Case Study

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Ask

How do annual members and casual riders use Cyclystic bikes differently and how can we use our findings to grow the company?

Prepare

- Downloaded the data from link: https://divvy-tripdata.s3.amazonaws.com/index.html

- Worked with Divvy_Trips_2020_Q1 data

Process

- Used Microsoft Excel to clean the data

- Filtered out any rows with missing data

- Created a new row "ride_length" calculating time of the bike ride

- Created a new row "day_of_week" which displayed the day from the date stamp

Analyze

To analyze the data I worked in SQL, using an online SQL editor. I split the data into a subscribers table and a customers table, as that would help distinguish the two groups and help answer the question. A few queries I couldn't run but would like to are, avg ride_length and avg trip distance. I was not able to run these queries because they were loaded into the editor as type text because of their format. I only had a free trial of excel and if I had the full version I would format the data for them to be read as ints and not texts. The insights I was able to come up with were that more males used the bikes in both subscribers and customers, most people were subscribers, the weekends were least busy for subscribers and most busy for customers, and most of the customer base was people 30 and up.

Share

SELECT count(*), gender FROM "buenogabe/UnhitchedTrowel"."customers" GROUP BY gender;

count BIGINT	gender TEXT
1875	Female
4059	Male

Subscribers:

count BIGINT	gender TEXT
65043	Female
274380	Male

Share

SELECT count(*), day_of_week FROM "buenogabe/UnhitchedTrowel"."subscribers" GROUP BY day_of_week ORDER BY count DESC;

count BIGINT	day_of_week TEXT
63513	Thursday
59223	Friday
57914	Tuesday
57525	Wednesday
48159	Monday
29053	Saturday
24036	Sunday

Customers:

count BIGINT	day_of_week TEXT
1319	Saturday
983	Sunday
874	Friday
783	Tuesday
781	Thursday
628	Wednesday
566	Monday

Share

SELECT SUM(CASE WHEN (2022-birthyear) < 18 THEN 1 ELSE 0 END) AS "Under 18",
    SUM(CASE WHEN (2022-birthyear) BETWEEN 18 AND 30 THEN 1 ELSE 0 END) AS "18-30",
    SUM(CASE WHEN (2022-birthyear) BETWEEN 30 AND 55 THEN 1 ELSE 0 END) AS "30-55",
    SUM(CASE WHEN (2022-birthyear) BETWEEN 55 AND 150 THEN 1 ELSE 0 END) AS "55+"
FROM "buenogabe/UnhitchedTrowel"."customers";

"Under 18" BIGINT	"18-30" BIGINT	"30-55" BIGINT	"55+" BIGINT
0	2968	3104	172

Subscribers:

"Under 18" BIGINT	"18-30" BIGINT	"30-55" BIGINT	"55+" BIGINT
0	61806	251610	48069

Act

Some next steps that the business can take are:

- Cater more to the age group 30 and under since they have the least members in that age group
- Make better deals for one day uses because there are far less customers
- Try to get the day of the week uses to even out by providing deals for the days that have the least activity