

Google Data Analytics Capstone Project

A detailed analysis of Cyclistic, a bike-share company in Chicago for 2020-21.

Overview

- Cyclistic, a bike-share program that features more than 5,800 bicycles, 600 docking stations. It has a user base of 3.5 million with 2.05 million members and 1.45 million casual riders.
- Around 1.4 million of total riding hours was calculated in last financial year with annual members riding over 534k hours and casual riders were on bike ride for over 881k hours.



Objectives

• Understand the Usage of Members and Casual Riders

Cyclistic have two different type of customers, annual members who have annual subscription and casual members who buy tickets to each ride. We need to understand how these different customers use bike for rides.

• Maximizing the Number of Annual Members

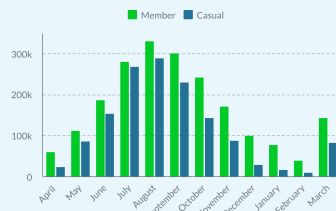
The annual members are more profitable to company than casual members. We need to understand the pattern how these members use bikes in order to maximize annual members.



59.01 % of Total Riders are Annual Members.

Comparing Rides By Months/Weekdays

Monthly Comparison



- The second quarter(July -September) was the busiest quarter with 48.9% of total rides.
- 68% of the rides in second quarter were taken by members while the rest 32% were accounted by casual riders.

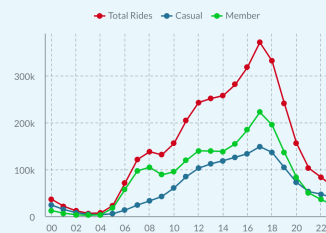
Weekly Comparison



- Saturday was busiest day with 18.9% of total rides.
- 41.8% of casual rides were on the weekend.
- Casual rides were least on Tuesday while Sunday had least Member rides.

Comparing Rides by Hours

Hourly Comparison



- 1700 hours is the busiest time of the day with 10.22% of total rides, while 0300 hours has least bike rides.
- Afternoon(1200-1600 hours) is the busiest duration of the day with 39.22% of casual and 35.82% of member rides during afternoon.

Summary

Long Ride Length

Member: 15 Minutes
Casual: 34 Minutes

Busiest Month

August

Busiest Day

Saturday

Busiest Time

Afternoon

Types of Bikes

Docked bike : 70.01%
Classic Bike: 17.89%
Electric Bike: 12.10%

Recommendations

- As summer is the busiest season for bike ride, any perks or offers provided in annual subscription for summer season will encourage casual riders to subscribe for annual subscription. Also monthly subscription or even weekly subscription can provide flexibility.
- Casual riders tend to ride more on weekends. There should be some benefits in annual subscription for weekend rides.
- Casual riders often use bike rides for long distances as their average ride length is more than double of annual members. There should be some perks like cashbacks or free rides in annual subscription for long distance rides.