Cyclistic Bike-Share

May-2021 - May-2022 (12 months data)

An may 2022 case study by

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Subscriber vs Customer

- How do annual members and casual riders use Cyclistic bikes differently?
- Why would casual riders buy Cyclistic annual memberships?
- How can Cyclistic use digital media to influence casual riders to become members?

Data sources

- Data is provided by https://ride.divvybikes.com/
- License non-exclusive , royalty free
- Chicago, Illinois, USA bike sharing by casual and member riders
- No personally identifying information
- May -2021 - May-2022

Data cleaning

- Pre-clean rows - 5757551 columns-13 ,post-clean rows- 5757465 comuns-16
- Pre-colnames,ride_id,rideable_type,started_at,ended_at,start_station_name,start_station_i, end_station_name,end_station_id,start_lat,start_lng,end_lat,end_lng,member_casual.
- Removed - start_lat,start_lang_end_lat,end_lng
- Named colnames and variables properly
- Formatted Dates properly
- Add new columns such as Date, year,month,day,day_of_week,ride_length_secs
- formatted data types properly for analysis
- Removed bad Data such as duplicates , null , etc
- More detailed information and raw code be found " "

| ride_id	rideable_t	started_at	ended_at	start_stati	start_stati	end_static	end_static	start_lat	start_lng	end_lat	end_lng	member_c	ride_lengtl	day_of_week

Subscriber vs Customer (average ride length in secs)

- Customer takes more rides on Weekends (saturday and sunday)
- Where Subscriber takes more rides When compared to Customer and And also evenly distributed


Subcriber vs Customer by No of Ride

Weekday / Subcriber Customer

Subcriber Customer
■ Customer
■ Subcriber
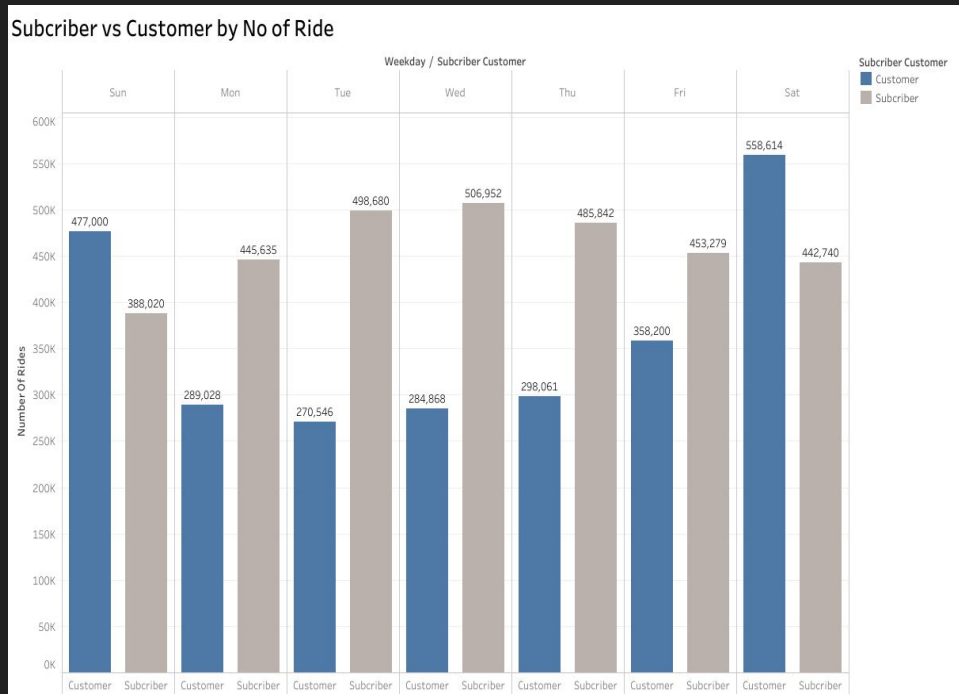
Subscriber vs Customer (Average ride duration)

- We can clearly see that Customer Spent more time than Subscriber In an average ride duration

Subcriber vs Customer by Average ride Duration
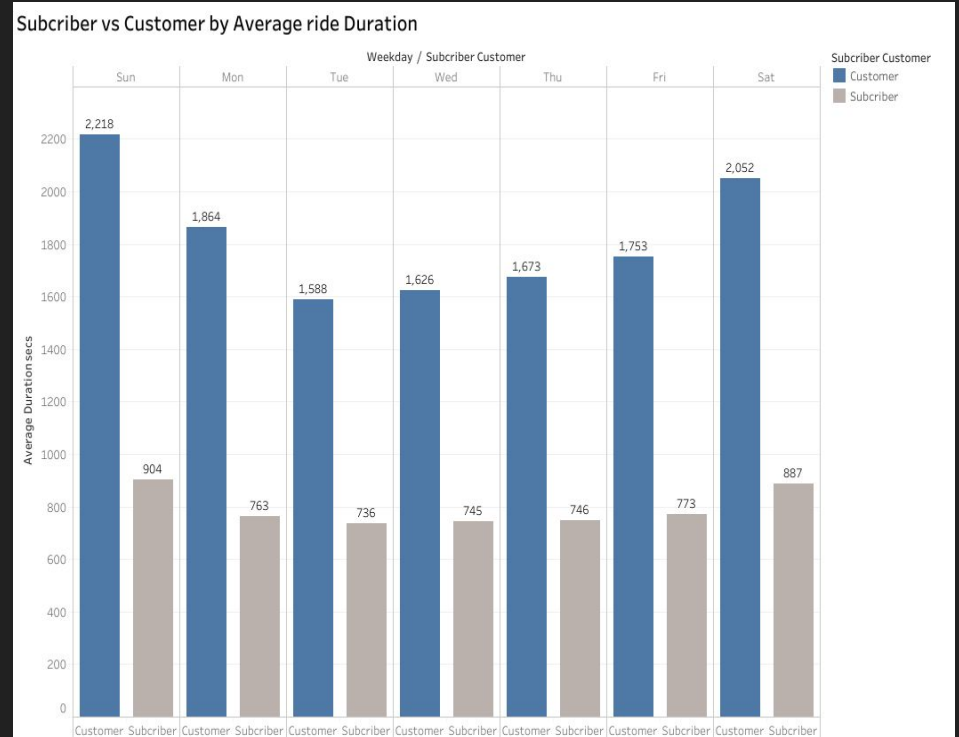
Subscriber vs Customer by bike type

- We can clearly see that Customer spent more time on all type of bike
- Subscribers are not willing use docked_bikes

Subcriber vs Customer Average ride length by Ride type
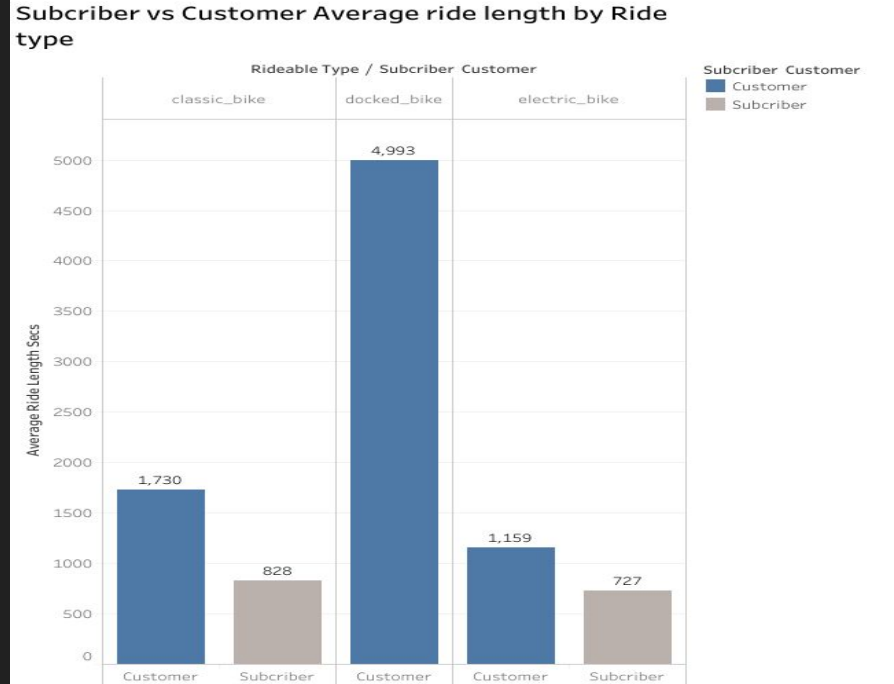
Summary

1. Subscriber spends more time on average ride duration,Where Customer takes more no of rides when compare to Subscribers.
2. Customer would buy Cyclistic membership because on an average Customer takes more no of rides than Subscriber
3. Though Customer takes more no of rides we can advertise this data on social media to make them understand if they buy membership how much they can save !