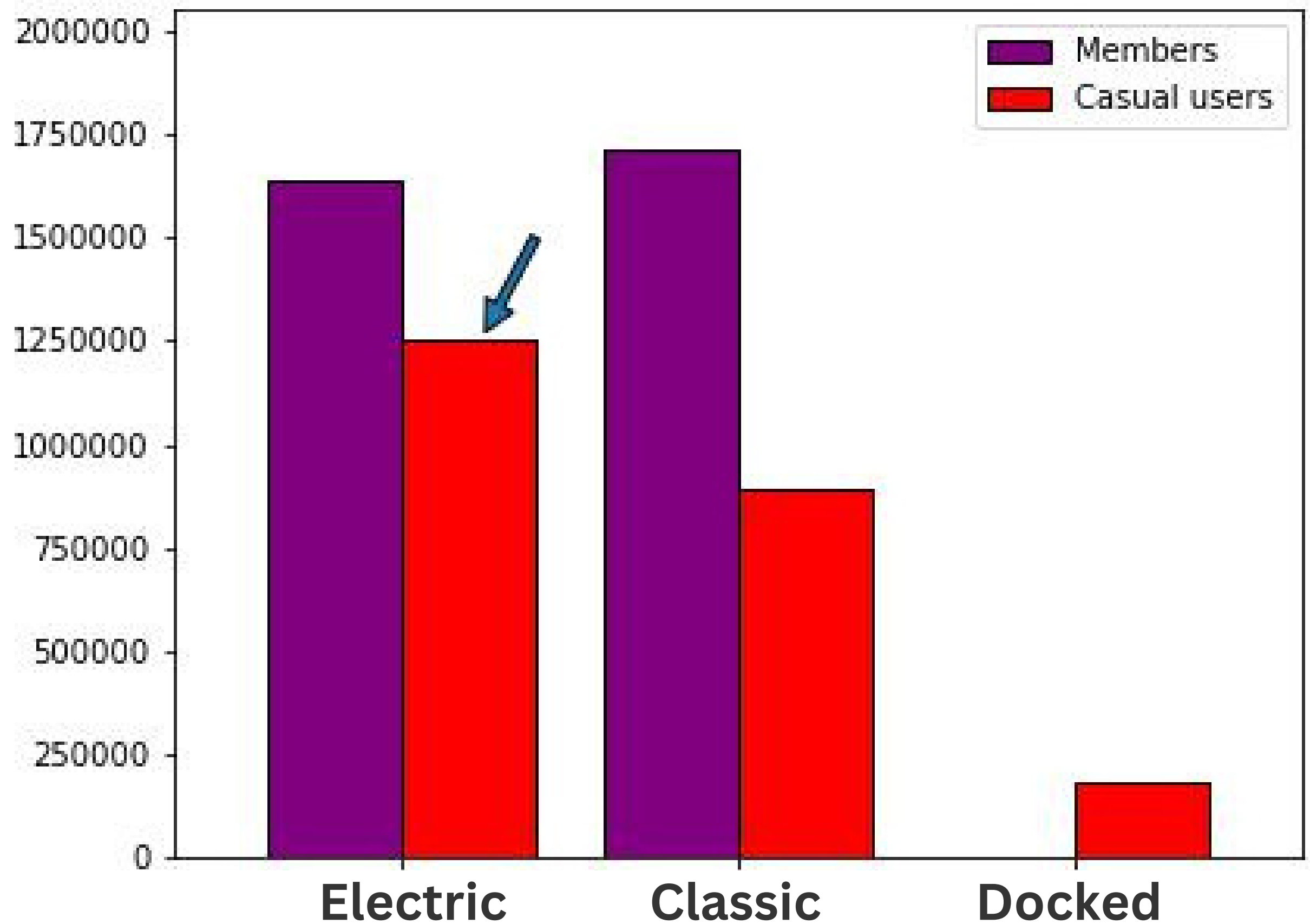
Member   Casual
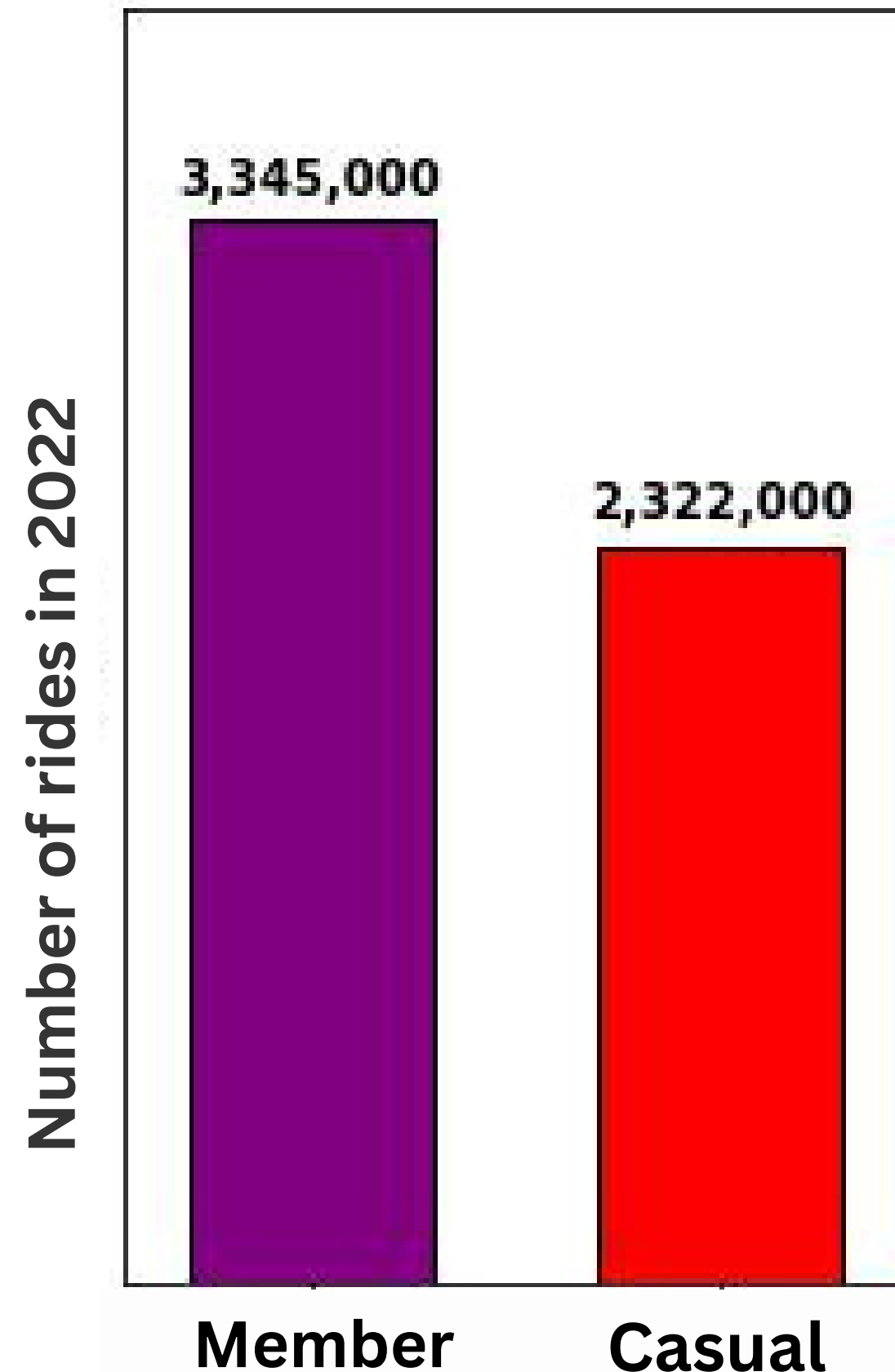
2 MILLION+

There are above 2 million rides that were potential subscription rides

Type of bikes

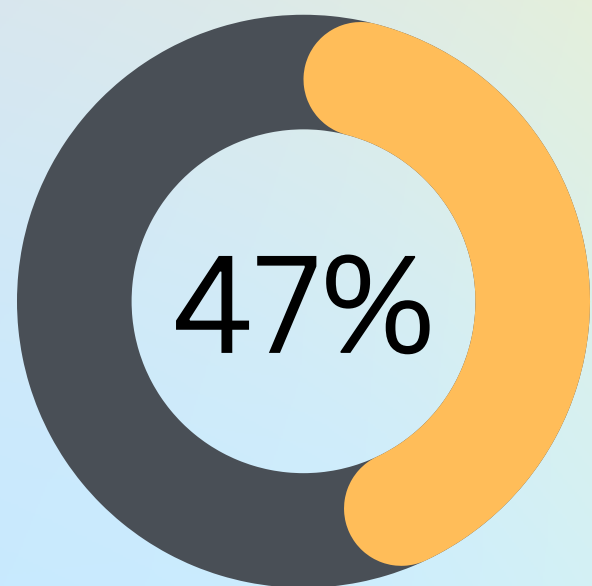Casual users prefer electric bikes over other types

54%

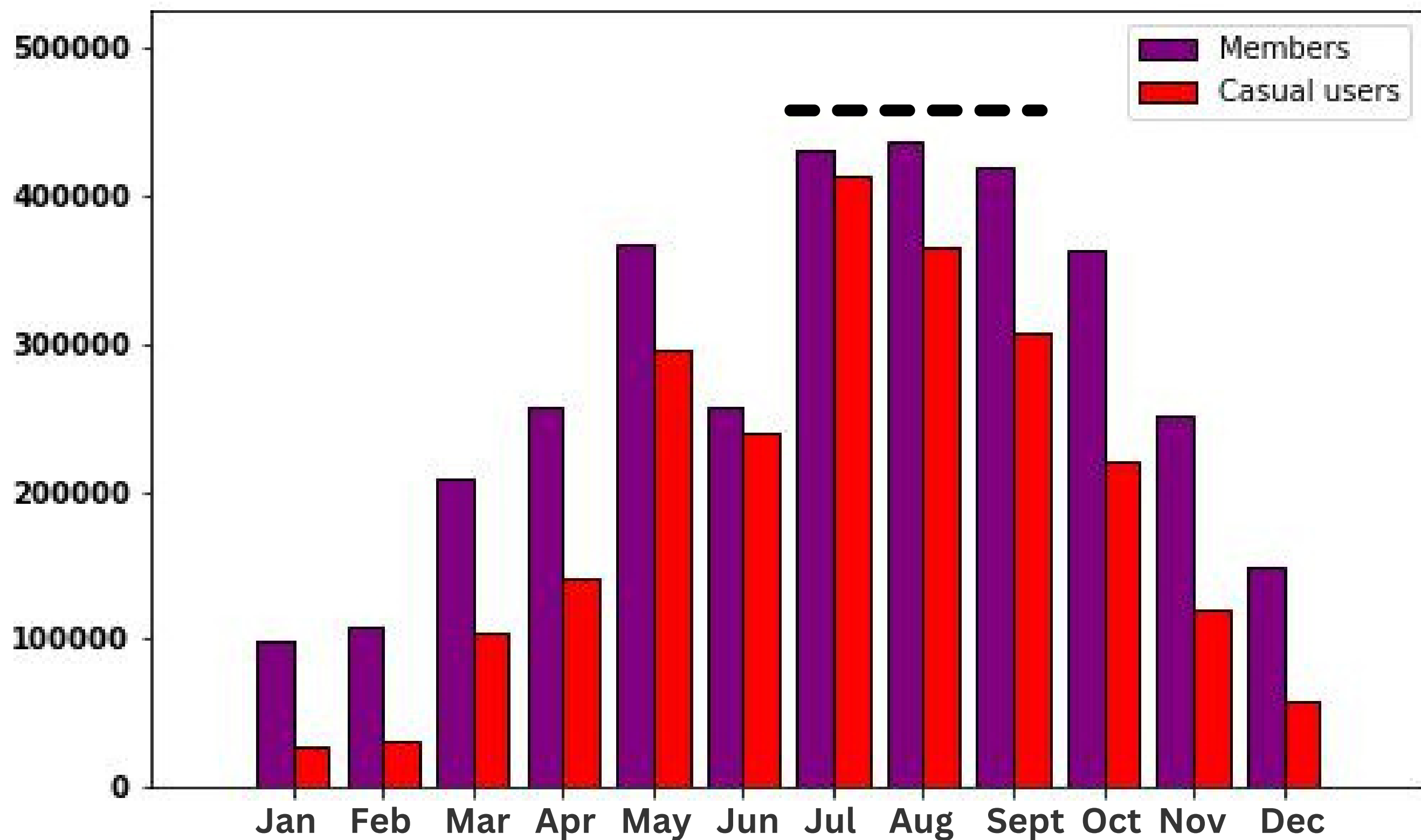54% of all casual rides are electric bicycle rides
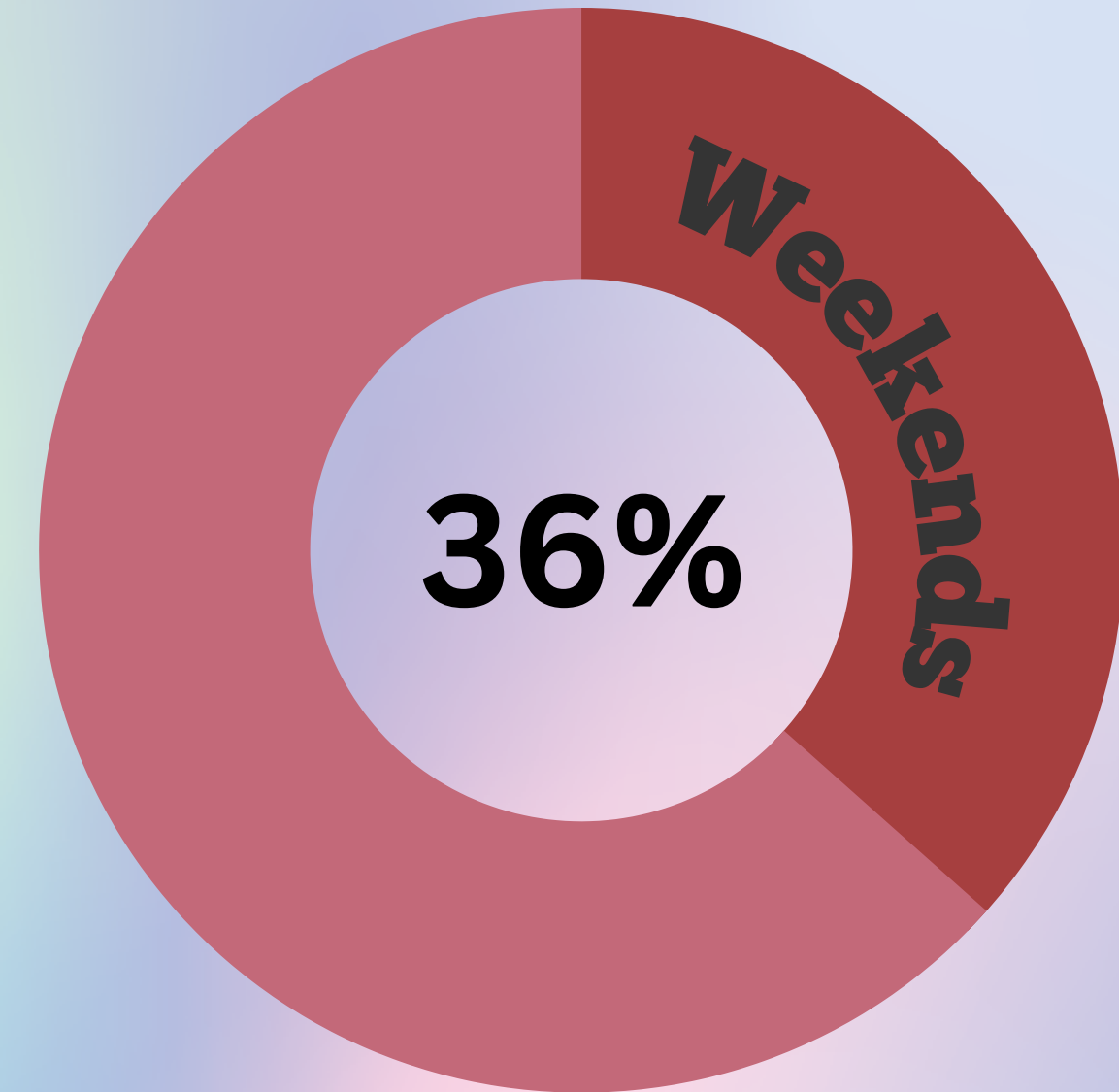
Monthly trend

The number of rides rise in months of July,August and September for both members and casual riders

47%

47% of all casual rides are in the just 3 months of July,August and september

Weekly trend

500,000	
400,000	
300,000	
200,000	
100,000	
0	

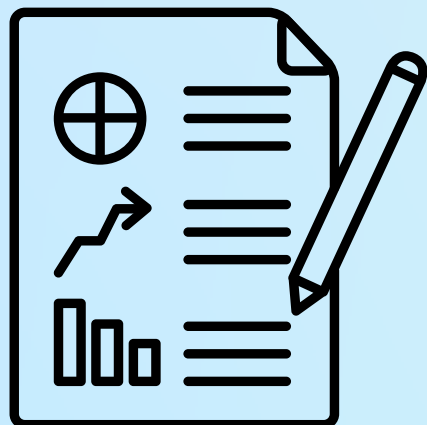Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Weekends

36%
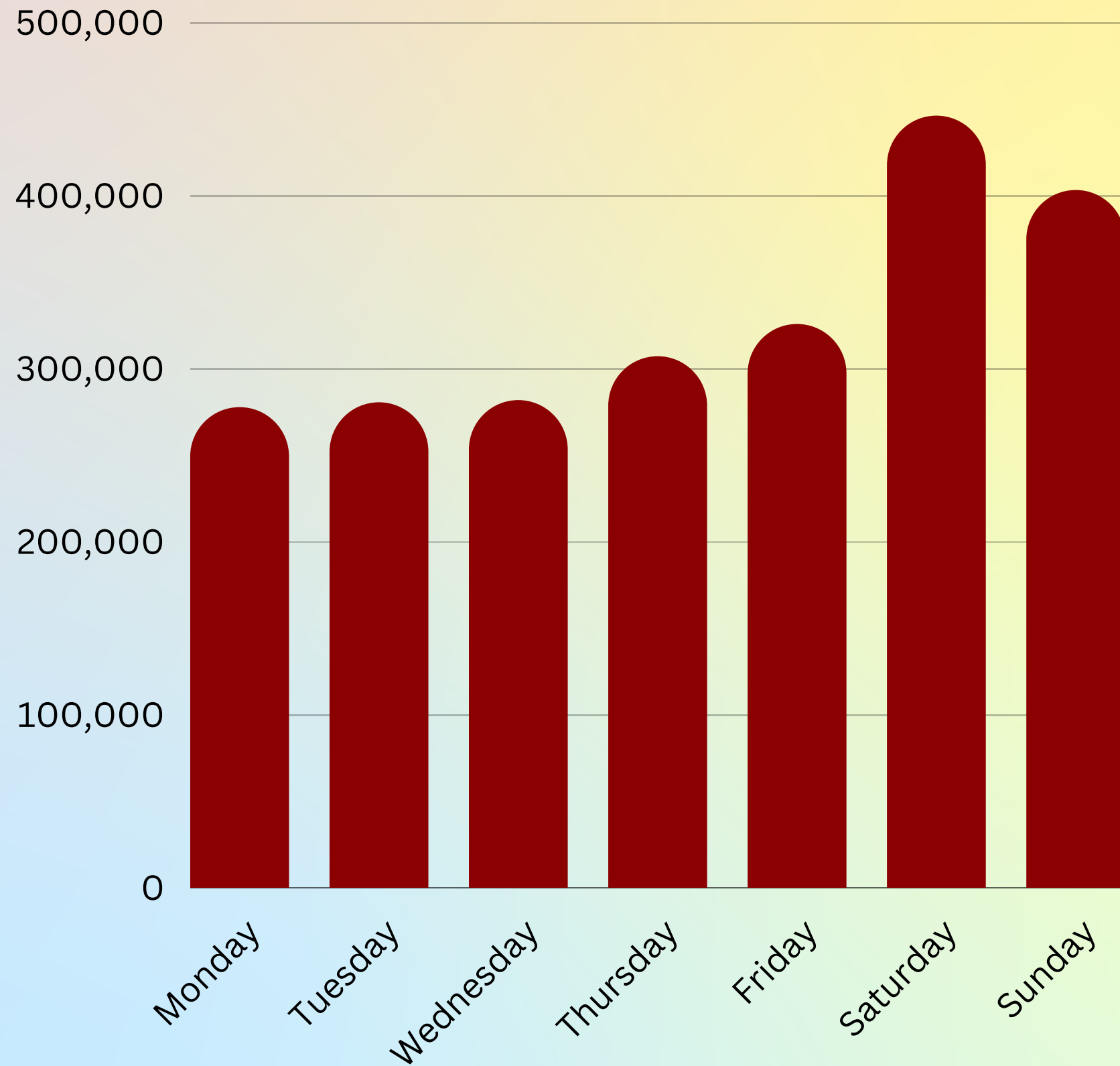
36% of all casual rides were taken on weekends

What does this data tell us?

- Casual riders prefer Electric bikes

- They prefer riding in the summer months (July, Aug, Sept)

- Weekends observe more number of casual riders

Data driven suggestions

- Increase the number of electric bicycles available to public and give benefits to electric bicycle riders with subscription.

- Lower the subscription price in summers and marketing should start in winters itself.

- Increase the prices of casual rides on weekends slightly.

General suggestion

Introduce a rechargeable and non refundable card system for subscription users so it gives the feeling of a casual ride This will make payments easier and convenient for riders and they'll prefer it over paying cash for every ride
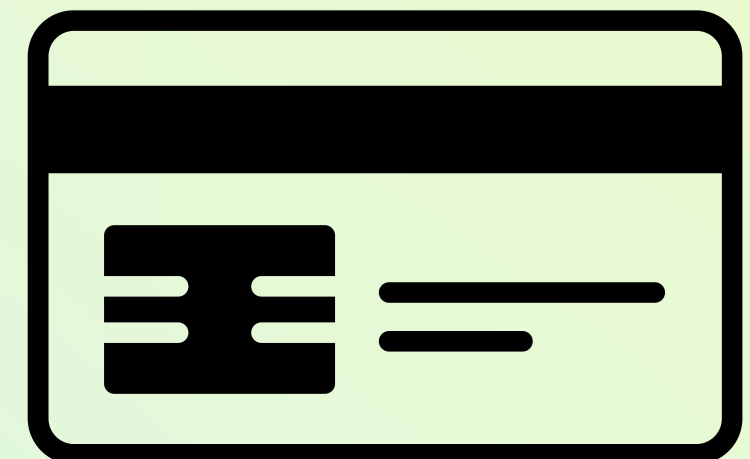
Thank you!

do you have any questions?

Appendix ->

Assumptions & Neglected data

Neglected data is the data that was available for analysis but was not taken under consideration because of assumptions

Ride-id

There's a unique id generated for each bike ride, Despite it being a primary key, contributes nothing to the analysis

Start-End

The start and end locations of rides don't contribute much to the subscription model because the type of location (Industrial Area ,parks, residential areas or working offices) is not provided