

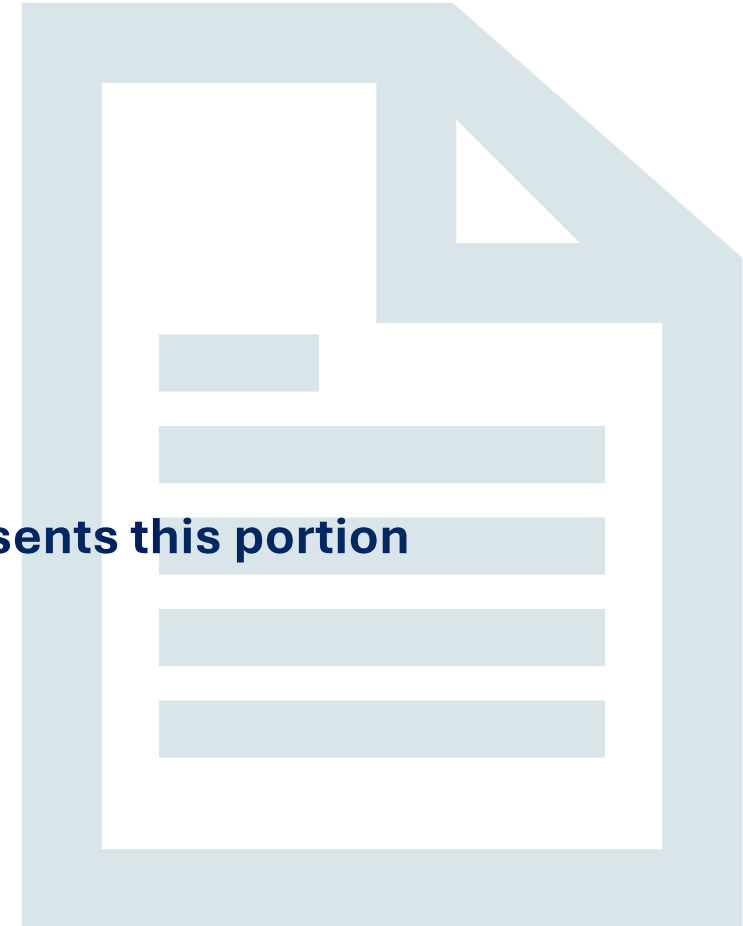
A row of colorful bicycles parked on a cobblestone street. The bicycles are in various colors including orange, teal, red, and black. The focus is on the front wheels and frames of the bikes in the foreground, which are slightly out of focus. The background shows more bikes and a white van parked on the street.

Cyclistic bike-share analysis

Data Analyst Hongik Choi
2024-11-01

The entire deliverables

1. Clear statement of the business task (PDF)
2. Data preparation (PDF and R Markdown)
3. Summary of analysis (PDF) **← This slide deck represents this portion**



Questions to be explored



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



Why would casual riders buy Cyclistic annual membership?

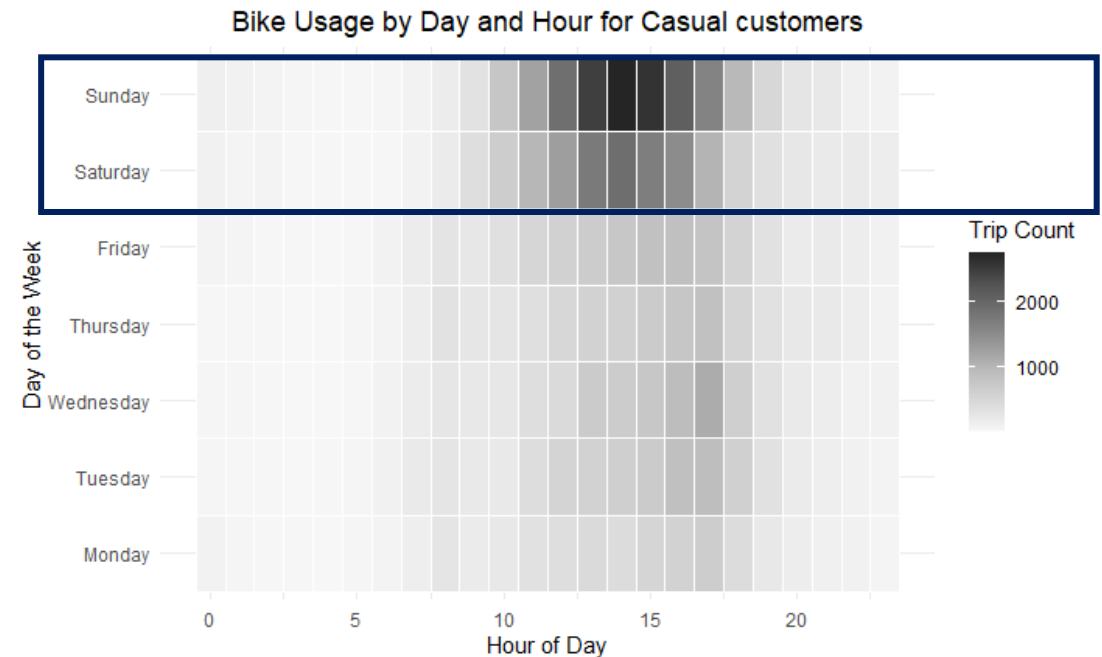
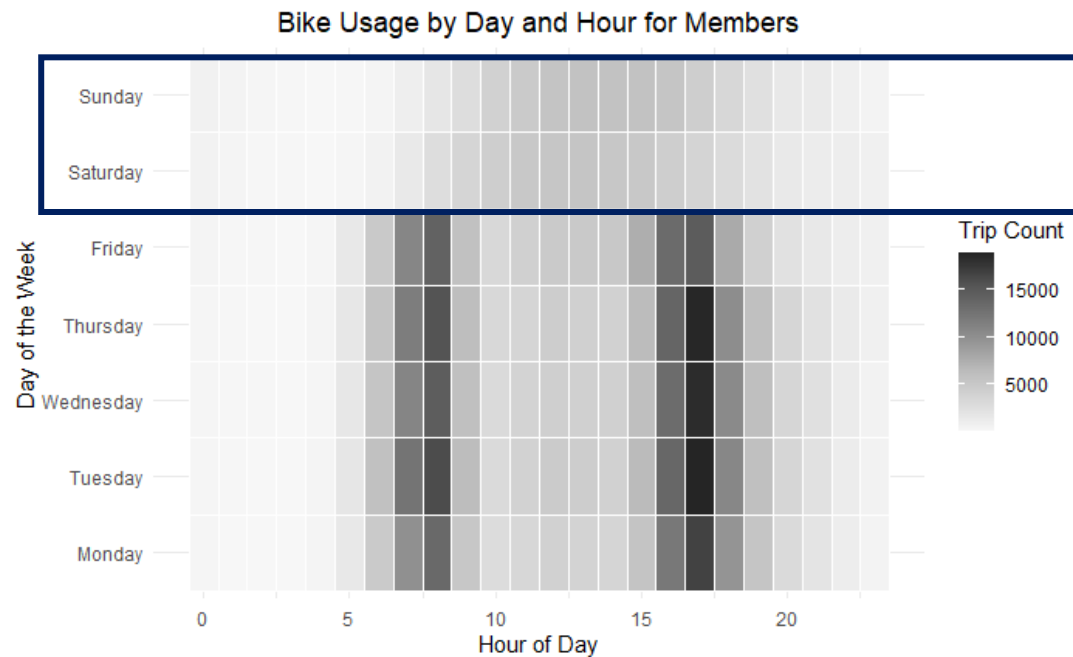


How can Cyclistic use digital media to influence casual riders to become members?

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

Annual **members** use Cyclistic more as a **commute**

Casual riders use Cyclistic more for **weekend leisure**



Why would casual riders buy Cyclistic annual membership?

Current membership lacks incentive for many of the casual riders.

Therefore, there is an **untapped market** that can be addressed by introducing a **NEW BUSINESS MODEL targeted for weekend leisure rides.**

This new business model can offer:

Discounts at the partnered local shops near the most popular stations

Discounts during winter season

How can Cyclistic use digital media to influence casual riders to become members?



OF THE PEOPLE LIVING IN
CHICAGO



Adults young enough for
leisure Cycling (Above age
of 18 AND below age of 70)



SEARCHING FOR
KEYWORDS RELATED TO
WEEKEND CYCLING

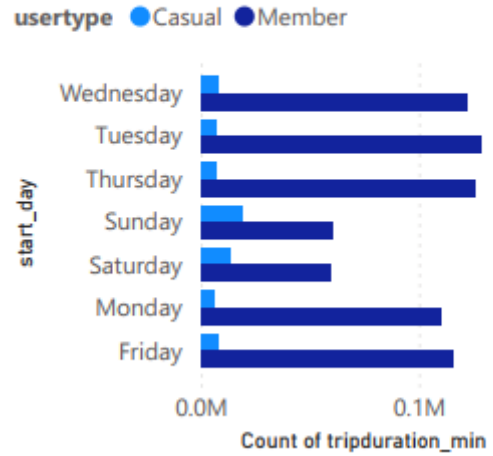


SEARCHES/FREQUENTS
KEY STATIONS

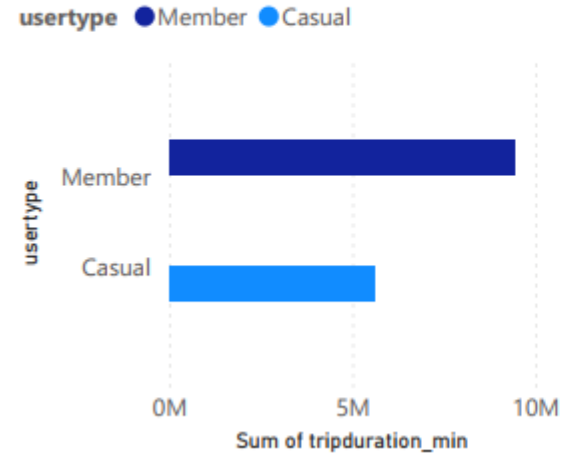
Appendix

Descriptive statistics for comparison of Casual and Member usertype

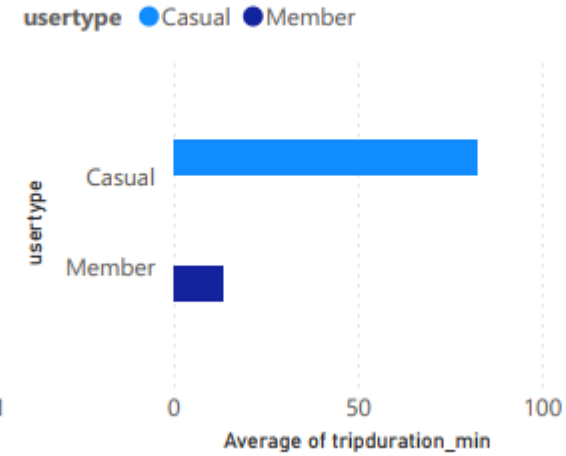
Count of tripduration_min by start_day and usertype



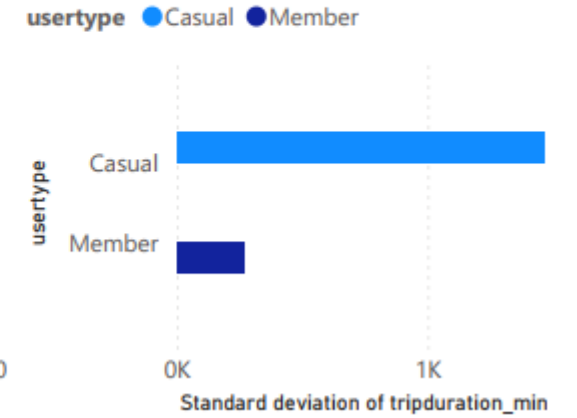
Sum of tripduration_min by usertype and usertype



Average of tripduration_min by usertype and usertype



Standard deviation of tripduration_min by usertype and usertype



usertype	Casual		Member		Total	
Year	Count of tripduration_min	%CT Count of tripduration_min	Count of tripduration_min	%CT Count of tripduration_min	Count of tripduration_min	%CT Count of tripduration_min
⊟ 2019	22,953	33.99%	340,730	47.43%	363,683	46.28%
⊟ January	4,601	6.81%	98,457	13.71%	103,058	13.11%
⊟ February	2,588	3.83%	91,576	12.75%	94,164	11.98%
⊟ March	15,764	23.34%	150,697	20.98%	166,461	21.18%
⊟ 2020	44,575	66.01%	377,632	52.57%	422,207	53.72%
⊟ January	7,598	11.25%	133,449	18.58%	141,047	17.95%
⊟ February	12,131	17.96%	128,153	17.84%	140,284	17.85%
⊟ March	24,846	36.79%	116,030	16.15%	140,876	17.93%
Total	67,528	100.00%	718,362	100.00%	785,890	100.00%

Number of trips by usertype

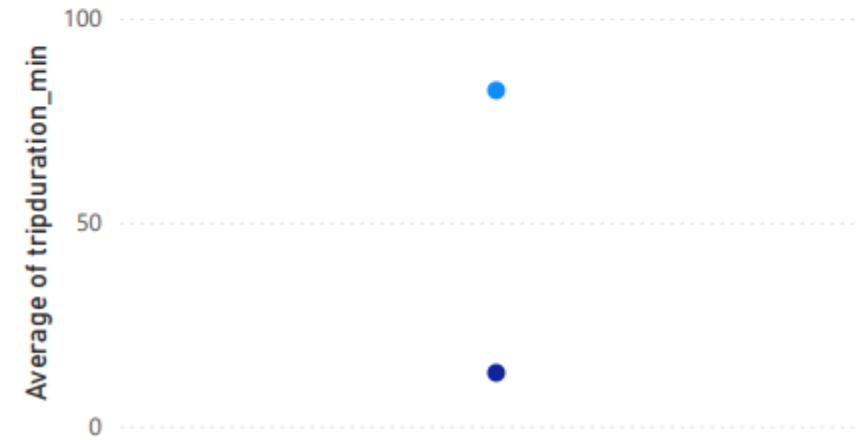
usertype	Count of tripduration_min	%CT Count of tripduration_min
Member	720,267	91.39%
Casual	67,853	8.61%
Total	788,120	100.00%

Number of trips by usertype for tripduration greater than 60 minutes

usertype	Count of tripduration_min	%CT Count of tripduration_min
Casual	9,355	79.81%
Member	2,367	20.19%
Total	11,722	100.00%

Average of tripduration_min by usertype

usertype ● Casual ● Member



Standard deviation of tripduration_min by usertype

usertype ● Casual ● Member

