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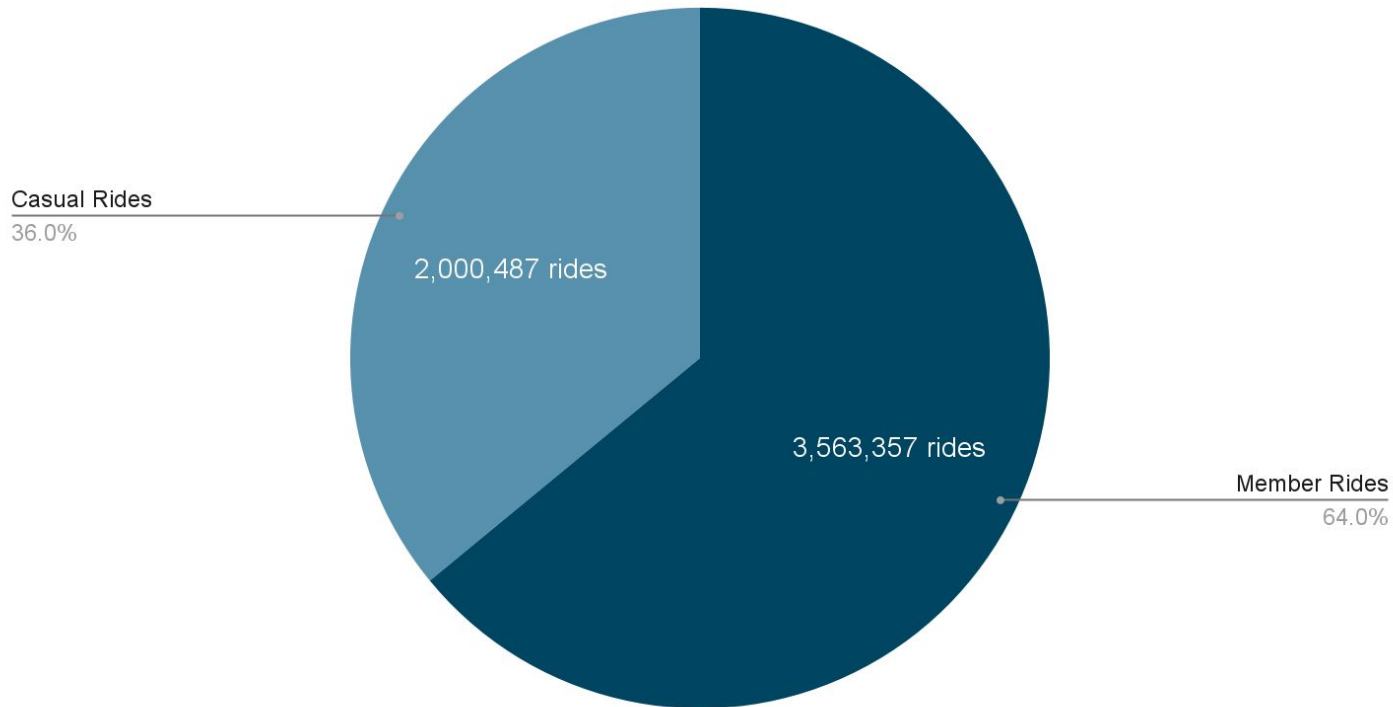
Business Objective

- 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**.



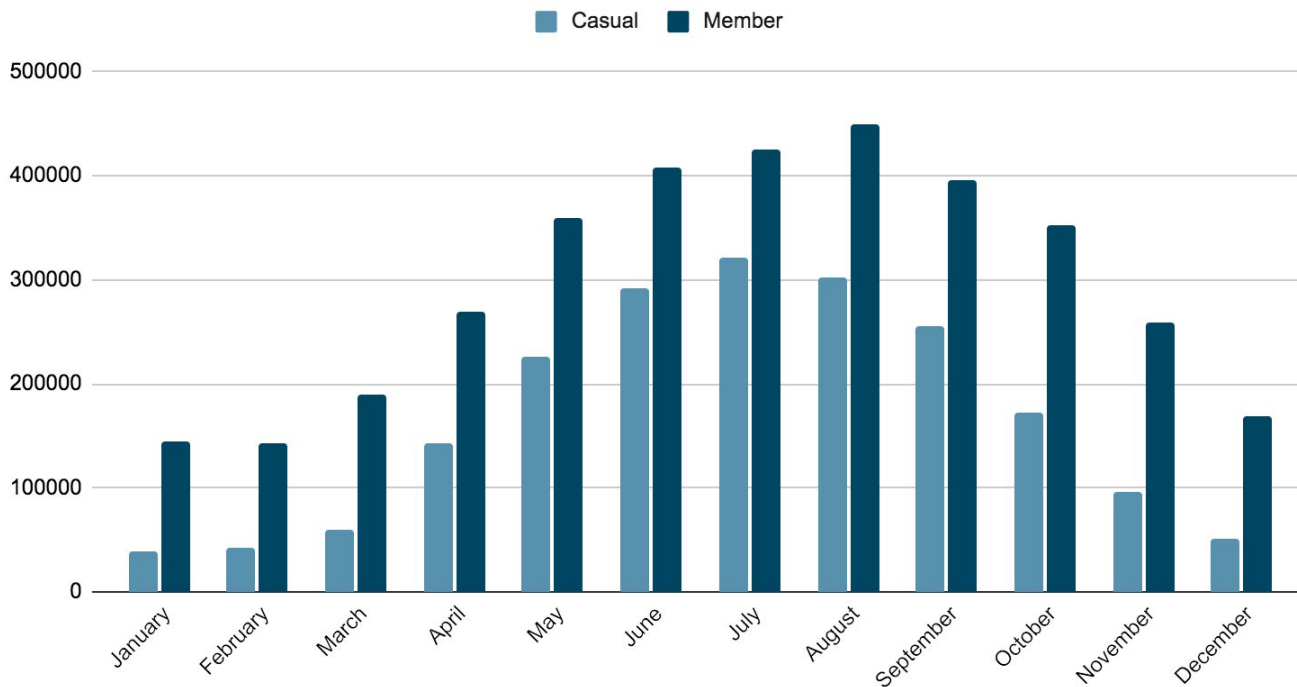
1

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.



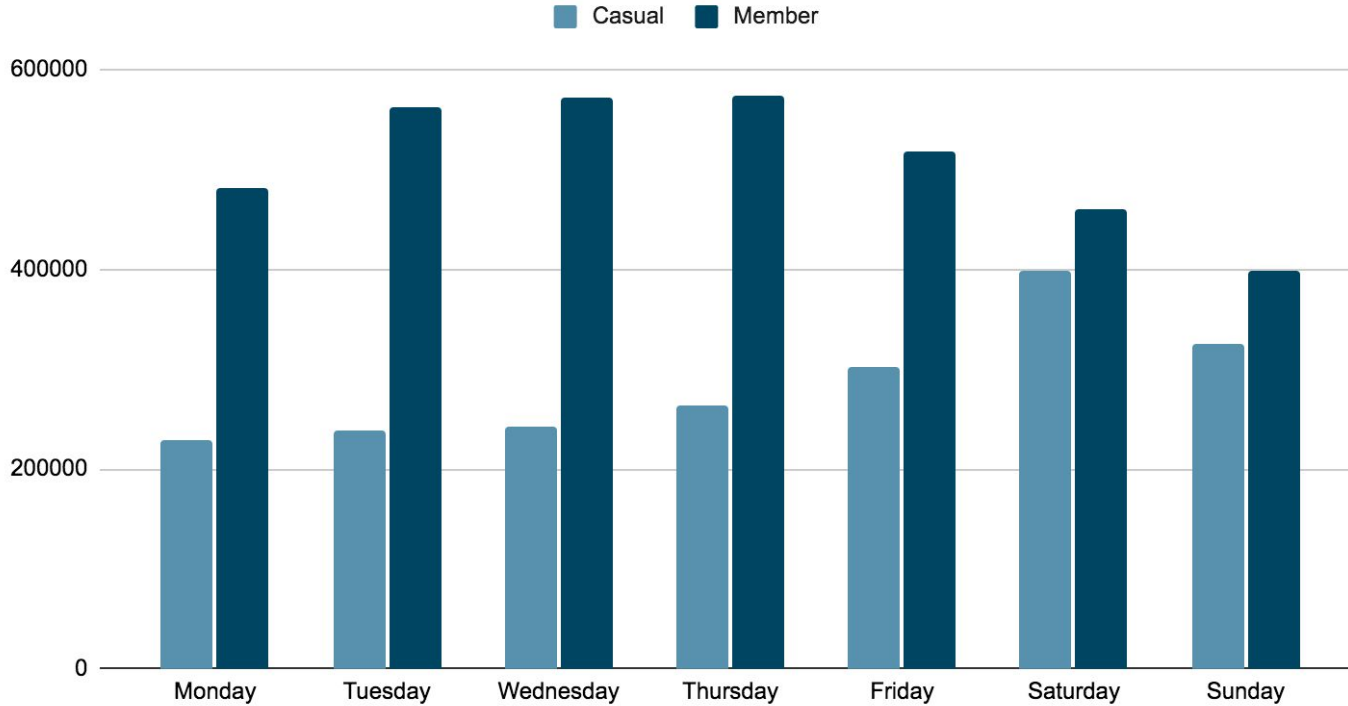
2

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>)

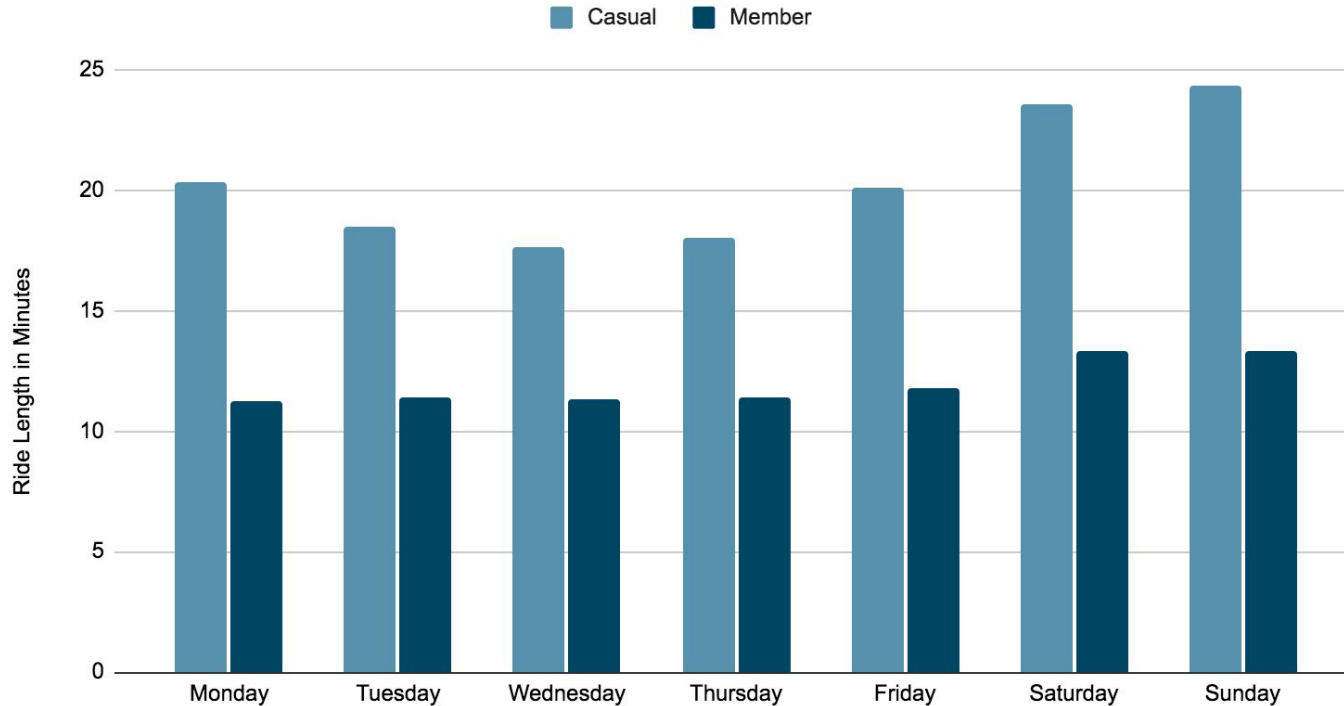


Members ride more frequently on **weekdays**.
Casual riders ride more on **weekends**.



Average Ride Length Per Weekday

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

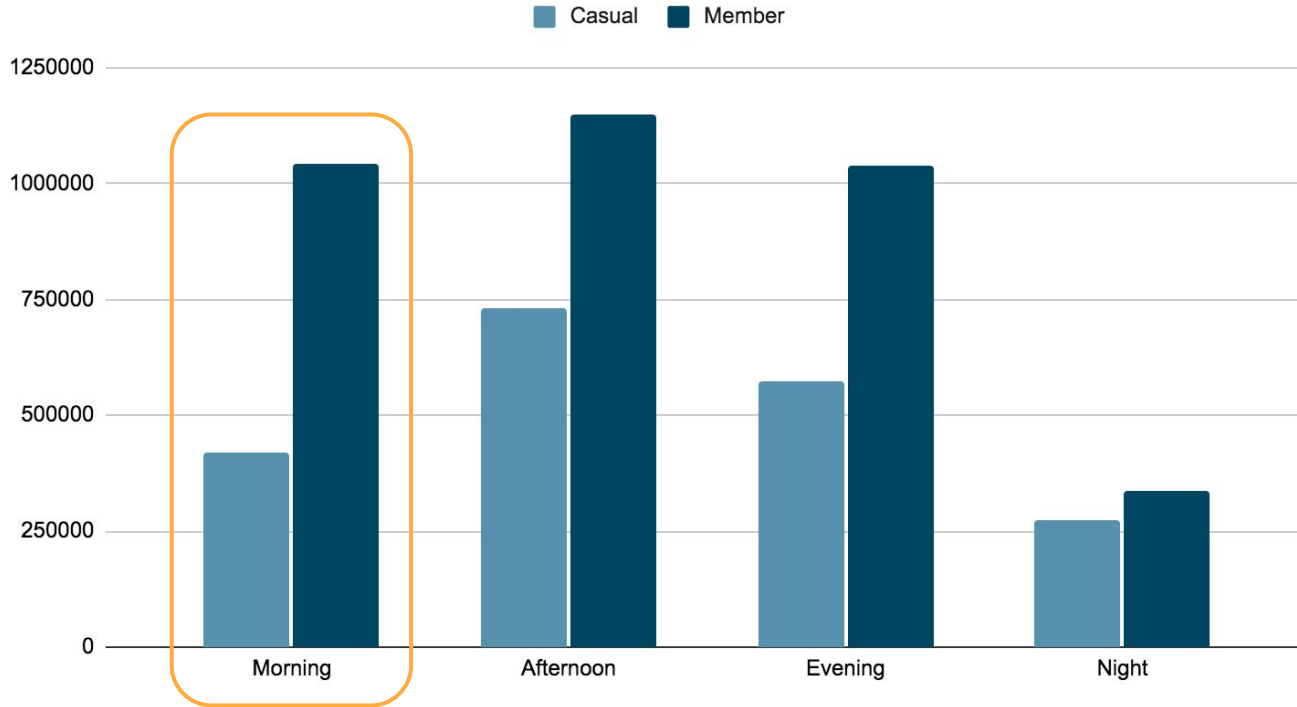


Casual rider ride for **longer periods of time** than members.
This is especially true on **Saturday and Sunday**.



Rides Per Time of Day

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

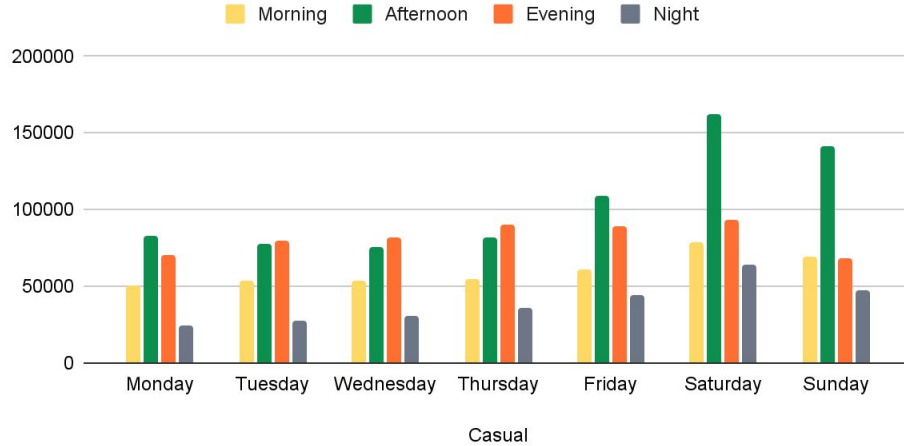


While number of rides per time of day follow a similar pattern for casual riders and members. The largest difference in number of rides per time of day is in the **morning**.



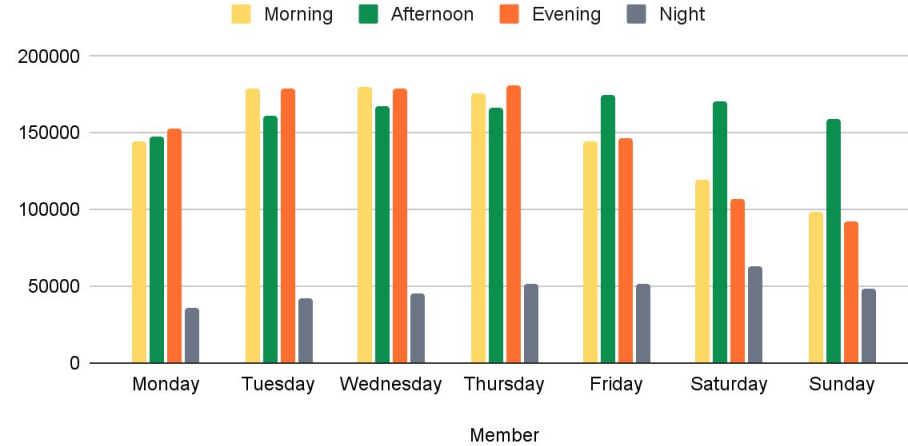
Casual Rides by Day of Week & Time of Day

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](#)

