**CYCLISTIC BIKE-SHARE ANALYSIS**

**Introduction:**

As a junior data analyst, I prepare the Dashboard based on the historical trip data, and based on visualisation i understand the market trend and current market situation. So, it helps create marketing strategy.

**Scenario:**

You are a junior data analyst working in the marketing analyst team at Cyclistic, a bike-share company in Chicago. The director of marketing believes the company’s future success depends on maximizing the number of annual memberships. Therefore, your team wants to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, your team will design a new marketing strategy to convert casual riders into annual members. But first, Cyclistic executives must approve your recommendations, so they must be backed up with compelling data insights and professional data visualizations.

**Data Details**

Here I use one month of Cyclistic bike-share data, specifically I use 01/09/2020 to 30/09/2020 data. Based on this data I prepare the visualisation and data analysis.

**Purpose of the analysis:**

Increase the Annual Membership, so we Based on data insights, my team will design a new marketing strategy

**Analysis process**

1. Check the data for errors.

2. Choose your tools.

3. Transform the data so you can work with it effectively.

4. Document the cleaning process.

After do this process we are prepare the data visualisation.

**Data Analysis method:**

Here I do data visualisation method, based on data I prepare rider and duration-based visualisation analysis.

**Data insight & Prepare dashboard:**

Here I do two different types of dashboards. These two dashboards will help to understand the data and help to improve the our approve level. In the data includes station Name, Travel duration, Date and time these are the major input I use in the analysis

**Findings:**

* Based on analysis Casual Riders compare to Member Riders, they are more equal to using Docked bike and Electric bike because Docked bike Different “61,058” and Electric bike Different “8235” only
* In United States most of the Station available in East side. Compare to all side here more than 80% station available in East side of United States.
* Most of the casual rider traveling on “Saturday and Monday” and Members traveling on “Tuesday and Wednesday” but majorly casual rider traveling on Saturday, Members traveling on Wednesday.
* Both Riders are High Travel Duration on Saturday. Second spending travel duration is Wednesday.
* Averagely Both Riders Travel duration is 16.77 mins.
* Based on data over all rider’s maximum of Riders Less than 20 mins only riding the bike.
* Here most of the Riders Spending time is 6 to 8 mins only
* Based on Data casual Riders compare to Member Riders Riding Duration is low and Docked Bike Type Traver is More than 75% higher than Electric bike.

These are the major Finding here I find During analysis

**Impact finding:**

* Most of the station available on East of United States
* Moste of the travel Week Day is Saturday and followed by second week day is Wednesday
* maximum of Riders Less than 20 mins only riding the bike.
* Based on data over all rider’s maximum of Riders Less than 20 mins only riding the bike.
* Here most of the Riders Spending time is 6 to 8 mins only

**Analysis Interpretation**

* As a junior data analyst, First I need to find the opportunity of increase member ship. So, I was preparing the visualisation based on riders because pervious riders past data will help to identify the opportunity.
* So first I identify the finding and based on finding I prepare the strategy. Here below I list out the strategy and analysis.

**Rider Based Strategy:**

1. Here most of the station available in United States East side, so we need to increase the station but not only united states United Kingdom and Australia also. So, it helps to increase the riders.
2. Most of the Casual Riders Travel days is Saturday and Sunday so we need to do more marketing Campaign on these two days.
3. Only Wednesday is Maximum number Paid Riders are Riding. This is data more, because we have Paid Members data base so we can easy to find the member Gender, Occupations (Student or Employee), age category and geographical status.
4. Above the detail help to identify the Target segment. So based on segment we more focus on marketing Strategy.

**Duration Based Strategy:**

1. Paid Members Average Duration is 14.02mins, Casual Members Average Duration is 20.39 mins. So, we need to Give more focus on Increasing spending time.
   1. Here we need to give some offers or Discounts, it based on based on travel Duration slabs. Ex: if paid member Spend more the 10 mins, we given 5% discount and more 25 mins 10% to 20% discount. so, it helps to increase the travel time duration
2. Compare to causal member, Paid members are Tuesday, Wednesday and Thursday these three-week days spending more time. Here we find which segment riders using paid member so based on data we focus on marketing Campaign. Less duration weekdays.
3. Most of the Rider are riding bike type is Docked bike. This is already developed. so, we need to focus on Electric bike, because electric bike is future. Still, this is developing stage
   1. So, we speared the awareness of electric bike, and most riders visit place or people living place, choose the place and implement the Electric bike paid Special services and premium service.
   2. Here based on place we run a marketing campaign for awareness of electric bike and Special Service only. So, it helps to increase the paid members in future. It will get time but it everything based on our customer and other services.
4. Monday and Thursday are very low Riders Duration so we need to focus on these two-week days Any one of the we can run Discount offers or Gift based and Social Media Appreciation based Marketing Campaign
   1. Discount based offer possible to Increase Paid members. Or covert any premium plan
   2. Gift based and Social Media Appreciation Helps to increase the loyal customer and through social media, more people know about our service and it help to increase the followers.in future that follower covert into our paid Member
   3. Through Social We can run more marketing campaign also.
5. Month 2nd week 8th to 12th Continuously Member usage is Decrease and month end 26th to 30th Continuously Member usage is Decrease. so, we need to monitor on every month. If this is happening every month, we find the reason and implement any new strategy or any discount offers on those days.

**Summary:**

My analysis based on long term goal, so all it happens step by step. Here Rider Spending time and Bike Type and Week Day Play vital role. Because these Three points major impact on over all market. Because date affect the Riders duration, bike type affects the Member ship. So, each point always combines with another one.

So, whatever we do on marketing campaign All the 3 include must. It includes direct or indirect, I based on campaign and segment

In future all based on electric bike, because it helps reach the distance shortly, so we need to grape the place. So before develop the technology, we start do the marketing campaign based on electric and step by our major focus move that, so it help to helps to covert the future customer.

Another important thing is open many stations on in and out city and other county. day by day try to increase the loyal customer, it helps to increase the brand value.

**Suggestions:**

1. Focusing on Week Day because Working Day using paid membership but week day total opposite both week-end day casual riders are high.
2. Find the which segment rider travel week end day and do campaign based on finding and analysis
3. Then try to increase travel duration, if plan to increase ethe duration give some slab-based discount or offers
4. Electric bike helps to decrease the travel timing and increase the valuable member, because we need to adapt the technology and based on technology, we ready the change market plan and strategy.
5. Open many stations but that station majorly includes electric and secondary Docked bike. Then that new station try to implement step by step paid member ship and compulsory paid role for few necessary activity.

These are all my suggestion on my analysis.

**Conclusion:**

Based on my analysis, increase the Converting Paid member ship rider, it based to multiple impact and long-term process because in short goal is not healthy. So, we need to set a long team process goal and that process help to become the market leader.

In the long-term process, we need to more technology changes and more adapting technology. so, step by step implement our analysis and strategy so it helps to future development. Because our strategy based on future develop not a short-term development

In future more technology is interduce through our company, so it helps get more riders and more market share, but before implement the any technology analysis the pervious using technology and find how to impact the market.

It helps to implement the new technology based on riders’ behaviour. So, consumer behaviour and analysis are more important. If we find segment and implement the process, we surely success the process.