



CYCLISTIC BIKE- SHARE

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Executive Summary.

- Introduction
- Problem statement
- Charts related to both kind of users.
- Conclusion
- Next step

Introduction.

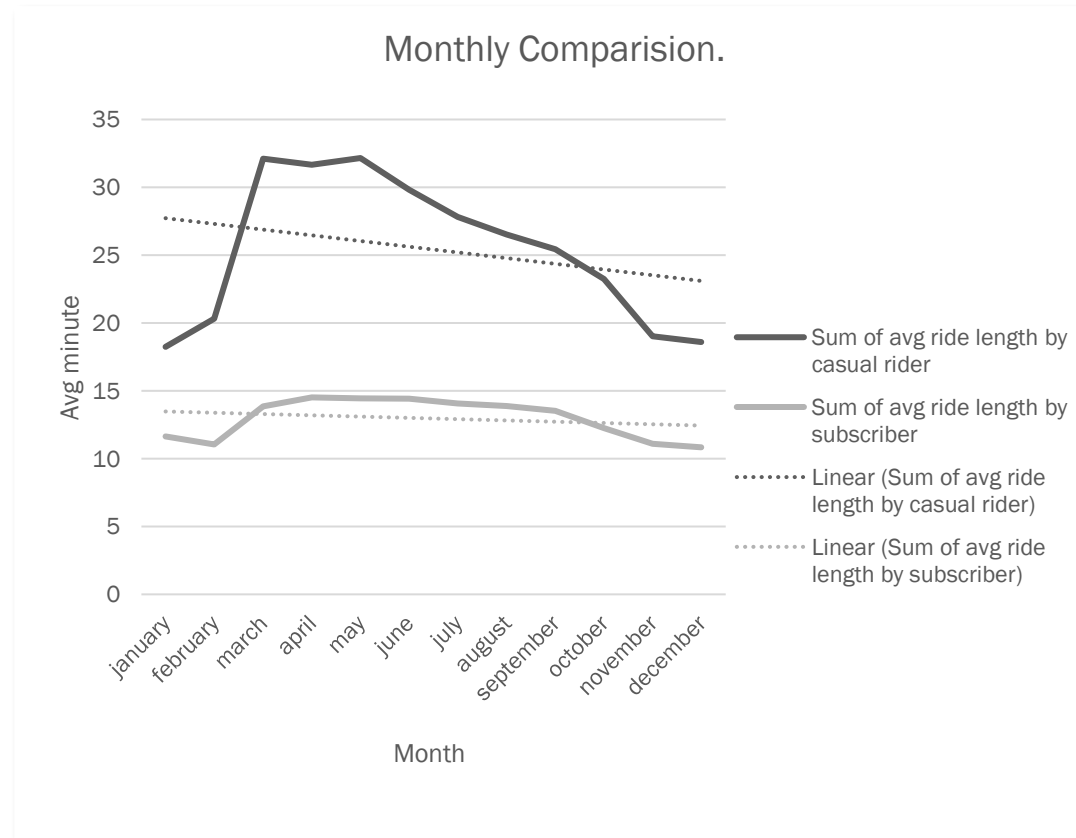
- In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

Problem Statement.

- Converting casual riders into annual members.
- How annual members and casual riders differ,
- why casual riders would buy a membership,
- How digital media could affect their marketing tactics.
- Cyclistic historical bike trip data to identify trends.

Avg ride -length Monthly Comparison for both type of users.

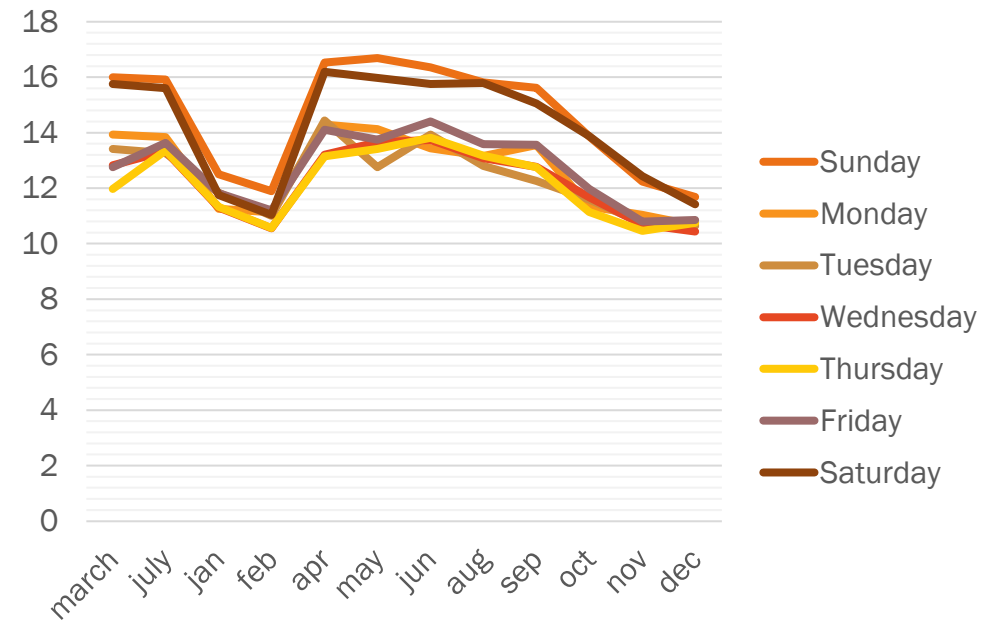
Row Labels	Avg ride length by casual rider	Avg ride length by subscriber
january	18.25518	11.63497947
february	20.32686	11.04504581
march	32.11591	13.86377733
april	31.66598	14.5176745
may	32.15518	14.46148022
june	29.82573	14.42125808
july	27.81283	14.06550477
august	26.52178	13.8767323
september	25.43608	13.53367836
october	23.24483	12.24881278
november	19.03056	11.11075893
december	18.60752	10.83366891



Avg ride length in minute(month and day for annual member)

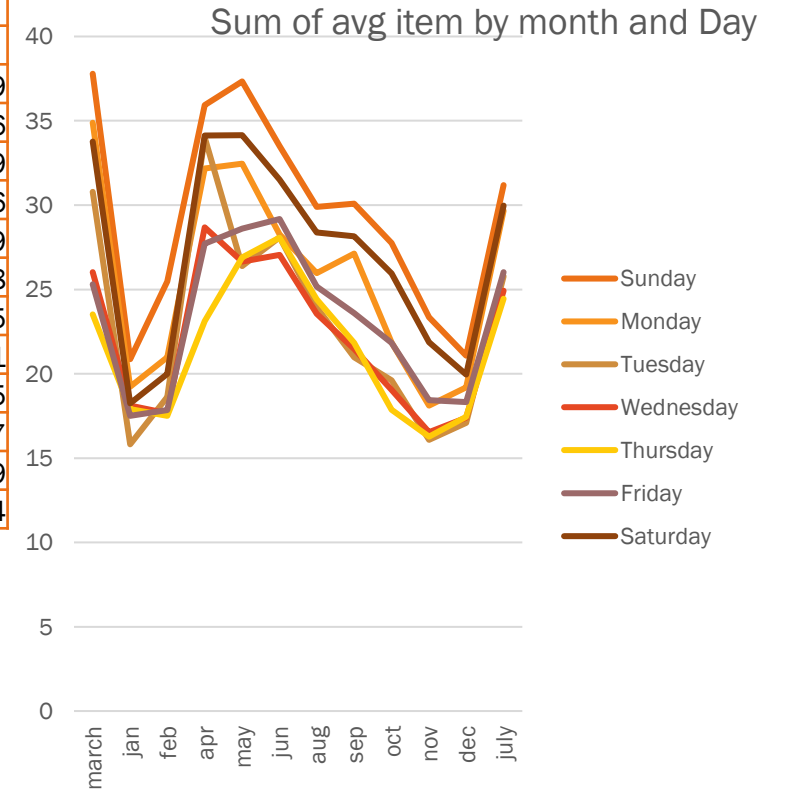
Month	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
march	15.99272628	13.93720166	13.41572843	12.82673	11.97259	12.75095	15.74985
jan	12.4977763	11.25257963	11.83249727	11.29691	11.32032	11.81668	11.75389
feb	11.8939757	11.13469388	11.00633495	10.55466	10.56579	11.19875	11.04127
apr	16.52367134	14.28570913	14.44021603	13.20525	13.15314	14.10853	16.19376
may	16.69393184	14.13285233	12.76006942	13.65944	13.41764	13.75242	15.97747
jun	16.34970666	13.43123889	13.92937105	13.7393	13.81478	14.40176	15.75984
aug	15.81268941	13.15663792	12.797579	13.07887	13.16902	13.59129	15.79088
sep	15.61445938	13.55400569	12.26279352	12.77082	12.75638	13.56433	15.0481
oct	13.86312269	11.33331733	11.58976096	11.67075	11.13811	11.97401	13.87055
nov	12.23320143	11.0365767	10.73444097	10.69662	10.46324	10.79805	12.4355
dec	11.6812159	10.65857238	10.63995123	10.4383	10.74822	10.85063	11.41791
july	15.9102048	13.83439778	13.26695684	13.3342	13.35697	13.63561	15.60533

Avg. ride length by month and Day



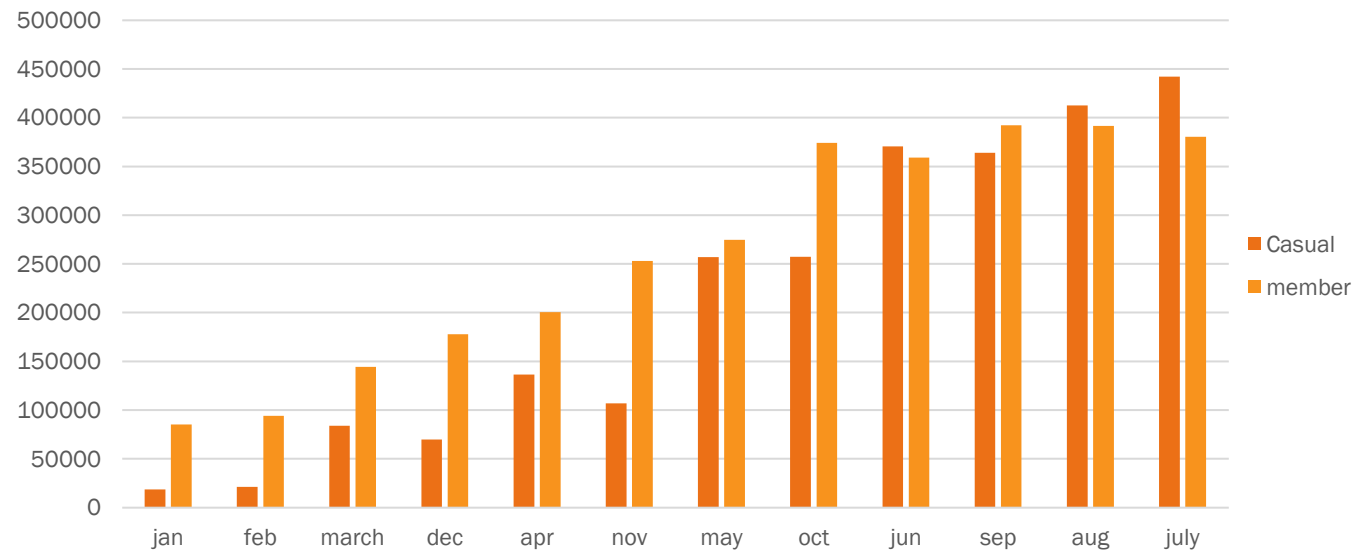
Avg ride length month and day for casual member.

Sum of avg item	Day						
month	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
march	37.79327644	34.89099249	30.78897066	26.02264023	23.52733236	25.30320175	33.76220009
jan	20.87077535	19.23631124	15.81829574	18.11343658	17.9036571	17.50305002	18.2432076
feb	25.48121731	20.98864926	18.63042698	17.65802516	17.51676424	17.85359526	20.00283889
apr	35.92748849	32.18116032	34.01516416	28.67492286	23.12744939	27.7182171	34.13044576
may	37.33169233	32.45239825	26.39116872	26.65388767	26.90786133	28.60932006	34.15168359
jun	33.49325383	28.26339044	28.10113996	27.05341771	28.07459984	29.17231644	31.50104318
aug	29.88969455	25.96295627	23.94430471	23.55483935	24.40711336	25.17758208	28.3824805
sep	30.07835712	27.13278247	20.97969958	21.47601411	21.83864597	23.60508597	28.14593591
oct	27.74613427	21.84504807	19.6064914	19.04251834	17.86179408	21.83810174	25.95838015
nov	23.35484612	18.12413001	16.08092199	16.53788153	16.27689421	18.4367595	21.88172357
dec	21.08201968	19.20677615	17.08366725	17.40424141	17.45987605	18.33425969	19.94803789
july	31.17967137	29.66325855	25.7710724	24.9346752	24.46015551	26.01989773	29.96425354



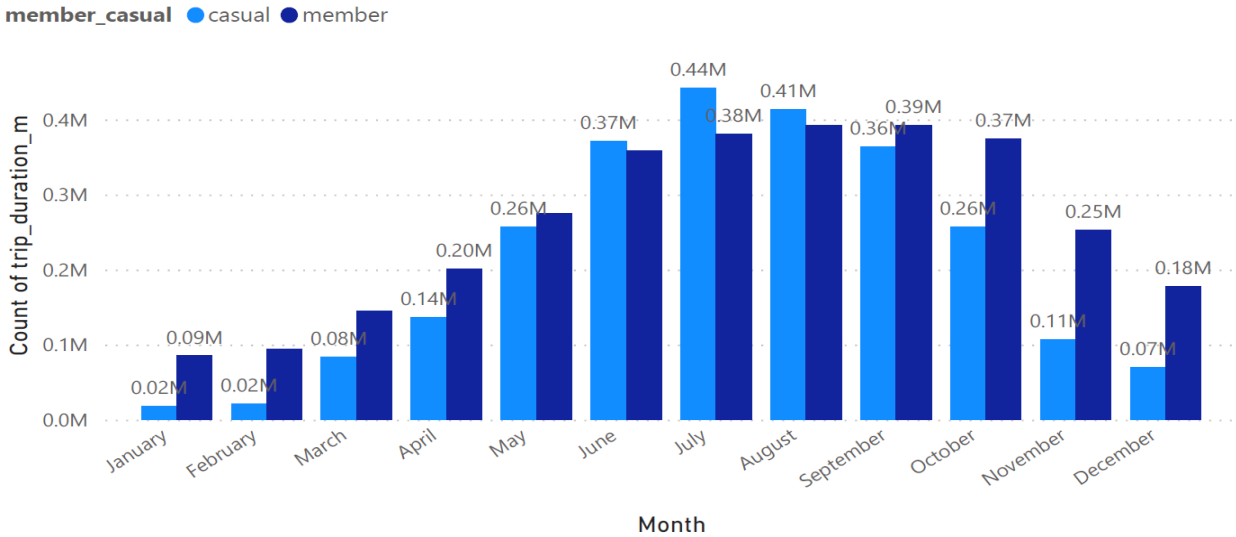
Trip Count for annual and casual member.

Month	Casual	Member	Grand Total.
march	84028	144462	228490
jan	18520	85250	103770
feb	21416	94193	115609
apr	136601	200628	337229
may	256916	274716	531632
jun	370680	358913	729593
aug	412666	391676	804342
sep	363888	392240	756128
oct	257242	373984	631226
nov	106899	253027	359926
dec	69738	177802	247540
july	442056	380354	822410
Grand Total	2540650	3127245	5667895

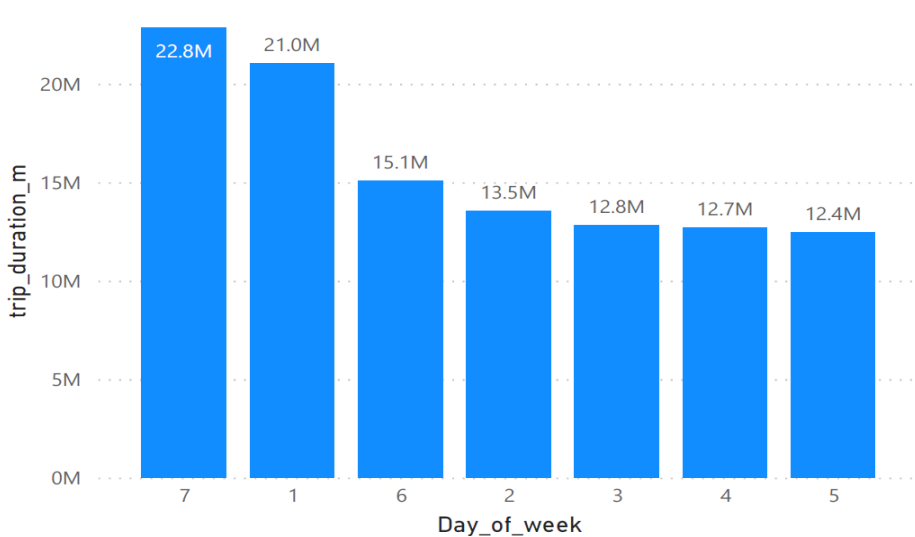


Relational Chart

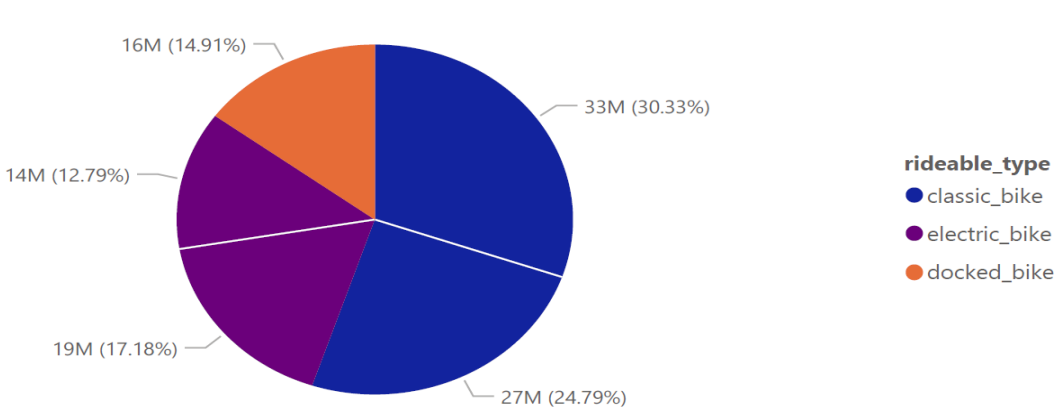
Count of trip_duration_m by Month and member_casual



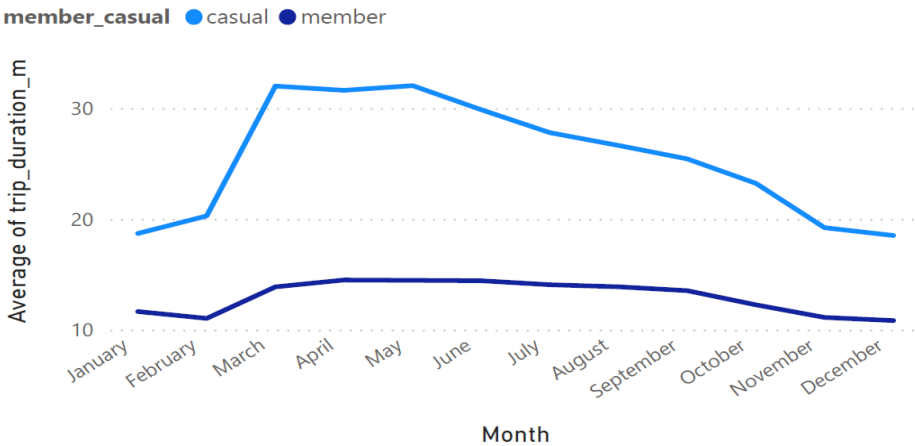
trip_duration_m by Day_of_week



trip_duration_m by rideable_type and member_casual



Average of trip_duration_m by Month and member_casual



Conclusion.

- As, per year trend , casual users peak usage of bike found through may to oct, (nov-apr) usages is minimal
- Avg ride length for subscribers is below 15 Minute through out the span, which is lower than any month avg use of casual driver.
- Annual subscribers use the bike sharing scheme through out the week same way
- Casual rider use the scheme more on weekend than weekdays as their weekday trend is varied.
- Duration of usage span verified by count of both users also on trip count chart.

Next Recommendation for action plan.

- 1.Introduce weekend and weekday plan separately to convert casual driver to permanent membership.
- 2.casual driver is used this scheme for fun frolic and leisure, while permanent member mostly used for their work location commute, so need casual driver profile to encourage to use them like as work based (avg 15minute) at discounted rate yearly plan.
- 3.overall , also introduced more customer permamntly (half yearly based scheme) for (nov-apr)at lower rate compare to other half yearly plan.