

# Cyclistic Bike Share

4.37M

Total number of customers

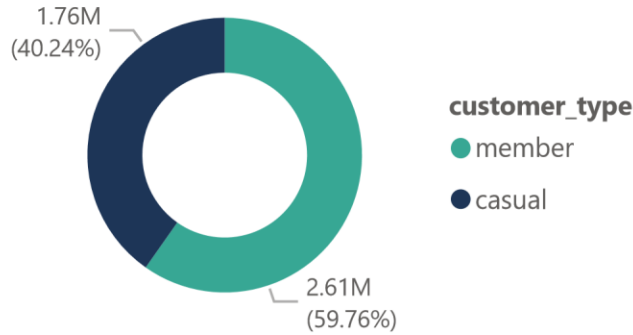
1270

Total number of stations

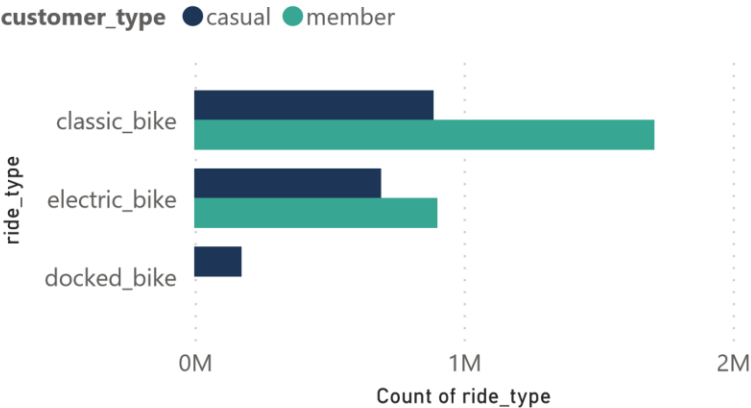
17.10

Average trip\_duration in min...

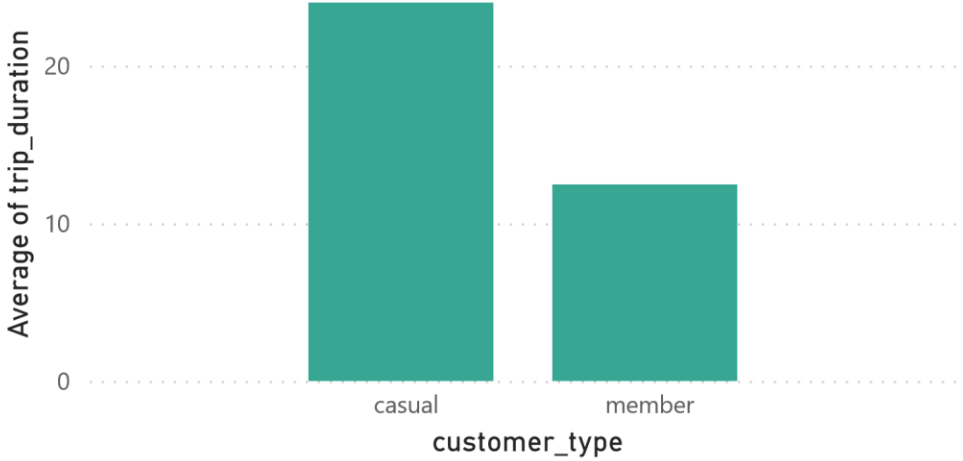
Customer type by ride id



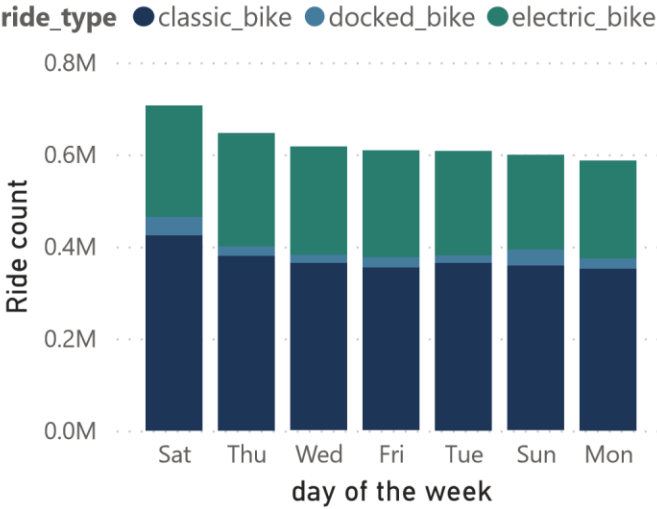
Ride type by customer type



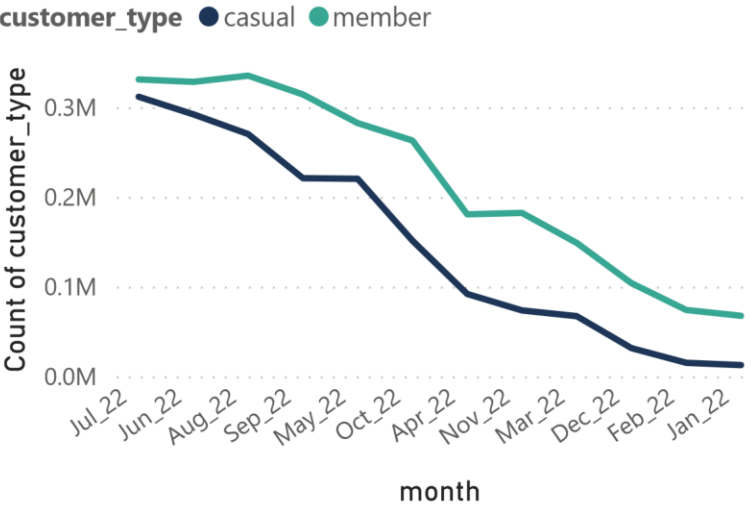
Average trip\_duration by customer\_type



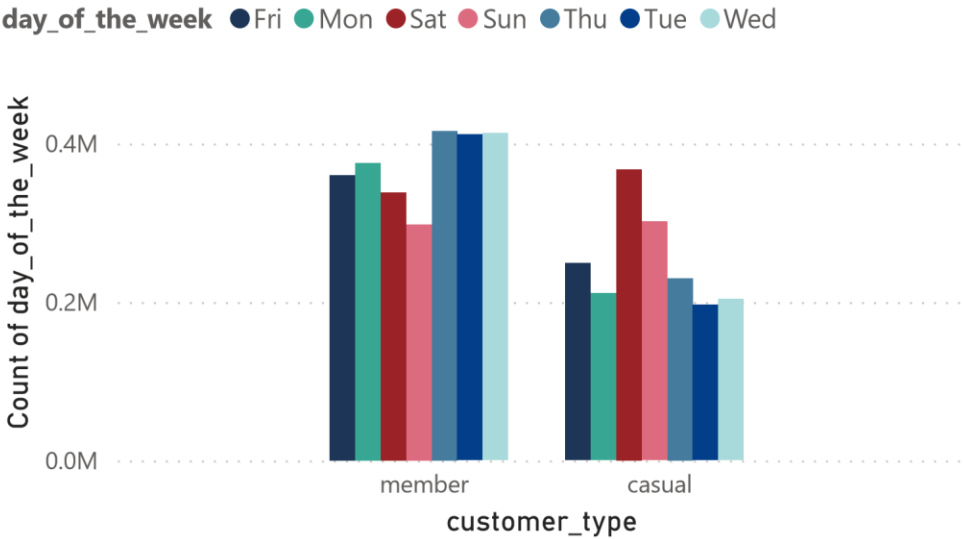
Ride type by day of the week



Monthly usage by customer type



Weekly usage by customer type



## **Business task**

1. Understand how casual members and annual members use Cyclistic bikes differently.
2. Why casual riders will buy annual membership
3. How digital media could affect their marketing tactics

## **Insight**

From the data, both annual members and casual members preferred to ride bikes during summer. Annual members rode more on weekdays especially on Monday's, Tuesday's and Wednesday's. This suggests that they used bikes as a means of transportation to get to work. On the other, bike usage for casual members declined on weekdays but increased on weekends. This suggests that most casual members do not ride to work but rode on weekends as a way to exercise/keep fit.

## **Recommendations**

1. By using maps to tell their users when there is traffic congestion, Cyclistic would be able to convince casual members to use bikes as a quicker alternative to getting to work.
2. Also, since casual members preferred to ride bikes on weekends as a way of exercising, Cyclistic could create a Tv campaign or mobile ad on how riding to work keeps one fit.