

Cyclistic : Bike Share

Case study

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What are we talking
about?

Objective

Identify how do annual **members** and **casual** riders use Cyclistic bikes differently?

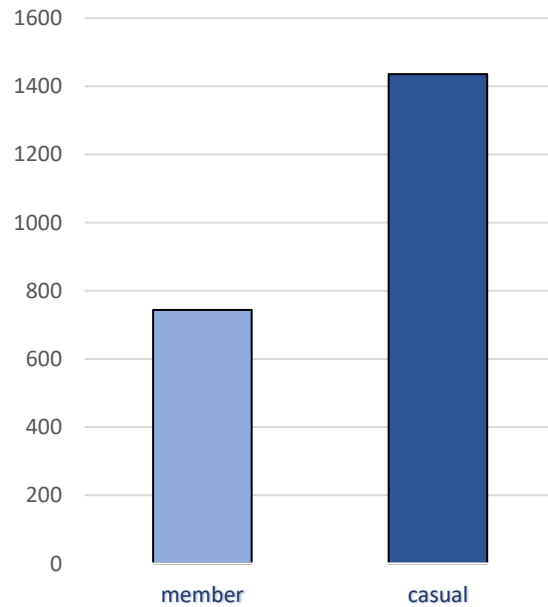
Present Data

Motivate International Inc. Cyclistic trip data (2022/06-2023/05)

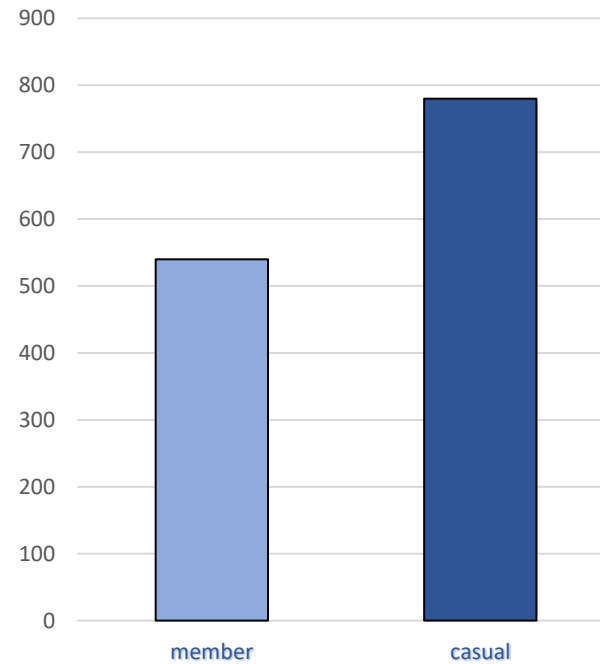
Member vs Casual

ride length (seconds) = ride ended at(DD/MM/YYYY) – ride started at (DD/MM/YYYY)

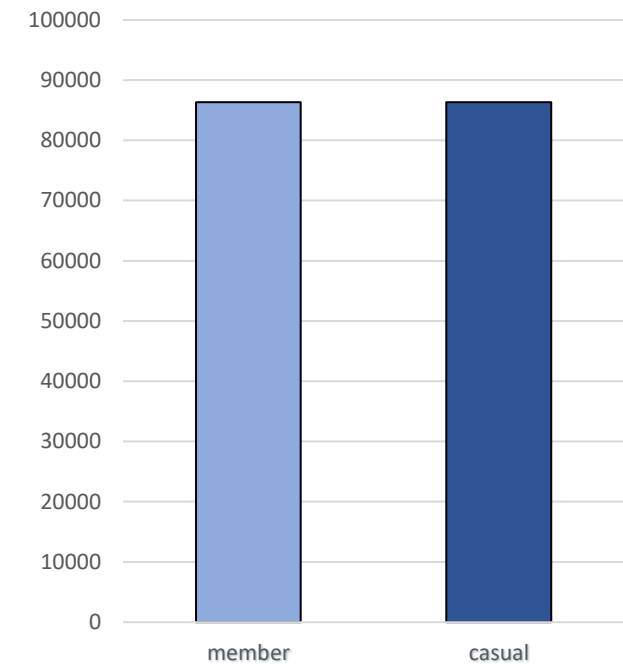
Mean ride length



Median ride length

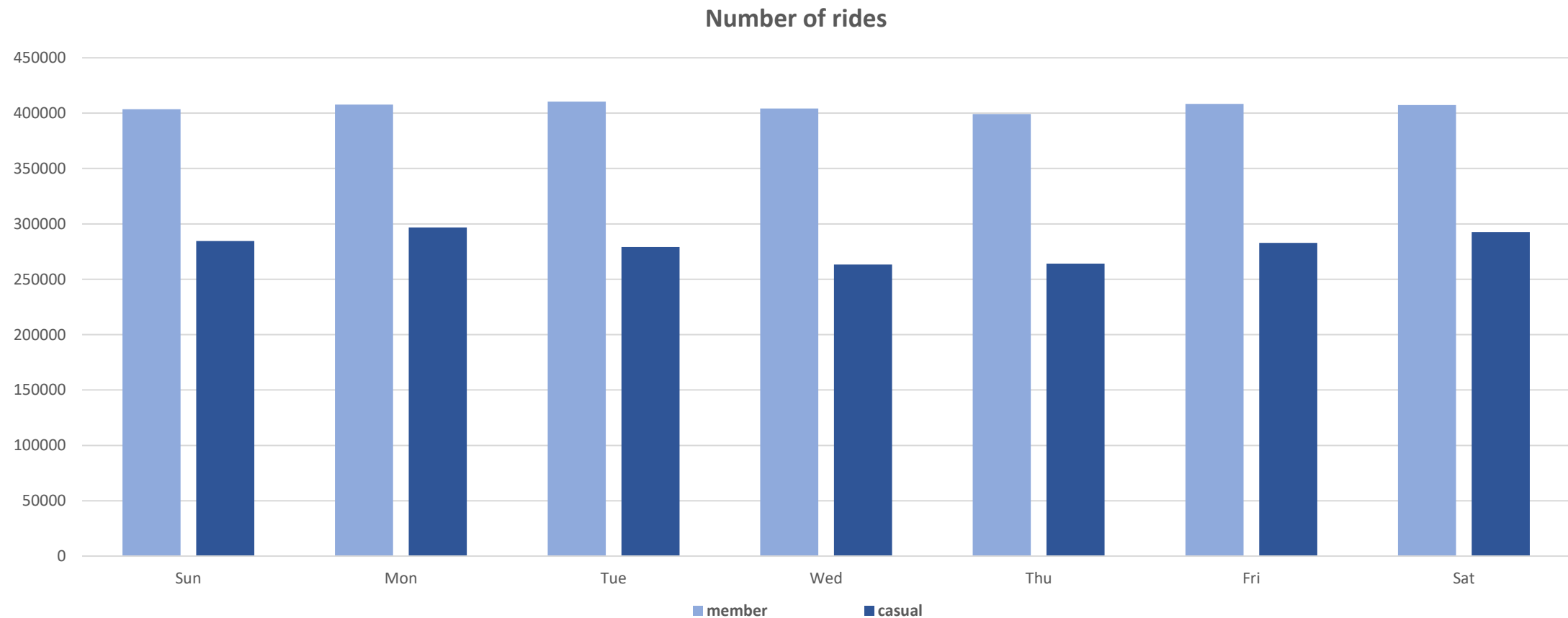


Maximum ride length



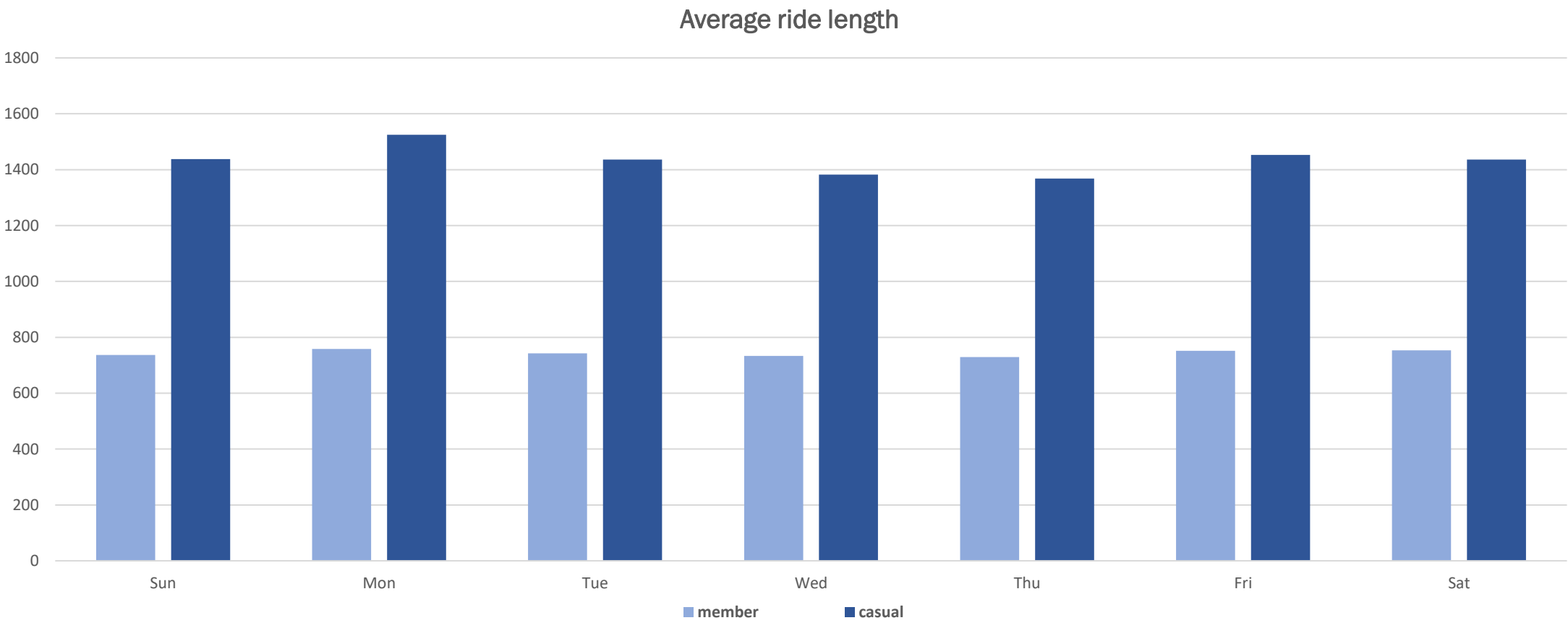
Weekday analysis

member vs casual



Average Duration

member vs casual



Conclusion

Average Duration of ride for **casual** ride type is **double** compared to **member** ride type .

Throughout the weekdays both ride type's average ride length stay **consistent** .

Casual riders are more probably to ride long .

Thank you