

Capstone Project: Bike-Share

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Cyclistic Bike-Share Analysis

Introduction:

The stakeholders at Cyclistic would like to know how casual and member riders use Cyclistic bikes differently, with the aim to convert more casual riders into members.

My assumptions are as follows:

- Members ride the bikes more frequently than casual riders, and the mostly like use the bikes primarily Mon-Fri to commute to work.
 - I also assume that they will be using their membership to utilize the bikes on weekends, although they may not use them as much as during the regular work week.
 - Because members are more likely commuters I would expect to see a higher use out of the E-bikes as long as they are available. I assume this would be the case because most people don't want to arrive at work all sweaty.
- Casual riders most likely use the bikes more on weekends and less frequently during the work week.
 - I would also expect that the casual riders are more likely to use more of a variety of the bikes offered.
 - Assuming the casual riders are more likely to use the bikes on the weekend, then I would assume that the duration of the bike usage would be higher than the members who are most likely commuters.

Loading Packages

Including Plots

You can also embed plots, for example:

Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.