

CYCLISTIC BIKE-SHARE

Klaudia Chudzynska

Date: 5/15/2022

Main goal: How to convert casual members into annual members

I

How do annual members and casual riders use Cyclistic bikes differently?

I will cover the main differences between annual members and casual riders based on historic data for previous 12 months

II

Why would casual riders buy Cyclistic annual memberships?

I will put my insight based on delivery analysis

III

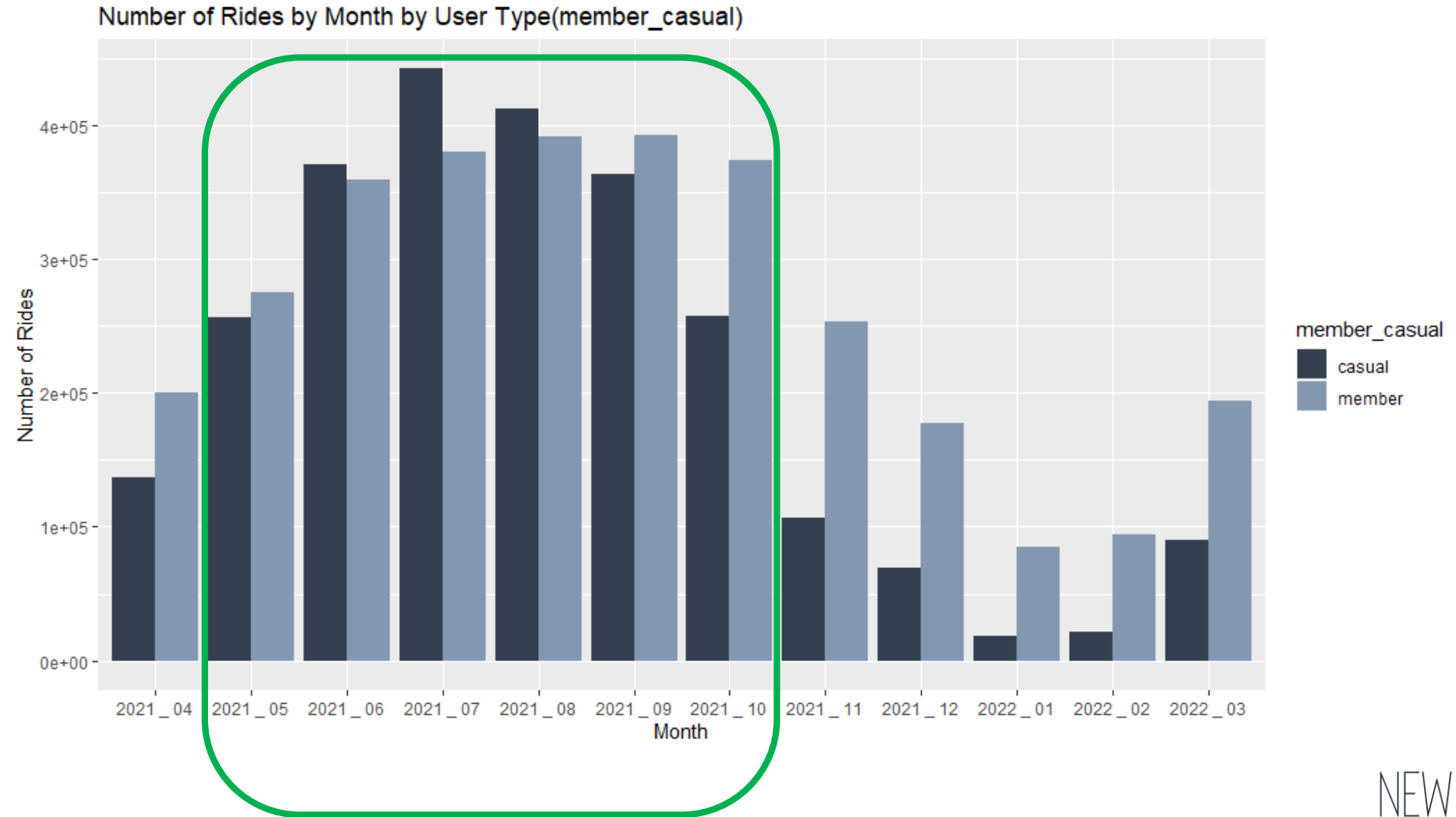
How can Cyclistic use digital media to influence casual riders to become members?

I will put my insight based on delivery analysis

Most popular period for Cyclistic Bike-Share is between 04'21-05'22

Key takeaways:

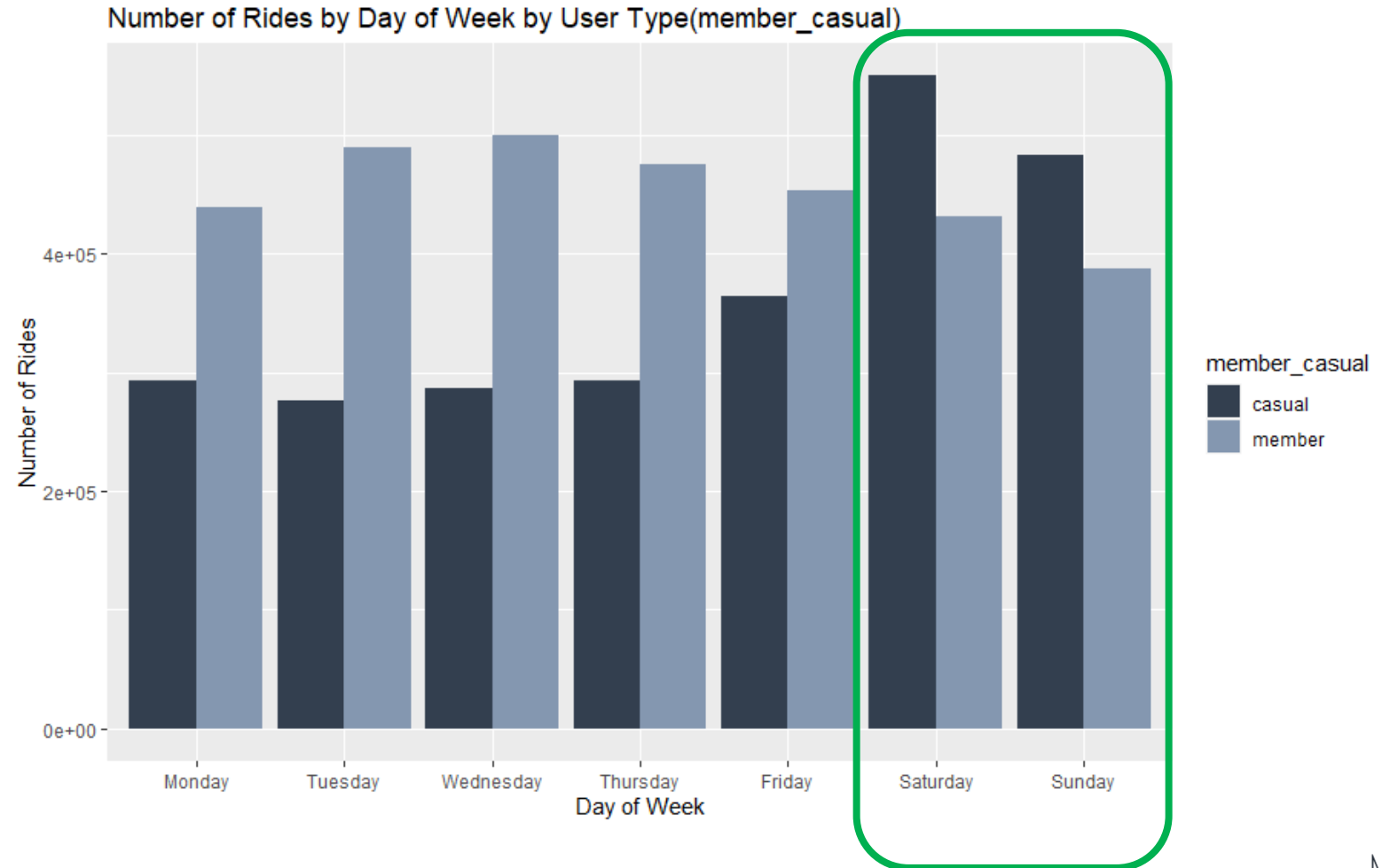
- ✓ 55% of the rides are the Annual members' routes
- ✓ By looking at 12 months of rides, we can identify **the hottest season between 05'21-10'21**
- ✓ Casual riders reduce their activity in the fall-winter period



For work or for activity – which weekday is an active one?

Key takeaways:

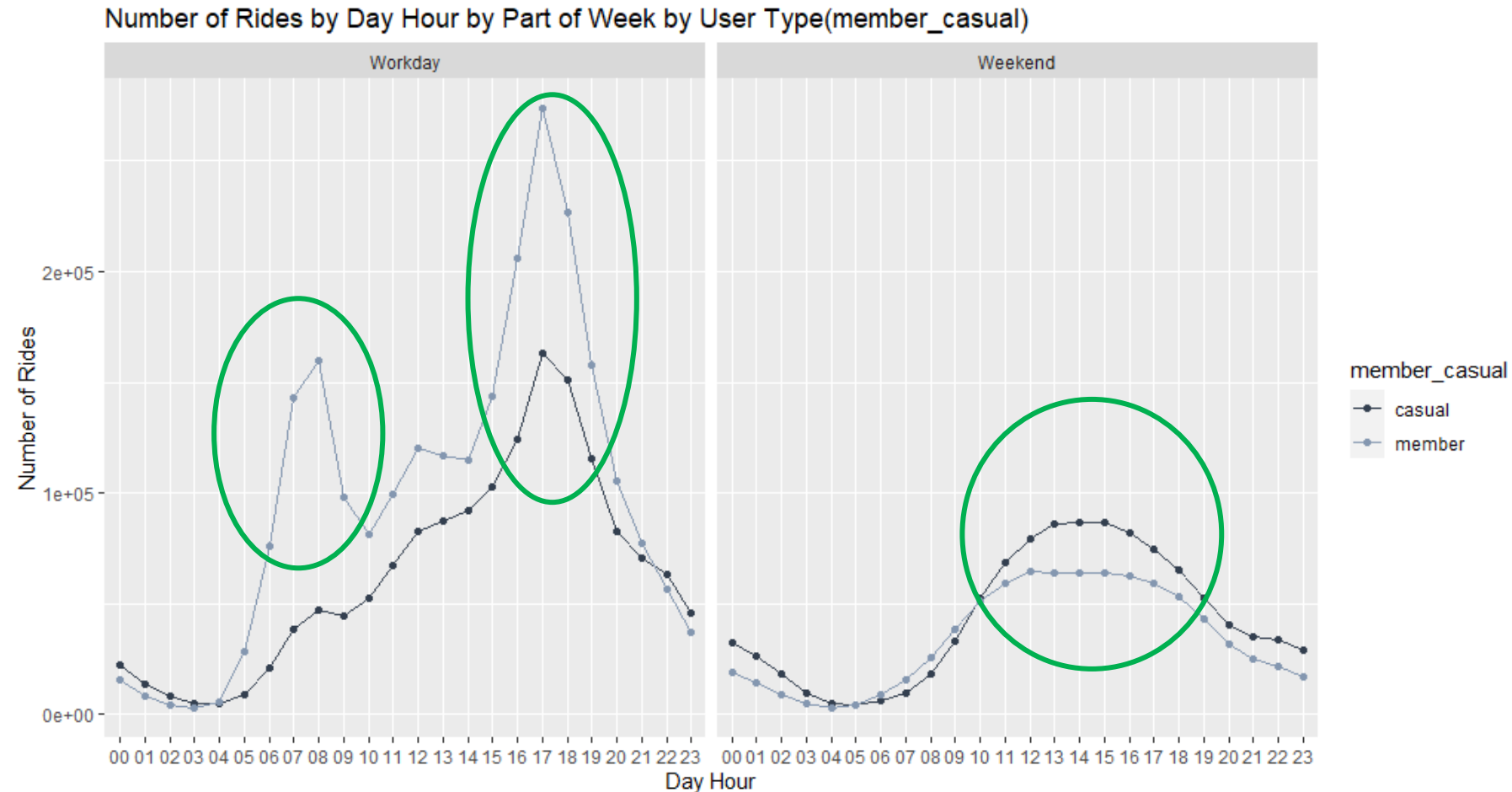
- ✓ By looking at weekdays data of rides, we can identify that **casual riders are more active on weekends**
- ✓ Annual users have a **smooth usage trend** through weeks for the Cyclistic app



For work or for activity – which hour is preferred?

Key takeaways:

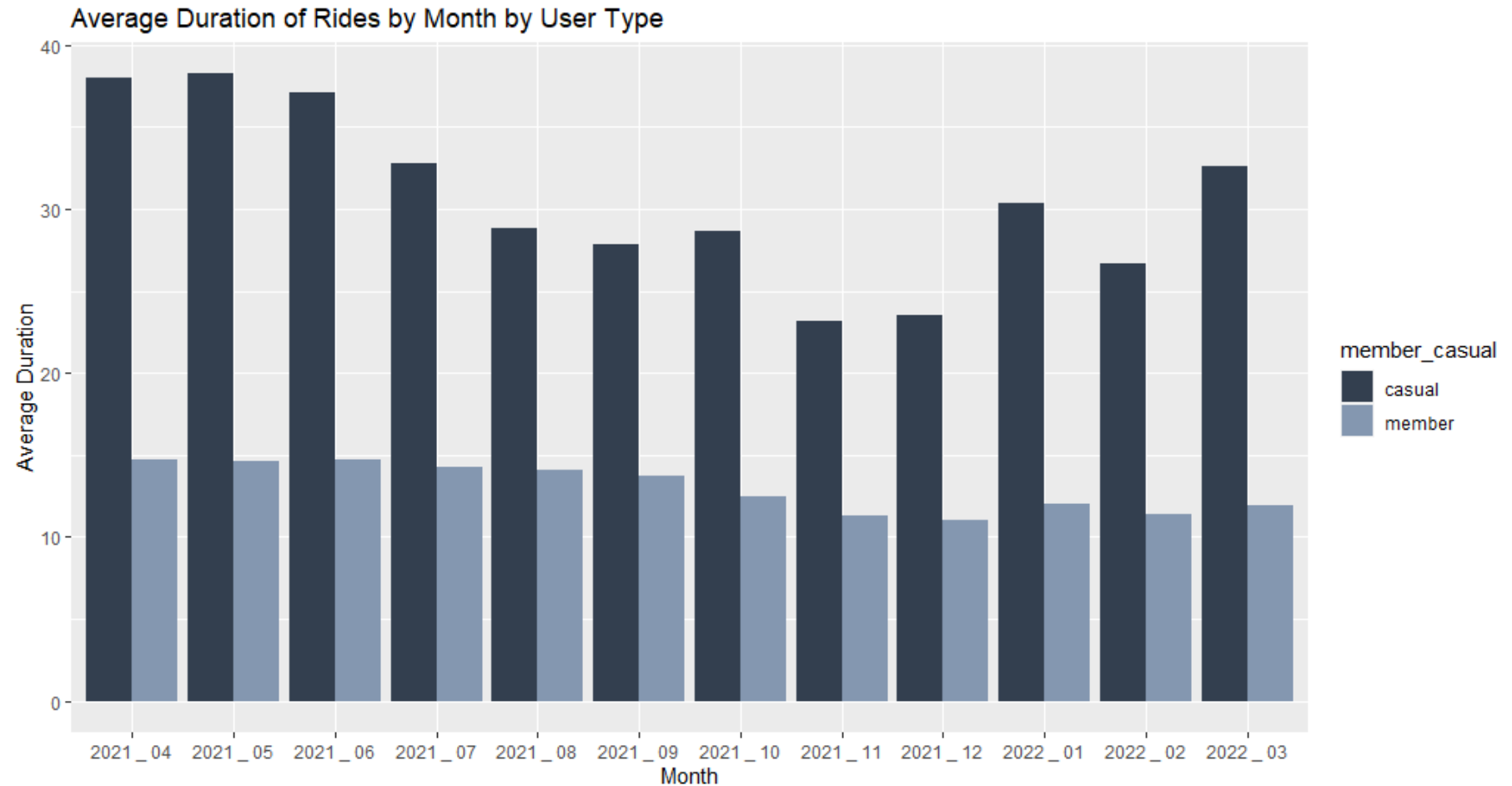
- ✓ We can assume that annual members and casual riders **have a similar trend in preferred hours**
- ✓ The most popular hours for **annual members** are:
 - 7:00 – 9:00 a.m. on workdays
 - 4:00– 6:00 p.m. on workdays
 - 1:00 – 6:00 p.m. on weekends
- ✓ The most popular hours for **casual users** are:
 - 4:00– 6:00 p.m. on workdays
 - 1:00 – 6:00 p.m. on weekends



Duration time – long trip or fast ride?

Key takeaways:

- ✓ By looking at 12 months of an average duration time, we can see that casual riders have a longer time of rides



Differences between annual members and casual riders

Key takeaway SUMMARY

How do annual members and casual riders use Cyclistic bikes differently?

I will cover the main differences between annual members and casual riders basic on historic data for previous 12 month

Annual Members

Looking at the results, we can assume that a large number of rides are done for working travel and the desire to be active.

- ✓ The hottest months have a greater frequency than the fall/winter season (still have more rides in colder times than casuals).
- ✓ On workdays, users more often choose the bike before work hours and after.
- ✓ They have more rides on the workday.

Casual riders

Looking at the results, we can assume that a large number of rides are done for the desire to be active.

- ✓ The hottest months have a greater frequency than the fall/winter season.
- ✓ On workdays, users more often choose the bike after working hours.
- ✓ They have more rides on the weekend.
- ✓ Duration time is a lot longer, than annual members.

Differences between annual members and casual riders

Next Step PROPOSITIONS

I

How do annual members and casual riders use Cyclistic bikes differently?

I will cover the main differences between annual members and casual riders based on historic data for previous 12 months

II

Why would casual riders buy Cyclistic annual memberships?

Take a **survey** with casual members about the quality of the program and what they think about annual subscriptions
Analyze results of the survey

III

How can Cyclistic use digital media to influence casual riders to become members?

Direct the media at a time when most **casual members are active**, which should increase reaching the user

APPENDIX

Interactive DASHBOARD -> [LINK](#)



The first chart includes options to choose periods that impact other charts.
 For multiple options use: CTRL + CLICK on chosen columns

APPENDIX

Documentation of cleaning and manipulation of data -> [LINK](#)

Cyclistic_Bikeshare_doc

New One Data Analysis - Klaudia Chudzynska

2022-05-15

Cyclistic - Bike Share Analysis

Preparing data

1. Data localization and credibility - [LINK](#) License -> [LINK](#)
2. Data organization - CSV file
3. Data issues - Data has blank lines in the columns with information about start and end stations. In this analysis this data will be unnecessary and I decide to left records with blank locations.

Setting up environment

Notes: Setting up R environment by loading the PACKAGES and LIBRARIES

```
#install.packages("tidyverse")
#install.packages("skimr")
#install.packages("janitor")
#install.packages("lubridate")
```

```
library(tidyverse)
```

```
## -- Attaching packages ----- tidyverse 1.3.1 --
```

```
## v ggplot2 3.3.5    v purrr  0.3.4
## v tibble  3.1.6    v dplyr  1.0.8
## v tidyr   1.2.0    v stringr 1.4.0
## v readr   2.1.2    v forcats 0.5.1
```

```
## -- Conflicts ----- tidyverse_conflicts() --
```

```
## x dplyr::filter() masks stats::filter()
## x dplyr::lag()   masks stats::lag()
```

```
library(skimr)
library(janitor)
```

```
##
## Attaching package: 'janitor'
```