



Google Data Analytics Professional Certificate
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Objectives

1. Identify key differences in Cyclistic usage in casual users compared to members
2. Utilize differences to determine marketing strategies to convert casual users to members
3. Determine how digital media can influence casual riders to convert to members

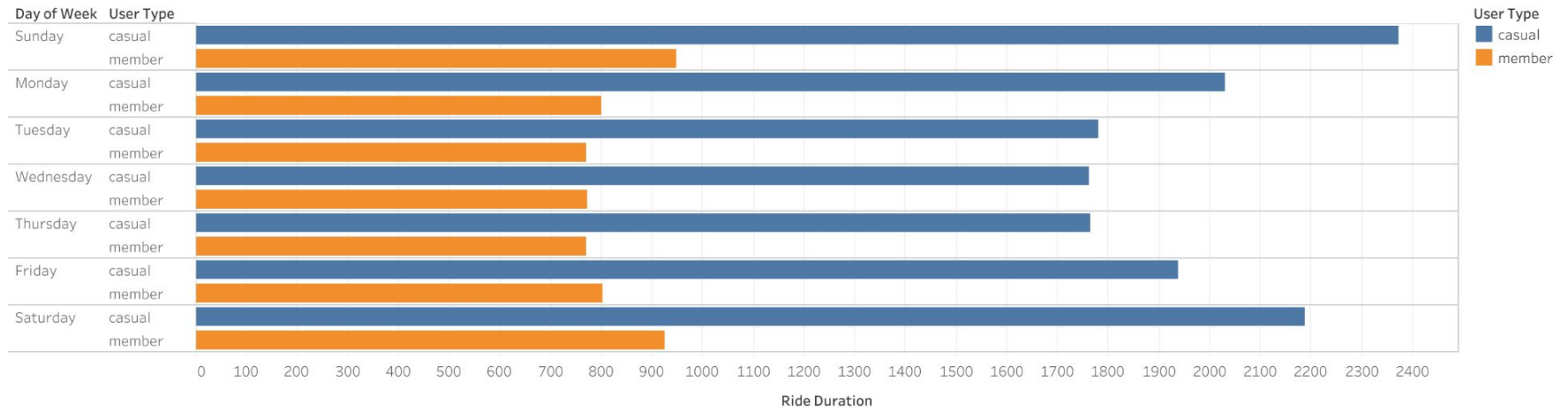
Data

- First-party data collected from Cyclistic riders over the last 12 months
- Data transformation, cleaning and processing completed with RStudio
- Data Manipulation steps include
 - Ride length calculated
 - Date and time separated into individual components
- Data meeting the following criteria were removed prior to analysis
 - All rides with a duration less than 0 removed
 - All rides that started at HQ QR station

Key Differences Among Users

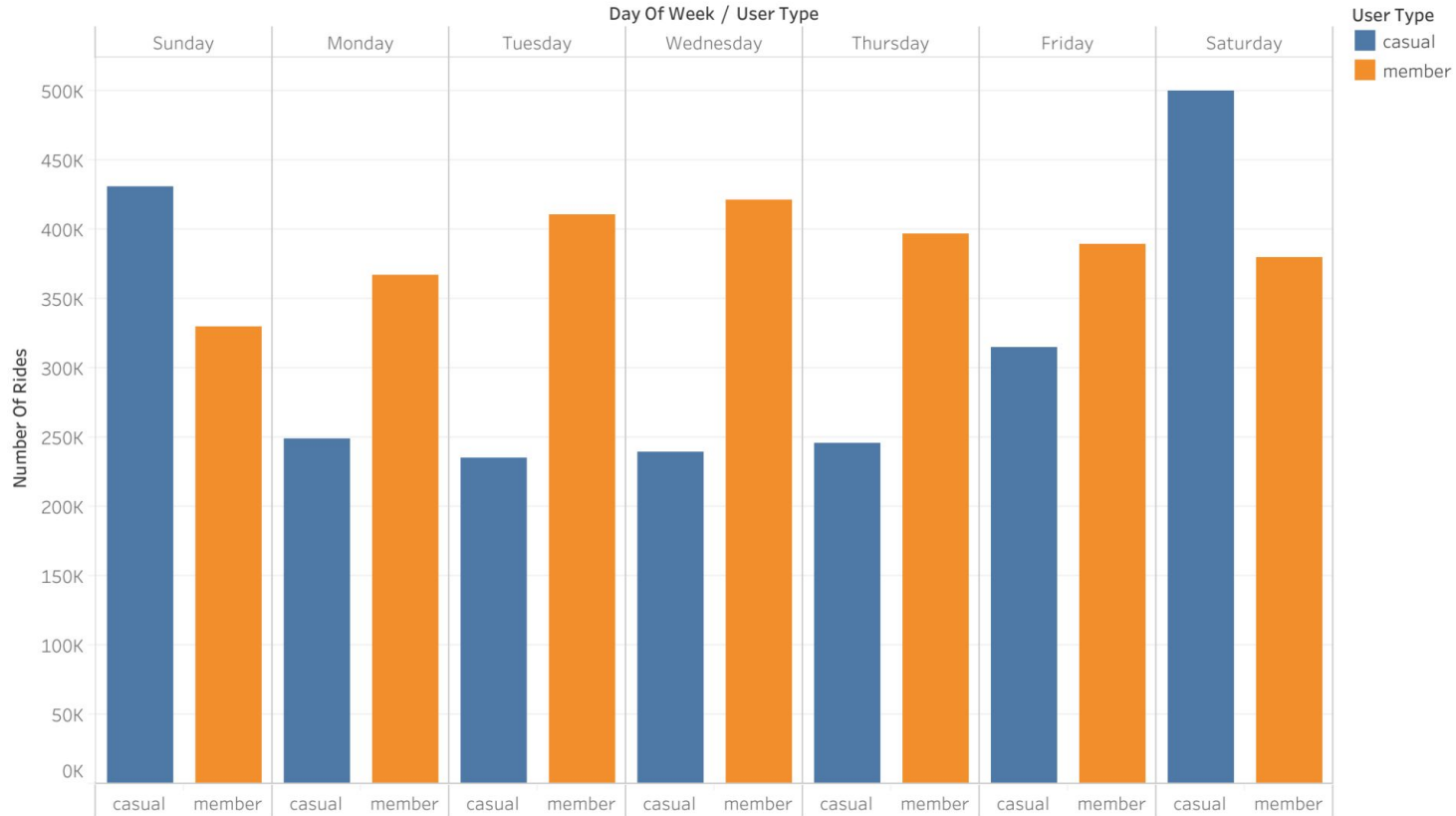
- Casual Riders take longer rides than Members
- Casual Riders take fewer rides than Members during the week
- Casual Riders take less rides than Members in non-Summer months

Ride Duration by Day of Week and User Type



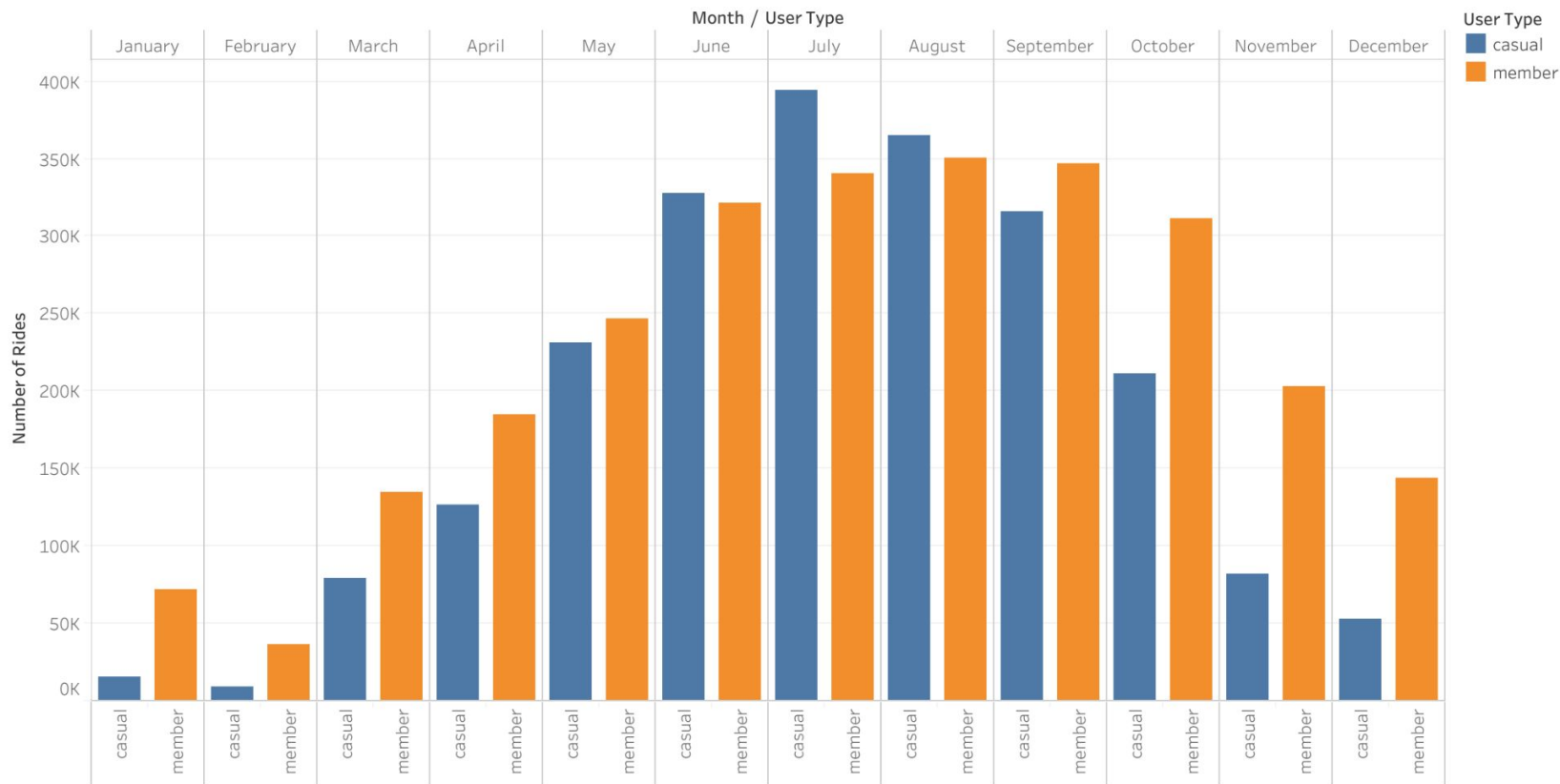
https://public.tableau.com/views/GoogleCapstoneRideLengthbyDayofWeekandGroup/Sheet2?:language=en-US&:display_count=n&:origin=viz_share_link

Number of Rides per Day of Week By User Type



https://public.tableau.com/views/GoogleCapstoneRidesPerDayofWeekbyUser/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link

Number of Rides per Month by User Type



Recommendations

- Create an incentive for casual riders during the week
 - Offer a duration based membership
- Create an incentive for casual riders in non-Summer months
- Develop digital media campaign to demonstrate how biking helps
 - Riders - improves health, reduces time in traffic
 - Planet - helps environment by reducing CO2 emissions