

Google Data Analytics Capstone Project

A detail oriented analysis of Cyclistic, a Chicago-based bike-sharing company.



Overview of Cyclistic Bike-Share

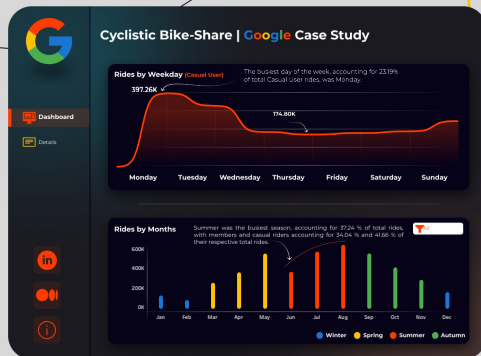
Cyclistic, a bike-share company in Chicago, has a total user base of 4.07 million, with 2.36 million members and 1.71 million casual riders.

The most popular bikes are docked bikes, which accounted for 57.48 % of total rides, with members accounting for 31.11 % and casual riders accounting for 26.37 %.

Avg Ride Length (Members)
15 Minutes

Users
4.07M

Avg Ride Length (Casual)
35 Minutes



Summarising Cyclistic Bike-Share

Busiest time
Afternoon

Busiest day
Monday

Busiest season
Summer

As the week started, Monday and Tuesday were the busiest days but the number of rides fell down as the week progressed, finally rising on the weekends.

The number of rides is lowest in the winter, increases in the spring, peaks in the summer, and then begins to fall in the autumn.

The number of rides increases as the time progresses from night to morning, peaking in the afternoon and the number of rides declines in the evening and reaches a minimum at night.



to check out a detailed article on this case study