



Google Data Analytics Capstone

Case study: How does a bike-share navigate speedy success?

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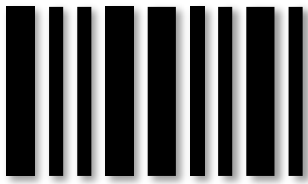
How do **annual members** and **casual riders** use Cyclistic bikes differently?

Objective

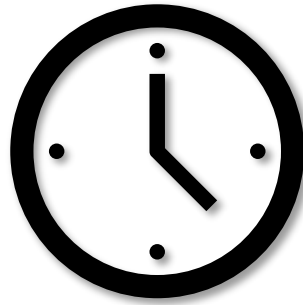
Identify if there are **day of week** and/or **ride length** factors that contribute to differences between **annual members** and **casual riders**.



What data is needed for unlocking Cyclistic's historical trip data analysis

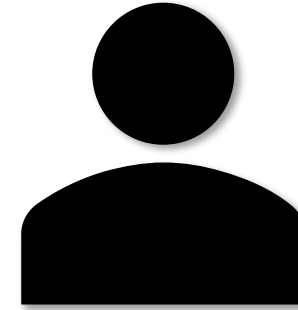


Ride identifier



Ride started time

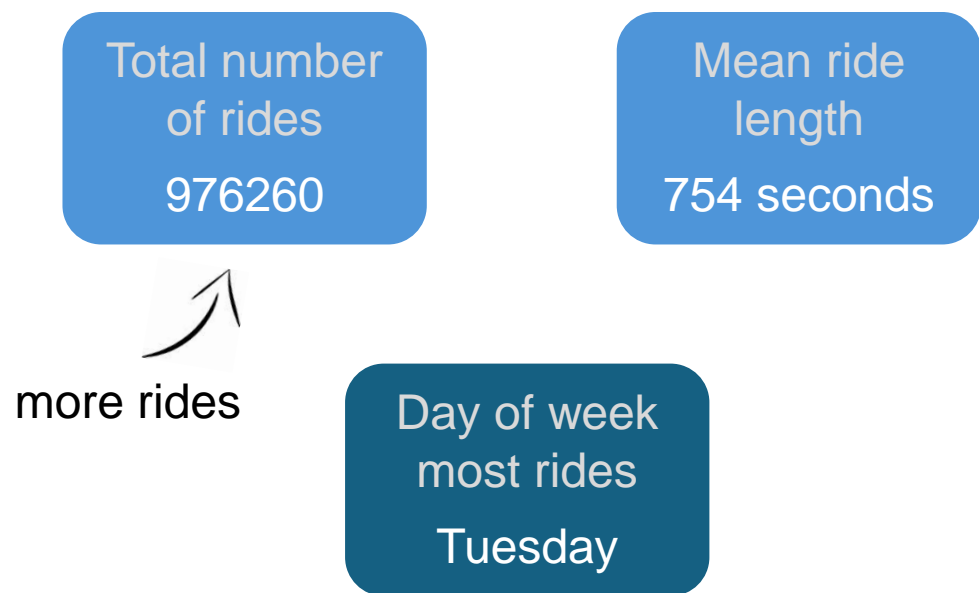
Ride ended time



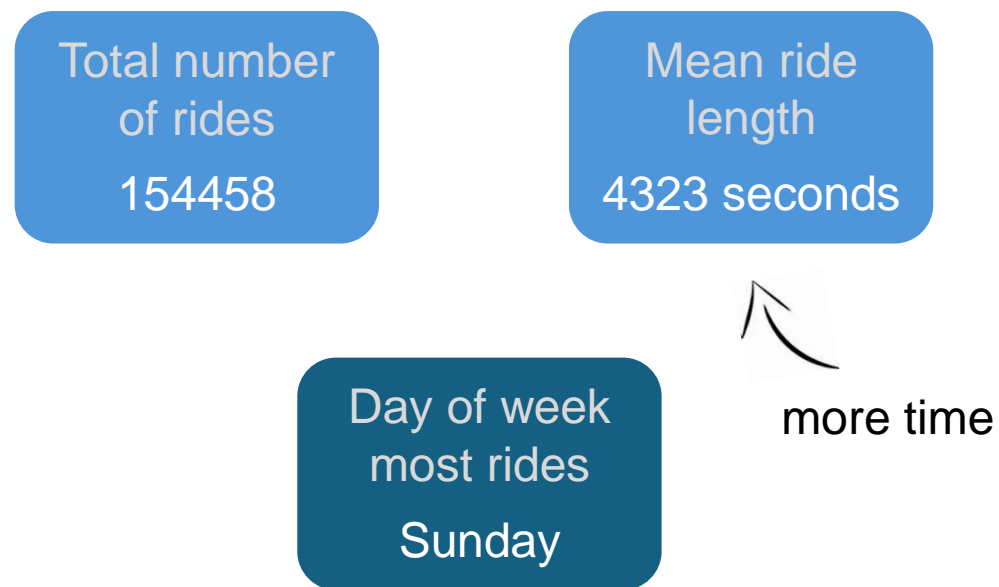
Member type

Descriptive analysis

annual members

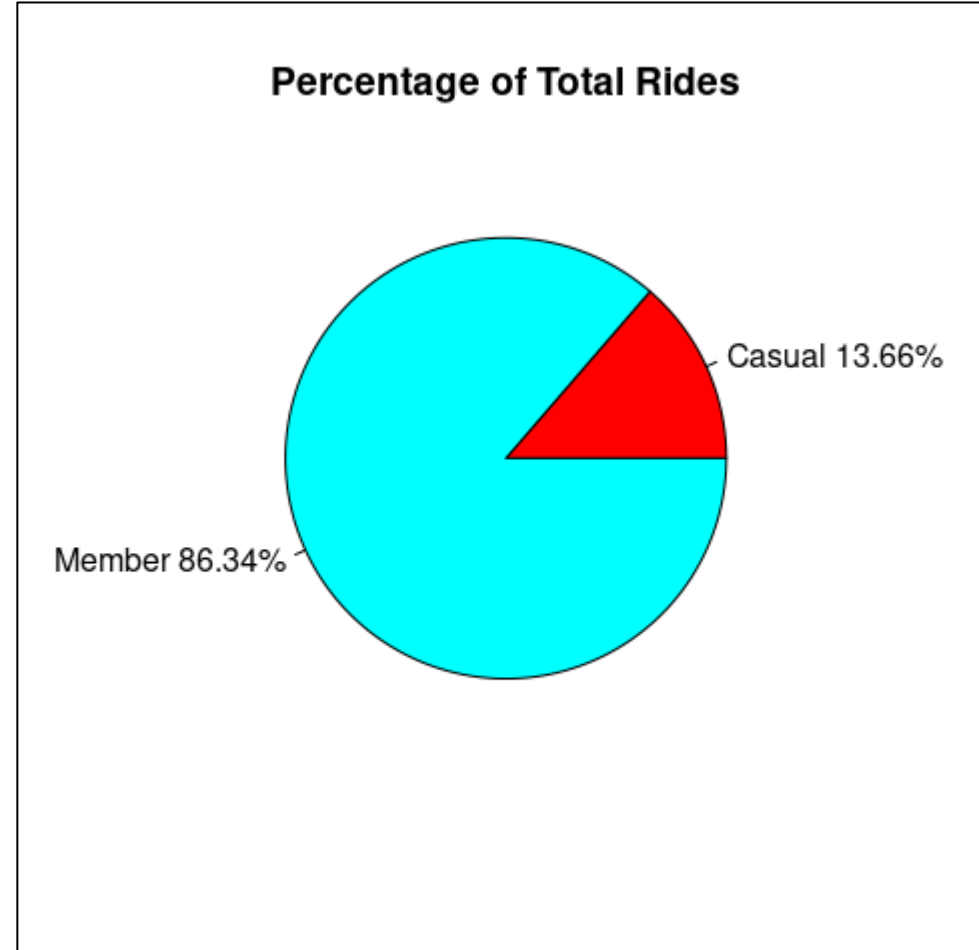


casual riders



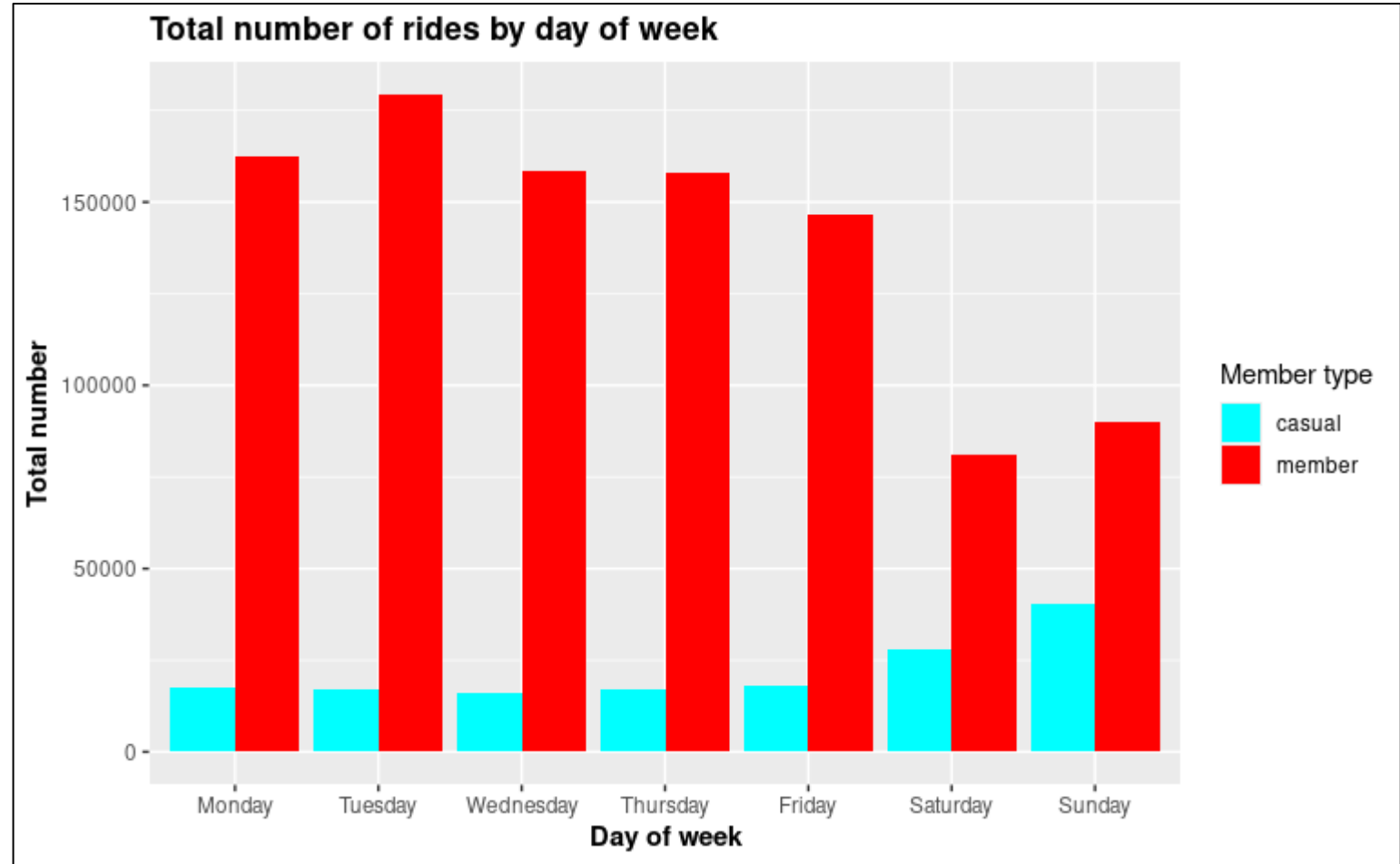
Total rides: member type

- There are more rides from **annual members** representing 86% of the total rides.
- Only circa of 14% of total rides are from **casual riders** .



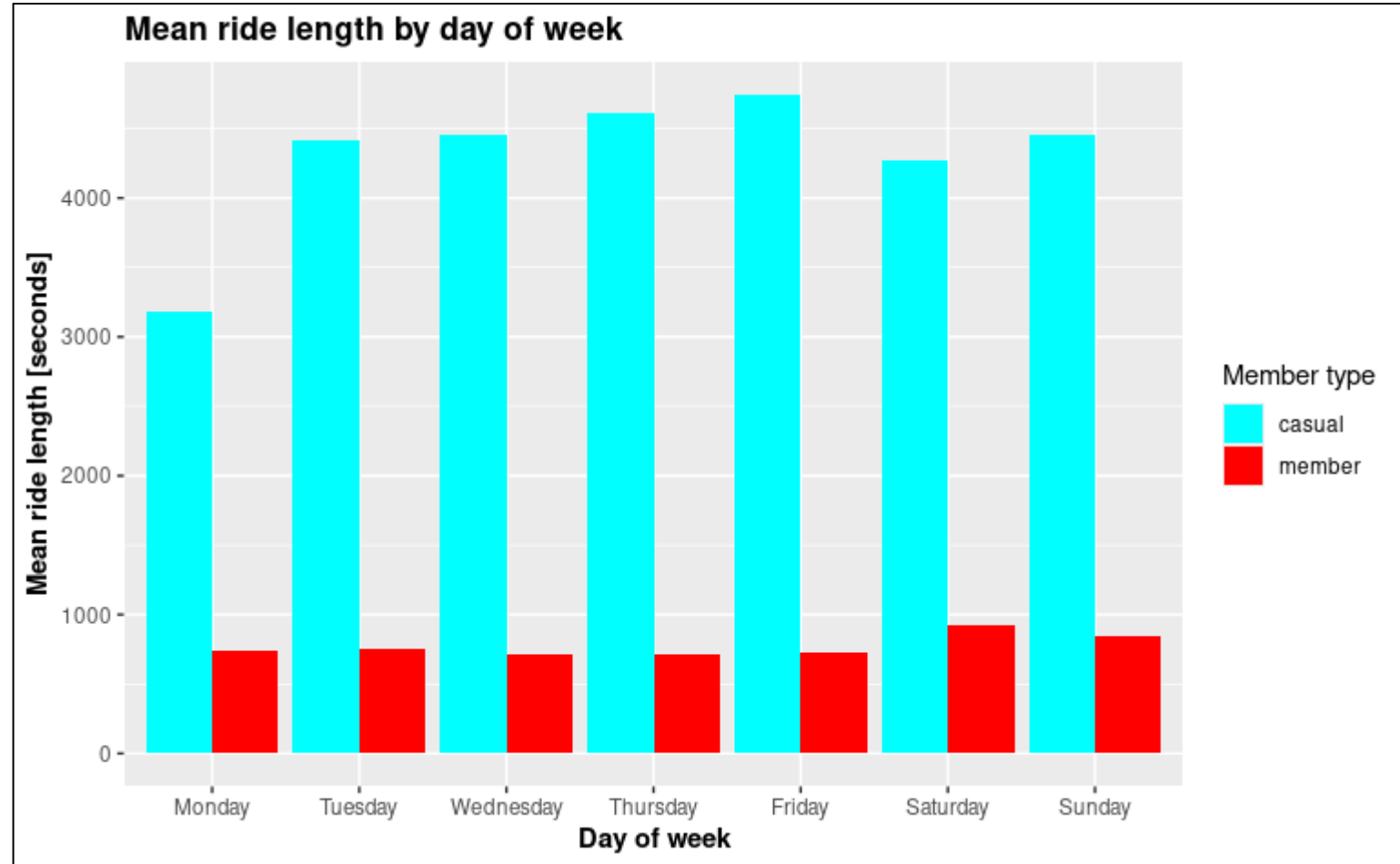
Total rides: member type, day of week

- There are more rides for **annual members** on weekends than during weekdays.
- There are more rides for **casual riders** on weekdays than during weekends.



Mean ride length: member type, day of week

- The ride length of **annual members** is almost 3 times the ride length of **casual riders**.
- Saturday is the day where the **casual riders** ride for higher ride length.



Top 3 recommendations

01

It can be created a new offer with benefits during weekends and long rides

02

Design marketing campaigns and fun activities to create engagement, strategic activities near bike stations can reach out more potential members from Saturday to Tuesday

03

It can be created a special discount for annual members who refer Cyclistic to friends (that are casual members) that become annual members



Further exploration

Additional data about the Cyclistic stations location can be used to calculate the ride distances

The data already have features that allow to obtain the day and month, and further analysis can be conducted to explore findings per month, day and hour

Additional data about the bike type can be used to get relevant information about members preference

