



Data Analysis Capstone Project : Final Report

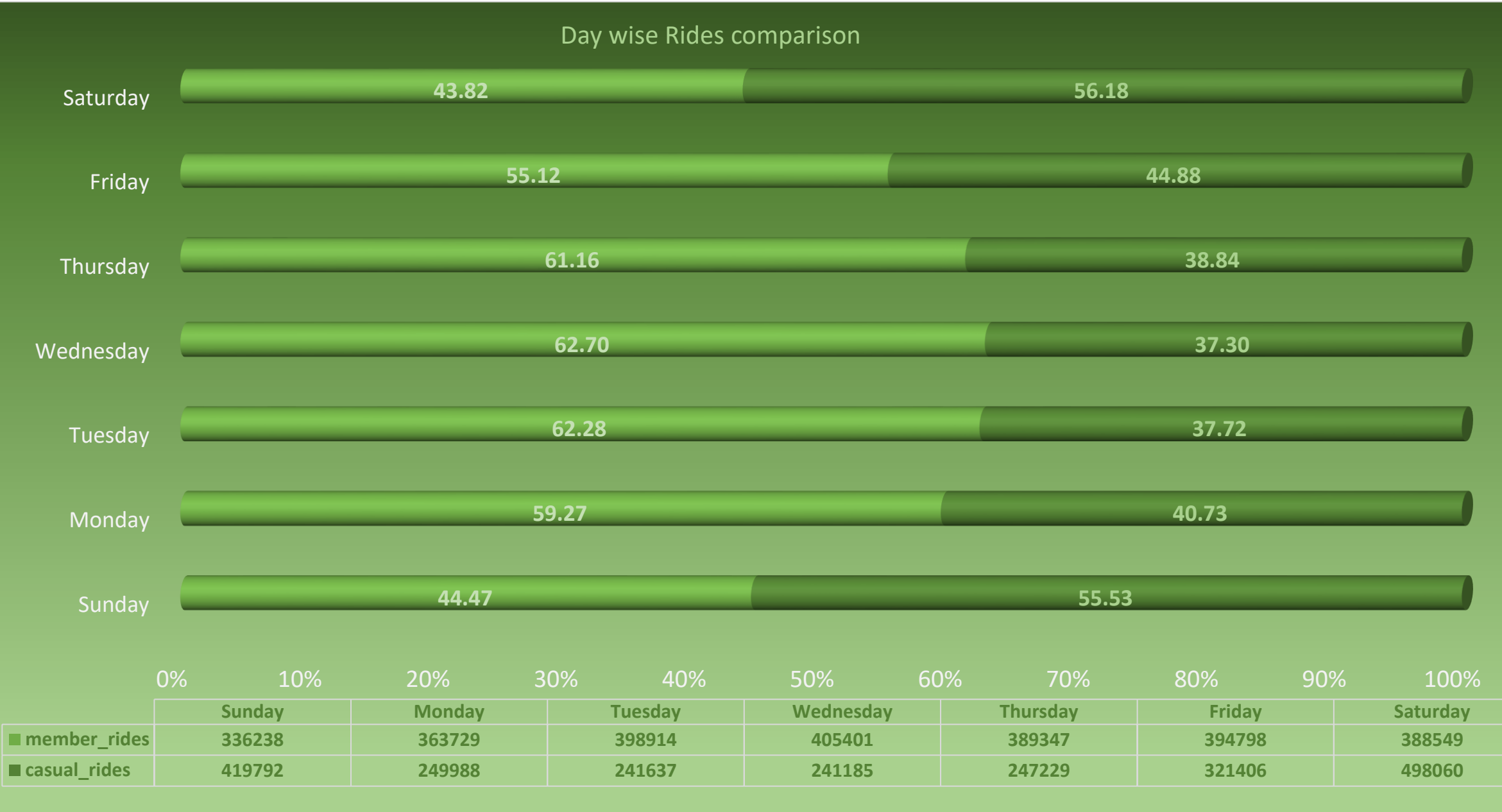
- **Business Task:** The goal is to convert Casual Bike riders into Members.
- **Data Source :** <https://divvy-tripdata.s3.amazonaws.com/index.html>

Insights from Data

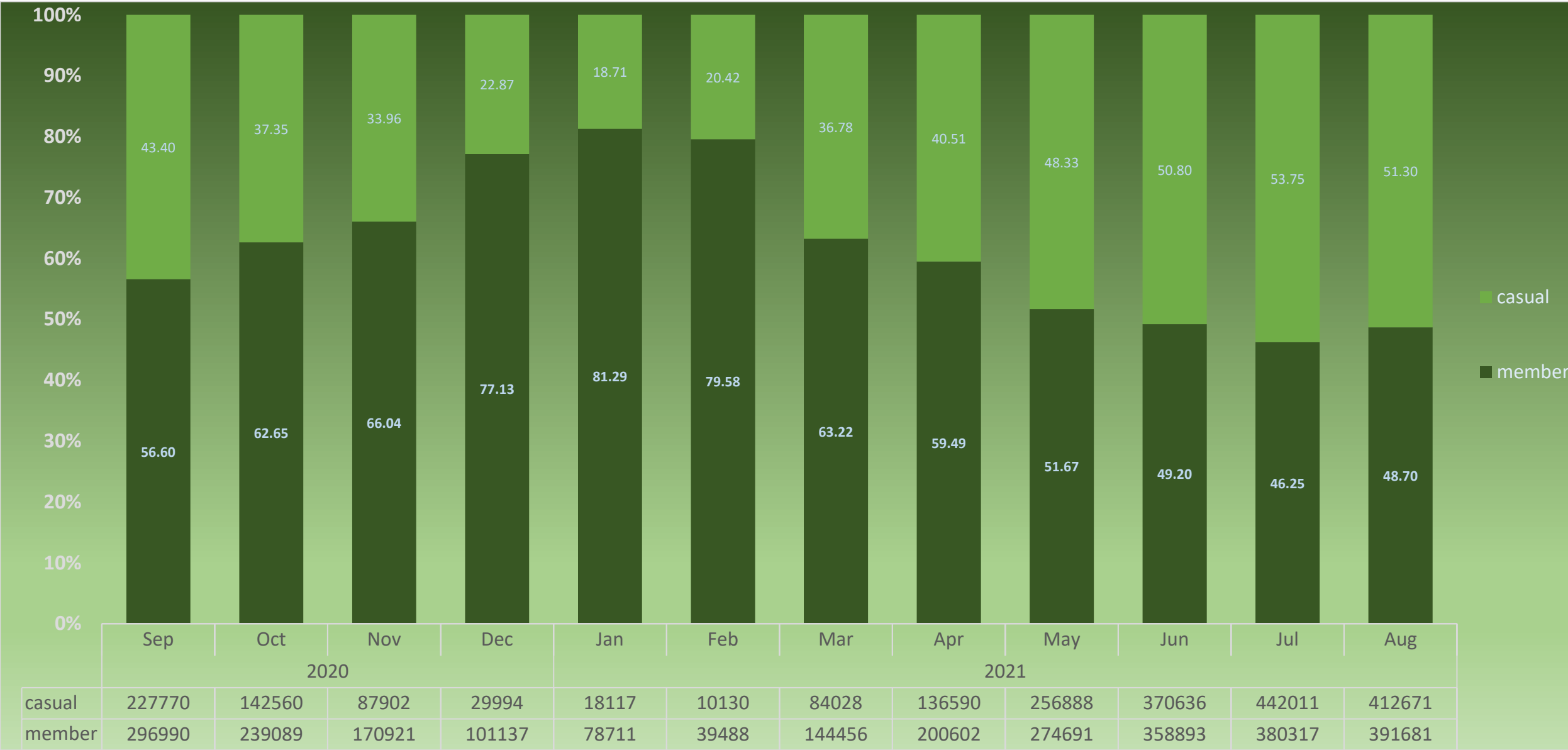


Data Cleaning, Manipulation,
Formatting, Visualizations
By : Lester Martis
+968 97128716

Comparison between rides of Members and Casual Riders



Riders comparison over the period of 12 months

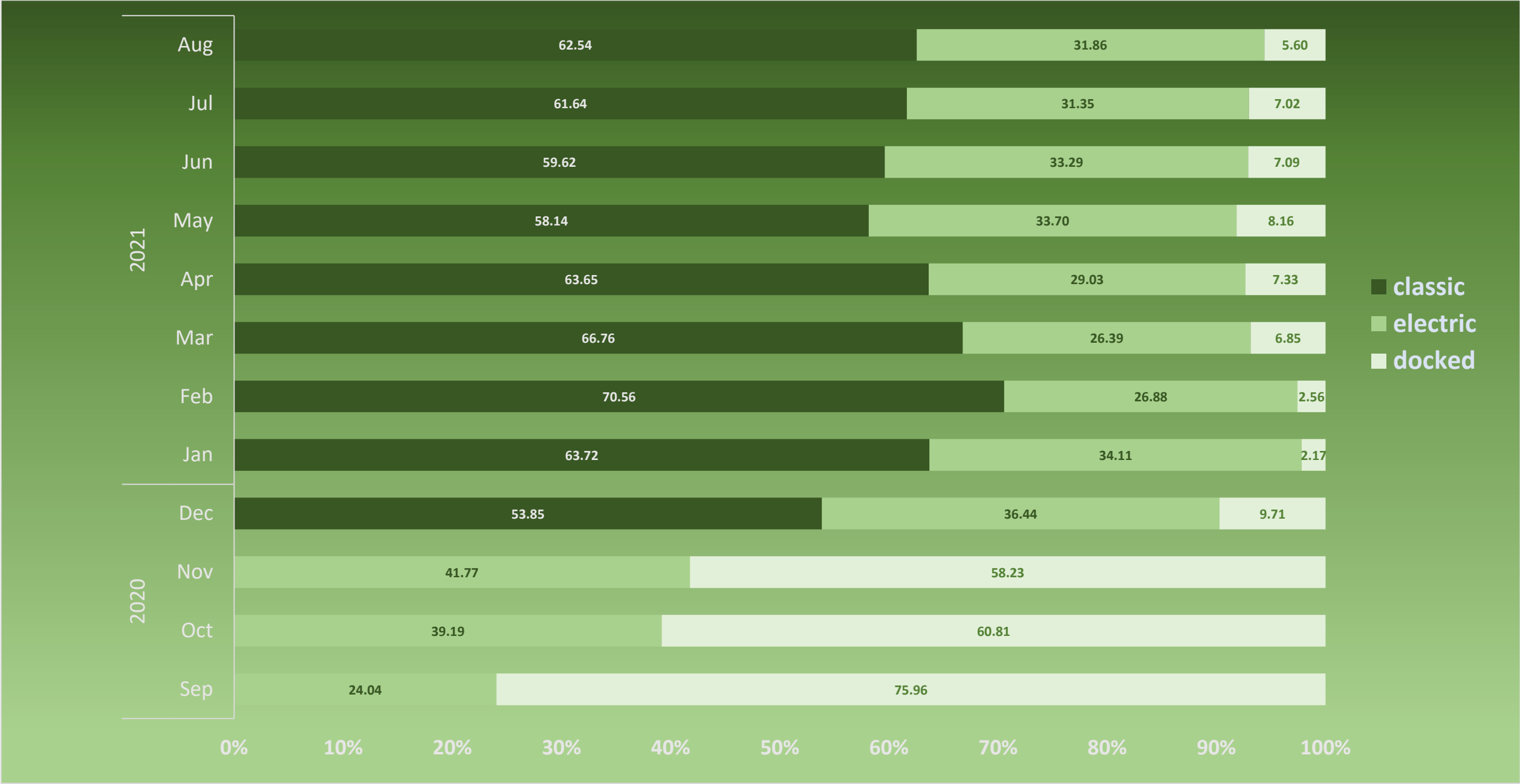


Summary: It has been observed that from March 2021 Casual Riders have been increasing with avg. of 6% which will affect the profit. Taking a swift action to convert Casual riders into Member riders is necessary.

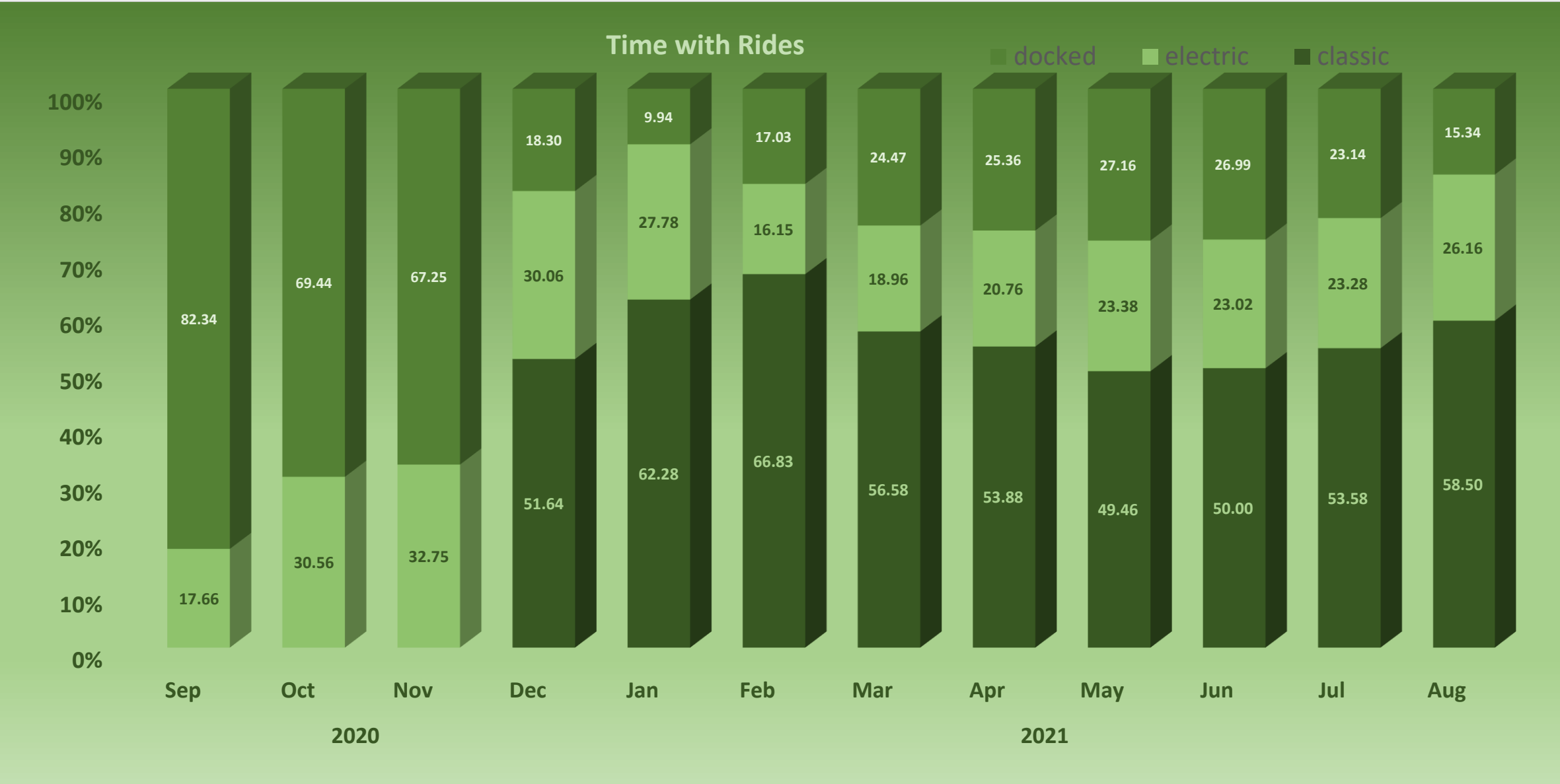
How riders are active on different days:



Trend of 3 different Bikes for period of a year.



How riders spend time on different bikes



It has been observed that since Classic Bike is introduced from Dec 2020, has dominating over Docked type bike and has been the favorite Ride type of half of riders' time.

Final conclusion : Cyclistic has great customer group of casual riders, it has been observed that they're active in large scale of time spent on bike rides, or number of rides and they're the major riders for 4 days in a week more than 60%, and their favorite bike is classic bike, from 2nd slide we can understand that classic bike riders' group is increasing and affecting members group and eventually also affecting on Cyclistic Co.'s overall profit.

What Cyclistic should do to convert Casual Riders into Members ?

Creating an new Marketing program for casual riders to become Members by offering a lucrative reduced prices with Classic Bike types will help.