



# Cyclistic Bikeshare Data Analysis

An analysis of Cyclistic historical trip data in 2022 to identify trends of how casual riders and annual members use Cyclistic bikes differently

Quarter  
All

Month  
All

Member Casual  
casual member



### Casual Riders

Cyclistic riders who purchase either single-ride passes or full-day passes



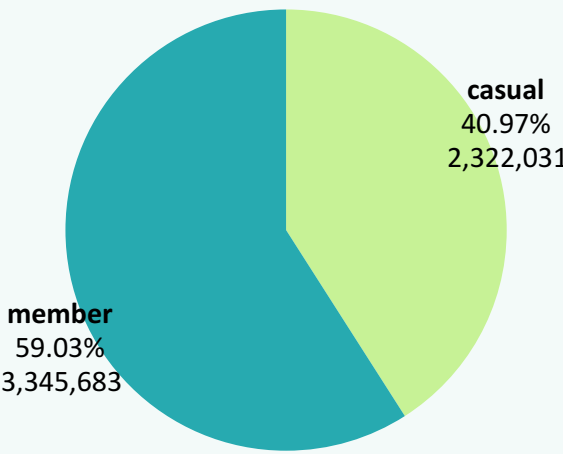
### Annual Members

Cyclistic riders who purchase annual membership

### Objective :

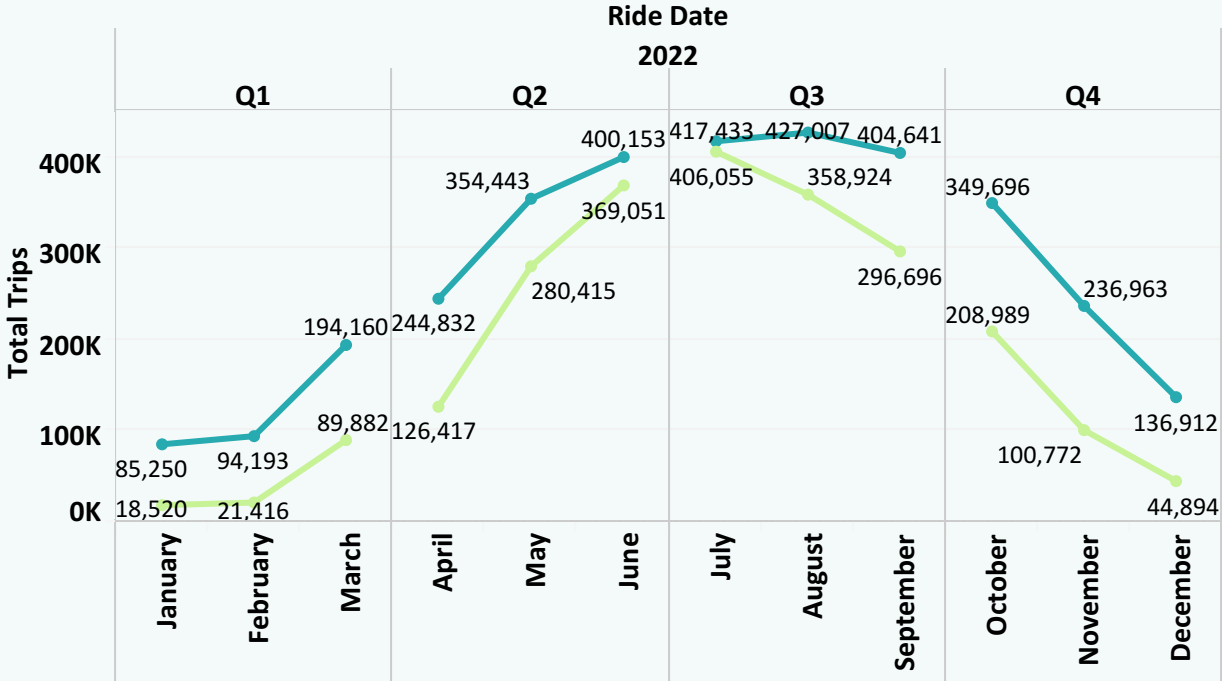
Maximizing the number of annual memberships by converting casual riders into annual members

### Total Trips Percentage



Cyclistic's finance analysts have concluded that **annual members are much more profitable than casual riders**, supported by marketing analysts who also believed Cyclistic has a **better chance to convert casual riders into annual members** because **casual riders are already aware of the Cyclistic program**.

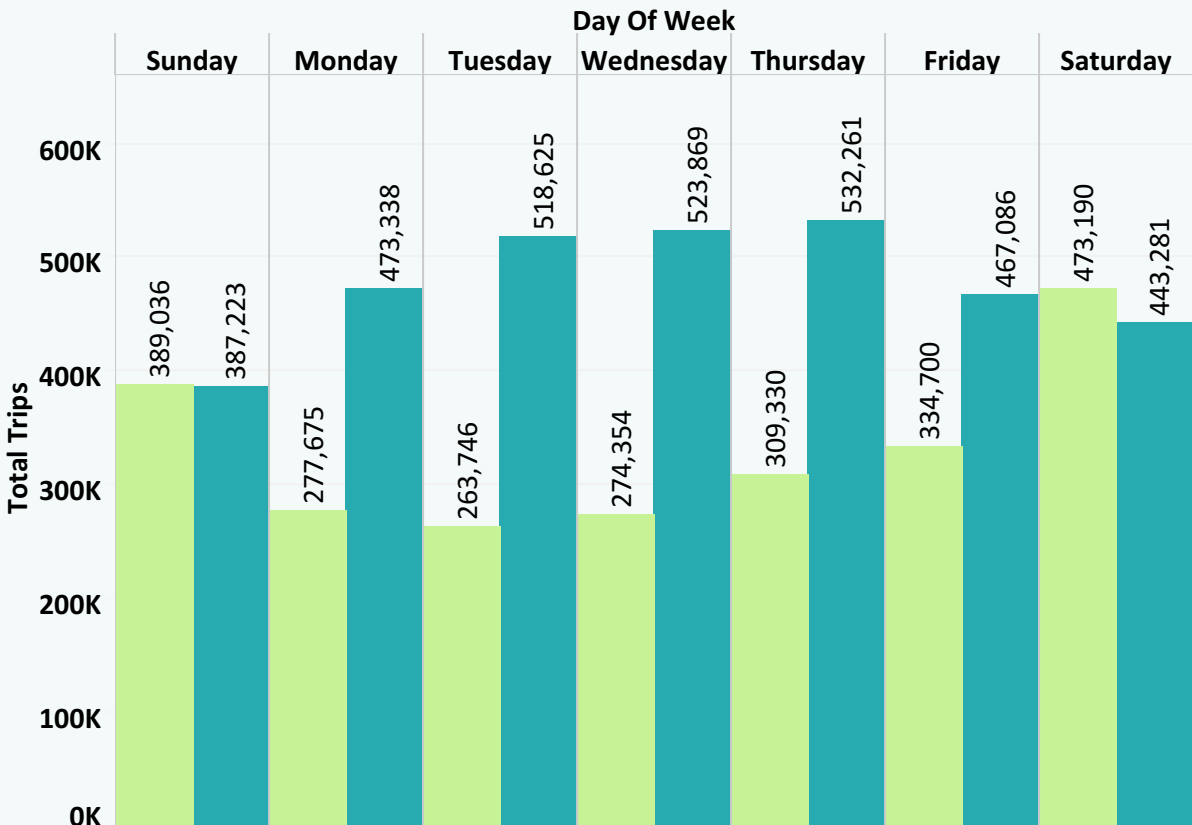
### Total Trips per Month



### Seasonal Trends

The number of annual members exceeds casual riders, yet casual riders' trips almost catch up with annual members' in June. **The peak season** for both customers in 2022 falls in **Summer and Spring**. The demand begins to increase in late spring until early fall. **Summer and Spring** can be an opportunity for Cyclistic to **create promotional campaigns** that will attract casual riders to convert into annual members.

### Total Trips in Day of Week



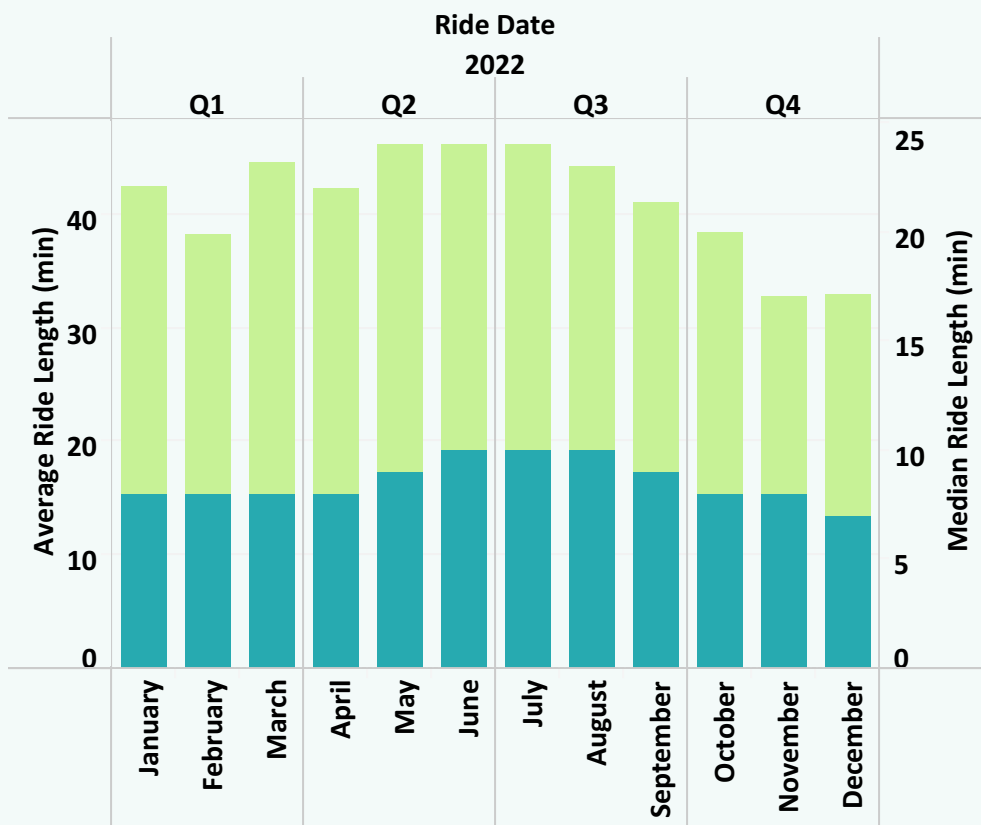
### Popular Day

Throughout the year, **annual members** prefer taking their trips between Tuesday to Thursday (**mid-week**), while **casual riders** are showing the trend to ride on the **weekend**. The weekend will be the best choice for **implementing marketing strategies** for casual riders.

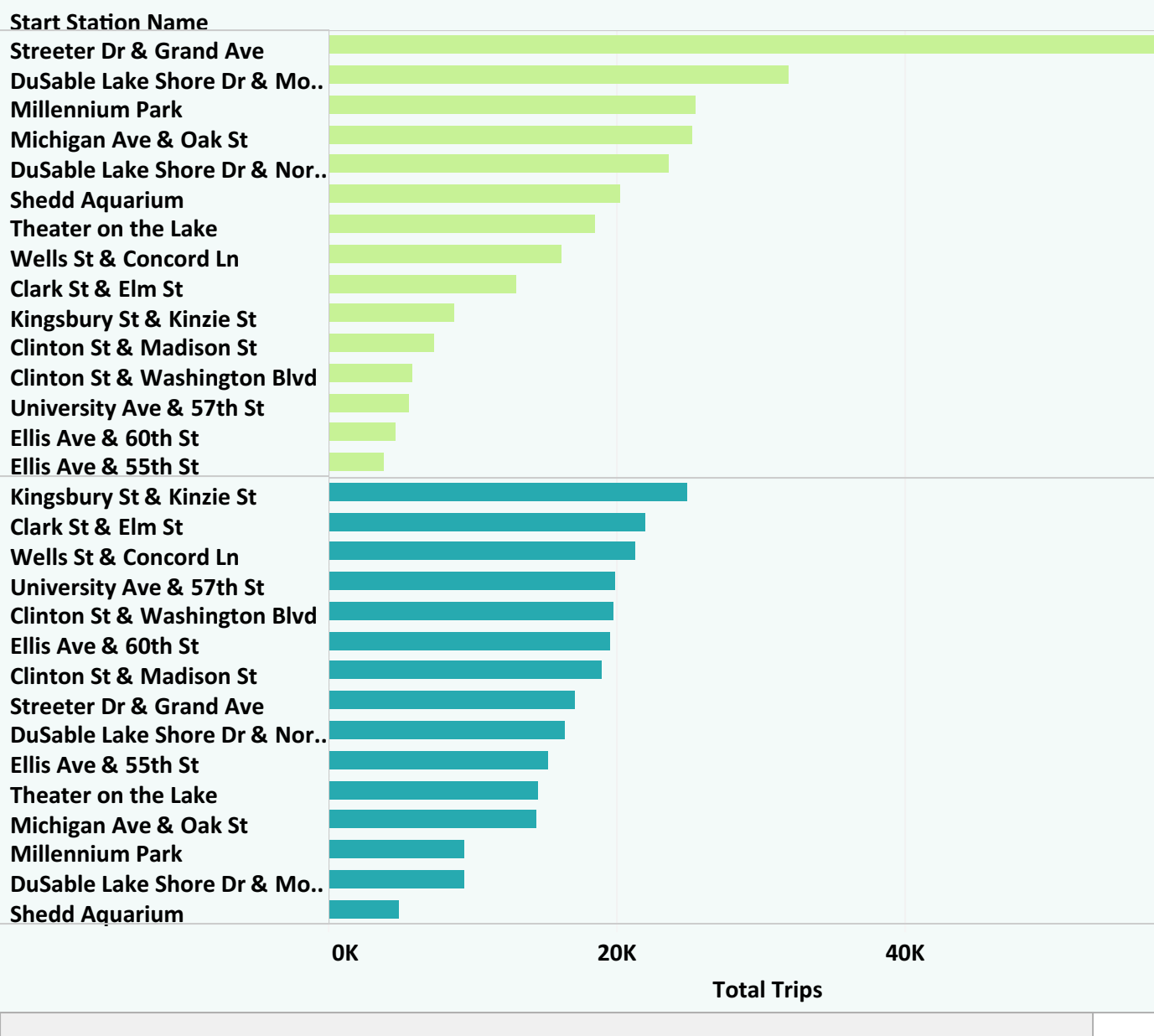
### Time Spent

Ride length for both customers is summarized in minutes. The average and median ride length indicated **annual members spent shorter time trips** than casual riders.

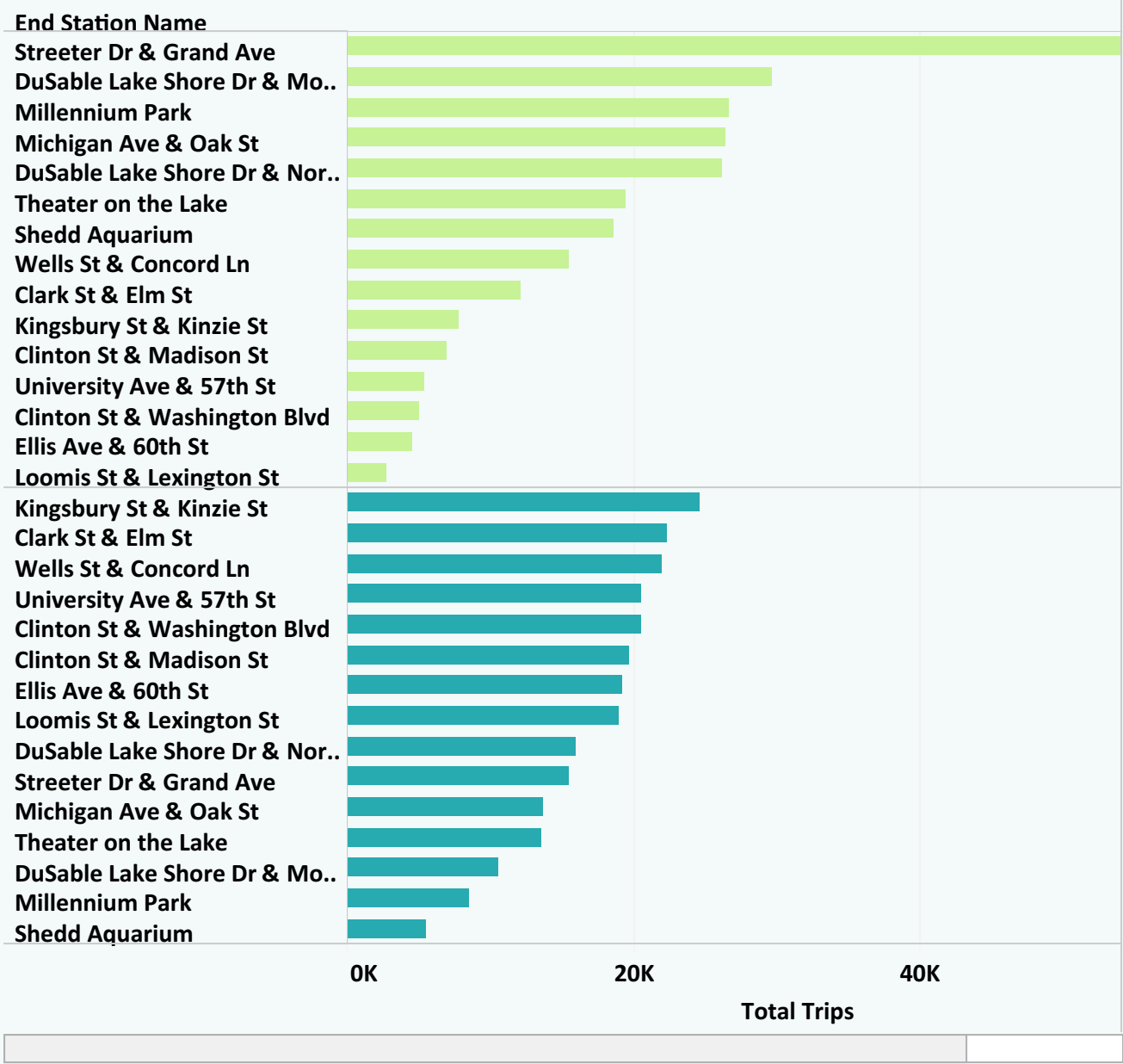
### Ride Length of Total Trips



### Top Start Station



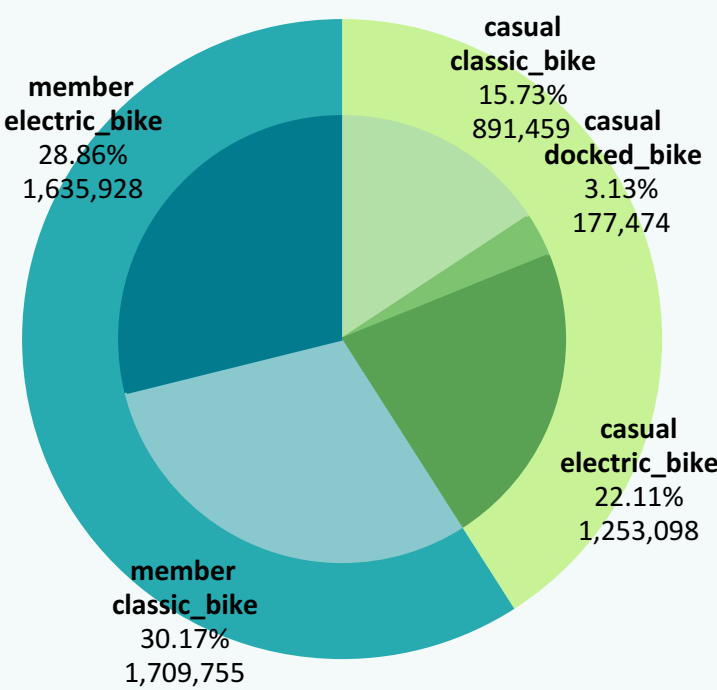
### Top End Station



### Top Stations

The busiest station locations for annual members and casual riders a quite different. However, the start stations and end stations for each customer most of the time are the same. **Top stations for casual riders**, like Streeter Dr & Grand Ave are **the best place for promotional campaign** locations.

### Rideable Type



### Favorite Bike

Both classic bikes and electric bikes have almost the same percentage as annual members' favorite bikes, while **the electric bike** is **casual riders' favorite bike**. The electric bike is the right rideable type **to implement marketing strategies**.

### Recommendation :

Based on the insights obtained, Cyclistic should **design marketing strategies** by considering **seasonal trends, usage day and time, station locations, and bike type preferences**

Submitted as Capstone Project for *Google Data Analytics Professional Certificate (2023, June)* by Afviya Nabila  
Full Report on [Github](#)  
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Data sources used ([Link](#))