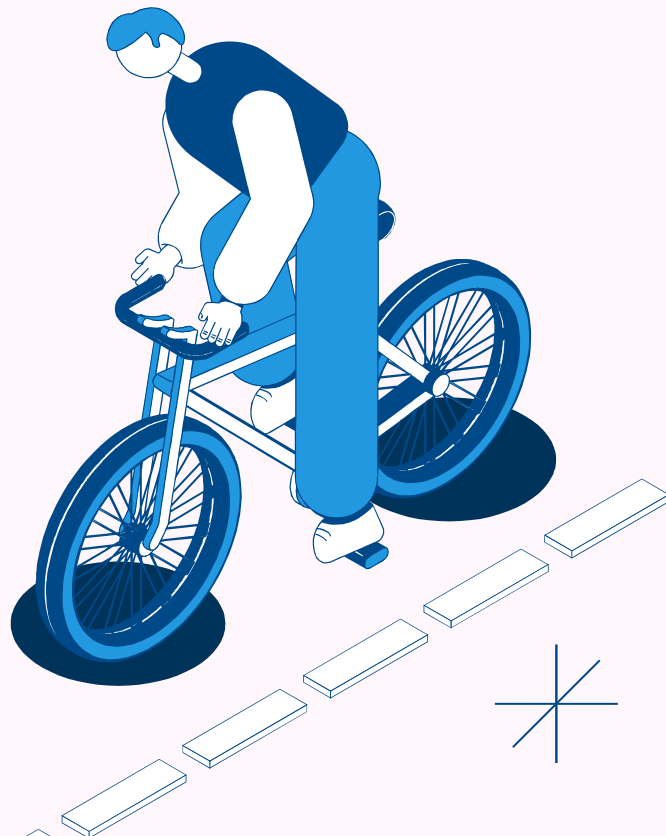
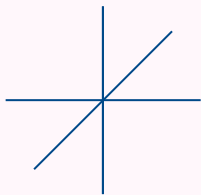
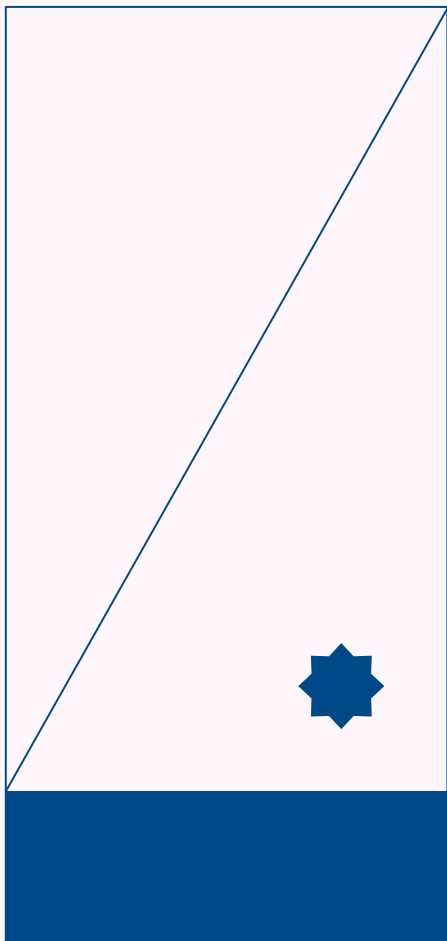


Google Data Analytics Capstone Project

# Cyclistic Case Study

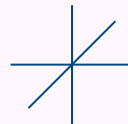
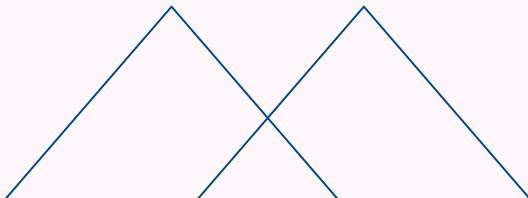
M. K. Damindu Pahasara  
12/29/2022





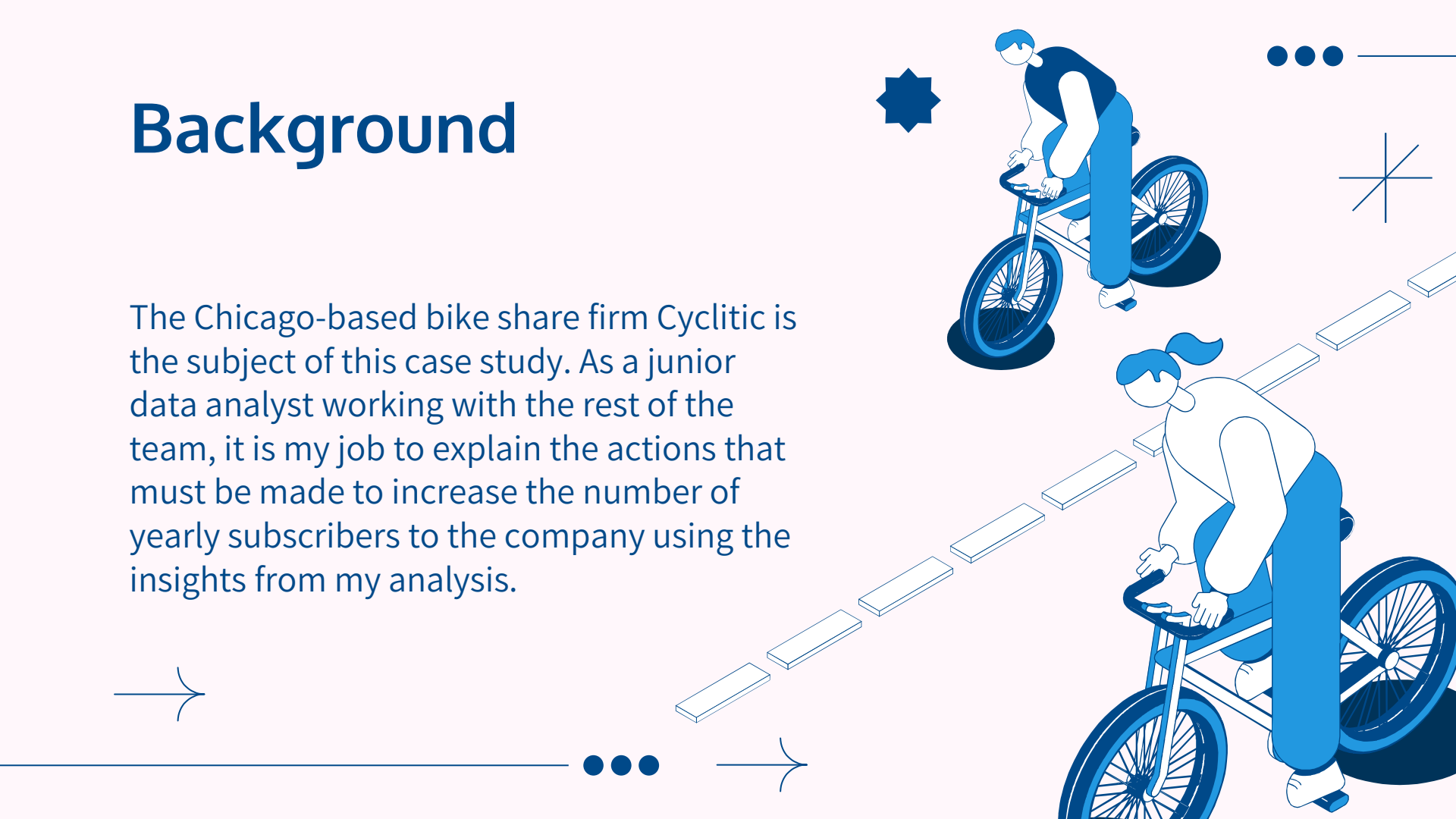
# INTRODUCTION

This is the capstone project required for the final course of the Google Analytics Professional Certificate offered by Google. For this, I used Microsoft Excel, R, and tableau. The cycling case study conducted using those technologies



# Background

The Chicago-based bike share firm Cyclitic is the subject of this case study. As a junior data analyst working with the rest of the team, it is my job to explain the actions that must be made to increase the number of yearly subscribers to the company using the insights from my analysis.



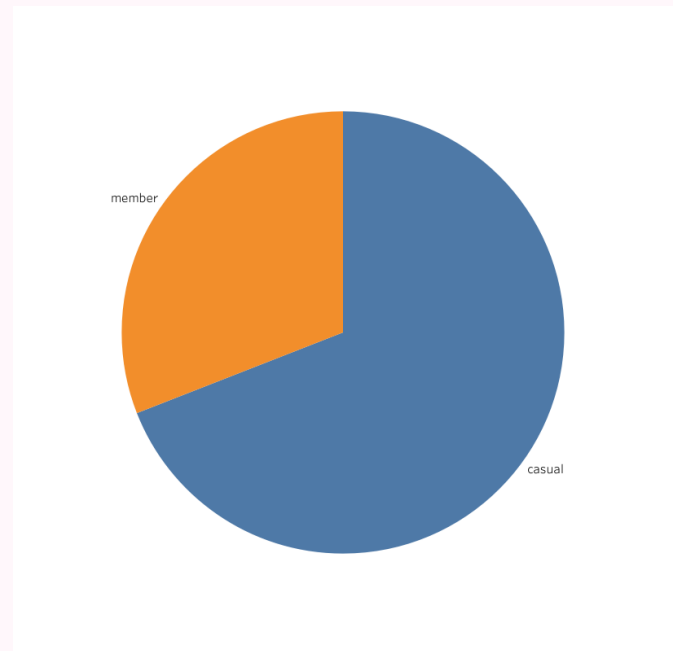
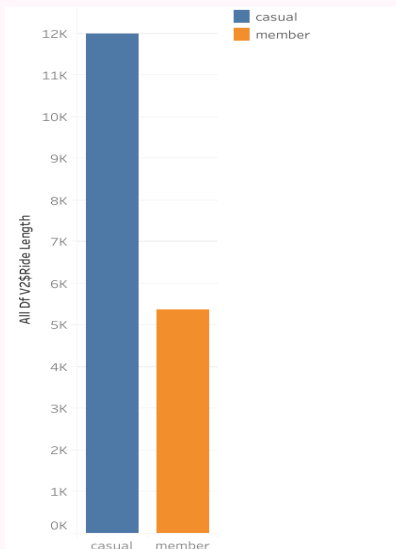


# PROBLEM!

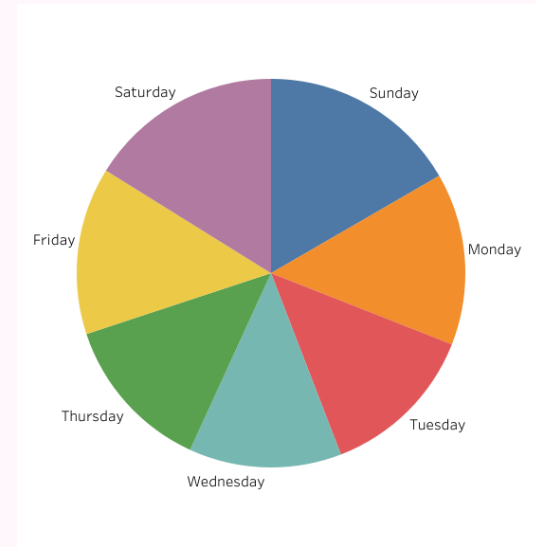
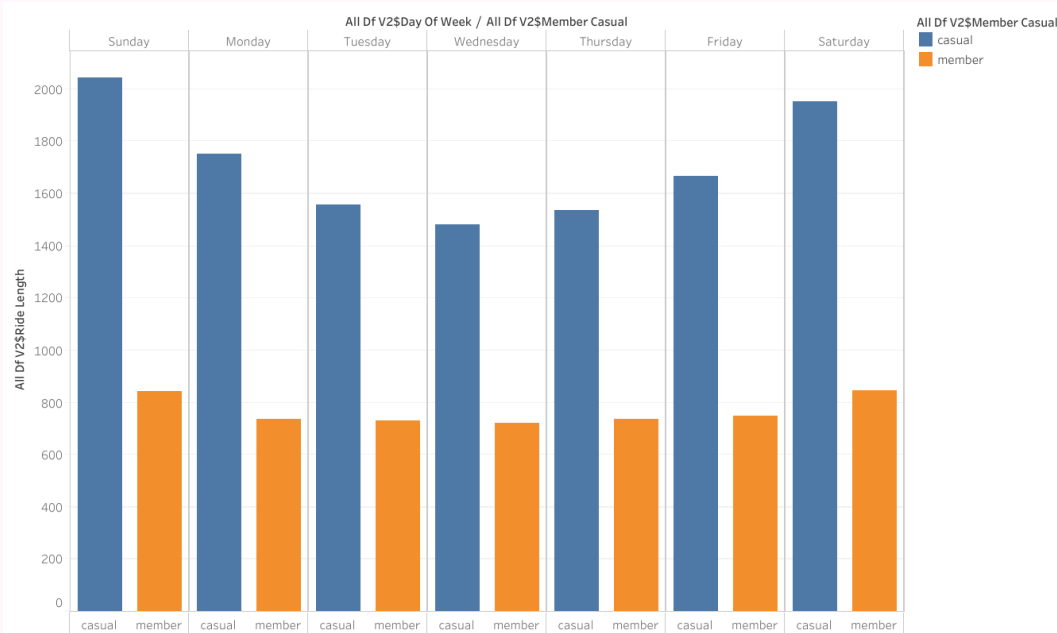
How can Cyclitis's casual riders be convinced to become annual members, and how do annual members and casual riders use the company's bikes differently?



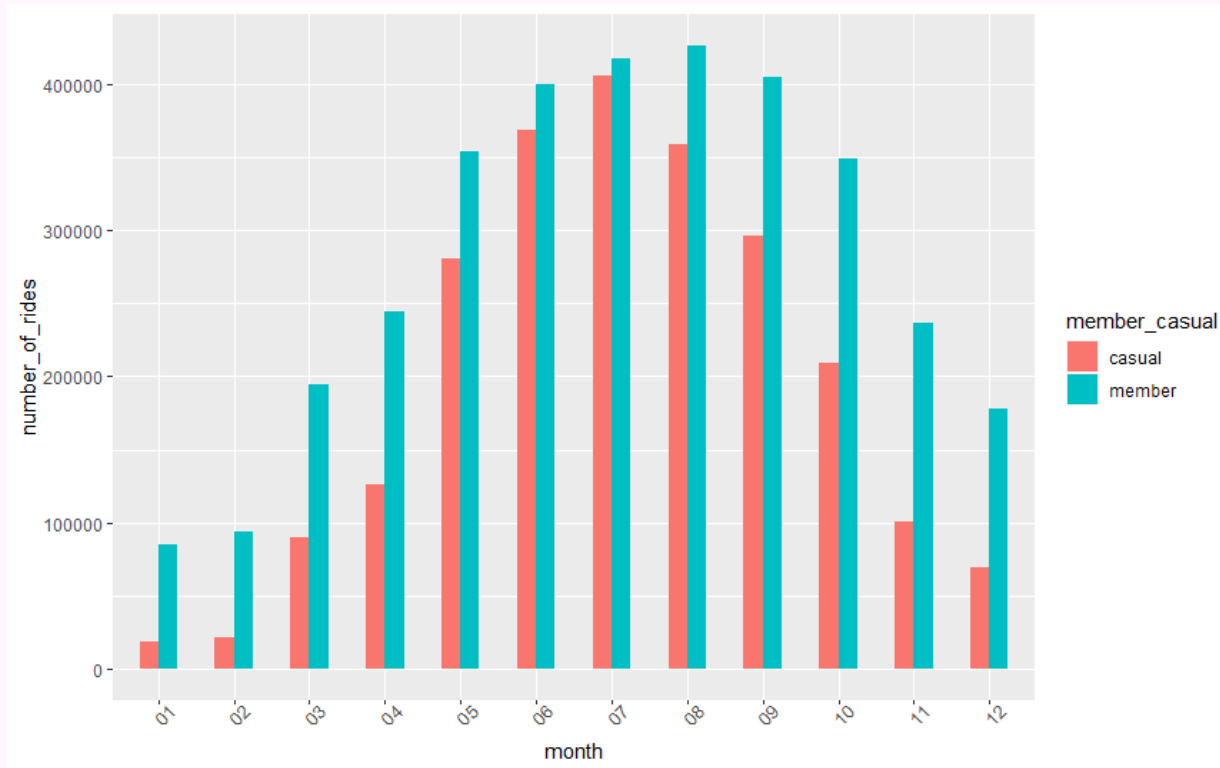
## ●●● How the overall ride length is divided between member riders and casual riders



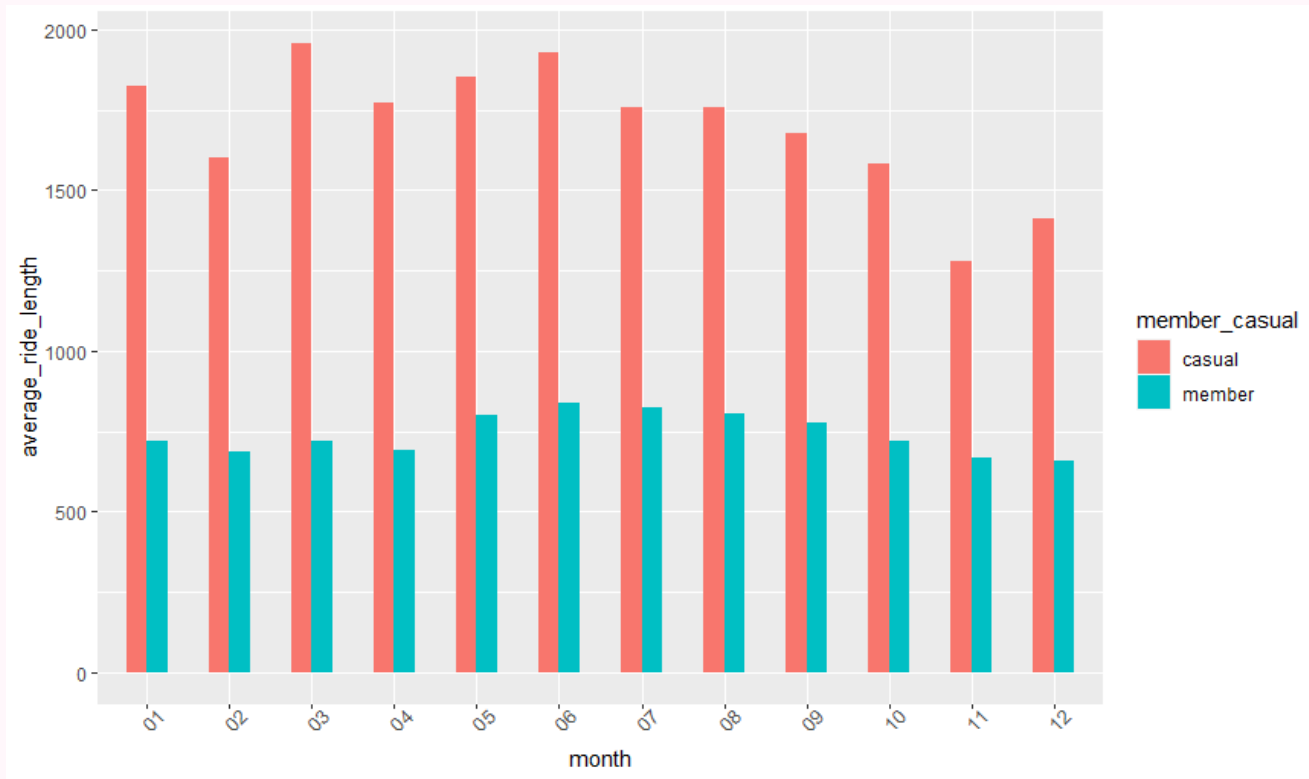
## ●●● How the days of the week are divided between ride-length in member riders and casual riders



●●● How the total number of rides of casual riders and member riders is distributed throughout the year.

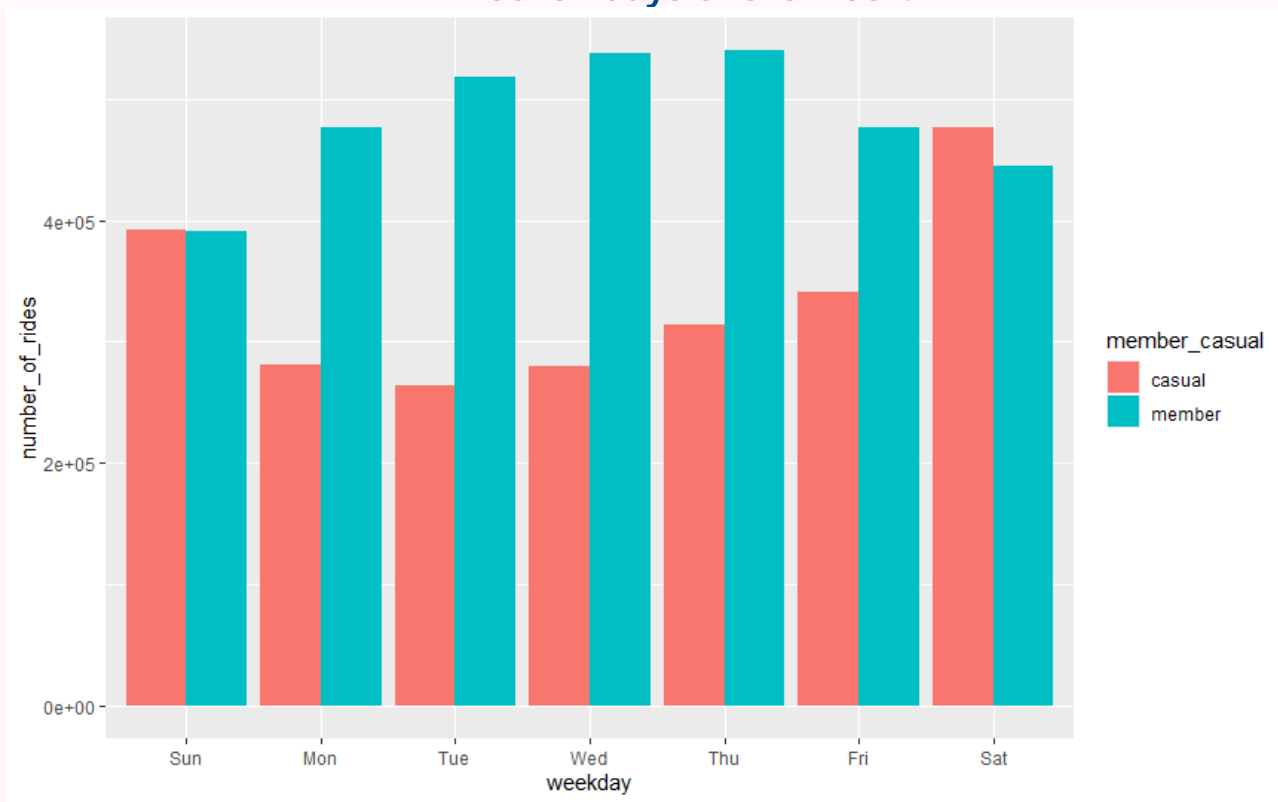


● ● ● How the ride lengths of casual riders and member riders are distributed throughout the year.

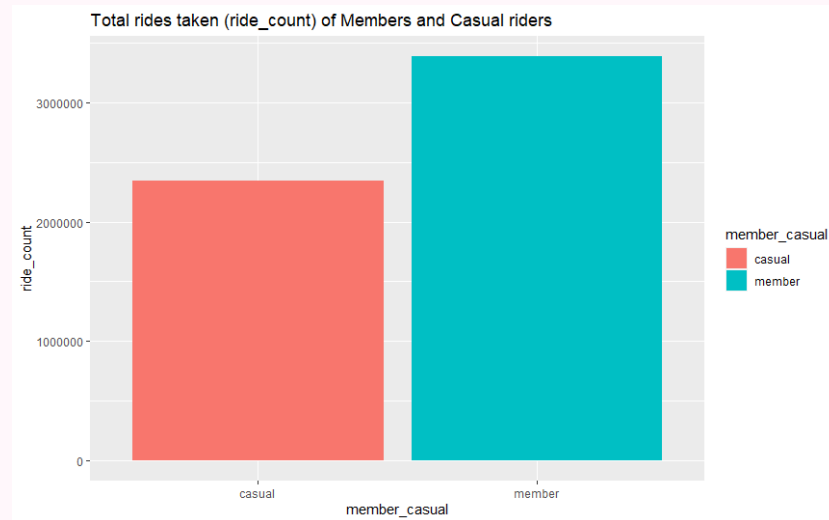
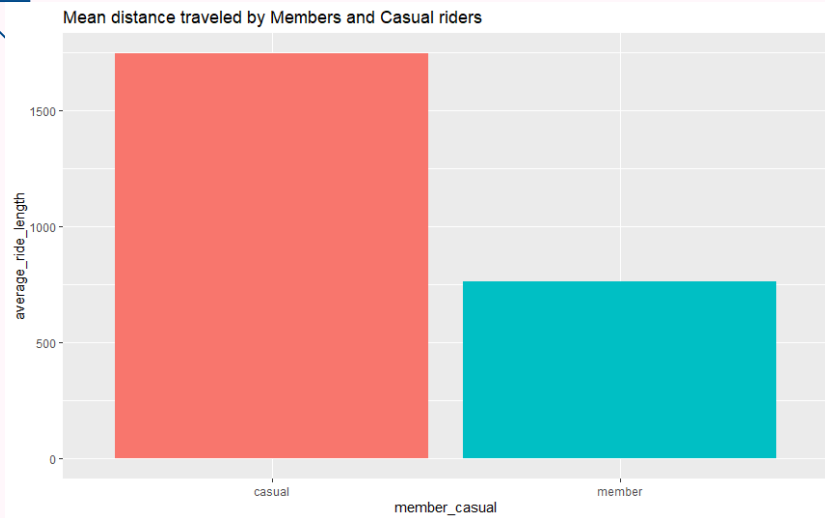




●●● How the number of rides of casual riders and member riders is distributed over the seven days of the week.



● ● ● compare Members and Casual riders depending on ride distance/members and casuals by the number of rides taken (ride count)



# Key findings : Summary



01

Basically, member riders have higher numbers of rides compared to casual riders.

02

But casual riders have more than double the average riding time than member riders.

03

In terms of numbers of rides, member riders are ahead on all days except Saturday and Sunday.

04

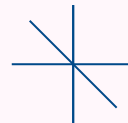
These factors confirm that the target customers use bicycles more during weekends.

05

In terms of annual data, casual riders are ahead in terms of ride length and member riders are ahead in terms of the number of rides.

06

However, the Summer season of the year shows a large increase in the use of both types of bicycles. Even in terms of the number of rides, there is little difference between casual and members riders

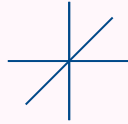




# Recommendations



Chicago is known for its summer season from June to September. It is very important to use that time because the data shows good growth during that time and the data shows an increase in the use of bicycles by casual riders on weekends. Therefore, it can be concluded that there is more growth in the holiday seasons and summer seasons.



01

Because of this, it can be recommended to carry out promotional activities mostly in the period of June and September

02

It may be recommended to create a special subscription plan for the summer season and promote it more during that time.

03

It can be recommended to introduce a special package for the weekend and give discounts on the weekend for annual members.

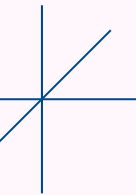

04

Recommend organizing bike rides targeting weekends and summer and offering discounts to winners and participants.





# consideration!



Regarding the target customer segment, further analysis can be done and a sharper analysis report can be presented, but the necessary customer data (for example:- customer age, female gender, personal level, and occupation) is not available.



# THANKS!

Does anyone have any questions?

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