Cyclistic BI Project Executive Summary

Overview

This project aims to help the Customer Growth Team create business plans by leveraging customer insights.

The Problem

For next year's business plan, the Customer Growth Team wants to understand customer bike usage and identify customer demand at different station locations.

The Solution

The Business Intelligence Team has developed a dashboard that summarizes key insights from a dataset of millions of rides.

Details

Keys to success

- Data has been aggregated from all relevant sources and transformed into a comprehensive dataset.
- This project created a dashboard featuring maps that depict customer demand at various locations across different regions, in relation to relevant bike trip elements.
- The dashboard also explores trip destinations, summer trends, the impact of weather elements, and year-over-year growth comparisons.
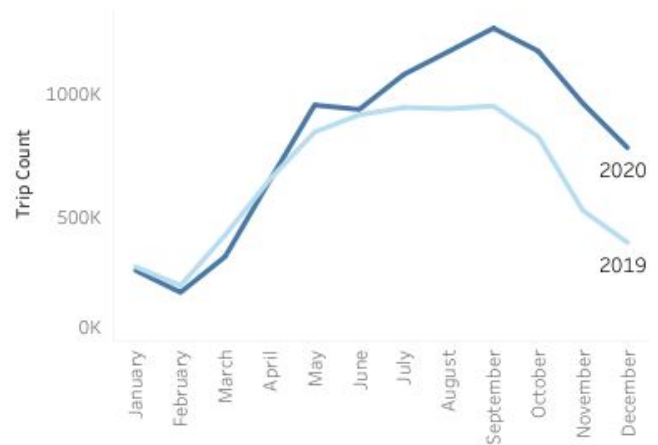
Bike-share Usage 2019-2020

Results Summary

There was a significant increase in bike-share usage during and after the summer of 2020 compared to the previous year, with demand rising for both subscribers and casual customers. Bike-share demand was higher in Chelsea and Clinton and the Lower East Side.

Reflections/ Next Steps

- The significant growth in the number of casual customers suggests the necessity for targeted subscriber growth marketing in the upcoming year.
- Both the analysis of summer trends and examination of weather influence indicate that bike-share demand is higher during the summer and early autumn months.
- The increase in bike-share demand and bike usage indicates a positive shift towards a more environmentally friendly transportation system.