

GOOGLE DATA ANALYTICS CAPSTONE PROJECT: Cyclistic Bike-Share Analysis

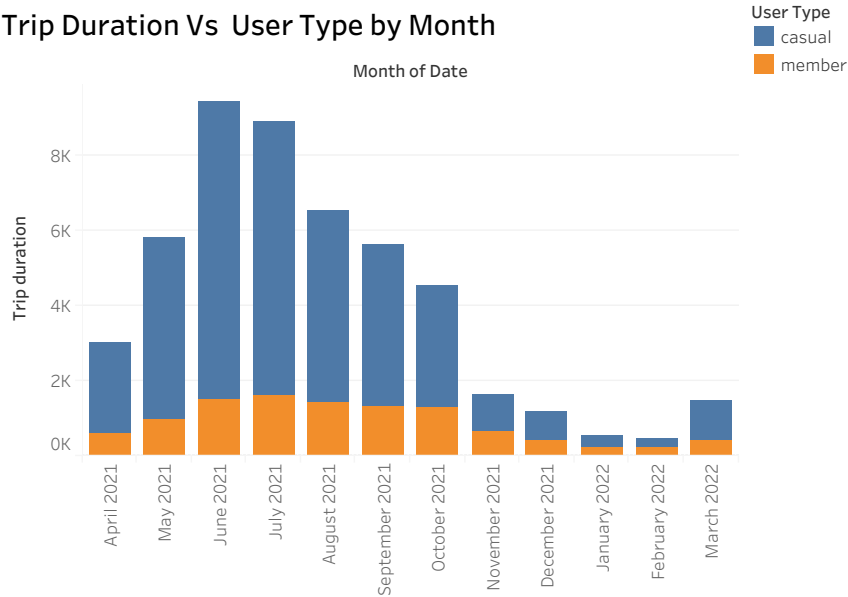
BUSINESS TASK

Analyze historical cyclistic bike trip data to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, your team will design a new marketing strategy to convert casual riders into annual members.

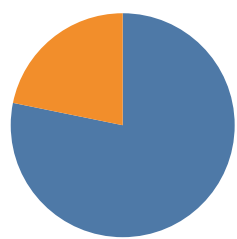
TOOLS

R was used for data cleaning and Tableau for data visualization.

July 1st 2022



Trip Duration by User Type



User type and monthly trip duration showed that there are more casual riders driving for a longer time than Member riders.

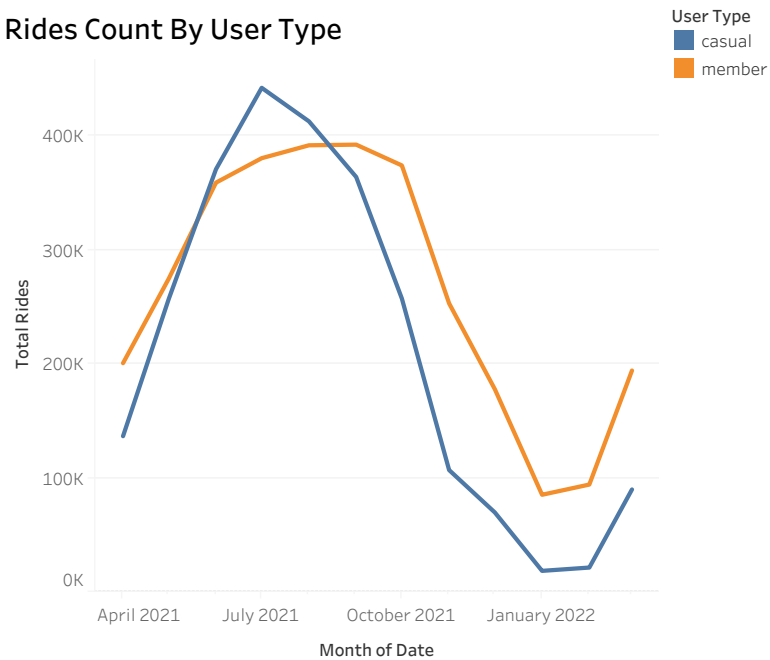
User Type

- casual
- member

Story 1

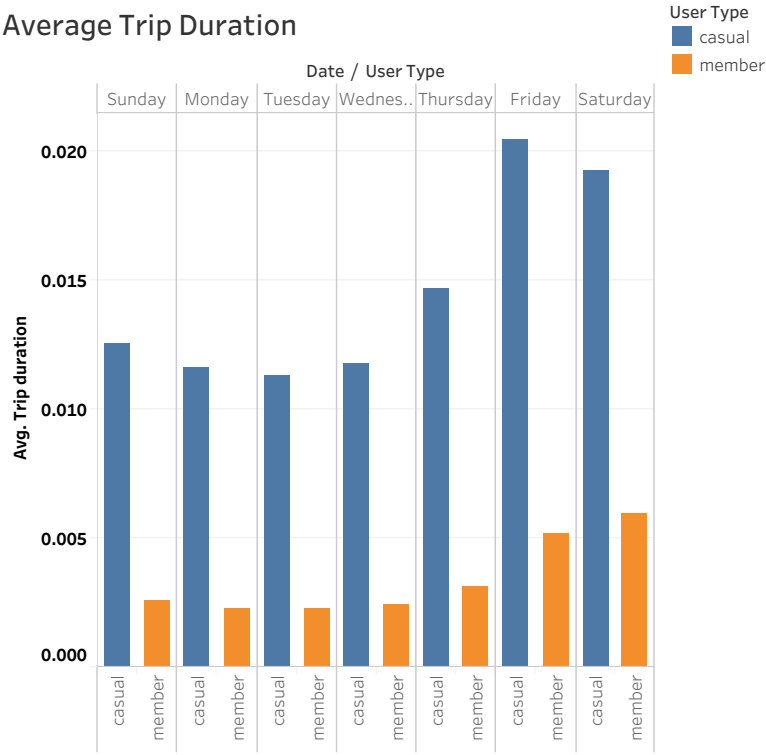
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Rides Count By User Type



The total rides each month showed that there were more Member riders in summer months (september and November) except in June, July and August where the Casual riders were more than the Members.

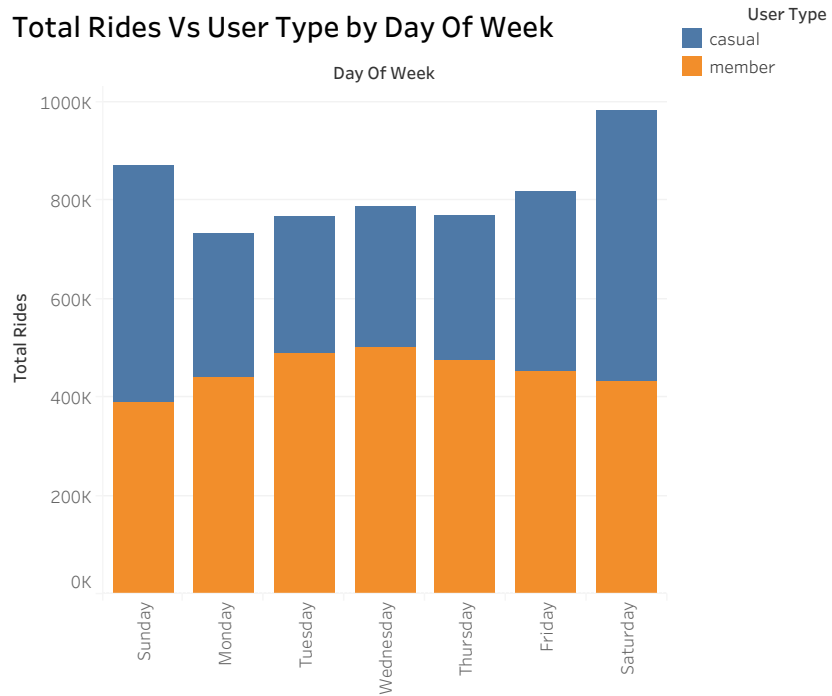
During the Winter months, there were fewer riders compared to summer and spring, but there were more member riders in these months (December, January, February and March).



The weekly average trip duration showed that more casual members rode bike than member riders

Story 1

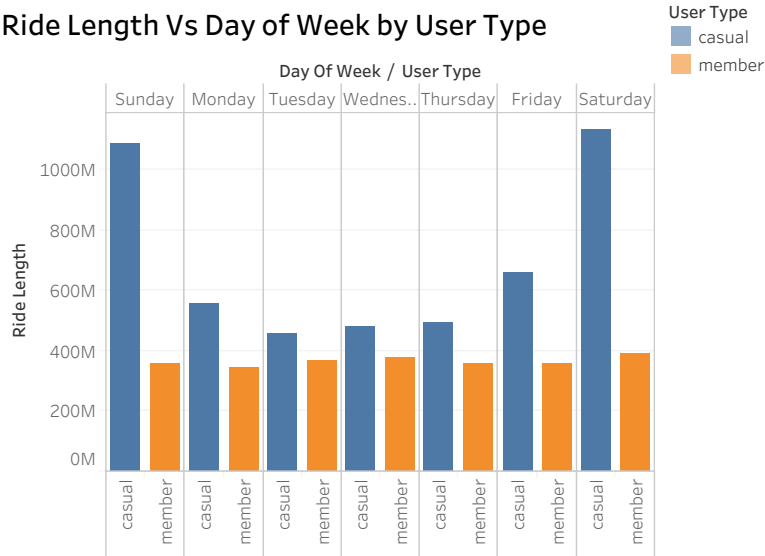
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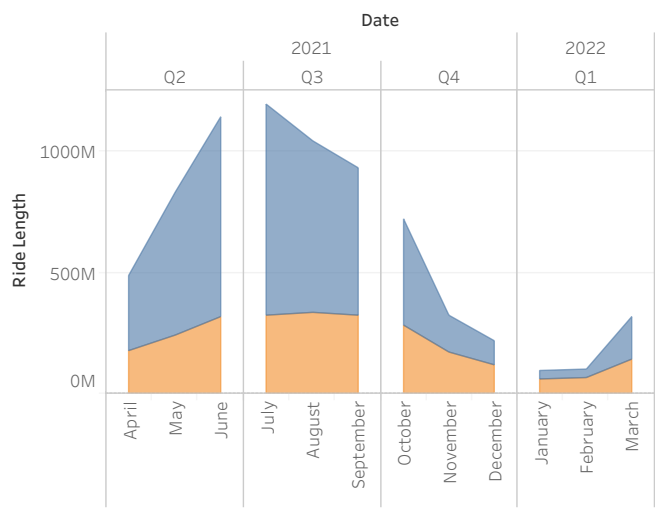
Weekly total rides showed that there were more Casual riders during the weekends; Saturdays and Sundays.

There are more Member riders during the week from Monday to Friday, which could mean that the members used it mostly to commute to and from work.

Ride Length Vs Day of Week by User Type



Ride Length Vs User Type by Quarter(Date)



WEEKLY AND QUARTERLY RIDE LENGTH BY USERS

Weekly ride length showed that more casual riders rode bikes than Member riders, especially during the weekends: saturday and sunday. You can see the consistency of the Member riders during the week (Monday-Friday) and even on the weekends.

The Quarterly ride length showed that there were more riders both Members and Casual riders in the second and third quarter of 2021, as that would sum up the spring and summer season with higher Casual riders in both quarters. The fourth quarter of 2021 and first quarter of 2022 had fewer riders as it was the winter season, but there was still a record of higher casual riders.

SUMMARY

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

There are more casual riders than Member riders, member riders are more consistent and higher during the week (Monday - Friday) which showed that more member riders probably used the bikes to commute to and from work. Casual riders were more during the weekends (Saturday and Sunday).

2. Why would casual riders buy Cyclistic annual memberships?

They could partake in benefits available for annual membership and save up cost.

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

Ads can be used with emphasis made towards the spring and summer seasons as more riders were recorded during this time as compared to the winter season.