



# Cyclistic:



**Understanding Rider  
Usage for Sustainable Long  
Term Growth**

# Background :-



- ❖ In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.
- ❖ Customers who purchase single-ride or full-day passes are referred to as Casual Riders. Customers who purchase annual memberships are Cyclistic Members.
- ❖ Marketing team believe that “Maximizing the number of Annual Members” will be key to future growth. Rather than creating a marketing campaign that targets all-new customers, they believes there is a solid opportunity to convert casual riders into members.



## ✦ Question to explore ✦

- How do annual members and casual riders use Cyclistic bikes differently?
- Why would casual riders buy Cyclistic annual memberships?
- How can Cyclistic use digital media to influence casual riders to become members?



# Some Key Points



5.70M

Total No. Of Rides

classic\_bike

2818162

electric\_bike

2881266

Total No. Of Rides  
by bike type

Total No. Of Rides  
(casualMember)

classic\_bike

981741

electric\_bike

1063851

Total No. Of Rides  
(Cyclistic Member)

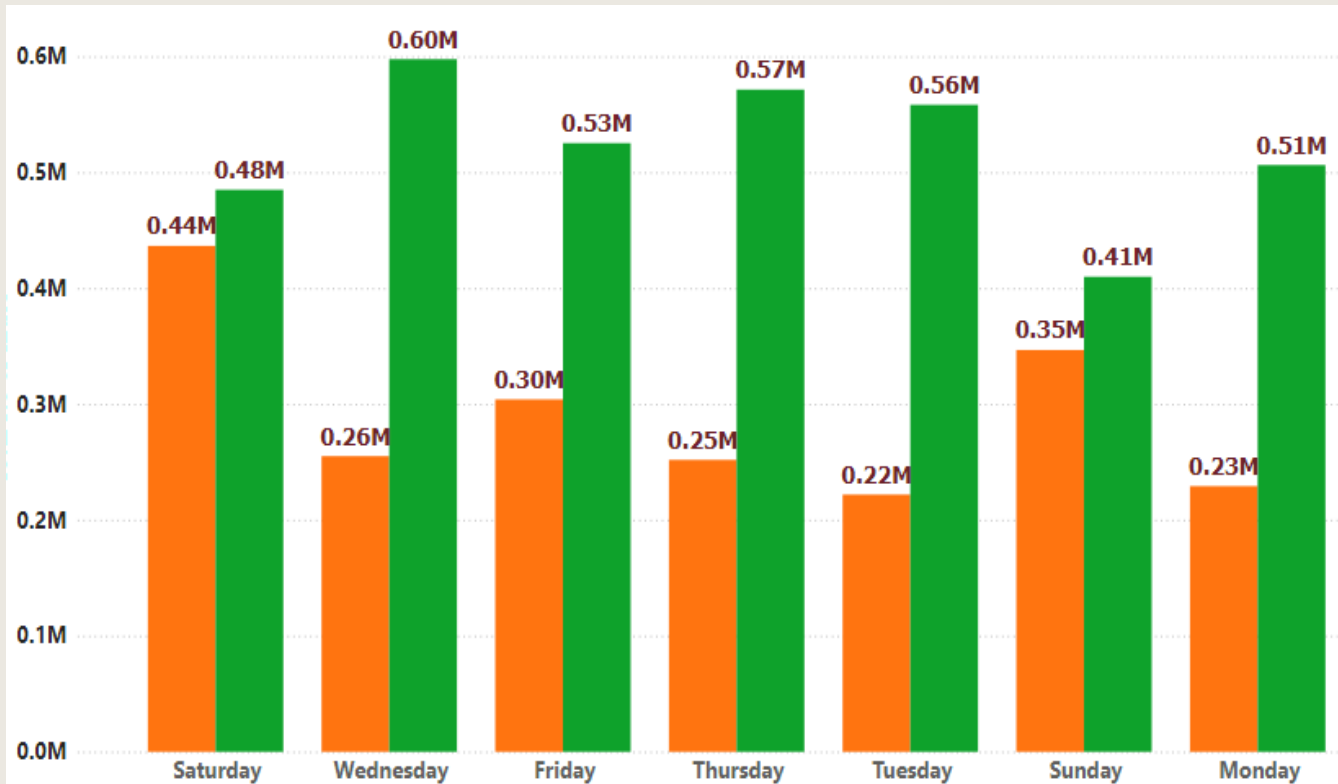
classic\_bike

1836421

electric\_bike

1817415

# Total No of Rides by Days of the Week



● Casual

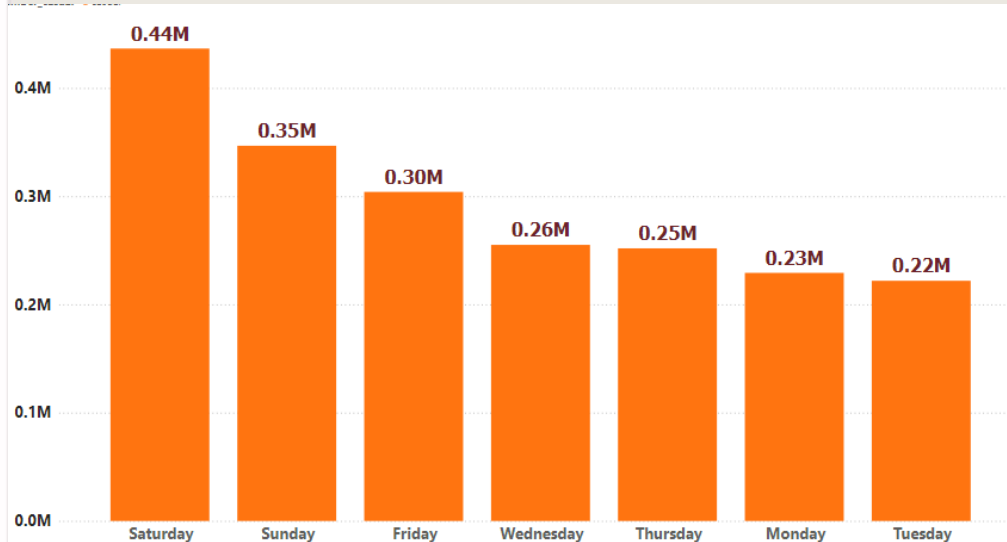
● Casual

x-axis :- Total no of Rides

y-axis :- Days of Week

Bar :- Total No of Rides

## Total No of Rides by Days of the Week (Casual V/s Cyclistic Member)

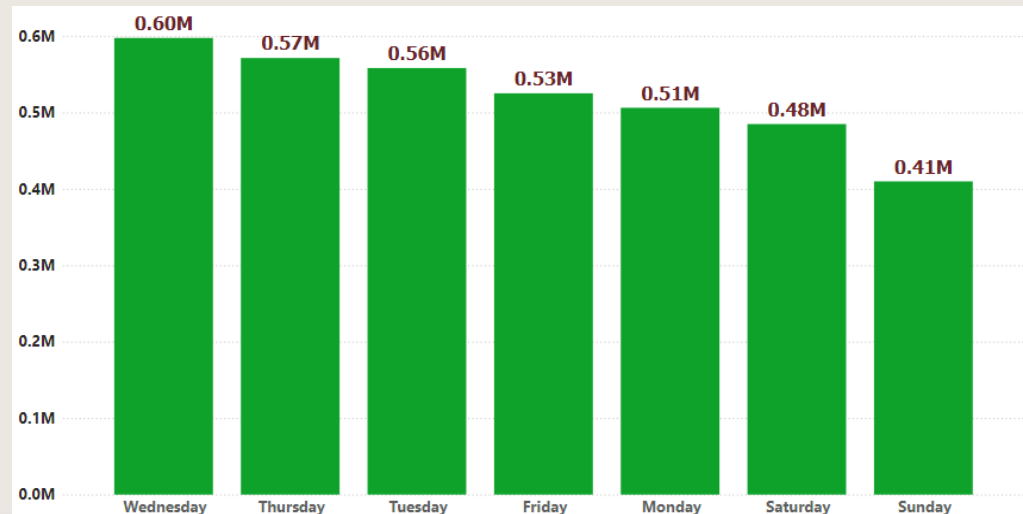


### Casual

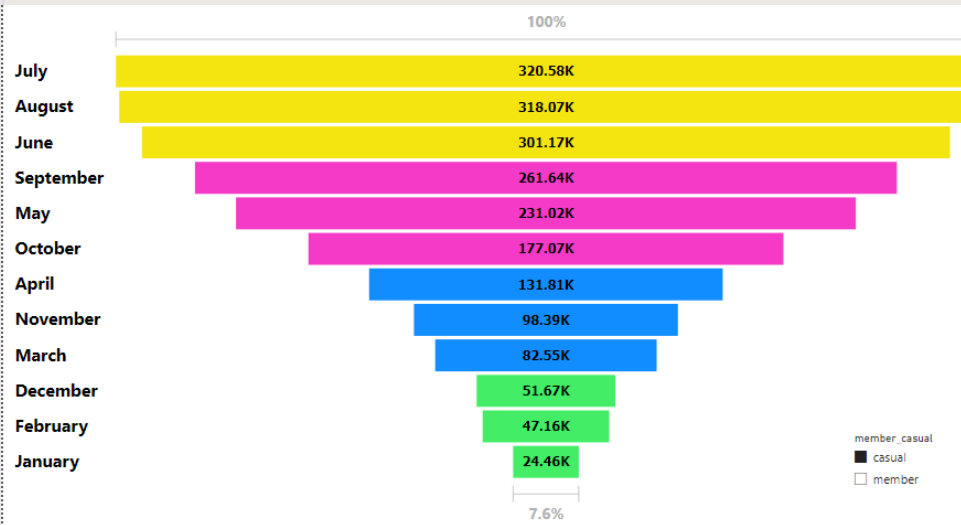
- ❖ x-axis :- Total no of Rides
- ❖ y-axis :- Days of Week
- ❖ Bar :- Total No of Rides By “Casual Member”
- ❖ Most Rides Day :- Saturday, Sunday, Friday (Mostly Weekoff s)

### Members

- ❖ x-axis :- Total no of Rides
- ❖ y-axis :- Days of Week
- ❖ Bar :- Total No of Rides By “Cyclistic Member”
- ❖ Most Rides Day :- Wednesday, Thursday, Tuesday (Regular Days)



## Total No of Rides by Months (Casual V/s Cyclistic Member)



### ● Casual

❖ x-axis :- Total no of Rides

❖ y-axis :- Months

❖ Bar :- Total No of Rides By  
“Casual Member”

❖ Most Rides Months:- July,  
August, June

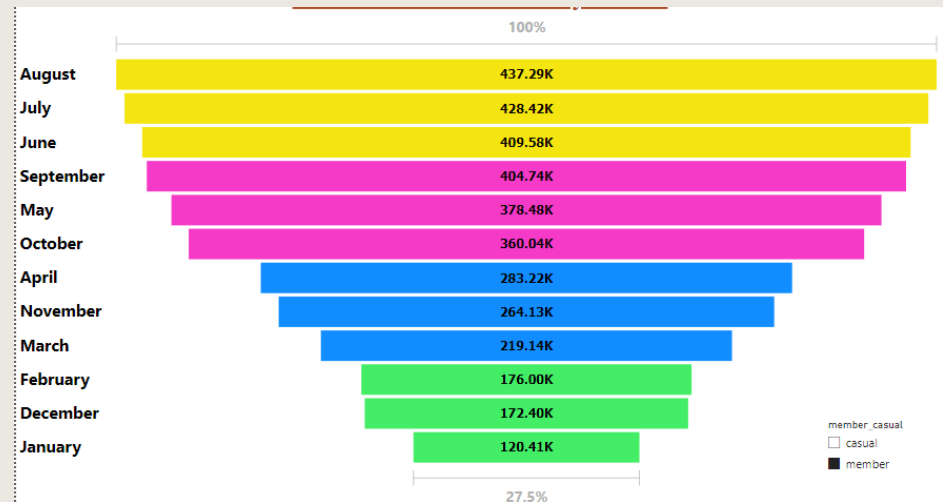
### ● Members

❖ x-axis :- Total no of Rides

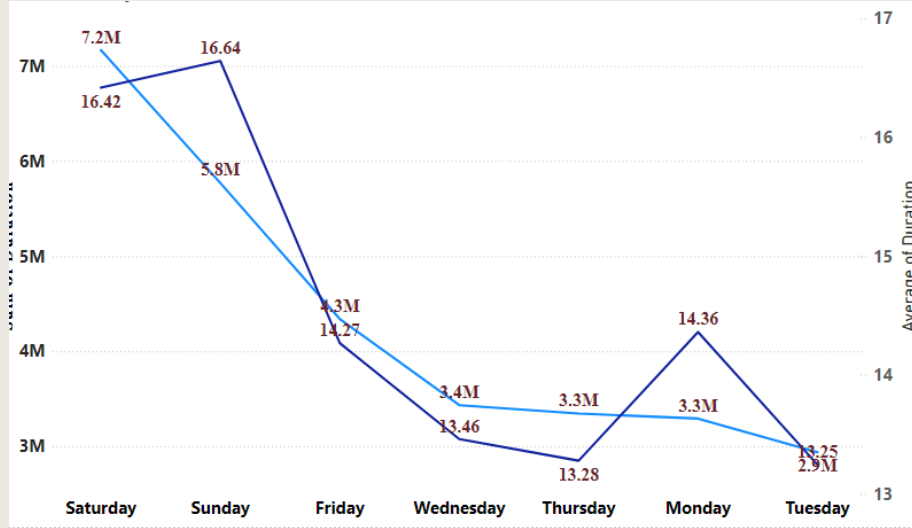
❖ y-axis :- Months

❖ Bar :- Total No of Rides By  
“Cyclistic Member”

❖ Most Rides Months:-  
August, July, June



## Sum & Average of Duration by Days (Casual V/s Cyclistic Member)



### Casual

❖ x-axis :- Sum / Average Of Duration (in Mins)

❖ y-axis :- Days of Week

❖ Lines :- Total No of Rides By "Casual Member"

❖ Most Rides Days :- Saturday, Sunday, Friday

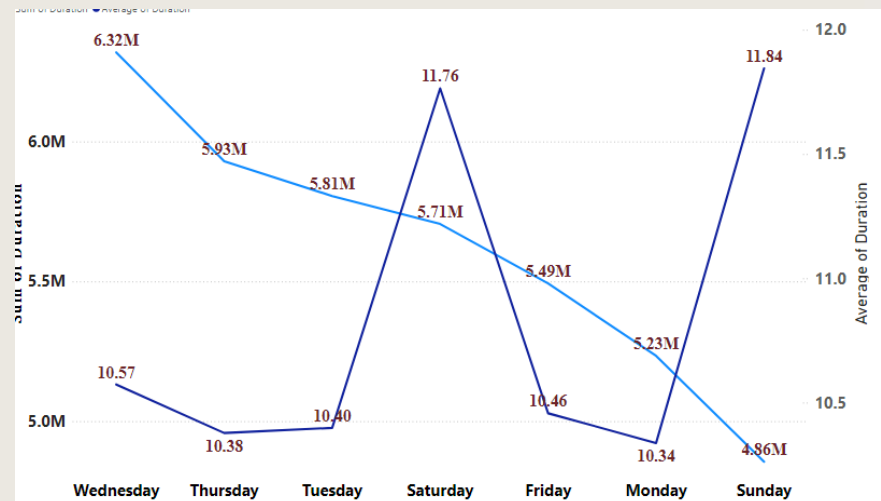
### Members

❖ x-axis :- Sum / Average Of Duration (in Mins)

❖ y-axis :- Days of Week

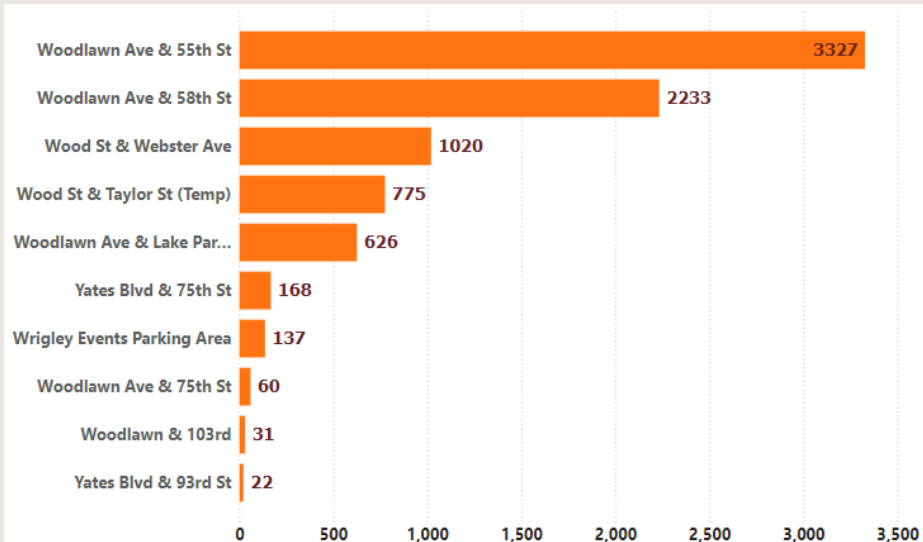
❖ Lines :- Total No of Rides By "Casual Member"

❖ Most Rides Days :- Wednesday, Thursday, Tuesday (by Sum of Duration)





## Total No of Rides by Start Station (Casual V/s Cyclistic Member)



### ● Casual

❖ x-axis :- Total No of Rides

❖ y-axis :- Start Station Name

❖ Bar :- Total No of Rides By  
“Casual Member”

❖ Most Rides Start Station :-  
Woodlawn Ave & 55 St, Woodlawn  
Ave & 58 St,

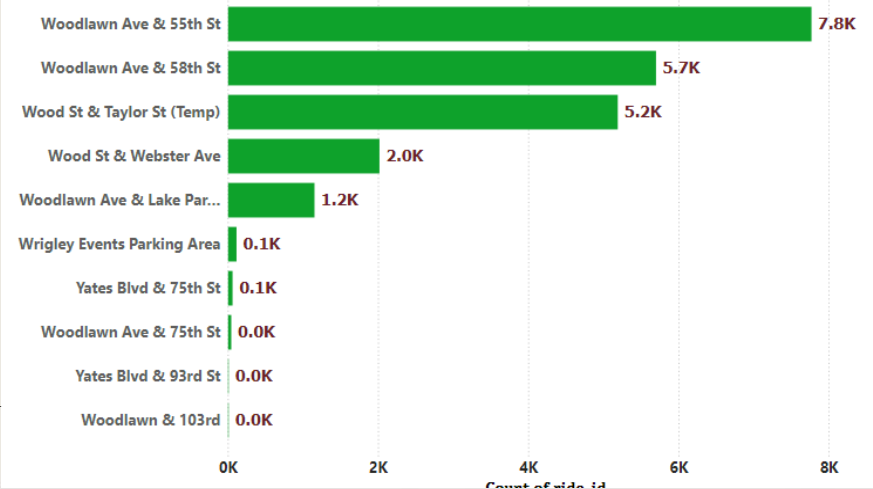
### Members ●

❖ x-axis :- Total No of Rides

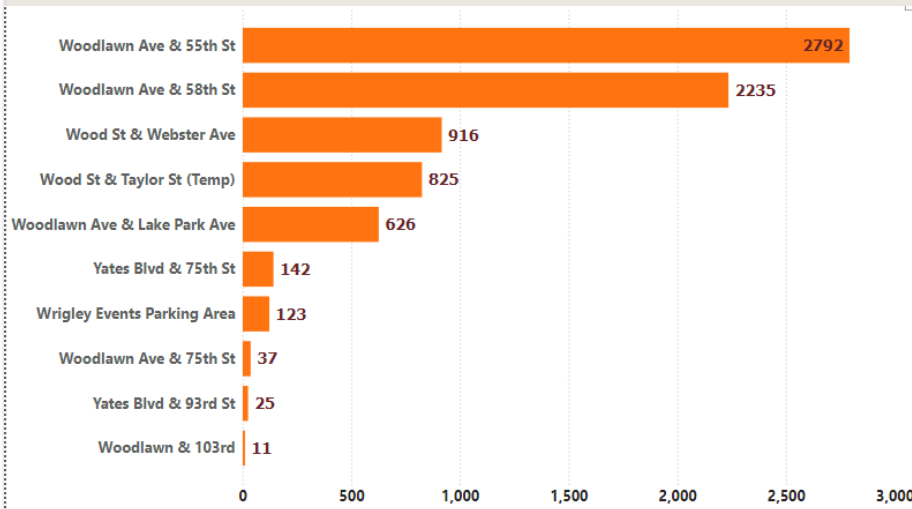
❖ y-axis :- Start Station Name

❖ Bar :- Total No of Rides By  
“Cyclistic Member”

❖ Most Rides Start Station :-  
Woodlawn Ave & 55 St, Woodlawn  
Ave & 58 St



## Total No of Rides by End Station (Casual V/s Cyclistic Member)



### Casual

❖ x-axis :- Total No of Rides

❖ y-axis :- Start Station Name

❖ Bar :- Total No of Rides By  
“Casual Member”

❖ Most Rides Start Station :-  
Woodlawn Ave & 55 St, Woodlawn  
Ave & 58 St,

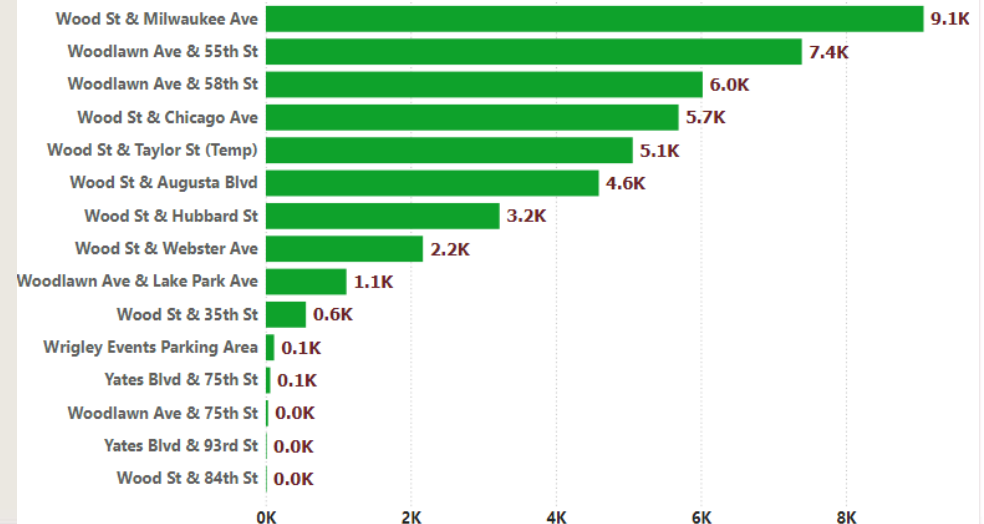
### Members

❖ x-axis :- Total No of Rides

❖ y-axis :- Start Station Name

❖ Bar :- Total No of Rides By  
“Cyclistic Member”

❖ Most Rides Start Station :-  
Woodlawn Ave & 55 St, Woodlawn  
Ave & 58 St





## ✦ Observations/Key Findings ✦

- Casual users tended to ride more in the warmer months of Chicago (**July, August, June and September**).
- Casual members spent on average a lot longer time per ride than “Cyclistic Members”.
- Casual members used most rides on weekoffs & “Cyclistic Members” used on **regular day**.





## ✦ Recommendations ✦

- Membership rates specifically for the warmer months as well for those who only ride on the weekends would assist in targeting the casual riders more specifically.
- Introducing plans that may be more appealing to casuals for the summer months. This marketing should be done during the winter months in preparation.





## ✦ Sources ✦

➤ [https://d3c33hcgivew3.cloudfront.net/1XKhm37HS9iPXHfAIEBaRQ\\_ec9ad22caf394fec9608b08e556eb1f1\\_Case-Study-1\\_How-does-a-bike-shared-navigate-speedy-success\\_.pdf?Expires=1727222400&Signature=H0l4D9mAiJuYT~Pxj-SoSM4dtLBgZhsTz7h2CS5cE4xTjSyKieFEzHnOCIXvnysGkzkOGItwvs29ItiHaew9pi5ENpR~hYOAtn-z8CwROchsFvZYOBNA1zzS7nzDAsVoXu8KresM~t4gozv8SiUnHD~FnWA77lXXJMwlDnzDee8\\_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A](https://d3c33hcgivew3.cloudfront.net/1XKhm37HS9iPXHfAIEBaRQ_ec9ad22caf394fec9608b08e556eb1f1_Case-Study-1_How-does-a-bike-shared-navigate-speedy-success_.pdf?Expires=1727222400&Signature=H0l4D9mAiJuYT~Pxj-SoSM4dtLBgZhsTz7h2CS5cE4xTjSyKieFEzHnOCIXvnysGkzkOGItwvs29ItiHaew9pi5ENpR~hYOAtn-z8CwROchsFvZYOBNA1zzS7nzDAsVoXu8KresM~t4gozv8SiUnHD~FnWA77lXXJMwlDnzDee8_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A)

➤ <https://divvy-tripdata.s3.amazonaws.com/index.html>





**• THANK YOU •**

ANY QUESTION?