# Cyclistic Bike-Share

## Case Study
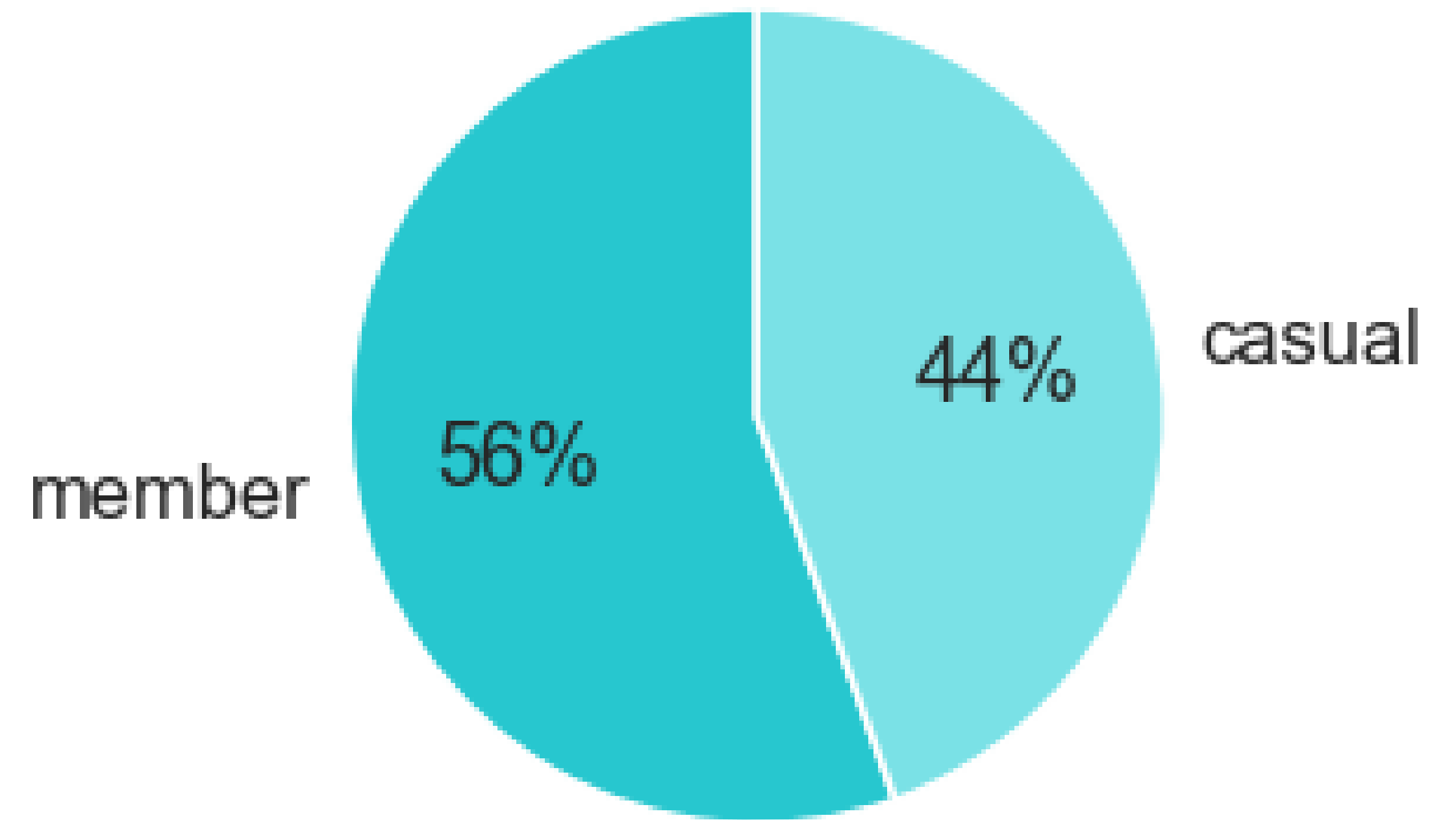
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**Last updated:** 22/9/2022

# Business Objective

Pointing out the motivation to turn casual users into annual members throughout the difference in their bike usage and behavior.

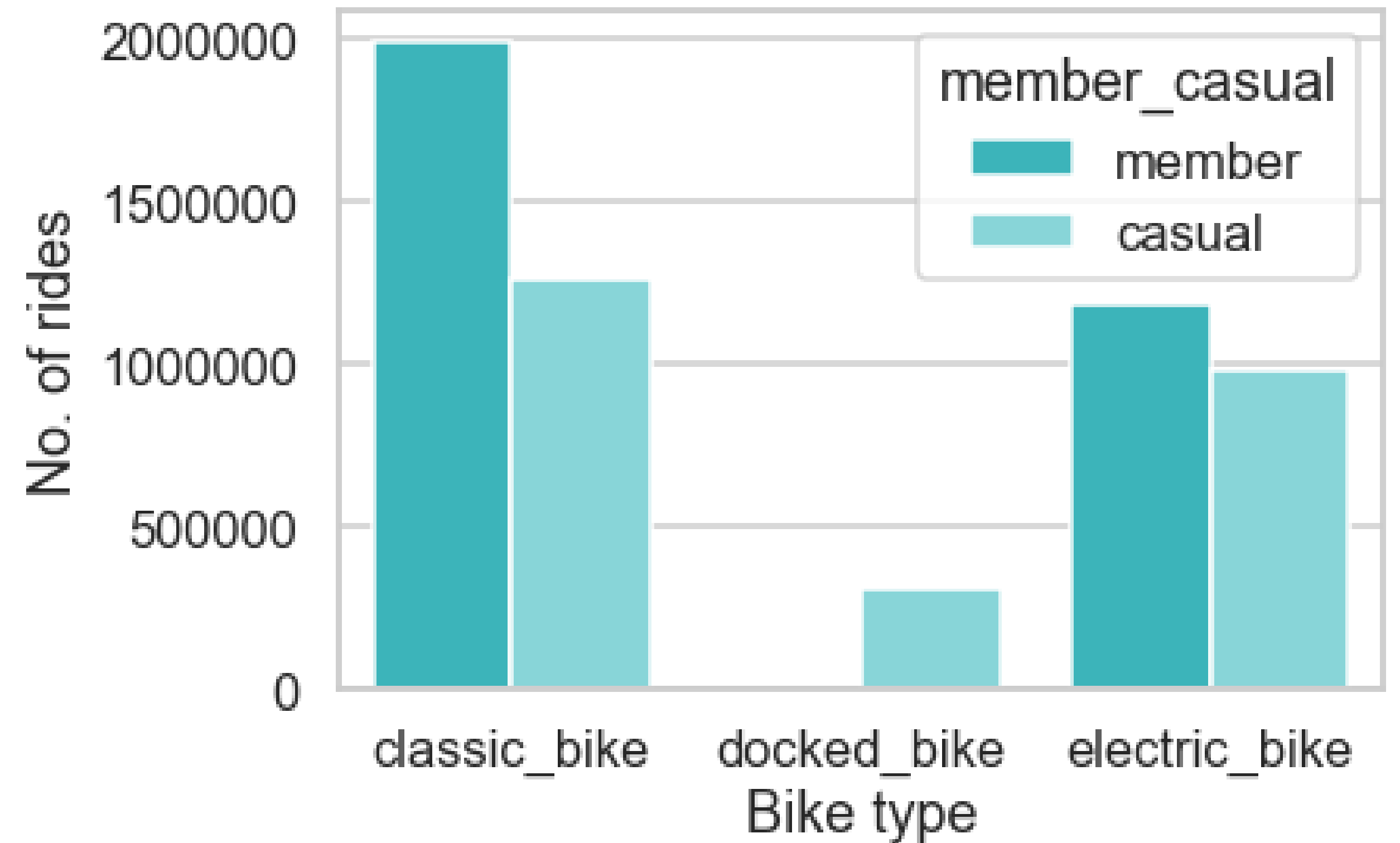# Rides % for each user type

- Past 12-month data had ~5.7m rides
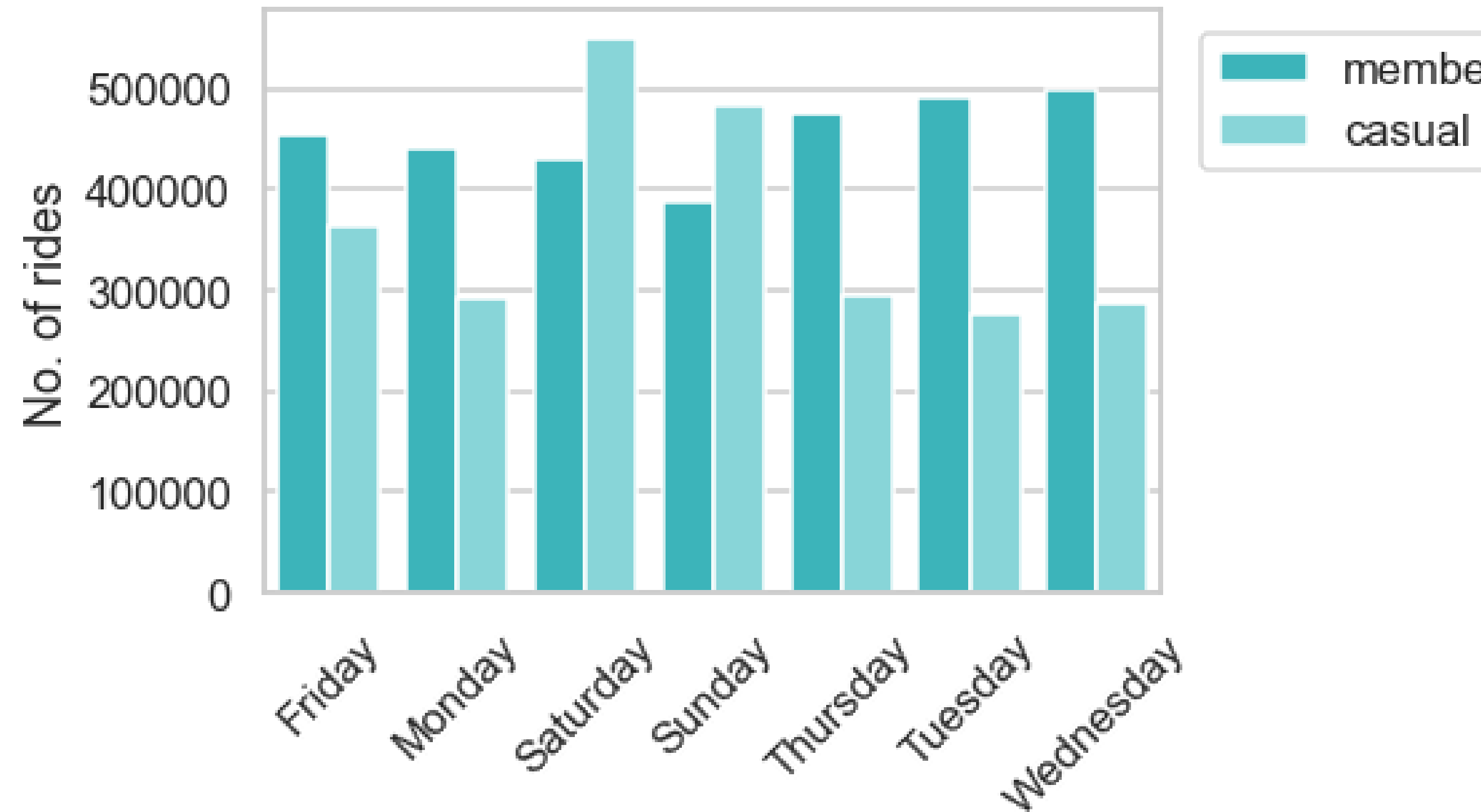
- 56% were annual members

- 44% were casual users



member 56%   casual 44%

1

# No. of rides given bike types

- 3 bike types (classic, docked, electric)

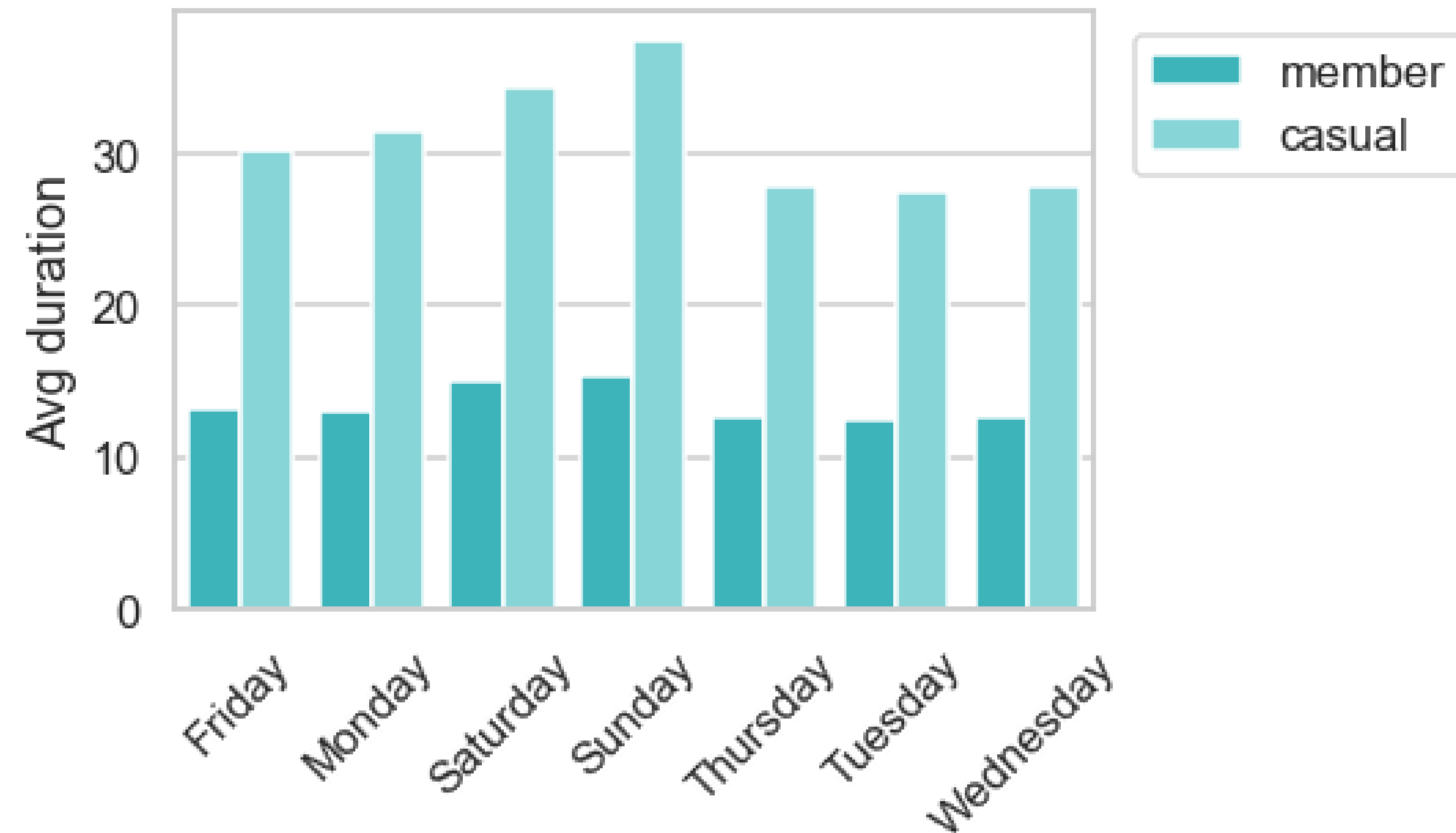- Despite facts, docked bikes were not used by members.

# No. of rides given weekday



- Casual users are active the most during weekends

- Members are more active throughout the rest of the week.
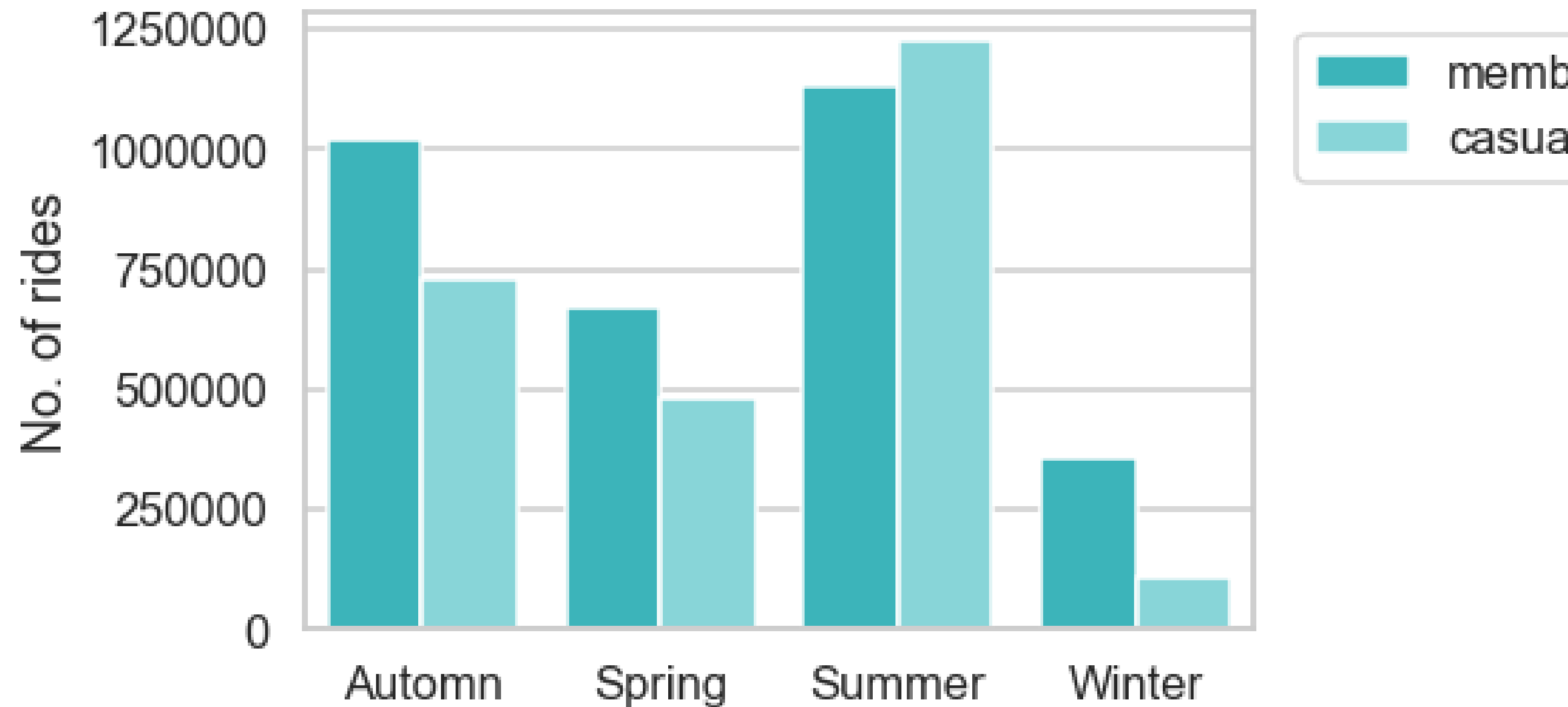
3

# Average ride duration given weekday



- Although, average casuals' rides duration go twice the members', over the whole week.

4

# No. of rides given season



- Casual users are active the most during summer.

- Members are more active than casuals the rest of the year.

5

# Conclusion

Docked bikes were not considered in annual memberships

Casual users are active the most during weekends

Casual users are active the most during summer

# Suggestions

Considering business objective and extracted insights

Offering some kind of promotion during summer, or occasionally in weekends.

Taking docked bikes into annual memberships.

# About the data

The data used in this case study is a publicly available repository of monthly datasets from Motivate International Inc.

The datasets are available for download [here](#).

The datasets from the previous 12 months have been downloaded from [this](#) Kaggle dataset.

# Thanks!

Any questions?