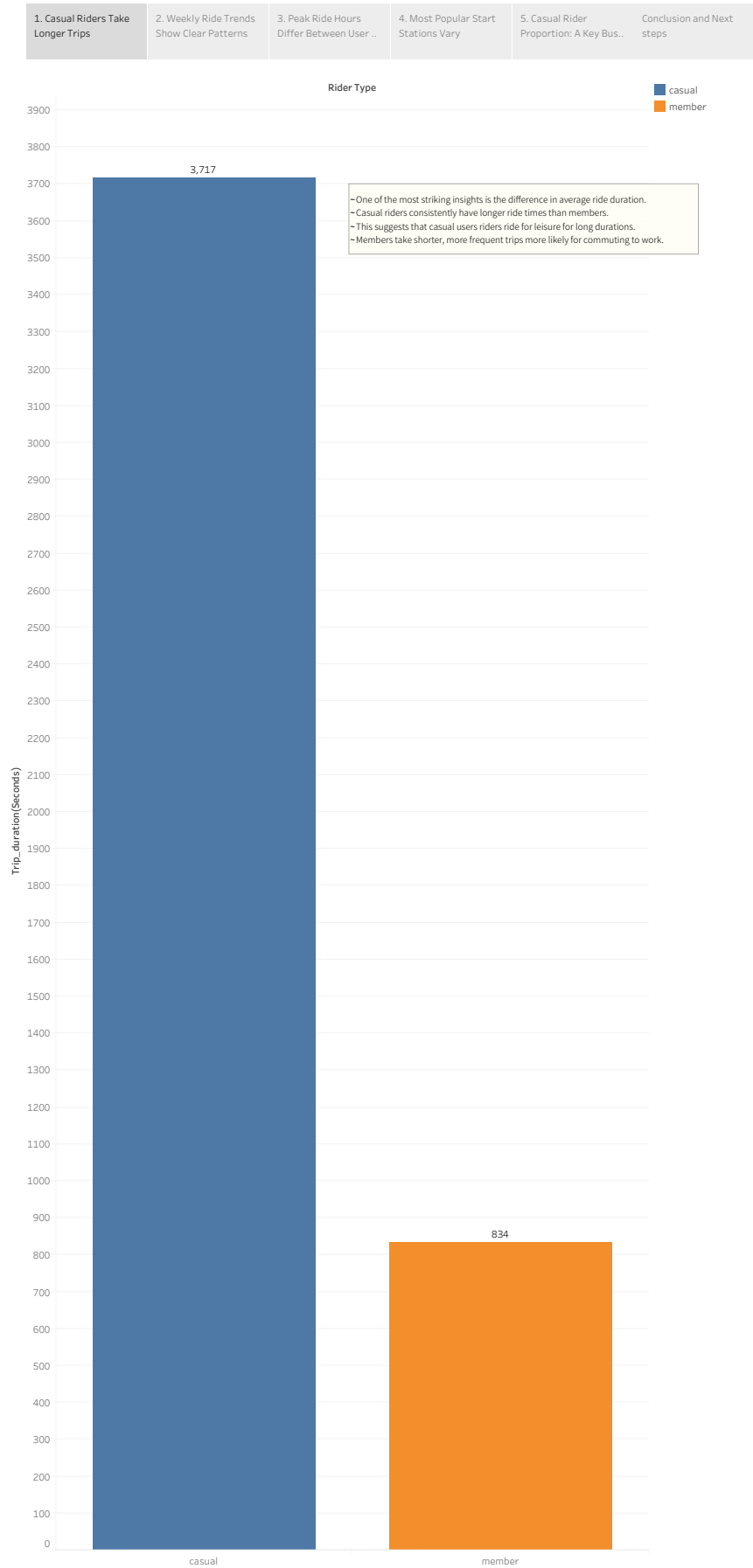


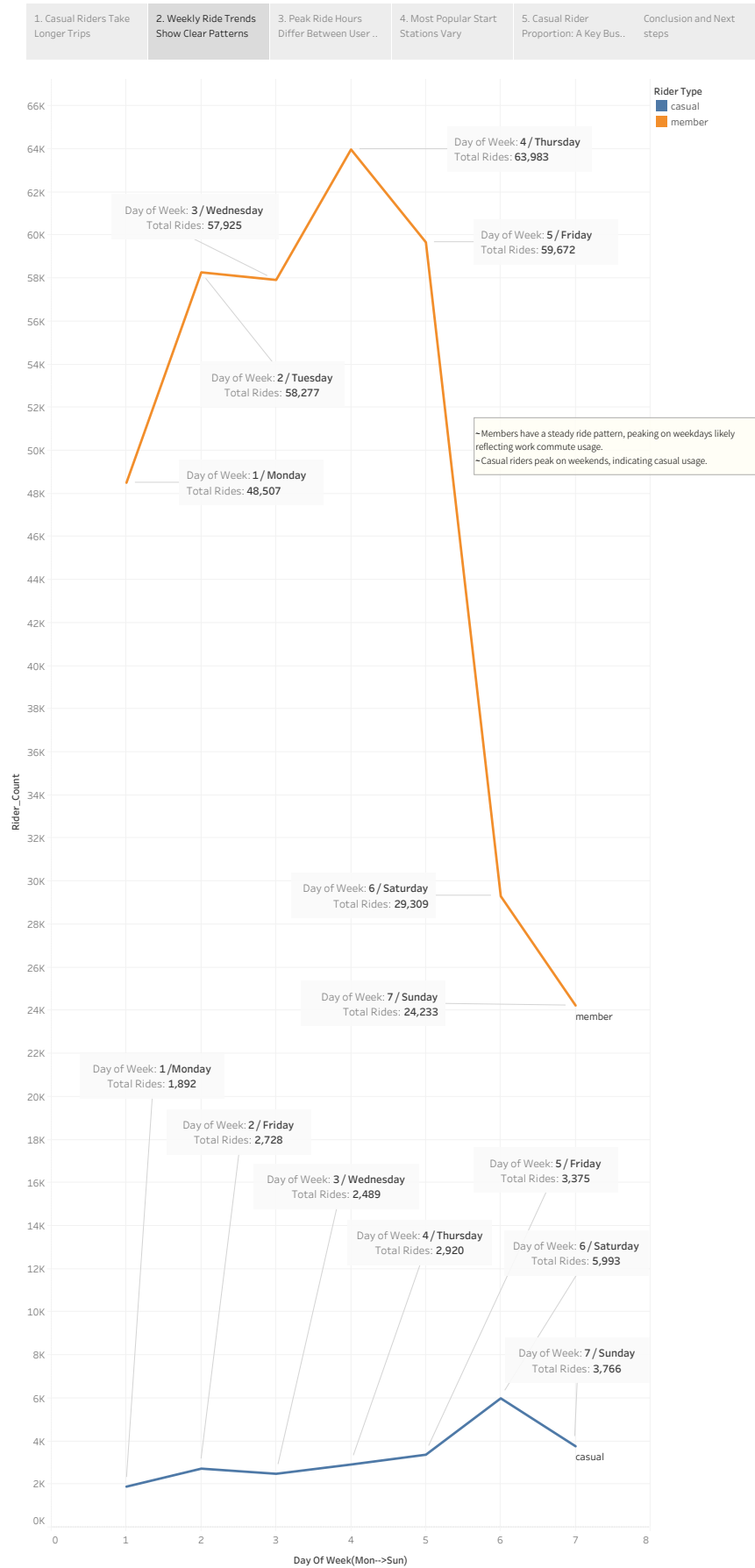
Cyclistic Bike-Share Analysis: Understanding User Behavior in Q1 2019

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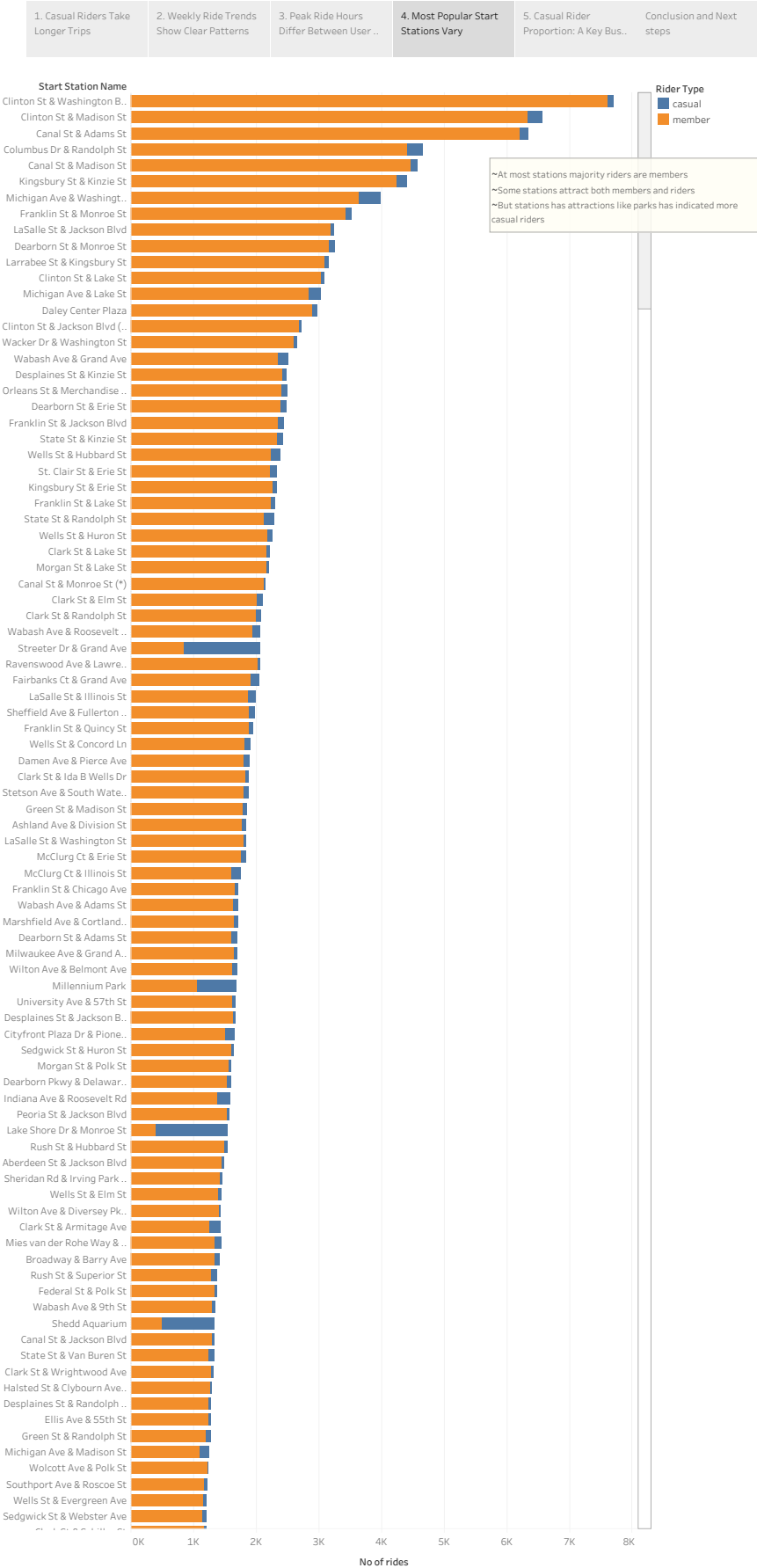
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| 1. Casual Riders Take Longer Trips | 2. Weekly Ride Trends Show Clear Patterns | 3. Peak Ride Hours Differ Between User... | 4. Most Popular Start Stations Vary | 5. Casual Rider Proportion: A Key Bus.. | Conclusion and Next steps |
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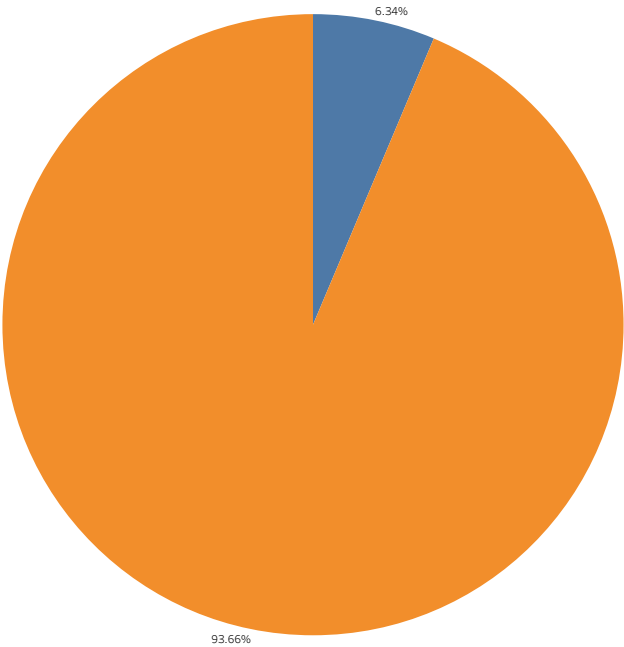
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Rider Type

- casual
- member

~The casual riders are very less compared to members in 2019 the goal is to convert the casual riders into members have to refer for for the 2020 data to conclude for the business strategy.



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Conclusion

Since the goal is to convert casual riders into members few marketing strategies can be followed

- ~Giving promotional price for new riders who used frequently.
- ~setting member plans for weekend rentals who commute long trips
- ~Offering Promocodes for casual riders if they register for membership

Next Steps

- ~Use full through out year data instead of only seasonal trends which is showing a seasonal bias impact which is instead of only selecting Q1 consider Q2, Q3, Q4 which leads better results.
- ~Conduct predictive analysis on the data to find out the future membership conversion.