

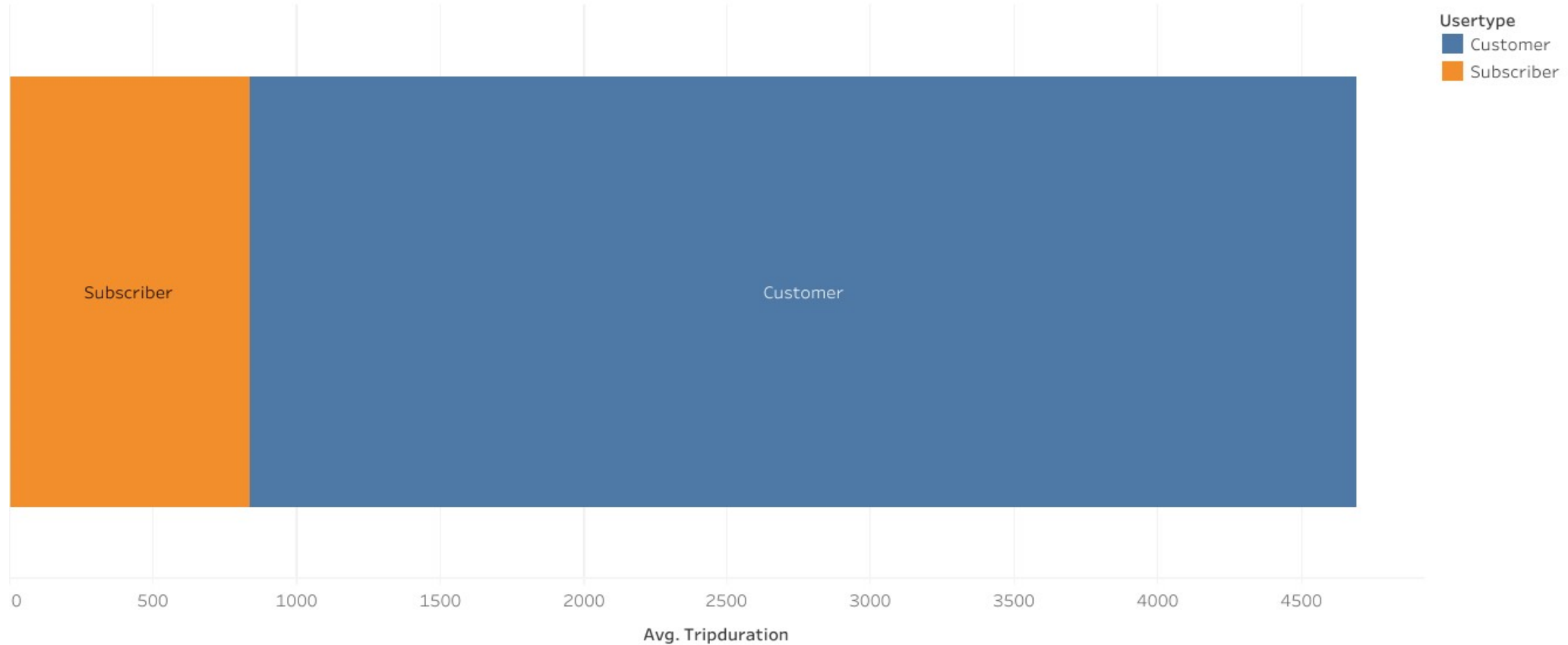
Google Capstone Project

Chicago Cyclists: Annual Members versus Casual Riders

Business Task

- Determine how Casual Riders and Annual Members differ in their use of Cyclist bikes.
- Use the discovered information to create marketing strategies that will help convert Casual riders to Annual members.

Average trip: Customers vs Subscribers



* Tripduration is displayed in seconds

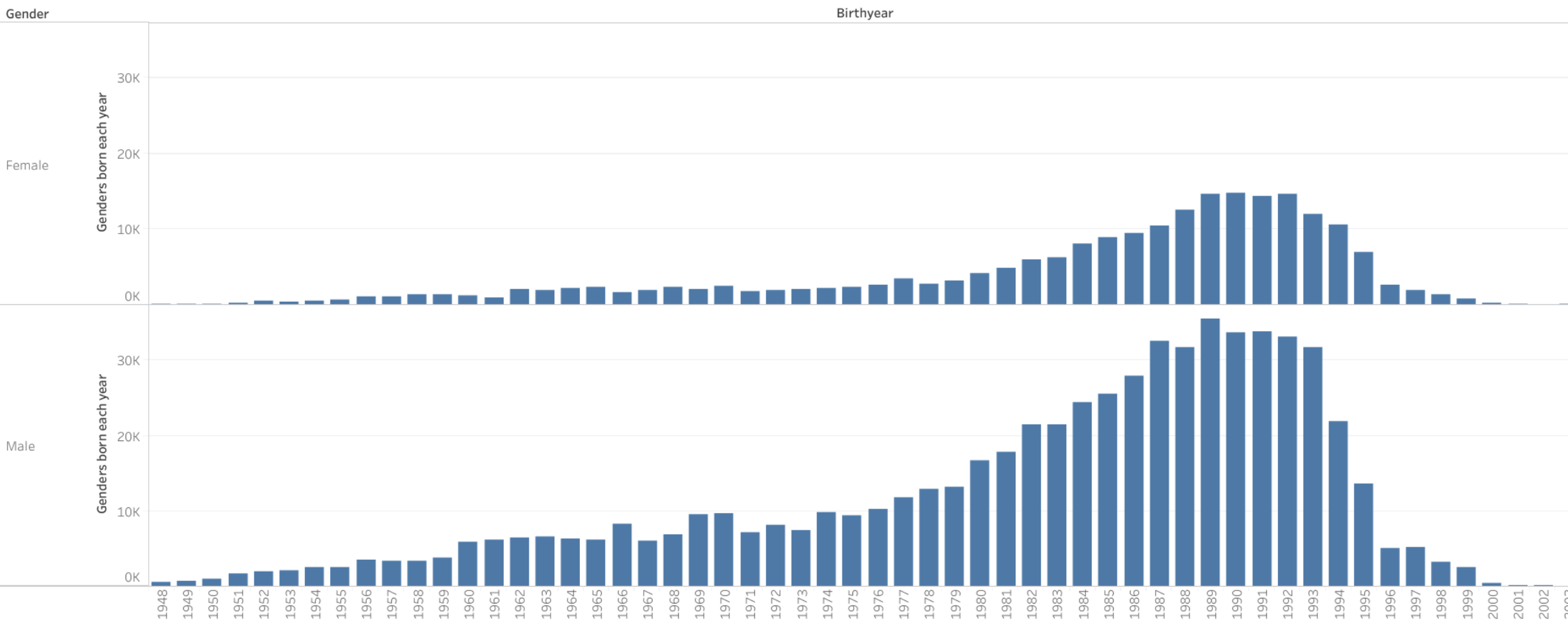
Annual Subscribers:

Average trip time: 14 minutes

Casual Riders:

Average trip time: 64 minutes

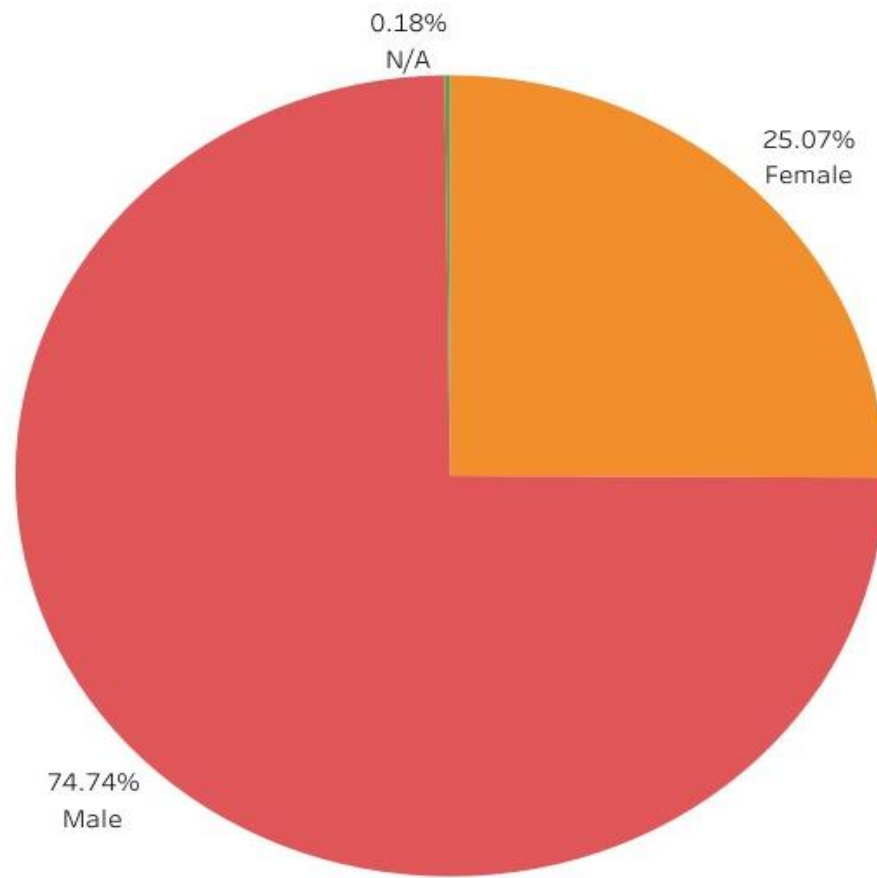
Riders shown by Birth Year



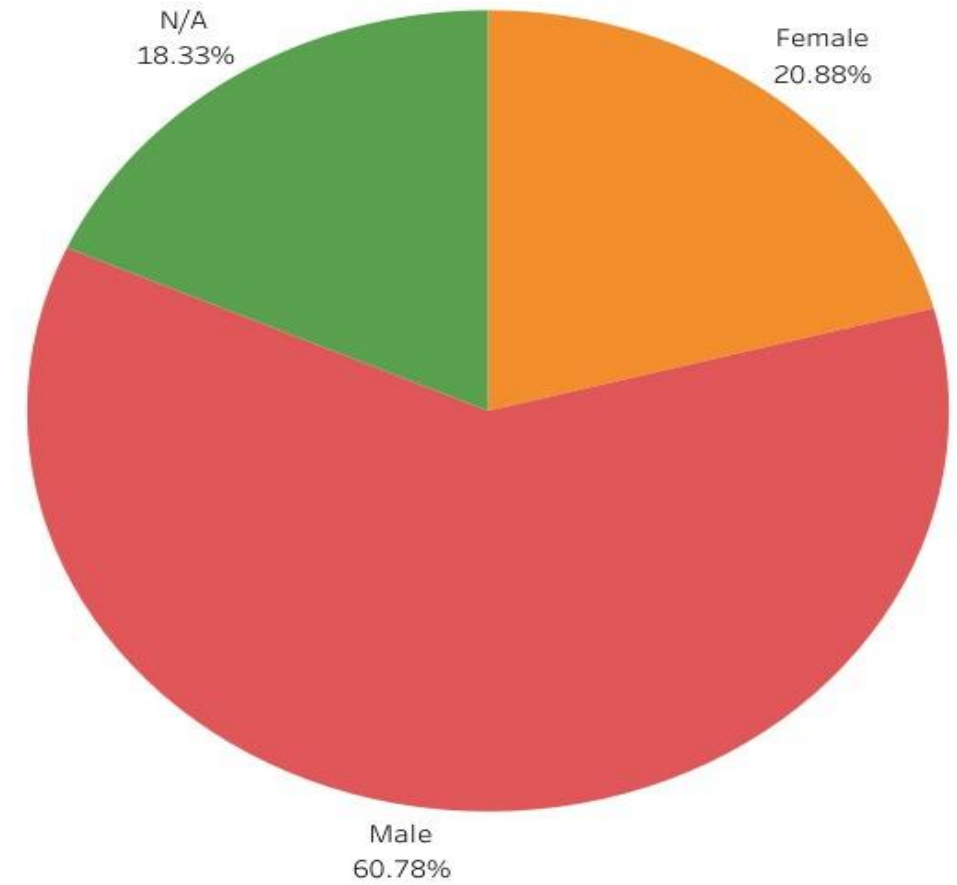
44% of Annual Subscribers are ages 25-35
43% of Casual Riders are ages 25-35

*This dataset is from the year 2018

Male versus Female Subscribers

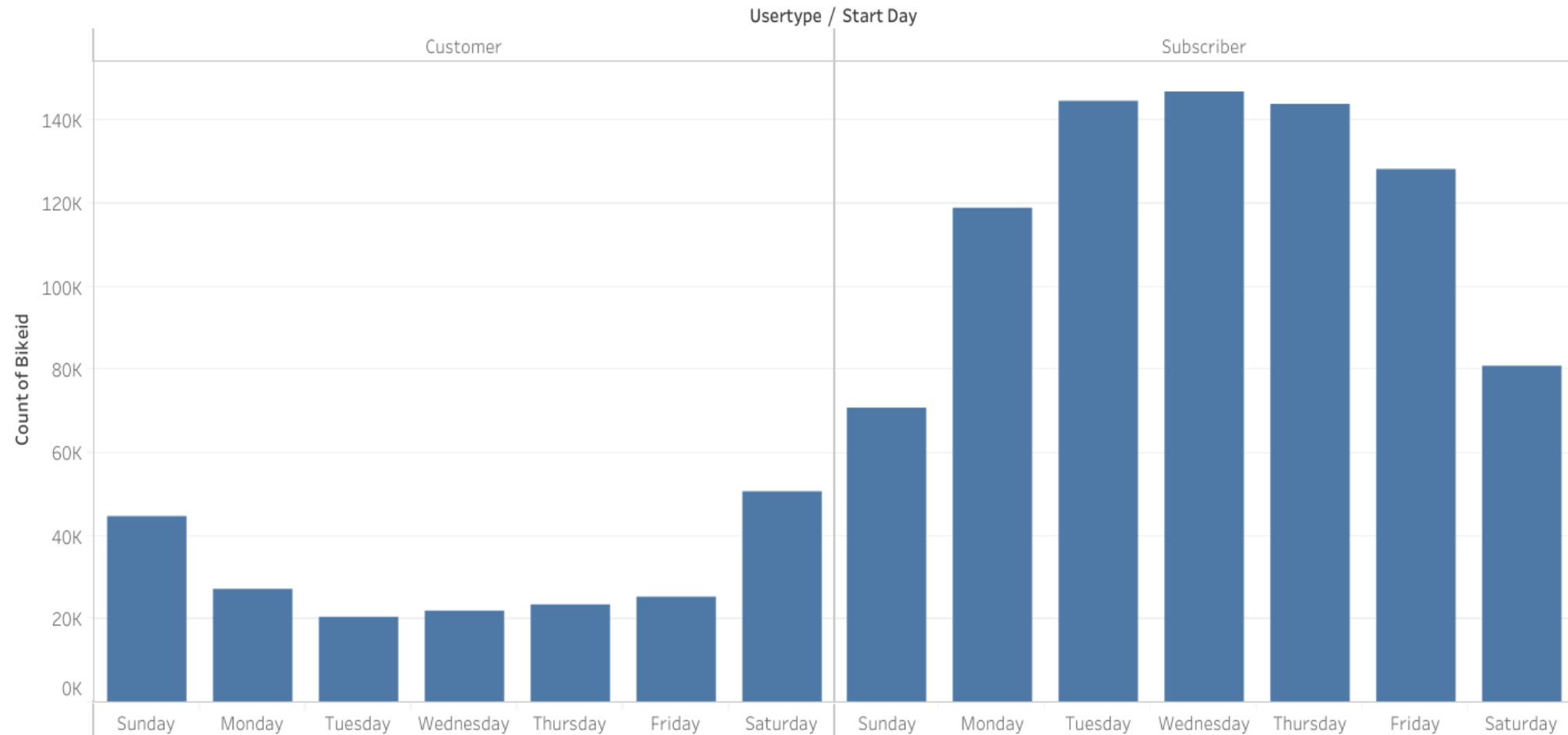


Male versus Female Cyclists



Males make up 75% of Annual Subscribers and 61% of all cyclists.

Weekly bike usage: Customer vs Subscriber



Annual Subscribers made up **85%** of weekday rides.

Annual Subscribers only made up **61%** of the rides during the weekend.

Data Conclusions

- Males between ages 25-35 are the majority rider type for Annual Subscribers
- Casual Riders mostly use bikes on weekends whereas Annual Subscribers mostly use them during the weekdays
- Annual Subscribers use bikes for short periods of time whereas Casual Riders use bikes for long periods of time

Recommendations

- Target audience should be males 25-35
- Create annual subscription that is cheaper but only allows use on weekends
- Put advertisements on social media used by targeted demographic

Sources

- Google Data Analytics course on Coursera provided: The divvy trip 2018 Quarter 2 dataset, which was gathered from Lyft bikes and scooters and owned by the city of Chicago.