How does a bike-share navigate speedy success?

Google Certificate Capstone

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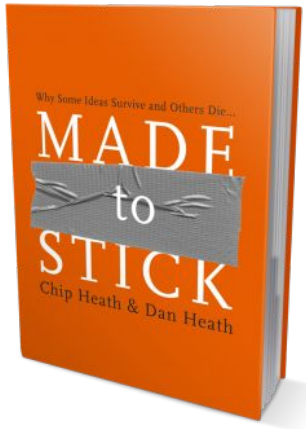
Agenda

- ➔ Introduction
- ➔ Project Purpose
- ➔ Data Set
- ➔ Data Analysis
- ➔ Recommendations



Introduction

- Cyclistic launched in 2016 a successful bike-share program, which has grown over 5000+ bikes that are geotracked and locked into a network of 692 stations in Chicago.
- These bikes can be unlocked at one station and returned to any other station in the system.
- Their current model involves 3 different pricing plans
    - Single-ride passes
    - Full-day passes
    - Annual memberships

Purpose of Project

Maximize the number the number of annual member usage

How?

By answering this question first:

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

The Data Set

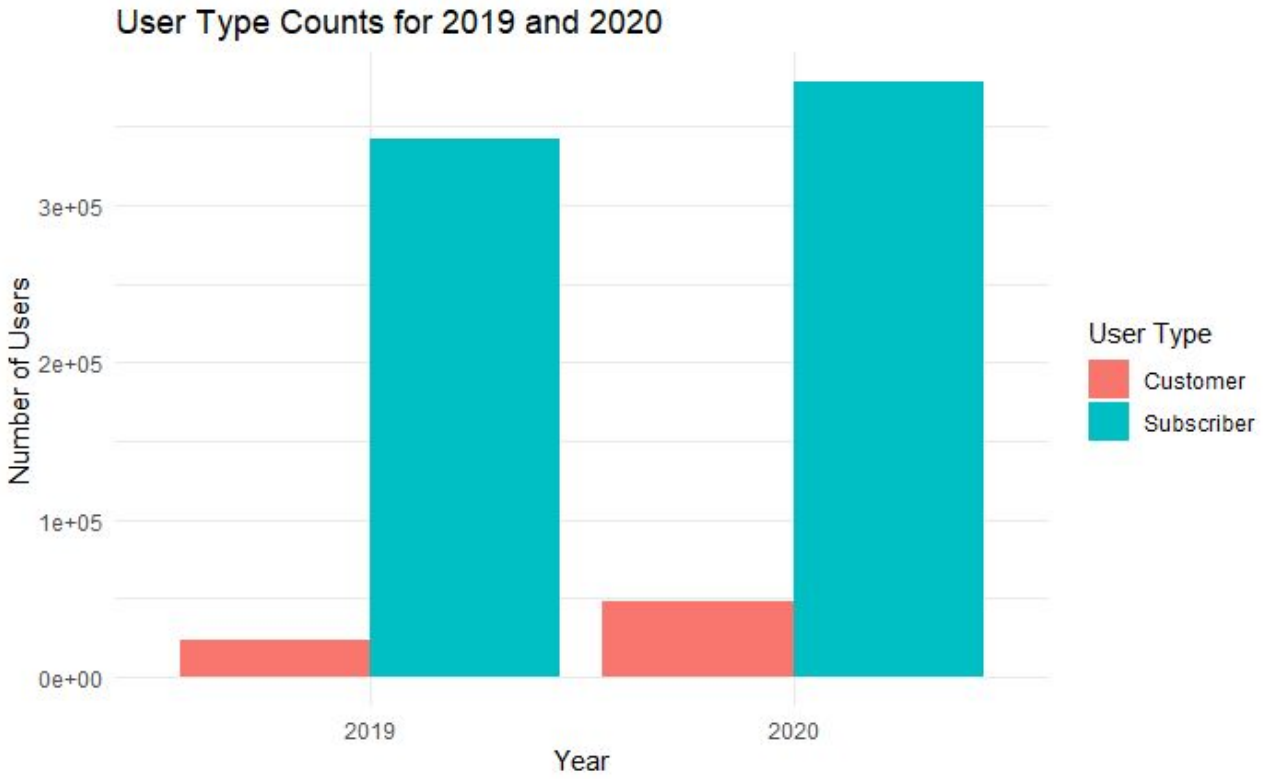
1) Q1 2019 User Data
   - 365070 rows, bike uses
2) Q1 2020 User Data
   - 426888 rows, bike uses

Variables

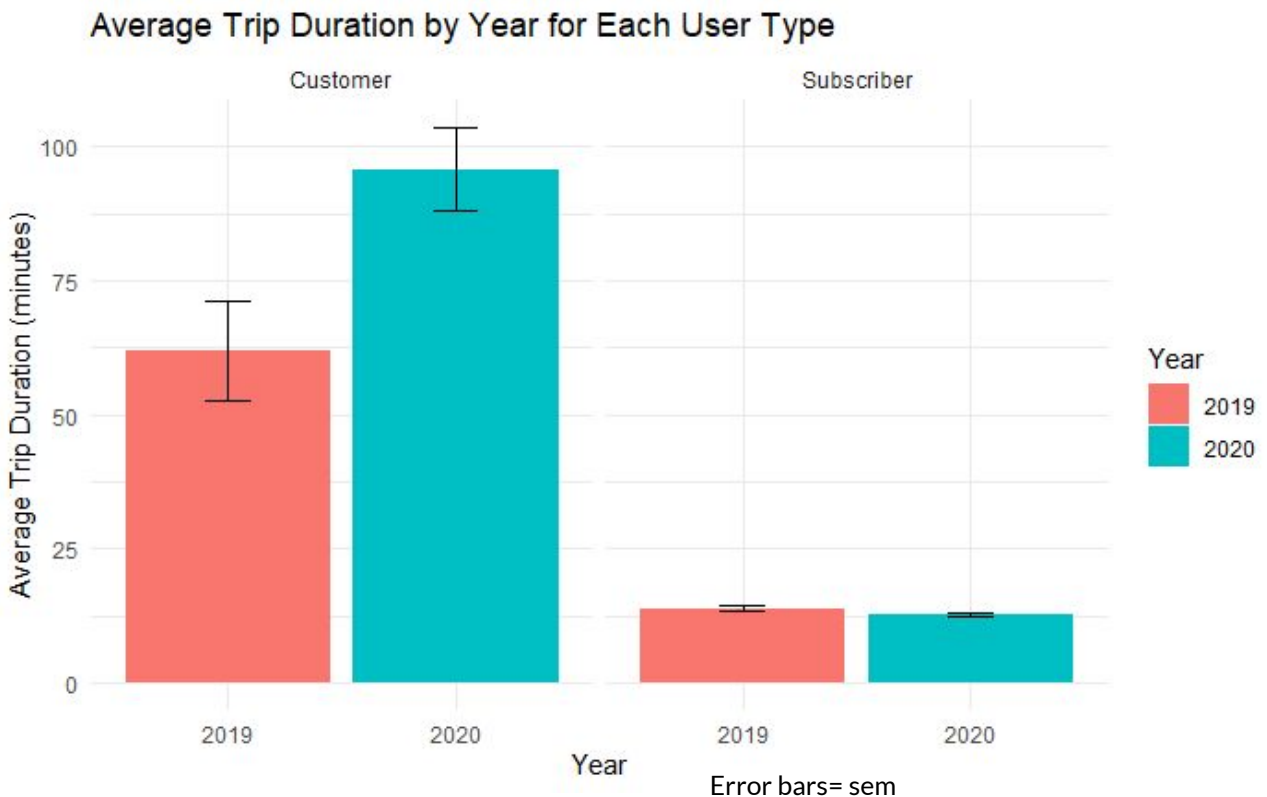
14 measures including:

- trip_id
- start_time
- end_time
- from_station_id
- from_station_name
- to_station_id
- to_station_name
- usertype

User Count for 2019 and 2020



Average Trip Duration by Year



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Conclusions

1. In **both years**, Customers took trips that were **4–8 times longer** than Subscribers on average.
2. **Casual users ride much longer and more varied trips**, especially in 2020.
3. **Subscriber behavior is consistent**, short, and likely purpose-driven (commutes).

➔ This suggests that **casual riders use bikes more for leisure**, while Subscribers likely use them for commuting or short errands.

Recommendation

➔ Enhance convenience and value for commuters by expanding and optimizing station placement near transit hubs, business districts, and residential areas, to maximize the number the number of annual member usage.

Questions?

Appendix

Average Trip Duration by User