

Google Data Analytics Capstone: Cyclistic

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Objective

Objective

Identify the trends that there are in Cyclistic bike usage, both by **casual** users and **members**, and how these 2 types of customers differ, with the ultimate goal of converting casual rider into members.

Data

Data

The data that was used to perform this analysis corresponds to the Divvy historical trip data.

Four different datasets were used:

- 2019 Q2
- 2019 Q3
- 2019 Q4
- 2020 Q1

These datasets were then cleaned and merged into one single dataset before performing the analysis. More information about the cleaning process in [Appendix](#).

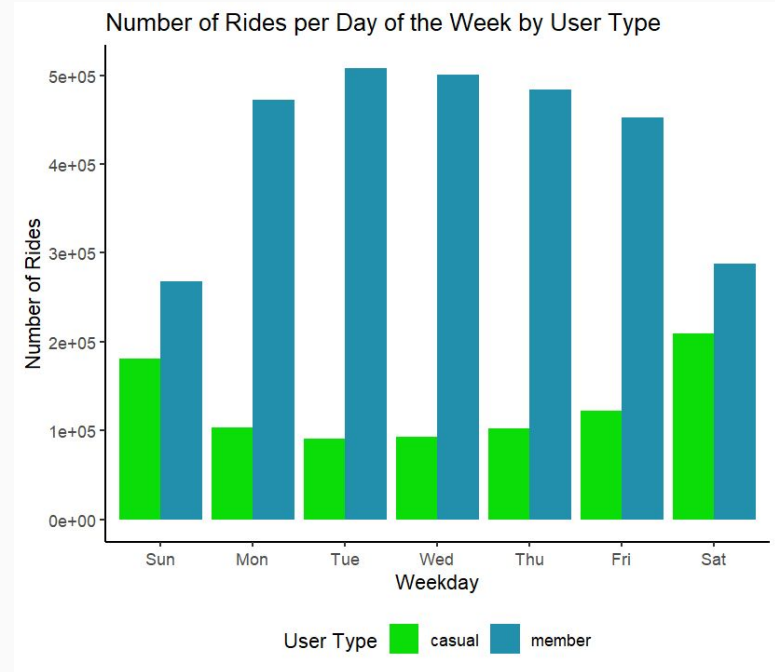
Data was relatively current, dating 4 years. It is original, produced by Divvy, as Chicago bike company. For this same reason it is reliable, as it is a trustworthy company that generates the data from the users.

You can find the datasets [here](#).

Analysis

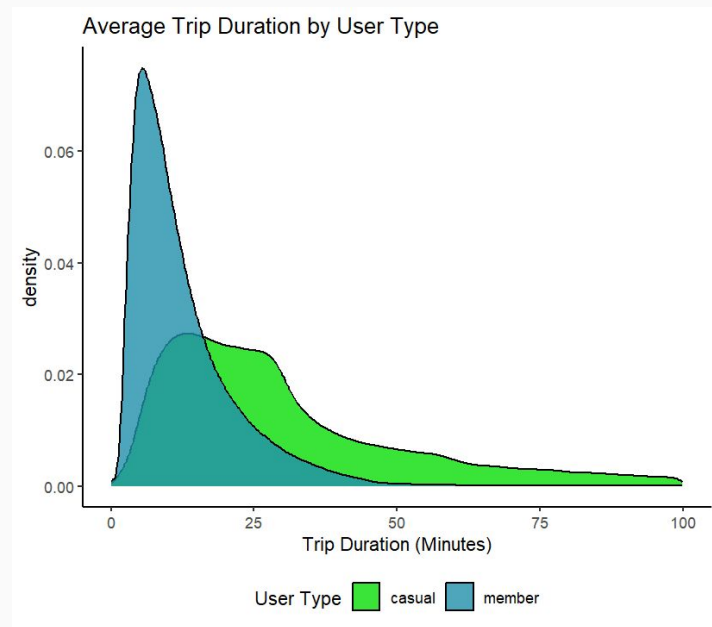
Number of Rides

- Casual riders have the highest usage of bikes during the weekend.
- Members have more total rides on weekdays.
- This could suggest that while casual users use the bikes more during their leisure time, members use the bikes for their everyday commute.



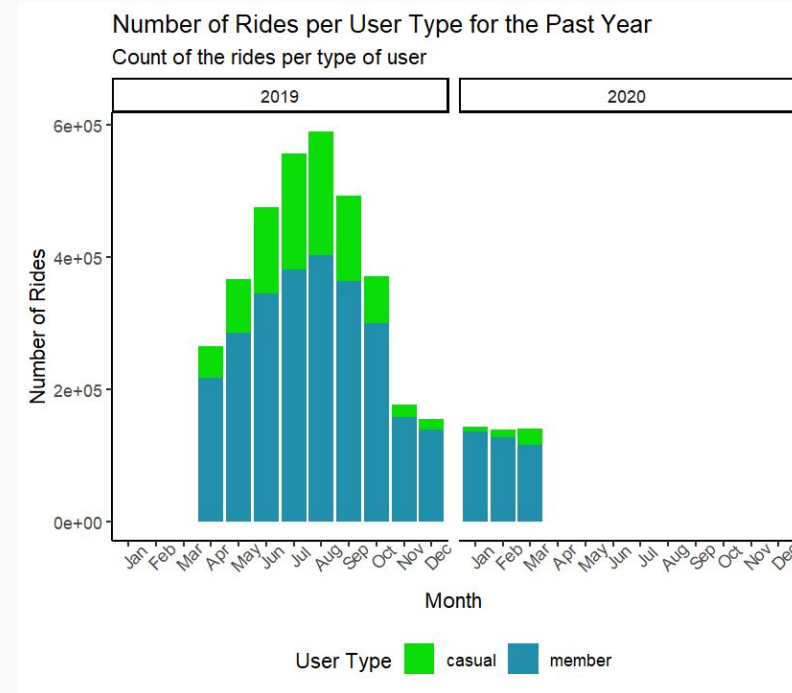
Trip Duration

- This chart shows that trip durations for casual riders tend to be longer than those for members.
- Member trips hardly go over 50 minutes, while casual users' trips can be longer than 100 minutes.
- This supports last slide's argument.



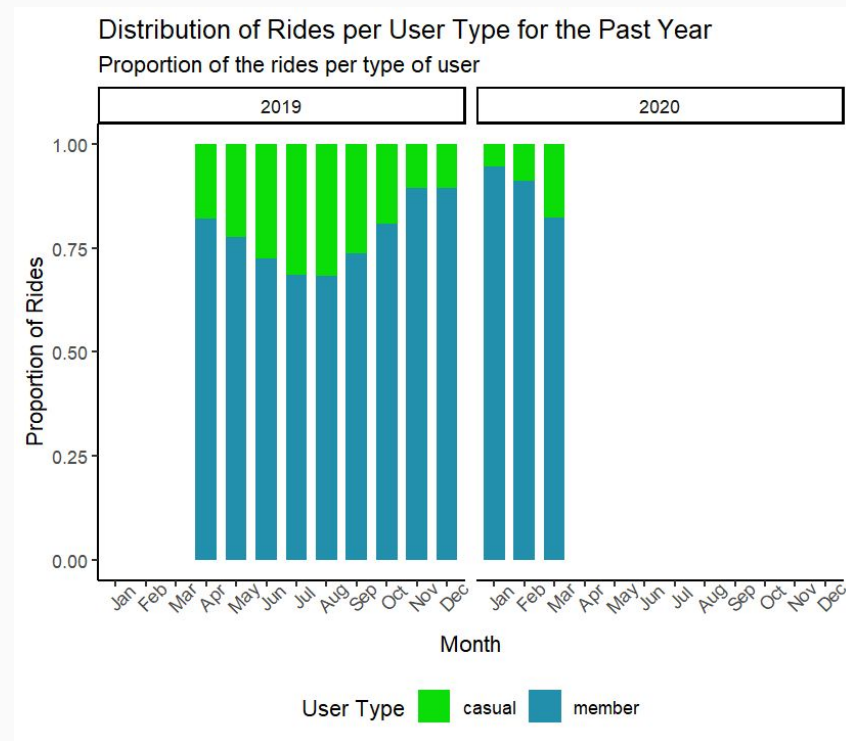
Rides per Month

- As the chart shows, the highest usage of the bikes is between the months of May and October
- This can be due to two things:
 - User prefer warmer weather for riding bikes, while cold weather makes it difficult to ride.
 - Tourists visit Chicago during summer months, meaning more potential users.



Distribution of Rides

- Supporting the last point in the past slide, the greatest proportion of casual users happens between June and September.
- Tourists may come, and use Cyclistic to move around the city.
- Members (who live in Chicago) may leave for vacation and not use the bikes.



Conclusions and next steps

Conclusions

- Casual users use Cyclistic during their leisure time, it is not a service that they need every day.
- Members use this service for their daily commute, even during winter months.
- Casual users use the bikes when the weather allows them to.

Next Steps

- Profile casual users, whether they are tourists, live in town, go to school or work, etc.
- Through surveys, try to understand whether casual users have nearby stations or not.
- Analyze the price difference between a single ride, a day pass, and a membership.

Appendix

Appendix

- [Click here to access the repository with the R script and the Report](#)

References

- Lyft, Inc. (2024). *Divvy Data* [website]. Retrieved from <https://divvybikes.com/system-data>