Google Data Analytics
Specialization
Capstone Project:
Case Study 1
"Cyclistic Bike"



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# TABLE OF CONTENTS



1. Objective

2. Content

3. Conclusion

#### **QUESTIONS**

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



### **OBJECTIVE**

Identify trends on how annual members and casual riders differ to find the target when designing a new marketing strategies to convert the casual riders into annual members.

### • Data Sources

• Previous 12 months of Cyclist trip data (from July 2023 to June 2024).

### • Initial Data Sets

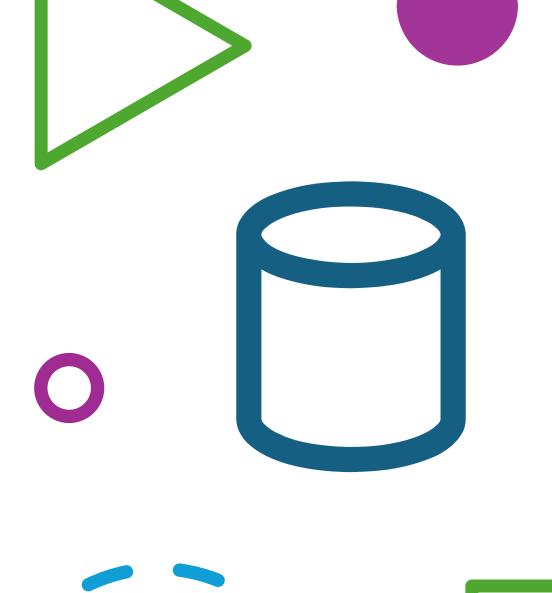
12 .csv files. Each one with 13 variables.

### • Tools

Rstudio

### • Final Data Sets

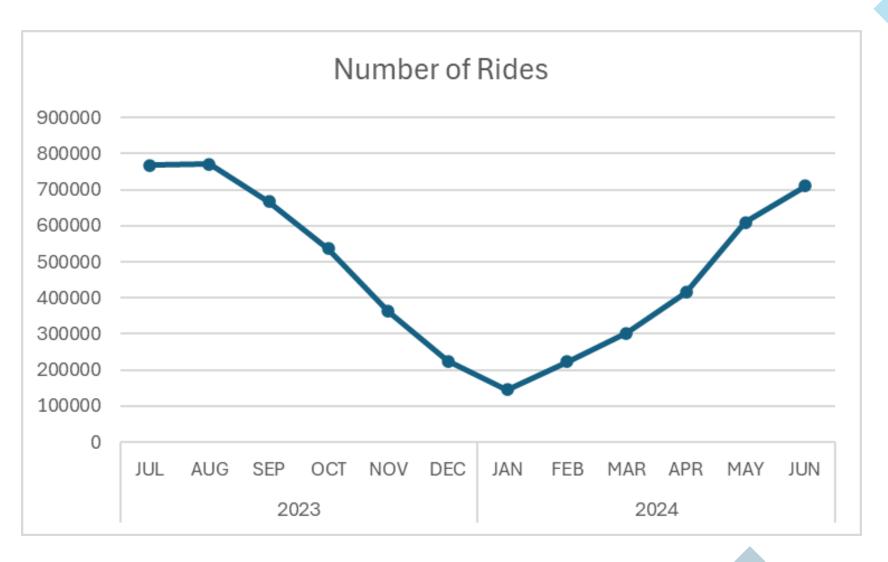
One .csv file, 5 732 648 rows, 19 variables.



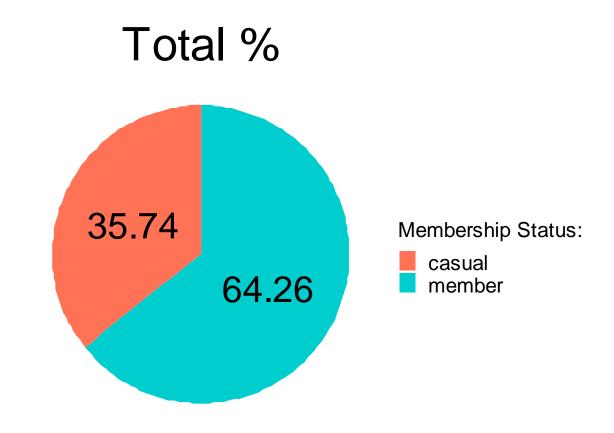


# DATA ANALYSIS RESULTS

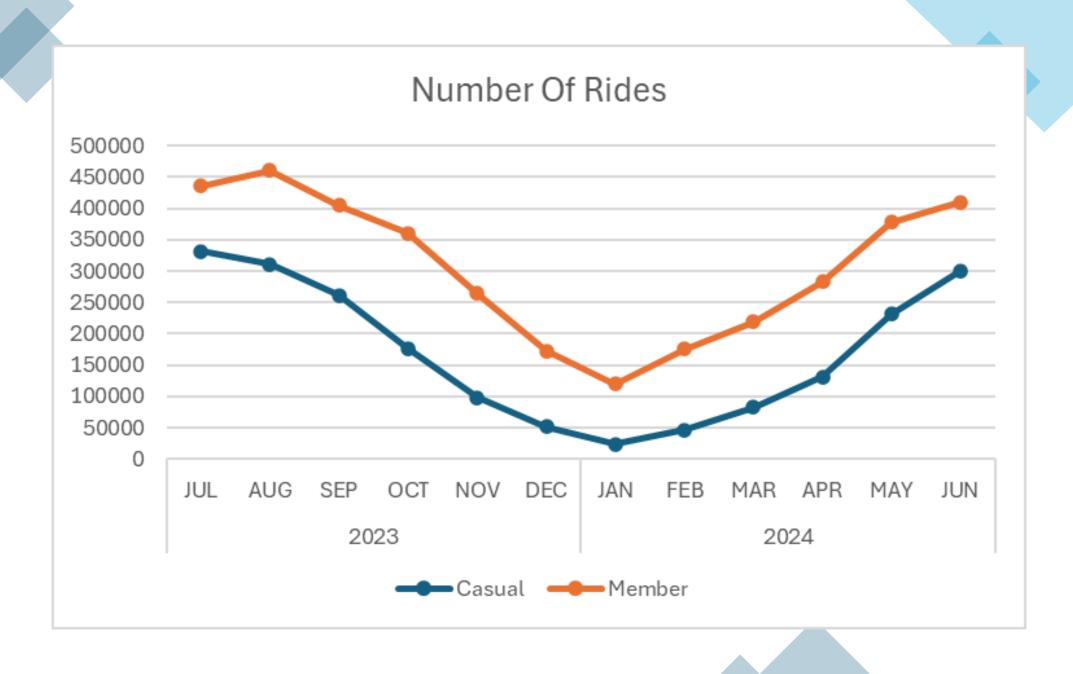
# **MONTHLY RIDES**



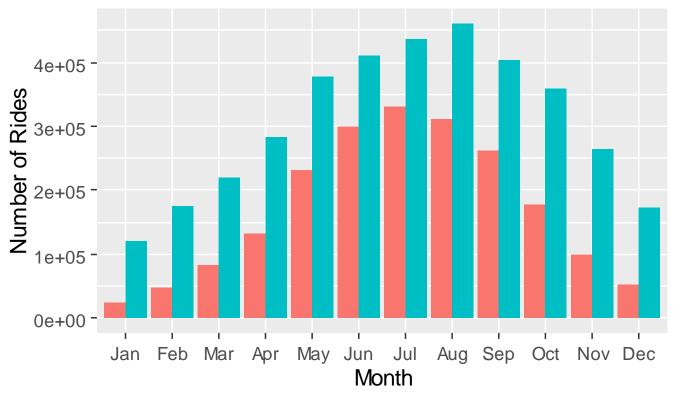




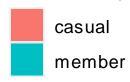
Data From JUL 2023 - JUN 2024



### Number of Monthly Bikes by Members



#### Membership Status:



**Peak Month** 

Casual: July, Member:

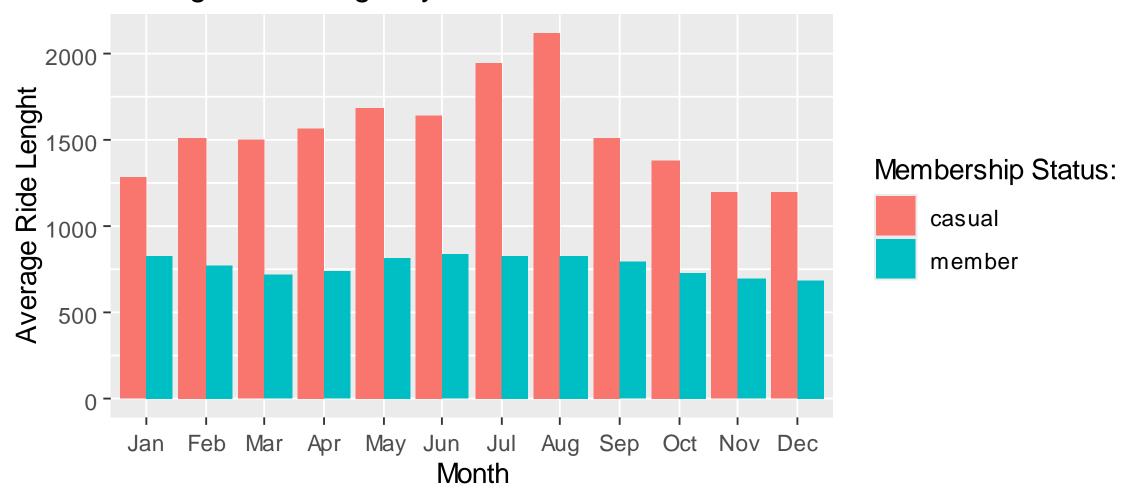
August

**Low Month** 

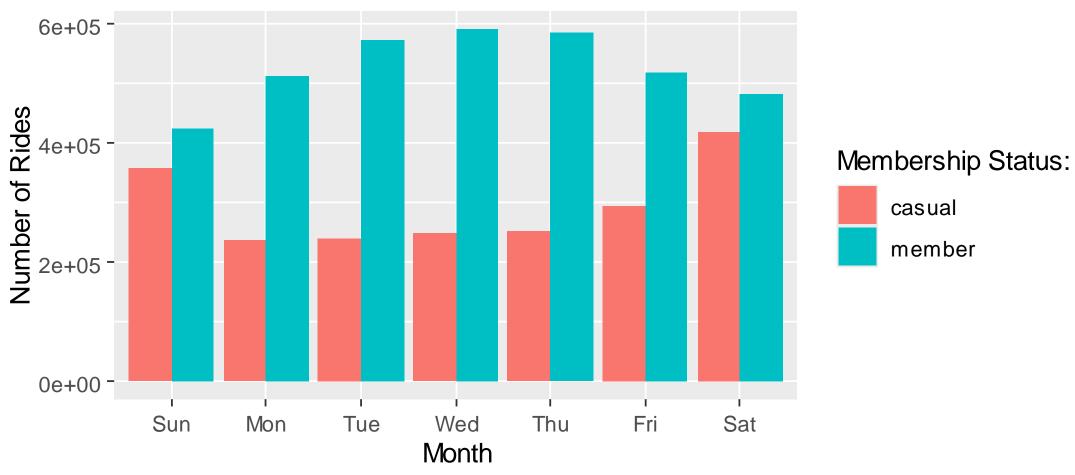
**Casual and Member:** 

January

## Average Ride Lenght by Members



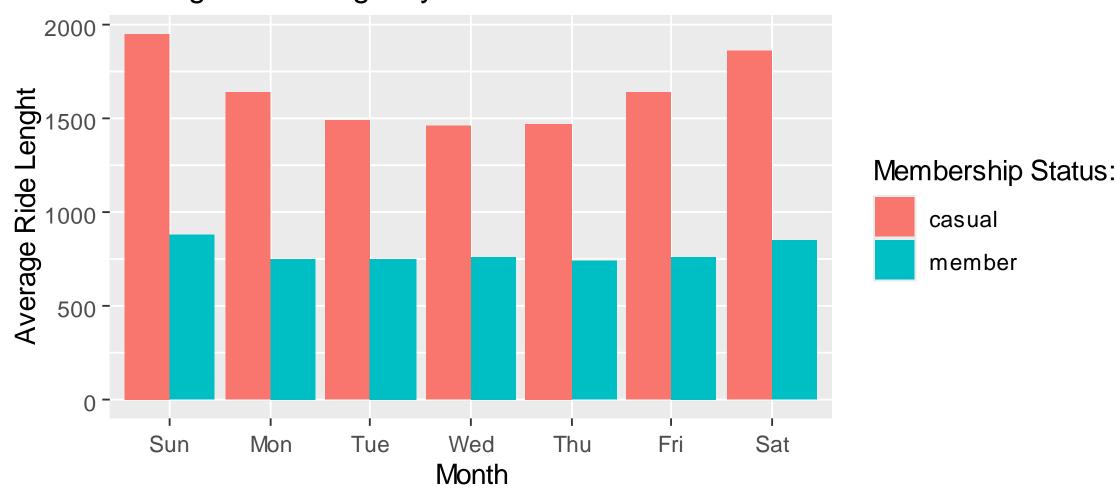
### Number of Weekly Bikes by Members



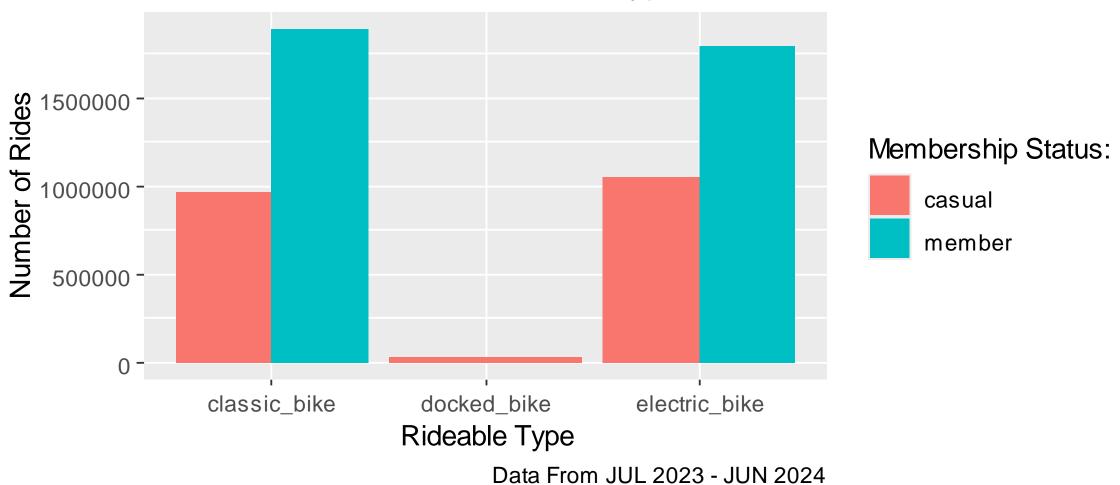
Peak Days: Casual: Saturday, Member: Wednesday,

Low Days: Casual: Monday and Tuesday; Member: Sunday

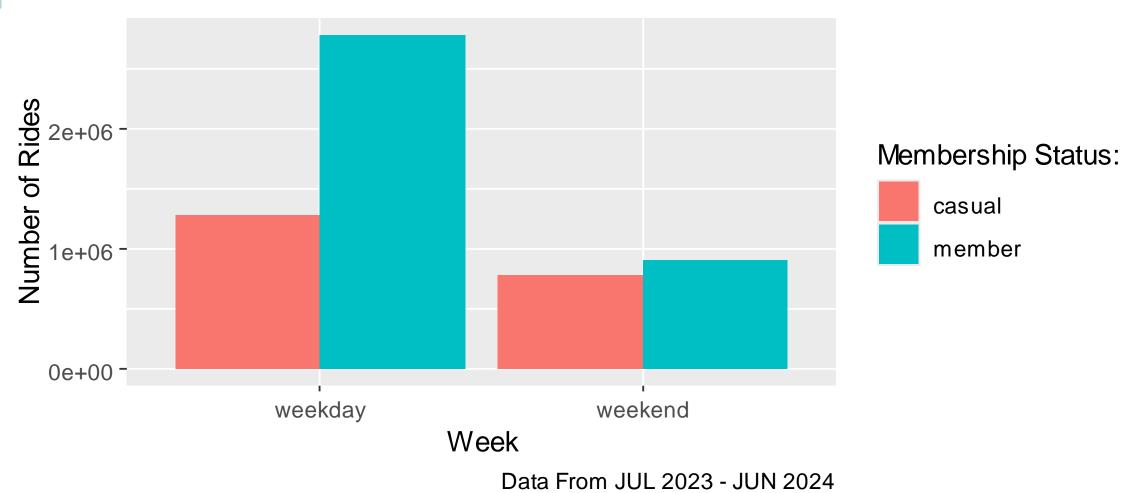
# Average Ride Lenght by Members



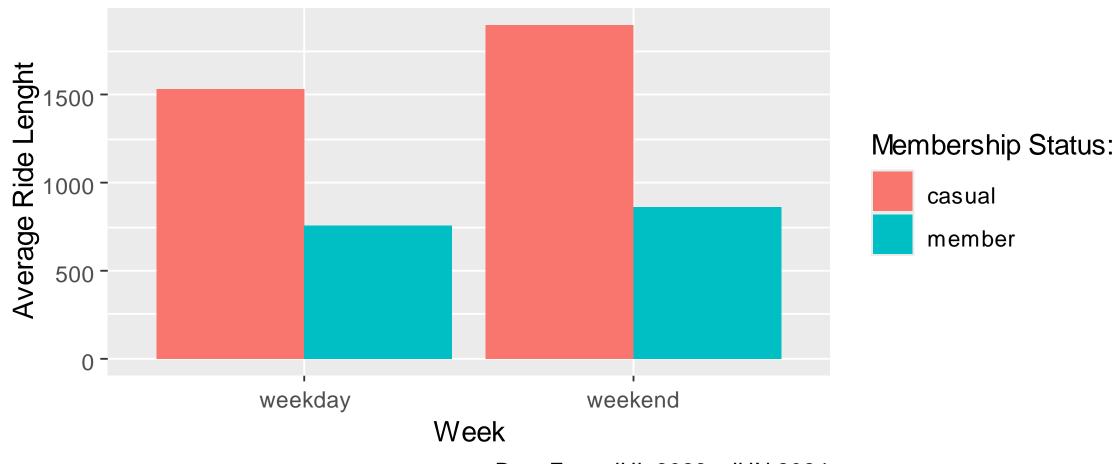
# Number of Rides of Different Bike Types



### Number of Rides of Week



# Average of Ride Lenght Week



Data From JUL 2023 - JUN 2024

#### RECOMMEDATION

 Casual and Annual members this membership a survey can be applied to determine the reasons for selection;

 A survey can be applied to user needs and requests;

 Define the advantages of Annual Membership for this group;

More flexible price structure;





# **THANKS**

Do you have any questions?

