



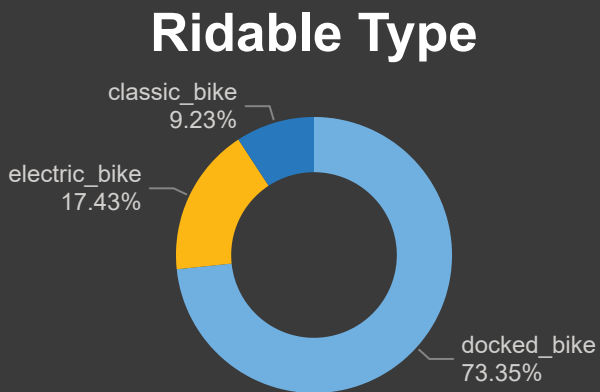
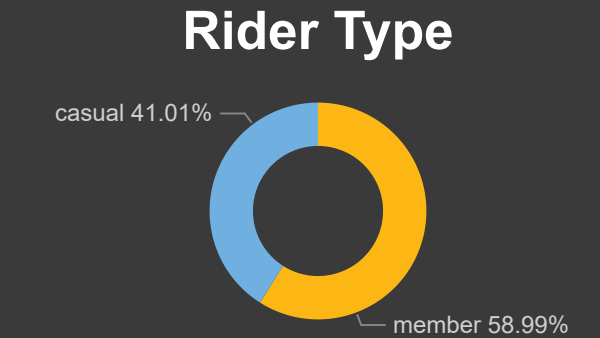
Cyclistic, a bike-share company in Chicago. The director of marketing believes the company's future success depends on maximizing the number of annual memberships. Therefore, your team wants to understand **how casual riders and annual members use Cyclistic bikes differently**. From these insights, your team will design a new marketing strategy to convert casual riders into annual members. But first, Cyclistic executives must approve your recommendations, so they must be backed up with compelling data insights and professional data visualizations.

# How casual riders and annual members use Cyclistic bikes differently ?!

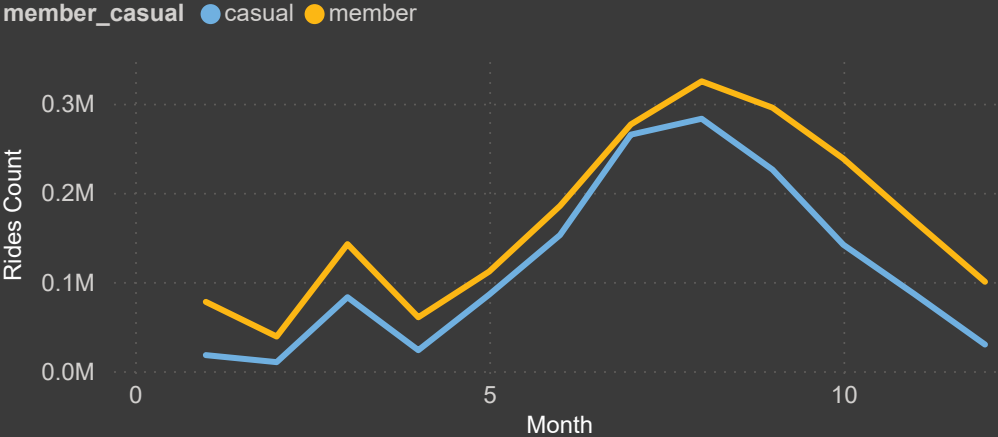
3,423,024  
Total Ride

58,604,990  
Total Rides Length

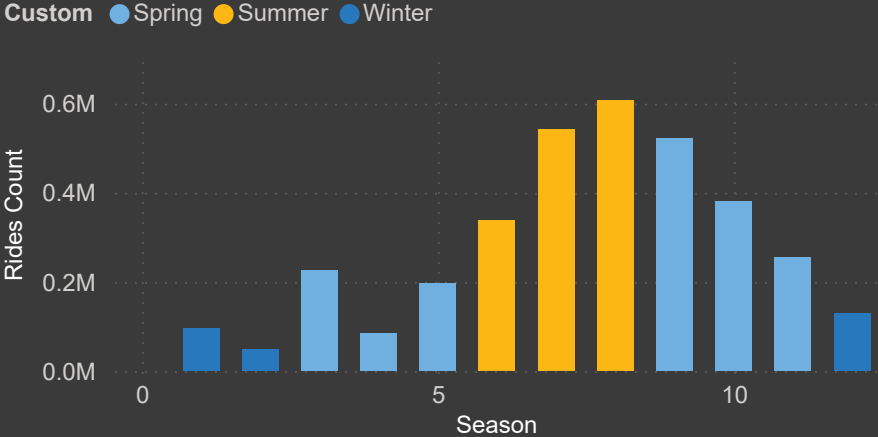
17.12  
Average Ride Length



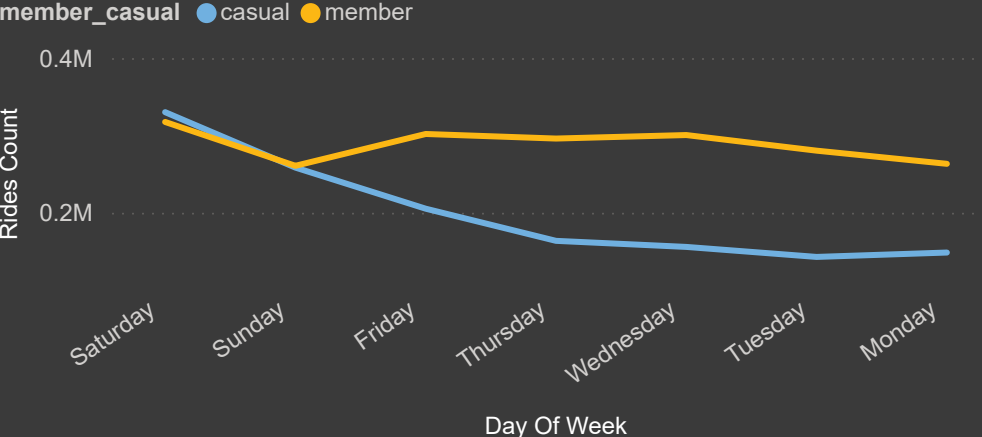
Count Ride Per Month



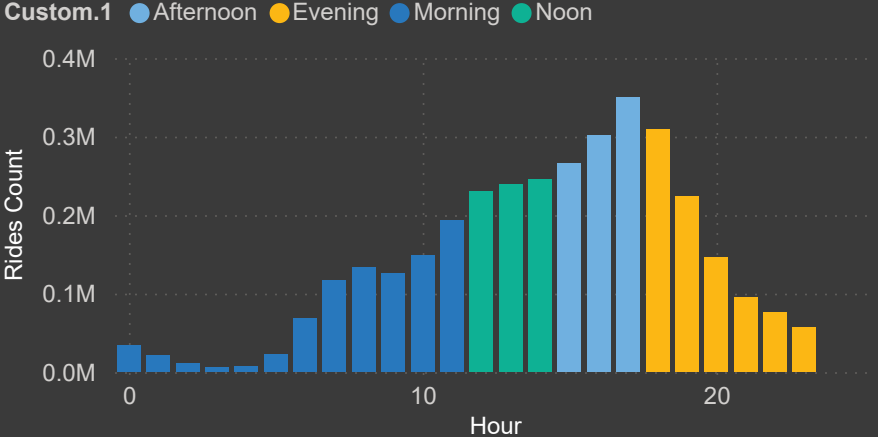
Count Ride Per Season



Count Ride Per Weekday



Count Ride Per Day Period



# Summer

Fav Season

# Afternoon

Fav Day Period

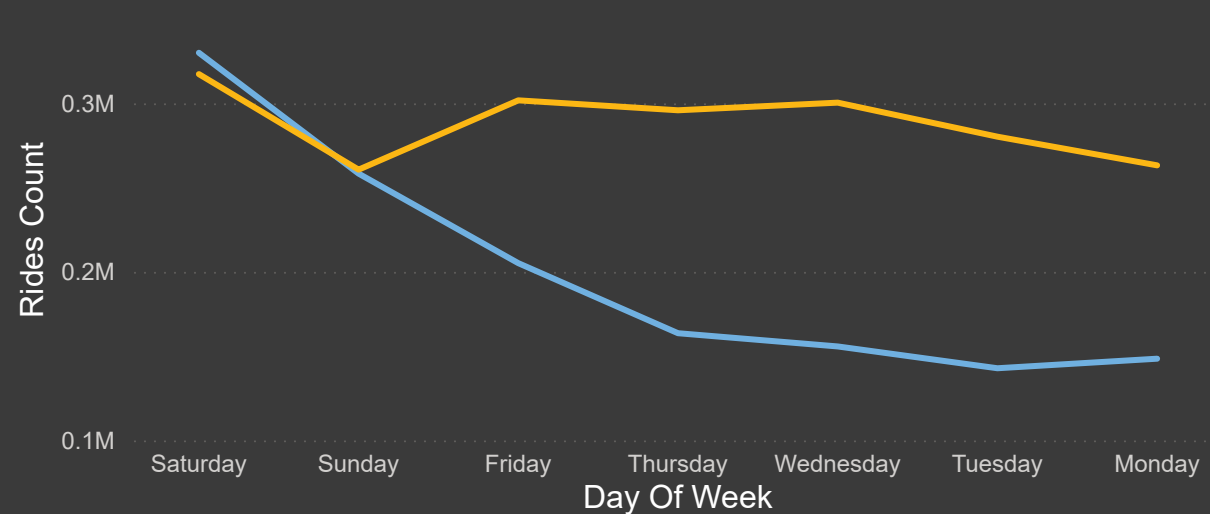
# Docked Bike

Fav Bike

As for Casual Member the highest ride occur in Saturday and Sunday then the Curve fall again, we can assume that they ride on holidays. but member rider show no significant difference cross week days. so we can assume that they ride to go to work.

## Count Ride Per Weekday

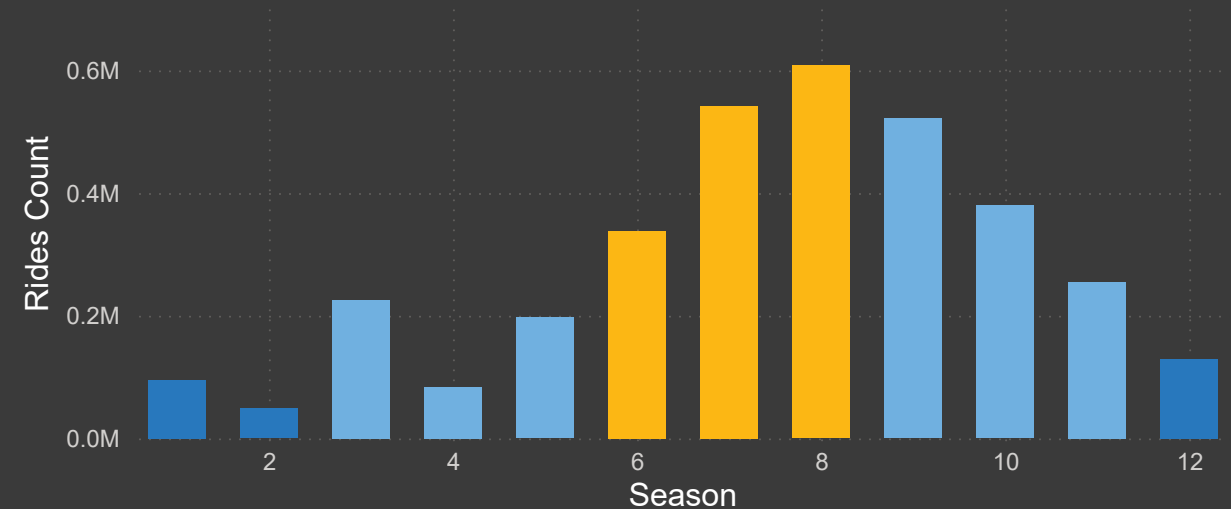
member\_casual ● casual ● member



Summer and spring is the favourite season for both casual and member rider, we can notes that warm weather affect the rider desire for riding.

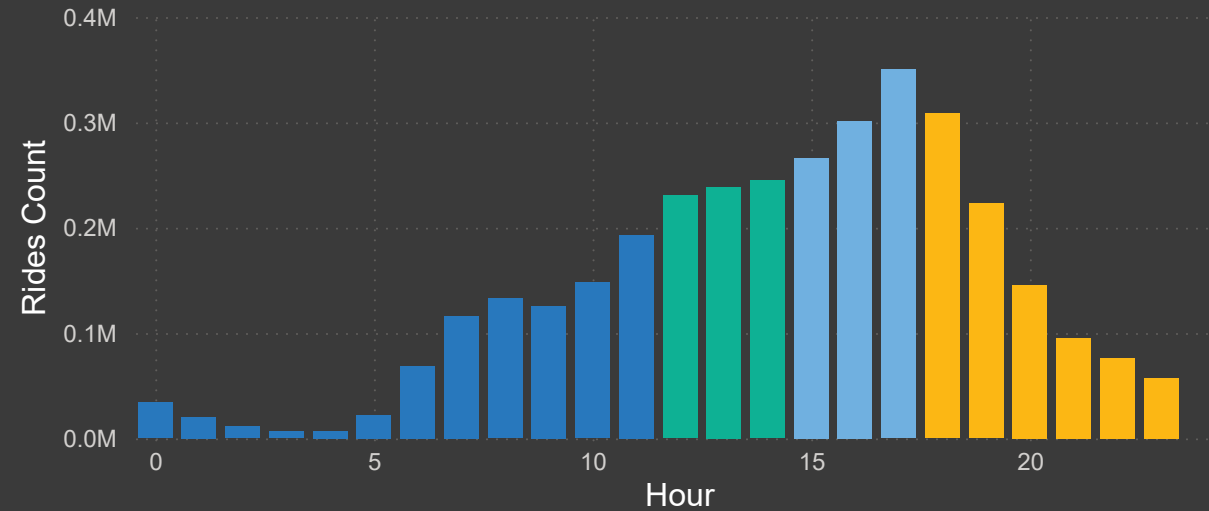
## Count Ride Per Season

Custom ● Spring ● Summer ● Winter



## Count Ride Per Day Period

Custom.1 ● Afternoon ● Evening ● Morning ● Noon



Most rides occur between 14 to 18 O'Clock which is the time after work and the weather get warmer and Moderate.

### Recommendations:

- 1- Increase the Docked Bike over other types.
- 2- Annual member ship will guarantee revenges to cover the total cost during the lower rides count months.
- 3- increase the awareness for the importance of riding bikes for health.