**Google Data Analytics Professional Certificate – Capstone Project**

**Case Study: Cyclistic Bike-Share Analysis**

**PHASE 5: SHARE – Visualize & Present Findings**

**Tools Used:**

* Python (Matplotlib, Seaborn)
* Power BI / Tableau

**Actions Taken**

1. Created clear, stakeholder-friendly visualizations to highlight key differences between annual members and casual riders.
2. Plotted:
   * Ride duration by user type (boxplot)
   * Monthly ride trends (line chart)
   * Day-of-week usage patterns (bar chart)
3. Saved all visuals to the visuals/ folder for reporting.
4. Designed an interactive dashboard for easier exploration of data.

**Outputs**

* visuals/ride\_duration\_by\_user.png
* visuals/monthly\_trend.png
* visuals/day\_of\_week\_usage.png
* Dashboard screenshots for presentation