



# **Cyclistic bike share service Key findings.**

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Data Analysis Insights  
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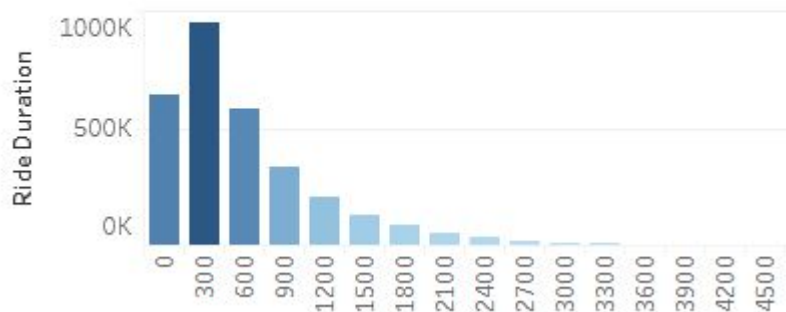


## Interesting user trends

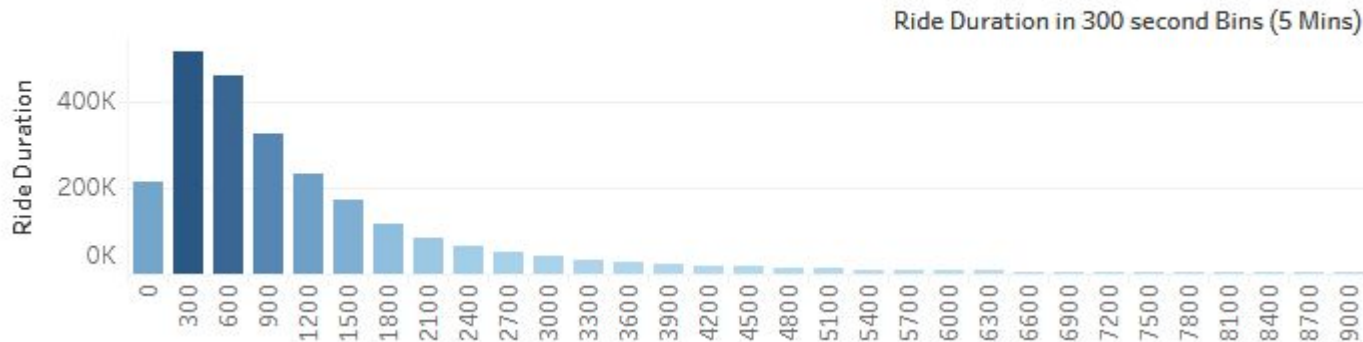
- The **average ride time** of casual riders is twice that of users with subscriptions.
- Subscriber daily usage spikes in the early morning and in the evenings, suggesting that they use the bike service to **commute to work daily**.
- Casual rider service use spikes in the **weekends**, presumably for leisurely long bike rides.

# User ride time distribution in 300 second bins in 2021

Ride duration histogram by user type

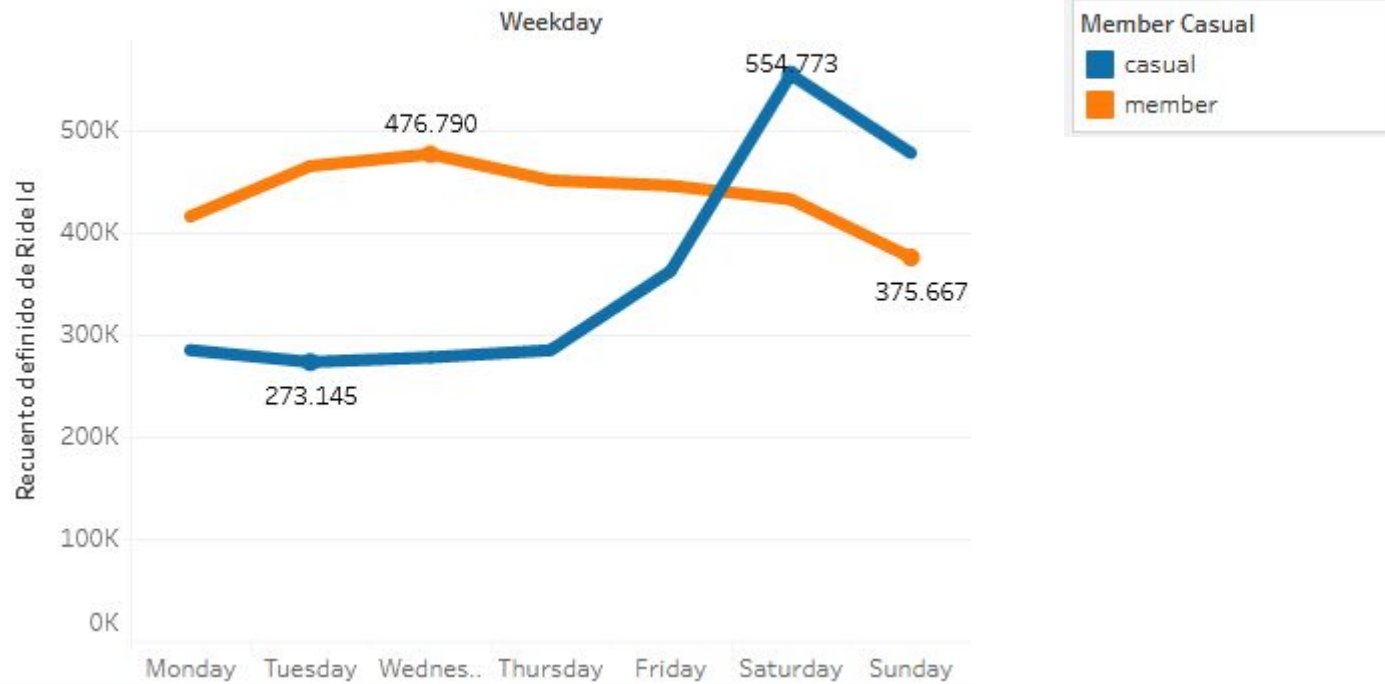


Ride duration histogram by user type



# Daily rides for the different user types in 2021

Total daily ride distribution by user type in 2021





# Tableau dashboard

I worked on making a dashboard for these insight visualizations which will hopefully help make data driven decisions for the future of the Cyclistic company.

You can find it here:

[https://public.tableau.com/views/CyclisticsDashboard\\_16442743406030/Totaldailyridedistributionbyusertypein2021?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/CyclisticsDashboard_16442743406030/Totaldailyridedistributionbyusertypein2021?:language=en-US&:display_count=n&:origin=viz_share_link)