Cyclistic Case Study Report

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Introduction

▶ Cyclistic is a bike-share program launched in 2016

▶ The program has since grown to a fleet of 5,824 geotracked bicycles

▶ The bikes are locked into a network of 692 stations across Chicago

https://www.portlandpedalpower.com/blog/2014/03/bike-share-alternatives-developing-the-future-of-cycling/

▶ The bikes can be unlocked from one station and returned to any other station in the system anytime.

Introduction

▶ Cyclistic's marketing strategy relied on building general awareness and appealing to broad consumer segments

▶ Flexibility of pricing plans was a key aspect of the marketing strategy

▶ Three pricing plans offered: single-ride passes, full-day passes, and annual memberships

▶ Casual riders are customers who purchase single-ride or full-day passes

▶ Customers who purchase annual memberships are referred to as Cyclistic members

Introduction

- Cyclistic's finance analysts concluded that **annual members are more profitable than casual riders**

- Maximizing the number of annual members is seen as **key to future growth**

- Instead of targeting all new customers, focus on **converting casual riders into members**

- Casual riders are already aware of the program and have chosen Cyclistic for their mobility needs

- Marketing campaign should aim to convert casual riders into annual members

Goal

Converting riders into annual members

Better understand how annual members and casual riders differ

Why casual riders would buy a membership

How digital media could affect their marketing tactics

Overview of the two user types

▶ Total number member are **nearly double** casual users

▶ Average time usage for member around **13 minutes** per month

▶ Average usage for casual around **28 minutes** per month

Number of user per month

**Average time of Using Per Month**
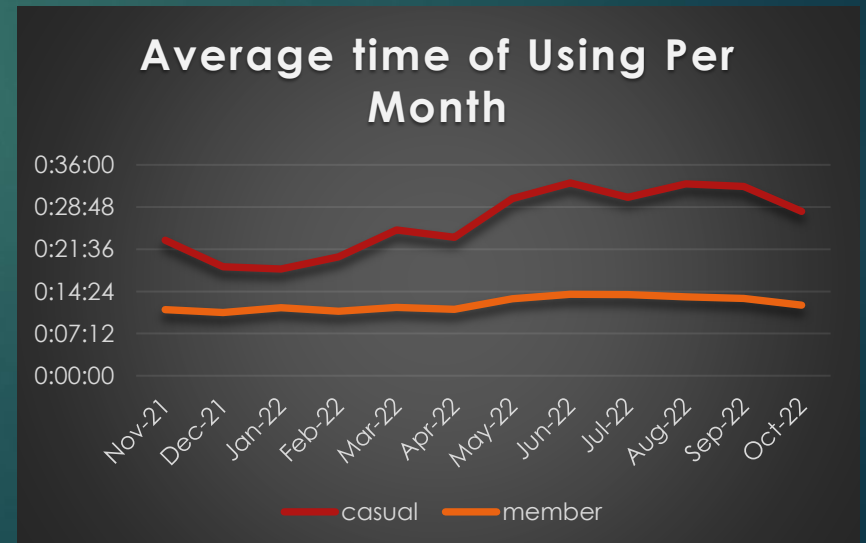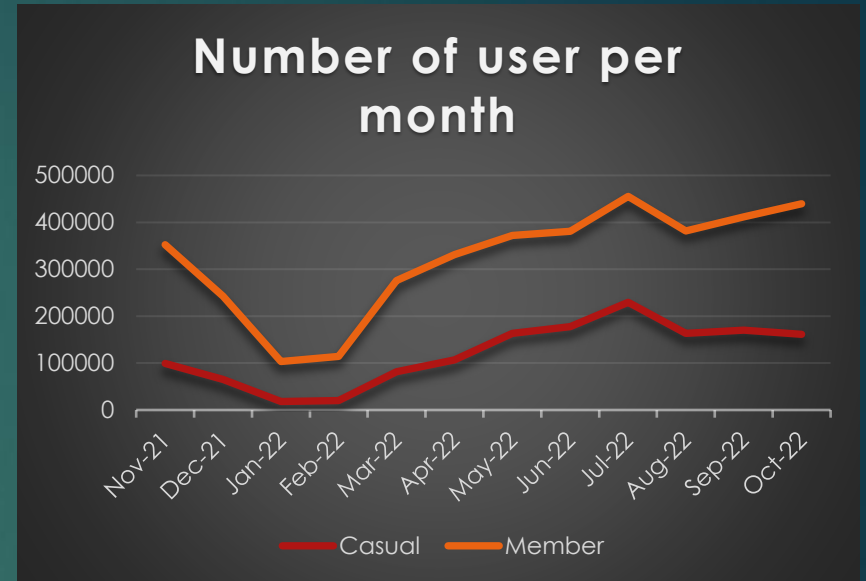
Overview of the two user types

▶ Most Member user used the services on **Thursday**

▶ Most Casual user used the services on **Saturday**

Most used day
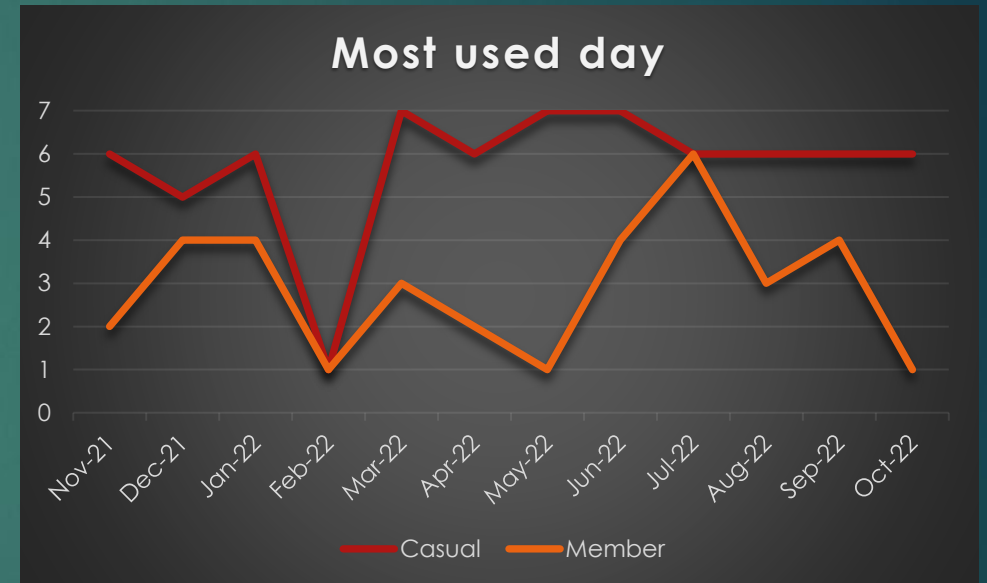
1 = Monday
2 = Tuesday
3 = Wednesday
4 = Thursday
5 = Friday
6 = Saturday
7 = Sunday

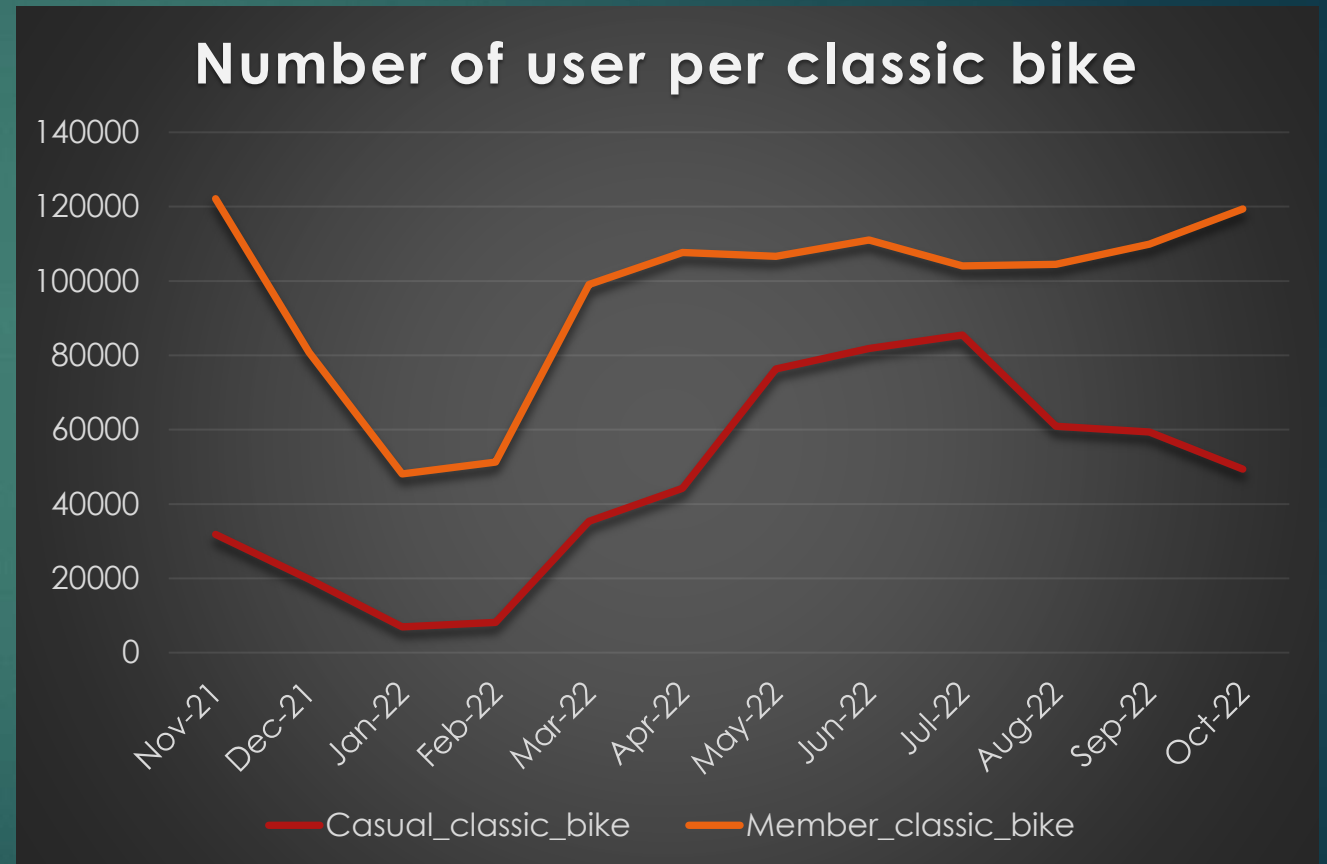# Overview of the two user types

▶ Maximum time using from Dec to April was **nearly similar** around 24 hours

▶ From May until Oct member are around **1 hour** but causal almost **20 hours**

Max time of Using Per Month
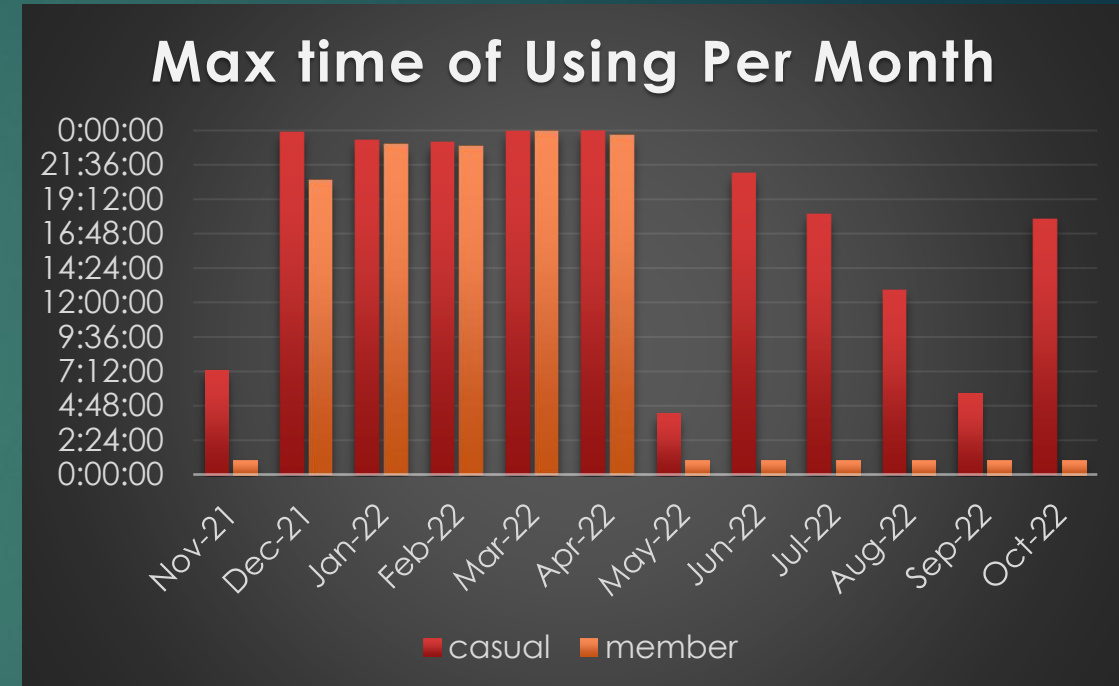
Overview of the two user types

▶ The number of member classic bike user are **nearly double** number of casual user

▶ The average number of member user to classic bike was around **100,000** user per month

▶ The average number of casual user to classic bike was around **50000** user per month

Number of user per classic bike

Casual_classic_bike   Member_classic_bike

Overview of the two user types

▶ The average number of member user to electric bike was around **100,000** user per month

▶ The average number of casual user to electric bike was around **75000** user per month

▶ The number of casual electric user in **July exceed** number of member user
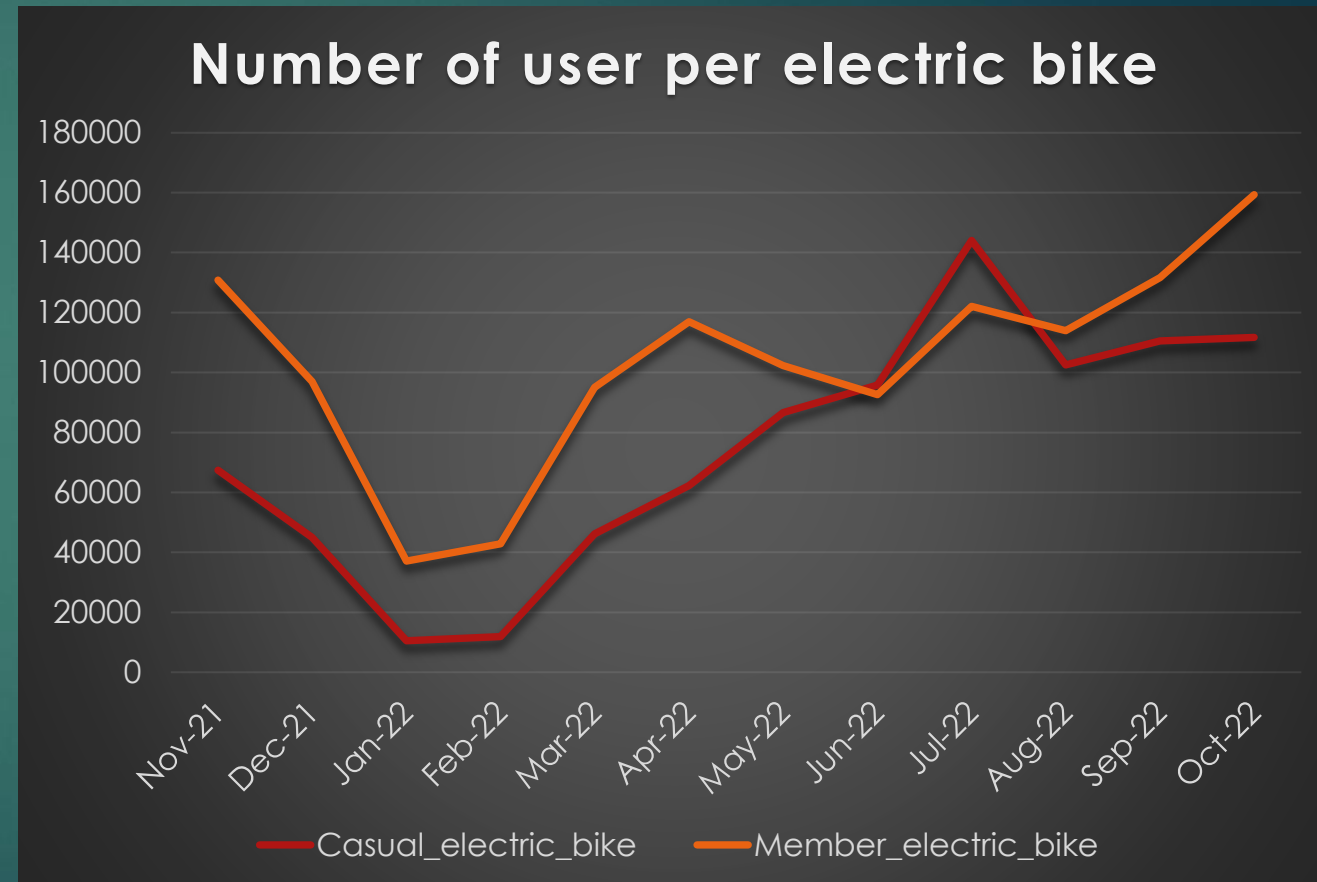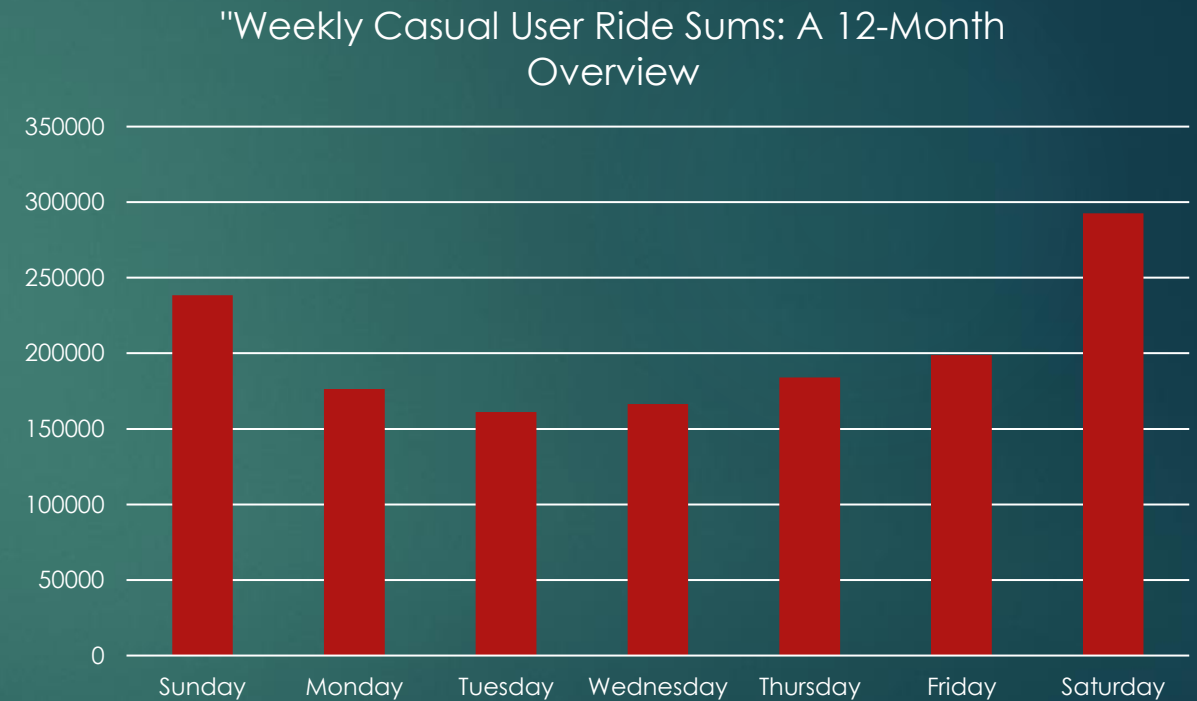
Exploring the behaviors of casual users

▶ The number of rides of the electric bike is **nearly double** the classic bike

Casual User Service Usage: A 12-Month Overview
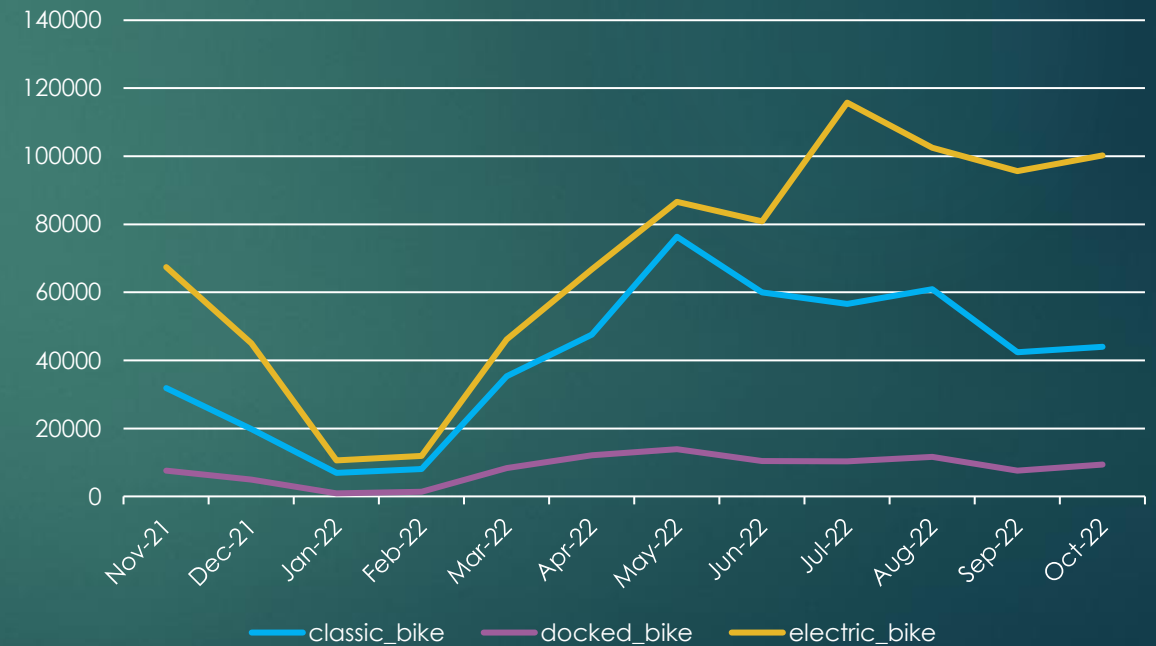
Exploring the behaviors of casual users

▶ Most of the causal users are using the services on **Weekend**

"Weekly Casual User Ride Sums: A 12-Month Overview

Recommendations for Data-Driven Decision Making

▶ The best time for offers are on **weekend**

▶ Develop promotions for electric bikes: offer discounts, bundle deals, and other incentives to encourage purchases

▶ Utilize digital marketing channels to promote offers especially during **summer**: use email marketing, social media advertising, and other digital channels to reach a wider audience

▶ Track sales and customer feedback to determine if the offers were effective and make improvements for future promotions