

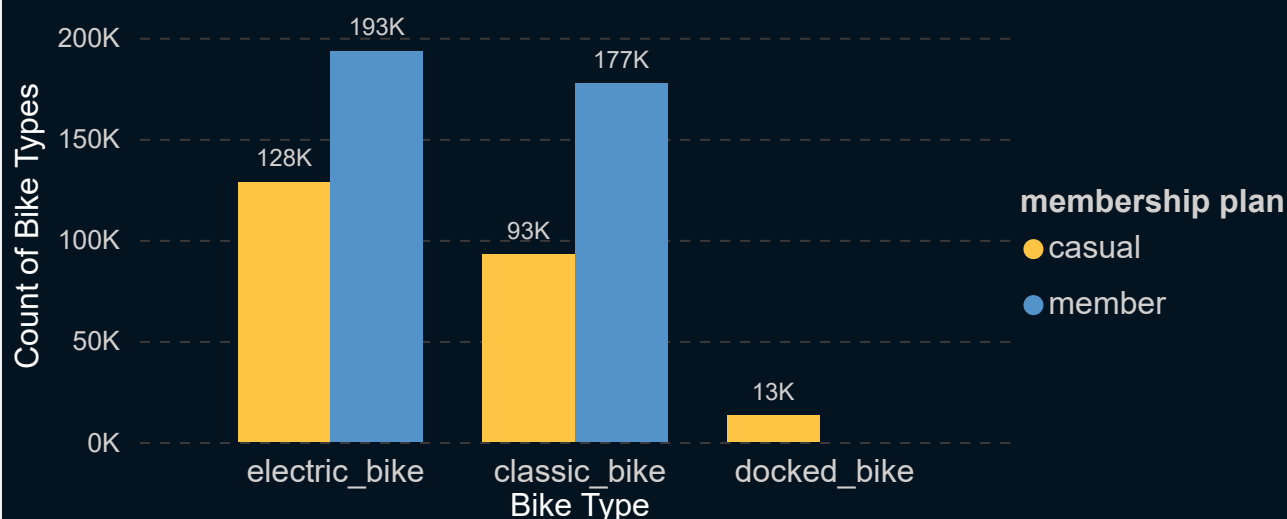


Cyclistic Bike Share Report



This Report produces the insights drawn from Analyzing the Cyclistic Bike share data, in order to generate recommendations on how to convert customers that are in casual plan to members plan. This helps to generate more income for the organization.

Total Number of bike types used based on membership plan



Casual Plan

Average Ride Lengths in Seconds

1.7K

Members Plan

Average Ride Lengths in seconds

782.4

Insights and Recommendations

Insights

- Customers in the **casual** membership plan had longer trips than the member's plan.
- Sunday made up 12.17% Sum of ride lengths.
- Sum of ride lengths for casuals and members diverged the most when the day of the week was Sunday when casuals were 47,353,081 higher than members.
- Both member's plan and casual plan used the electric and classic bikes, but there was no record of docked bikes being used in the member's plan.

Recommendations

- From the insights drawn regarding the analysis, in order to attract customers from the casual plan to the members plan, I recommend that the Company makes provisions for docked bikes in the members plan.
- Any campaign been held should likely fall on Sundays in other to reach out to more casual members, because they mostly ride on Sundays. This helps in tightening the scope to a particular audience.

Total Number of Rides

