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Introduction

This project is a component of a Self Practiced Project. Analyzing trip data from the Cyclistic bike-share company is part of the scenario.

Cyclistic provides two service models: "casual" riders, which are single passes, and "member" riders, which are yearly subscriptions. Cyclistic is a Chicago-based company that oversees about 6,000 bicycles at 700 stations.

Cyclistic's future growth depends on maximizing the number of yearly members since this maintains both customer retention and financial viability. The analysis's conclusions will be useful in developing marketing plans that will encourage more infrequent riders to become yearly members.

Business Task

Objective: Analyze and visualize data to understand how annual members and casual riders use Cyclistic bikes differently.

Data

Data Source: Public data from Motivate International Inc. (Divvy Bicycle Sharing Service from Chicago) under this license.

Dataset: Cyclistic's historical trip data (2013 onwards) in .csv format. For this project, data from May 2020 to April 2021 (608 MB) was used. The dataset includes individual ride records with start and end date & time, station information, bike type, and rider type (casual/member).

Storage: Data uploaded to Google Cloud Storage (GCS) for handling large files.

Duration

2 Weeks