



Project Cyclistic: Data Analysis

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01 Statement of problem

- Question to be answered:
How do annual members and casual riders use Cyclistic bikes differently?
- Cyclistic management and executives (stakeholders) intend to target casual users with a business campaign, intent on converting them to annual members.
- But first, they want to know how annual members and casual riders use Cyclistic bikes differently.
- The answer lies in the use data from Nov 2021 to present (Oct 2022), the past one year. The analysis of it is here presented as follows ...

02 Presentation of Analysis

- The visualizations that follow are for data from Cyclistic (Nov, 2021 to Oct 2022), with slights to answer the above question - the story thereof
- The change log and analysis documentation can be accessed on GitHub [here](#).

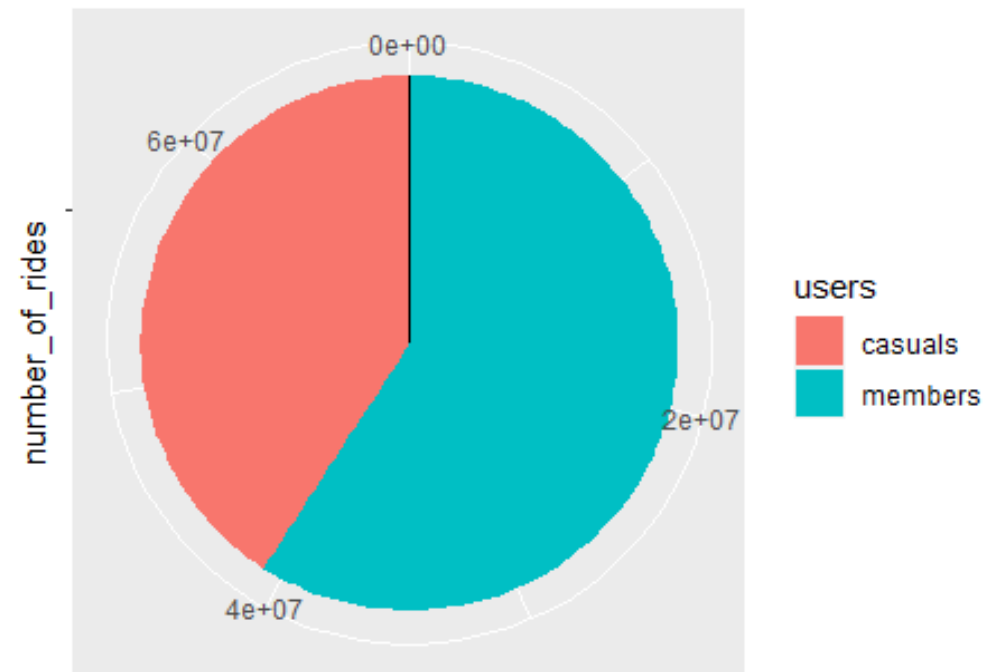
02

Presentation of Analysis

In the passed twelve months, there were more member rides than there were casual rides

Distribution of cyclistic use pool for said months

To visualise the cyclistic use pool partitions for members and casuals for said months



users_pool

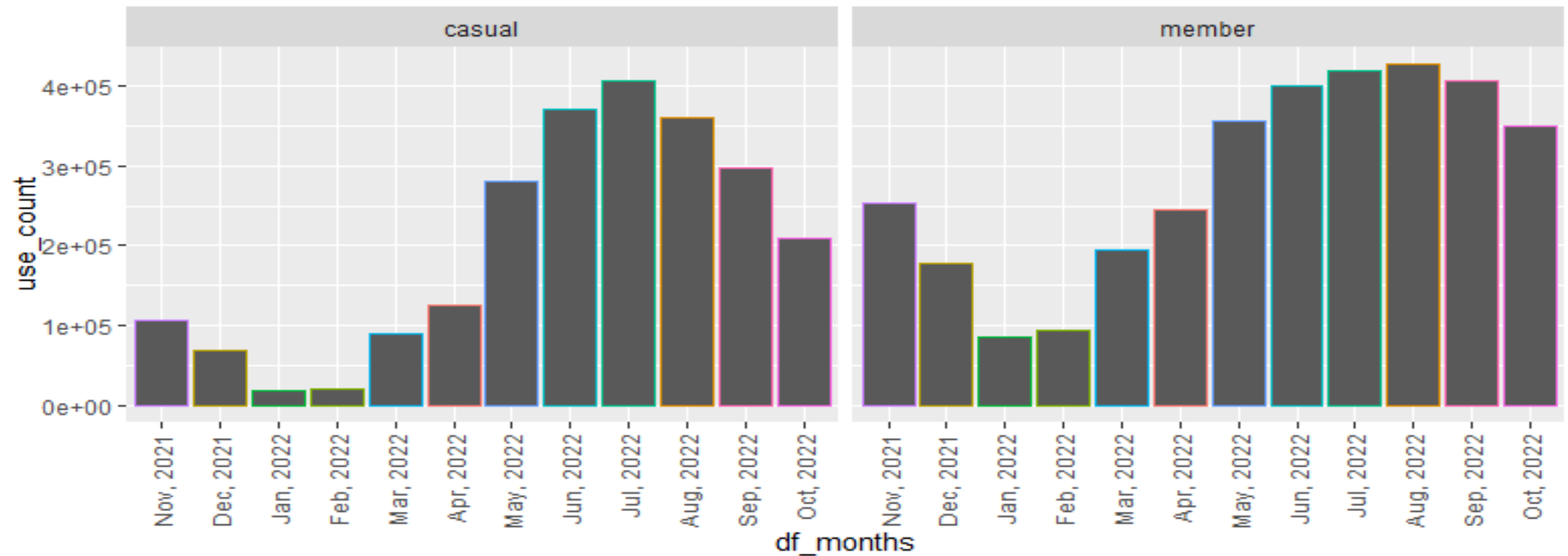
Data from: Nov,2021 to Oct, 2022

02

Presentation of Analysis

Comparison of cyclistic use patterns by members and casuals

To visualise the overall use pattern slight difference between members and casuals



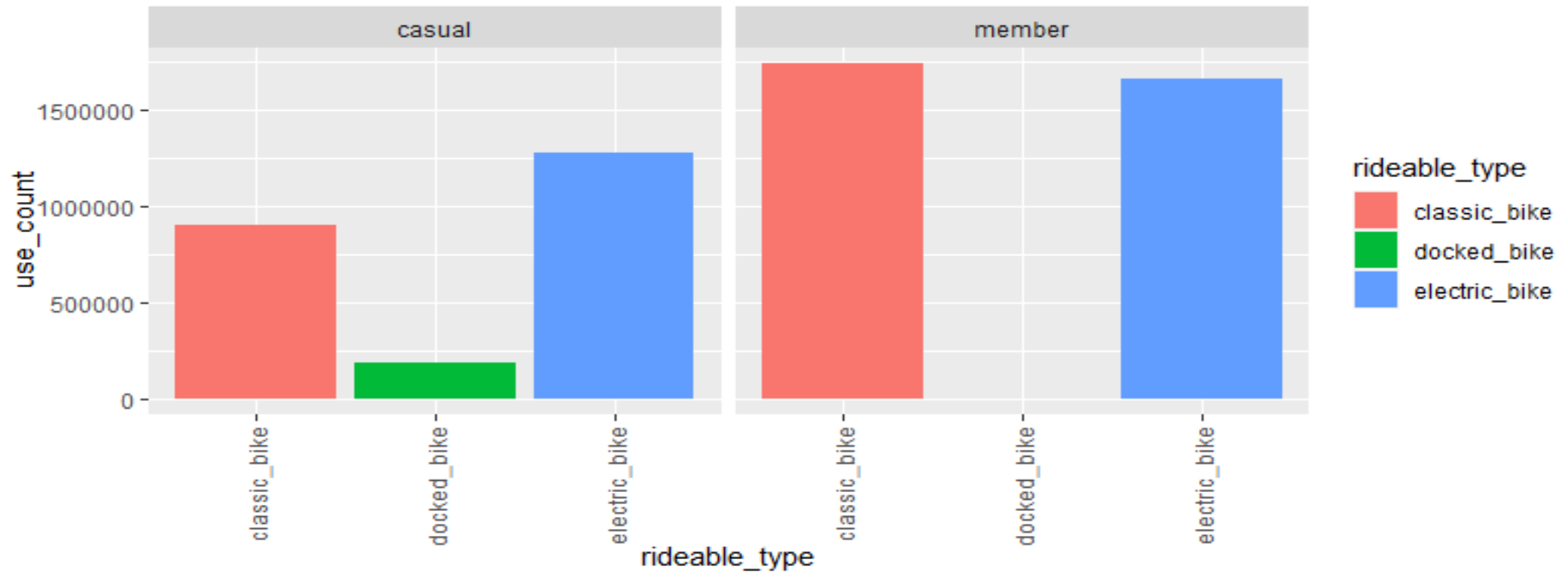
Data from: Nov,2021 to Oct, 2022

02

Presentation of Analysis

Comparison of cyclistic use patterns by members and casuals

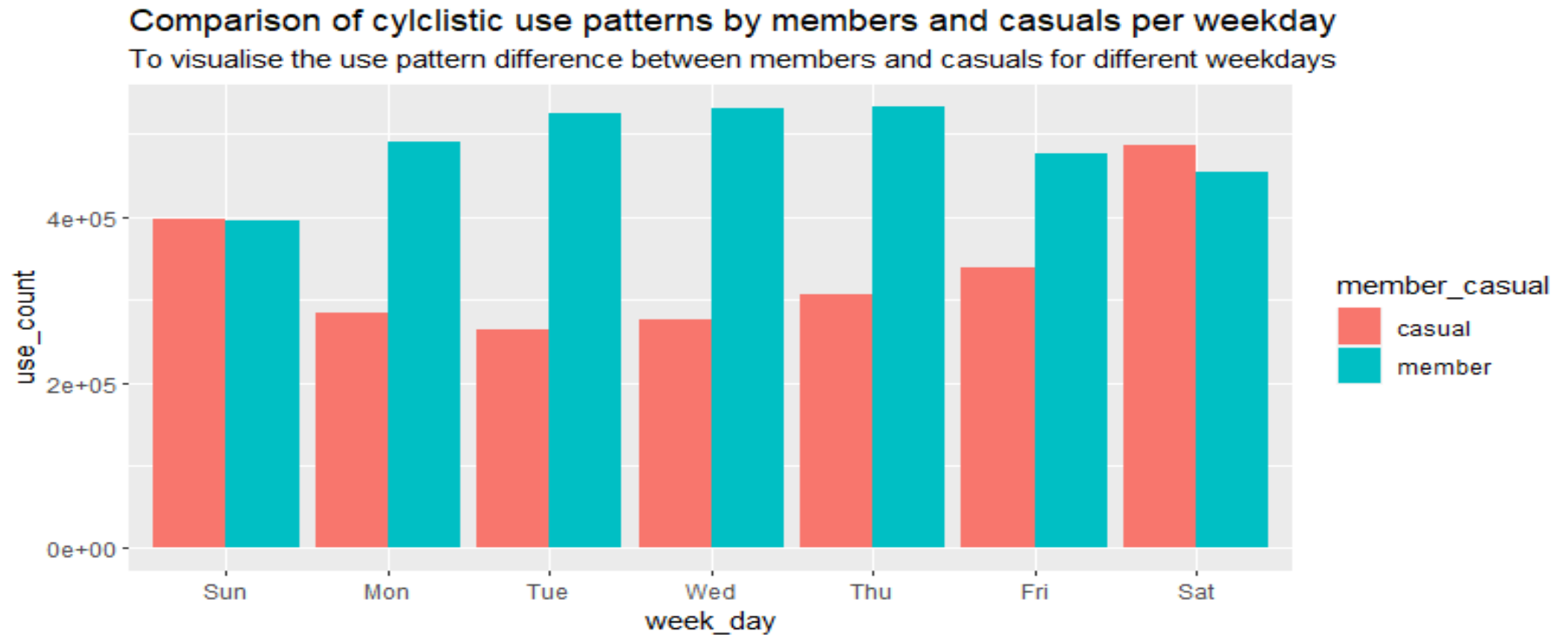
To visualise the use pattern difference between members and casuals for different rideable types



Data from: Nov,2021 to Oct, 2022

02

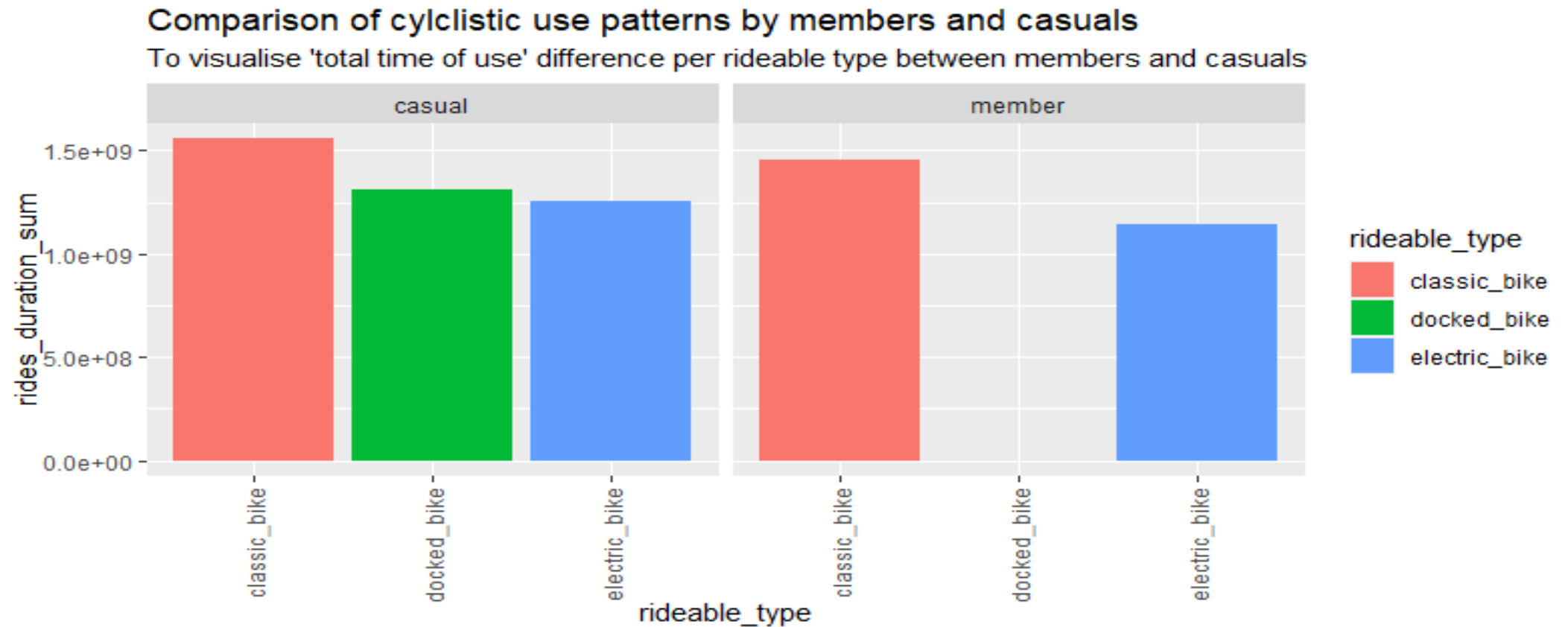
Presentation of Analysis



Data from: Nov,2021 to Oct, 2022

02

Presentation of Analysis



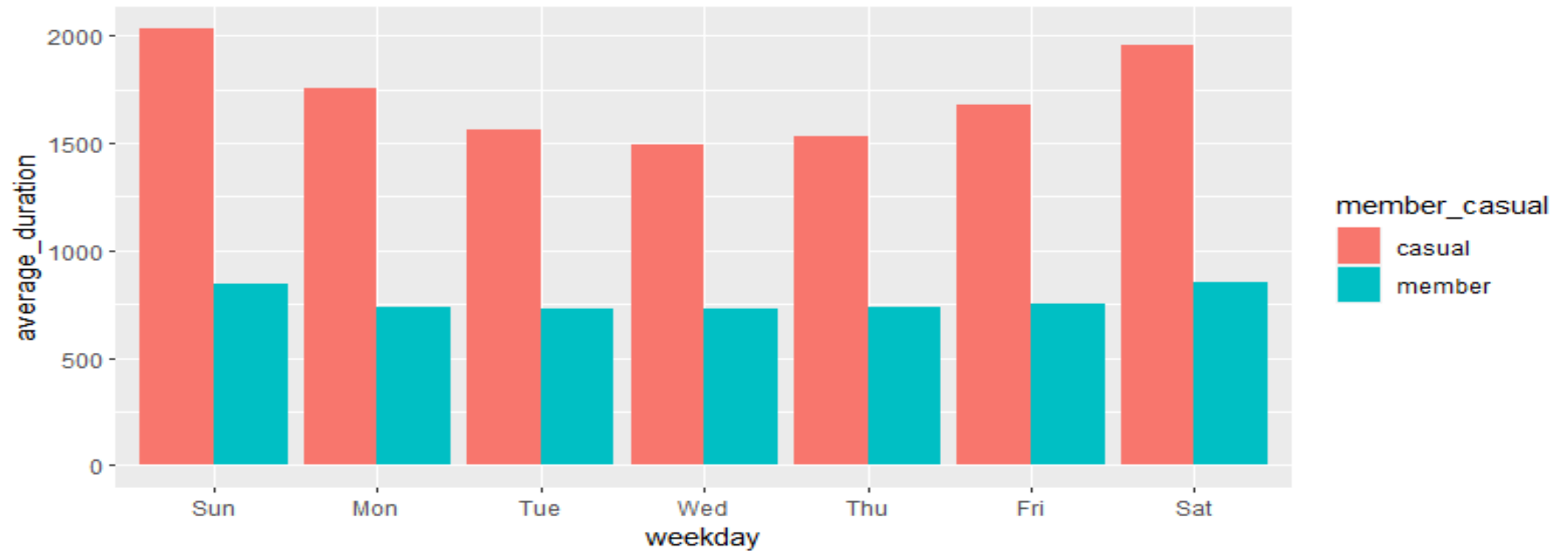
Data from: Nov,2021 to Oct, 2022

02

Presentation of Analysis

Comparison of cyclistic use patterns by members and casuals

'Average use duration' difference per rideable type between members and casuals per week_day



Data from: Nov,2021 to Oct, 2022

03 Conclusions

- From the visualizations on slides 5, 6 and 8, members ride more often than casuals.
- From slides 7 and 9, the `docked_bike` is not a popular choice, least among members
- Surprisingly, from slides 9 and 10, casuals put in more hours of use than members which could possibly mean they love it better.

04 Top three (3) recommendations

- This was only a use history analysis. It takes more to make the well informed decision so I recommend taking a closer look at the rationale of casuals, so to approach them in the most productive way possible.
- Since the docked_bike is not a popular choice and the classic_bike is most popular, even the more so with casuals, I recommend cutting back on investments in the former and investing in the latter.
- Since casuals put in more use time than members, I recommend advertising to them the advantages of membership over casual use or better yet, approaching them with a limited membership discount period to attract them to signup.

05 Appendix

- Data Source :

<https://divvy-tripdata.s3.amazonaws.com/index.html>

- Offered to the public under the following license:

<https://ride.divvybikes.com/data-license-agreement>

- GitHub repository: https://github.com/nforne/project_cyclistic.git

- Weblink: https://nforne.github.io/project_cyclistic/