



CYCLISTIC BIKE-SHARE VISUALIZATION

- ❑ **Communicating findings effectively to
Cyclistic's executive team**

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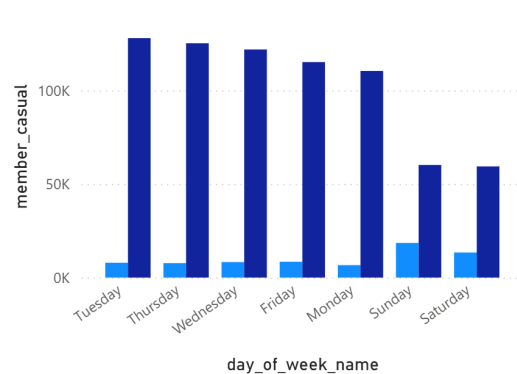
CYCLISTIC BIKE-SHARE VISUALIZATION

- Power BI was used to create professional visualizations that compare the riding patterns of casual riders and annual members. A bar chart was designed to compare average ride duration, demonstrating that casual riders take longer trips than members. A clustered column chart shows ridership volume by day of the week, indicating that members primarily ride on weekdays, whereas casual riders peak on weekends. Lastly, a time-of-day line chart shows that members ride most frequently during morning and evening commute hours, whereas casual riders ride more consistently during midday hours. Together, these visuals clearly communicate behavioral differences and support marketing strategies focused on converting casual riders into annual members.

➤ Dashboard

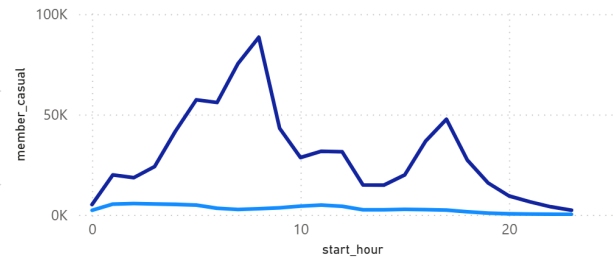
Number of Rides by Day of Week and Rider Type

member_casual ● casual ● member



Ride Volume by Hour of Day

member_casual ● casual ● member

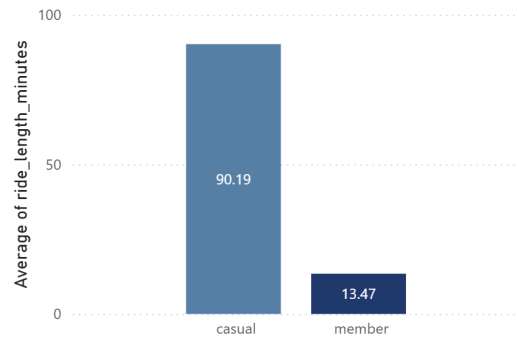


791.24K

Count of ride_id

Average Ride Length by Rider Type

member_casual ● casual ● member



Average of ride_length_minutes member_casual day_of_week_name

11.84	member	Wednesday
11.90	member	Thursday
12.86	member	Tuesday
13.41	member	Friday
13.75	member	Monday
16.83	member	Sunday
17.62	member	Saturday
68.87	casual	Monday
73.84	casual	Tuesday
74.81	casual	Wednesday
88.55	casual	Saturday
88.67	casual	Sunday
103.43	casual	Friday
133.80	casual	Thursday
20.35		

casual

6M

Sum of ride_length_minutes

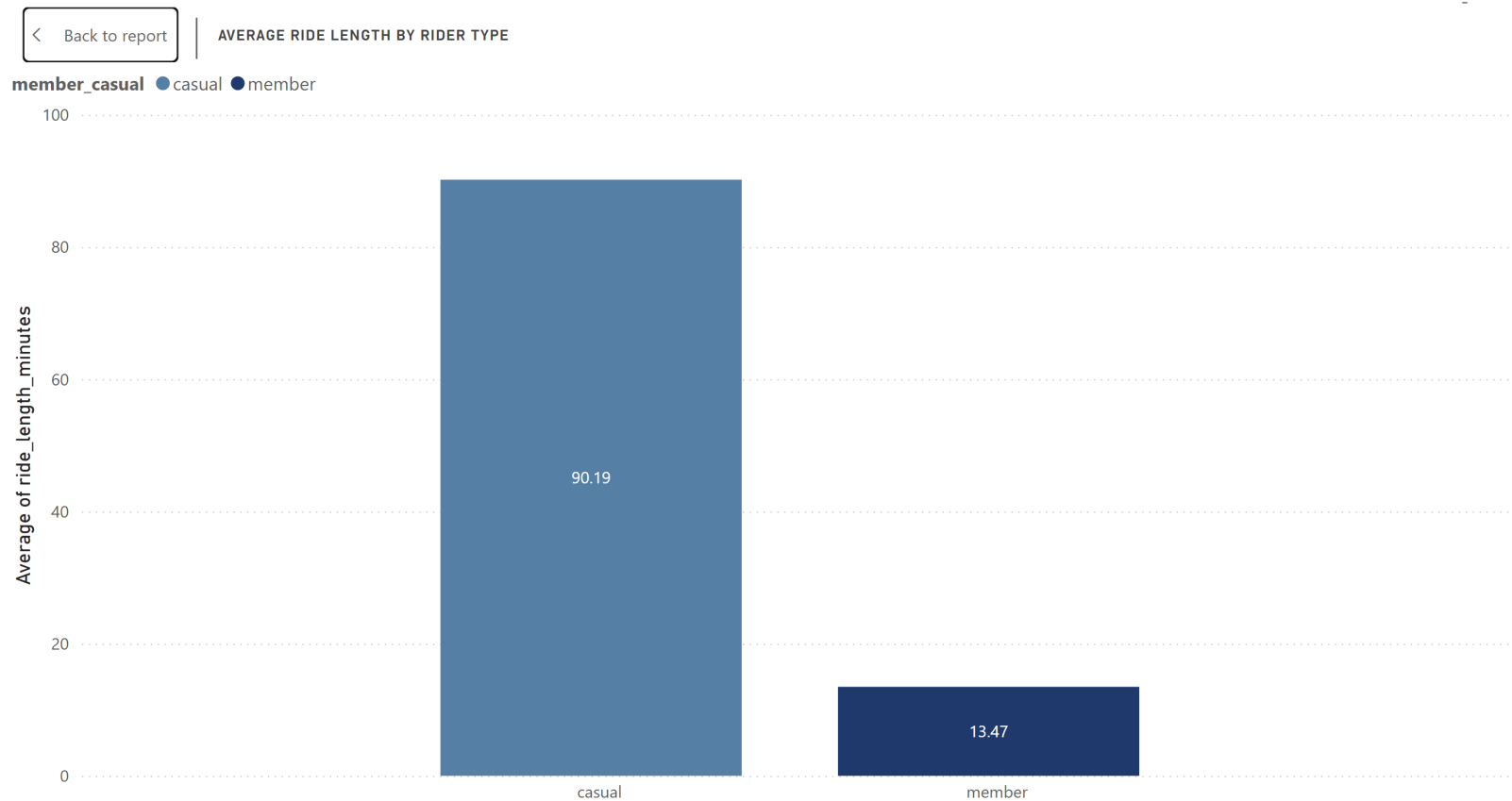
member

10M

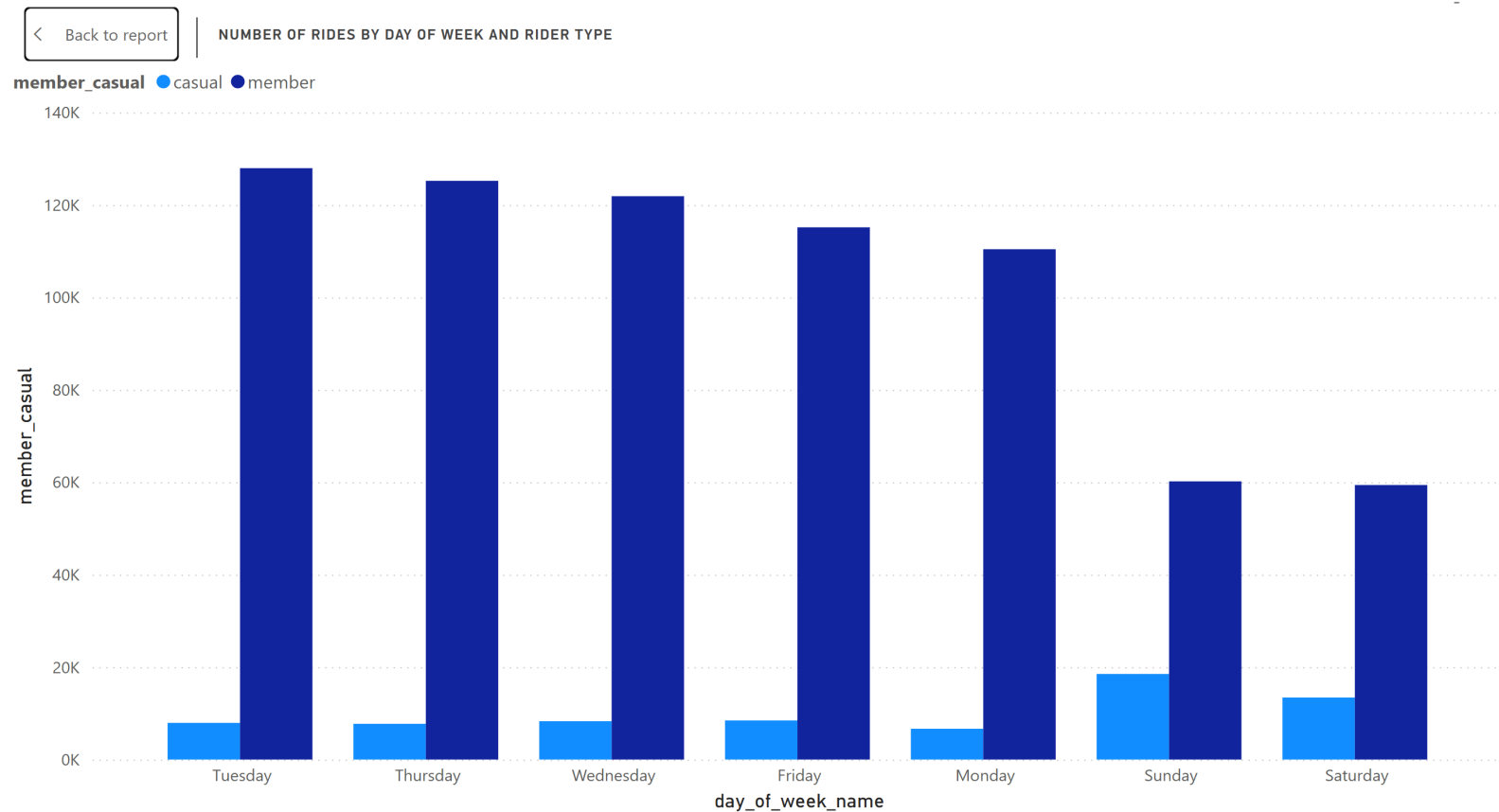
Sum of ride_length_minutes



➤ **BAR CHART:** Average Ride Length by Rider Type



➤ CLUSTERED BAR CHART: Number of Rides by Day of Week and Rider Type



➤ LINE CHART: Ride Volume by Hour of Day

