

# Cyclistic Bike Share

Analyzing Customer Usage To Inform Expansion



Cyclistic's bike share program is growing





# Cyclistic wants a dashboard to show:

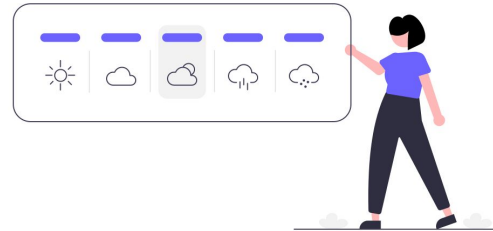
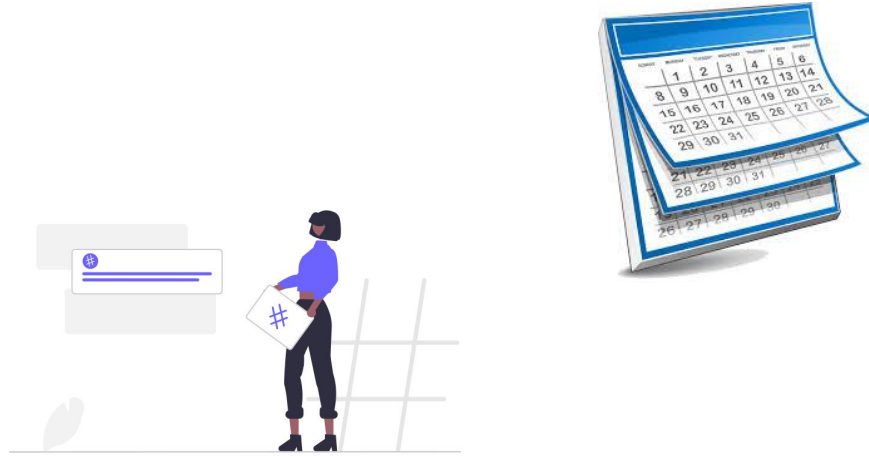
**Trip count over time & year to year growth**

**Popularity based on starting location**

**Popularity based on Ending location**

**Subscriber vs. walk-up rider patterns**

**Effect of weather on riding patterns**



# Trip Totals Over Time

**You see consistent growth over time**

**There is especially a trend later in 2020 when compared to late 2019**

Trip Totals Over Time

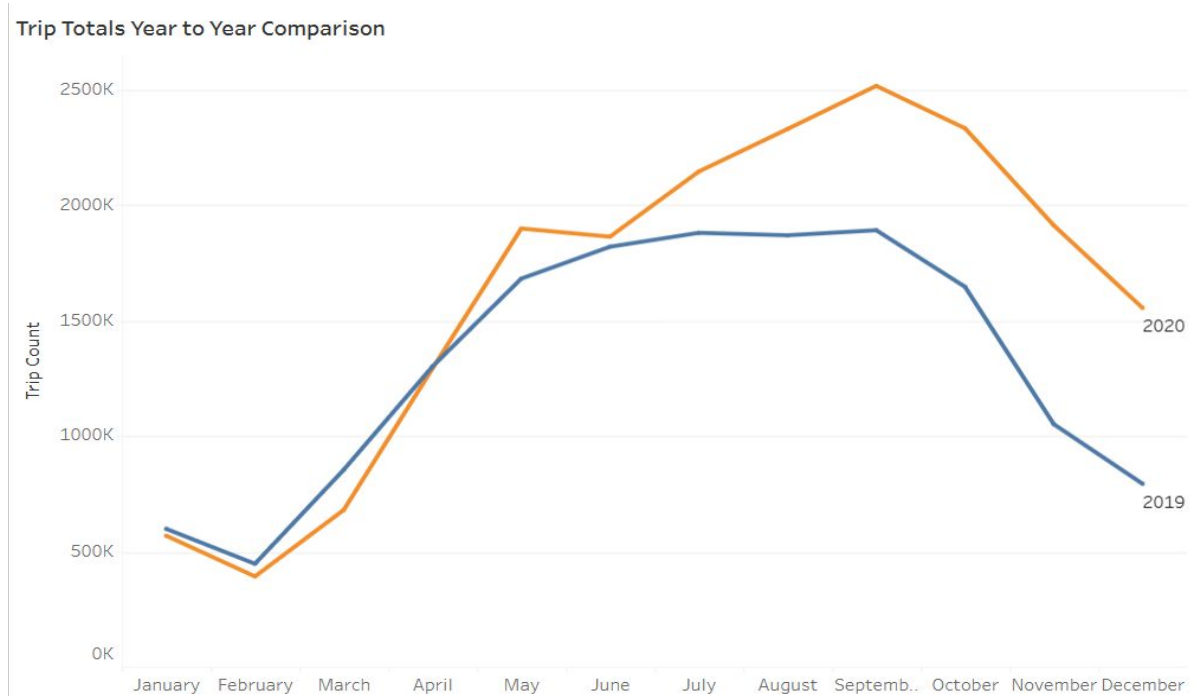


# Trip Counts Increase In 2020 vs. 2019

**Yearly trip count increases starting in April and continuing through the year.**

**Large increase Sep 2020 compared to Sep 2019**

**Big increases continue through Dec 2020 when compared to 2019**



# Trips Each Month by Starting Location

**Chelsea and Clinton most popular neighborhood by far**

**Trips increase in most neighborhoods April through October**

**The Sunset Park neighborhood has almost no trips**

**The Upper East Side is also not a popular starting neighborhood**

Trips Each Month by Start Location

Neighborhood	February	March	April	May	June	July	August	September	October	November	December
Bushwick a..							3,668	15,370	14,902	11,630	10,060
Central Bro..	6,810	11,120	20,540	27,332	28,218	29,524	32,030	37,182	32,516	24,404	19,706
Chelsea and..	257,638	480,196	797,240	1,071,308	1,118,220	1,240,982	1,255,474	1,272,752	1,173,196	868,336	695,684
Gramercy P..	149,658	265,612	413,124	541,184	562,986	620,690	631,482	656,876	625,076	474,354	387,680
Greenpoint	6,302	14,534	33,858	52,540	48,950	51,484	84,938	128,918	112,076	90,266	67,420
Greenwich ..	103,904	193,416	355,990	511,528	521,814	563,568	592,648	594,820	504,634	364,848	282,710
Lower East ..	203,610	349,438	572,792	780,978	789,872	846,428	882,420	907,260	803,212	600,110	479,600
Lower Man..	57,840	111,806	195,192	291,718	316,720	353,868	373,142	353,766	286,560	203,600	158,672
Northwest ..	41,998	82,956	144,490	208,950	200,610	212,072	219,058	224,426	187,062	136,890	105,792
Northwest ..							9,490	17,332	14,482	12,286	9,054
Sunset Park		6	12	12							
Tribeca	7,312	15,640	38,104	61,210	64,626	70,624	72,544	67,512	51,246	34,940	25,714
Upper East ..	1,682	2,204	5,314	7,442	7,066	8,332	11,358	63,654	84,360	70,622	55,824
Upper West..	3,908	9,006	19,952	29,136	27,032	31,050	33,928	71,194	89,864	71,160	50,720
West Side									2,998	3,234	2,194

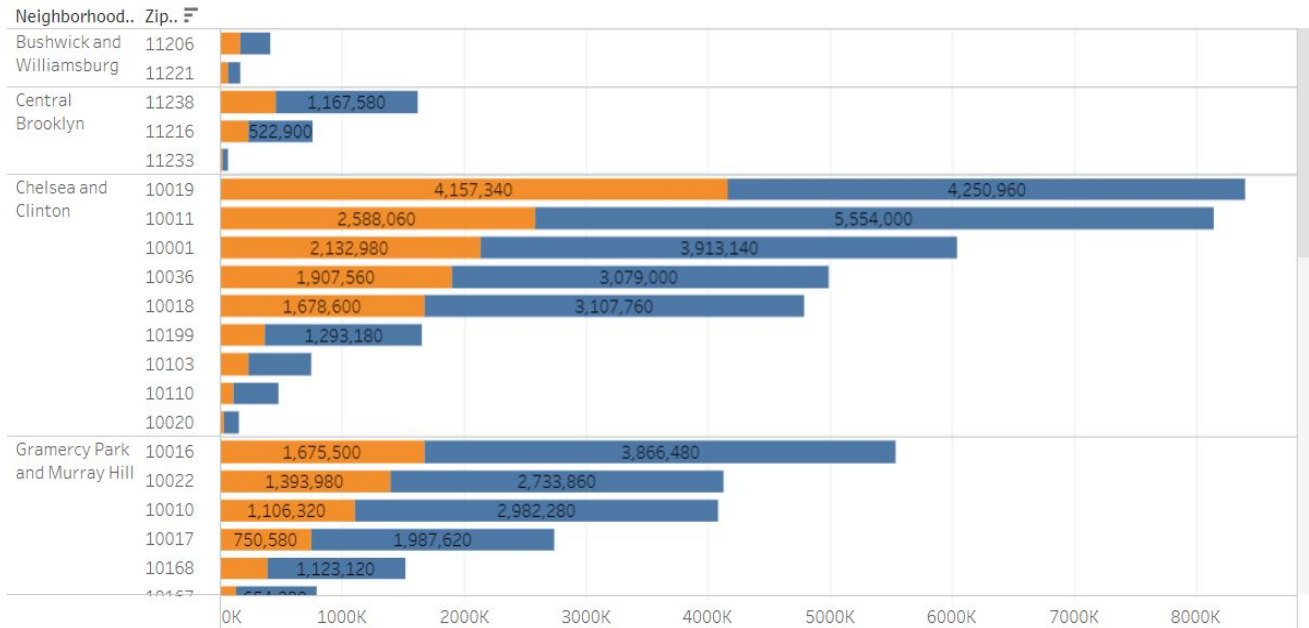
# Tot. Trip Minutes by Destination

**Popular starting locations like Chelsea and Clinton are also popular ending locations**

**Subscribers spend more total combined time on trips than walk-up customers**

**A few zipcodes (10019, 10023) have nearly as many trip minutes by walk-up customers as subscribers**

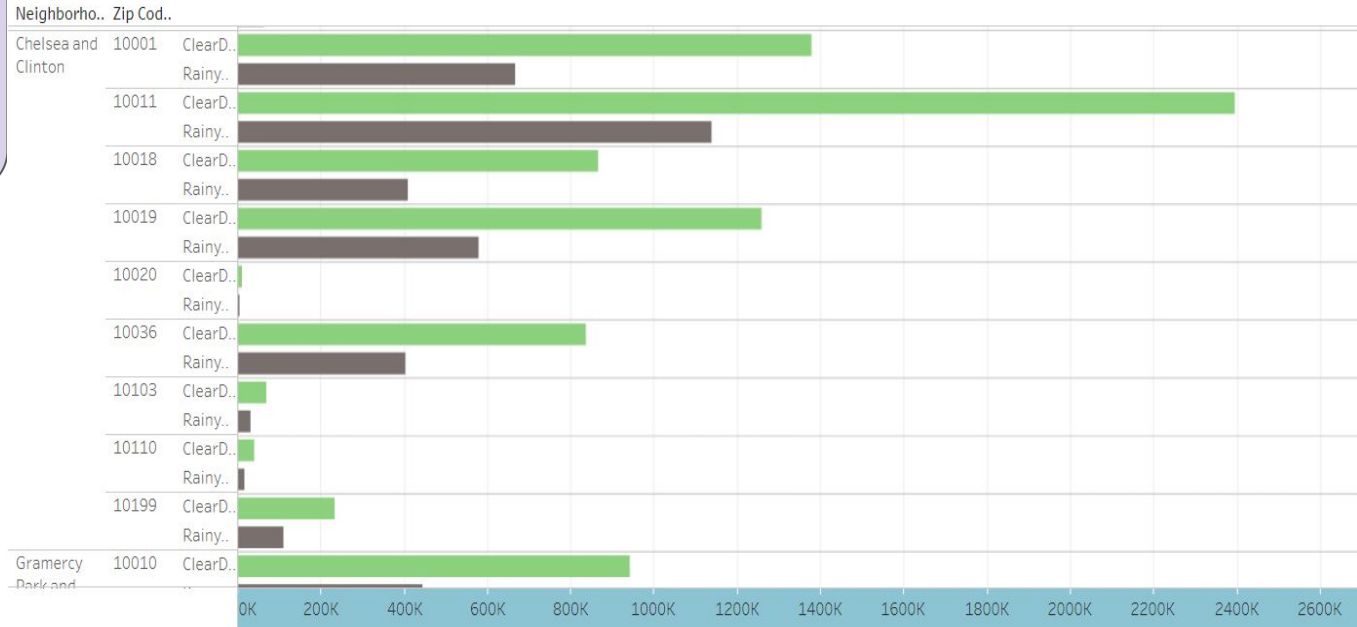
Tot. Trip Minutes by Destination



# Total Trips - Clear Days vs. Days With Precipitation

**More than twice as many trips in clear weather as on rainy days**

Tot. Trips- Clear Days vs. Days With Precipitation





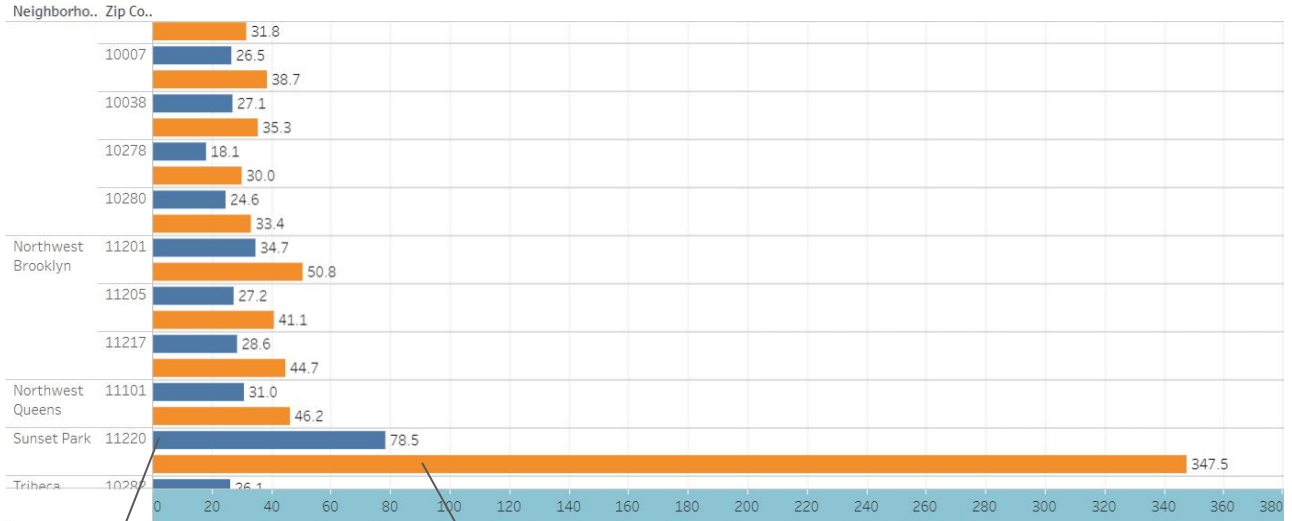
# Avg. Trip Duration (Walk-up vs. Subscribers)

**Walk-up customers take up to 50% longer per trip vs subscribers**

**Walk-up trips ending in Sunset Park are abnormally long**

**We can also see (in tooltip) that subscribers take several times more trips than walk-up customers**

Avg. Trip Duration (Walk-up vs. Subscriber)



Neighborhood End: Sunset Park  
Zip Code End: 11220  
Total Trip Count: 106  
Avg. Trip Minutes: 78.5

Neighborhood End: Sunset Park  
Zip Code End: 11220  
Total Trip Count: 18  
Avg. Trip Minutes: 347.5