

Coursera
Google Data Analytics
Case Study

Cyclistic bike-share
Report

- Scenario

Cyclistic, a bike-share company in Chicago. The director of marketing believes the company's future success depends on maximizing the number of annual memberships. Therefore, your team wants to understand how casual riders and annual members use Cyclistic bikes differently.

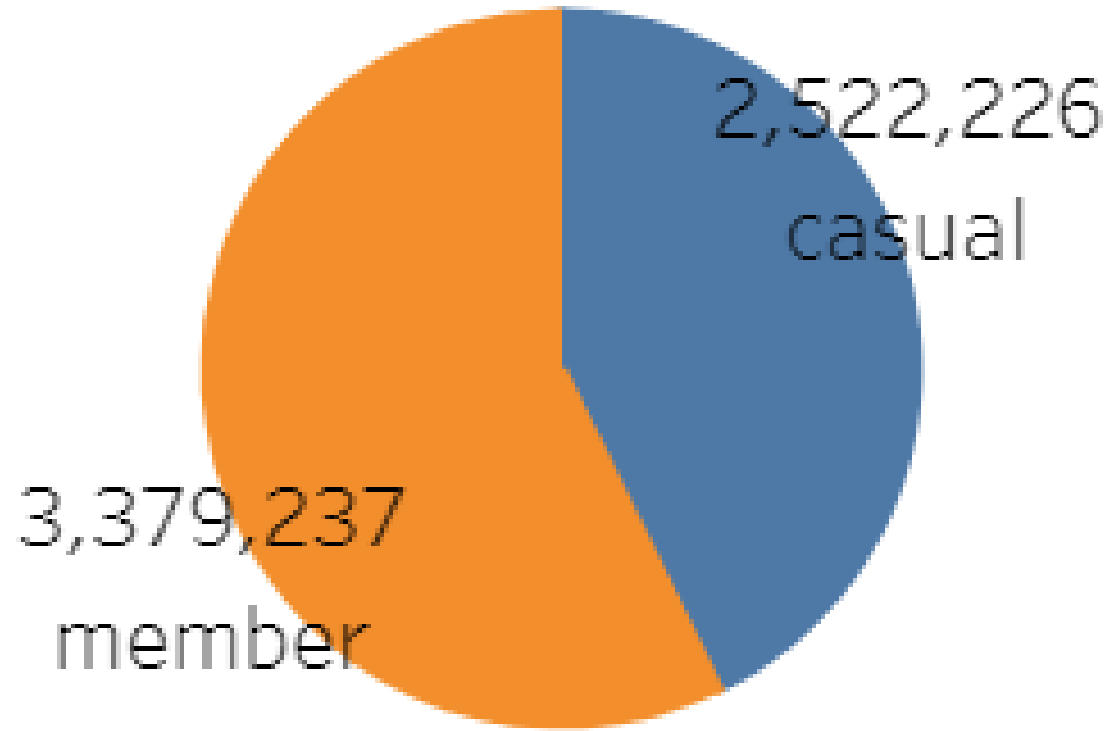
- Business Ask

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

- Available Data

Latest 12 months Cyclistic data (csv file) will be downloaded from Index of bucket "divvy-tripdata", in this use case we have used (Aug-2021 to July-2022)

Member Vs Casual Count

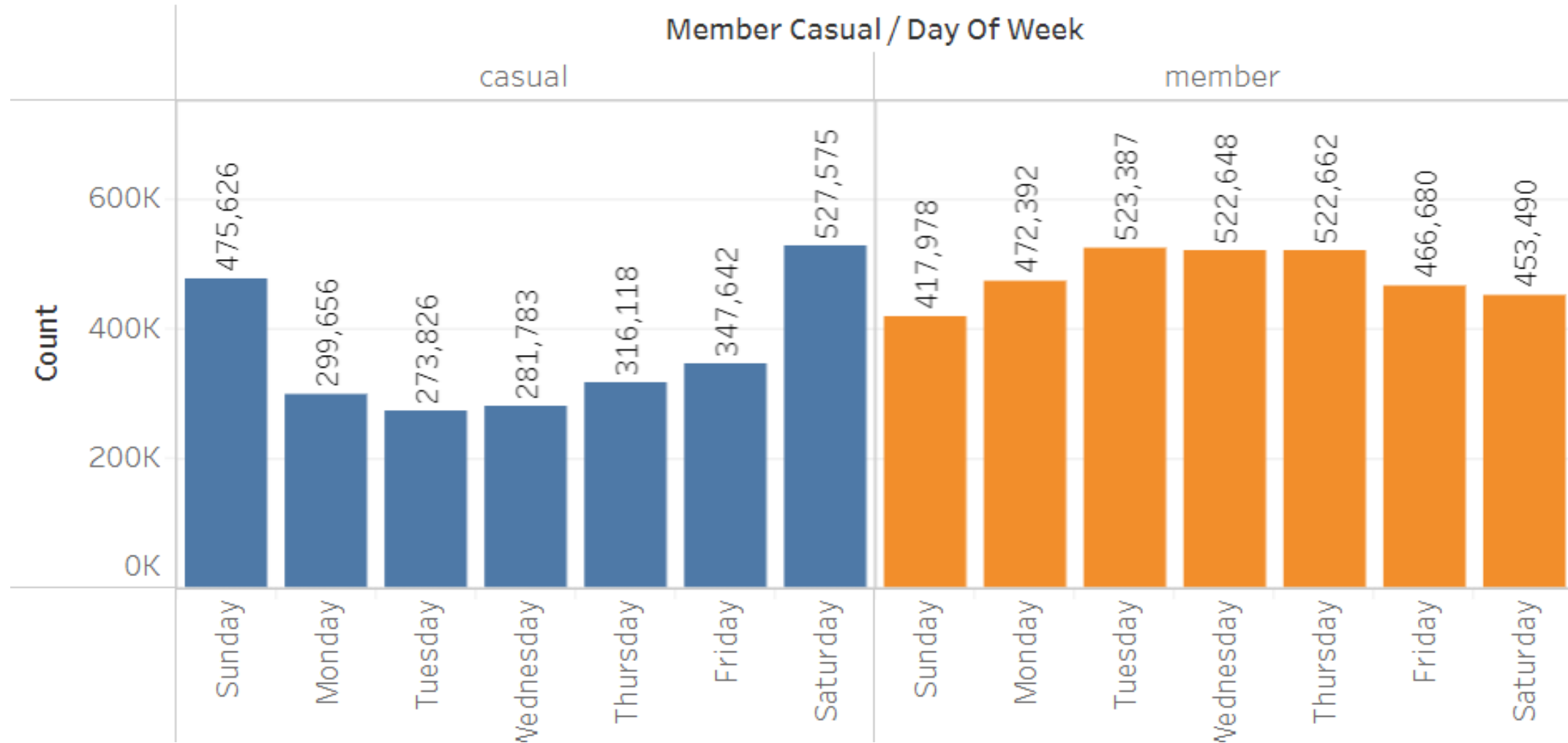


Interpretation

Member – 57.26%

Casual – 42.74%

Member / Casual Count against Weekdays

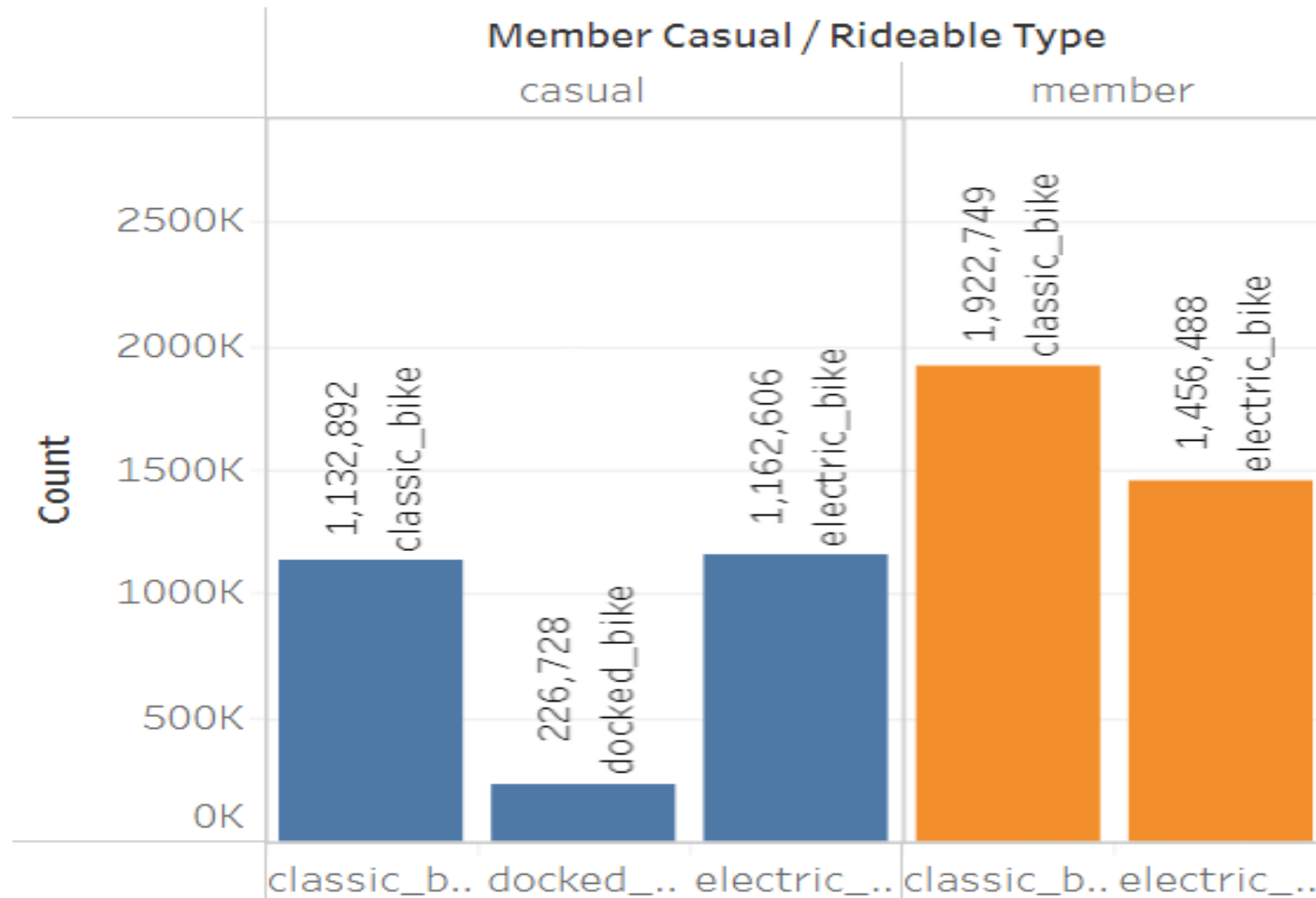


Interpretation

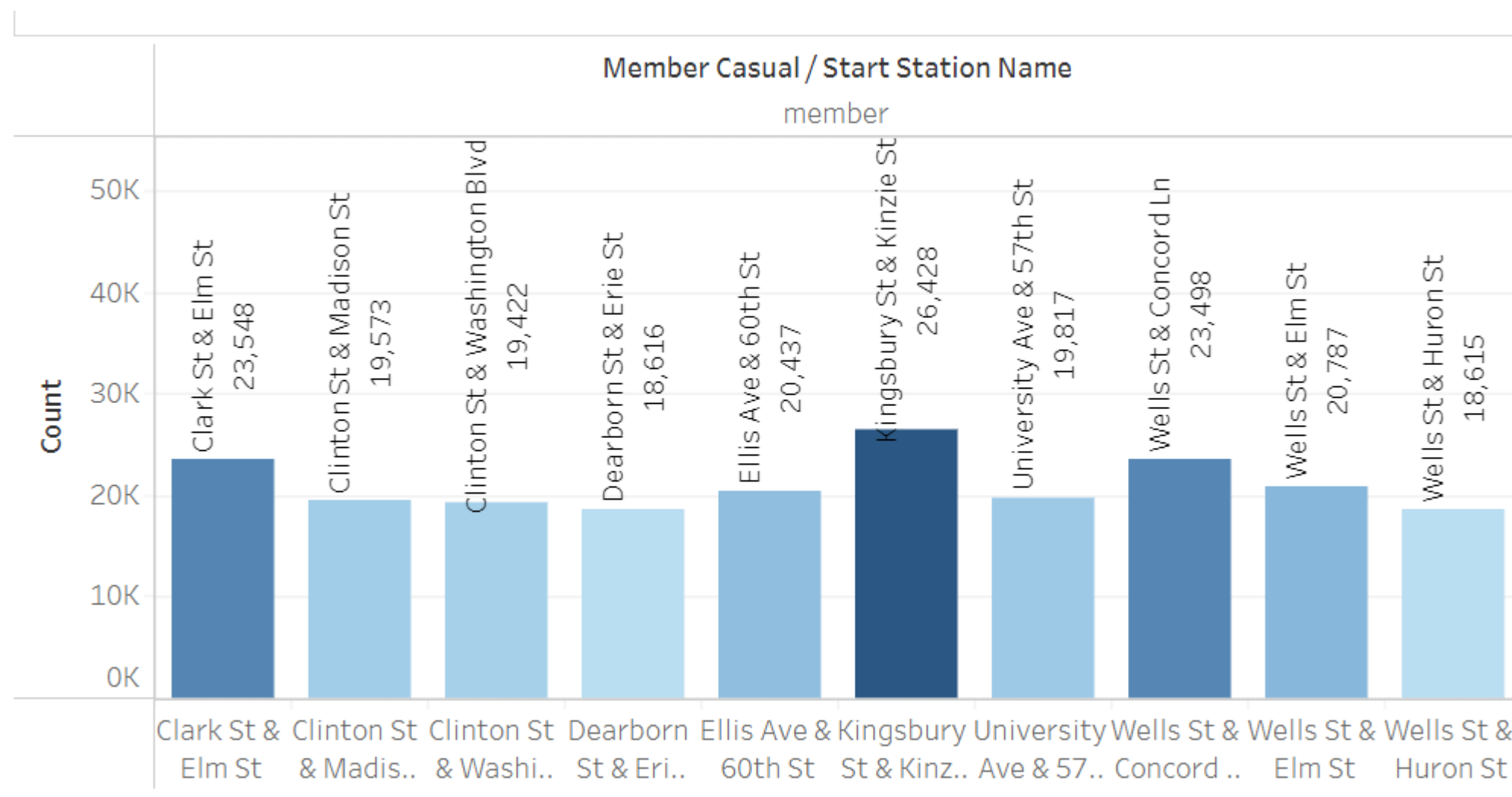
Weekend – Casual Rides are more.

Weekdays – Member Rides are more.

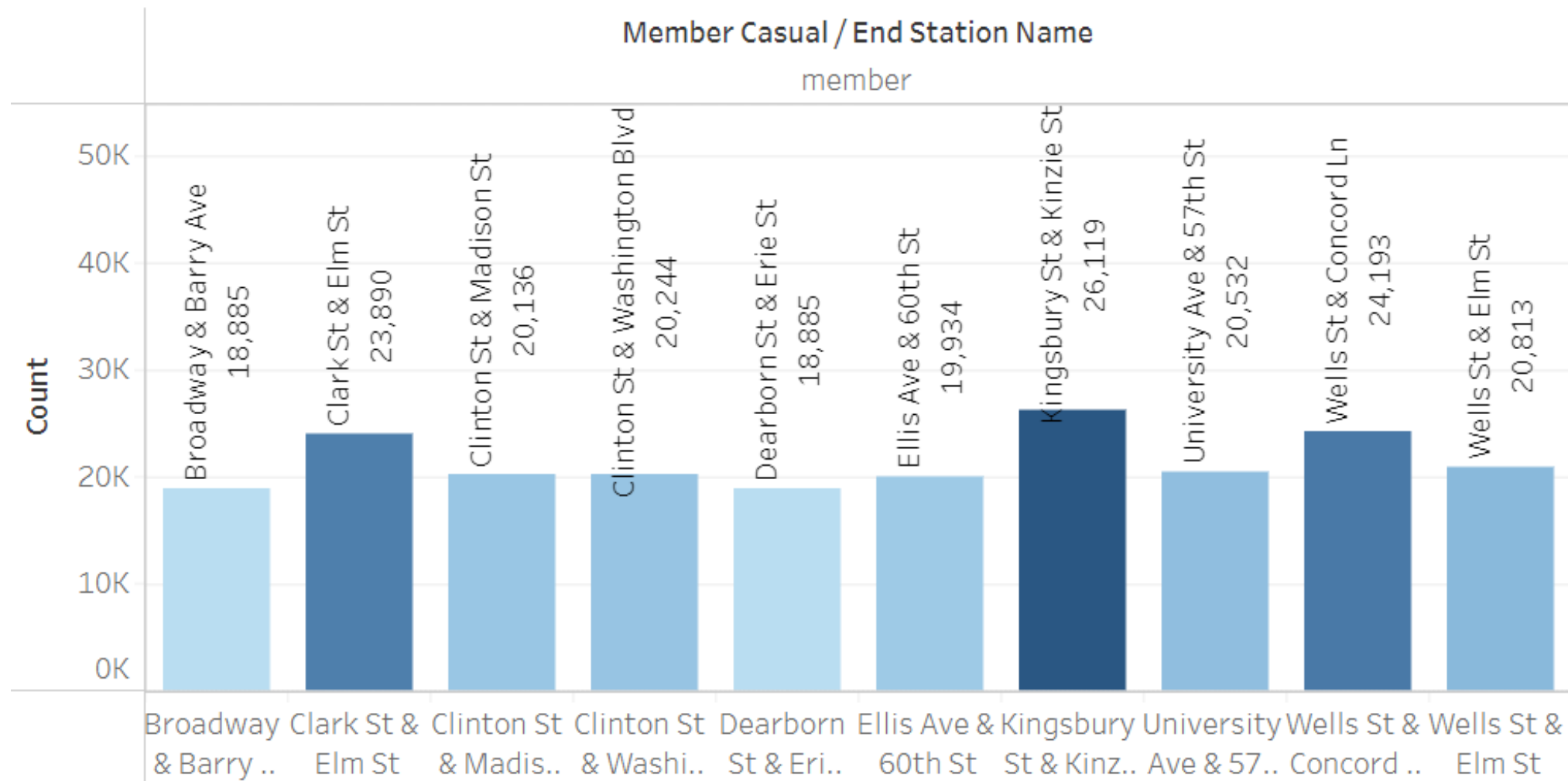
Member / Casual Count against bike type



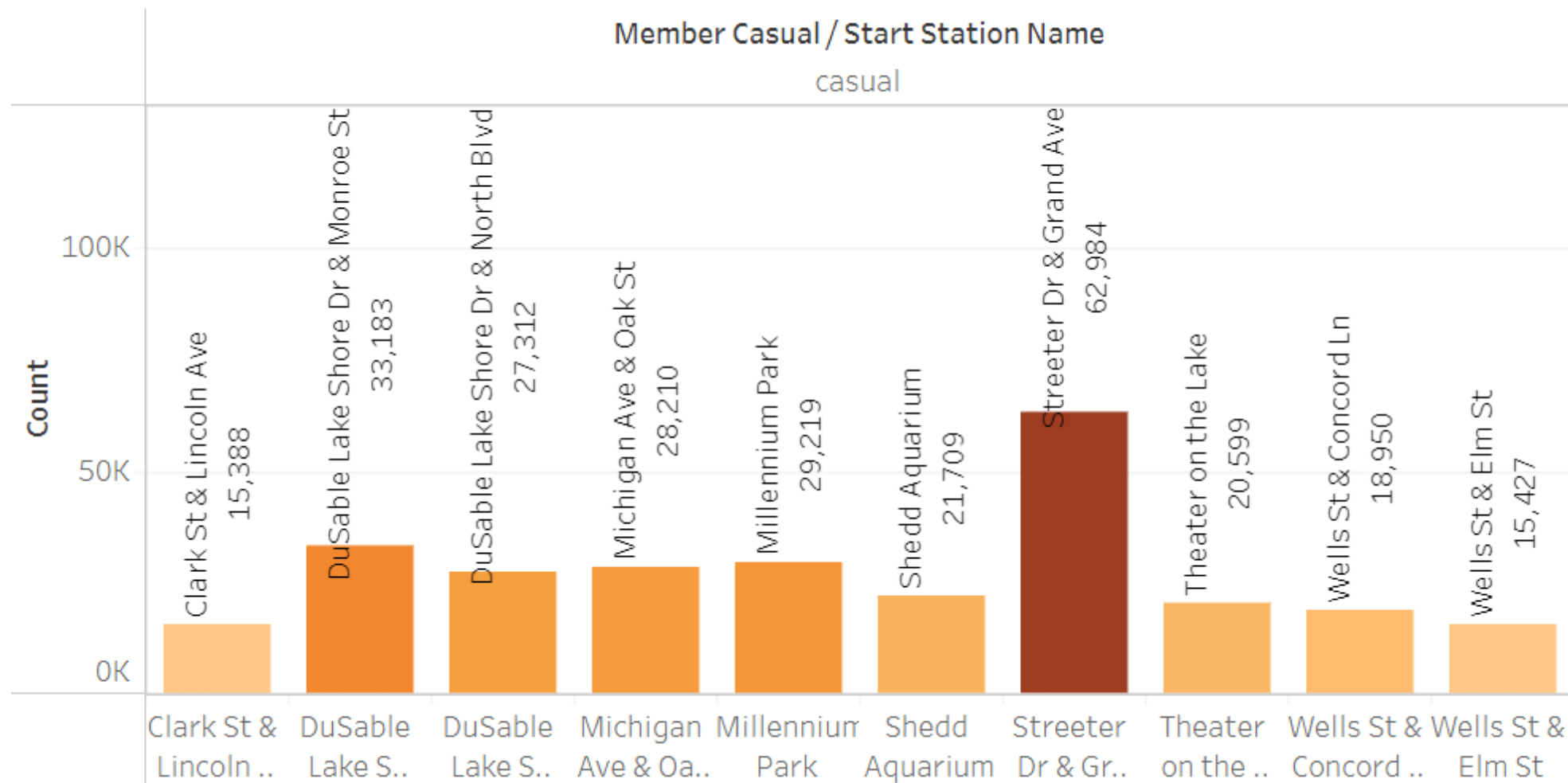
Member - Top 10 Start Station



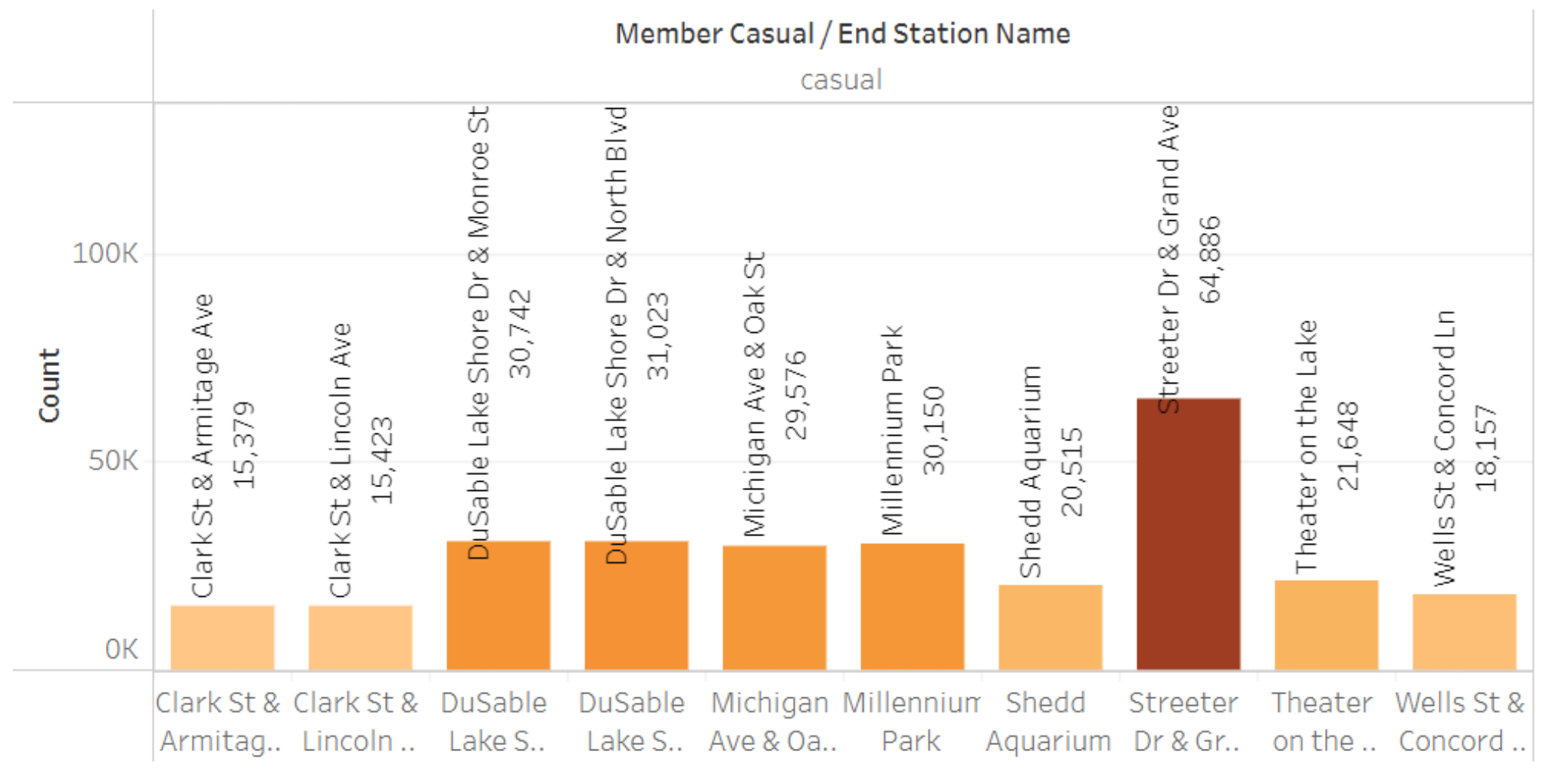
Member - Top 10 End Station



Casual - Top 10 Start Station



Casual - Top 10 End Station



- Findings

- Almost more than 42% of the riders are casual riders.
- Members – Rides more on Weekdays (Workdays)
- Casual – Rides more on Weekends (Saturday / Sunday)

- Recommendation

- To increase the membership, we need to provide offers for members on Weekends, that will convert casual riders to become members

Thanks