



Google Data Analytics Capstone Project

Cyclistic Bike-Share Analysis

1,667,536
Total Ride Time (Hrs)

4,530,215
Total Rides

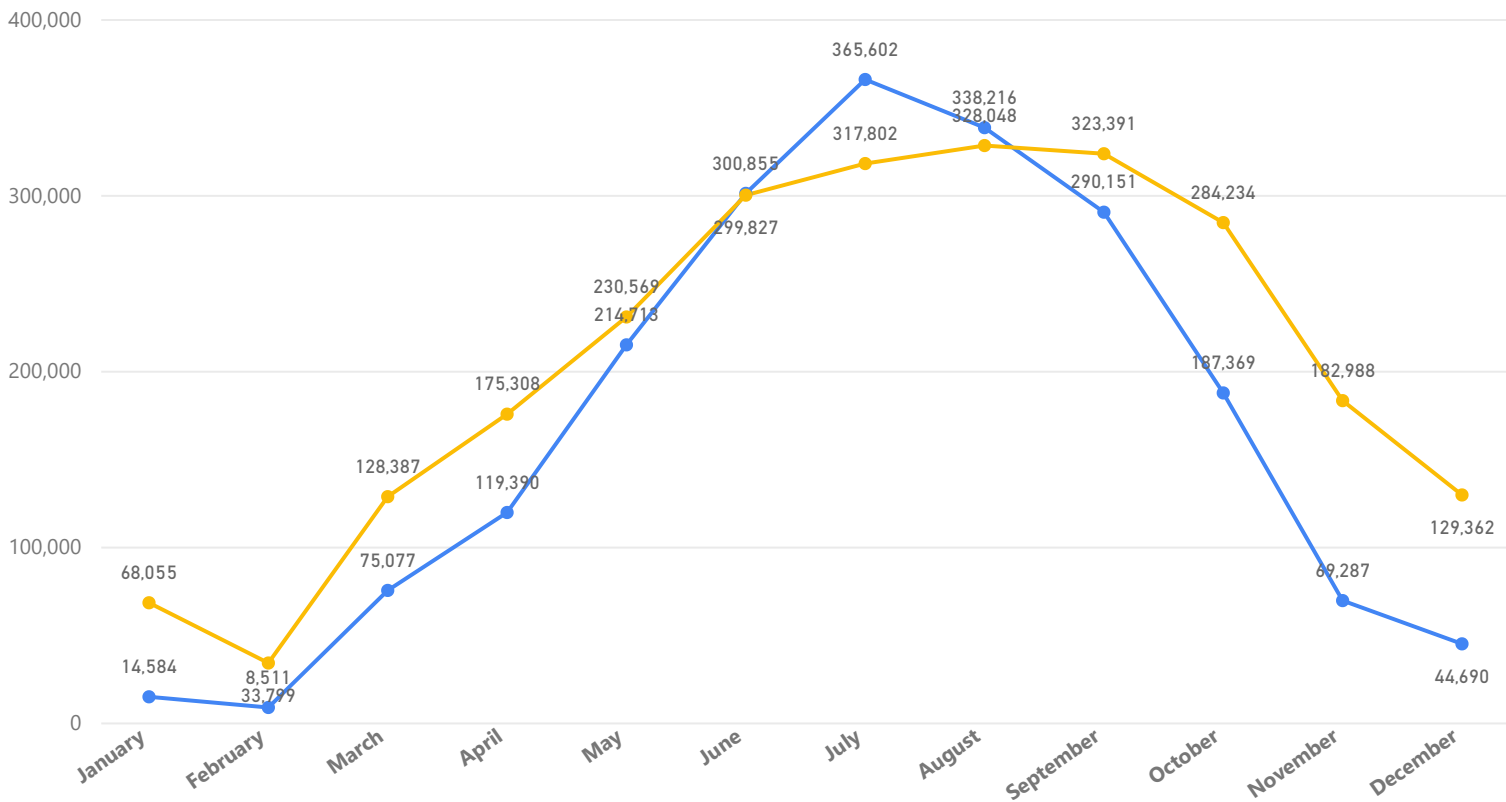
22
Avg Ride Time (Mins)

Summer
Busiest Season

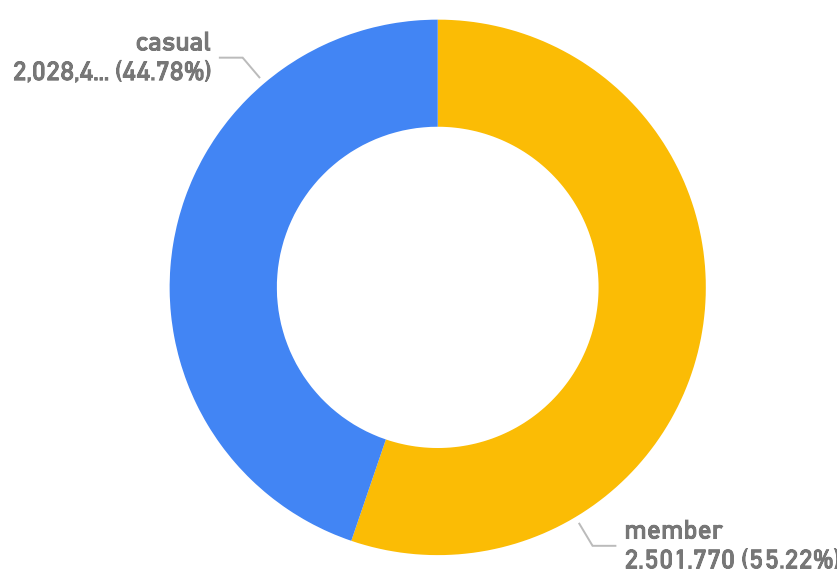
Afternoon
Busiest Time

July
Busiest Month

Total Rides by Month

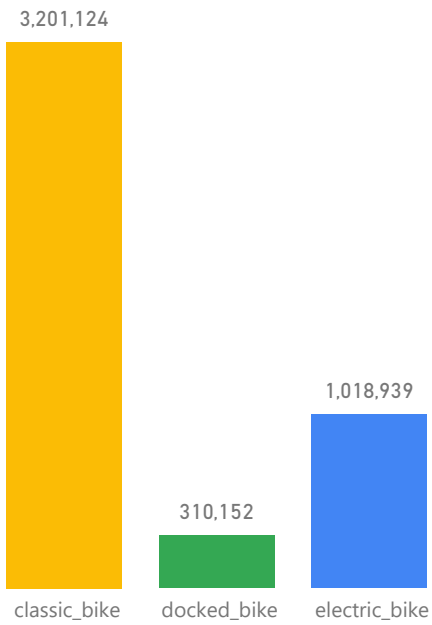


Total Rides by Rider Type

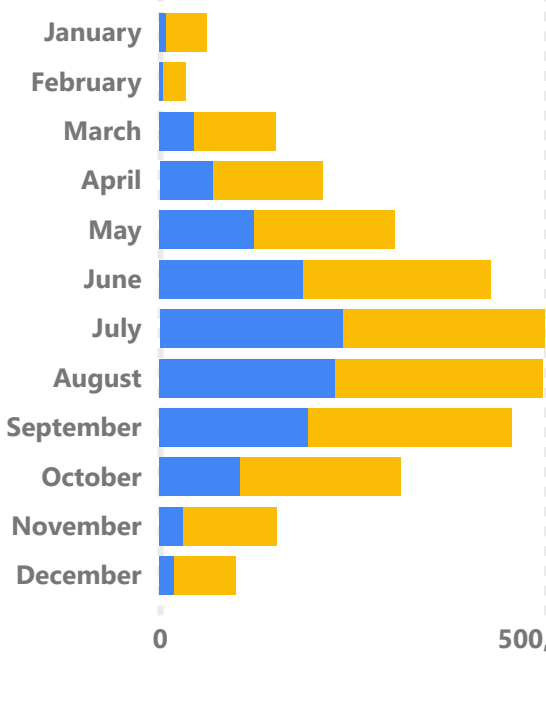


Total Rides of Bike Type by Month

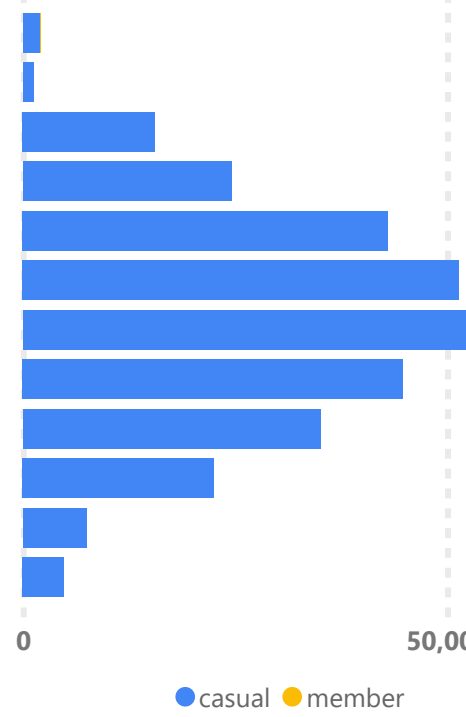
Total Rides by Ride Type



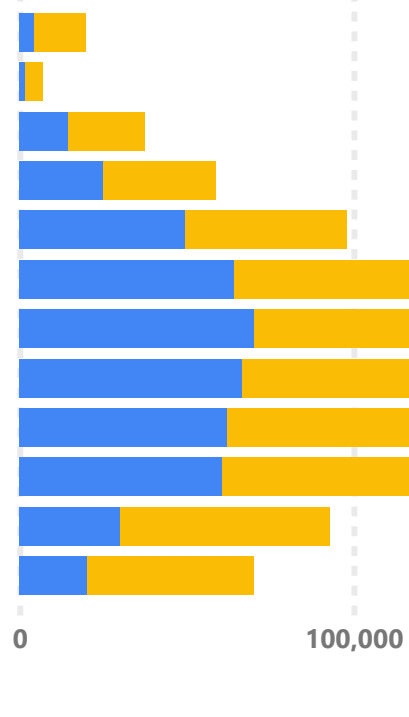
Classic Bike



Docked Bike

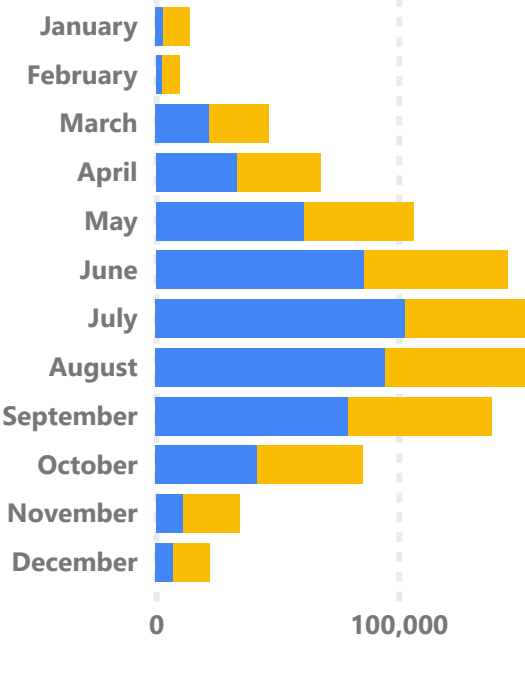


Electric Bike

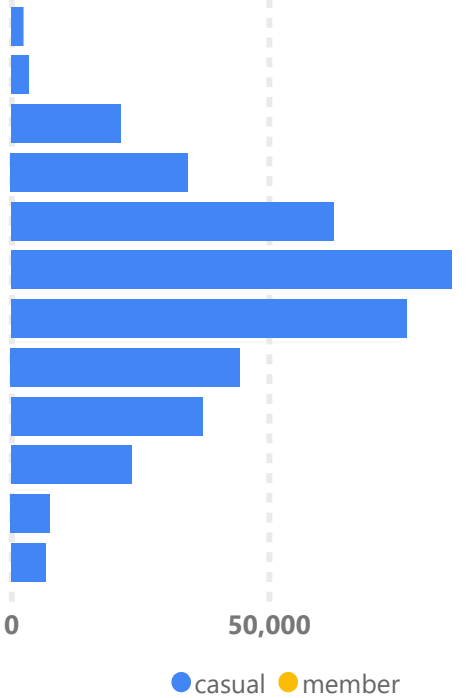


Total Ride Duration of Bike Type Per Month (Hrs)

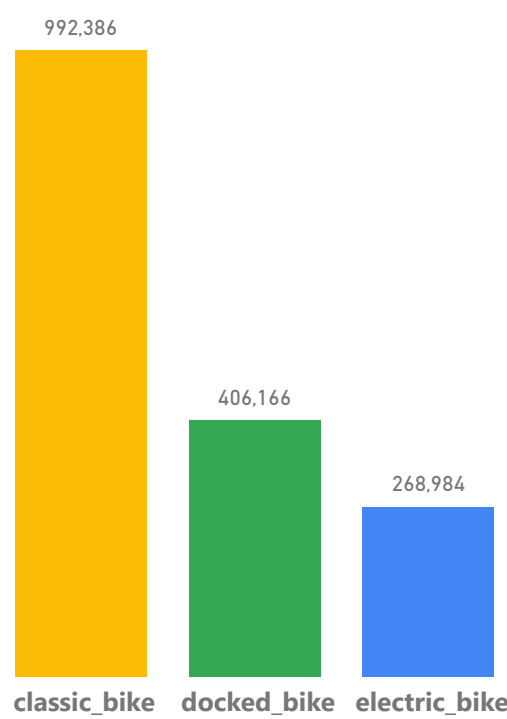
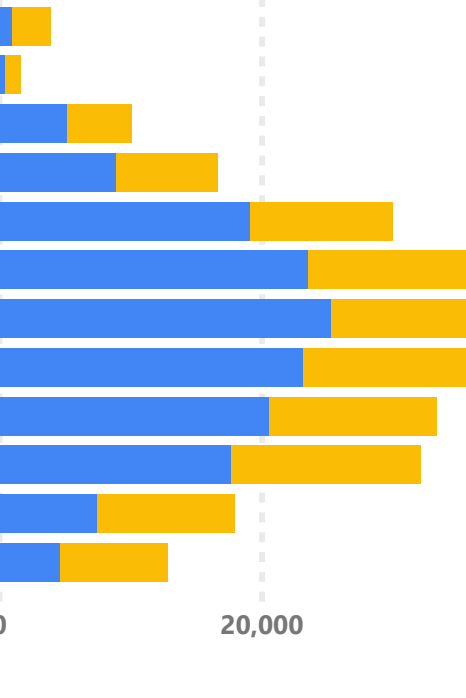
Classic Bike



Docked Bike

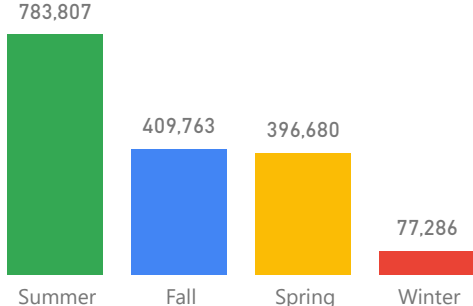


Electric Bike

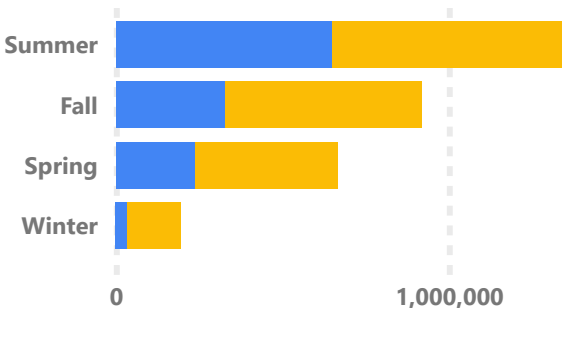


Total Rides Per Season

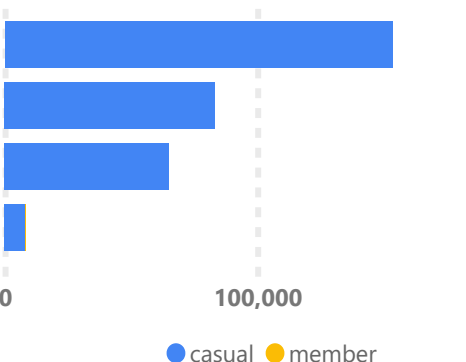
Total Rides by Season



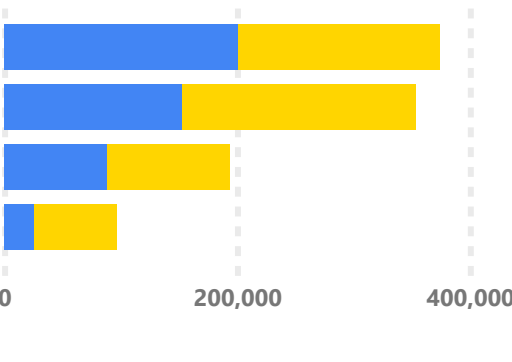
Classic Bike



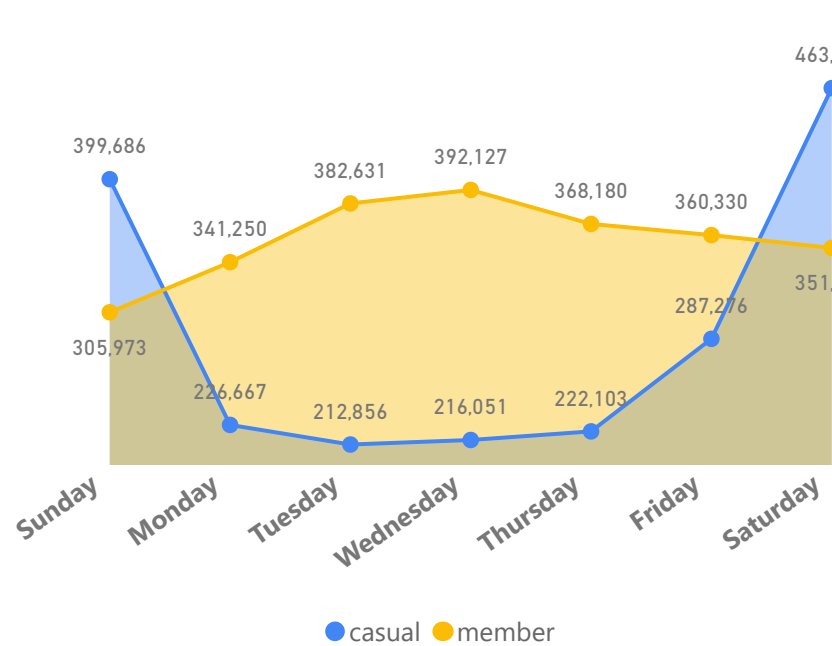
Docked Bike



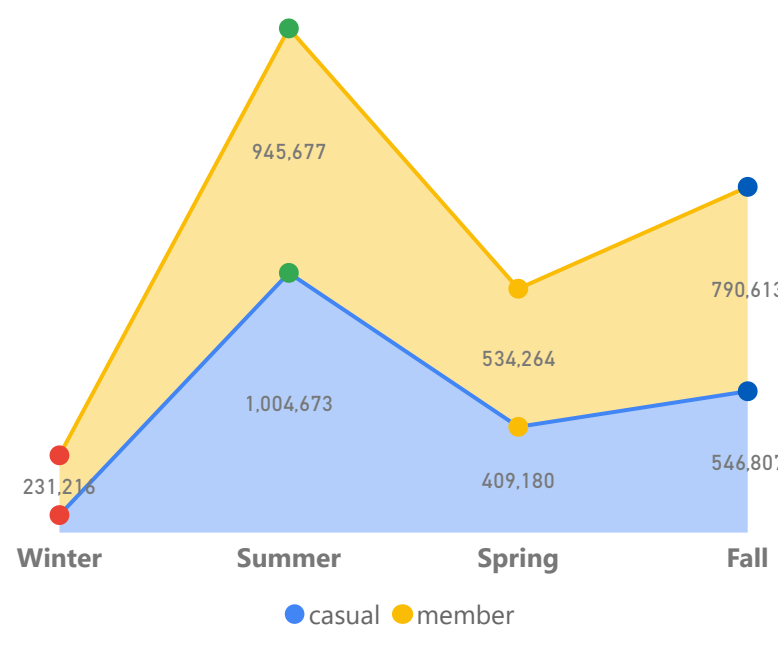
Electric Bike



Total Rides of Day of Week by Rider Type



Total Rides of by Season by Rider Type



Insights

Member Riders had 55.22% (2,501,770) while Casual Riders had 44.78% (2,028,445) of Total Rides. Total Ride Time was higher for casual (1,109,698 Hours) than Member Riders (557,838 Hours).

Across all four (4) Seasons, Total Ride Duration (Hrs) ranged from 77,286 to 783,807.

Months with highest rides were July with 683,404 rides and August with 666,264 rides which accounted for 15.1% and 14.7% of Total Rides respectively.

Months with lowest rides were February with 42,310 rides and January with 82,639 ride which accounted for 0.93% and 1.82% of Total Rides

Classic Bikes were used for 3,201,124 times, Docked Bikes were used 310,152 and Electric Bikes were used 1,018,939 which accounted for 70.7%, 6.8% and 22.5% of Total Rides respectively.

At 992,386 (Hours) Classic Bikes had the highest Total Ride Time and was 268.94% higher than Electric Bikes, which had the lowest Total Ride Time at 268,984 (Hours).

Ride Statistics by Day of Week and Rider Type

Rider Type	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
casual	253,013	124,511	103,164	102,759	104,655	149,440	272,156	1,109,698
classic_bike	125,421	59,403	49,494	49,719	51,377	71,317	139,246	545,977
docked_bike	97,437	45,885	35,544	35,629	36,015	55,653	100,003	406,166
electric_bike	30,155	19,223	18,126	17,411	17,262	22,470	32,907	157,555
member	78,779	73,450	80,099	82,538	76,862	77,952	88,158	557,838
classic bike	65,061	58,833	63,362	65,308	60,646	61,296	71,902	446,408
docked_bike				0				0
electric_bike	13,718	14,617	16,737	17,230	16,216	16,656	16,256	111,429
Total	331,792	197,961	183,263	185,297	181,517	227,392	360,314	1,667,536

RECOMMENDATIONS

- Casual riders accounted for little over 60% rides during the third quarter (July to September) which are the busy months with visitors in Chicago with a lot of events and festivals. The Marketing team should focus on top 10 stations during these months with offerings for:
 - + Weekly, Monthly and Quarterly membership schemes
 - + Increasing the number of bike during this quarter
- Collaborate with organizations and companies in promoting the usage of bikes by offering various membership schemes; this will be a win-win situation for both.
- Increase the number of classic bikes availability from December to March as the total number of casual rides with classic bikes were high during these months. Design campaigns to promote the classic bike's usage by highlighting it's benefits during these coldest months of the year.

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