

Intro

This is a capstone analysis case study of a fictional company, Cyclistic, for the Google Data Analytics Professional Certificate.

The director of marketing believes the company's future success depends on maximizing the number of annual memberships. To do this, the goal for the marketing analyst team is to design new marketing strategies to convert casual riders into members.

Ask

The marketing director has assigned me with the following analysis question to answer to help my team fulfill the objective mentioned above:

How do annual members and casual riders use Cyclistic bikes differently?

Prepare

The dataset was obtained from a link of the company's historical public data. The data has been made available by Motivate International Inc. under this [license](#). Data-privacy issues have prohibited riders' personally identifiable information from being included.

The dataset contained an index of several different zip files that ranged from 2013 to 2023. To identify the trends of my business task I will analyze the last 12 months of Cyclistic bike trip data, so March of 2022 to February of 2023 was downloaded and stored in a folder on a desktop.

Process

The zip files were too large to be used with spreadsheets so I used BigQuery SQL to process the data. The smallest file contained 190,301 rows and the largest file contained 823,488 rows.

The following are the steps I took to see if the data was clean and extract some data to analyze further in spreadsheets.

1. I checked to see if there were any misspellings in the member_casual and rideable_type columns. I also made sure there were not any duplicate trips recorded.

```
SELECT DISTINCT member_casual
FROM `bike-case-study41223.bike_data.bikes_322`
SELECT DISTINCT ride_id
FROM `bike-case-study41223.bike_data.bikes_322`
```

2. I made sure there were no null values in the member_casual, rideable_type, ride_id, started_at, and ended_at columns.

```
SELECT member_casual
FROM `bike-case-study41223.bike_data.bikes_322`
WHERE member_casual is null
```

After doing some cleaning queries, I thought of some questions I wanted to answer to help me determine what kind of information I needed to analyze to complete my business task.

3. How many trips did members & casual riders make?

```
SELECT member_casual,  
       COUNT(member_casual) AS num_of_trips,  
FROM `bike-case-study41223.bike_data.bikes_322`  
GROUP BY member_casual
```

*Extracted results into March 2022 spreadsheet

4. Which bike type is most popular with each rider?

```
SELECT member_casual, rideable_type,  
       COUNT(rideable_type) AS num_of_bikes_used,  
FROM `bike-case-study41223.bike_data.bikes_322`  
GROUP BY member_casual, rideable_type  
ORDER BY member_casual
```

*Extracted results into a new tab of March 2022 spreadsheet

5. Where do riders get their bikes from the most? Top 10 most visited locations?

There were visible null values in the start_station_name column but there was still sufficient information recorded in the other rows to be used for analysis.

```
SELECT member_casual, start_station_name,  
       COUNT(start_station_name) AS trips_from_station  
FROM `bike-case-study41223.bike_data.bikes_722`  
WHERE start_station_name is not null AND member_casual = "casual"  
GROUP BY start_station_name, member_casual  
ORDER BY COUNT(start_station_name) DESC  
LIMIT 10
```

*Extracted results into a new tab of March 2022 spreadsheet

6. How long do the riders keep the bike?

```
SELECT member_casual,  
       SUM(travel_mins) AS total_travel_mins,  
       AVG(travel_mins) AS avg_travel_mins  
FROM `bike-case-study41223.bike_data.With_travel_min_322`  
GROUP BY member_casual
```

*Extracted results into a new tab of March 2022 spreadsheet

7. How many rides were taken on each day of the week?

```
SELECT rideable_type, started_at, ended_at, member_casual,  
       EXTRACT(DAYOFWEEK from started_at) AS day_of_week_num  
FROM `bike-case-study41223.bike_data.bikes_322`
```

*Made a new table of the results to work with for the next step

```

SELECT *,
CASE WHEN day_of_week_num=1 THEN 'Sunday'
WHEN day_of_week_num=2 THEN 'Monday'
WHEN day_of_week_num=3 THEN 'Tuesday'
WHEN day_of_week_num=4 THEN 'Wednesday'
WHEN day_of_week_num=5 THEN 'Thursday'
WHEN day_of_week_num=6 THEN 'Friday'
WHEN day_of_week_num=7 THEN 'Saturday'
END AS day_of_the_week
FROM `bike-case-study41223.bike_data.day_of_week_322`

```

*Made a new table of the results to work with for the next step

```

SELECT member_casual, day_of_the_week,
COUNT(day_of_the_week) AS bike_trips
FROM `bike-case-study41223.bike_data.Day_of_week_322`
GROUP BY member_casual, day_of_the_week
ORDER BY member_casual

```

*Extracted results into a new tab of March 2022 spreadsheet

Once I extracted all of those data subsets from SQL, I repeated the same steps for the other 11 months. Then, I went through and formatted each spreadsheet. I added a month column, bold and capitalized titles, capitalized values, changed title names, formatted the numbers properly, and spell checked each sheet.

Analyze

I aggregated all of the information from all 12 spreadsheets into a year-review spreadsheet, formatted in the same way as the individual months spreadsheets, having a separate tab for each of the questions above.

- **Trips tab:**

- sorted sheet by rider
- manually arranged the rows from march to february
- calculated the number of trips taken by members and casual riders for the year

=SUMIF(B:B,"Casual",C:C)

=SUMIF(B:B,"Member",C:C)

E2 fx =SUMIF(B:B,"Casual",C:C)

	A	B	C	D	E	F
1	Month	Rider	Trips		Casual Yearly	Mbr Yearly
2	March	Casual	89,882		2,365,120	3,046,531
3	April	Casual	126,417			
4	May	Casual	280,415			
5	June	Casual	369,051			
6	July	Casual	406,055			
7	August	Casual	358,924			
8	September	Casual	296,697			
9	October	Casual	208,989			
10	November	Casual	100,772			
11	December	Casual	44,894			
12	January	Casual	40,008			
13	February	Casual	43,016			
14	March	Member	194,160			
15	April	Member	244,832			
16	May	Member	354,443			

- **Minutes tab:**

- sorted sheet by rider
- sort range of average minutes traveled in descending order of each rider,
- calculate total hours traveled
- calculated the sum of the total hours traveled for each rider
- calculated the average trip time of the year for each rider

=D2/60

=SUMIF(B2:B25,"Casual",E2:E25)

=SUMIF(B:B,"Member",E:E)

=AVERAGEIF(B:B,"Casual",C:C)

=AVERAGEIF(B:B,"Member",C:C)

2 fx =AVERAGEIF(B:B,"Casual",C:C)

	A	B	C	D	E	F	G	H
1	Month	Rider	Avg Minutes Traveled	Total Minutes Traveled	Hours Traveled	Casual Avg	Member Avg	C
2	March	Casual	32	2,888,301	48,138	27	12	
3	June	Casual	32	11,664,784	194,413			
4	May	Casual	30	8,519,112	141,985			
5	April	Casual	29	3,671,686	61,195			
6	August	Casual	29	10,344,269	172,404			
7	July	Casual	29	11,689,724	194,829			
8	September	Casual	27	8,157,802	135,963			
9	October	Casual	26	5,412,452	90,208			
10	February	Casual	23	976,677	16,278			

- **Bike type tab:**

- sorted sheet by rider
- calculated the sum of docked bikes used
- calculated how many bikes of each type were used by each rider

=SUMIF(C:C,"Docked",D:D)

=SUMIF(C2:C37,"Classic",D2:D37)

=SUMIF(C2:C37,"Electric",D2:D37)

=SUMIF(C38:C61,"Classic",D38:D61)

=SUMIF(C38:C61,"Electric",D38:D61)

12 fx =SUMIF(C2:C37,"Electric",D2:D37)

	A	B	C	D	E	F	G
1	Month	Rider	Bike	Trips	Cas Docked	Cas Classic	Cas Electric
2	July	Casual	Electric	218,905	179,085	905,821	1,280,214
3	August	Casual	Electric	203,966			
4	September	Casual	Electric	171,496			
5	June	Casual	Classic	169,996			
6	June	Casual	Electric	168,415			
7	July	Casual	Classic	156,095			
8	October	Casual	Electric	134,807			

- **Casual days of the week tab & Member days of the week tab:**

- calculated the sum of trips taken on each day of the week for each rider

=SUMIF(C:C,"Sunday",D:D)

F2 fx =SUMIF(C:C,"Monday",D:D)

	A	B	C	D	E	F
1	Month	Rider	Day of the Week	Trips	Casual Sun	Casual Mon
2	July	Casual	Saturday	95,230	398,647	283,327
3	July	Casual	Sunday	78,251		
4	August	Casual	Saturday	66,190		
5	June	Casual	Sunday	65,851		
6	June	Casual	Saturday	65,137		
7	September	Casual	Saturday	64,077		
8	June	Casual	Thursday	57,978		

- **Casual locations tab & Member locations tab:**

- sorted sheet by start station
- count function of each station name
- applied conditional formatting to the count function cells for greater than 7, then deleted all of the stations whose count was not highlighted
- calculated sum of trips taken of each station left

=COUNTIFS(C:C,C2)

=SUM(D2:D11)

F2 ▾ *fx* =SUM(D2:D11)

	A	B	C	D	E	F
1	Month	Rider	Start Station	Trips	Count	Sum of Station
2	July	Casual	Wells St & Concord Ln	3,002	10	16,012
3	June	Casual	Wells St & Concord Ln	2,851		
4	August	Casual	Wells St & Concord Ln	2,555		
5	May	Casual	Wells St & Concord Ln	2,037		
6	September	Casual	Wells St & Concord Ln	1,997		
7	October	Casual	Wells St & Concord Ln	1,486		
8	April	Casual	Wells St & Concord Ln	752		
9	November	Casual	Wells St & Concord Ln	566		
10	March	Casual	Wells St & Concord Ln	534		
11	January	Casual	Wells St & Concord Ln	232		
12	July	Casual	Theater on the Lake	4,240	8	18,035
13	June	Casual	Theater on the Lake	3,396		
14	August	Casual	Theater on the Lake	3,238		
15	May	Casual	Theater on the Lake	2,634		
16	September	Casual	Theater on the Lake	2,003		
17	October	Casual	Theater on the Lake	1,140		
18	April	Casual	Theater on the Lake	791		
19	March	Casual	Theater on the Lake	593		
20	July	Casual	Streeter Dr & Grand Ave	11,794	12	58,610
21	August	Casual	Streeter Dr & Grand Ave	9,651		
22	June	Casual	Streeter Dr & Grand Ave	9,608		
23	May	Casual	Streeter Dr & Grand Ave	7,743		
24	September	Casual	Streeter Dr & Grand Ave	7,016		

Analysis Findings:

Casual Riders

- 1) Use the bikes the most in the summer months (July, June, and August)
- 2) Use the bikes the primarily on the weekends (Saturday and Sunday and Fridays)
- 3) Most often use the electric bikes more than the classic bikes & only 7.6% of their total trips were taken with the docked bikes
- 4) Keep the bike for a longer period of time than members
- 5) Casual riders visit these stations the most to get the bikes
 - a) Streeter Dr & Grand Ave
 - b) DuSable Lake Shore Dr & Monroe St
 - c) Millennium Park
 - d) Michigan Ave & Oak St
 - e) DuSable Lake Shore Dr & North Blvd

Members

- 1) Take more trips than casual riders every month
- 2) Primarily in the months ending summer leading into fall (August, July, and September)
- 3) Use the bikes primarily during the week (Thursday and Tuesdays and Wednesdays)
- 4) Most often use the classic bikes and they have not used the docked bikes at all in the last 12 months
- 5) Members visit these stations the most to get the bikes

- a) Kingsbury St & Kinzie St
- b) Clark St & Elm St
- c) Wells St & Concord Ln
- d) Ellis Ave & 60th St
- e) University Ave & 57th St

Share

Analysis visualizations were made using Tableau

Act

My top three recommendations based on my analysis would be:

1. Create a summer promotion of discounted bikes for new members
2. Discount the docked and electric bikes for members to get more casual riders to become members (and for more members to start using these bikes more)
3. Advertise all new promotions aimed at converting casual riders into members heavily in the areas where casual riders visit certain bike stations the most