

Cyclistic Project:

Aim:

Study trends in the data to increase the number of annual memberships.

Software Used: Excel

Key Findings:

- Average ride distance per trip is very close for casual and member riders.
- Casual members tend to have longer ride time on average as compared to member riders.
- The distribution of riders across short (< 1 km), medium (1-5km) and long (> 5 km) is similar for casual and member riders.
- Member riders prefer classic bikes and electric bikes almost equally. However, for casual riders we see a slight preference for electric bikes.
- Member riders are more active during the weekdays whereas casual rider numbers are higher on weekends.
- Active riders are greater in number during the summer for both types of riders. However, the proportion of riders during the summer is much higher for casual riders.

Recommendations:

- Since casual riders ride last longer, a discount/decrease in charges for longer riders for members can encourage them to get membership.

- Since summer is the peak time for casual riders and even members. It's a good time to invest in advertising for memberships.
- A weekend deal for members can also attract casual riders to register as members.