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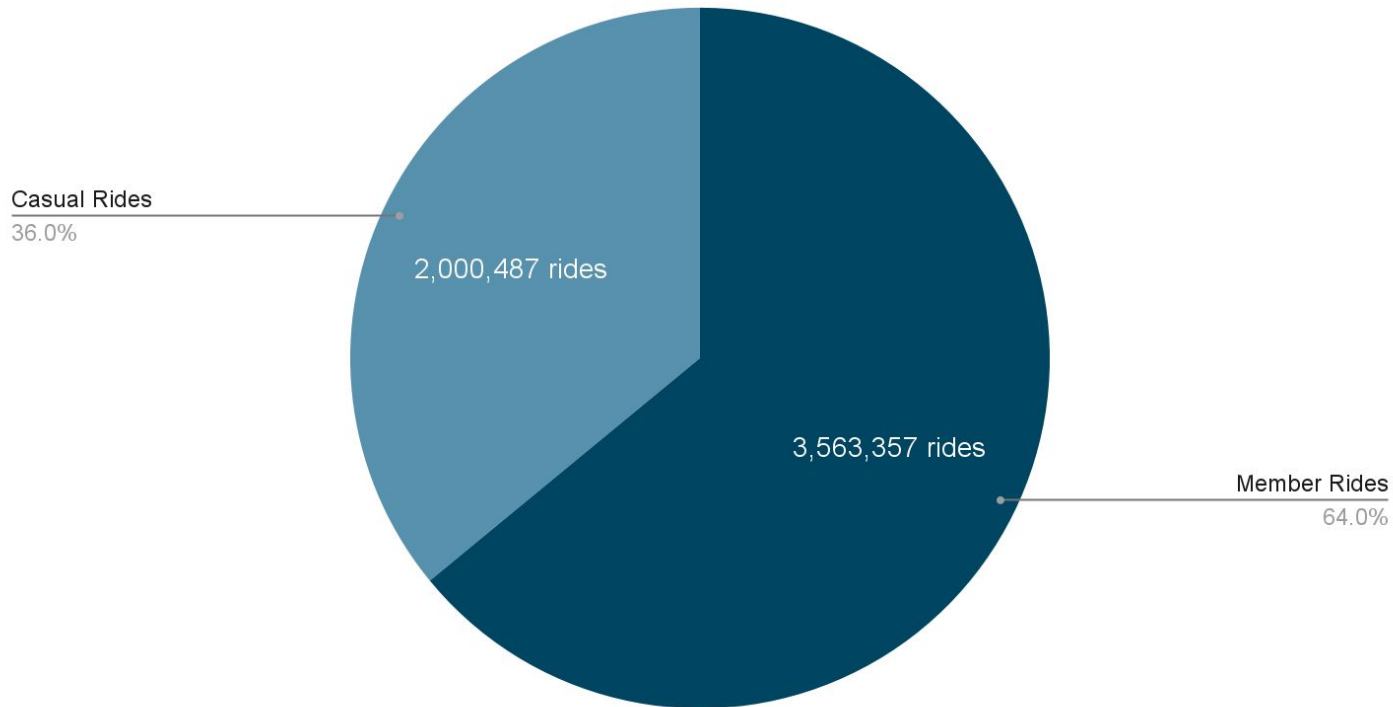
# Business Objective

- Increase the number of Cyclistic bike-share annual memberships.
- Identify how annual members and casual riders use Cyclistic bike-sharing differently.



## Total Rides

Divvy Bike Sharing 2023, Data Source: (<https://divvy-tripdata.s3.amazonaws.com/index.html>)



Most of the bike-share rides in 2023 were by **annual members**.



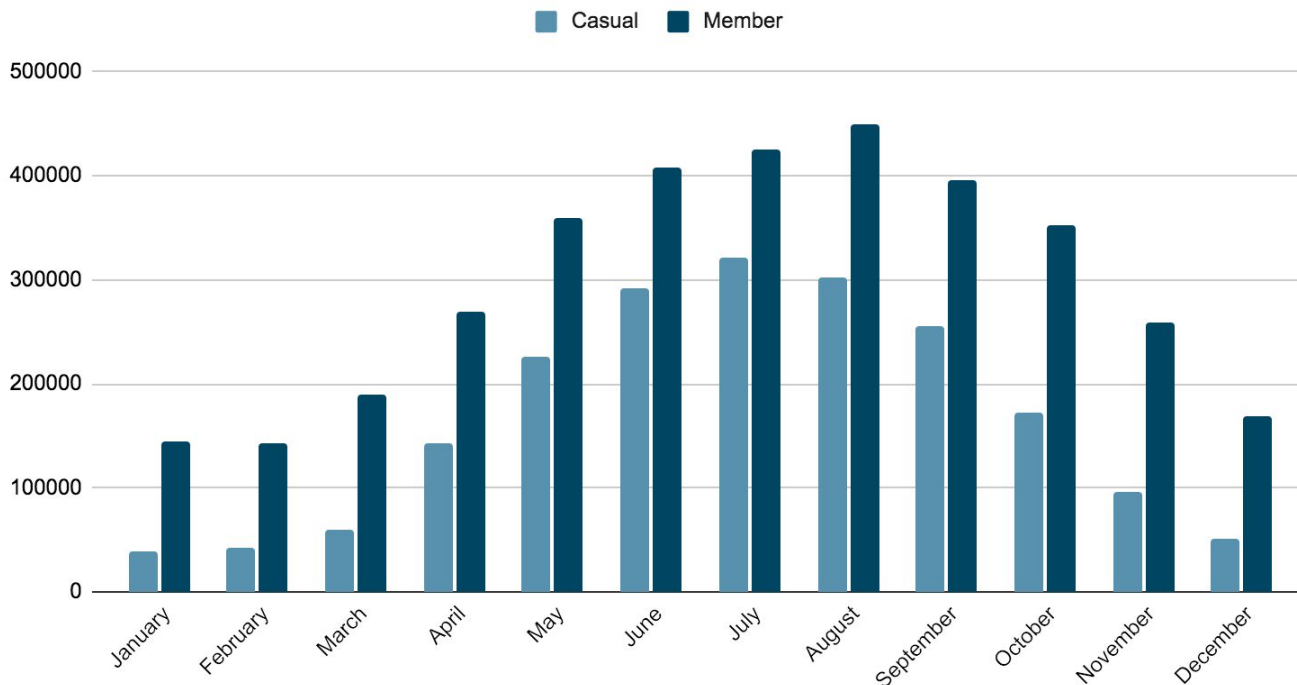
1

During the warmer months, bike riding is more popular.



## Rides Per Month

Divvy Bike Sharing 2023, Data Source: (<https://divvy-tripdata.s3.amazonaws.com/index.html>)



For both members and casual riders, there is a correlation between **warmer weather** and number of rides.



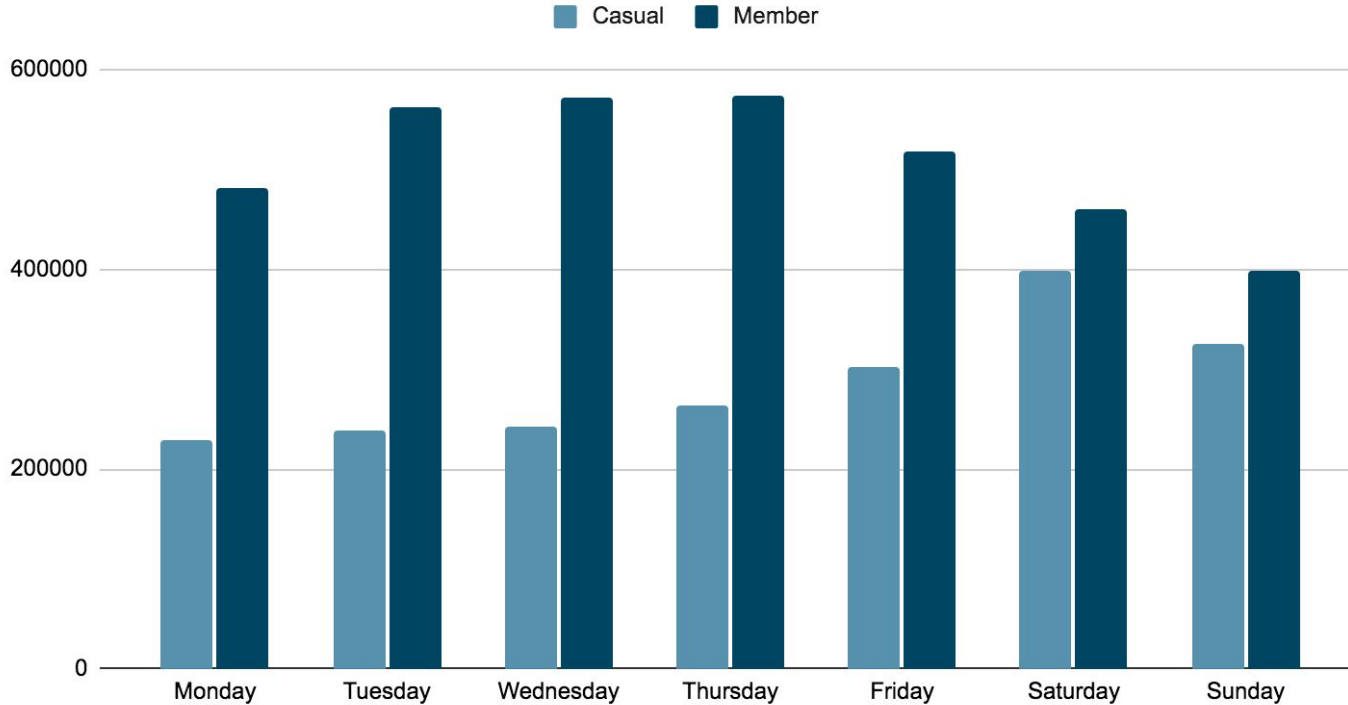
2

Casual riders are more likely to ride for leisure.



## Rides Per Weekday

Divvy Bike Sharing 2023, Data Source: (<https://divvy-tripdata.s3.amazonaws.com/index.html>)



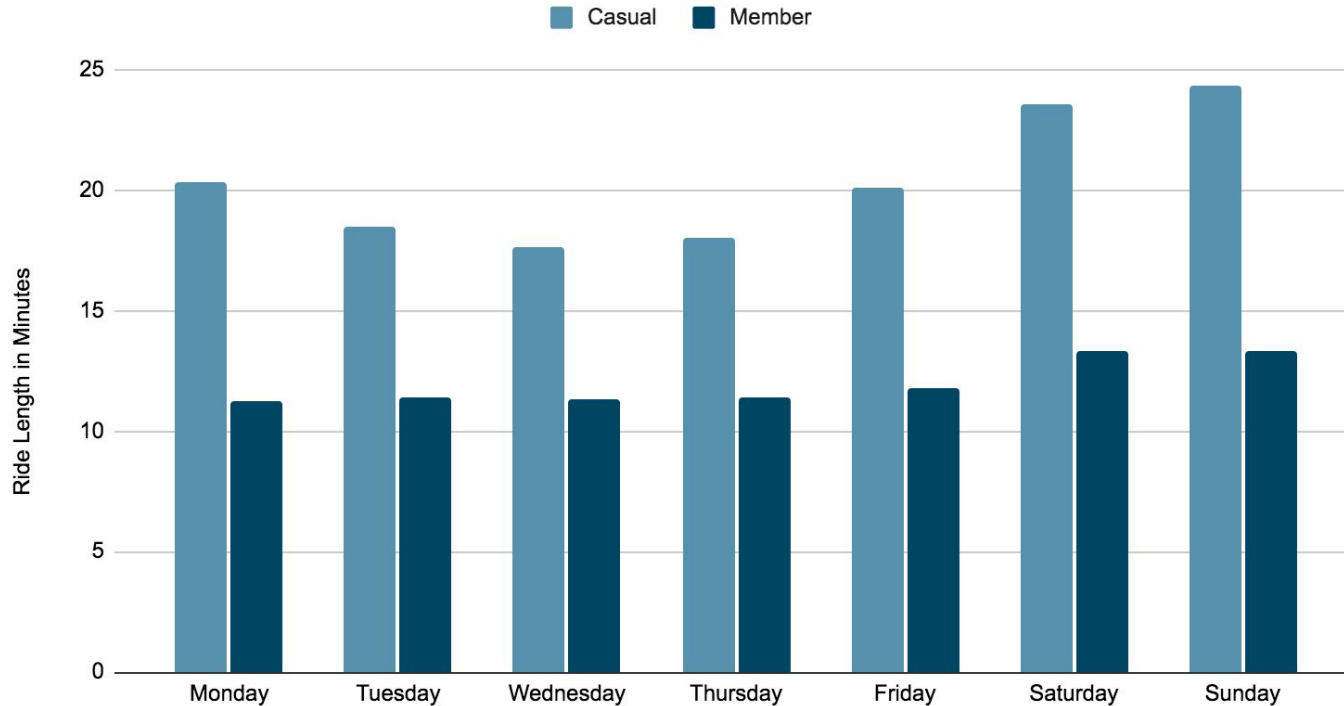
Members ride more frequently on **weekdays**.  
Casual riders ride more on **weekends**.





## Average Ride Length Per Weekday

Divvy Bike Sharing 2023, Data Source: (<https://divvy-tripdata.s3.amazonaws.com/index.html>)

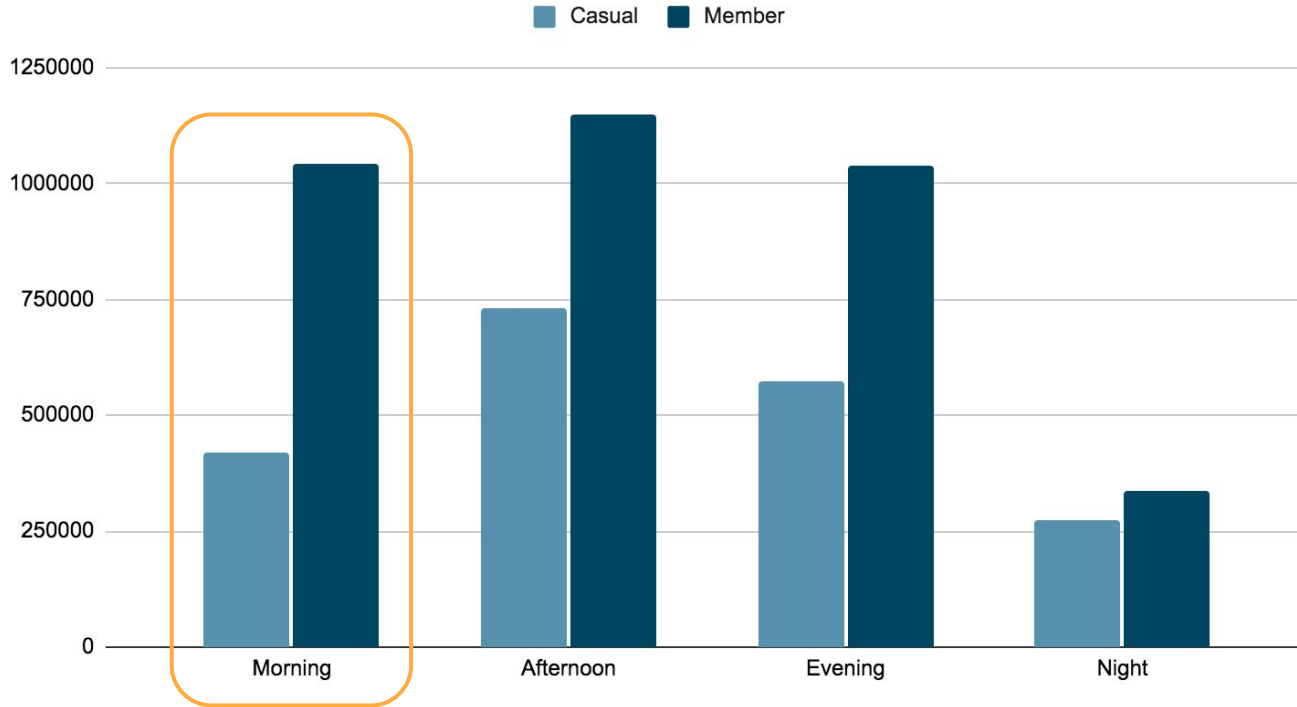


Casual rider ride for **longer periods of time** than members.  
This is especially true on **Saturday and Sunday**.



## Rides Per Time of Day

Divvy Bike Sharing 2023, Data Source: (<https://divvy-tripdata.s3.amazonaws.com/index.html>)

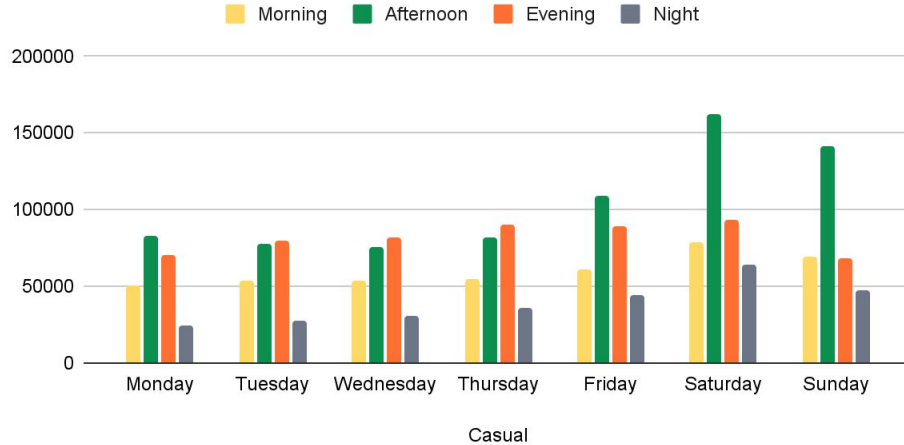


While number of rides per time of day follow a similar pattern for casual riders and members. The largest difference in number of rides per time of day is in the **morning**.



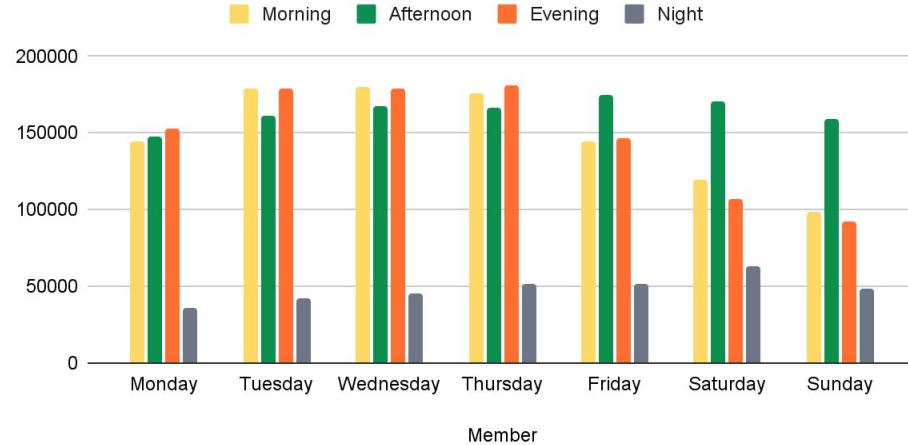
## Casual Rides by Day of Week & Time of Day

Divvy Bike Sharing 2023, Data Source: (<https://divvy-tripdata.s3.amazonaws.com/index.html>)



## Member Rides by Day of Week & Time of Day

Divvy Bike Sharing 2023, Data Source: (<https://divvy-tripdata.s3.amazonaws.com/index.html>)



On **weekdays**, members most popular time to ride are usually mornings and afternoons. Weekday mornings aren't as popular for casual riders.

**Weekend afternoon rides** are most popular for members and casual riders.



# Conclusions & Next Steps

1

## Conclusions



During the **warmer months**, bike riding is more **popular**.

2

**Casual riders** are more likely to ride for **leisure**.

3

**Further analysis needed** to learn more about Cyclistic rider demographics.

## Next Steps



**Promotions** for Cyclistic casual riders to become members **during summer months** when riding is most popular.

**Advertise the benefits** of using Cyclistic to **commute**.

**Learn more** about how members use Cyclistic to commute.

Collect and analyze data about **Cyclistic rider demographics**.



# Appendix

- [Data Source: Index Bucket of “divvy-tripdata”](#)
- [Data License](#)
- [GitHub Description of Analysis & SQL Code](#)
- [Data Visualizations](#)

