

google data analytics project

analysis of cyclistic customer behaviour member vs casual riders

Count of cyclistic_data.csv 4,153,861

average ride of member type



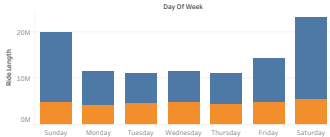
member type

members had 56% rides



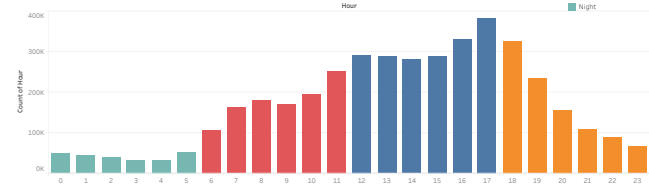
ride length per weekday

weekends had the longest average ride length casual members have noticeable difference in ride duration



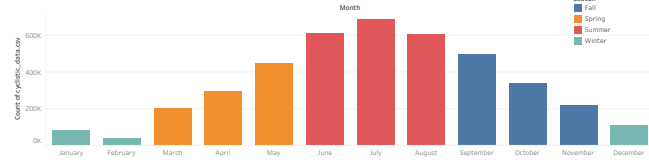
Sheet 14

Rides per hour The afternoon was the busiest time with 1,902,359 total bike rides, 45% of total rides with members having more rides. 17:00 SPM was the busiest hour between 12:00 PM and 18:00 PM. Casual riders and members.



total rides per month

July was the busiest month counting for 691,376 rides or 16% of total rides. Summer was the busiest season counting for 45% of total rides. With members having 49% and casual riders having 51 % of rides during Summer.



Popular Bike

CLASSIC

Busiest Time

AFTERNOON

Busiest Weekday

SATURDAY

Busiest Season

SUMMER

Most Rides by User Type

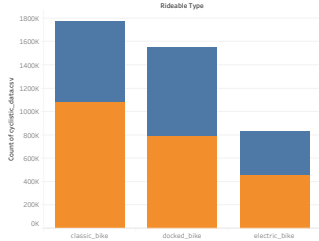
MEMBER

Average Ride Length

24 MIN

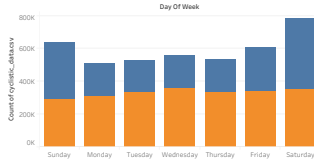
type of bike

classic bikes are most popular bike among both users



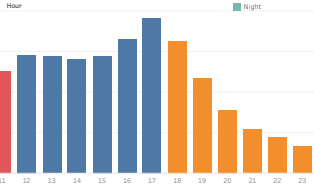
total rides per weekday

busiest weekday is saturday with 18% percent of total raid



Sheet 14

Time Of Day The afternoon was the busiest time with 1,902,359 total bike rides, 45% of total rides with members having more rides. 17:00 SPM was the busiest hour between 12:00 PM and 18:00 PM. Casual riders and members.



Analysis

Members had the most rides at 56% of total rides. The average ride length typically mirrored the number of rides, meaning they had similar highs and lows. The average ride length was 24 minutes with Casual riders having the longest average ride length at 27 minutes.

The most popular bike type for both was the classic bike but for casual riders alone it was docked bikes.

Both members and casual riders rode in the afternoons (12pm - 5pm) and at 5pm the most with night and 4am being the least busy.

Saturday was the most popular weekday for both. Members used the bikes equally throughout the week with a slight increase on Wednesdays, while Casual riders rode equally throughout the weekdays but the most on weekends, Saturdays in particular. Summer (June - August) was the busiest season for both types of riders and they rode the most in July. While the least in the Winter months (December - February) specifically in February.