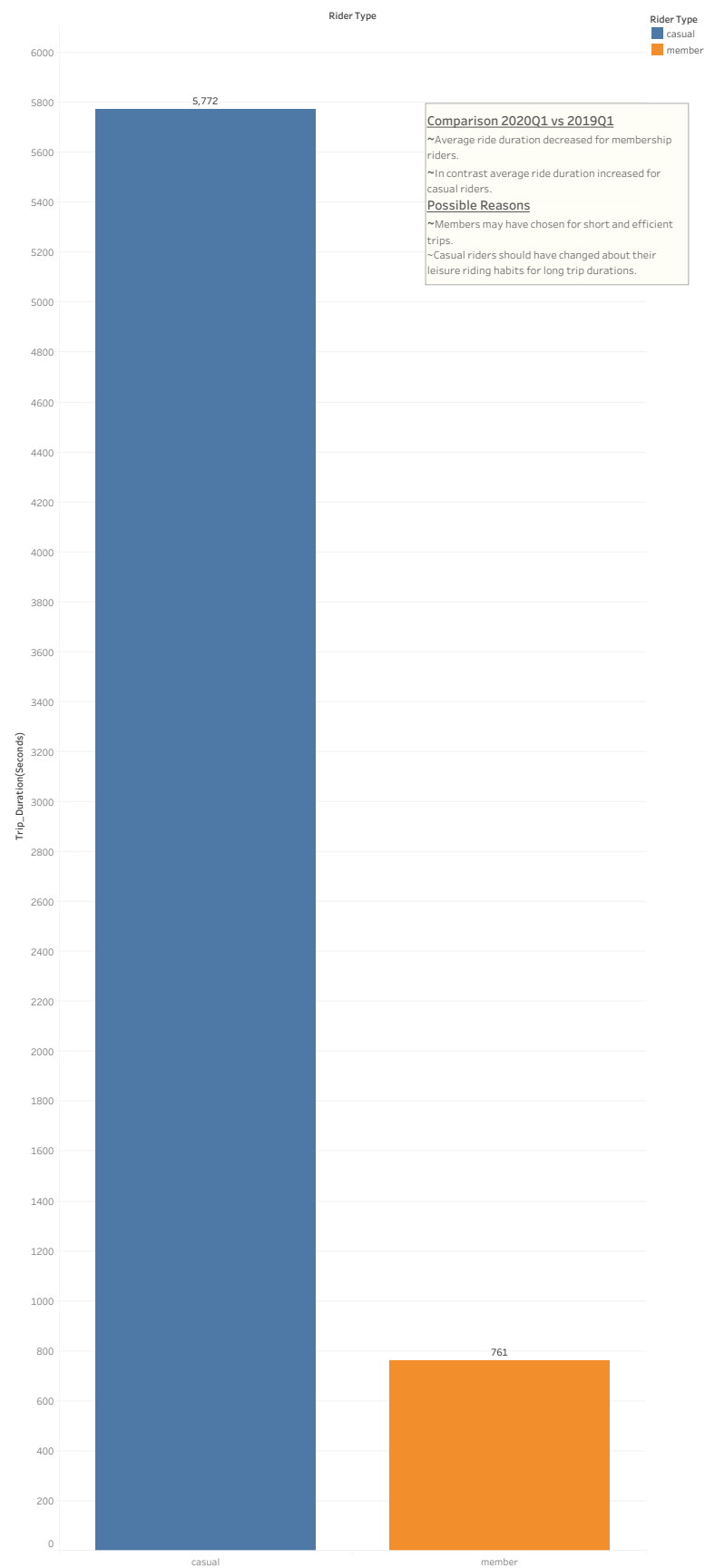


Cyclistic Bike-Share Analysis: Understanding User Behavior in Q1 2020

Cyclistic a leading bike-share service, operates with two primary user groups: members (subscribers) and casual riders (pay-per ride users). This analysis explores how these groups differ in terms of ride duration, peak usage times, and popular stations, using Q1 2020 data.

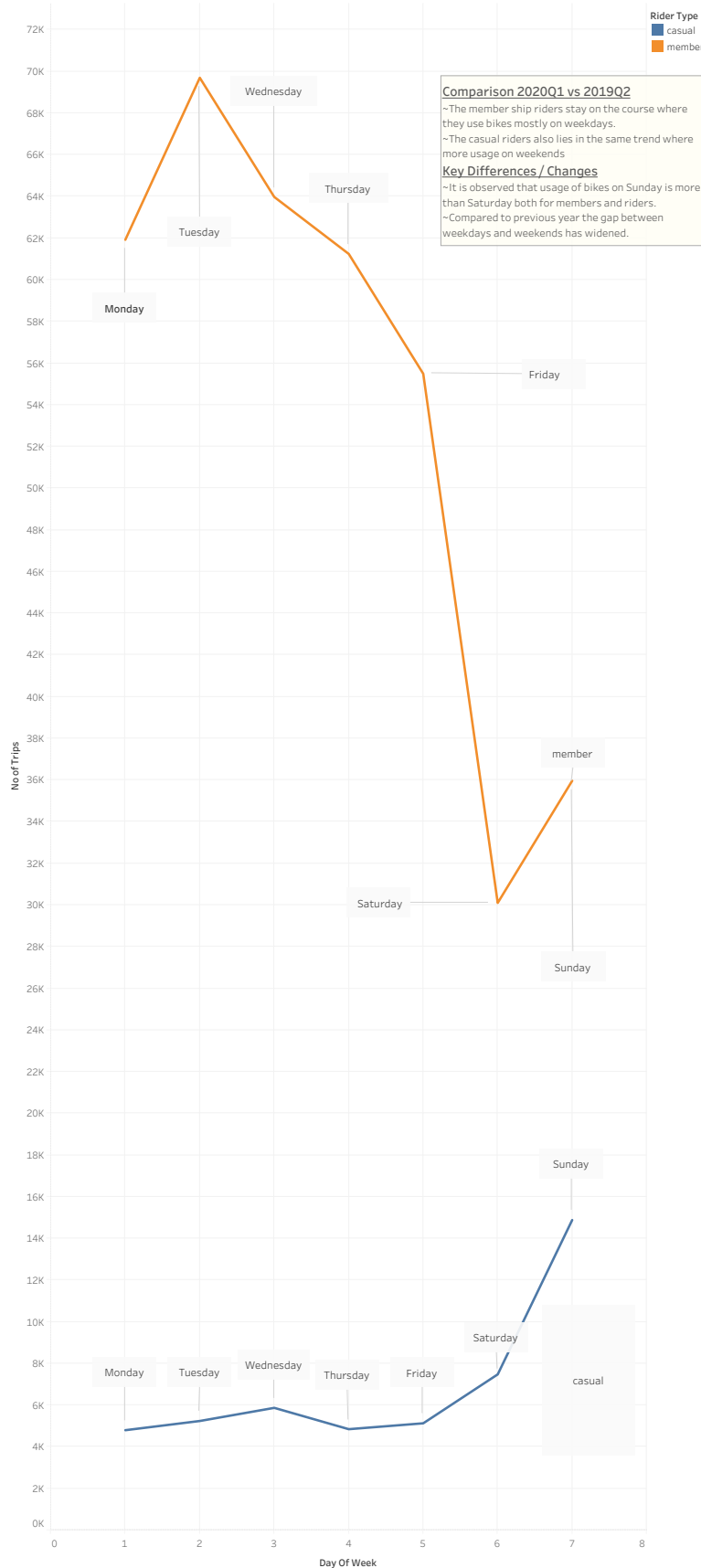
1. Casual Riders Take Longer Trips	2. Weekly Ride Trends Show Clear Patterns	3. Peak Ride Hours Differ Between User ...	4. Most Popular Start Stations Vary	5. Casual Rider Proportion: A Key Bus...	Conclusion and Next steps
------------------------------------	---	--	-------------------------------------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



Cyclistic Bike-Share Analysis: Understanding User Behavior in Q1 2020

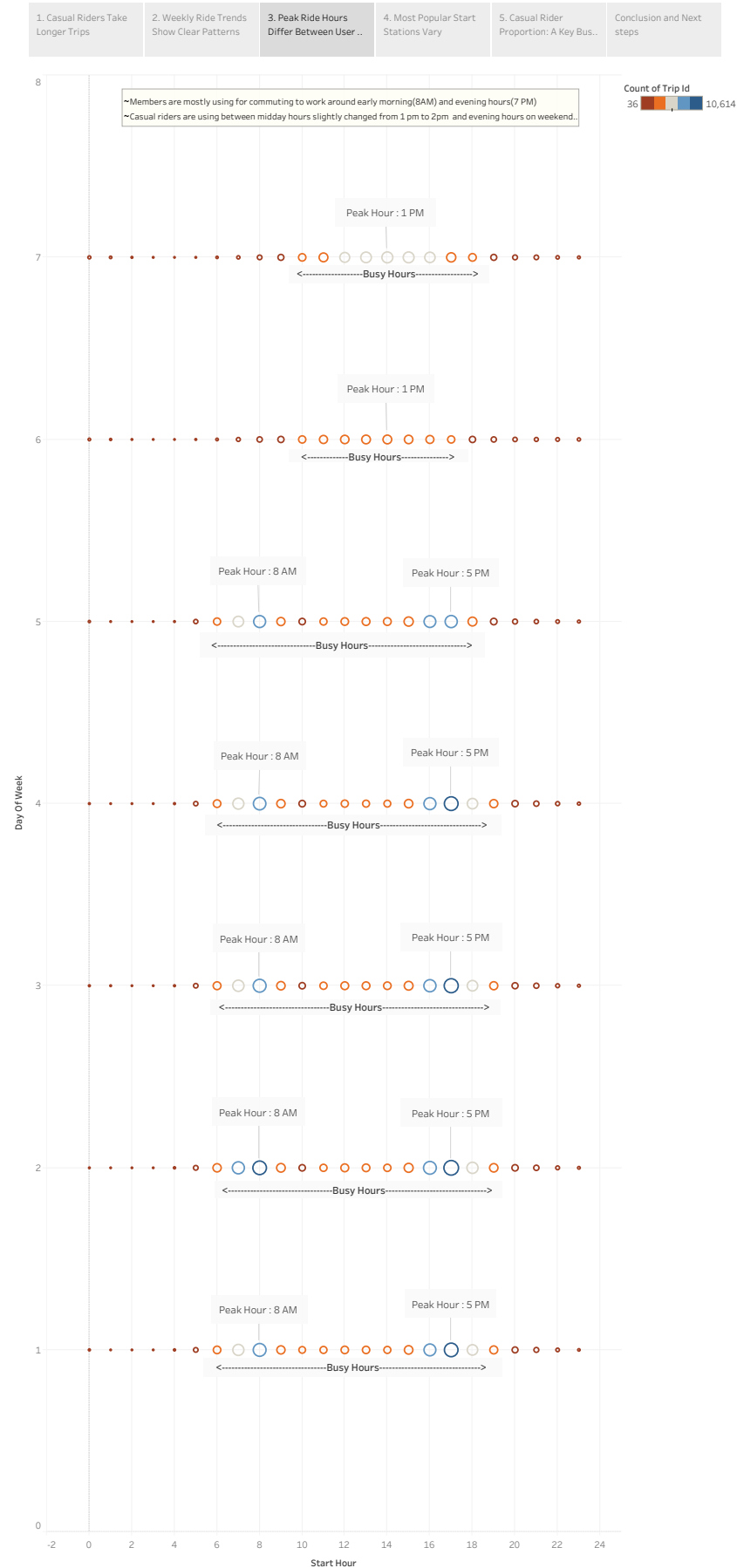
Cyclistic a leading bike-share service, operates with two primary user groups: members (subscribers) and casual riders (pay-per ride users). This analysis explores how these groups differ in terms of ride duration, peak usage times, and popular stations, using Q1 2020 data.

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
------------------------------------	---	--	-------------------------------------	--	---------------------------



Cyclistic Bike-Share Analysis: Understanding User Behavior in Q1 2020

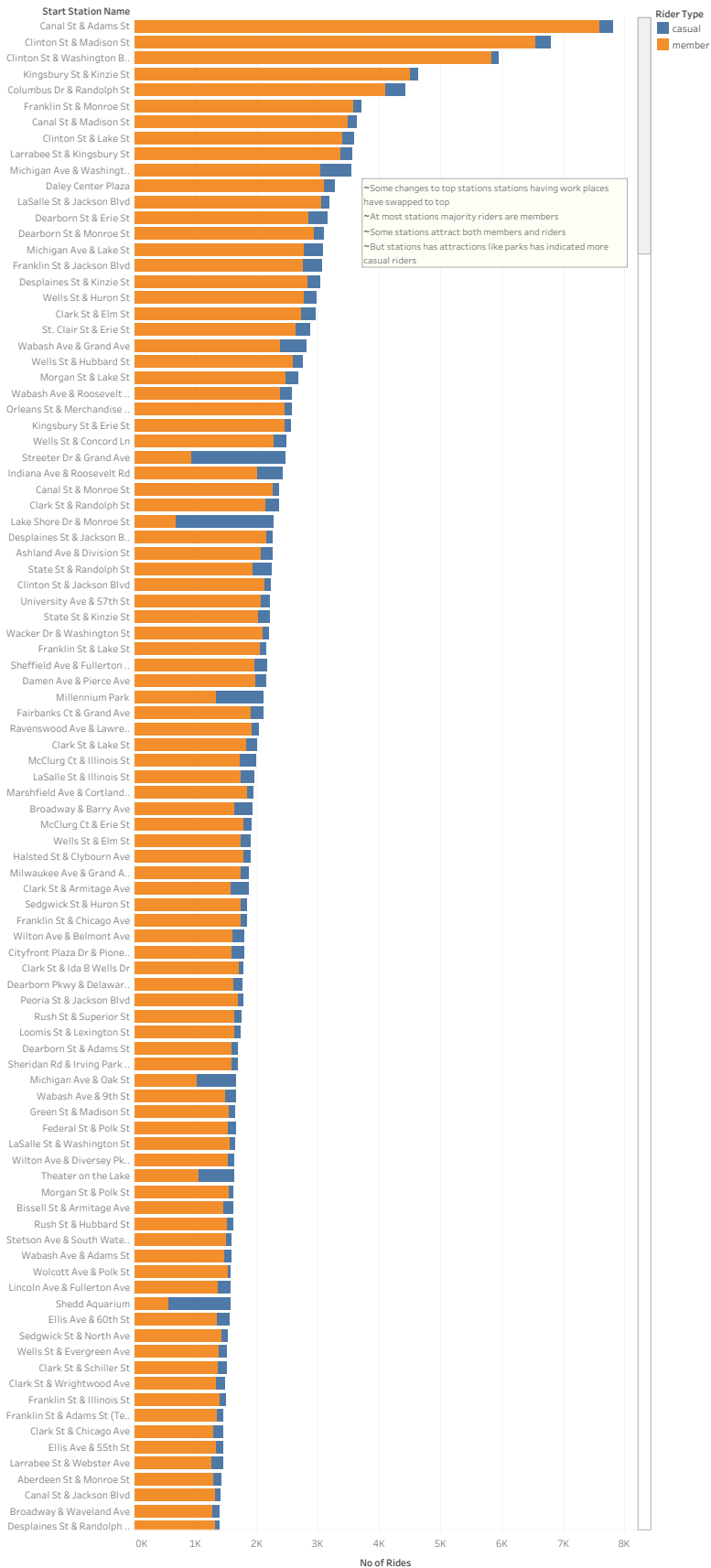
Cyclistic a leading bike-share service, operates with two primary user groups: members (subscribers) and casual riders (pay-per ride users). This analysis explores how these groups differ in terms of ride duration, peak usage times, and popular stations, using Q1 2020 data.



Cyclistic Bike-Share Analysis: Understanding User Behavior in Q1 2020

Cyclistic a leading bike-share service, operates with two primary user groups: members (subscribers) and casual riders (pay-per ride users). This analysis explores how these groups differ in terms of ride duration, peak usage times, and popular stations, using Q1 2020 data.

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
------------------------------------	---	--	-------------------------------------	--	---------------------------



Cyclistic Bike-Share Analysis: Understanding User Behavior in Q1 2020

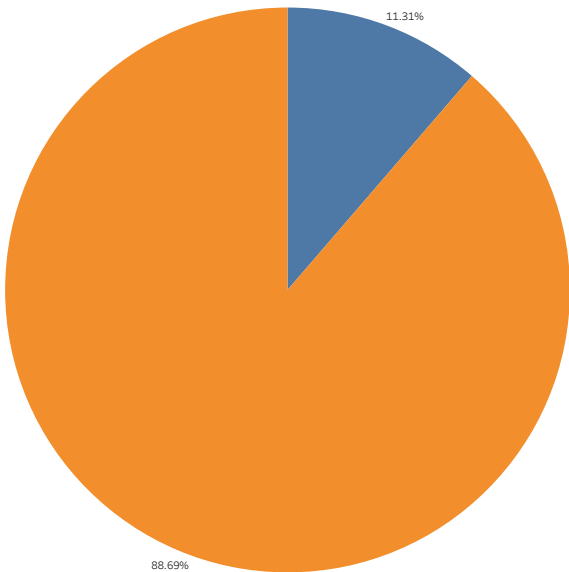
Cyclistic a leading bike-share service, operates with two primary user groups: members (subscribers) and casual riders (pay-per ride users). This analysis explores how these groups differ in terms of ride duration, peak usage times, and popular stations, using Q1 2020 data.

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
------------------------------------	---	--	-------------------------------------	---	---------------------------

Rider Type

- casual
- member

~The percentage of casual riders has increased from the previous year where the leisure trips and long durations has increased.
~The members riders also increased but the trip duration sees a downfall from the past year.



Cyclistic Bike-Share Analysis: Understanding User Behavior in Q1 2020

Cyclistic a leading bike-share service, operates with two primary user groups: members (subscribers) and casual riders (pay-per ride users). This analysis explores how these groups differ in terms of ride duration, peak usage times, and popular stations, using Q1 2020 data.

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
------------------------------------	---	---	-------------------------------------	---	---------------------------

Conclusion

- ~ It seems both the members and casual riders has increased this year.
- ~ The average trip duration of member riders sees a fall this year the reason might include riders choosing the short and effective trips.
- ~ In contrast Casual riders Average trip duration sees a high rise this year the reason could be riders choosing the long trips.
- ~ The Sunday riders are more than Saturday.
- ~ On weekdays peak rides start at 8 AM and 5 PM.
- ~ On weekends peak rides start from midday at 2pm until evening hours.

Next Steps

- ~ Give promotional Saturdays to riders to increase count on Saturdays.
- ~ 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.