



Cyclistic

A bike-share company, Chicago



Business Task

How do annual members and casual riders use Cyclistic bikes differently?



Data sources used

Have used past twelve months(April 2022 – March2023) data from Cyclistic



Cleaning the data

Tools used for data cleaning was Microsoft Excel

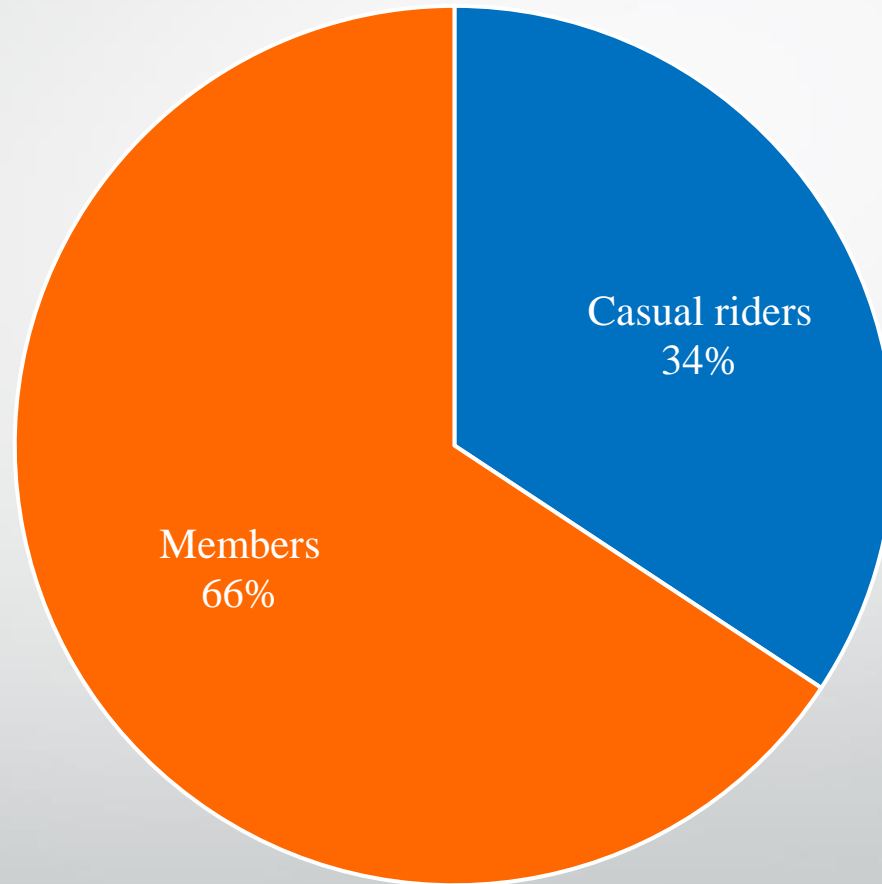
- Remove duplicates
- Found error in data using conditional formatting



Processing the data

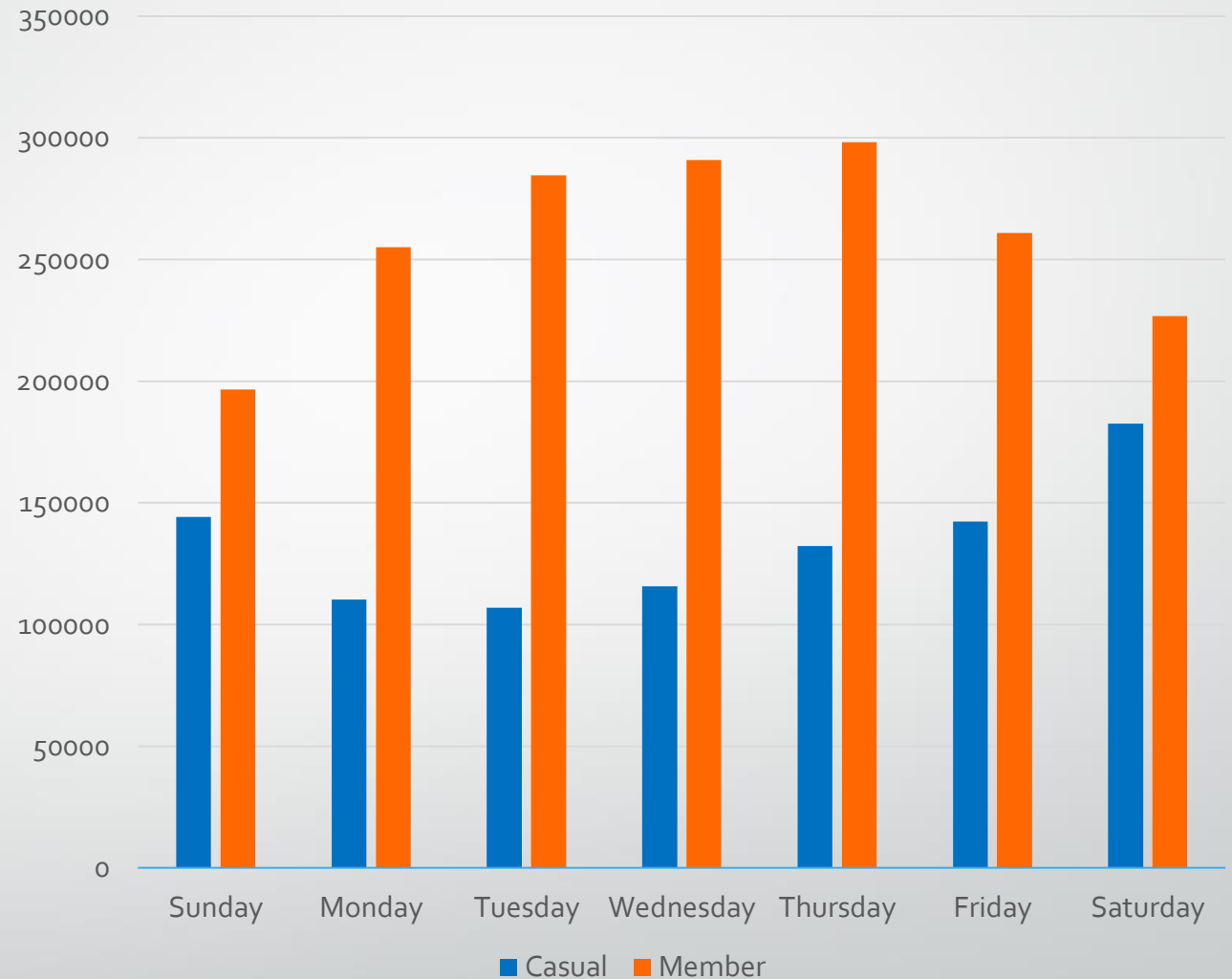
- R programming was used to process the data and to do calculations.
- Pivot tables were also used to perform some calculations
- Finally, Tableau dashboard was used to display the visuals

Total number of rides



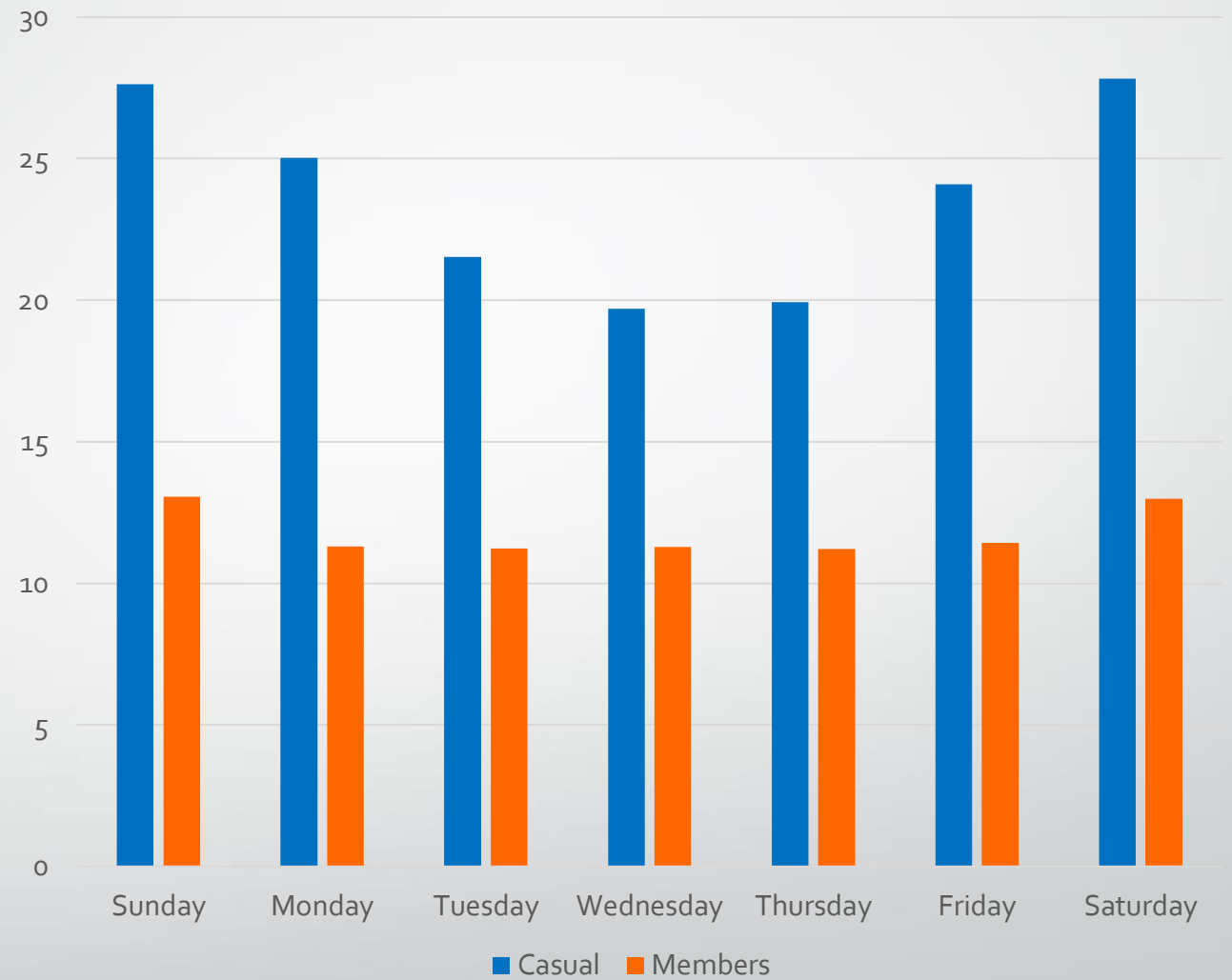
Number of rides for day of the week

- Members had maximum rides in the weekdays
- Casual riders had maximum rides in the weekends



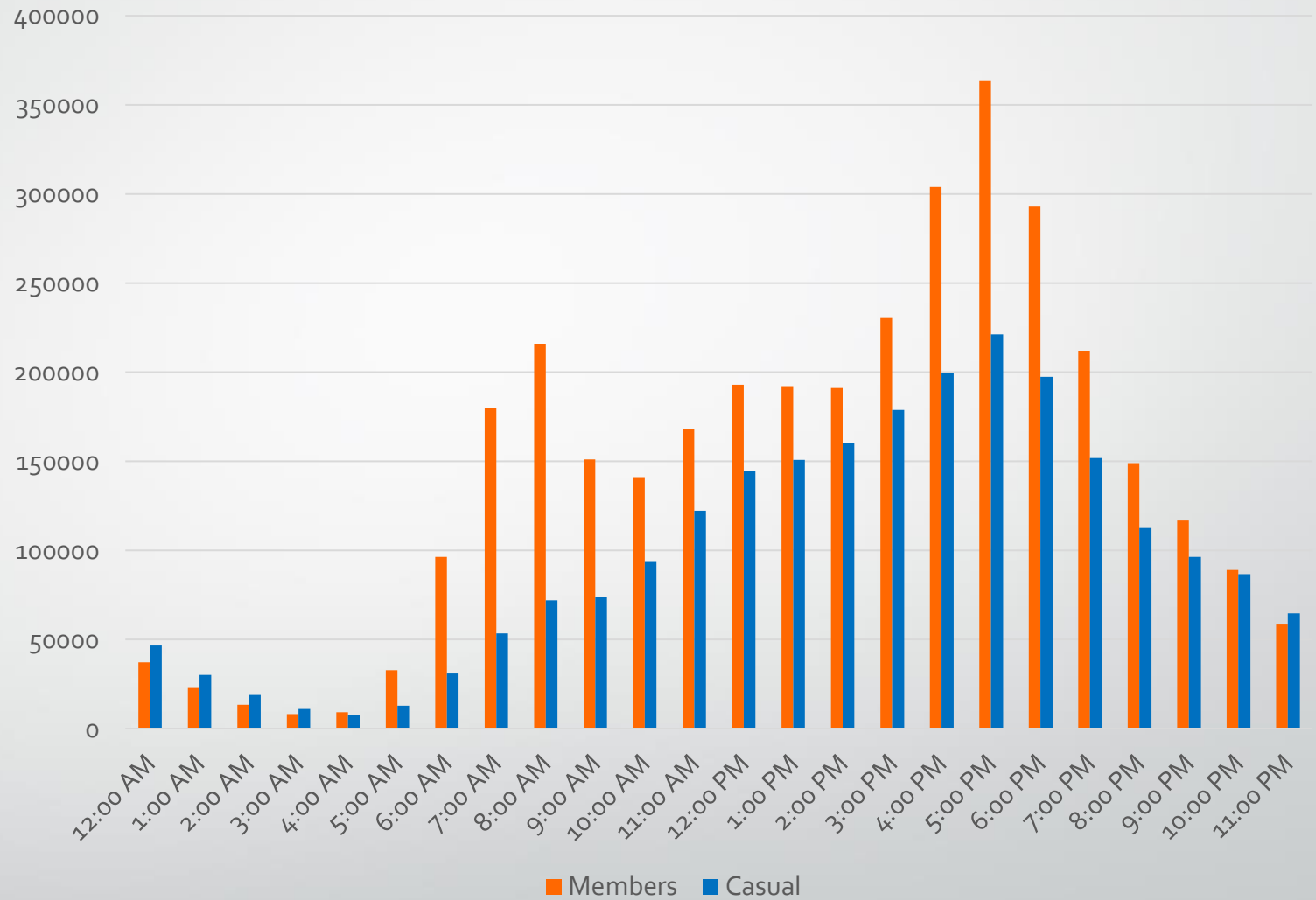
Average ride length in minutes

- Casual riders ride for a long time when compared to members
- The average ride length during weekends was higher than the weekdays for both riders.



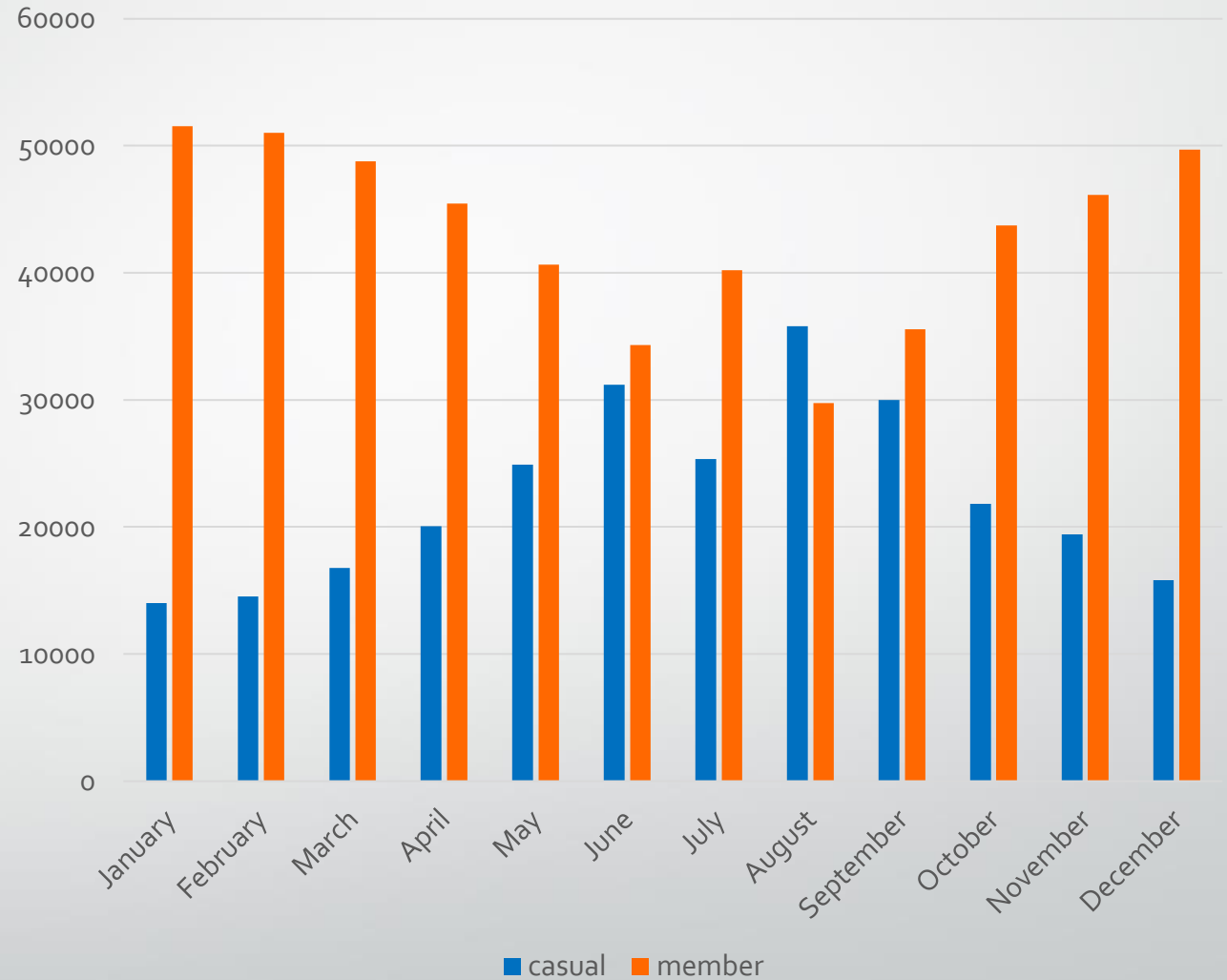
Number of rides by hours

- The busiest time for members was 7am to 9am and 4pm to 6pm.
- The busiest time for casual riders was by 5pm.



Number of rides by month

- The busiest season for casual rides was during summer.
- While for members, winter is the busiest season.

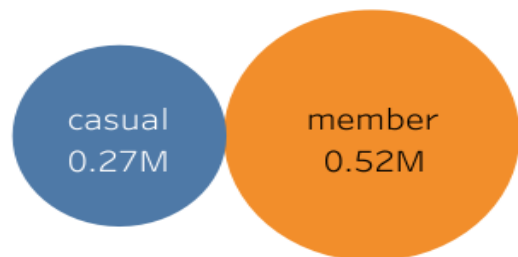




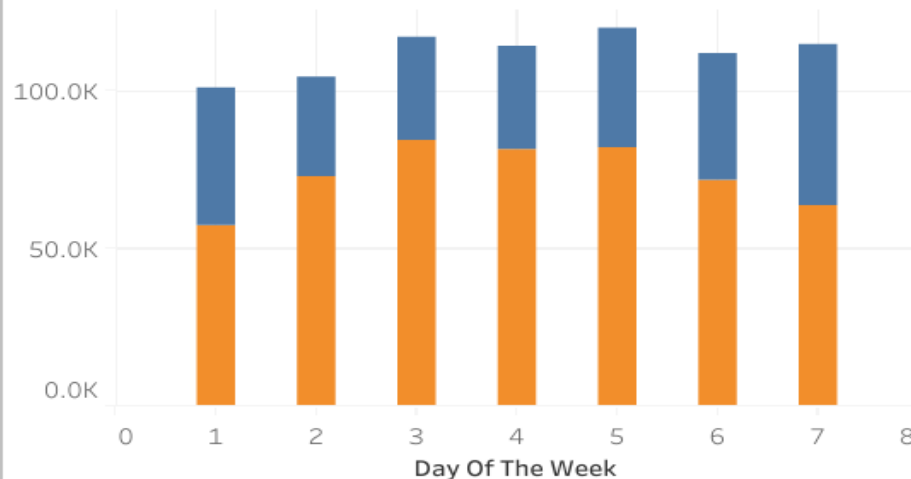
Annual members and Casual riders bike usage



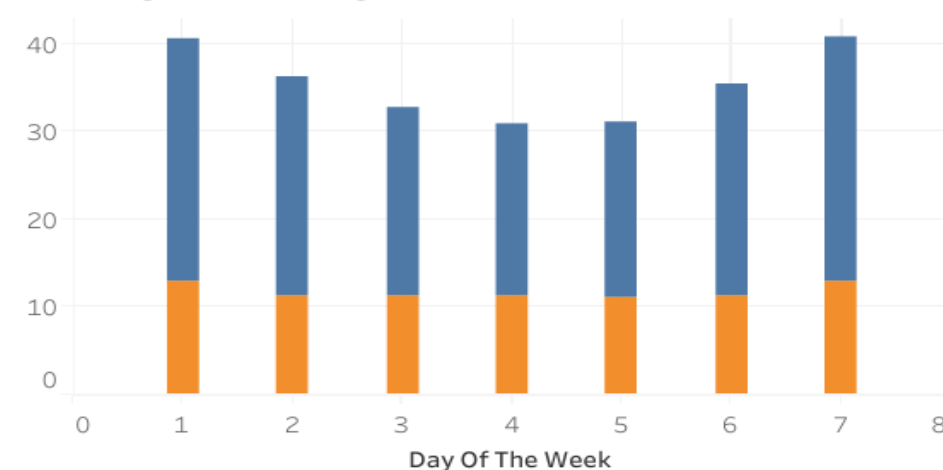
Total Rides



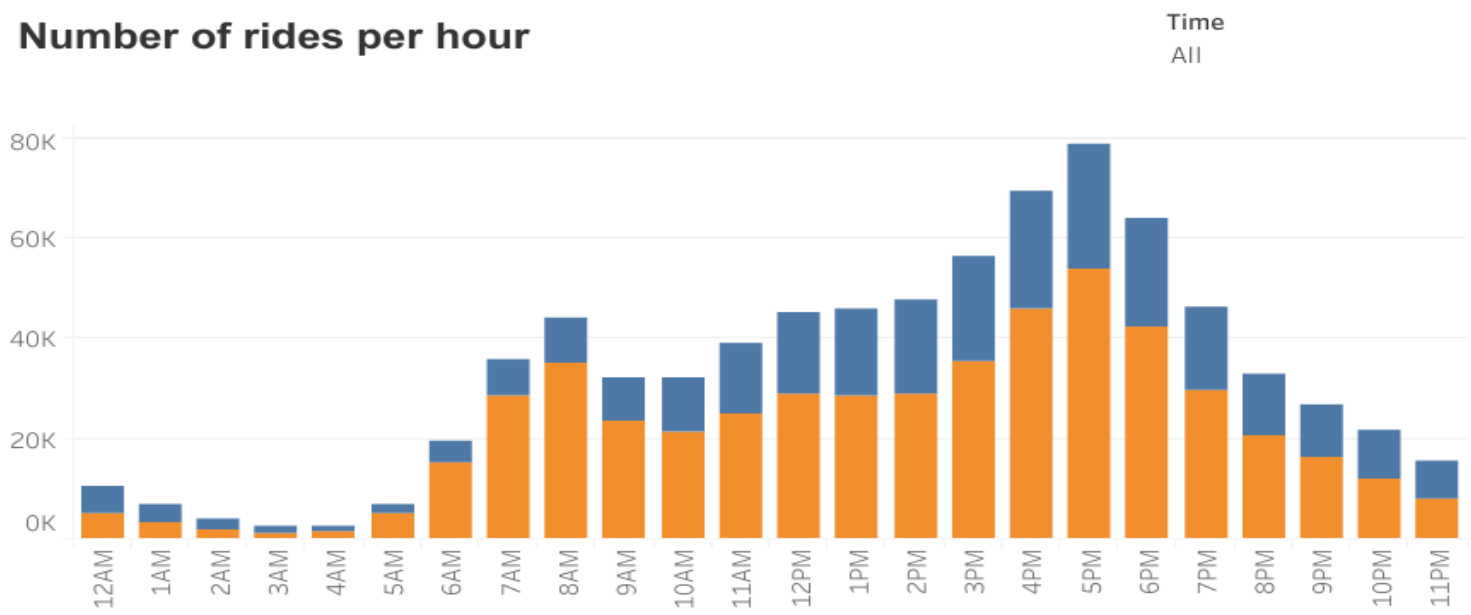
Total rides for day of the week



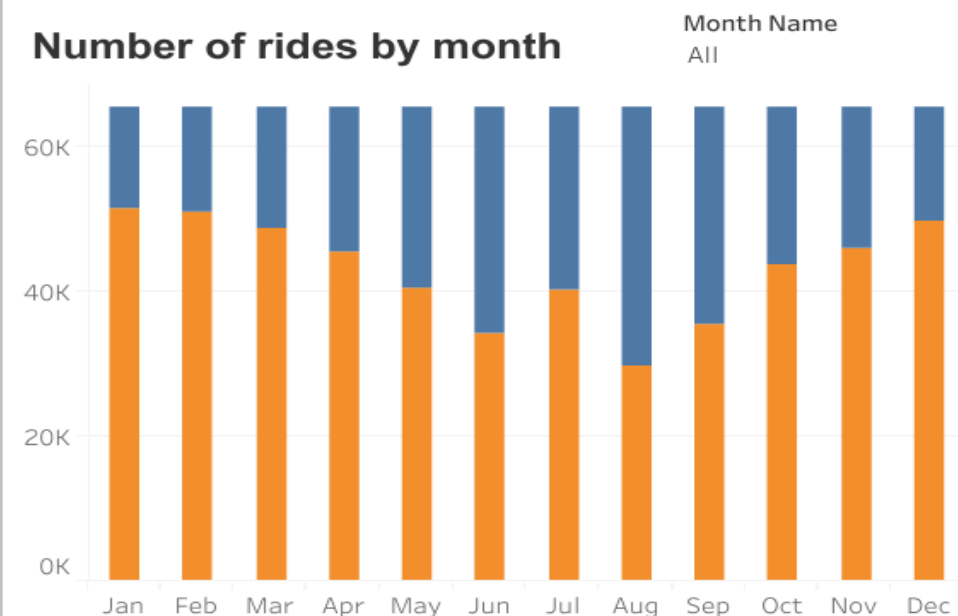
Average ride length in minutes



Number of rides per hour



Number of rides by month



Findings

- Members constitute 66%, Casual riders constitute 34%
- Member riders were high during the weekdays and Casual riders were high during the weekends
- Casual riders drive for a long time when compared to members.
- Summer is the busiest month for casual riders.

Recommendations

Some recommendations to maximize annual membership

- Introduce weekend membership after collecting feedback from the casual riders
- As summer is the busiest month for casual riders, introduce some offers like 20% discount for the first-time members.
- Introduce some group membership option to attract casual riders in groups.