

CYCLISTIC

Google Data Analytics Capstone Project

Insights into usage pattern
based on membership type



Who am I?

A junior data analyst working on the marketing analysis team at Cyclistic, a bike-share company based in Chicago

The Theory

Marketing Director believes the company's future success depends on maximizing the number of annual memberships

My Task

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

BACKGROUND

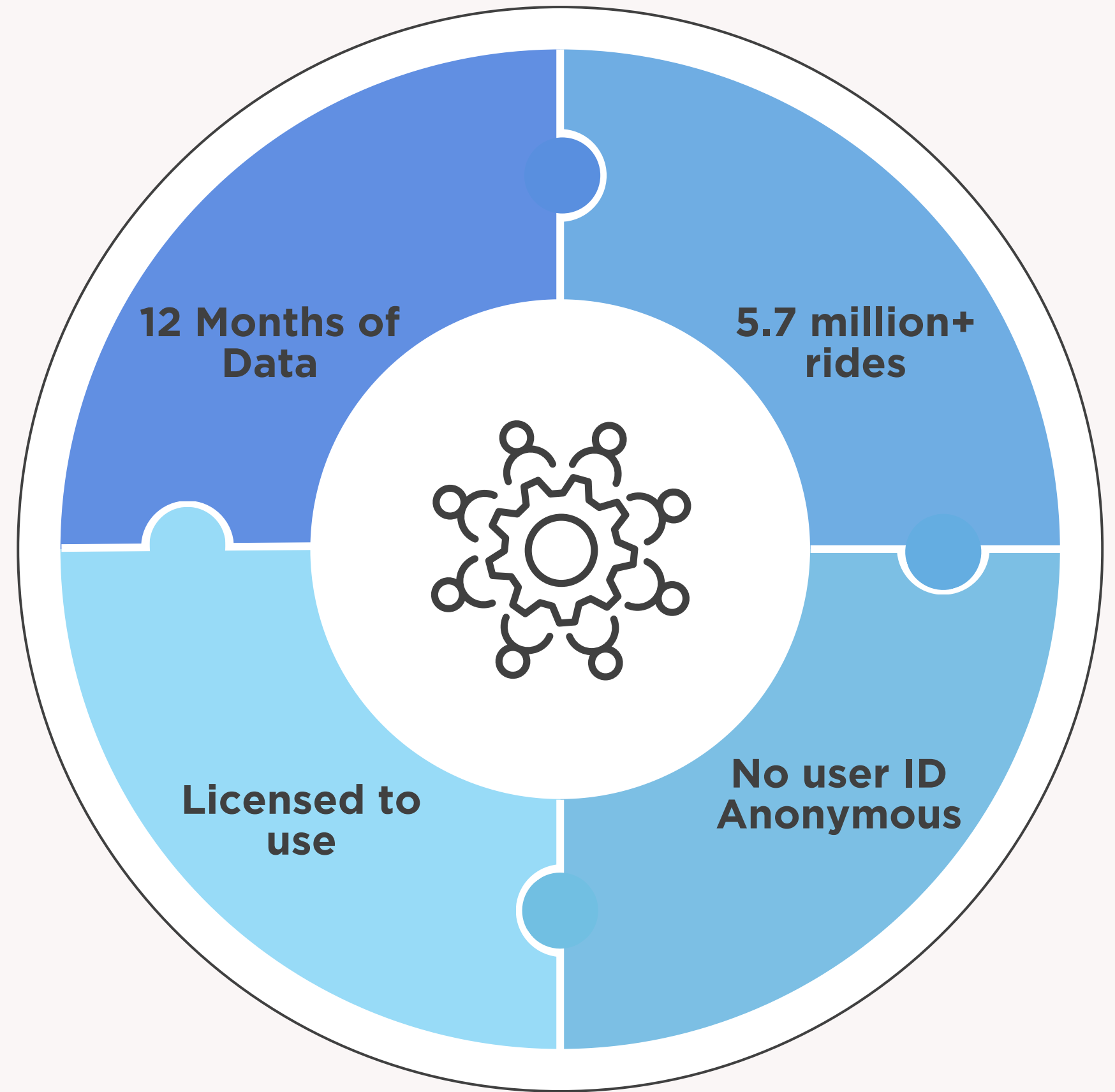
THE DATA

01. 12 MONTHS OF DATA

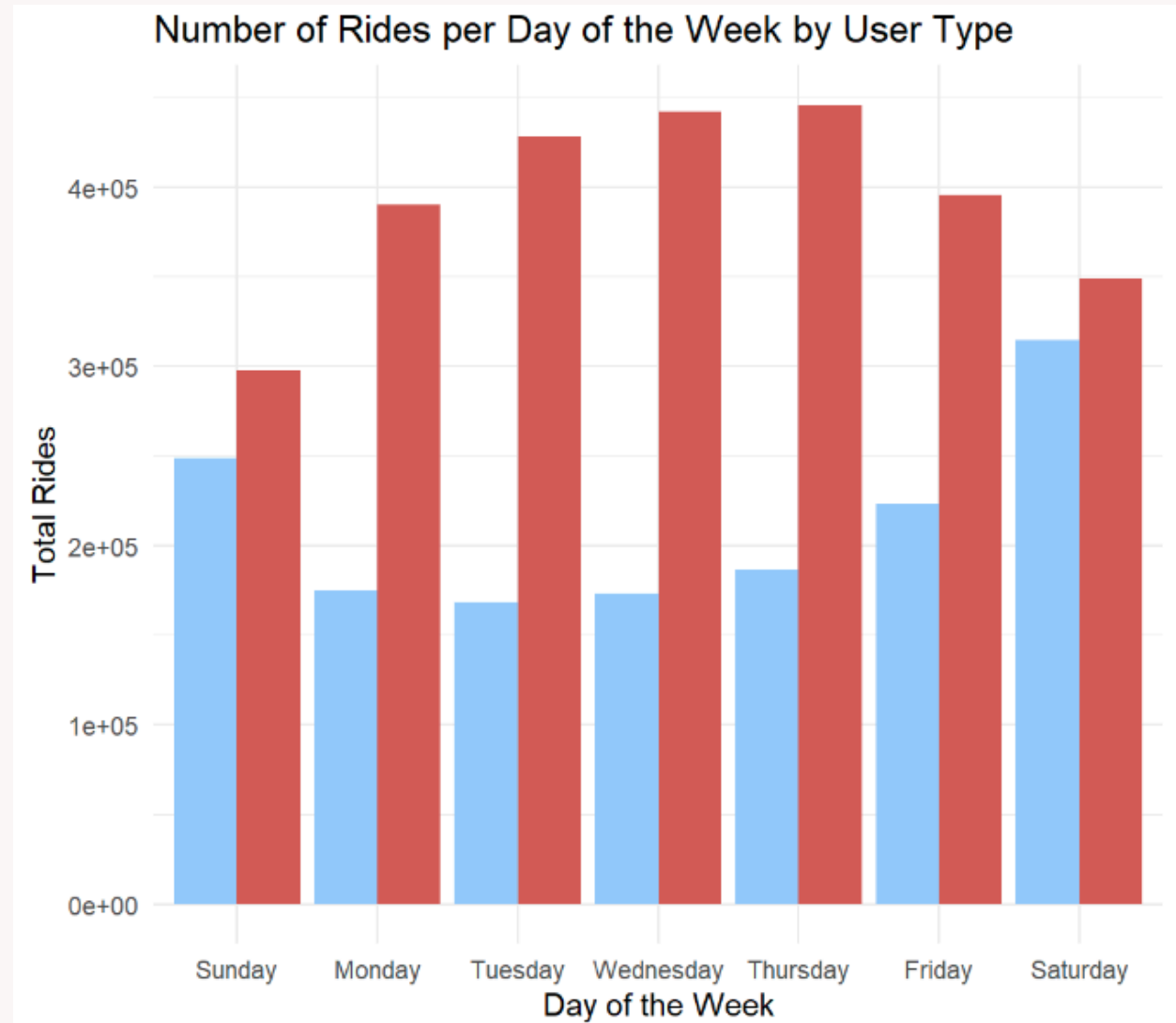
02. 5.7 MILLION+ RIDES

03. LICENSED TO USE

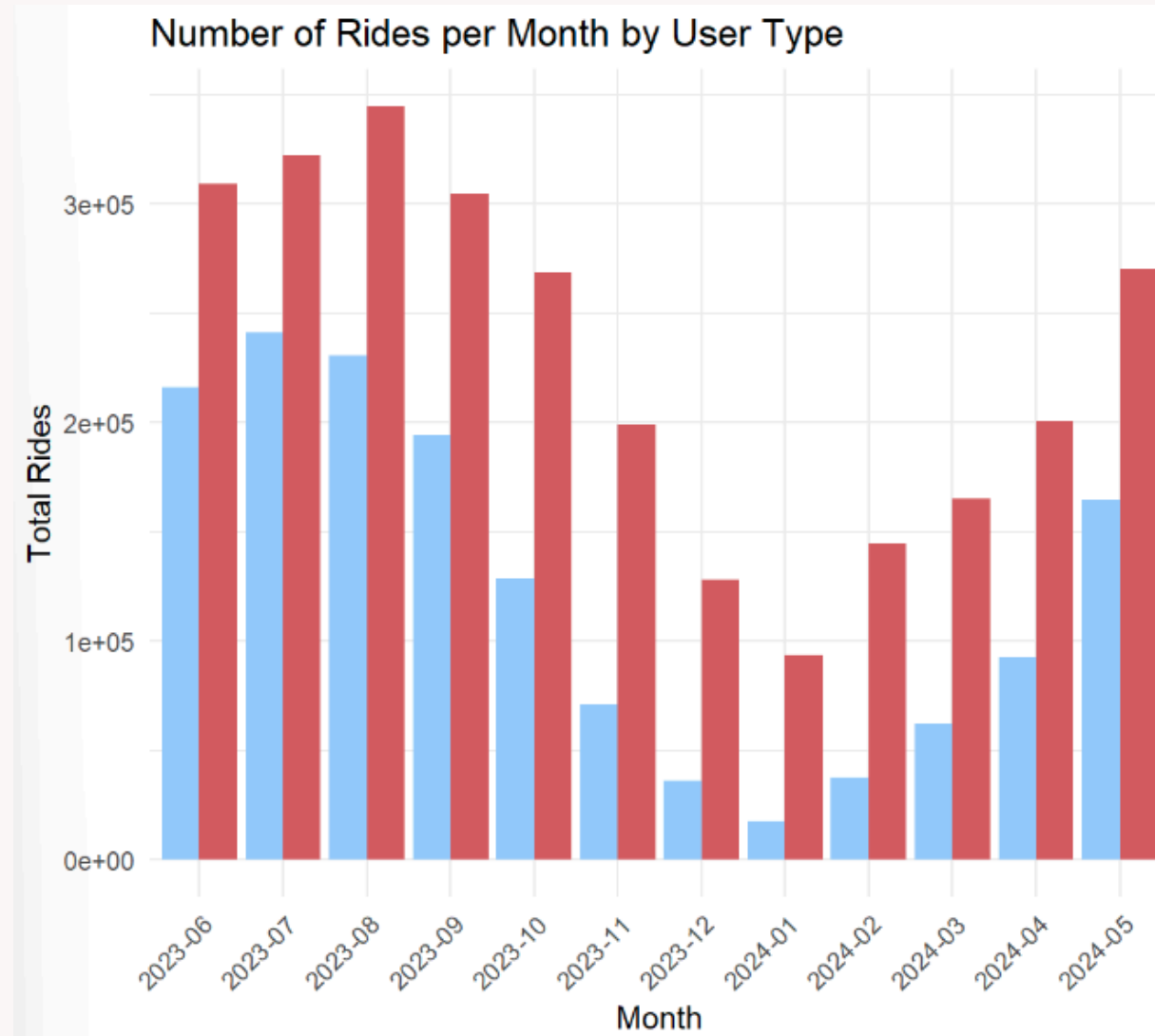
04. NO USER ID



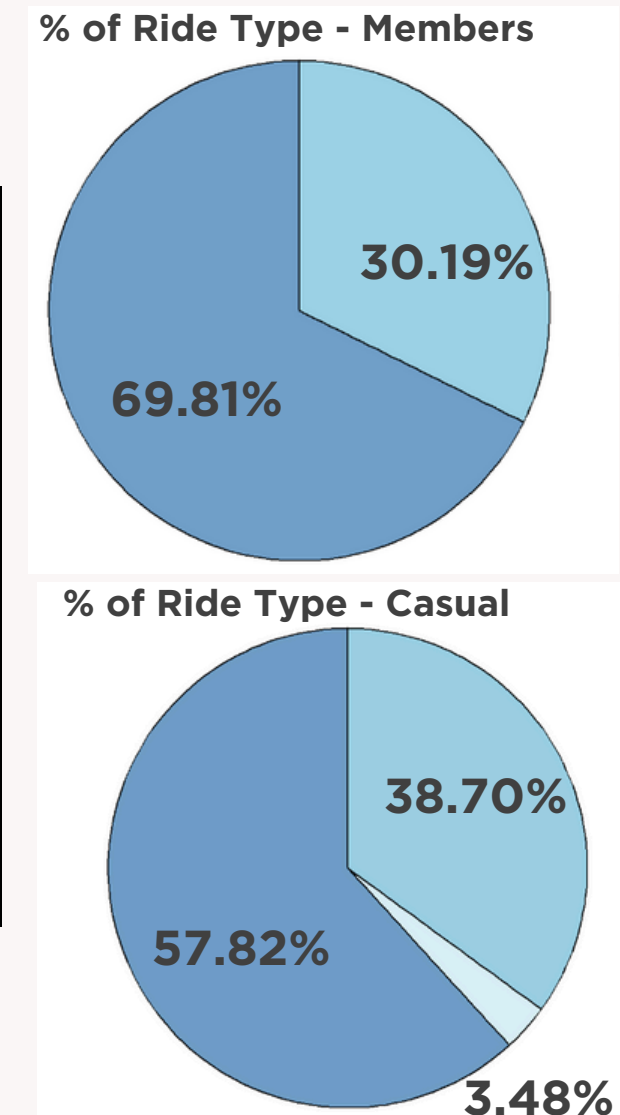
ANALYSIS



1. Casual Users used bike mostly on Friday, Saturday and Sundays
2. All days, members used bike more than casual users
3. Higher usage of bikes by members on weekdays

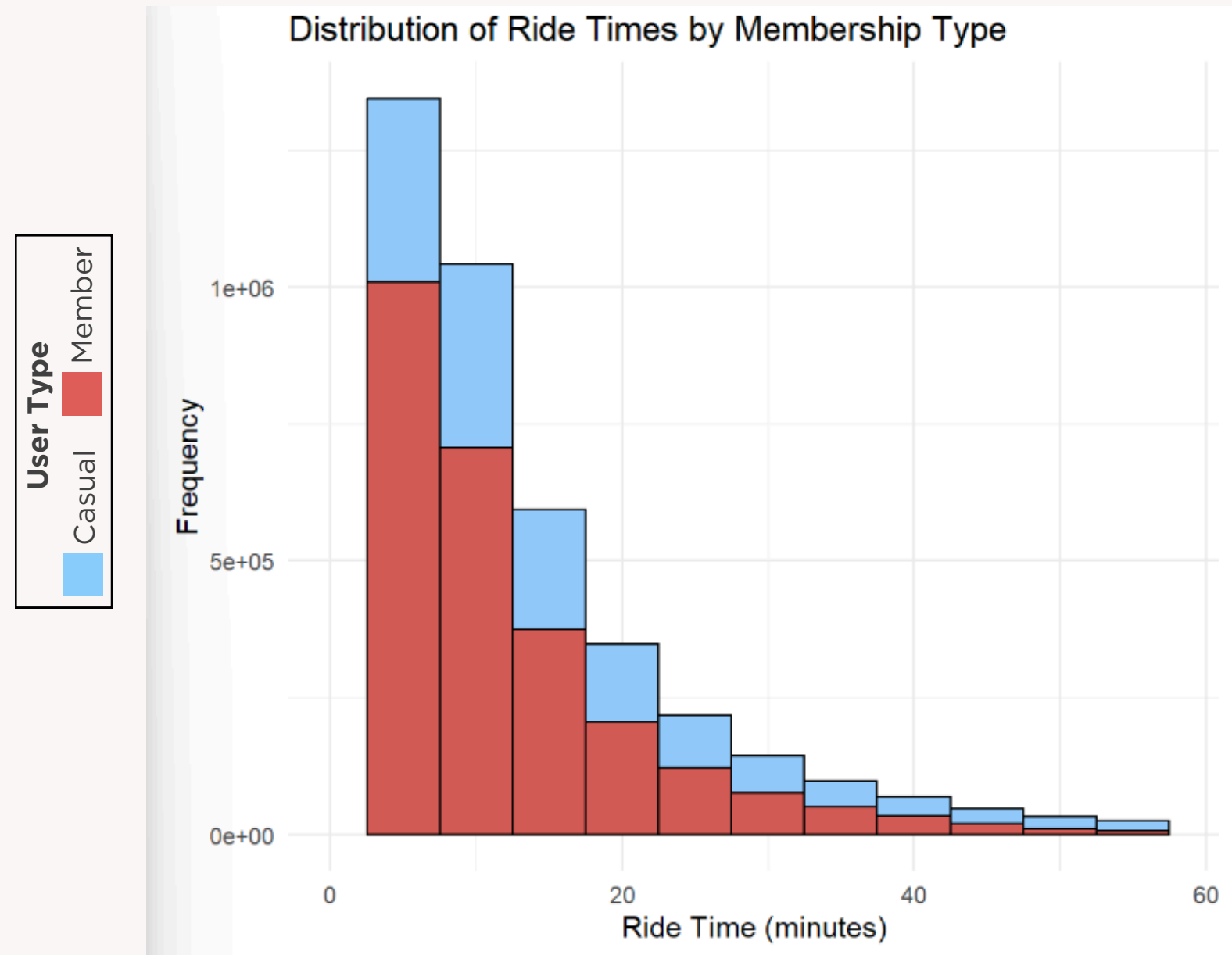


1. Most usage in Spring & summers, least in winters
2. Overall members rode more than casual users in a given month
3. Similar pattern of usage by both member types over a time period

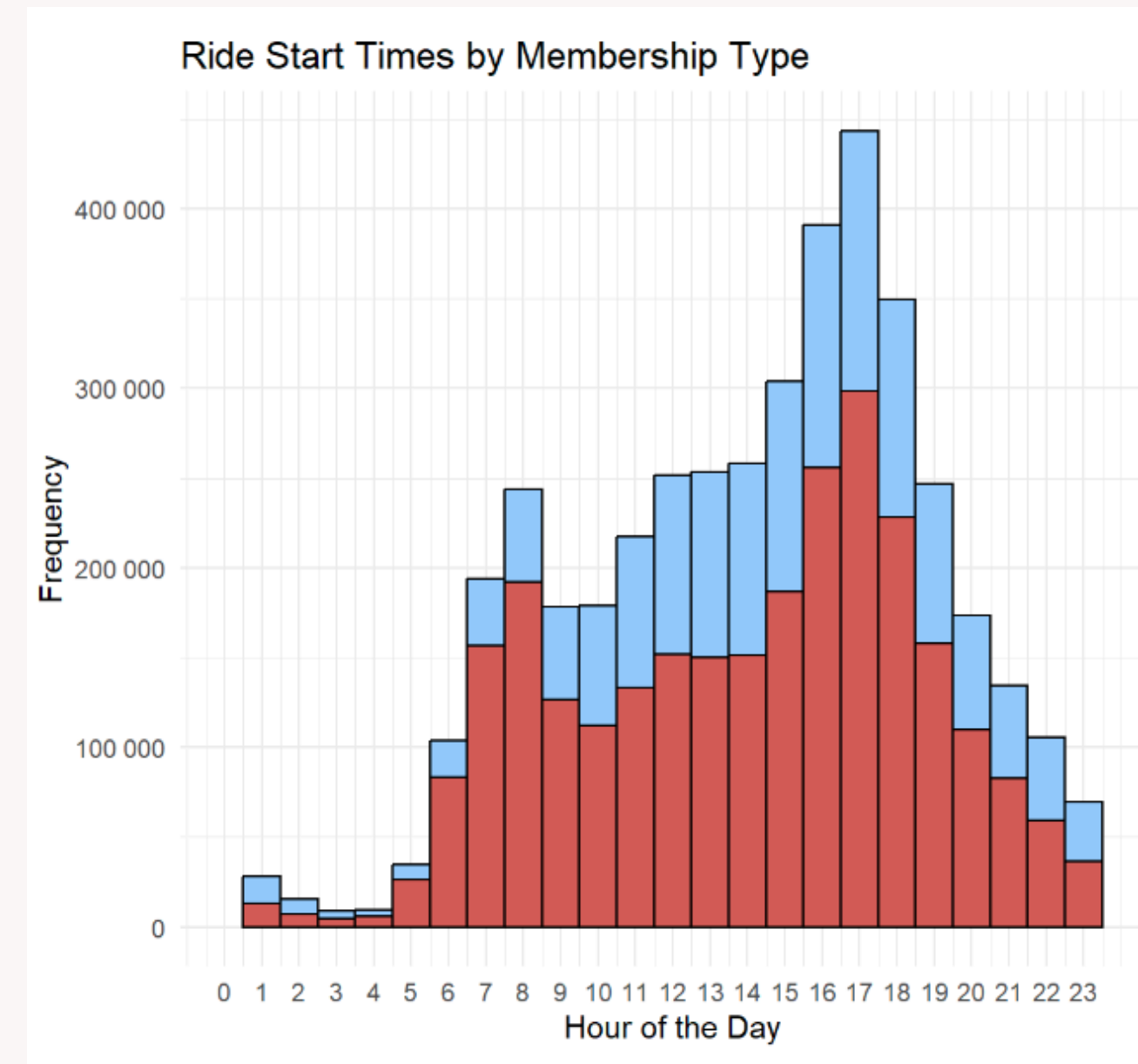


1. Classic Bike most popular
2. Docked Bikes only used by casual users

ANALYSIS

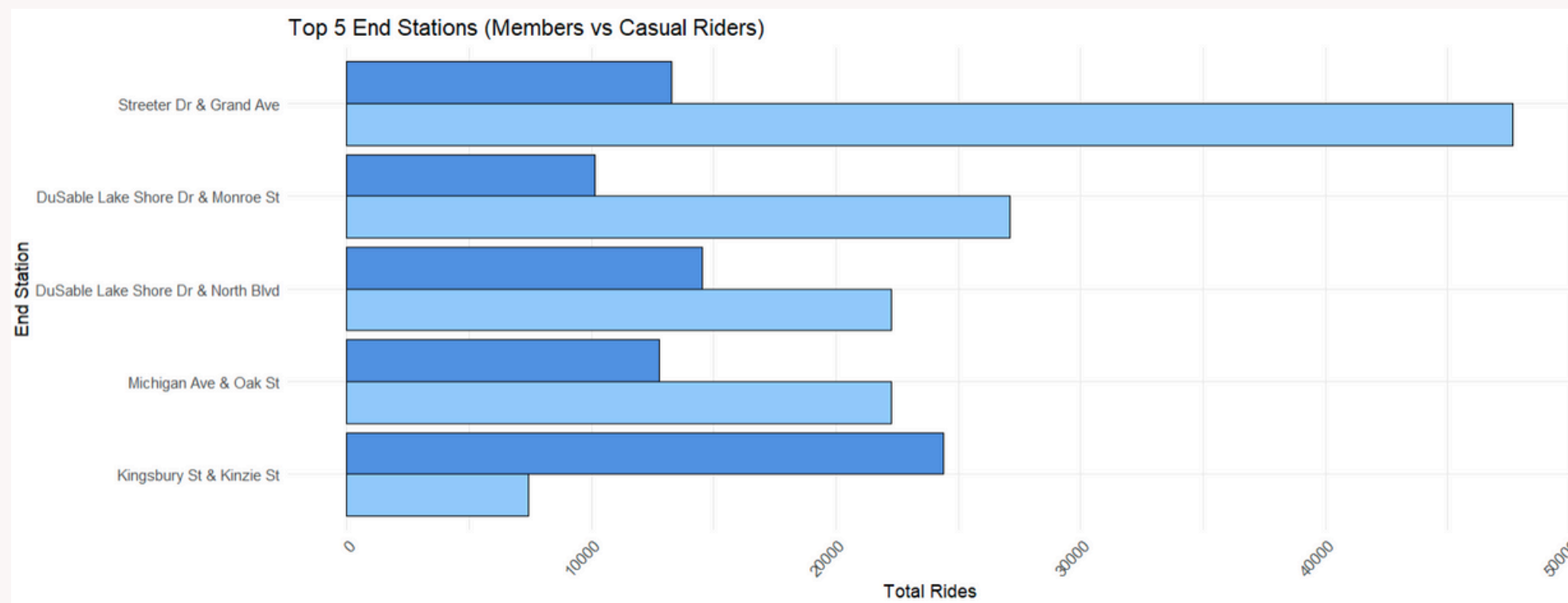
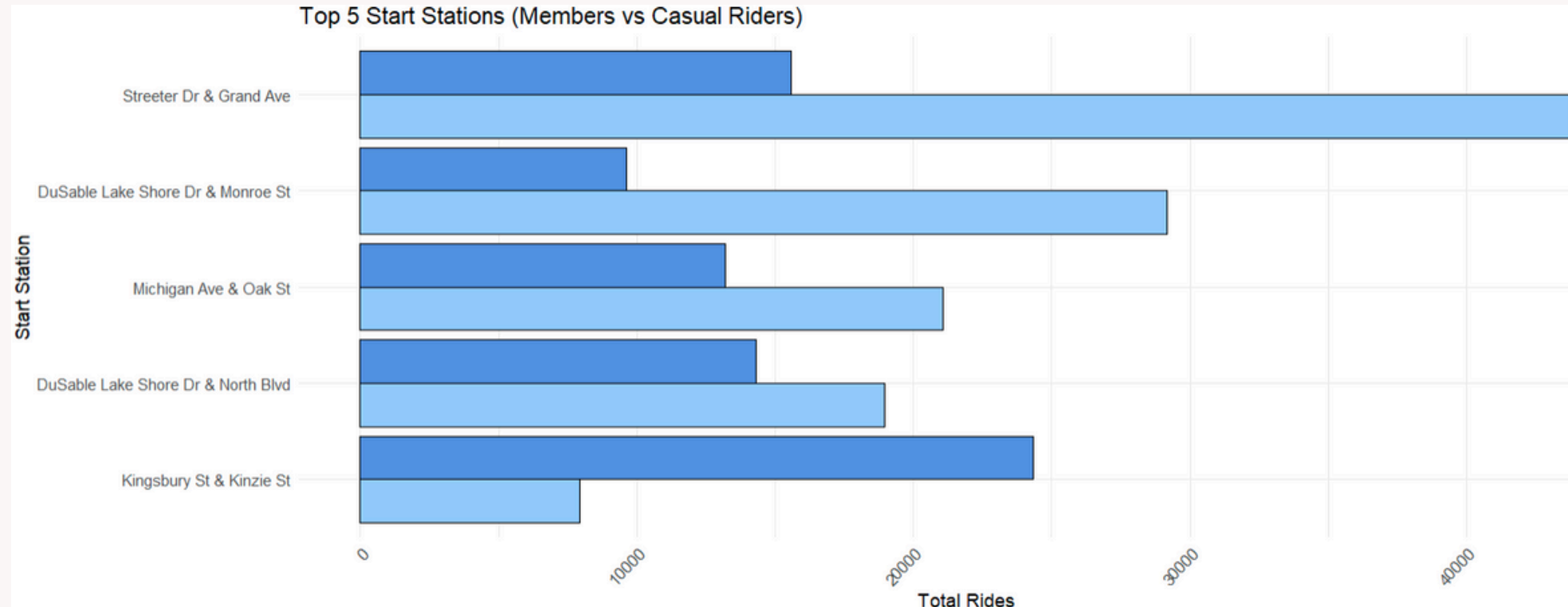


1. Members had the highest ride time in any given bracket except 30-35 mins (50%) and onwards
2. Majority of Rides occurred in time bracket of 0-20 minutes
3. Same amount of casual riders in brackets 0-5 mins and 5-10 mins



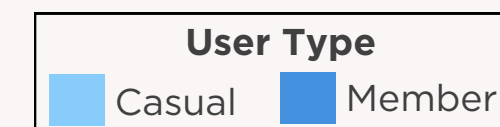
1. Highest Usage by both user types from 14:30 till 19:30
2. Midnight till 5:30 AM usage comparatively low
3. Same amount of casual users in bracket 10:30 to 15:30. Similar for members

ANALYSIS



Station Preferences

1. Most Common Start stations were the most common end stations as well (Michigan Avenue & Oak Street exchanged 3rd position for 4th with DuSable Lake Shore Dr & North Blvd)
2. Casual users had the largest share of ride starts and ends at each station except for Kingsbury St & Kinze St
3. Overall the trend of number of starts was the same with number of ends at each station



RIDING PATTERN

Data indicates members commute, with fixed stations & timings while casual users have a more flexible behavior

RIDING TIMING

Members found to also take rides during early & late commute hours, casual rider numbers low in early commute hours

High ridership in warmer months, low in colder months - however percentage drop in casual riders more than members

SEASONAL PREFERENCE

Data suggests stations most frequented are the same for members and casual riders
Most frequented stations have higher number of casual riders vs members

STATION PREFERENCE

KEY TAKEAWAYS

RECOMENDATIONS

