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

Trends for January, 2023

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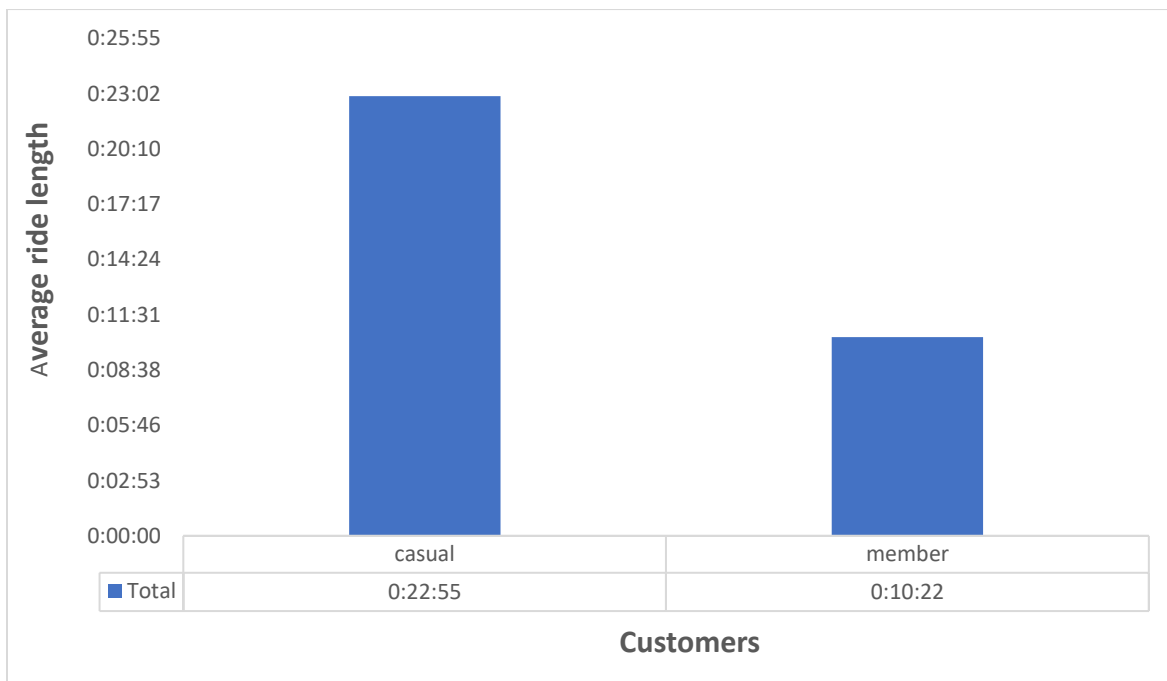|	casual	member
■ Total	0:22:55	0:10:22

Fig 1: Average ride length of casual and annual members of Cyclistic motor-bike for Jan, 2023
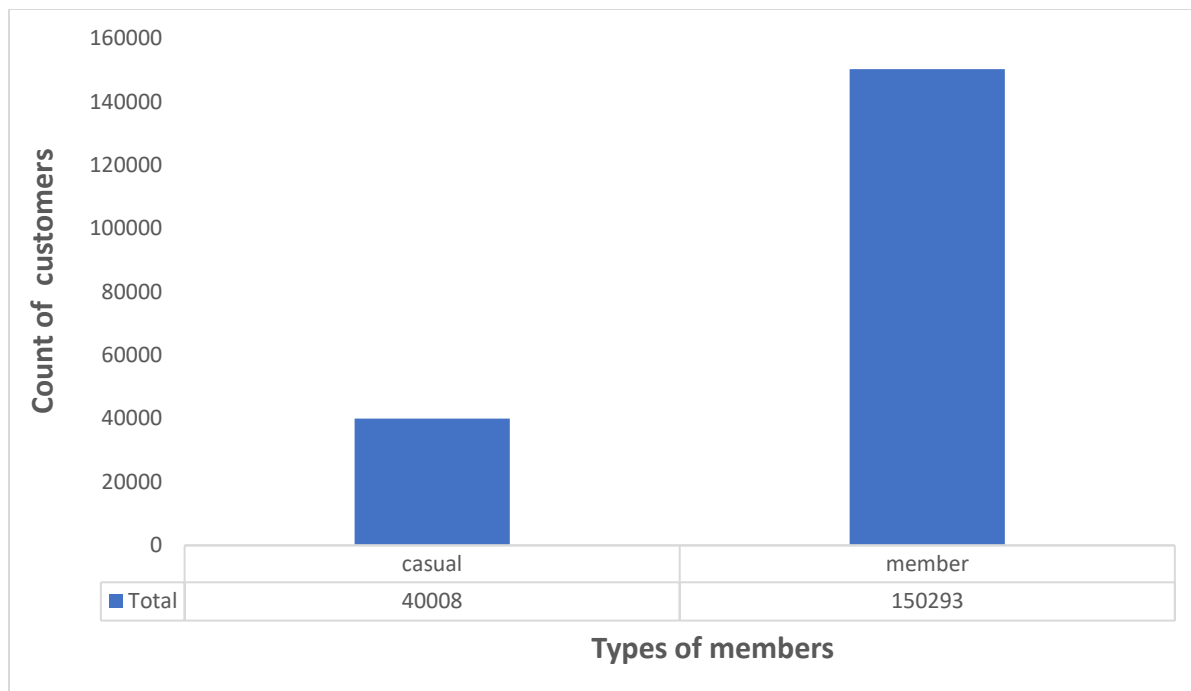
Fig 2. Total counts of casual and annual members who patronized Cyclistic in Jan, 2023

	casual	member
Total	40008	150293

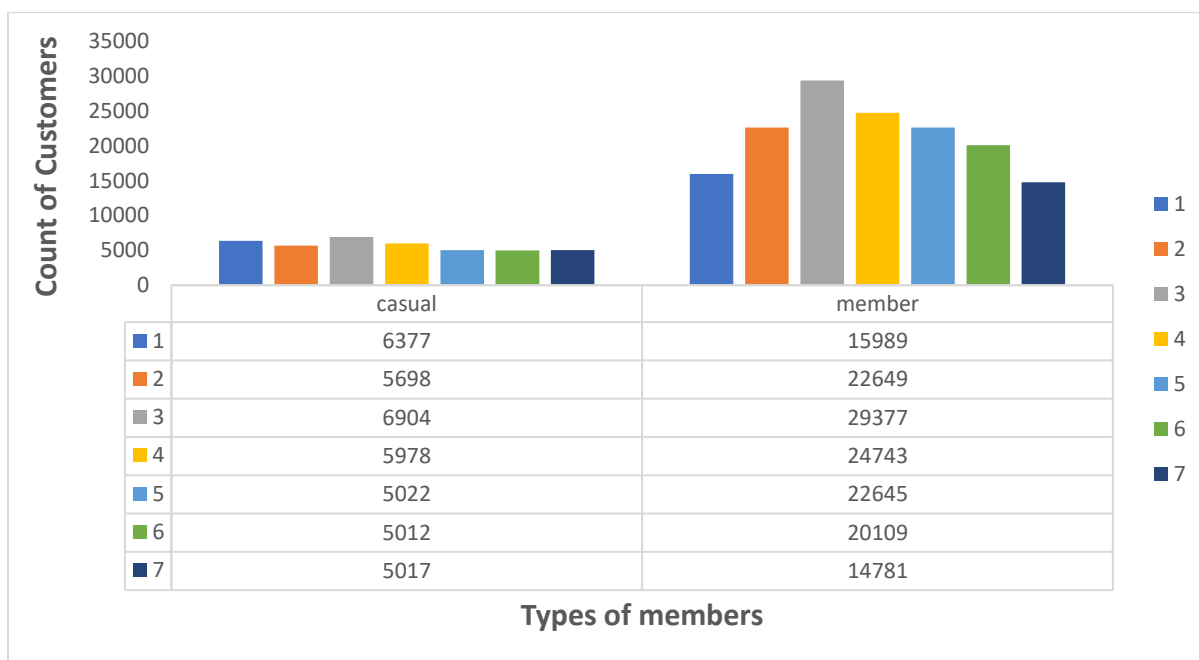|	casual	member
1	6377	15989
2	5698	22649
3	6904	29377
4	5978	24743
5	5022	22645
6	5012	20109
7	5017	14781

Fig 3: Daily breakdown of customers who patronized Cyclistic during the week in Jan, 2023.

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

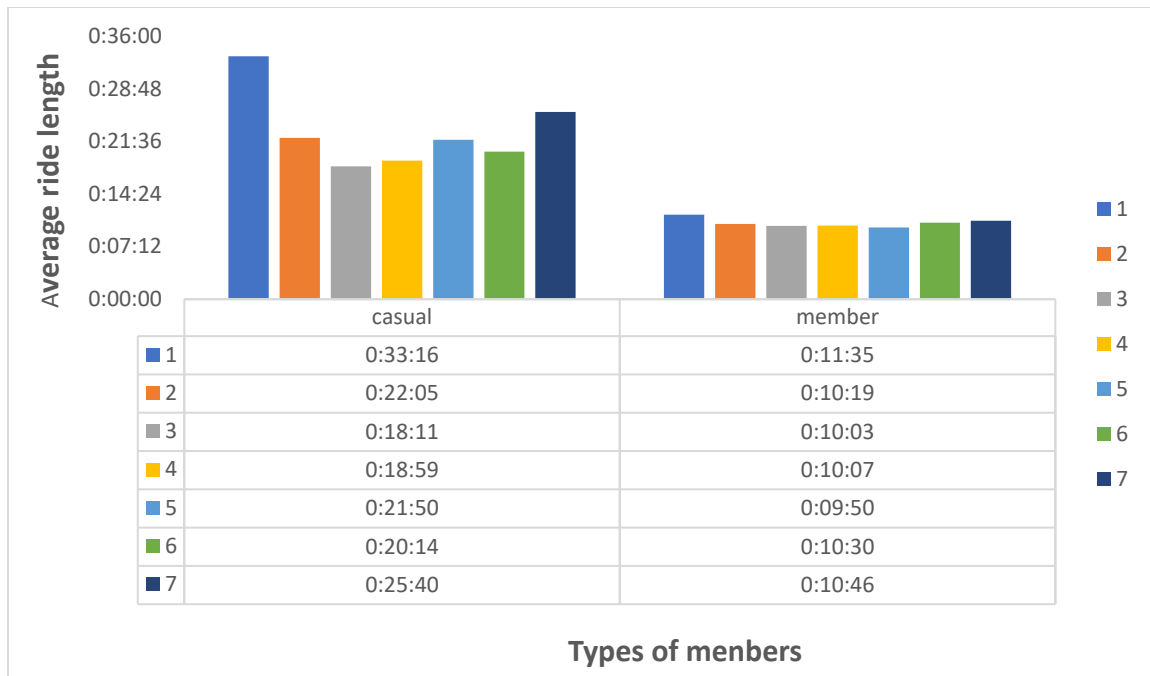|	casual	member
1	0:33:16	0:11:35
2	0:22:05	0:10:19
3	0:18:11	0:10:03
4	0:18:59	0:10:07
5	0:21:50	0:09:50
6	0:20:14	0:10:30
7	0:25:40	0:10:46

Types of menbers

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

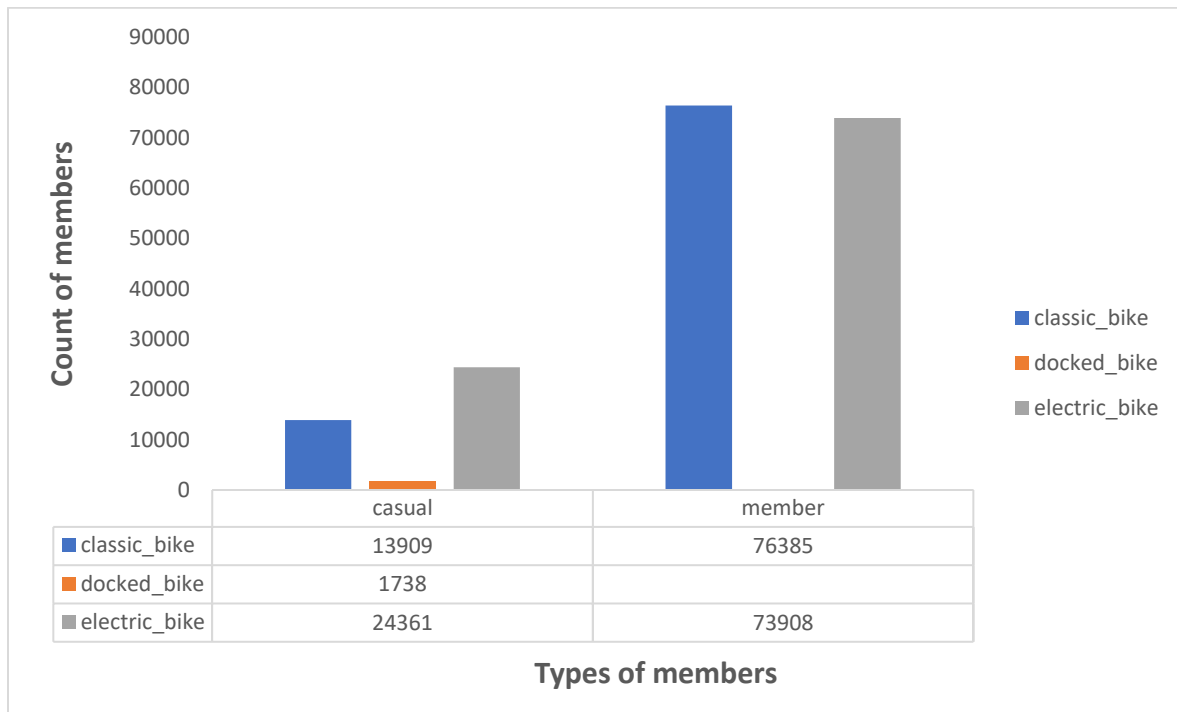|	casual	member
classic_bike	13909	76385
docked_bike	1738	
electric_bike	24361	73908

Types of members

Fig 4. Breakdown of count of members who rode different bikes and the bikes that they rode in Jan 2023
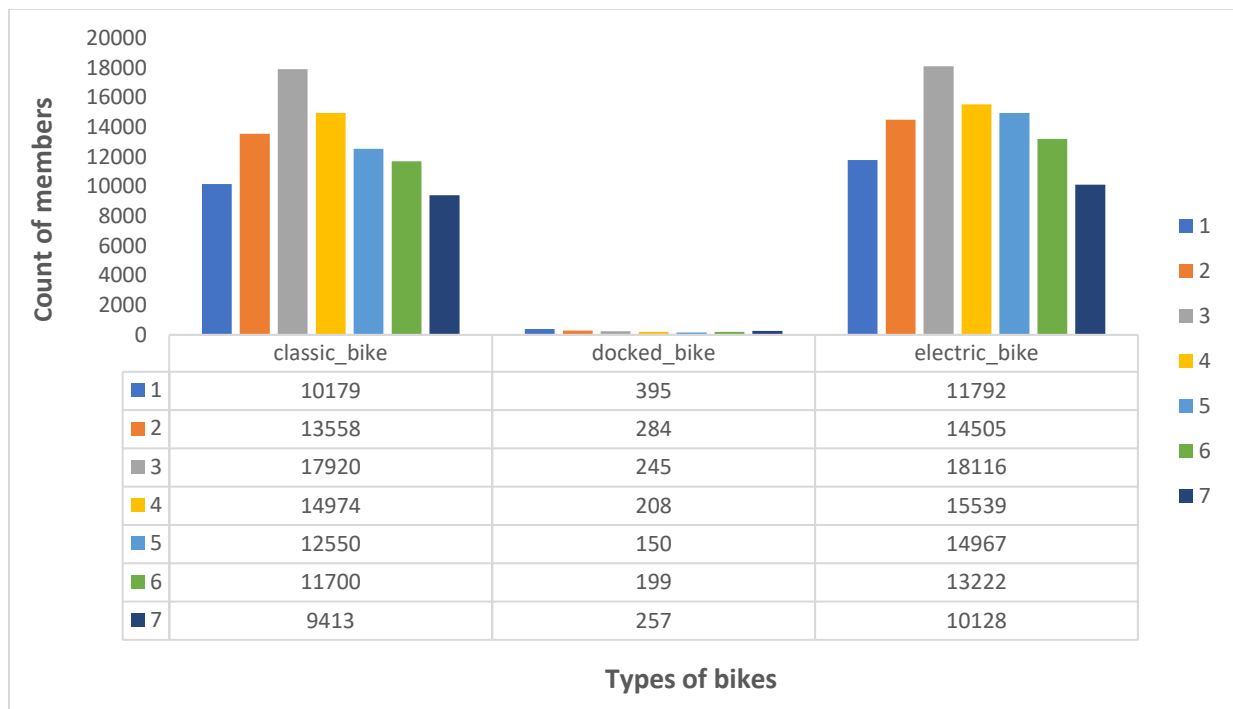
Fig 6. Breakdown of counts of members who rode different bikes and the bikes that they rode in different days of the week in Jan, 2023. 1: Sun, 2: Mon, 3: Tues, 4: Wed, 5: Thurs, 6: Fri & 7: Sat
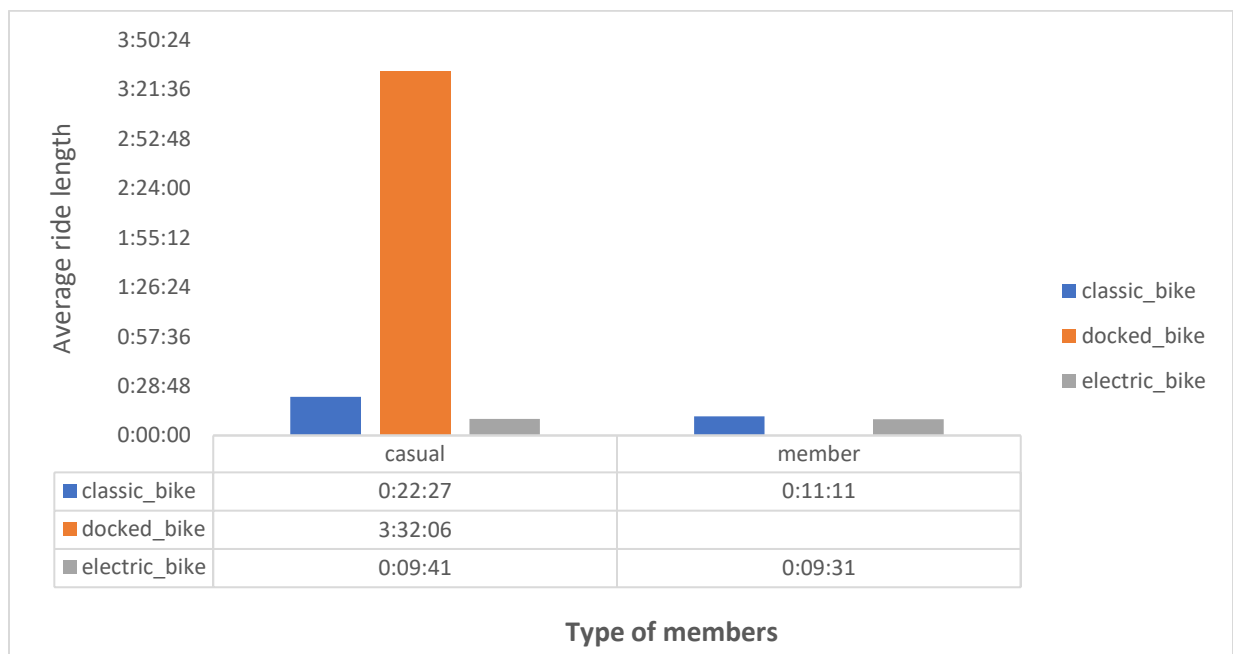
	classic_bike	docked_bike	electric_bike
1	10179	395	11792
2	13558	284	14505
3	17920	245	18116
4	14974	208	15539
5	12550	150	14967
6	11700	199	13222
7	9413	257	10128

	casual	member
classic_bike	0:22:27	0:11:11
docked_bike	3:32:06	
electric_bike	0:09:41	0:09:31

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

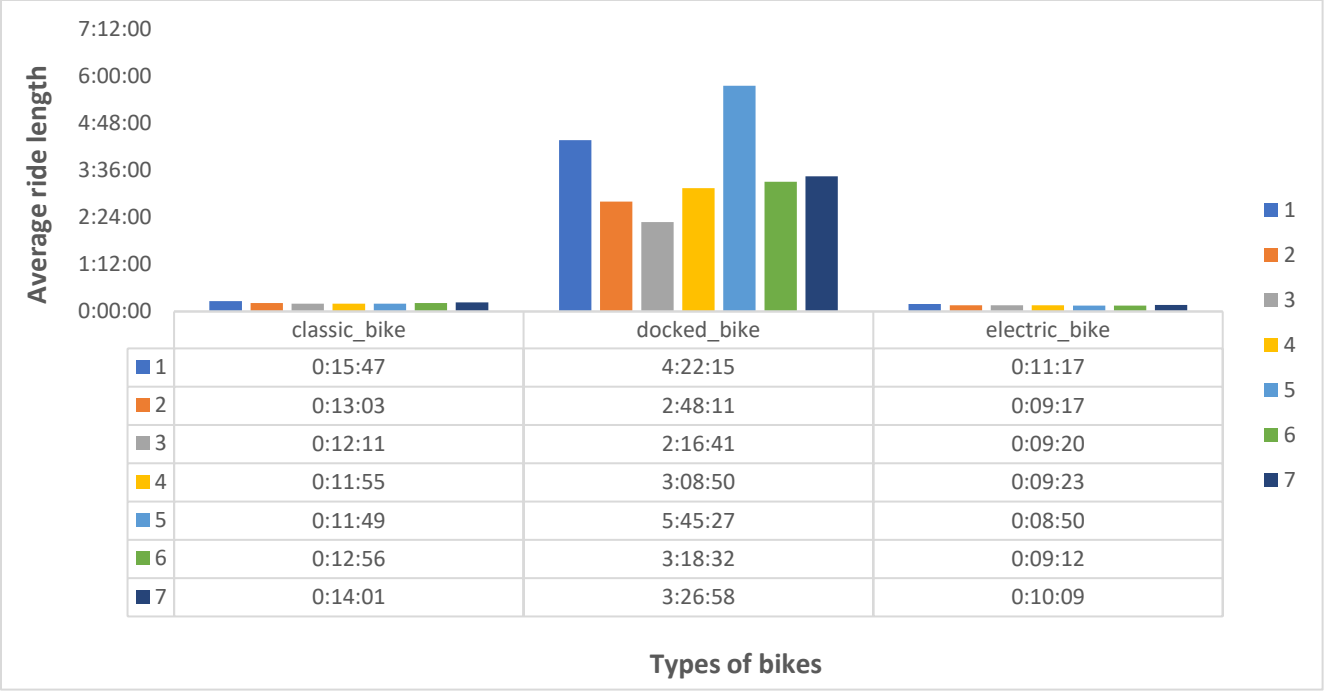|	classic_bike	docked_bike	electric_bike
■ 1	0:15:47	4:22:15	0:11:17
■ 2	0:13:03	2:48:11	0:09:17
■ 3	0:12:11	2:16:41	0:09:20
■ 4	0:11:55	3:08:50	0:09:23
■ 5	0:11:49	5:45:27	0:08:50
■ 6	0:12:56	3:18:32	0:09:12
■ 7	0:14:01	3:26:58	0:10:09

Types of bikes

Fig 8. Breakdown of average ride lengths spent on riding different bikes for different days of the week in Jan, 2023. 1: Sun, 2: Mon, 3: Tues, 4: Wed, 5: Thurs, 6: Fri & 7: Sat