**Case study for Cyclistic Bike-Share**

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**Who is Cyclistic?\***

\*(Cyclistic, the data, and all parties involved are fictional and forms part of the Google data analytics certificate capstone project.)

Cyclistic is a start-up company based in Chicago, United States. They are a bike-sharing programme that offers various kinds of bikes for rent around the city. Cyclistic has two types of users – casual and annual. Annual members are registered, and use the service on a subscription basis whereas casual users operate on a pay-per-use system. The majority of Cyclistic’s profit-stream comes from its subscription service, thus importance is placed on marketing this product.

**What do we want to know?**

As Cyclistic relies heavily on their subscription service for their revenue, more research is required into how to improve this offering. There needs to be an incentive for casual users to register and use their subscription service.

Thus, it is required of us to analyse the differences between casual and member rider patterns. How long are the trips? When do members and casual riders use our service? How will this information lead to a solution that increases new membership?

**Who is involved?**

This analysis will provide useful information for the primarily the marketing department, in addition to the sales department of Cyclistic. The marketing department will use this information to further understand their current product in order for them to increase membership figures.

**Information about the data**

The data used is from a [public dataset](https://divvy-tripdata.s3.amazonaws.com/index.html). Under this [licence agreement](https://ride.divvybikes.com/data-license-agreement). All effort is made during this analysis to protect sensitive information, such as addresses, payment details and names according to the data laws and regulations of the country. Rides under 60 seconds and rides taken by members of staff are not included in this analysis.