

# CYCLISTIC

## BIKE SHARE DATA - Q1

brian culp // analysis portfolio

# QUESTIONS

1.

Days with highest  
usage

2.

Subscribers: highest  
usage stations

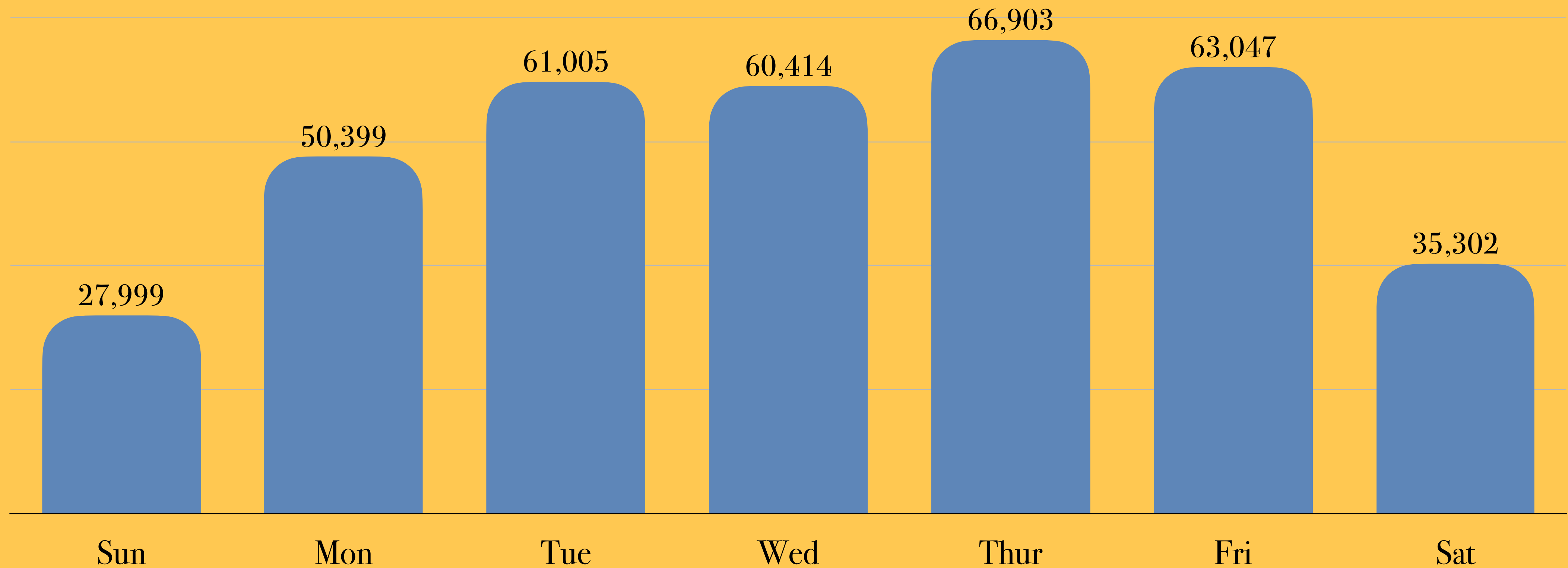
3.

Non-subscribers: highest  
usage stations

# BUSIEST DAYS

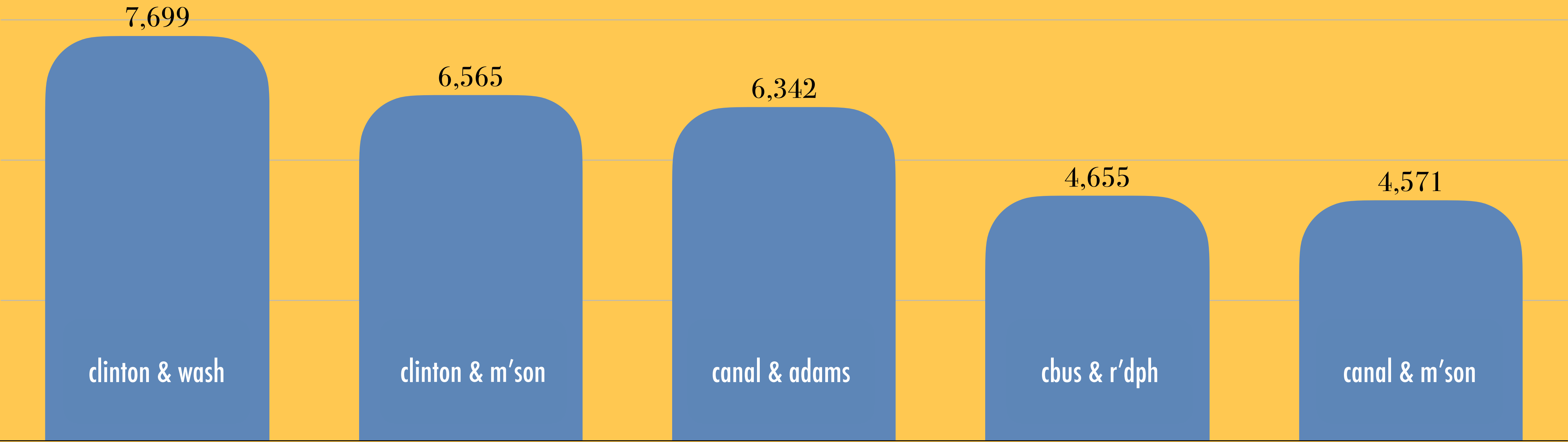
Q1: 365k rides

avg: 63k



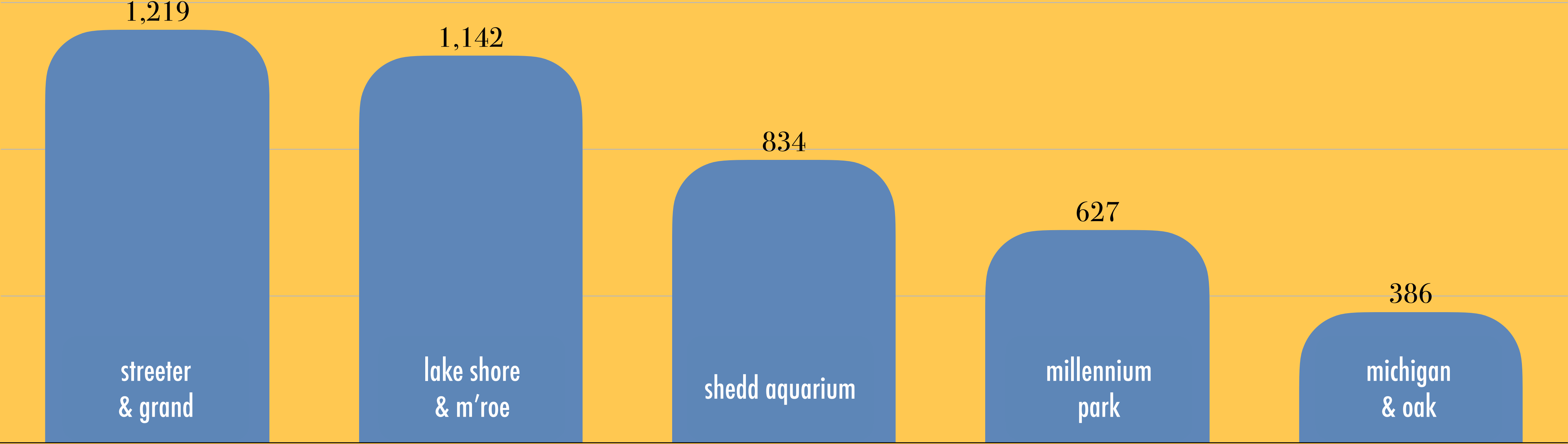
# BUSIEST STATIONS

all riders



# BUSIEST STATIONS

non-subscribers



# ACTIONS

1.

Review service schedules for highest usage stations.

2.

A/B test customer-to-subscriber marketing at top two non-subscriber stations:  
Streeter and Grand, and Lake Shore and Monroe.

3.

send weekly marketing emails on Thursdays

# CYCLE ON!

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