

Presented by MK Ridzuan

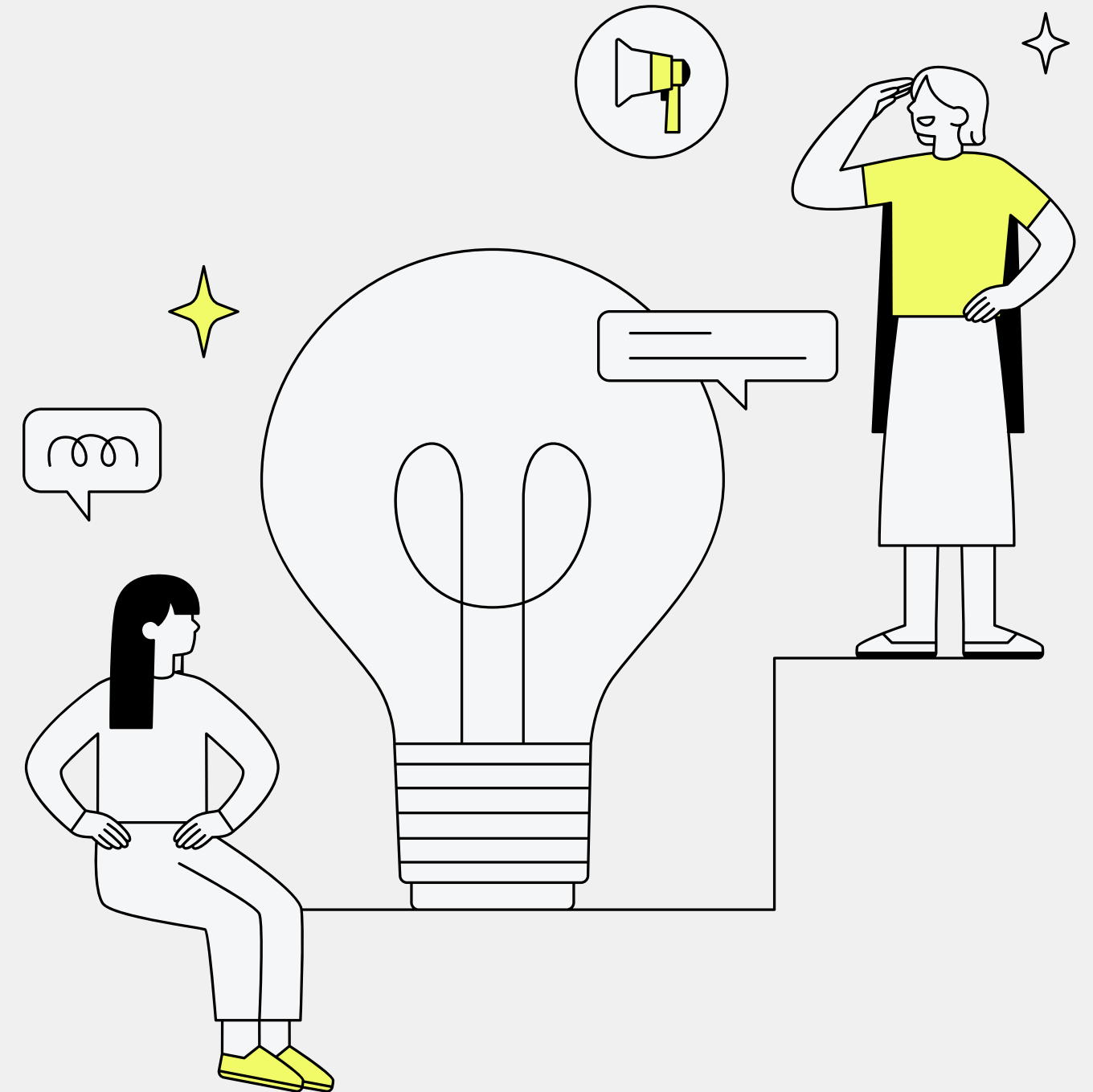
How does a bike-share navigate speedy success?



Introduction to results analysis

This report presents an analysis of Cyclistic, a fictional bike-share company, as part of a data analysis case study. Cyclistic aims to increase its number of annual members by converting casual riders into subscribers.

To achieve this, the company must first understand the behavioral differences between casual riders and annual members.



Data Sources

The data used for this analysis comes from a real bike-share company in Chicago, Divvy, which is publicly available under a [license](#) provided by Motivate International Inc.

The data spans a 12-month period from January to December 2019 and can be downloaded from [here](#).

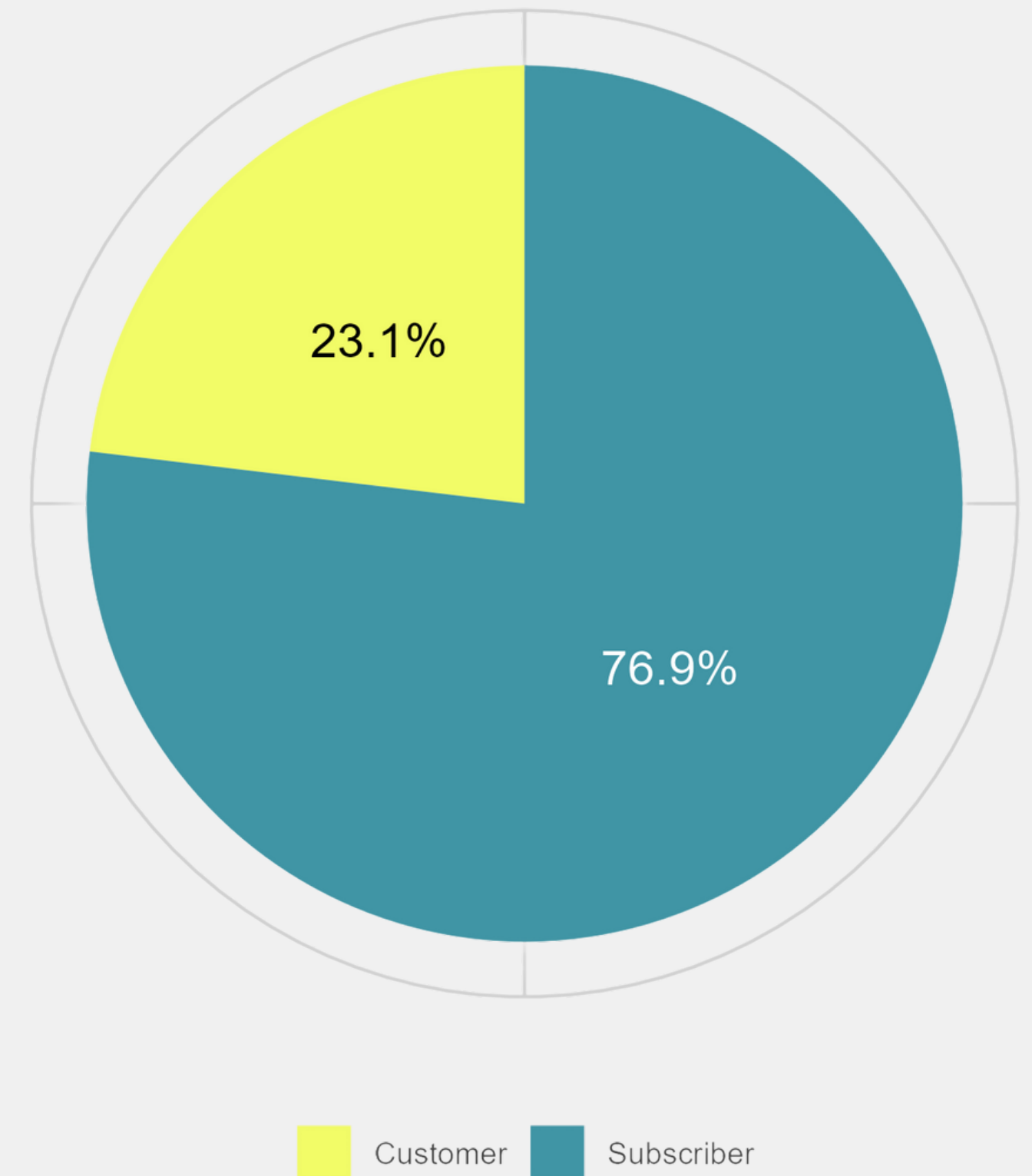


Customer VS Subscriber (2019)

Total Riders: 3,818,004

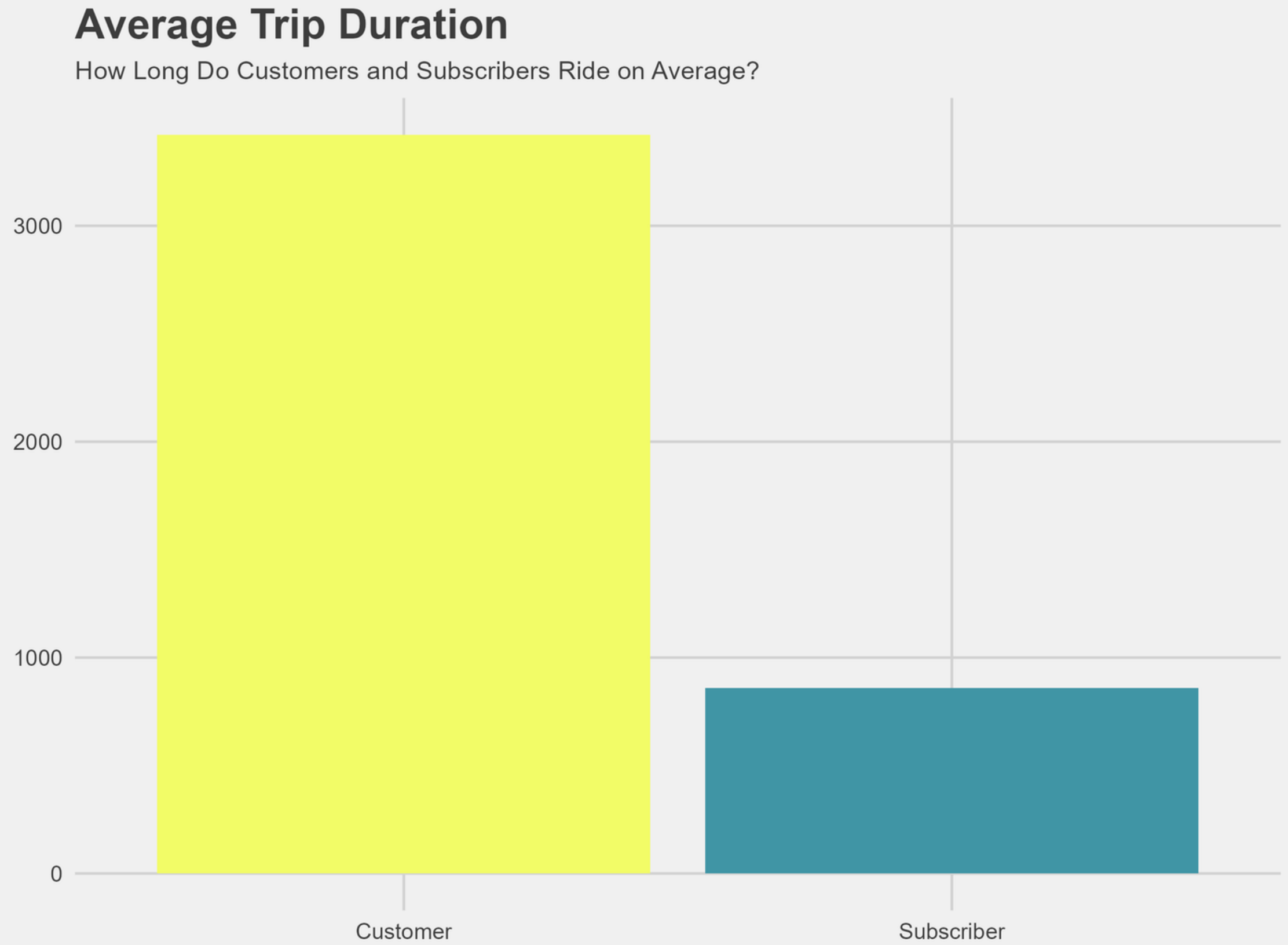
Customer = Casual riders
Subscriber = Annual members

Majority of riders in 2019 subscribed to annual membership



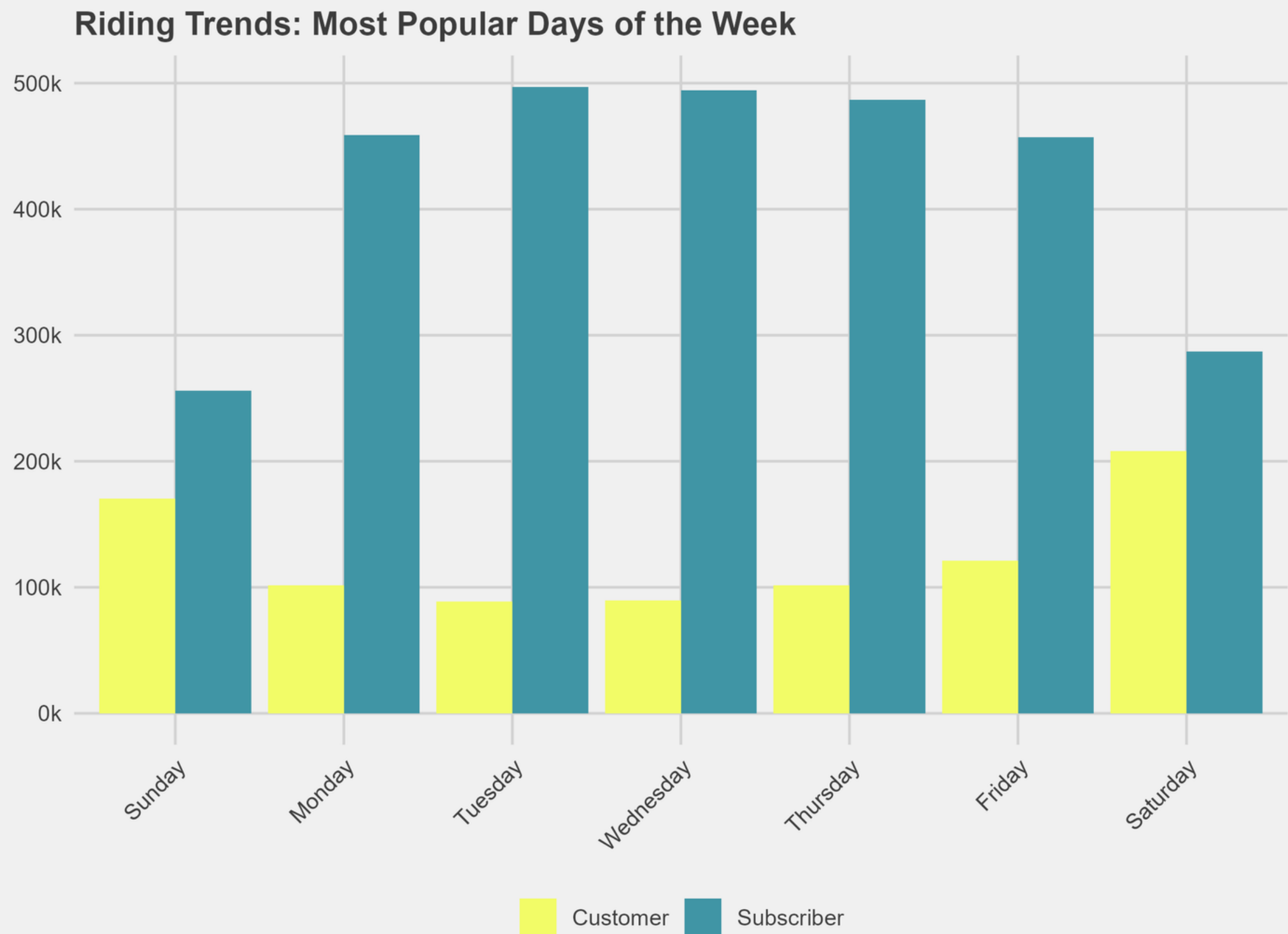
Source: Historical Cyclistic bike rides per quarter in 2019

Casual riders tend to
ride **longer**



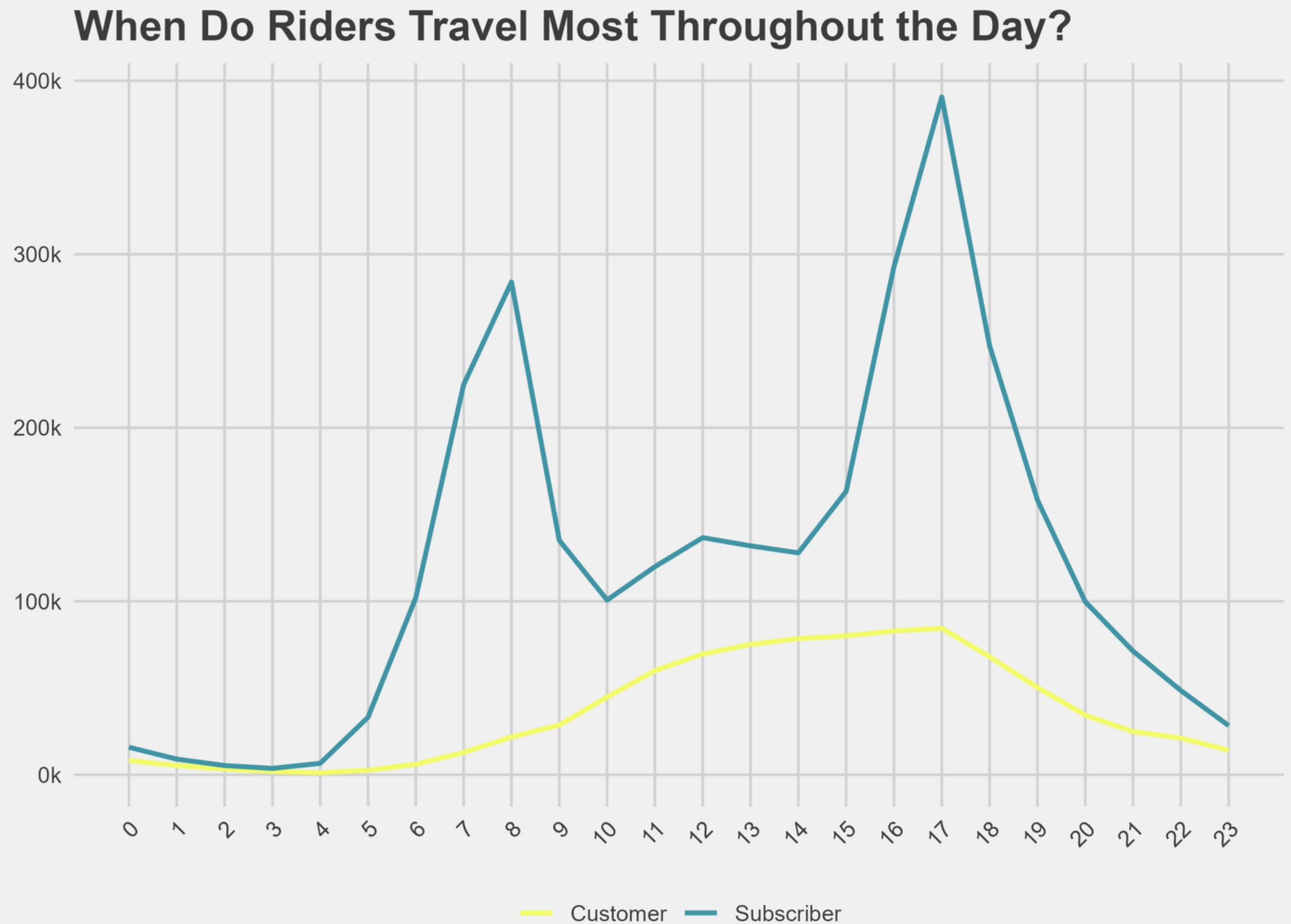
Source: Historical Cyclistic bike rides per quarter in 2019

Casual riders favored weekends rides while annual members mostly ride during the weekdays to commute



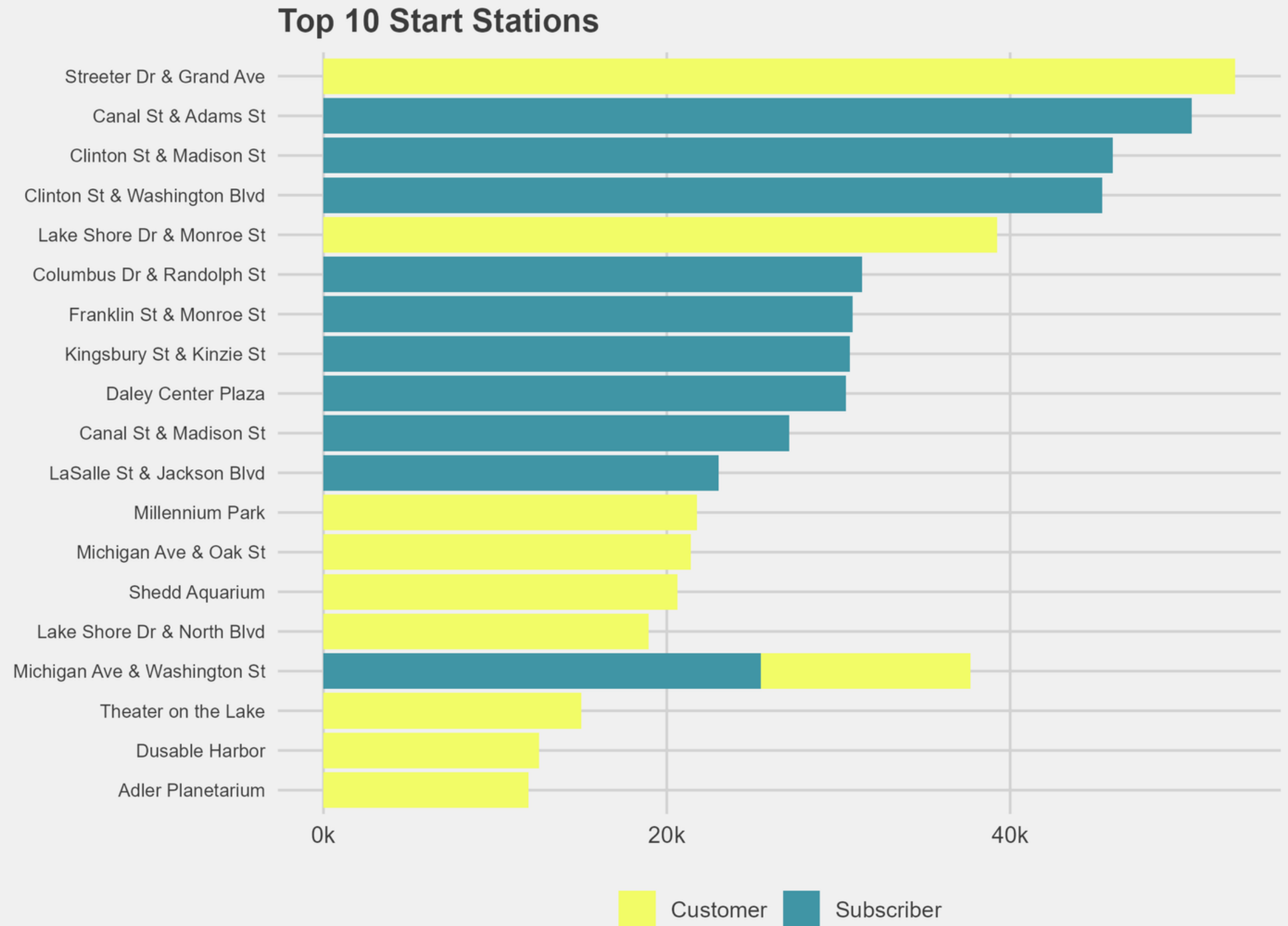
Source: Historical Cyclistic bike rides per quarter in 2019

Casual riders mostly ride during the **mid-day**



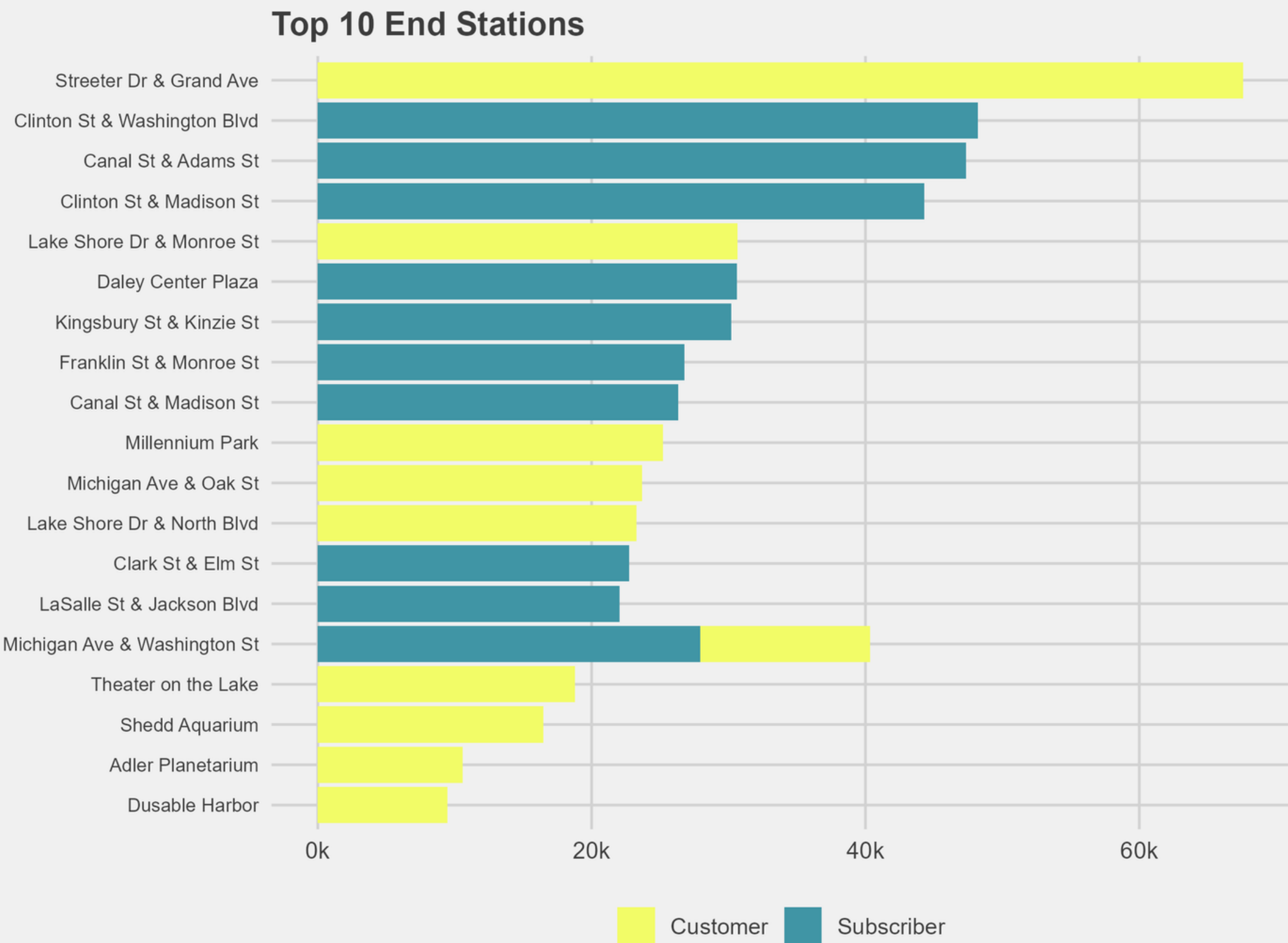
Source: Historical Cyclistic bike rides per quarter in 2019

Certain **start stations**
see more traffic,
indicating popular
cycling routes.



Source: Historical Cyclistic bike rides per quarter in 2019

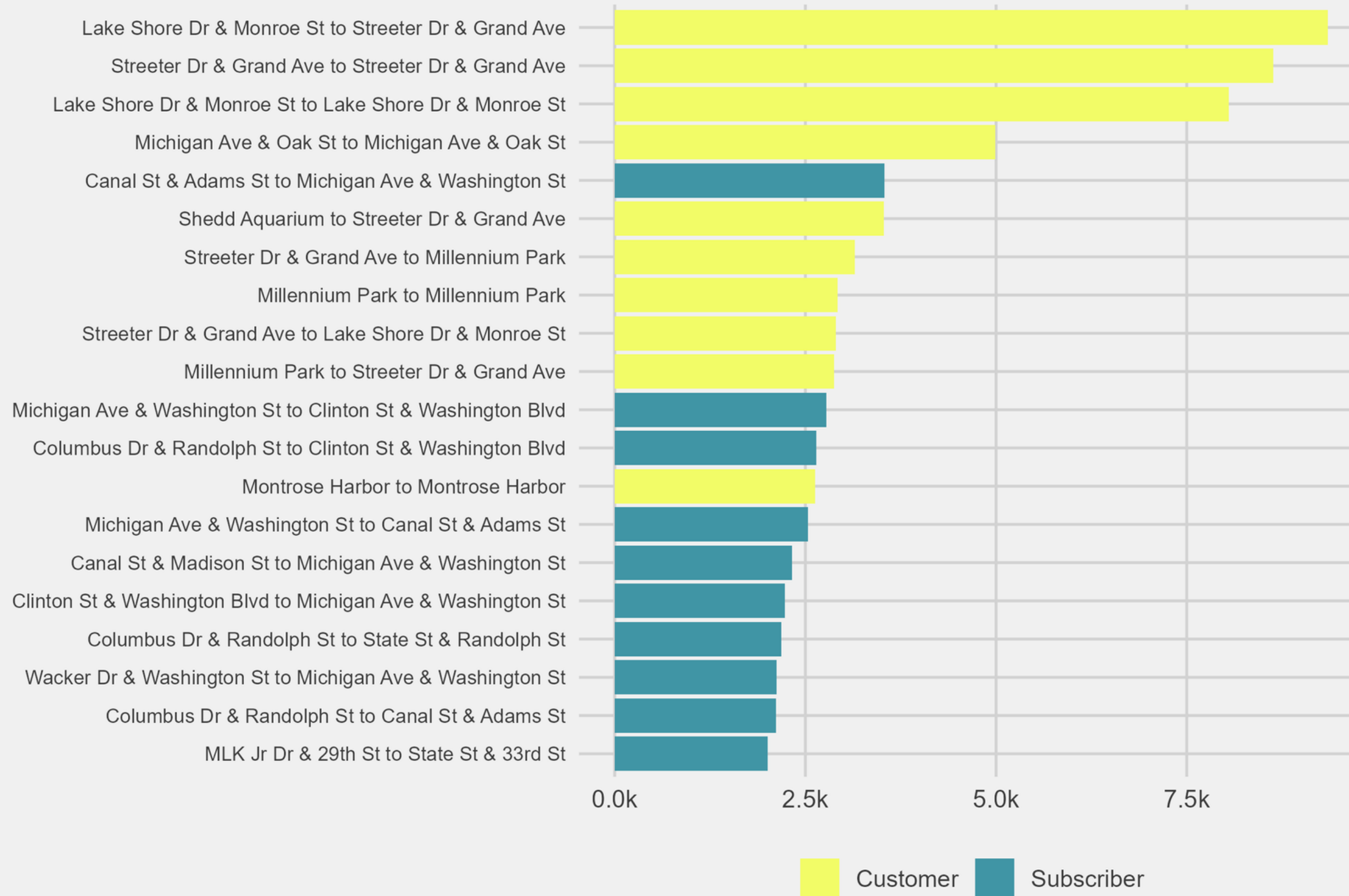
Certain **end stations** see more traffic, indicating popular cycling routes.



Source: Historical Cyclistic bike rides per quarter in 2019

Top 10 Most Popular Routes

Route: From Station to End Station



Source: Historical Cyclistic bike rides per quarter in 2019

Conclusion

This report analyzed the 2019 Divvy bike trip data, uncovering trends in user types, trip durations, popular times, and stations. Key insights include:

- Subscribers make up a higher percentage of users compared to casual customers.
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- Subscribers tend to take shorter trips on average.
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- Weekdays see higher usage from subscribers, while weekends are popular among casual riders.
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- The busiest stations and routes provide insights for optimizing bike availability and redistribution.



Recommendations

- Promote the **cost-effectiveness** of an annual membership for riders who take frequent or long trips.
- Offer targeted **membership promotions on weekdays** to encourage casual riders who already enjoy the service.
- Use **geotargeted** promotions at high-traffic casual rider stations.
- Promote annual memberships as a **cost-effective way** for tourists or leisure riders.



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Thank you very
much!

