BIKE SHARE

-57
Min of trip_duration_mins

58.33M
Maximum trip duration in minutes

13.35
Average duration of a trip in minutes

4.37M
Total number of trip

ANALYSIS

- The dataset had a total of 4.37 million trips recorded for 2022.
- The maximum trip duration was over 58 minutes.
- The minimum was 3 seconds.
- The average duration for a trip would be 13.35 according to the data.
- From the dataset, 59.76% of it were made up of subscribers while 40.24% were casual users.

Count of member_type by member_type and member_type

1.76M (40.24%)

2.61M (59.76%)

member_type
- member
- casual
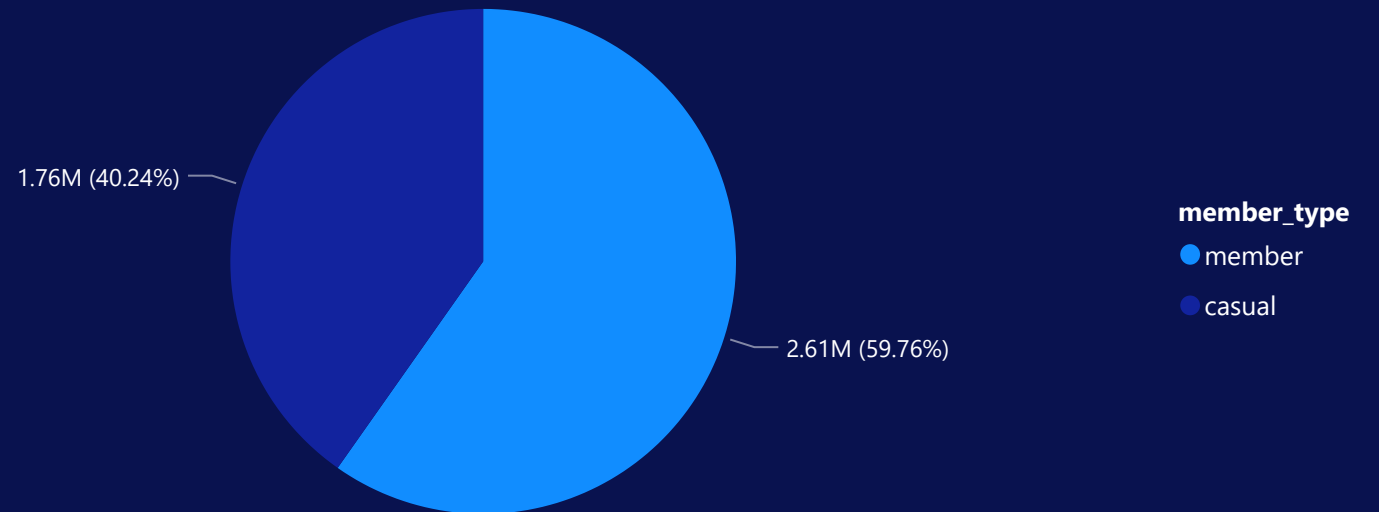
.Trips demand is shown to drop from January and start increasing from may and declining again in November,
this can be attributed to the weather, (winter) from November to around March and increases and goes to the peak during the summer period.

.Trip demand over 24 hours shows that subscribed members use bike share for majorly job trips shown by the spike at 8 am and 5 pm respectively while casual users use it for fun during weekends as seen at trip by day visual
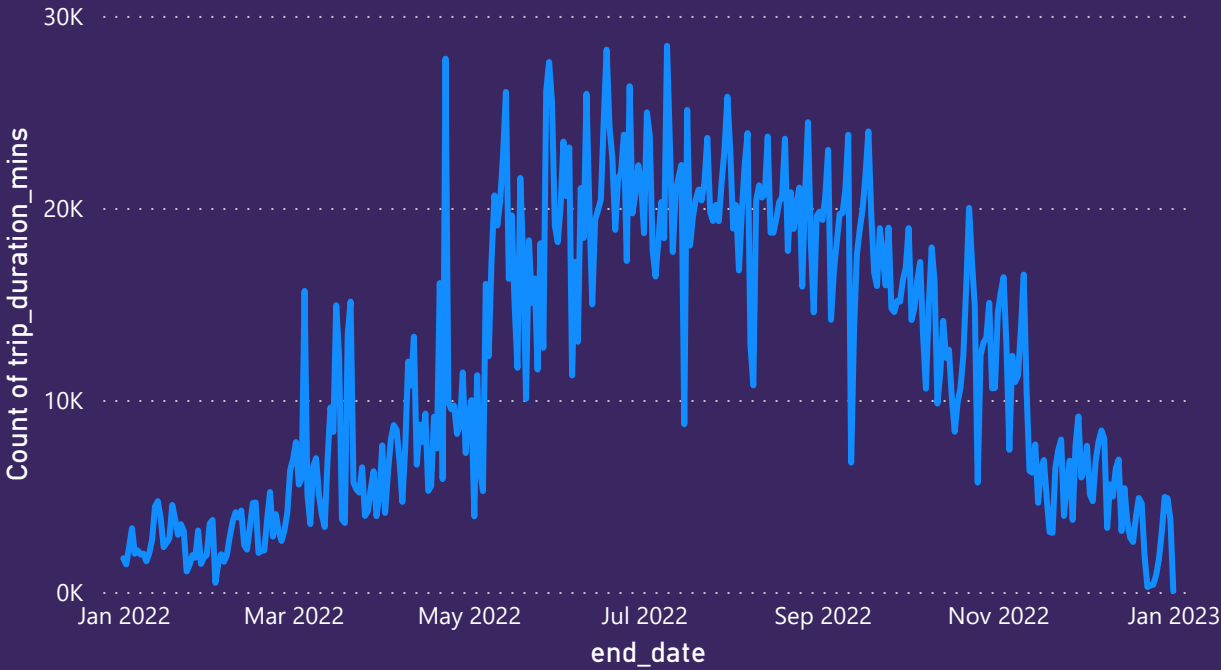
Trip demand over 24 hours by member types

member_type ● casual ● member

Trip demand by month
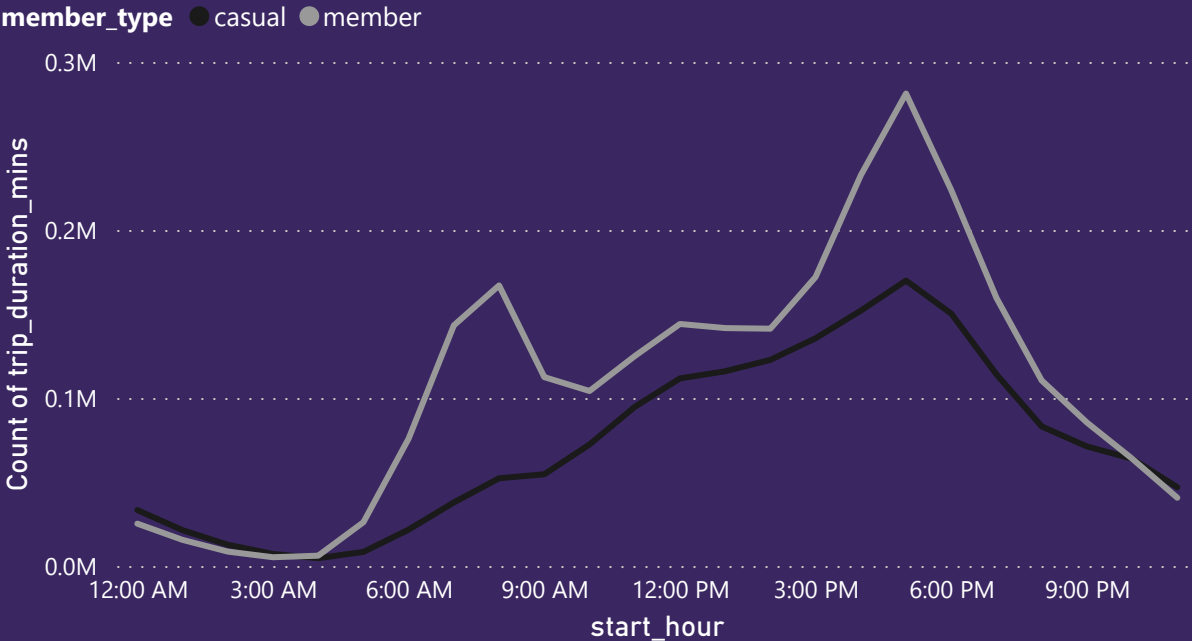
Total trip duration by day and member type
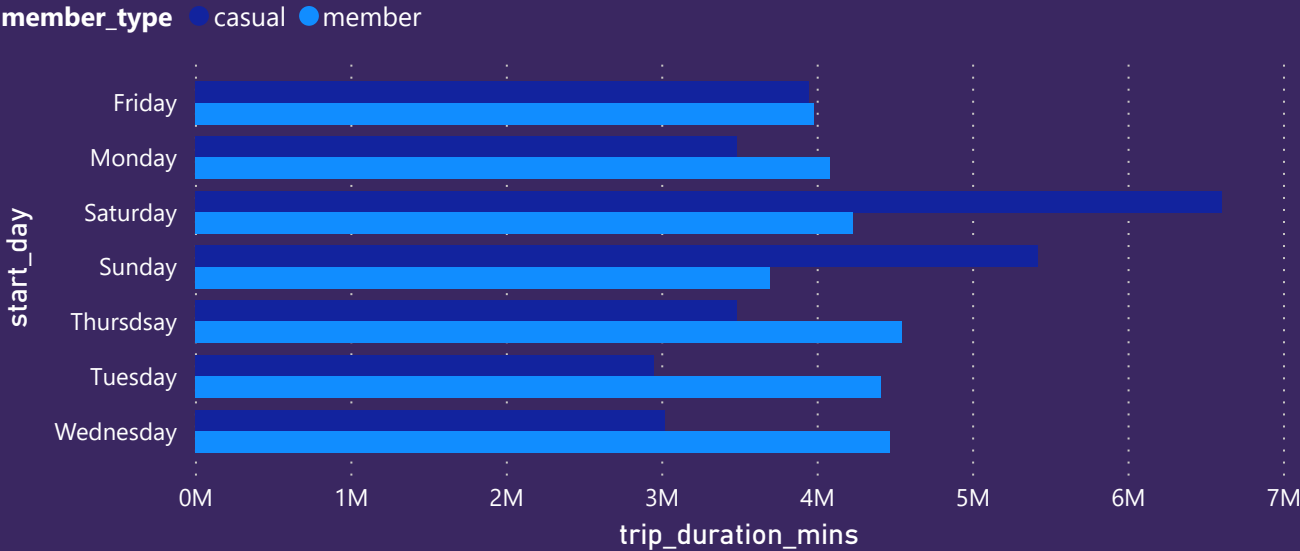
member_type ● casual ● member
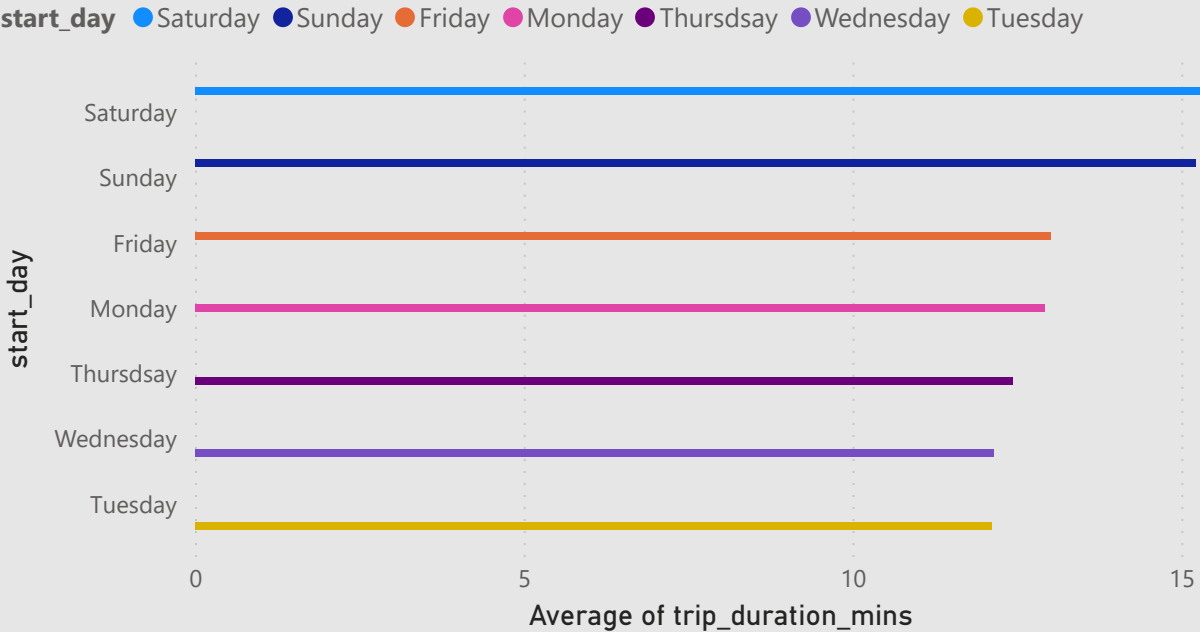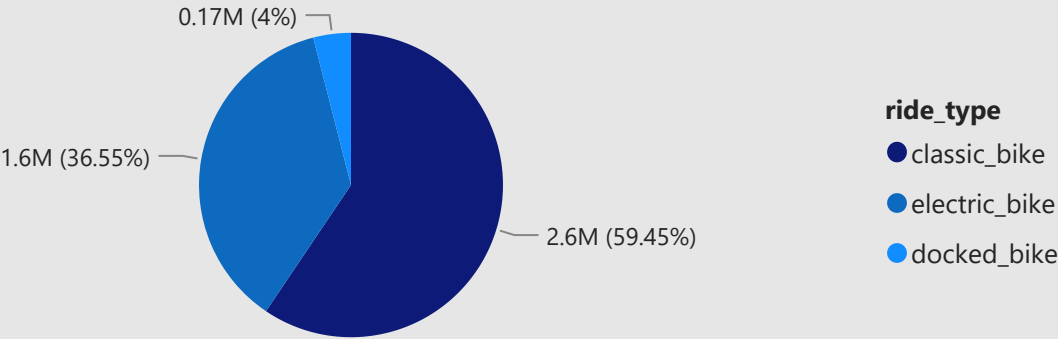
- The most active day in general is saturday followed by sunday.
- Members use bikeshare during the workdays for work while casual members use bike during the weekend for relaxation and fun.
- There are only 3 types of bikes, with classic bikes being the most in demand, followed by electric bikes and lastly docked bikes.
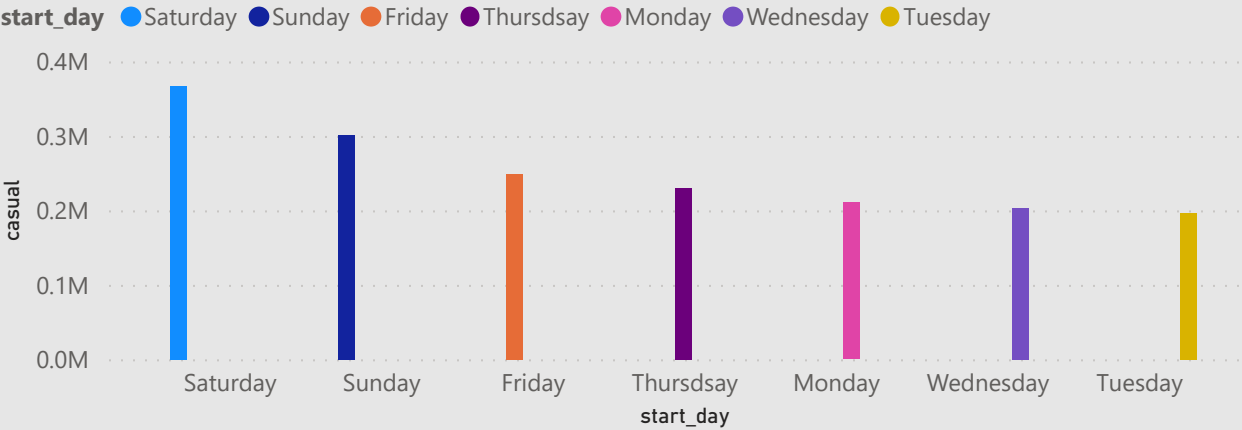
Demand of bike types

0.17M (4%)
1.6M (36.55%)
2.6M (59.45%)

ride_type
● classic_bike
● electric_bike
● docked_bike

Average of trip_duration_mins by start_day and start_day

start_day ●Saturday ●Sunday ●Friday ●Monday ●Thursdsay ●Wednesday ●Tuesday

Average of trip_duration_mins

count of casual member by day

start_day ●Saturday ●Sunday ●Friday ●Thursdsay ●Monday ●Wednesday ●Tuesday

count of subscribed member by day

start_day ●Thursdsay ●Wednesday ●Tuesday ●Monday ●Friday ●Saturday ●Sunday
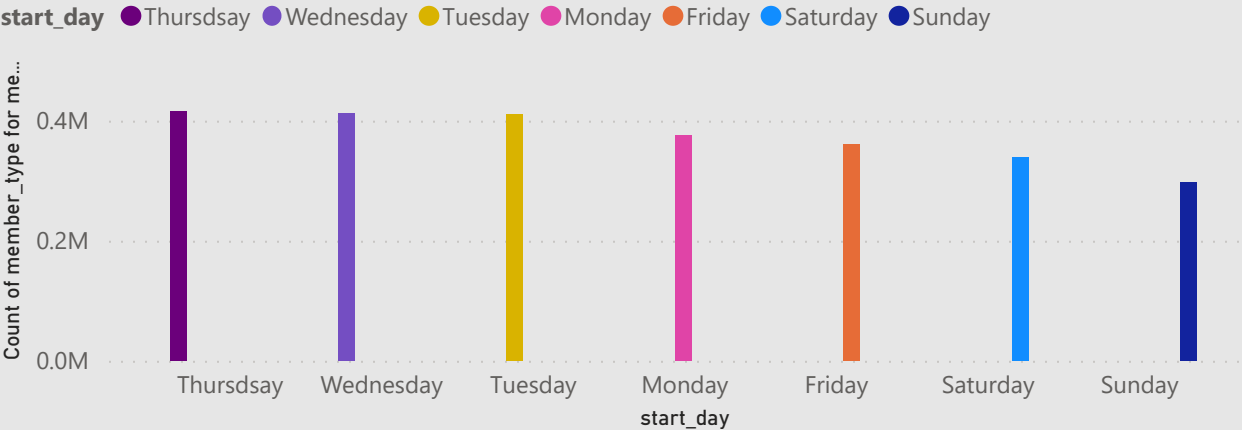
- From the dataset we can say casual members use classic bikes the most, followed by electric bikes and then docked bikes.
- Members used classic bikes and electric bikes only for the year 2022, with classic bikes leading at 65.44% and electric bike at 34.56%.
- Steeter Dr & Grand Ave seems to the most active station as it came out as most used start station and end station.

count of casual member by bike

ride_type ● classic_bike ● electric_bike ● docked_bike

Count of subscribed member by bike type

ride_type ● classic_bike ● electric_bike

Count of member_type by end_station_name

Count of member_type by start_station_name
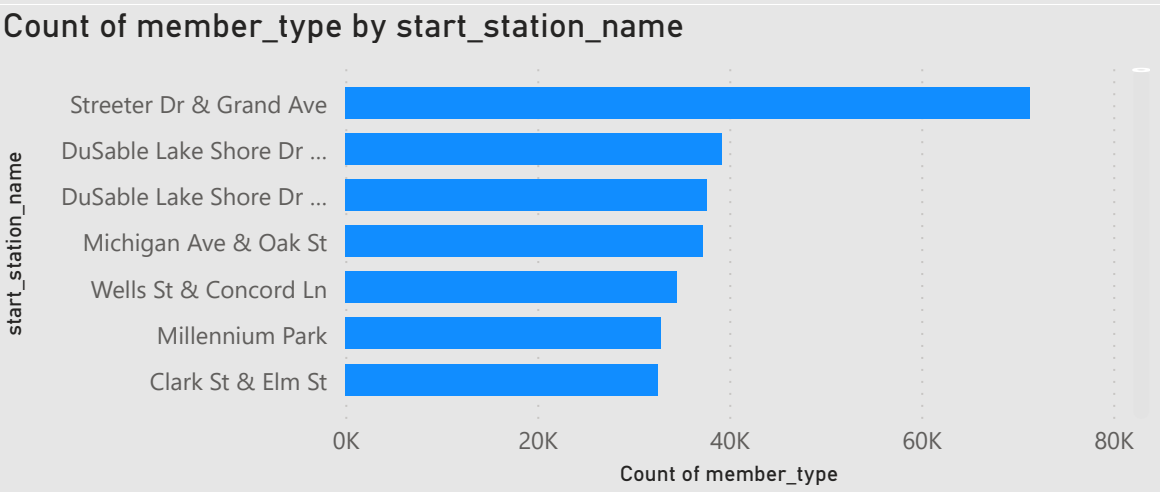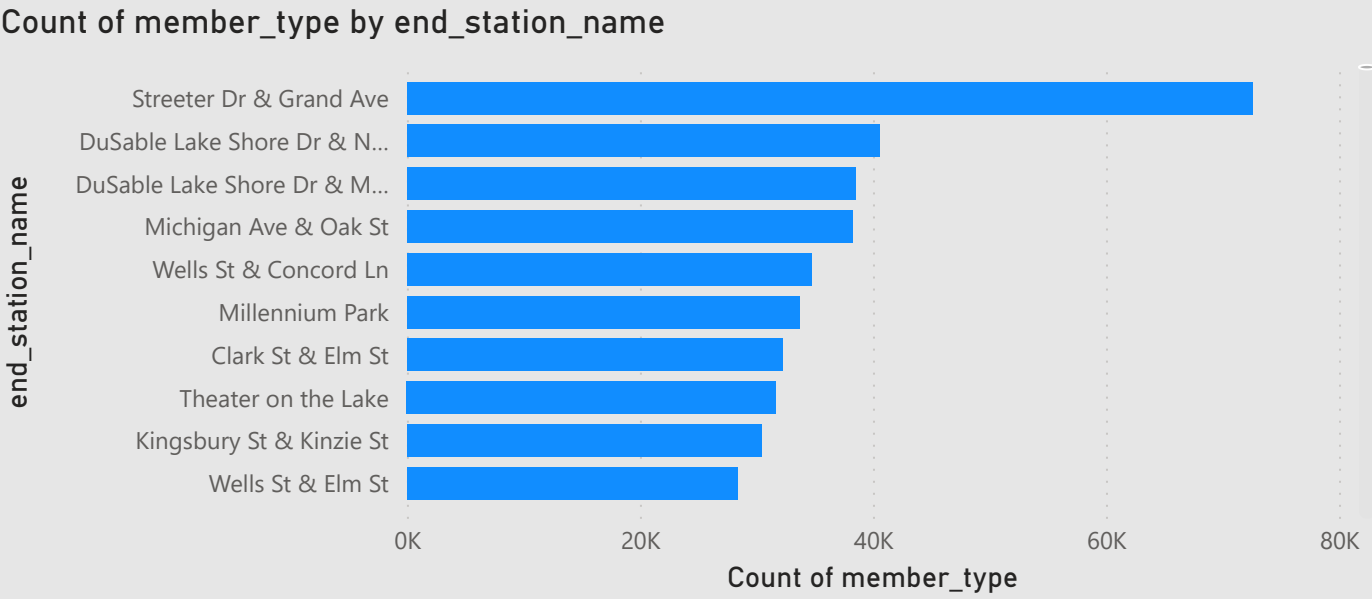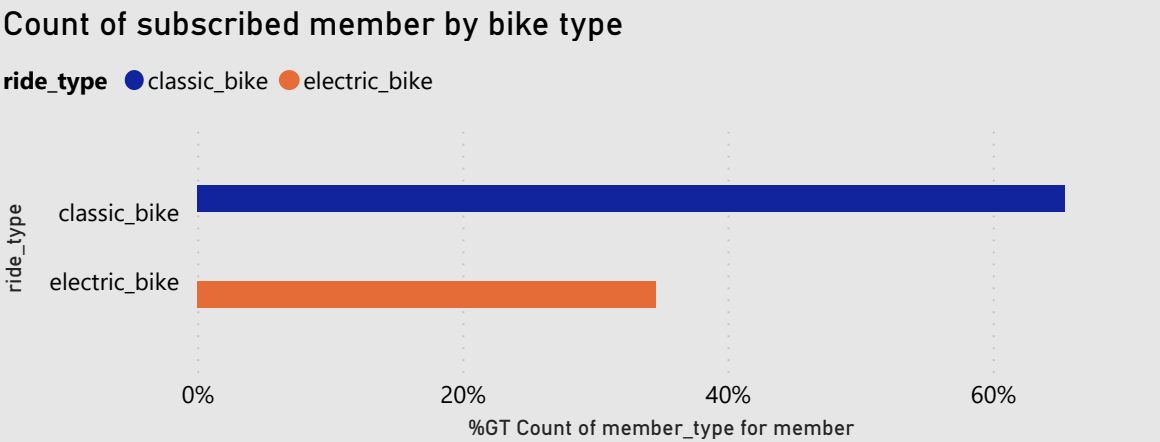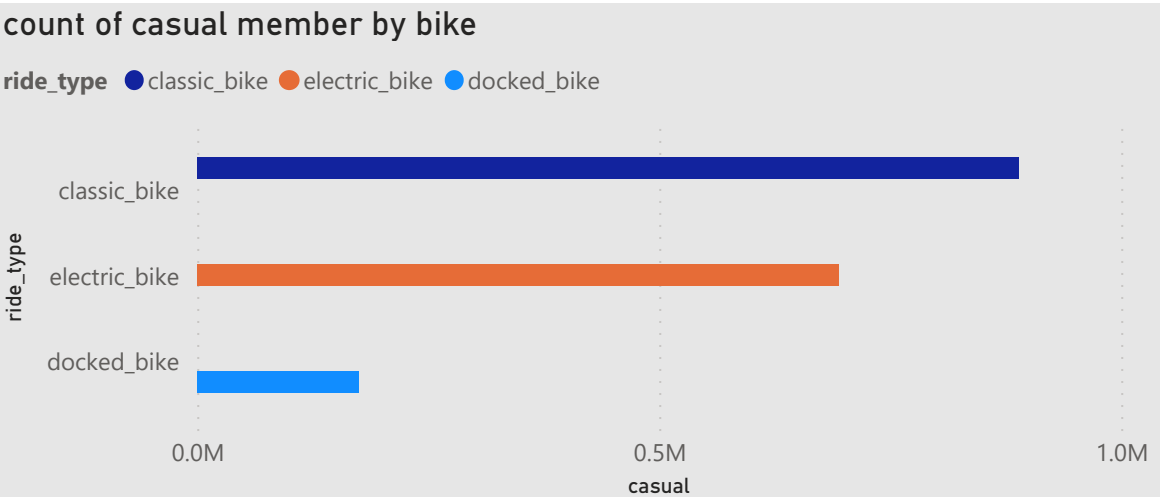
RECOMMENDATION

- Create a family membership package/program to attract families who may have divergent preferences on cycling.
- Create, distribute and promote short colorful marketing videos and graphics on social media; target younger and mid-aged riders (18–39) with creative fitness and wellness cycling campaigns; engage the services of famous local celebrities and have them lead the viral social media cycling campaign; launch the campaign on the first week of May and run ads all through summer.
- Offer discounted membership deals to regular returning casual members.
- Invest more on classic bike as it is the most popular among all the bikes.
- Re-design or design a new ride program/package as a product that would particularly interest riders to ride for longer periods.