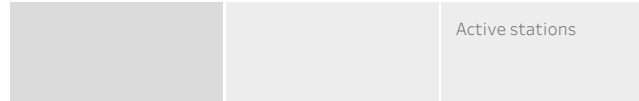


Capstone Case Study
Cyclistic Bike sharing company



Google Data Analytics Case Study

Cyclistic Bike Sharing Company

Introduction.

In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago.

The bikes can be unlocked from one station and returned to any other station in the system anytime. Cyclistic sets itself apart by also offering reclining bikes, hand tricycles, and cargo bikes, making bike-share more inclusive to people with disabilities and riders who can't use a standard two-wheeled bike.

Our Stake holder

Lily Moreno, director of marketing and my manager. Moreno is responsible for the development of campaigns and initiatives to promote the bike-share program. These may include email, social media, and other channels

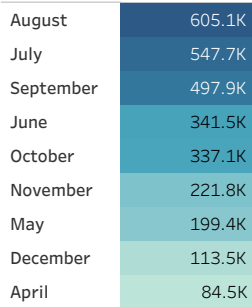
Bussiness Objective

Design marketing strategies aimed at converting casual riders into annual members

Finding answers to the following questions:-

- 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?*

Hope we can find answers to the above questions with the following dashboards .



Month of Started At

- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August
- ☒ September
- ☒ October
- ☒ November
- ☒ December

Action (Member Casual)

- ✓ casual
- ✓ member

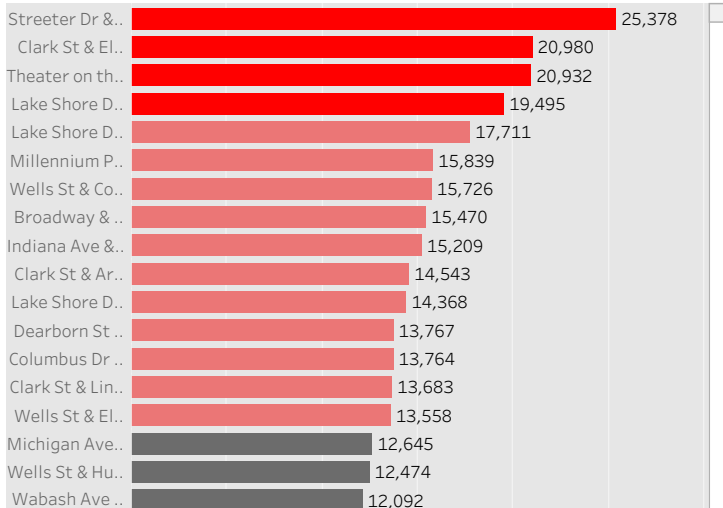
Part of day

- ✓ Afternoon
- ✓ Early Morning
- ✓ Evening
- ✓ Morning
- ✓ Night

Capstone Case Study
Cylstic Bike sharing company

Active stations

Most Active Stations



As you can see the most active stations, it can help us to understand our target casual riders.

Start Station Name	Id	Casual	Annual	Total Rides
Streeter Dr & Grand Ave	596-596	5,644	784	6,428
	596-361	976	266	1,242
	596-443	1,066	85	1,151
	596-599	680	348	1,028
	596-362	505	274	779
	596-437	529	157	686
	596-251	513	146	659
	596-317	435	179	614
	596-625	454	112	566
	596-8	309	181	490
	596-528	375	110	485
	596-363	356	52	408
	596-426	248	157	405
	596-439	374	19	393
	596-440	303	81	384
	596-70	111	267	378

Also you can see the most active routes, this data can help us to understand the casual riders travelling through these routes.

Attracting these customers by promoting membership discount.