

Cyclistic Bike Share Analysis  
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In this project, historical data from a fictional bike-share company based in Chicago was analyzed. The goal was to differentiate the usage patterns between annual members and casual riders. Identifying strategies to encourage casual rides to become annual members was an important part of this project. By using R, Excel, and Tableau, the analysis of Cyclistic revealed that annual members rode more often on weekdays, while casual riders tended to ride longer on weekends. Casual riders typically averaged longer trip durations. The annual members showed consistent usage on weekdays, likely indicating commuting. These findings can be analyzed and used to develop targeted marketing strategies that promote memberships among casual riders. My recommendations would be to either offer rewards for joining to incentivise new members to join, having only monthly or annual payments, or having rewards for a certain distance traveled.