Cyclistic Bike-Share Case Study

Data Analysis to Improve Membership Conversions

By Sainivas

Ask

How do annual members and casual riders use Cyclistic bikes differently?

Prepare

We used Divvy's 2022 bike trip data, cleaned for nulls and incorrect data types.

Process

Filtered and cleaned the dataset using Excel. Removed invalid rows and normalized time formats.

Analyze

Casual users prefer weekends and take longer rides. Annual members ride more on weekdays.

Share

Visuals were created to compare ride duration, day-of-week trends, and membership type differences.

Act

Recommend marketing campaigns on weekends to convert casual users to annual memberships.