# How Does A Bike Share Navigate Speedy Success

Muhamad Amirul Adham

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# Introduction

Cyclistic: A bike-share program that features more than 5,800 bicycles and 600 docking stations. Cyclistic sets itself apart by also offering reclining bikes, hand tricycles, and cargo bikes, making bike-share more inclusive to people with disabilities and riders who can't use a standard twowheeled bike.

The director of marketing believes the company's future success depends on maximizing the number of annual memberships. Therefore, the team wants to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, the team will design a new marketing strategy to convert casual riders into annual members.

### Objective

3 main questions need to be answered before proceeding to the next step.

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

Why would casual riders buy Cyclistic annual memberships?

How can Cyclistic use digital media to influence casual riders to become members?

#### Data

The latest 12 month data will be collected from Cyclistic historical trip data for the analysis.

# Analysis

#### **RStudio**

Upload all the 12 separate csv file into RStudio and merge it as a one dataset

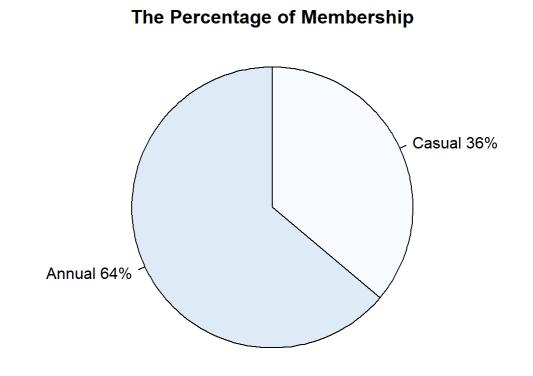
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ride_id rideable_type started_at
## 1 65DBD2F447EC51C2 electric_bike 2022-12-05 10:47:18 2022-12-05 10:56:34
## 2 0C201AA7EA0EA1AD classic_bike 2022-12-18 06:42:33 2022-12-18 07:08:44
## 3 E0B148CCB358A49D electric_bike 2022-12-13 08:47:45 2022-12-13 08:59:51
## 4 54C5775D2B7C9188 classic_bike 2022-12-13 18:50:47 2022-12-13 19:19:48
## 5 A4891F78776D35DF classic_bike 2022-12-14 16:13:39 2022-12-14 16:27:50
## 6 DB91D9B8DFACA07A electric_bike 2022-12-02 15:24:47 2022-12-02 15:34:14
               start_station_name start_station_id end_station_name
## 1 Clifton Ave & Armitage Ave TA1307000163 Sedgwick St & Webster Ave
## 2 Broadway & Belmont Ave
## 3 Sangamon St & Lake St
## 4 Shields Ave & 31st St
KA1503000038 Damen Ave & Madison St
13277 Sedgwick St & Webster Ave
TA1306000015 St. Clair St & Erie St
KA1503000038 Damen Ave & Madison St
## 5 Ashland Ave & Chicago Ave
## 6 Wabash Ave & 9th St TA1309000010 Wacker Dr & Washington St
## end_station_id start_lat start_lng end_lat end_lng member_casual
## 1 13191 41.91824 -87.65711 41.92217 -87.63889
## 2 13191 41.94011 -87.64545 41.92217 -87.63889 casual
## 3 13016 41.88592 -87.65113 41.89435 -87.62280 member
## 4 13134 41.83846 -87.63541 41.88137 -87.67493 member
## 5 13288 41.89595 -87.66773 41.92008 -87.67785 casual
## 6 KA1503000072 41.87068 -87.62571 41.88314 -87.63724
                                                                                   member
```

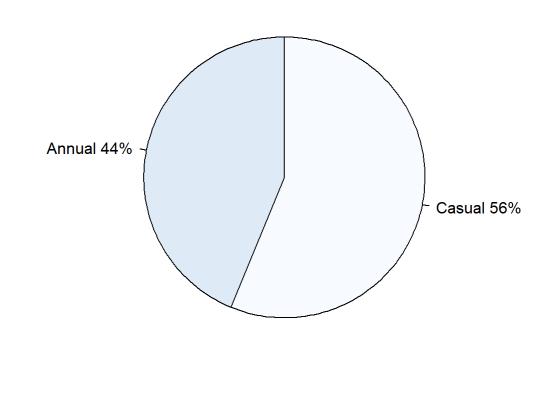
## [1] FALSE

The final outcome of dataset after some cleaning and filtering

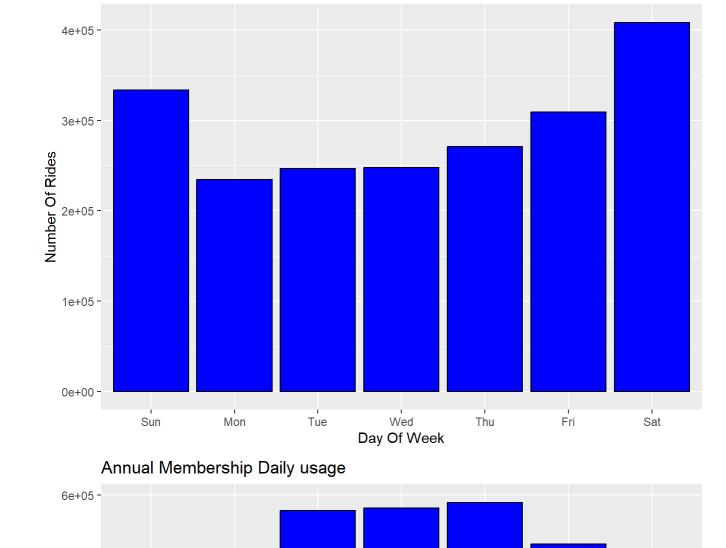
ride\_id rideable\_type started\_at ## 1 65DBD2F447EC51C2 electric\_bike 2022-12-05 10:47:18 2022-12-05 10:56:34 ## 2 0C201AA7EA0EA1AD classic\_bike 2022-12-18 06:42:33 2022-12-18 07:08:44 ## 3 E0B148CCB358A49D electric\_bike 2022-12-13 08:47:45 2022-12-13 08:59:51 ## 4 54C5775D2B7C9188 classic\_bike 2022-12-13 18:50:47 2022-12-13 19:19:48 ## 5 A4891F78776D35DF classic\_bike 2022-12-14 16:13:39 2022-12-14 16:27:50 DB91D9B8DFACA07A electric\_bike 2022-12-02 15:24:47 2022-12-02 15:34:14 start\_station\_name start\_station\_id end\_station\_name ## 1 Clifton Ave & Armitage Ave TA1307000163 Sedgwick St & Webster Ave Broadway & Belmont Ave 13277 Sedgwick St & Webster Ave ## 3 Sangamon St & Lake St St. Clair St & Erie St TA1306000015 ## 4 Shields Ave & 31st St KA1503000038 Damen Ave & Madison St Ashland Ave & Chicago Ave 13247 Damen Ave & Charleston St Wabash Ave & 9th St ## 6 TA1309000010 Wacker Dr & Washington St end\_station\_id member\_casual duration day\_of\_week month 13191 member ## 2 13191 casual Sun Dec 13016 member Tue Dec 13134 member Dec ## 5 13288 casual Wed Dec KA1503000072 member Fri

# Graph

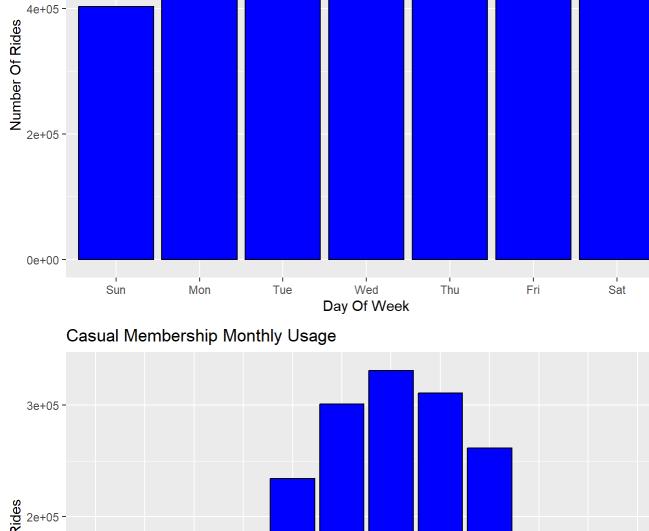


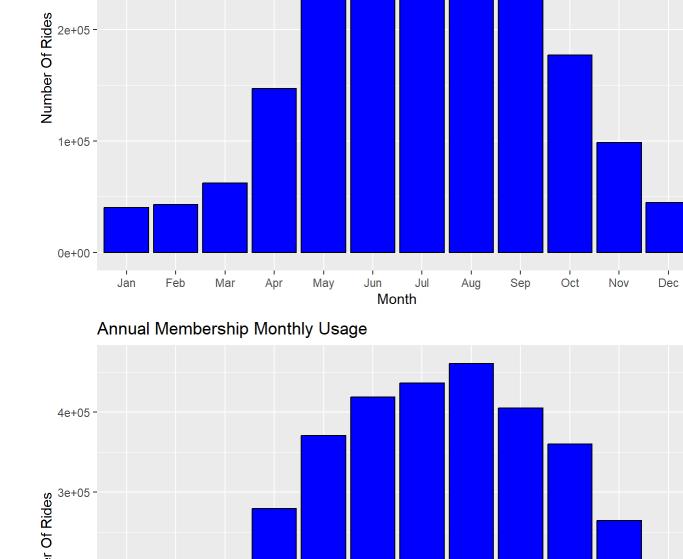


**Percentage Of Duration** 

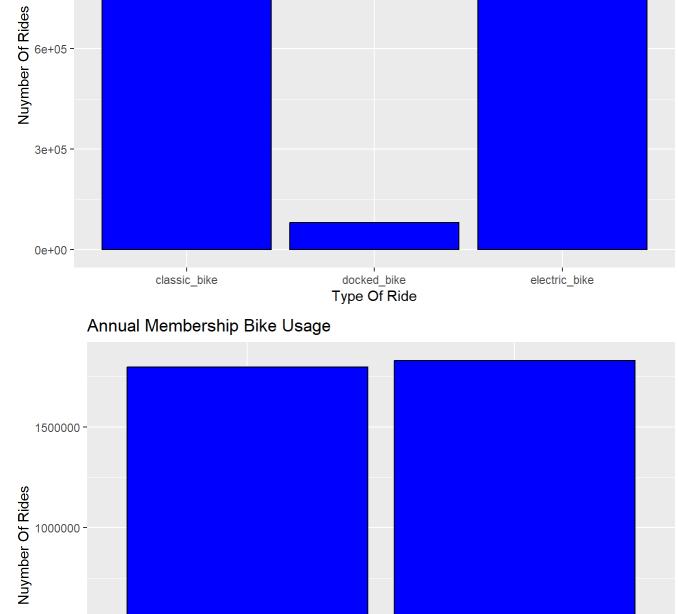


Casual Membership Daily usage









classic\_bike

Type Of Ride

electric\_bike

500000 -