

How Does A Bike Share Navigate Speedy Success

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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 two-wheeled 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

##	ride_id	rideable_type	started_at	ended_at	member	
## 1	65DBD2F447EC51C2	electric_bike	2022-12-05 10:47:18	2022-12-05 10:56:34	member	
## 2	0C201AA7EA0EA1AD	classic_bike	2022-12-18 06:42:33	2022-12-18 07:08:44	member	
## 3	E0B148CC8358A49D	electric_bike	2022-12-13 08:47:45	2022-12-13 08:59:51	member	
## 4	54C5775D2B7C9188	classic_bike	2022-12-13 18:50:47	2022-12-13 19:19:48	member	
## 5	A4891F78776D35DF	classic_bike	2022-12-14 16:13:39	2022-12-14 16:27:50	member	
## 6	DB91D9B8DFACA07A	electric_bike	2022-12-02 15:24:47	2022-12-02 15:34:14	member	
##	start_station_name	start_station_id	end_station_name			
## 1	Clifton Ave & Armitage Ave	TA1307000163	Sedgwick St & Webster Ave			
## 2	Broadway & Belmont Ave	13277	Sedgwick St & Webster Ave			
## 3	Sangamon St & Lake St	TA1306000015	St. Clair St & Erie St			
## 4	Shields Ave & 31st St	KA1503000038	Damen Ave & Madison St			
## 5	Ashland Ave & Chicago Ave	13247	Damen Ave & Charleston St			
## 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	member
## 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

The final outcome of dataset after some cleaning and filtering

[1] FALSE

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##	end_station_id	member_casual	duration	day_of_week	month
## 1	13191	member	9	Mon	Dec
## 2	13191	casual	26	Sun	Dec
## 3	13016	member	12	Tue	Dec
## 4	13134	member	29	Tue	Dec
## 5	13288	casual	14	Wed	Dec
## 6	KA1503000072	member	9	Fri	Dec

Graph

