

Google Data Analytics Capstone: Study on How to Maximize the Profit Margin & Widen the Customer-base of a Motor-bike Company – Cyclistic

Trends for the entire 2023

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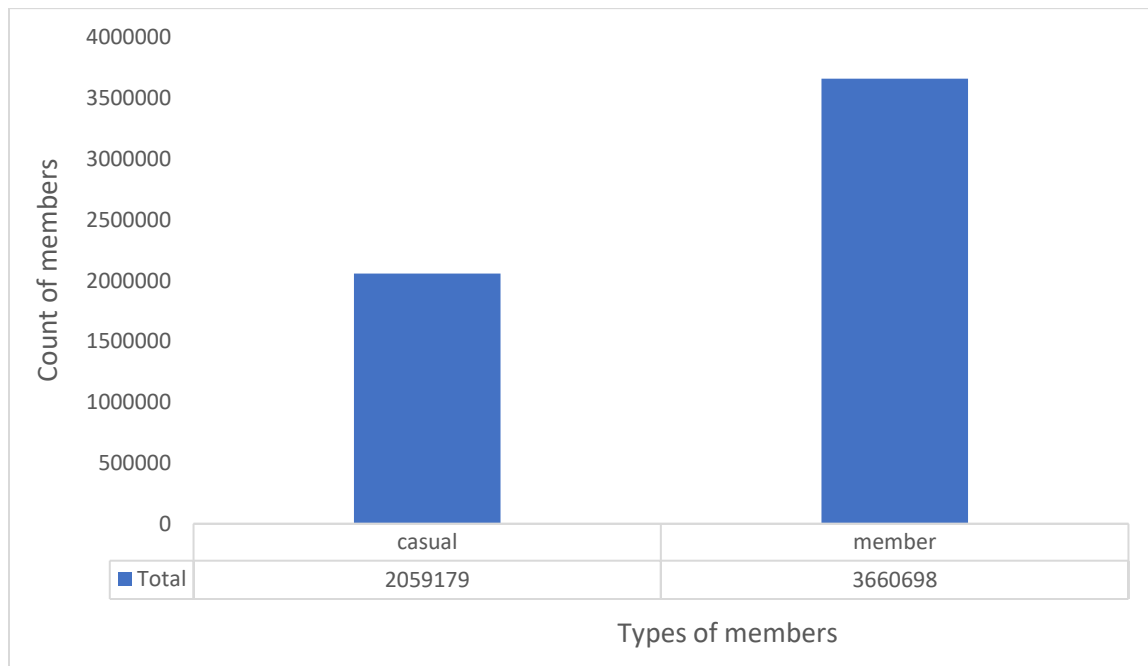


Fig 1. Total counts of casual and annual members who patronized Cyclistic for 2023

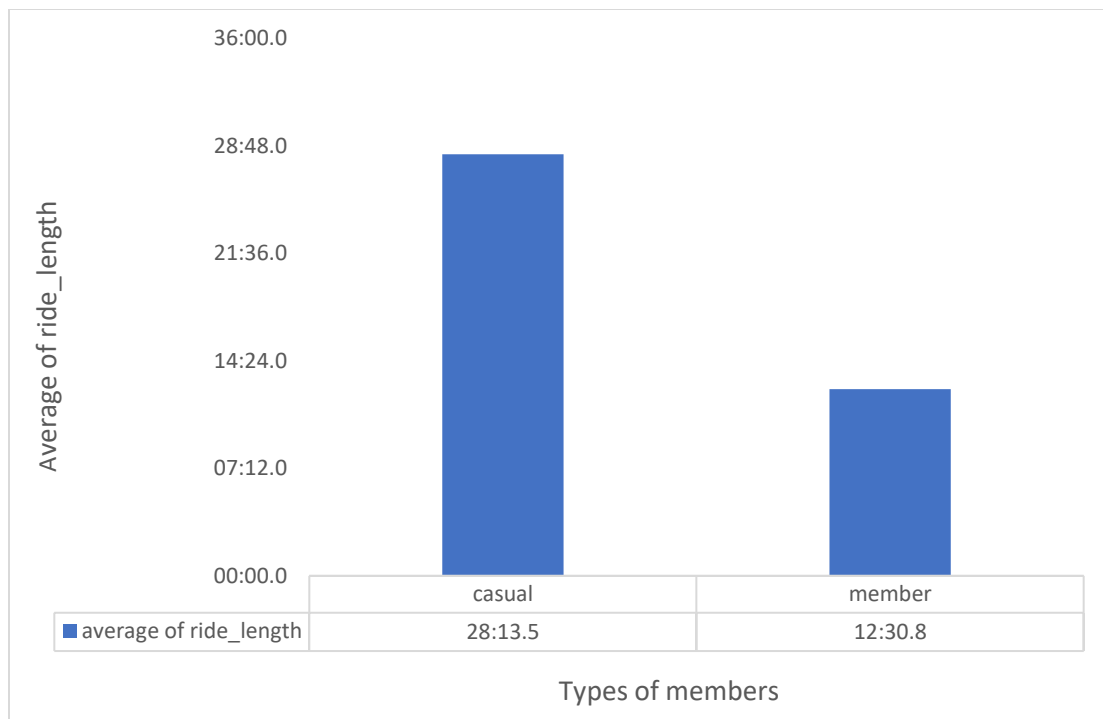


Fig 2. Average ride length of casual and annual members of Cyclistic motor-bike for 2023

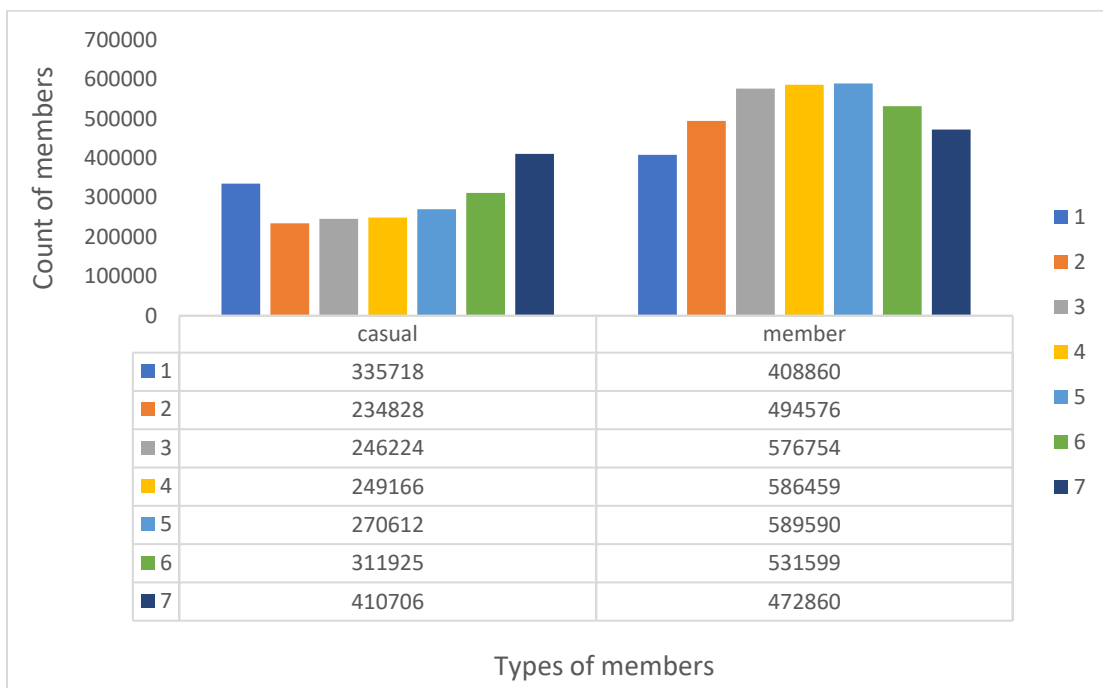


Fig 3: Daily breakdown of customers who patronized Cyclistic during the weeks of 2023.

1: Sun, 2: Mon, 3: Tues, 4: Wed, 5: Thurs, 6: Fri & 7: Sat

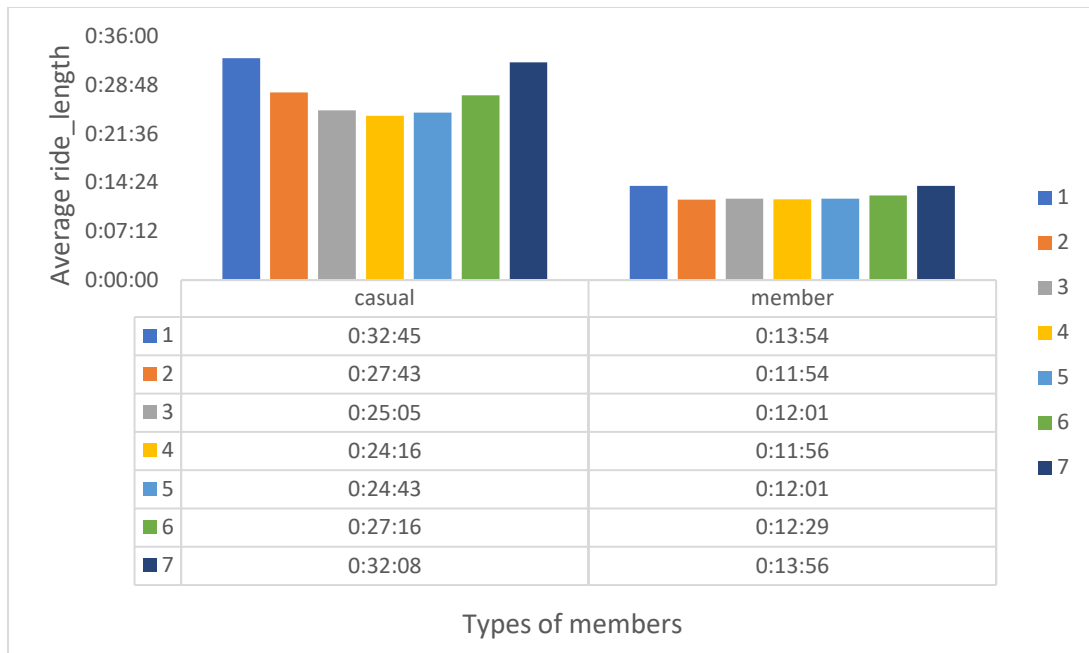


Fig 3: Daily breakdown of the average ride length of the customers who patronized Cyclistic during the weeks of 2023. 1: Sun, 2: Mon, 3: Tues, 4: Wed, 5: Thurs, 6: Fri & 7: Sat

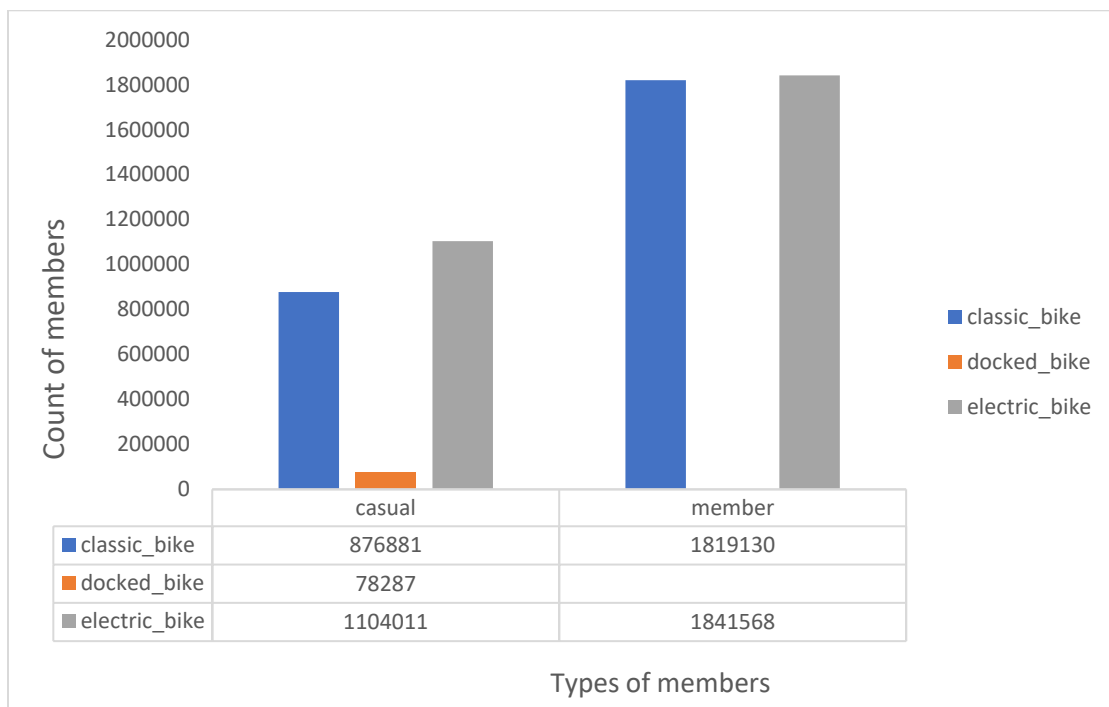


Fig 4. Breakdown of count of members who rode different bikes and the bikes that they rode in 2023

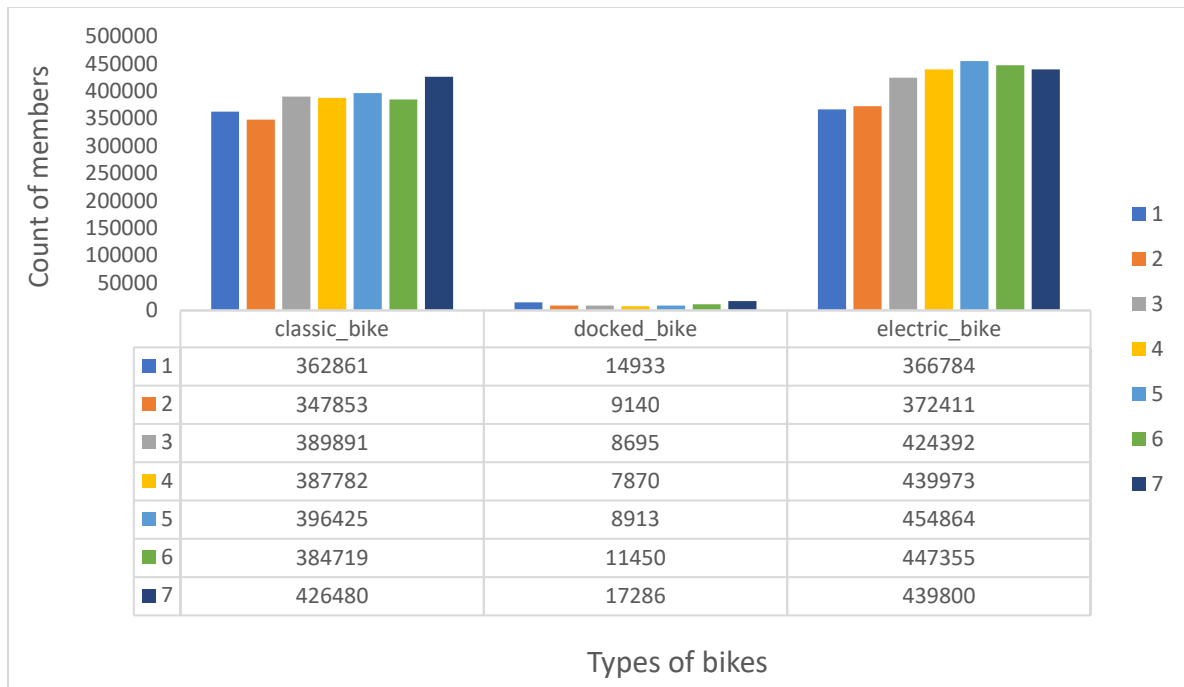


Fig 5. Breakdown of counts of members who rode different bikes and the bikes that they rode in different days of the week in 2023. 1: Sun, 2: Mon, 3: Tues, 4: Wed, 5: Thurs, 6: Fri & 7: Sat

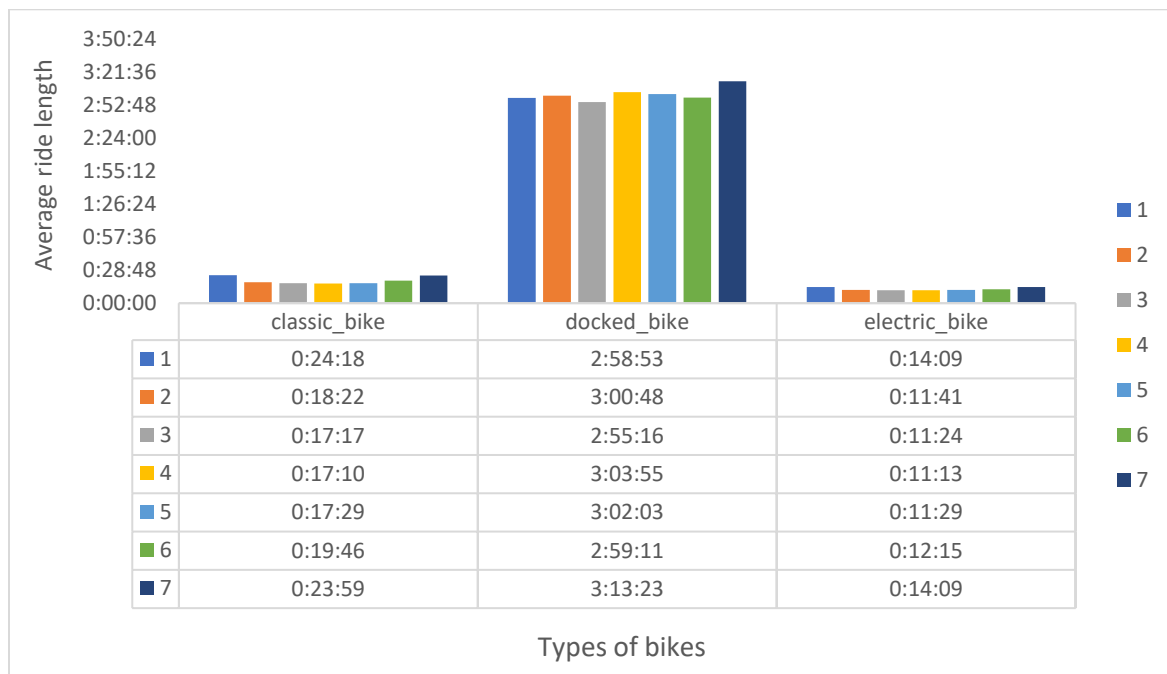


Fig 6. Breakdown of average ride lengths spent on riding different bikes for different days of the weeks in 2023. 1: Sun, 2: Mon, 3: Tues, 4: Wed, 5: Thurs, 6: Fri & 7: Sat

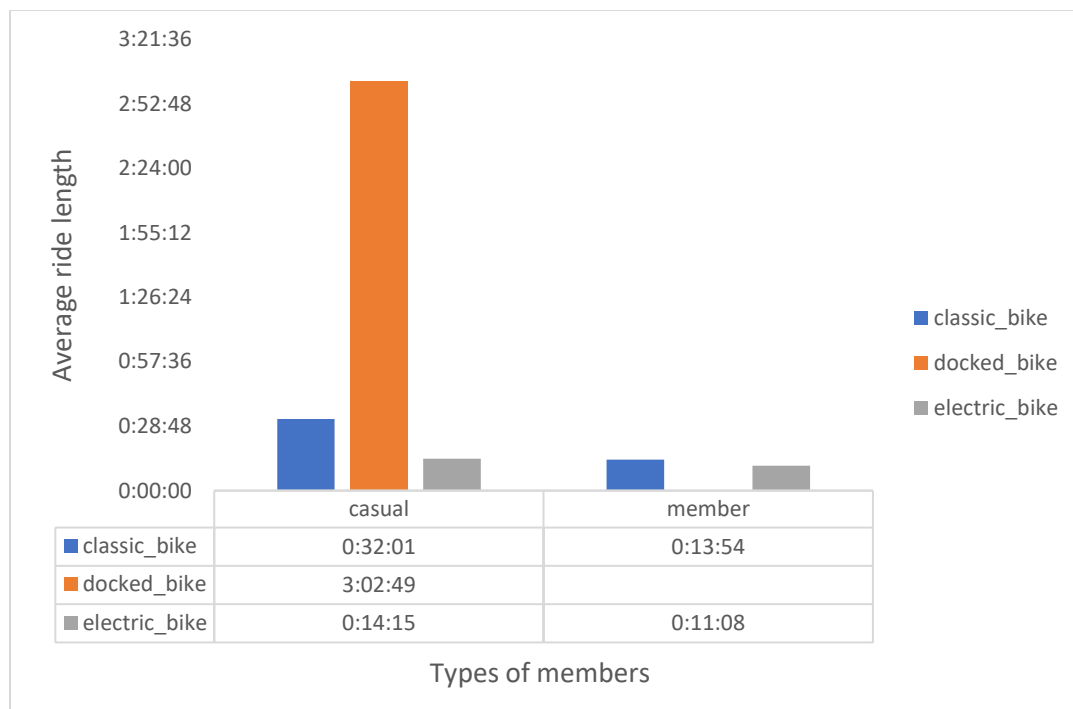


Fig 7. Breakdown of average ride lengths of members and the kind of bikes that they rode in 2023