

Problem

Marketing analyst team at Cyclistic, a bike-share company.

We have a dataset on the basis that we are trying to try to make a strategy for marking .

Data of bike-share company.

Source data link-

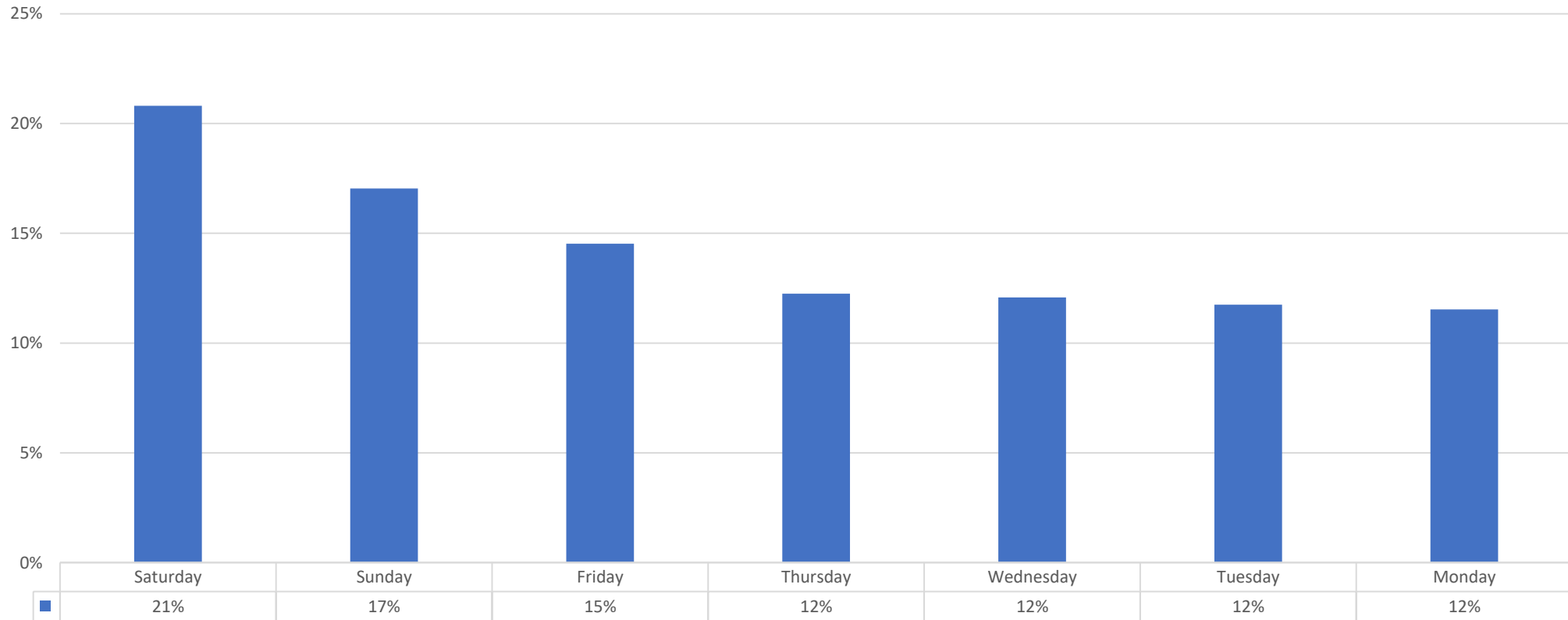
<https://divvy-tripdata.s3.amazonaws.com/index.html>

This is dataset of 12 months.

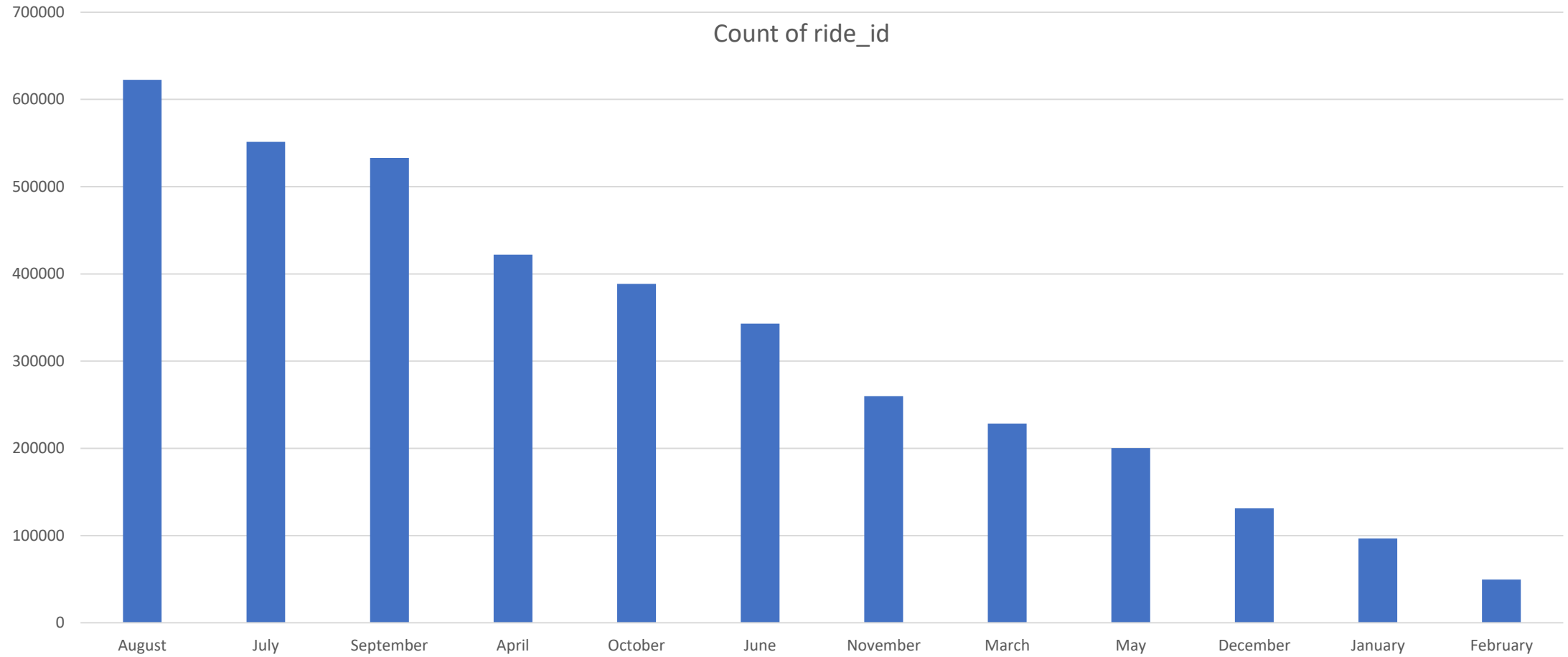
Steps which I have performed for this analysis.

- 1-I merged all 12 month of different data set in single file for better conclusion in the CMD by using this command:
 - copy *.csv [file name].csv
- 2-That merged file I opened in power BI.
 - Arrange the data in right order.
 - Add 2 new columns one for find the length of duration of trip.
 - 2nd column for find out day of week.
- 3-With the help of SQL I find top crowded stations.

Weekly Volume day wise



Monthly Volume



Conclusion.

- Saturday will be better day for our marketing of our service because that volume of rider is maximum or we can do marketing Saturday , Sunday , Friday for better result.
- August, July , September these month will be better because mostly volume in these months
- There has total 600 station but top 100 station where volume is maximum we can chose these station first for marketing.

Top 100 station volume wise									
35	334	150	99	673	465	13022	7	156	49
76	2	249	313	303	299	296	168	229	632
177	623	176	94	142	44	173	53	38	338
90	43	24	141	140	144	260	284	126	56
268	4	341	110	145	25	220	301	245	127
85	3	26	324	639	114	161	212	81	39
255	329	6	321	117	254	340	41	115	417
459	195	247	211	289	69	182	210	273	133
157	59	300	194	172	34	454	196	13008	61
52	199	232	13300	47	181	291	304	312	198

Thank you

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