USER PERFORMANCE

CYCLISTIC BIKES

DATE: APRIL 24, 2022

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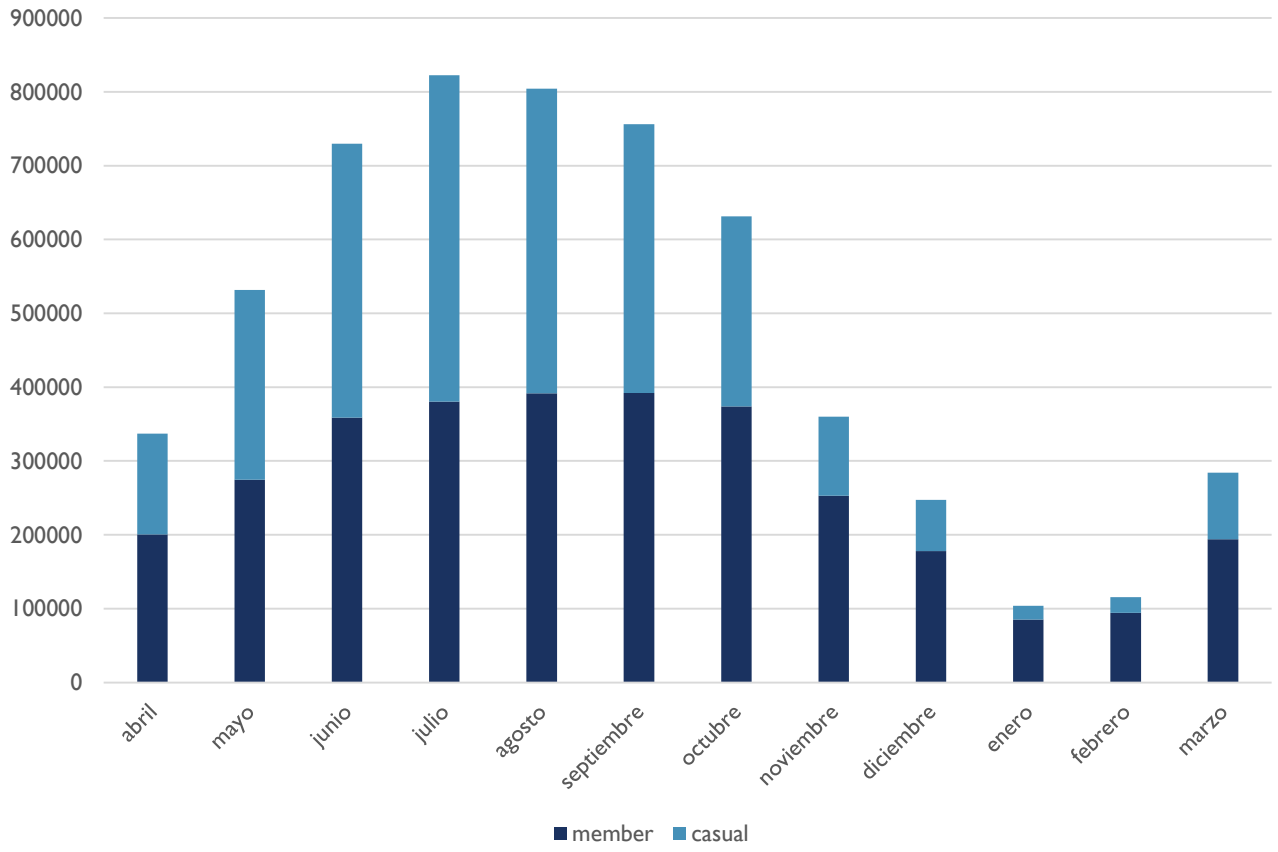
AGENDA

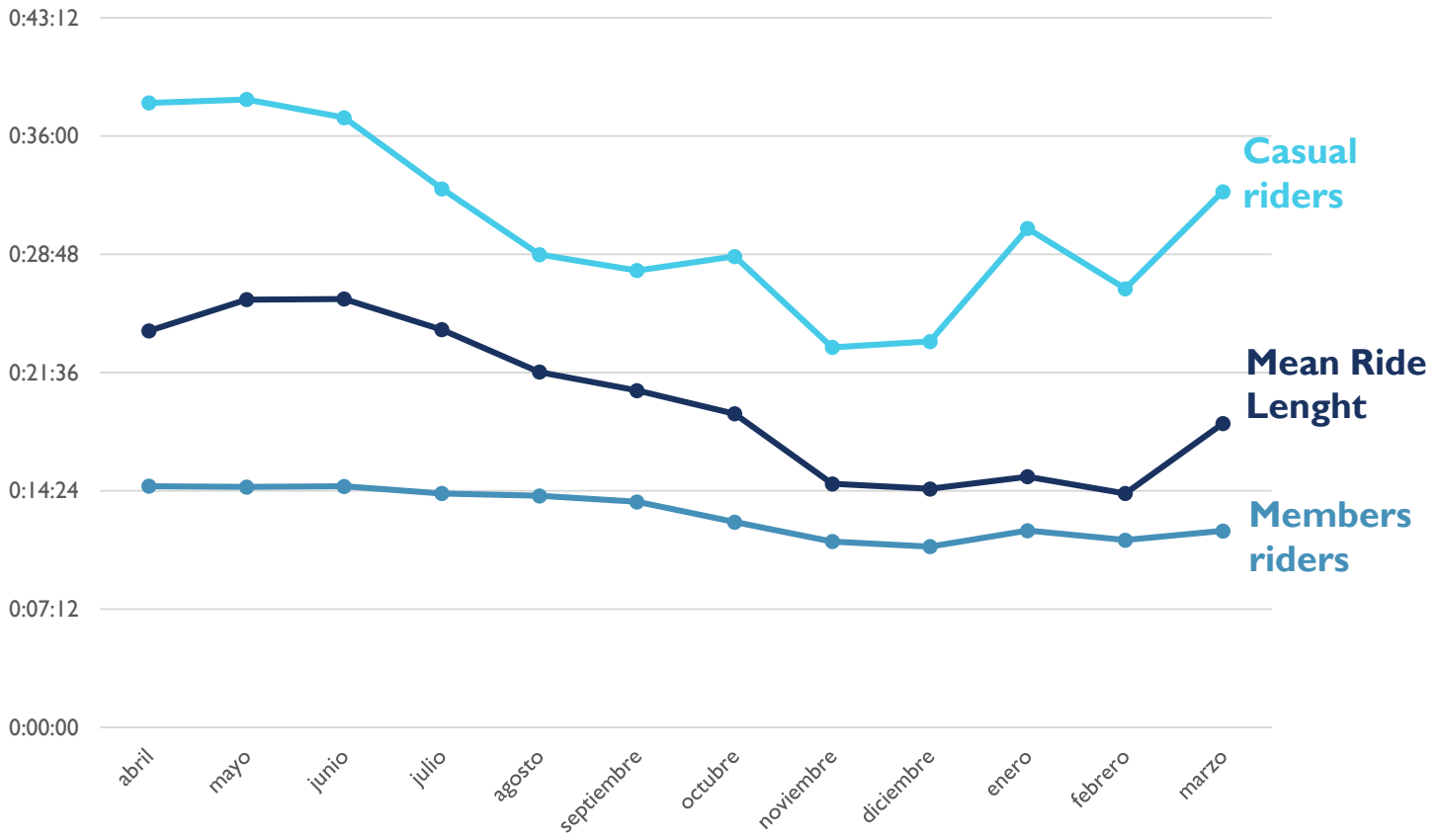
- How many riders has Cyclistic Bikes in the last year and, how are they divided?
- Which is the average ride length by type of user in annual period and per week?
- Which is the day with more frequency of trips by user type?

CYCLISTIC BIKES BY TYPE OF USER MEMBERS AND CASUAL RIDERS



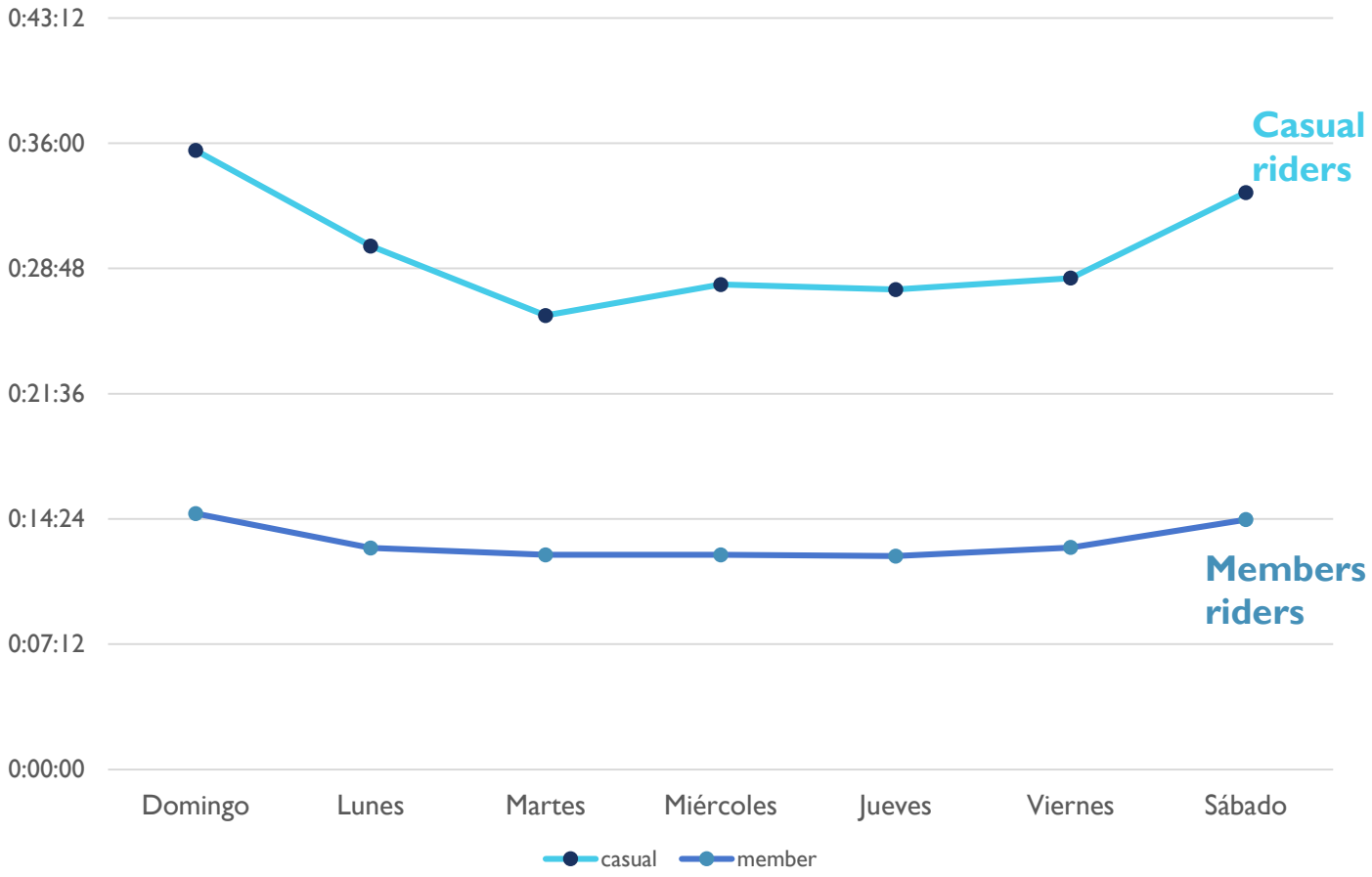
- We analyze more than **5.5 million registers** from the last year.
- We use data since **April, 2021to March, 2022**.
- The members riders remained without much variation, thus validating the hypothesis to convert casual members to annual riders.

AVERAGE RIDE LENGHT BY YEAR



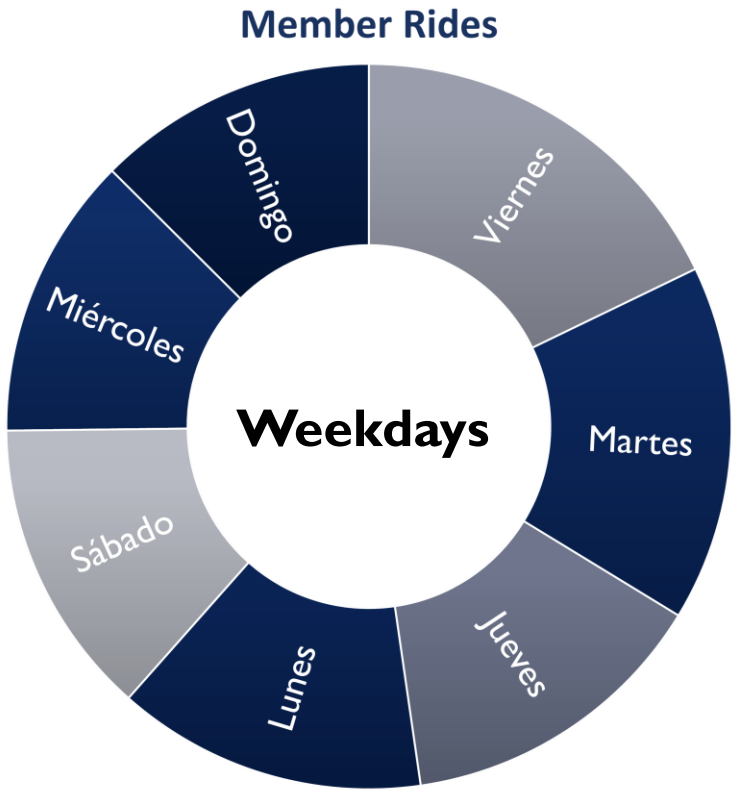
- The **average ride length** for our time of study is **0:19:55.**
- The average for **casual riders is 0:13:01**, while **members riders is 0:30:39.**

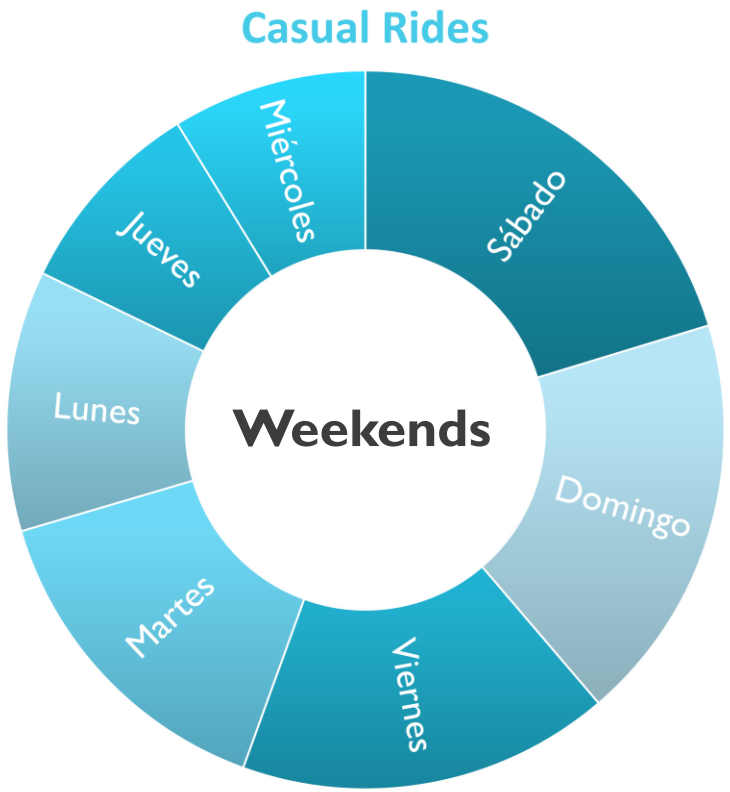
AVERAGE RIDE LENGHT BY WEEKDAY



- The average ride length **by weekday** for casual riders is **30 minutes,** with a peak on Sundays over 35 minutes.
- The average ride lenght **by weekday** for member riders **is 13 minutes.**

ANNUAL RIDES PER DAY





For both type of user: on **Saturday** is the day with more trips.

RECOMMENDATIONS

- Converting casual to annual members throughout offering discounts if their using Cyclistic Bikes on weekends.
- The marketing campaign can start in March when increasing the number of casual bikers.
- If we reviewed the climate datasets, or review the different types of bicycles that the Company offers, the campaign could be direct to one type of casual users.

APPENDIX

- The type of problem is find patterns and discovery connections for converting casual members into anual members
- **Prepared Data**
  - I determined use data since april 2021 to march 2022
  - Download the .csv files in a carpet in my Desktop, and create another carpet for .xls files where I storage process files.
  - Use Excel to manipulate each file, and find the information that I need it.
  - Use function Text to columns, to convert .csv file to .xlsx file
  - I used all the information posible in those files
- **Clean data**
  - Delete columns not neccesary for our analysis: name and id station from start and finish, and coordenates of each station.

APPENDIX

- **Process data**
  - Use Sustraction function to find the ride lenght by trip, and format data with [h]:mm:ss
  - Use Dayweek function to find the day of the week of each trip and format data with General format.
  - Use filter function to review my data and fixing the formulas when the ride lenght was negative number.
  - Created pivot table in each .xls file, to validate data and find averages, counts of the information
  - Create a new file calle "Summary" to put all the results of each file, and créate some visualization to find trends and some results.
  - *To process data also use R Studio to do all the activities, and created a report in R Markdown, you can find it in my portfolio.*

- **Data Visualization**
  - Use power point to create the report
  - Review how many riders has the Company in the last year by type of user and the difference by month and by day of week.
  - Create a 3 types of graphs, columns, lines and sun circle to identify trends respect to how do anual the users use Cyclistic Bikes differently.