



CYCLISTIC

A Bike Share Company in Chicago

How do the annual members and casual riders use Cyclistic bike differently?

Company future's success

depend on maximizing number of annual Memberships

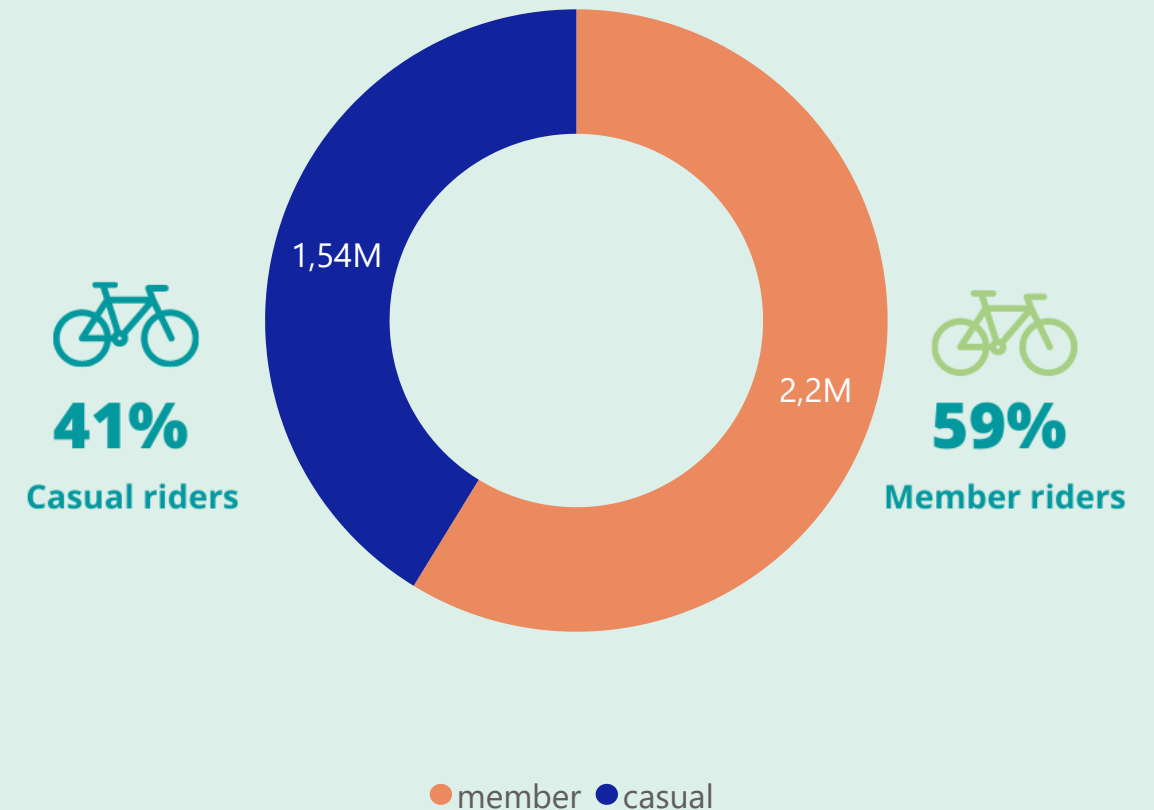
We need to understand how to:

- Convert casual riders into members.
- Creating a marketing campaign that targets all-new customers

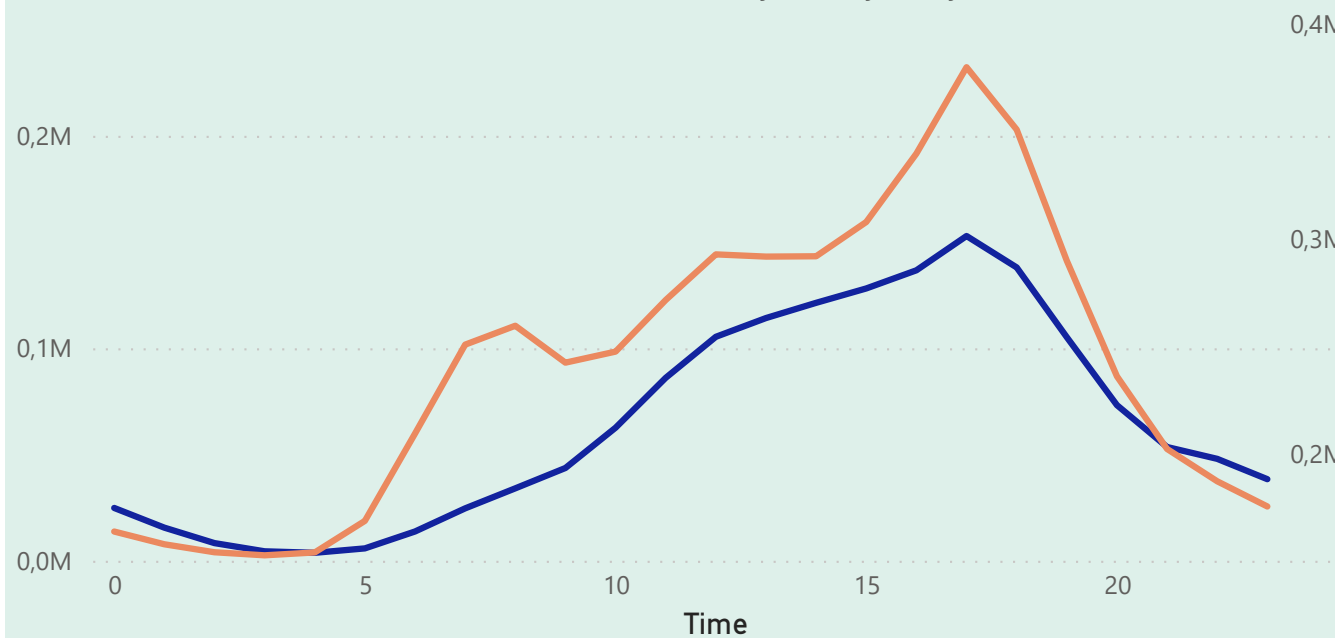
*Dataset include bike trips from 5/2020 -> 4/2021

Cyclistic Total Riders

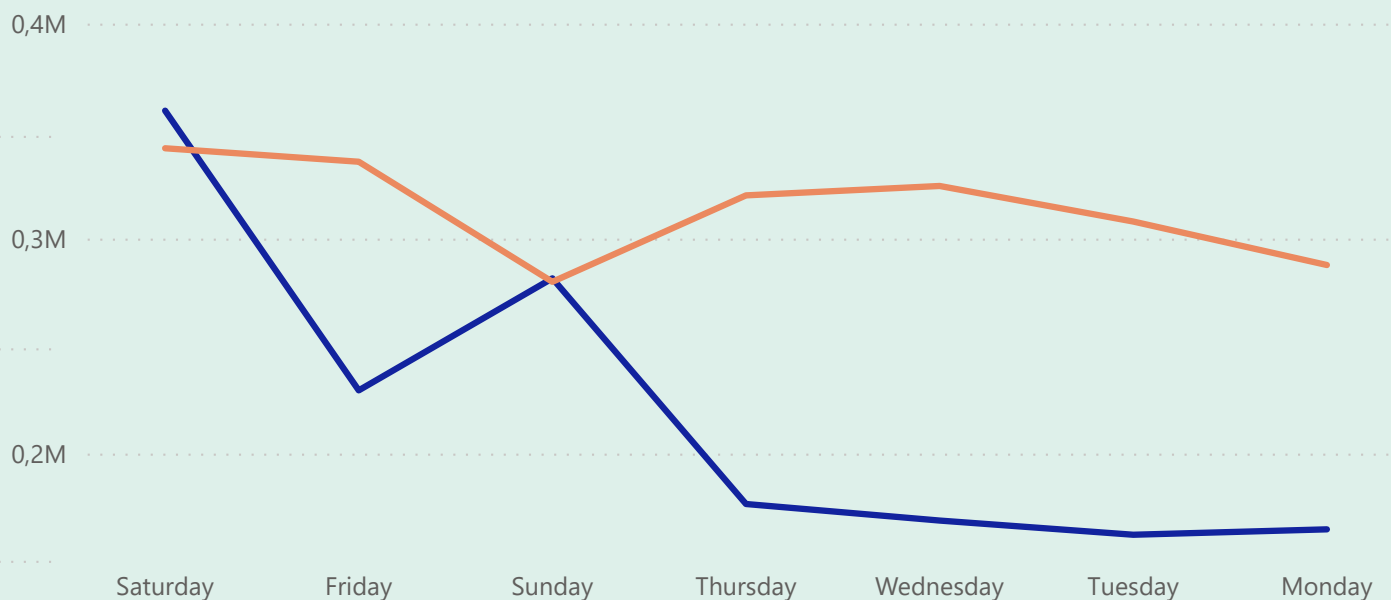
3,74M



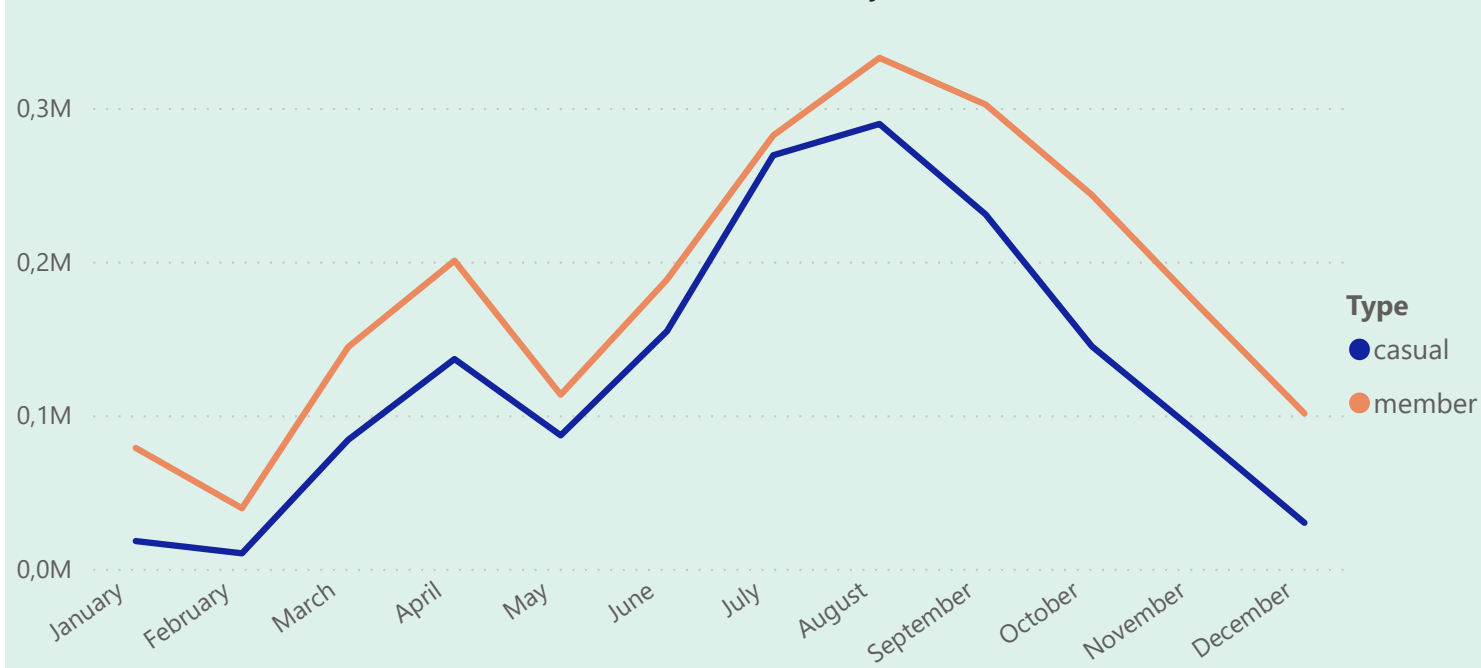
Number of Riders by Daily Day



Number of Riders by Week



Number of Riders by Month



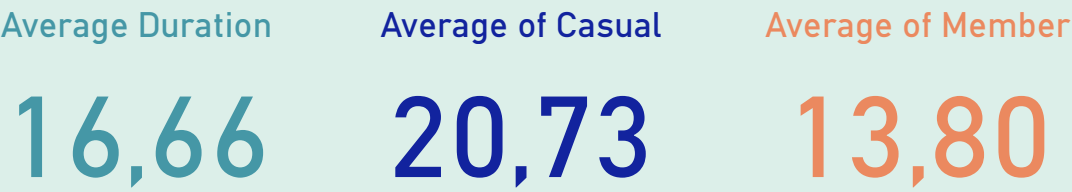
Best time to ride for Casual



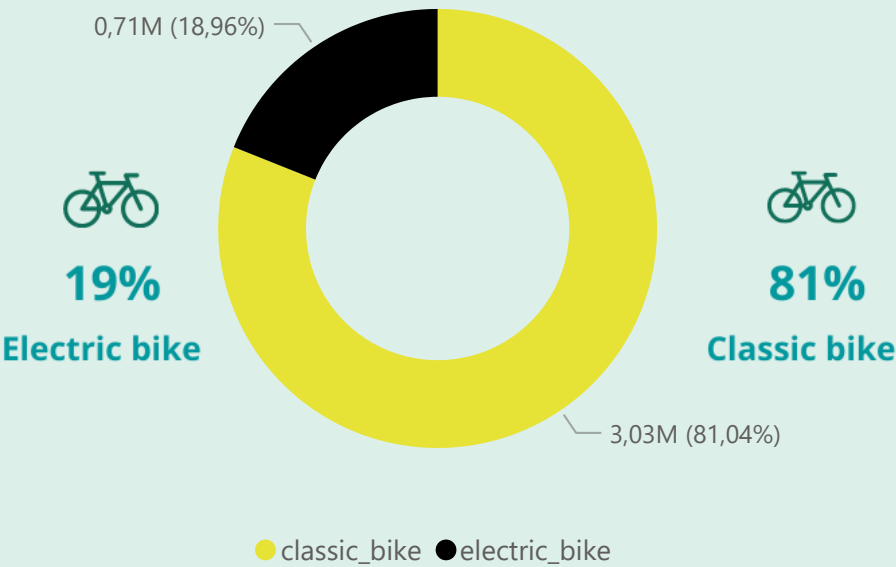
Best time to ride for Member



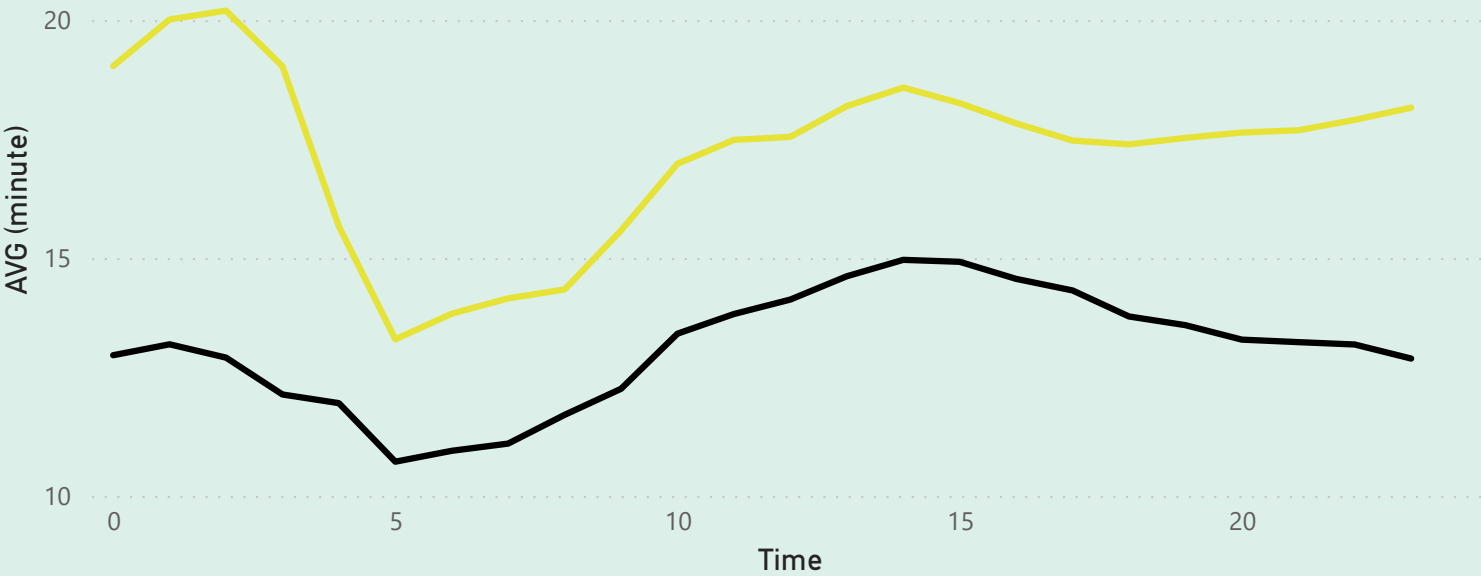
DURATION BY TYPE OF USER



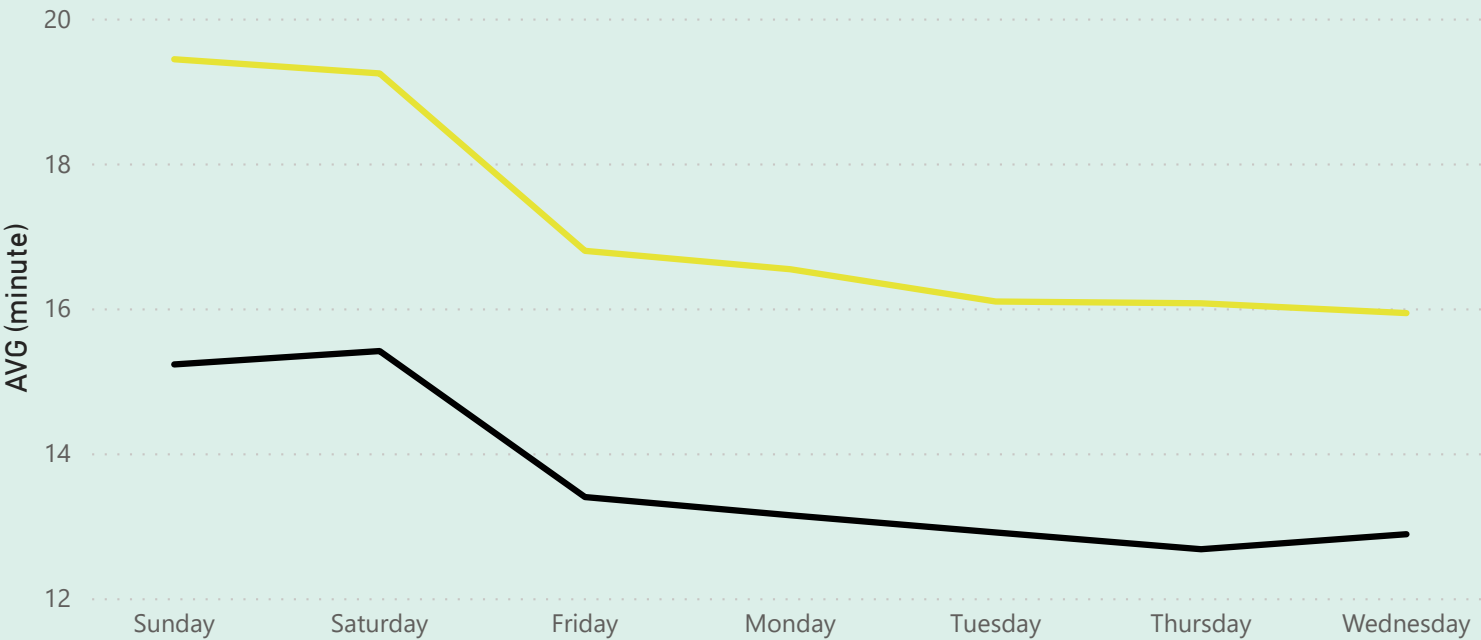
DURATION BY TYPE OF BIKE



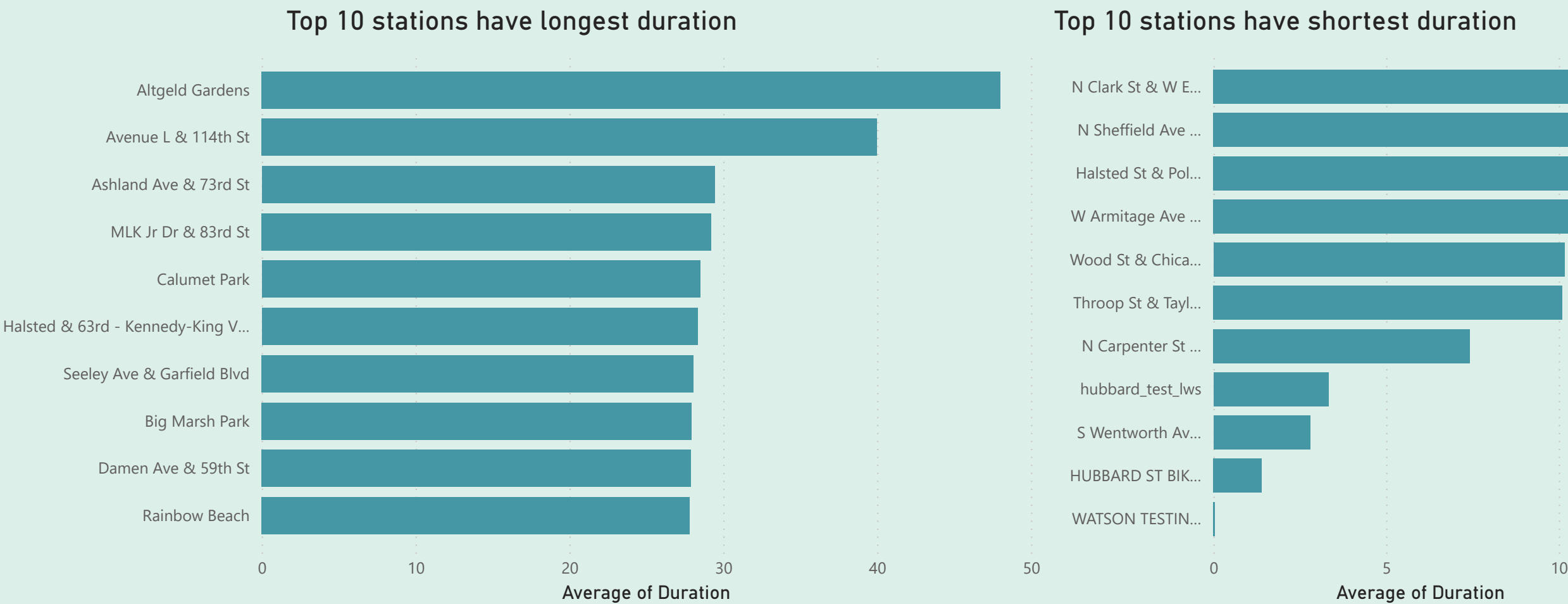
Duration by daily day and bike type



Duration by weekday and bike type

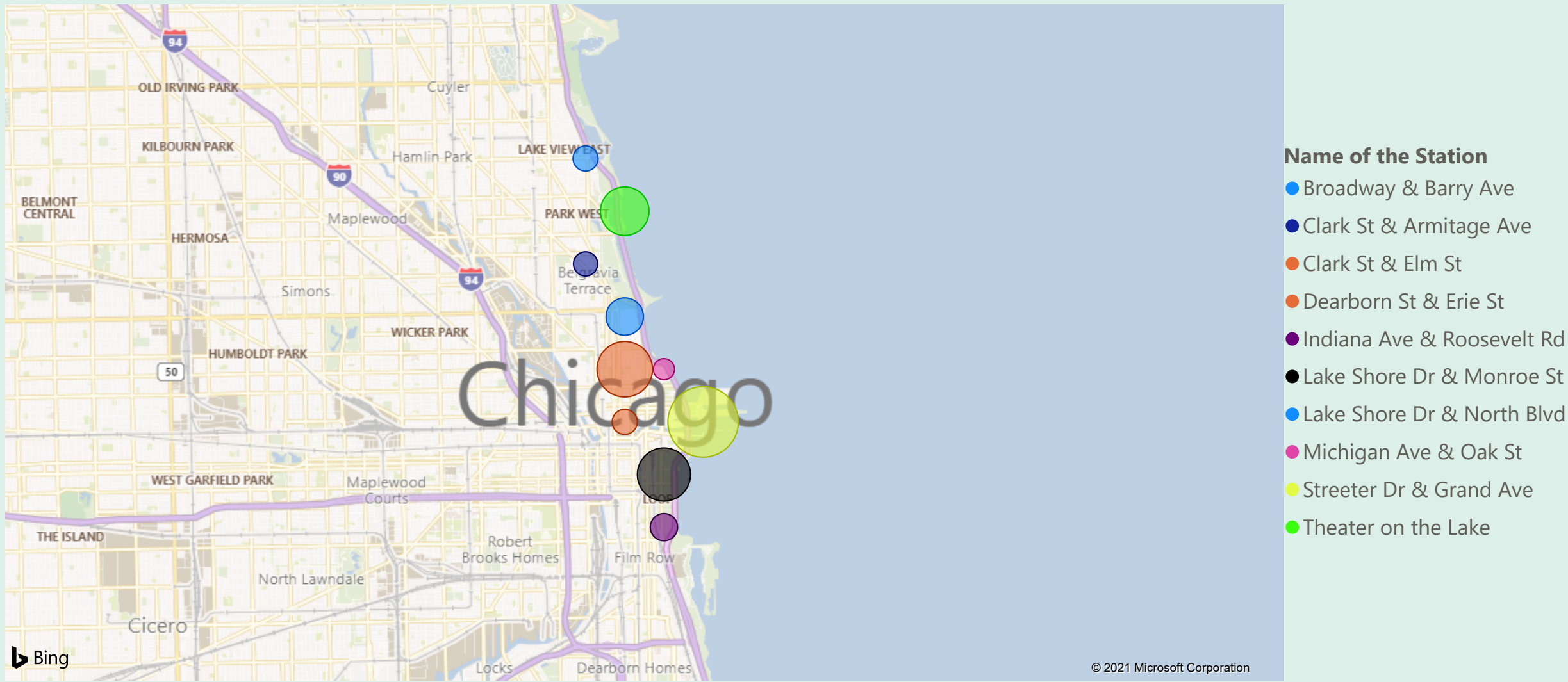


DURATION BY TYPE OF LOCATION



When calculating the average duration to get the bike and return of the station, **Altgeld Gardens** station taken to use has the longest average duration (**48 minutes**), **Watson Testing** station is the station with the shortest time (**almost not to be used**)

TOP 10 PLACES ATTRACT THE MOST RIDERS



Streeter Dr and Grand Ave station attract the most riders (over 38000) in one year (2020 - 2021)