

Cyclists Behavioural Patterns

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Introduction

The director of marketing at a bike-share company believes that the company's future success depends on maximizing the number of annual memberships. The aim of this project therefore, is to understand how behaviours differ in the two cyclist membership types.

Source of Data

The Bike Share data was downloaded using this link and was further cleaned before being used for this exercise. The data cleaning is carefully documented in the accompanying file named 'Bike-Share-Case-Study-Data-Cleaning.Rmd'.

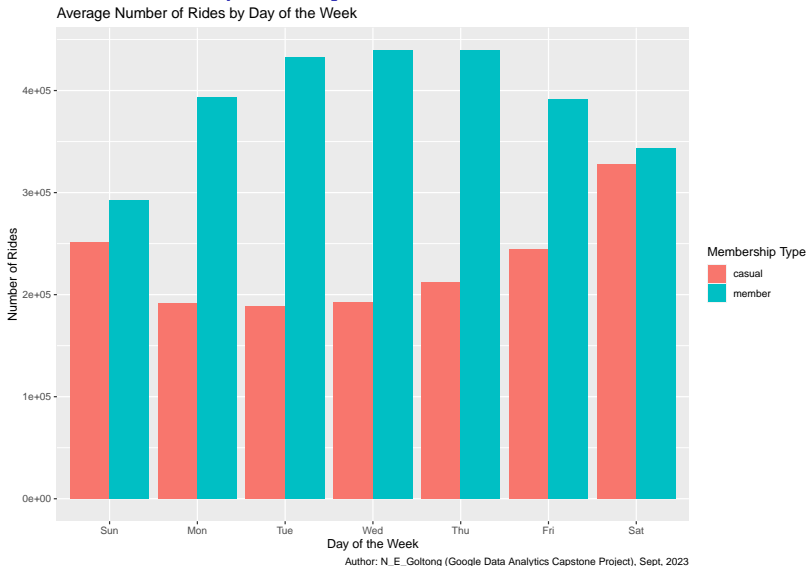
```
##
```

```
##  casual  member
```

```
## 1609290 2731087
```

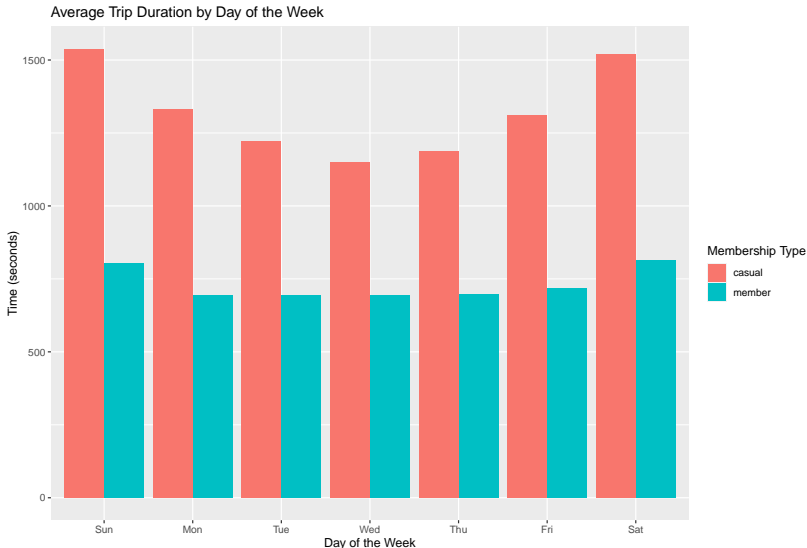
This shows that the bike-share company has more annual members than casual members.

Number of Rides per Day of the Week



- ▶ Annual Members have higher average number of trips than Casual members.

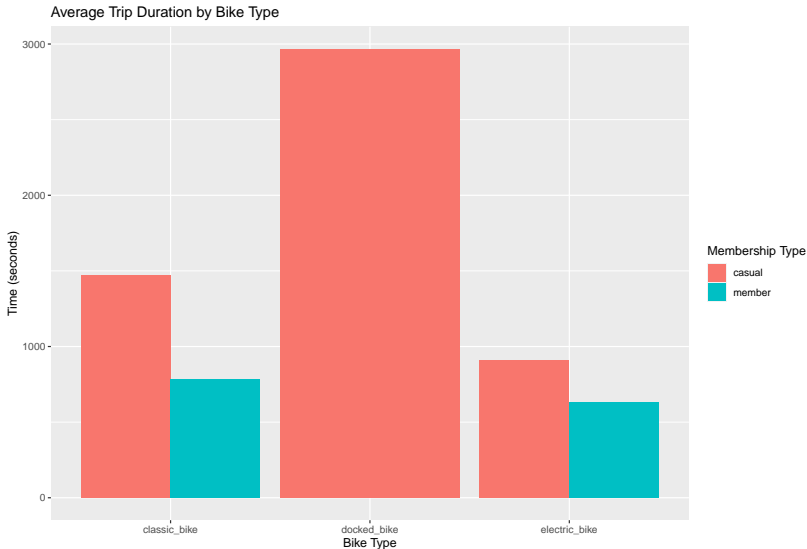
Average Trip Duration per Day of the Week



Author: N_E_Goltong (Google Data Analytics Capstone Project), Sept, 2023

- Casual Members have higher average duration per trip than annual members.

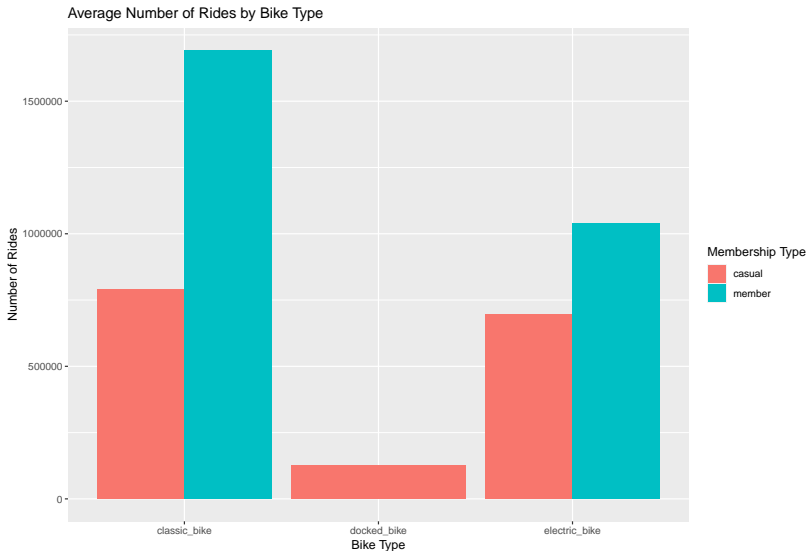
Average Trip Duration by Bike Type



Author: N_E_Goltong (Google Data Analytics Capstone Project), Sept, 2023

- ▶ Casual members have the highest trip duration on average.
- ▶ Docked bike riders had the longest trip duration and

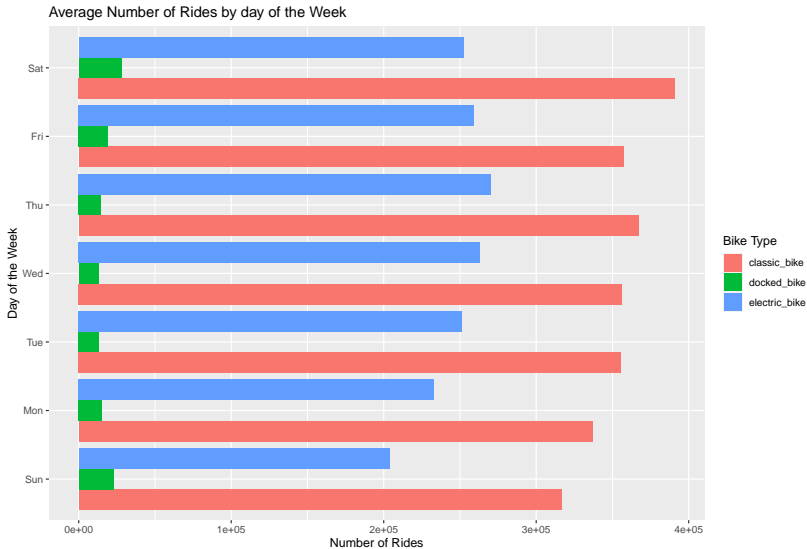
Average Number of Rides per Bike Type



Author: N_E_Goltong (Google Data Analytics Capstone Project), Sept, 2023

- ▶ Annual members have the highest number of trips on average.

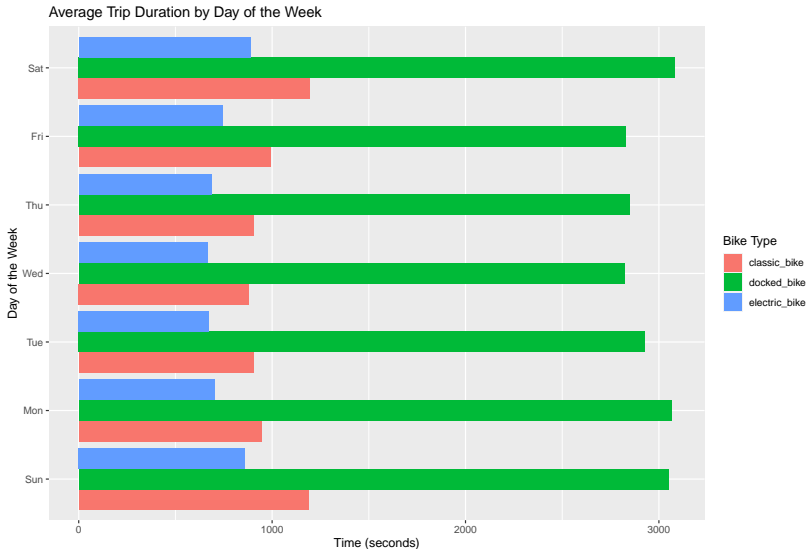
Average Number of Rides by Day of the Week



Author: N_E_Goltong (Google Data Analytics Capstone Project), Sept, 2023

- ▶ Classic Bike riders have the largest number of rides on average
- ▶ Docked Bike riders have the smallest number of rides on

Average Trip Duration by Day of the Week



Author: N_E_Goltong (Google Data Analytics Capstone Project), Sept, 2023

- ▶ Docked Bike riders have the highest trip duration on average
- ▶ Peak of biking activities is recorded during weekends end.

Recomendation

In order to increase the number of annual memberships, management should consider the following actions:

1. Incorporate some discounts or some other benefits for trips with duration longer than 1,000 seconds for Annual Members.
2. Discounts should be introduced for Annual members who use docked bike type. Note that this bike type is only used by Casual members in the reporting period.
3. Discounts or incentives should be introduced for weekend trips by Annual members.