

GDAC Capstone – Bike-share Deliverables

Ask:

Investigate the key differences between casual and annual members to determine possible changes that will lead to increased amounts of annual members.

Prepare:

The data provided shows records of trips taken between March 2021 and February 2022. Detailed information is shown about each trip during the time period. For each trip, start location, end location, start date and time, end date and time, bike type, and member type fields are provided.

Process:

All data cleaning and manipulation is recorded in the related .sql file

Analyze:

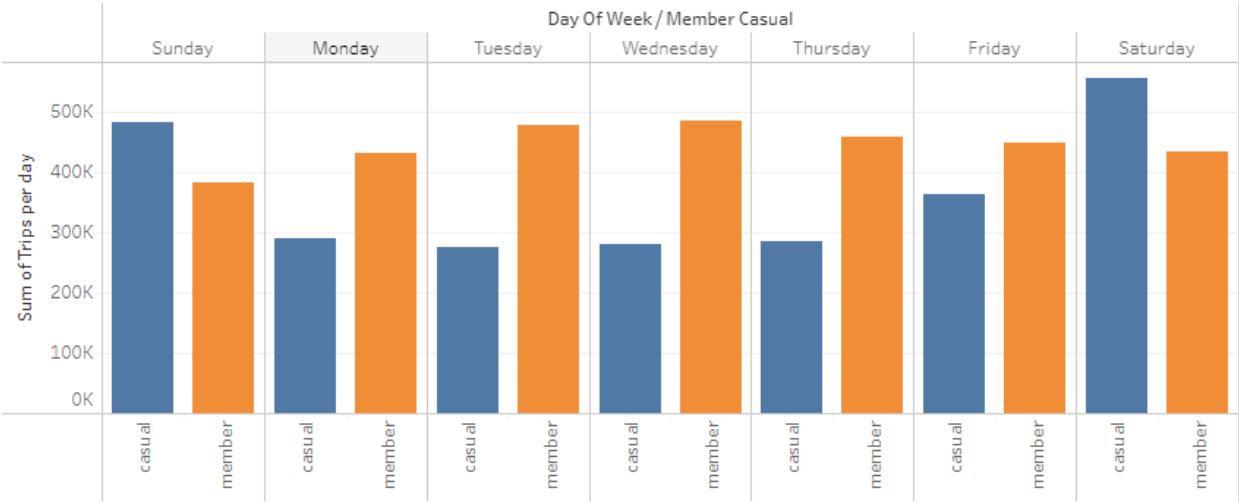
All data cleaning and manipulation is recorded in the related .sql file

Share:

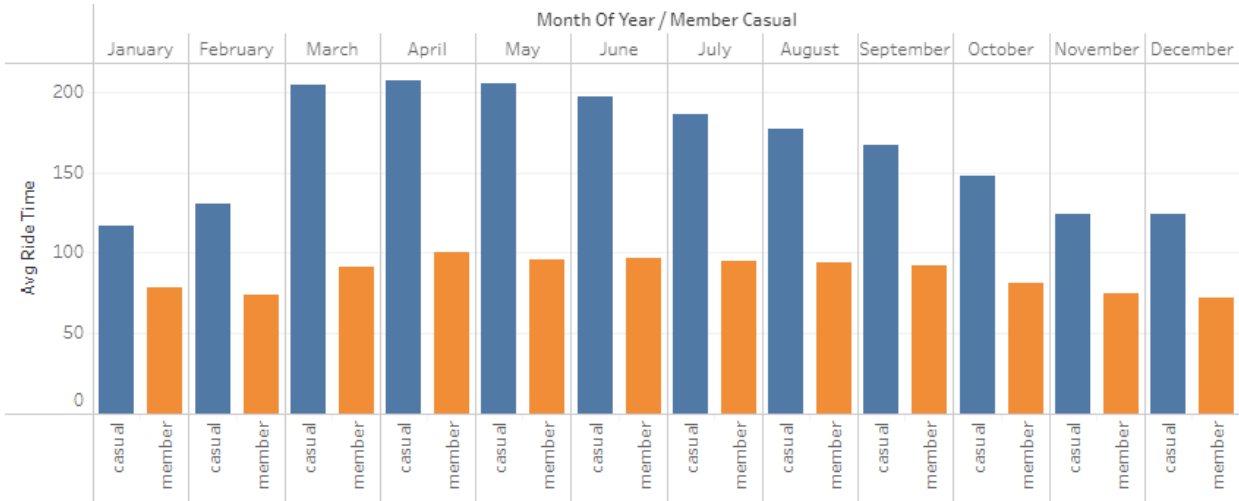
Key findings:

- 1) Total trips were highest in warmer months and lowest in colder months
- 2) Average trip length was higher in warmer months and lower in colder months
- 3) Casual riders' total trips were higher on weekends when compared to weekdays
- 4) Annual members' total trips were more consistent throughout the week
- 5) Casual riders average trip length was TWICE the annual members average trip length
- 6) There were more trips taken by annual members per month, for every month, except for June, July, and August

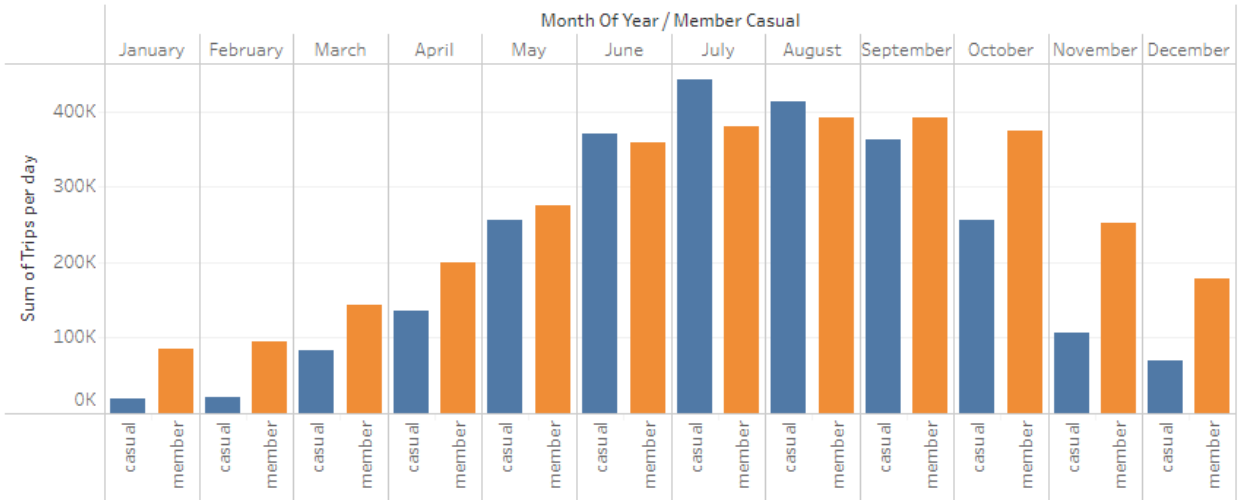
Number of Trips per day



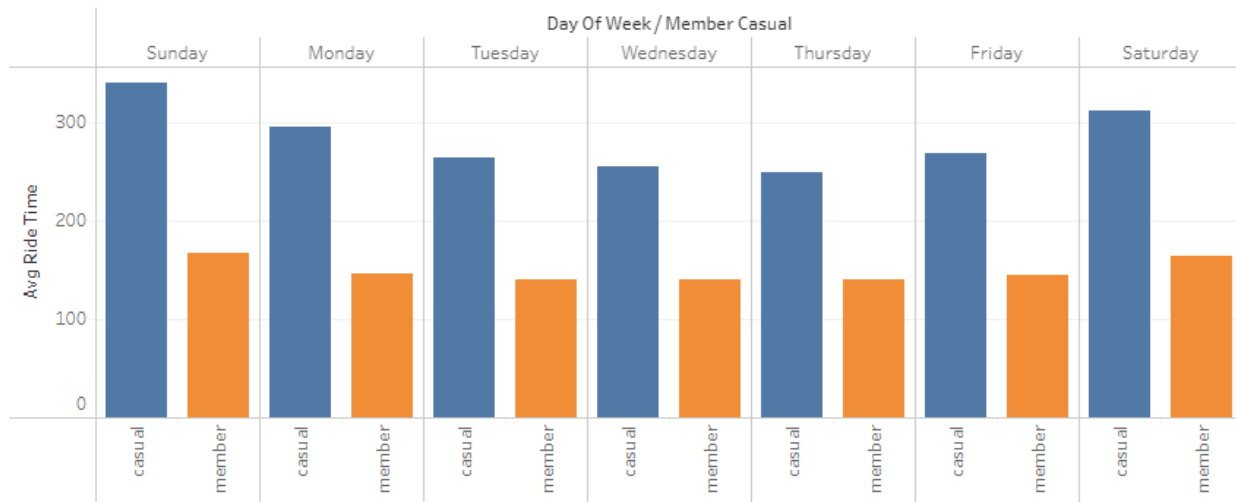
Average Ride Length (min) per Month



Number of Trips per Month



Average Trip Length (min) per day



Act:

Recommendations:

- 1) Offer a Weekend Pass Annual Membership that is only good for the weekends (Friday-Sunday)
- 2) Assuming there is a time limit to return bikes on the annual membership; raise the limit to a longer time period.
- 3) Offer seasonal memberships (Spring, Summer, Fall, Winter) with varying trip time limits that correspond with the average trip length of each season.