



Cyclistic Bike-Share Project Executive Summary

Overview

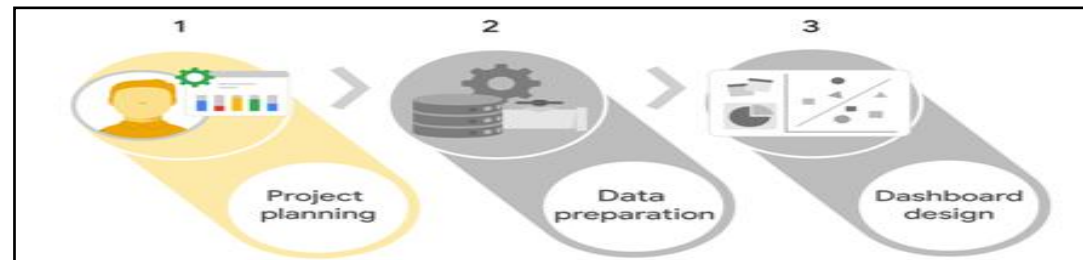
Cyclistic aims to provide customers a great bike-sharing experience. Digging into customer ride sharing trends will help the growth team to understand how current customer base is using Cyclistic's bikes and how it can further improve the bike-sharing experience for customers to grow customer base.

Business Problem

Cyclistic's Customer Growth Team is creating a business plan for next year. The team wants to understand how their customers are using their bikes; their top priority is identifying customer demand at different station locations. **How can Cyclistic apply bike share insights to inform new station launches to grow the customer base?**

The Solution

To bring the project into fruition, there was a thorough meeting with key stakeholders and cross-departments teams to gather details about the Cyclistic's project. The company has captured key data points for bike trips taken by riders with millions of rides that will be used to build a comprehensive dashboard summarizing key insights. The whole project has been broken down into three key parts for a successful implementation as seen in the figure below:



1. **Project Planning** required preparing three key documents namely:

1.a. **Stakeholders Requirements Document**

1.b. **Project Requirements Document**

1.c. **Strategic Planning Document**

2. Data Preparation Datasets provided by Cyclistic Growth Team were transformed and prepared to make target tables using Google BigQuery and SQL commands in order to design final dashboard summarizing key insights.

3. Dashboard Design Final dashboard in Tableau has been created in light of different scenarios such as key summer months, seasonality, bike user types, starting and ending stations and so on to give clear insights about bike shares experience.

Details

Keys to Success

- Data has to be analyzed for a time span of at least one year to see how seasonality affects ridership.
- Evaluating each trip on the number of rides per starting location and per day/month/year to understand trends.
- The project might need approval by the teams that own specific product data, including bike trip duration and bike identification numbers.

Key Reflections

- Top trips charts with starting and ending stations provide insights into in which locations riders like to travel most for both customers and subscribers
- Trip totals chart visualizes the number of trips taken through the period indicating **Cyclistic**'s subscribers take significantly far more rides than customers.
- The map and table show bike rides through July, August and September which account for highest rides indicating summer is a strong business season for the company.

