

Cyclistic

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Spring Report

24th June 2022

Business task

Goals

1. How do annual members and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence casual riders to become members?

Data source

The data used for this report is from Cyclistic's database; data is generated in-home. Data included rider ID, starting latitude and longitude, ending latitude and longitude, date and time starting the ride, date and time ending the ride, starting and ending station, and rider type: casual or member.

Cleaning and manipulation of data

Follow link to change log:

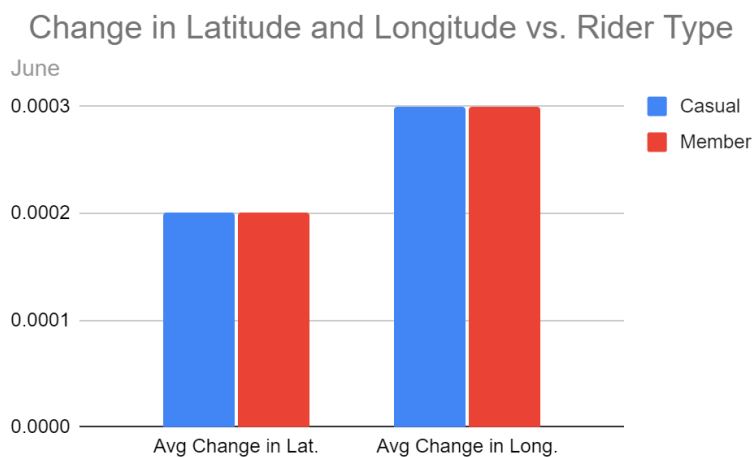
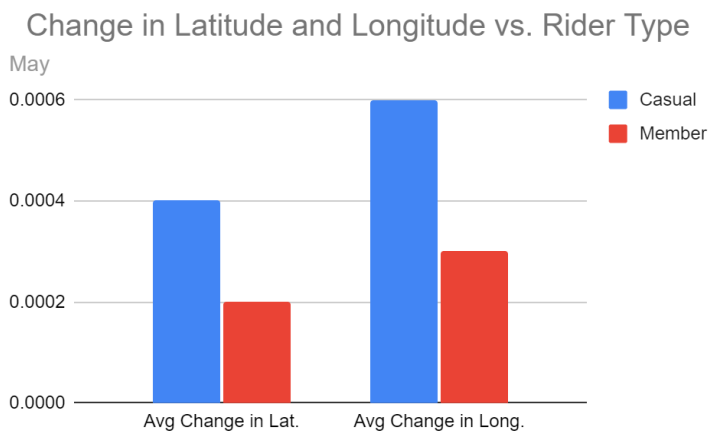
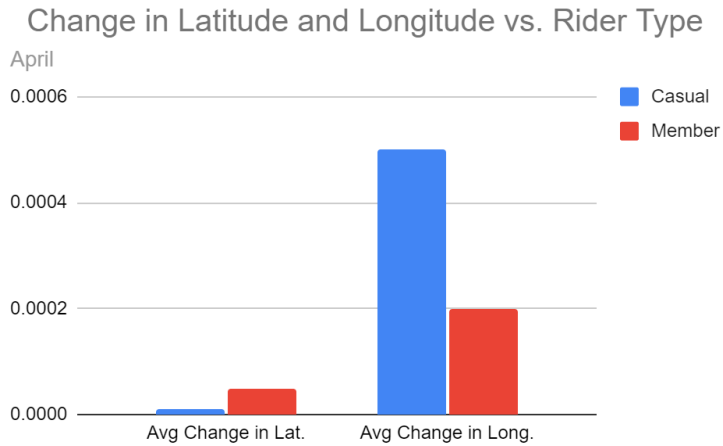
https://docs.google.com/document/d/1yaFCYih3PQY1n_swwNanFSumkE0z4KwIRwShqjS4H-g/edit?usp=sharing

Summary of analysis

Average ride times and ride distances were determined per rider type. Total number of riders and when they rode were determined.

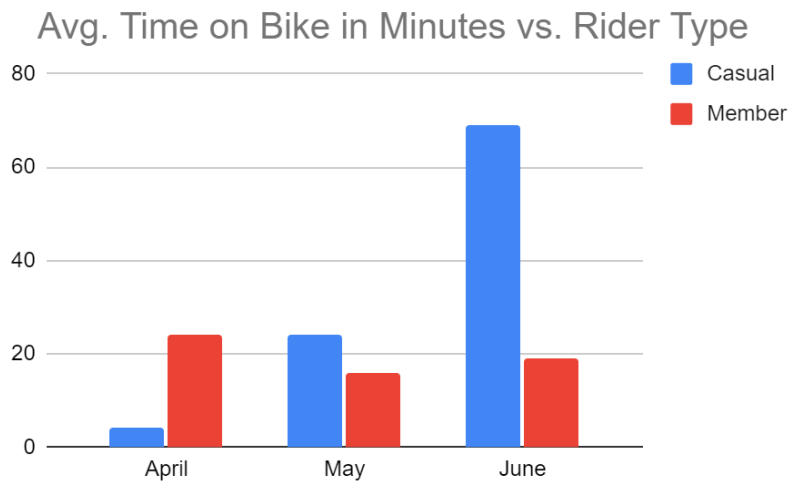
Key findings

Distance traveled per rider type.



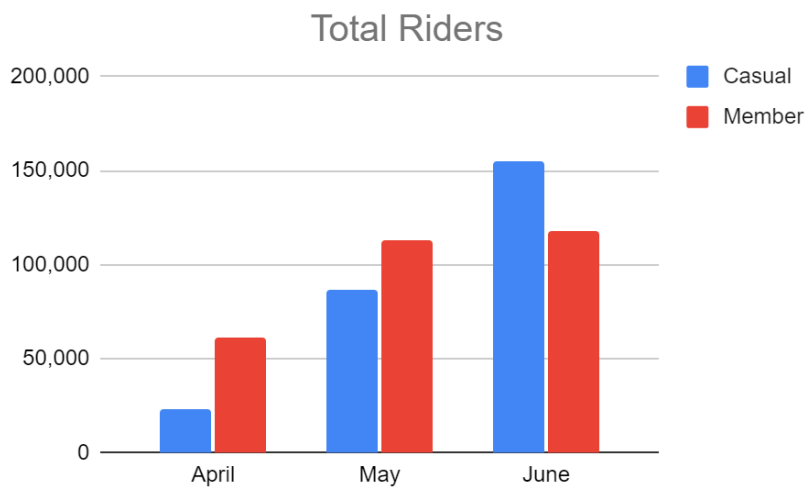
Takeaway: casual riders generally ride further distances.

Duration of rides per rider type.



Casual riders generally ride for longer times.

Total number of riders over time.



Number of riders is increasing for both types of riders.

Recommendations

1. Casual riders ride further distances and longer times which suggests riding for leisure. Due to the increase in riders before summer, it also suggests some of these casual riders are tourists who are sightseeing or locals taking advantage of the warmer weather. However, the increase in riders also coincides with an increase in temperature which usually causes an increase in outside activities. Annual members ride shorter distances with shorter times which suggest purposeful rides such as commuting or a general means of transportation with a destination in mind.
2. A Cyclistic casual rider would purchase an annual membership to save money in other areas such as gas, parking, and potential repairs and maintenance.
3. I recommend a campaign advertising to people who are looking at cars or some kind of car service using cookies. Instead of paying for expensive Ubers or Lyfts, use Cyclistic. Take miles off of your car by using Cyclistic. Instead of fighting traffic in your car for your daily commute, use Cyclistic and whizz past the traffic jams.