Phase 1 (Ask) :

Business Task : How do annual members and casual riders use Cyclistic bikes differently

Stakeholders : Cyclistic marketing analytics team , Cyclistic executive team , Director of marketing

Goal : Design marketing strategies aimed at converting casual riders into annual members.

Phase 2 (Prepare) :

Motivate International Inc. – (2022/06-2023/05) 12 months of Cyclistic trip data

Stored in Local

Sorted and Filtered , Removed Duplicates

Combined in to a single file

Phase 3 (Process):

Calculated the ride length , Day of week (1=Sunday , 7 = Saturday )

Transformed to Time Format

Phase 4 (Analyze):

Mean ride length , Maximum ride length , Mode of day of week

Pivot table ( average ride length , Count of ride length for each day of week )

Pivot table ( average ride length , Maximum ride length for casual and member )

analyze ridership data by type and weekday using R

visualize the number of rides by rider type

a visualization for average duration

Phase 5 (Share ) :

exported