

The background of the slide features a series of thin, light-brown lines that intersect to form various geometric shapes, including triangles and polygons, creating a complex, abstract pattern.

Data Analysis For Bike-share business

How does a bike-share navigate speedy success?

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Table of content

1. Introduction
2. Business Task
3. Description of data sources used
4. Visualizations and key findings
5. Top three recommendations based on the analysis

1.INTRODUCTION

Cyclistic is a bike-share company in Chicago.

The director of marketing believes the company's future success depends **on maximizing the number of annual memberships**.

Therefore, we want to understand how **casual riders** and **annual member riders** use Cyclistic bikes differently.

2.BUSINESS TASK

1. How do annual members and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence casual riders to become members?

3.DESCRPTION OF DATA SOURCES USED

Use Cylistic's historical trip data to analyze and identify trends.

(2019_Q1, 2019_Q2, 2019_Q3, 2019_Q4, 2020_Q1) Data include information below.

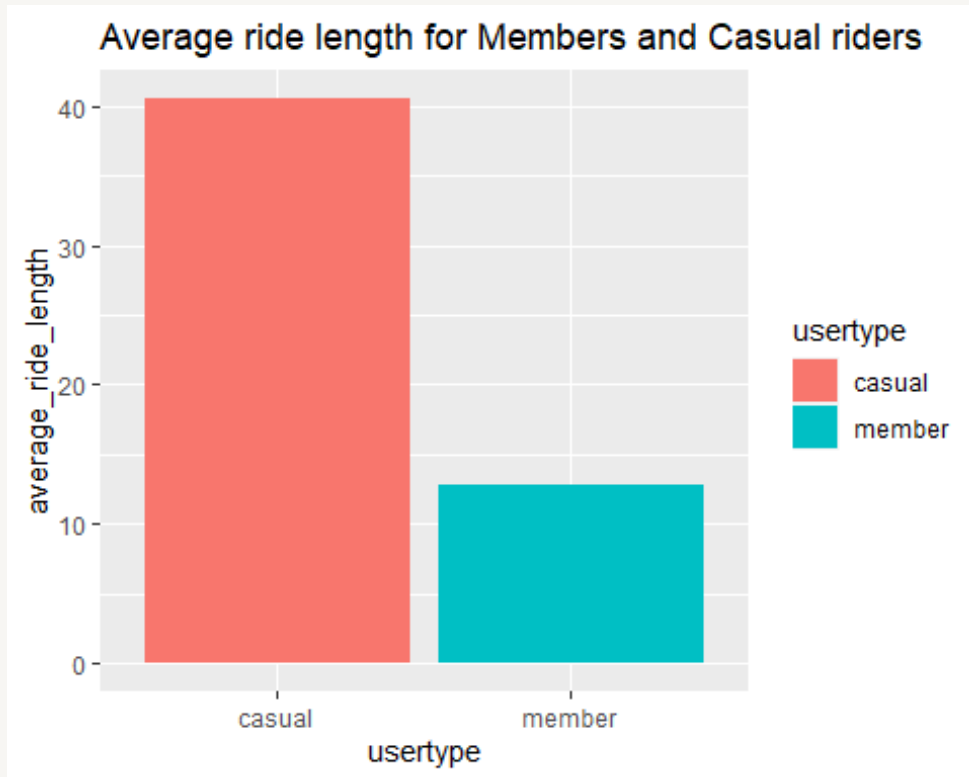
- User type (Member/ Casual)
- Day of week
- Ride length
- Station name (From/ To)
- Birthyear

* The data has been made available by Motivate International Inc. Under this [license](#).

* Data is restored with a [html file](#).

4. KEY FINDINGS

Average of ride length for members and casual riders

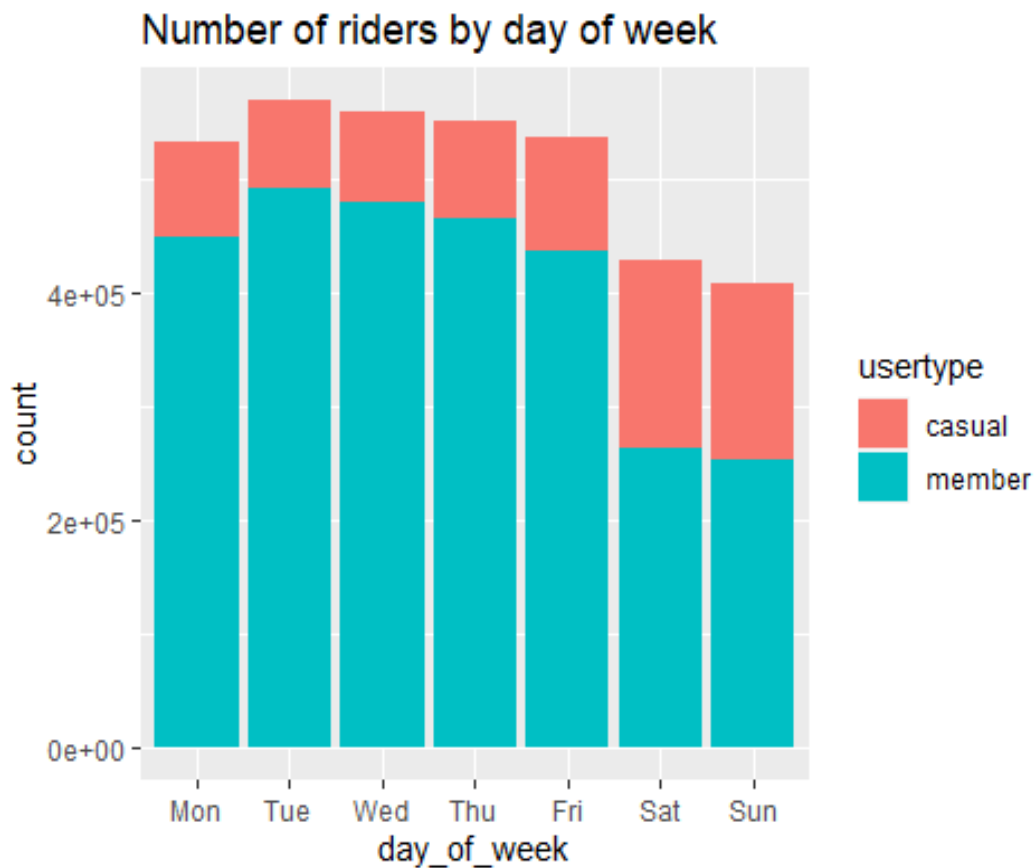


	usertype	average_ride_length
1	casual	40.56643
2	member	12.76086

- **Casual riders'** average of ride length is much longer than that of member riders.

4. KEY FINDINGS

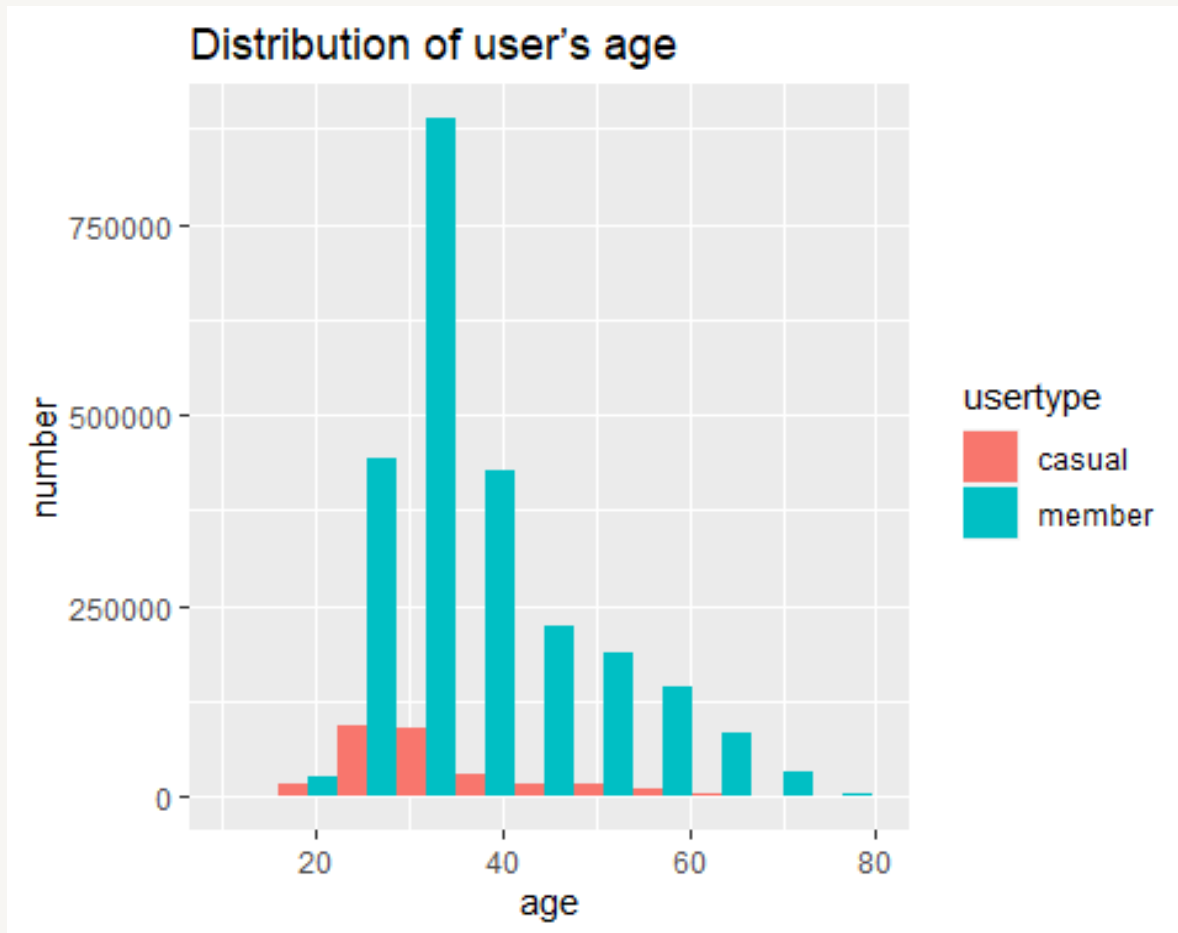
Number of riders in a week



- Number of **member** riders is relatively higher during weekdays.
- Number of **casual** riders is relatively higher during weekends.

4. KEY FINDINGS

Distribution of rider's age



Member

- Age between 25-40 is highest.
- Distributed in a wider age group.

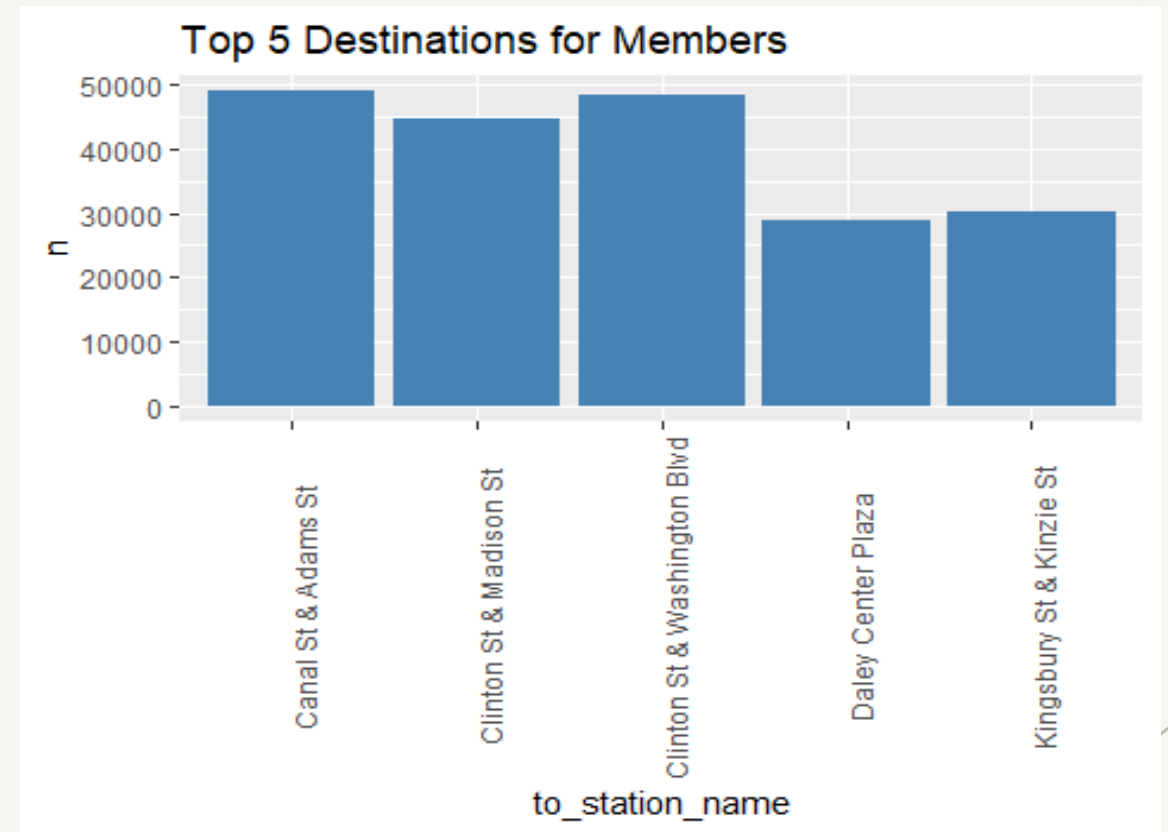
Casual

- Age between 25-30 is highest.
- Casual rider's age is younger than member.

4. KEY FINDINGS

Top 5 Destinations for Members

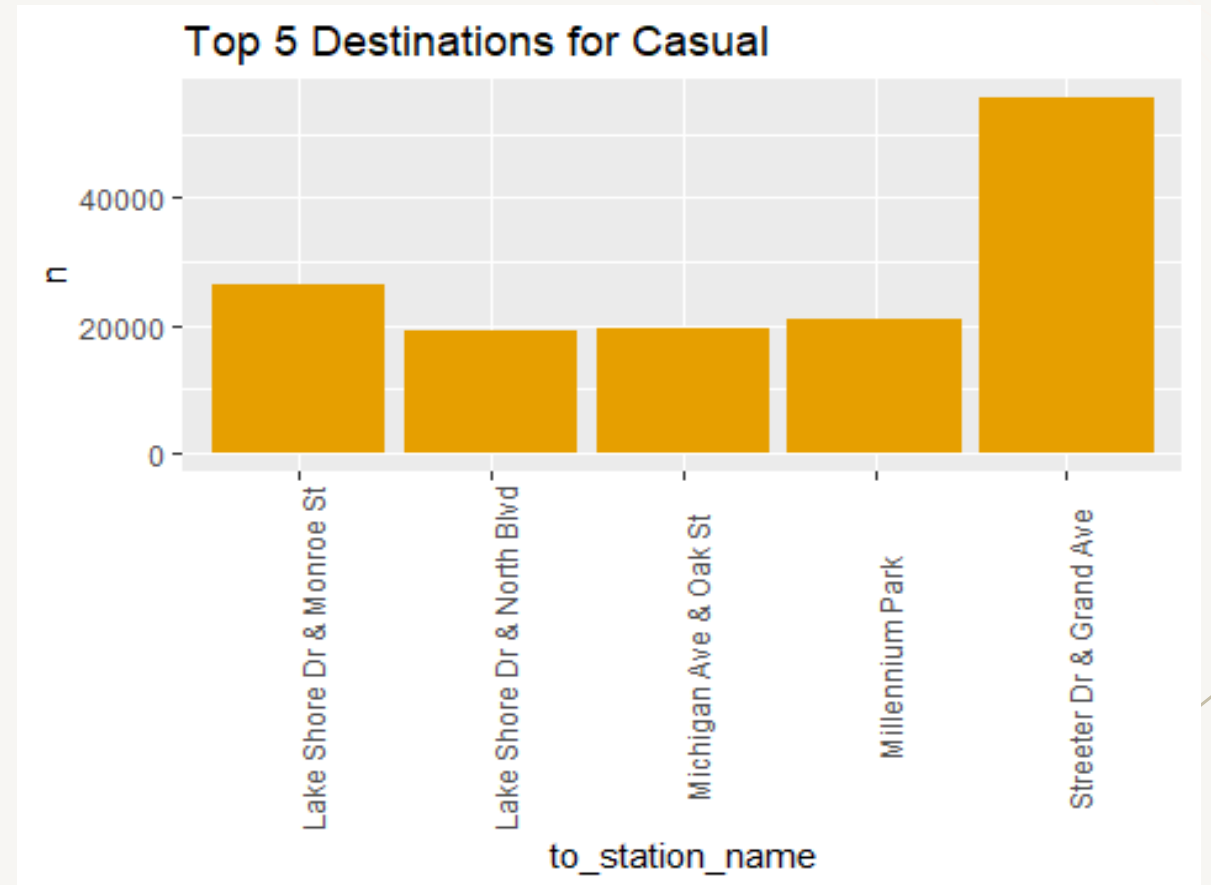
	to_station_name	usertype	n
1	Canal St & Adams St	member	48929
2	Clinton St & Washington Blvd	member	48224
3	Clinton St & Madison St	member	44541
4	Kingsbury St & Kinzie St	member	30238
5	Daley Center Plaza	member	28772



4. KEY FINDINGS

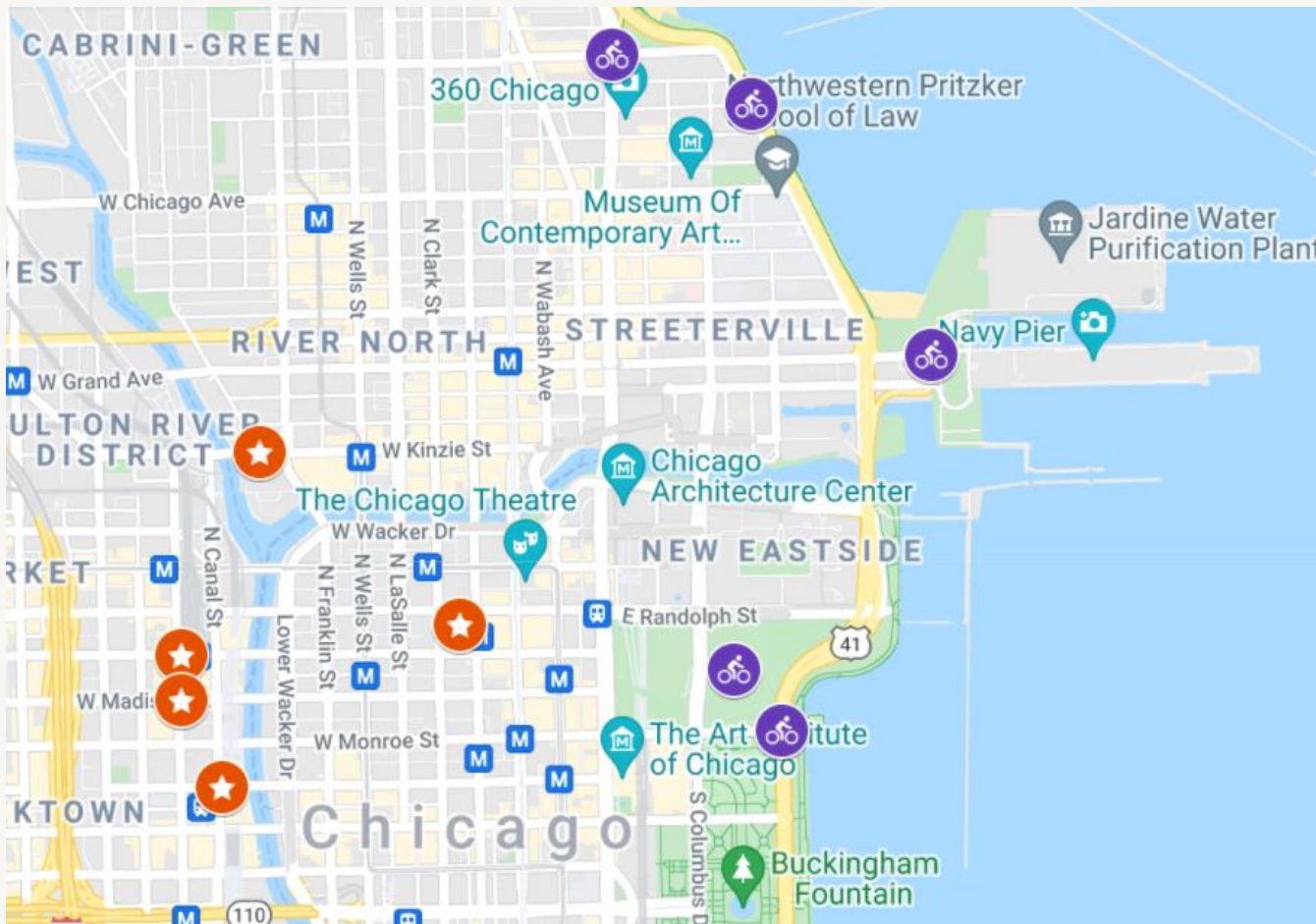
Top 5 Destinations for Casual



	to_station_name	usertype	n
1	Streeter Dr & Grand Ave	casual	55653
2	Lake Shore Dr & Monroe St	casual	26487
3	Millennium Park	casual	21086
4	Michigan Ave & Oak St	casual	19568
5	Lake Shore Dr & North Blvd	casual	19294



4. KEY FINDINGS

Top 5 Destinations on map



-  = Member's destination
-  = Casual's destination

Member

- Top 5 destinations are close to office buildings.
- Members use Cyclistic for **commute**.

Casual

- Top 5 destinations are close to leisure spots. Such as park, beach, pier and museum.
- Casual use Cyclistic for **leisure**.

5.SUMMARY OF ANALYSIS

Members and Casuals use Cyclistic in very different way.

Member

- Relatively longer ride length during weekday.
- Destinations are close to office buildings.
- Use Cyclistic for commute.
- Distributed in a wider age group (25-40).

Casual

- Relatively longer ride length on weekend.
- Use Cyclistic for leisure.
- Much longer ride length than members.
- Relatively younger age (25-30).

TOP THREE RECOMMENDATIONS

A decorative geometric shape composed of several overlapping, irregular polygons in a light beige color, creating a star-like or crystalline pattern.

Ride length price

- The member's pricing remains unchanged.
- Casual rider's pricing is calculated **based on the distance of the ride**.

A decorative geometric shape composed of several overlapping, irregular polygons in a light beige color, creating a star-like or crystalline pattern.

Discount

- **Discounts for tickets, food and beverage** are for leisure use members only during holidays.

A decorative geometric shape composed of several overlapping, irregular polygons in a light beige color, creating a star-like or crystalline pattern.

Different type of bike

- Bike with **child or baby seats** for family with child(s).
- Adding the option of **electric bikes** to target more customers.



Thank You