

CYCLISTIC-BIKE-SHARE Case-Study

Mohamed Khaled May 24, 2024

Agenda

01. Introduction

02. Problems

03. Solutions

04. Conclusion

05. Next steps

Introduction

- **Purpose of the Case Study:** The purpose of this case study is to understand how casual riders and annual members use Cyclistic bikes differently. These insights will help design a new marketing strategy to convert casual riders into annual members, thereby maximizing the company's future success.
- **Scenario:** The mission is to dive into usage patterns, dissect data, and provide actionable recommendations to the executive team



Problems

Usage Patterns:

Annual members and casual riders exhibit different usage behaviors.
Identifying these differences is crucial for targeted marketing.

Membership Conversion:

Casual riders are aware of Cyclistic but have not converted to annual members.
Understanding the reasons behind this can inform marketing strategies.

Profitability:

Annual members are more profitable than casual riders.
Increasing the number of annual memberships is key to Cyclistic's growth.

Solutions

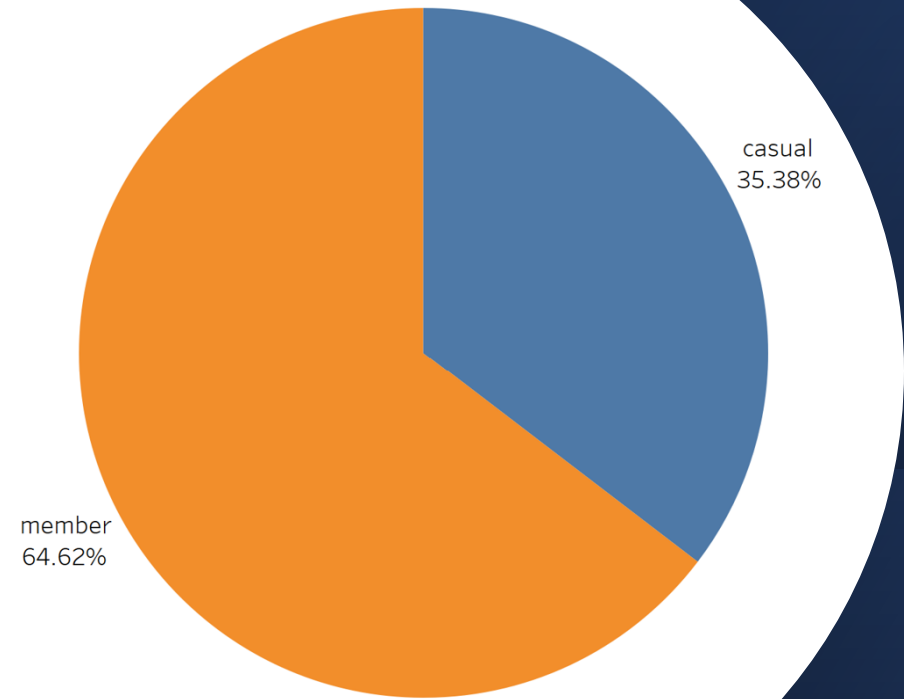
To understand these differences better, we analyzed the historical bike trip data and visualized the findings. Here are summary of the analysis process:

- **Data Collection:** Aggregated data from 12 months of bike trips.
- **Key metrics:** Ride duration, ride frequency, time of day, and day of the week.
- **Supportive facts:** Visualizations showing the differences in usage patterns between casual riders and annual members.

Members

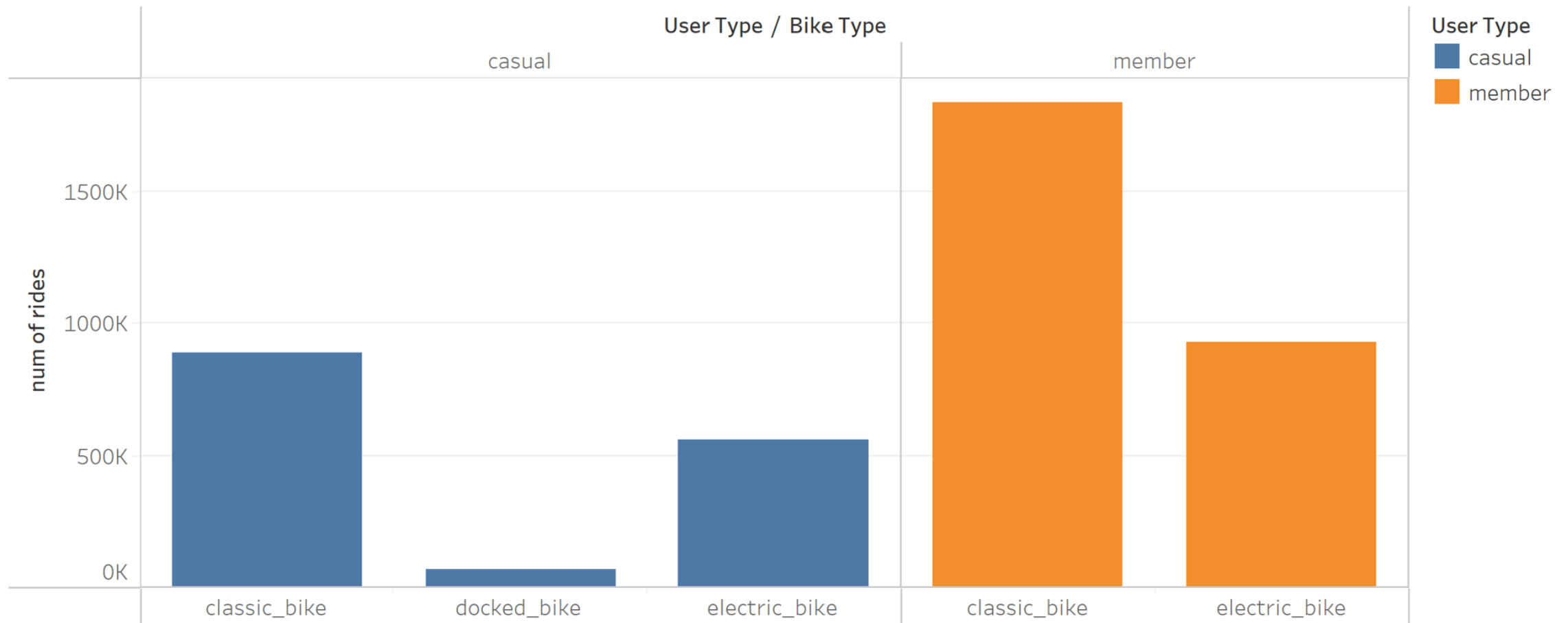
vs

Casuals



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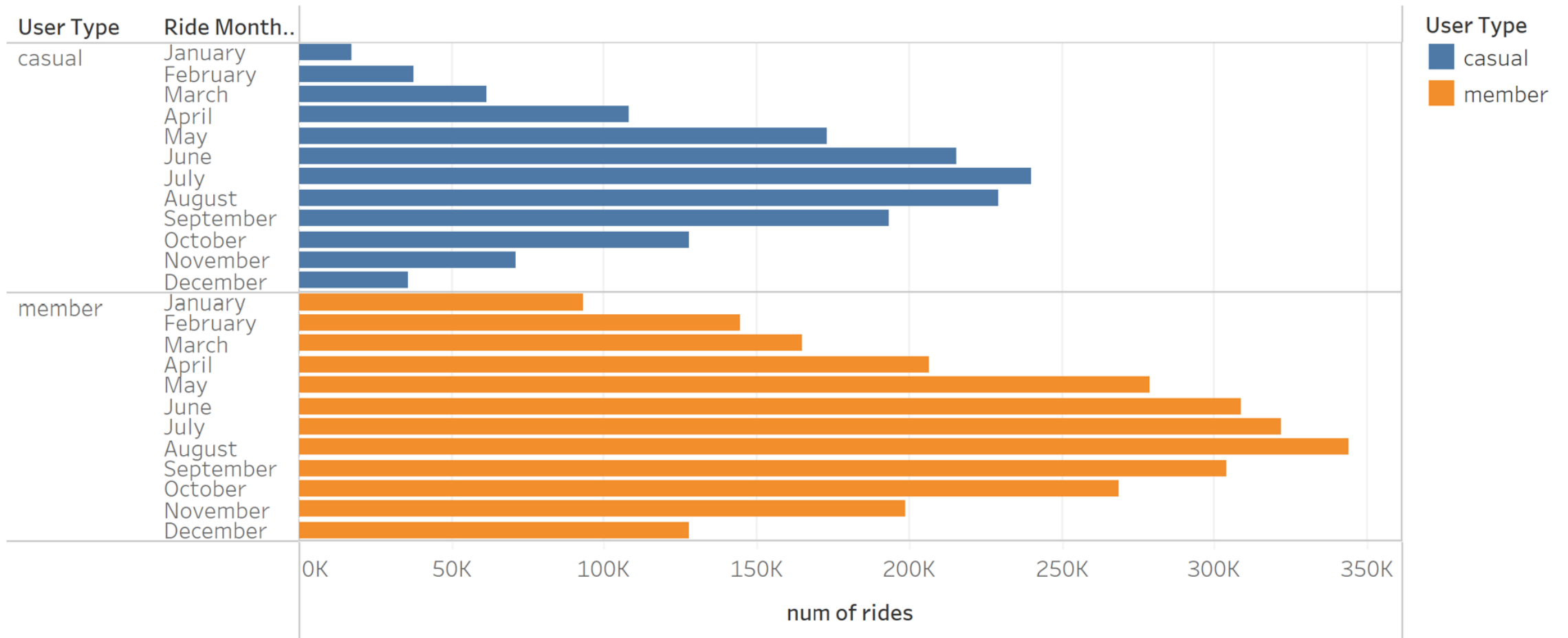
- Members constitute a significantly larger portion of Cyclistic’s user base compared to casual users.
- This suggests that annual memberships are more popular and profitable for the company.



Bike Types

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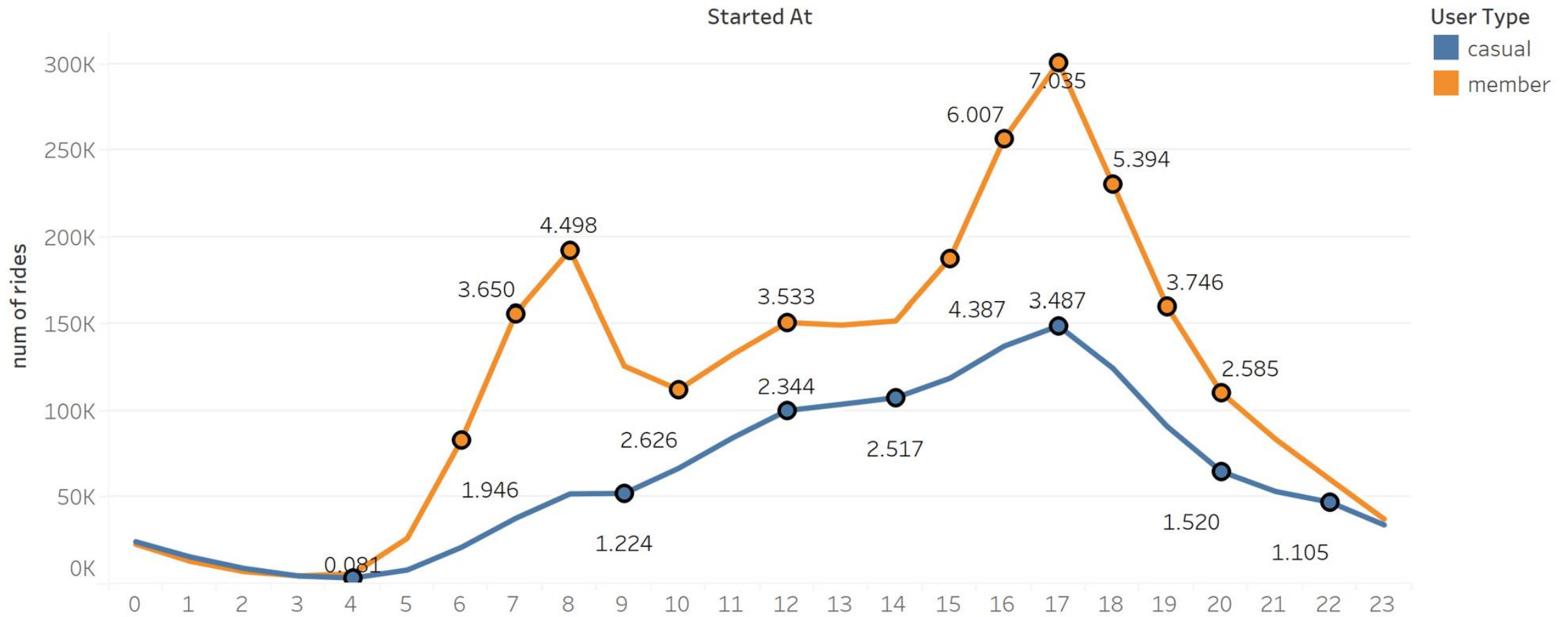
- For both classic bikes and electric bikes:
 - Members have significantly more rides than casual users.
 - Among members, classic bikes are the most popular option (highest number of rides).
 - Casual users have a lower number of rides for both bike types.



Monthly Ride Patterns

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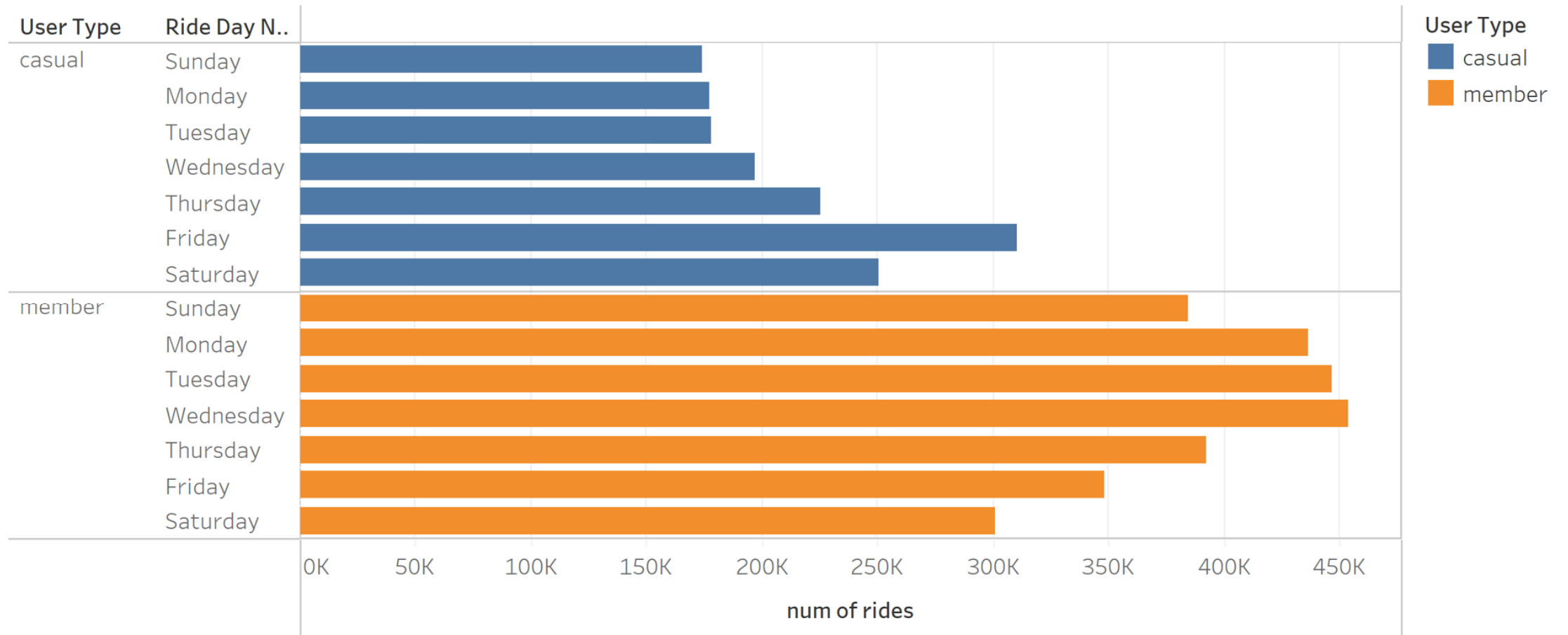
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- Casual riders peak during the summer months (June to August).
 - Annual members show more consistent usage throughout the year, with noticeable peaks in the summer.



Hourly Ride Patterns

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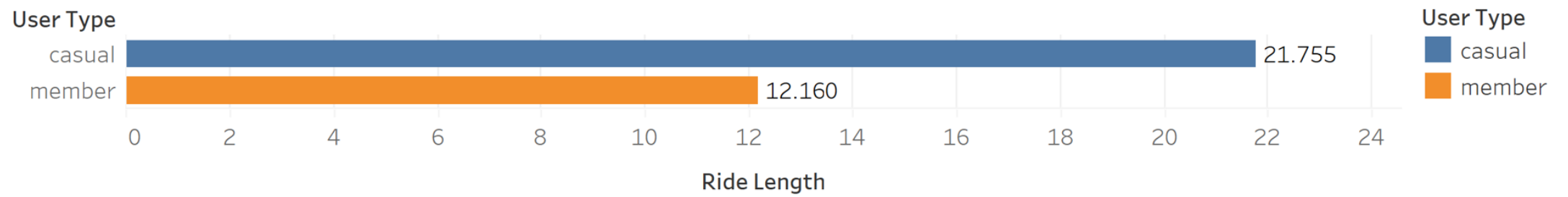
- Casual riders' usage spikes in the late morning and early afternoon.
- Annual members' usage spikes during typical commuting hours (7-9 AM and 4-6 PM).



Daily Ride Patterns

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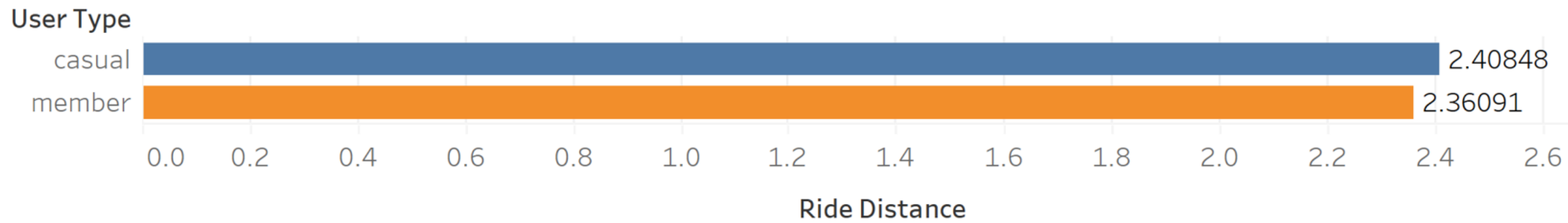
- Casual riders are more active on weekends.
- Annual members have a relatively consistent pattern throughout the week, with slight increases on weekdays.



Ride length(minutes)

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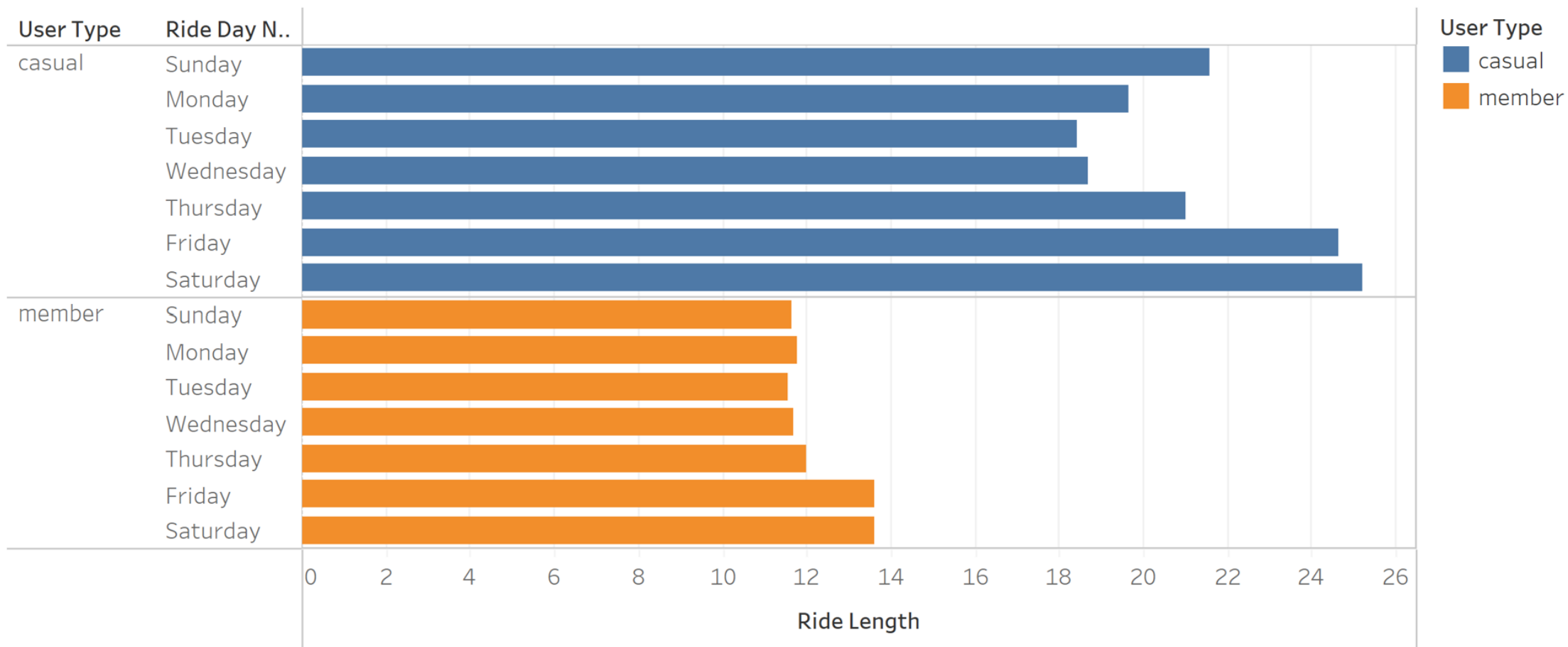
- Casual users tend to have slightly longer ride durations compared to members.
- Both casual users and members have similar ride durations on Sundays.
- Members consistently have shorter ride durations throughout the week, especially on weekdays (Monday to Friday).



Ride Distance(km)

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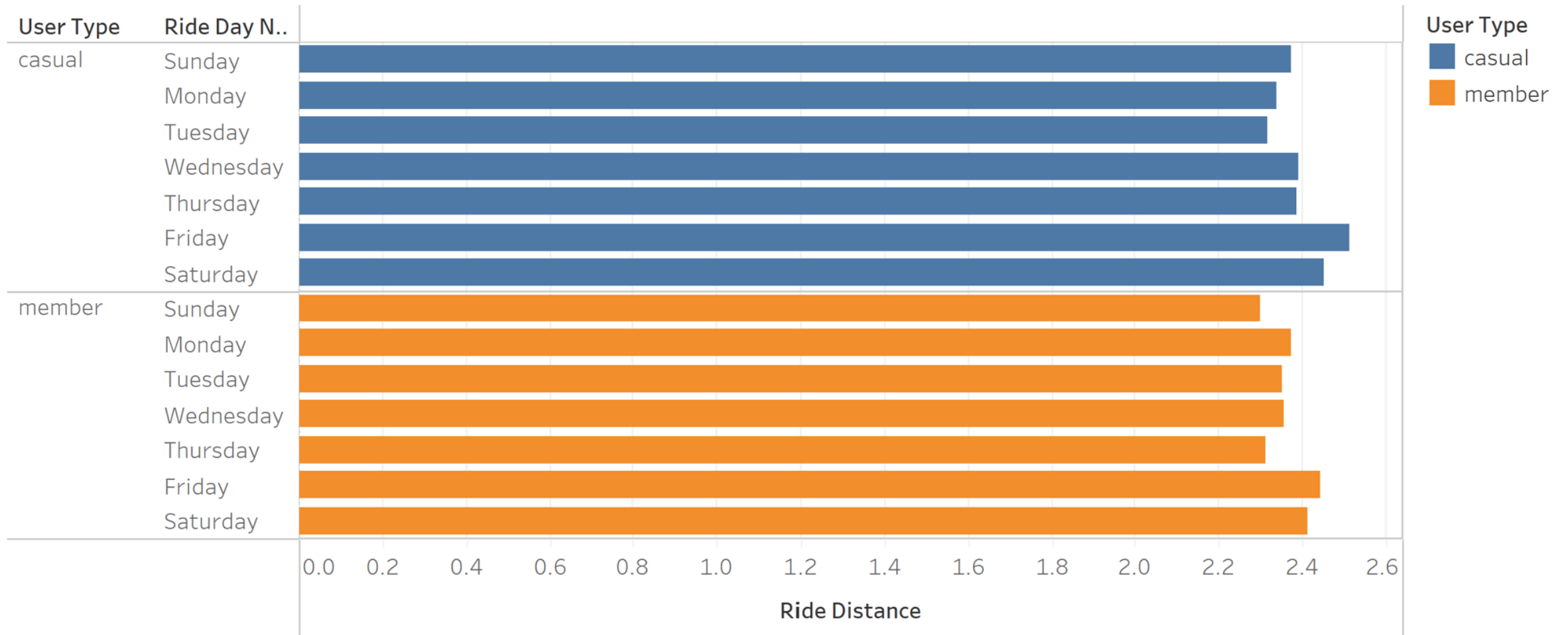
- Casual users tend to have slightly longer ride distances compared to members.
- Both casual users and members have similar ride distances on Sundays.
- Members consistently have shorter ride distances throughout the week, especially on weekdays (Monday to Friday).



Daily Ride Length

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- Casual users tend to have shorter rides (lower ride lengths) compared to members.
- On Sundays, casual users have slightly longer rides than on other days.
- Members consistently have longer rides throughout the week, especially on weekdays (Monday to Friday).



Daily Ride Distance

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- Casual users tend to have shorter ride distances compared to members.
- Members consistently have longer ride distances throughout the week.
- On Sundays, both casual users and members have slightly longer rides.

Conclusion

Daily Patterns

- **Casual riders** consistently exhibit a relatively consistent pattern across the summer months (June, July, and August).
- In contrast, **annual members** display a steady increase in usage during the same period.

Monthly Patterns

- The summer months witness increased bike usage overall.
- **June** sees a surge in rides for both casual riders and annual members.
- **July** maintains this momentum, with steady usage.
- **August** remains strong, indicating sustained interest in bike-sharing during warm weather.

Hourly Patterns

- Imagine the city waking up: At 3:00 PM, casual users emerge, chasing daylight, perhaps for a post-lunch spin.
- Members, at 5:00 PM, pedal home—commuting, exercising, or simply savoring the ride. It's rush hour for Cyclistic.

Ride Length & Distance

- **Casual users** tend to take shorter rides, often for leisure or quick errands.
- **Members**, however, consistently opt for longer rides, suggesting a commitment to using Cyclistic for various purposes.

Next Steps

Summer Spotlight

Promote annual memberships heavily during the summer months

Incentivize Trial Periods

Offer a limited-time trial period for annual memberships at a discounted rate.

Community Events

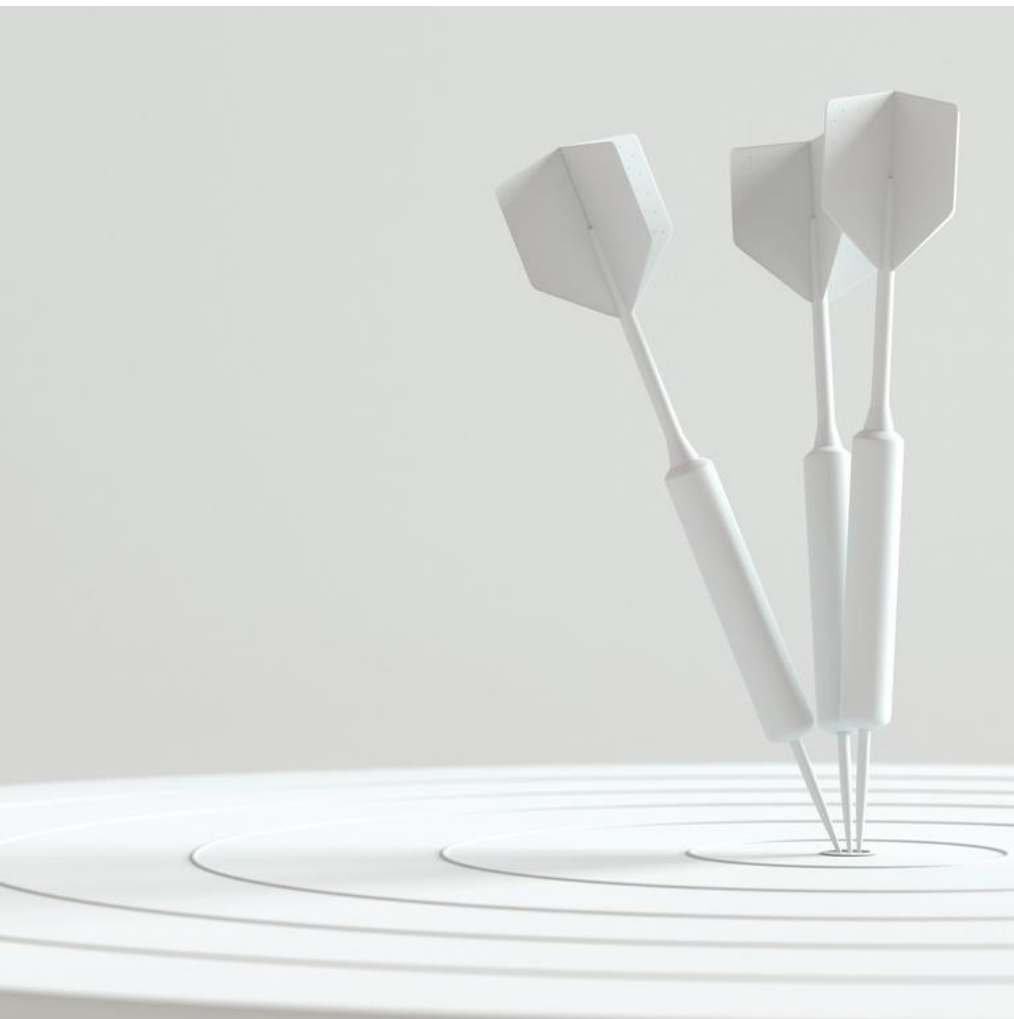
Organize bike-related events (group rides, workshops, bike safety sessions).

Targeted Social Media Campaigns

Identify the right platforms, Create engaging content, Run targeted ads

Influencer Collaborations

Partner with local influencers or cycling enthusiasts.



Thank you

Thank you for joining us on this ride. Together, we'll pedal forward, creating meaningful experiences, one bike at a time."