How Does a Bike-Share Navigate Speedy Success?

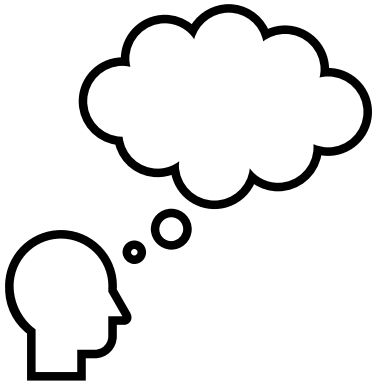
Cyclistic Bike-Share

Case Study

Google Data Analytics Capstone

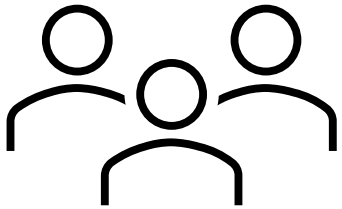
Business Problem

- **Cyclistic** wants to grow annual memberships
  - Marketing needs insight into rider behavior
  - Key question: ***How do members and casual riders differ?***



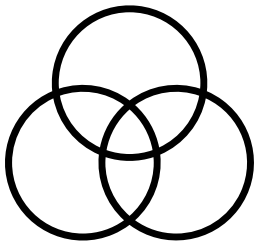
Stakeholders

- Director of Marketing
  - Marketing Analytics Team
  - Executive Leadership



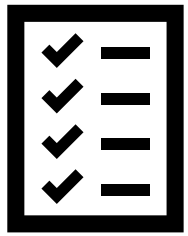
Data & Tools

- Divvy Trips data (Q1 2019 & Q1 2020)
  - Public, anonymized bike-share data
  - R (Posit Cloud) and tidyverse



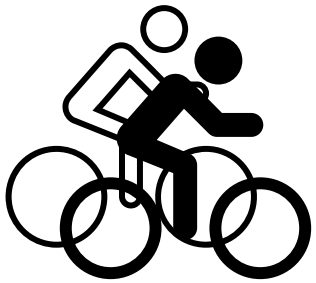
Data Cleaning & Preparation

- Standardized columns across years
  - Converted timestamps
  - Created ride length and day-of-week variables
  - Removed invalid rides
  - Merged into a clean dataset



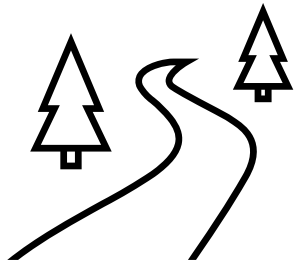
Analysis Approach

- Grouped riders by **Member** vs **Casual**
  - Compared ride frequency and duration
  - Analyzed patterns by day of week



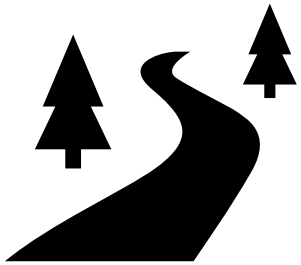
Key Insight: Ride Length

- **Casual** riders take longer rides
  - Longest rides occur on weekends
  - Indicates leisure-based usage



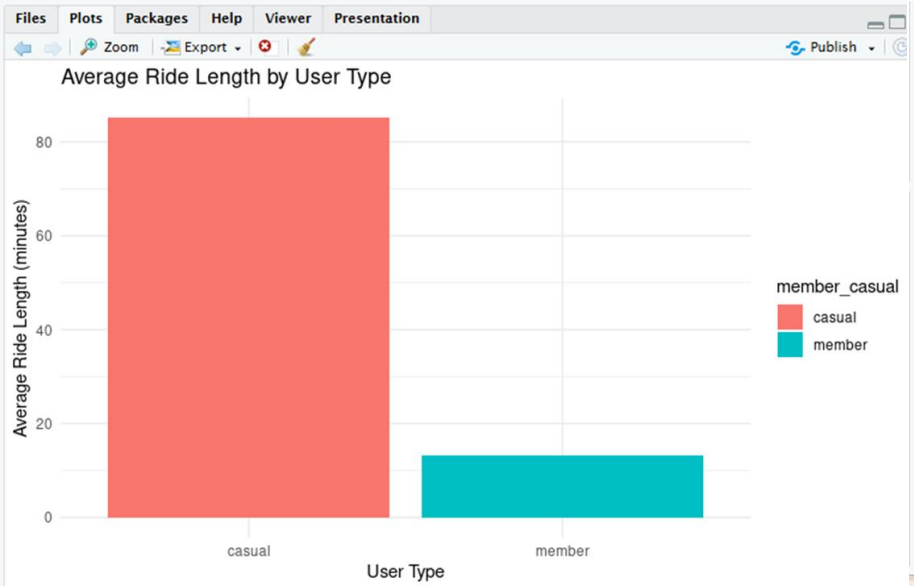
Key Insight: Ride Frequency

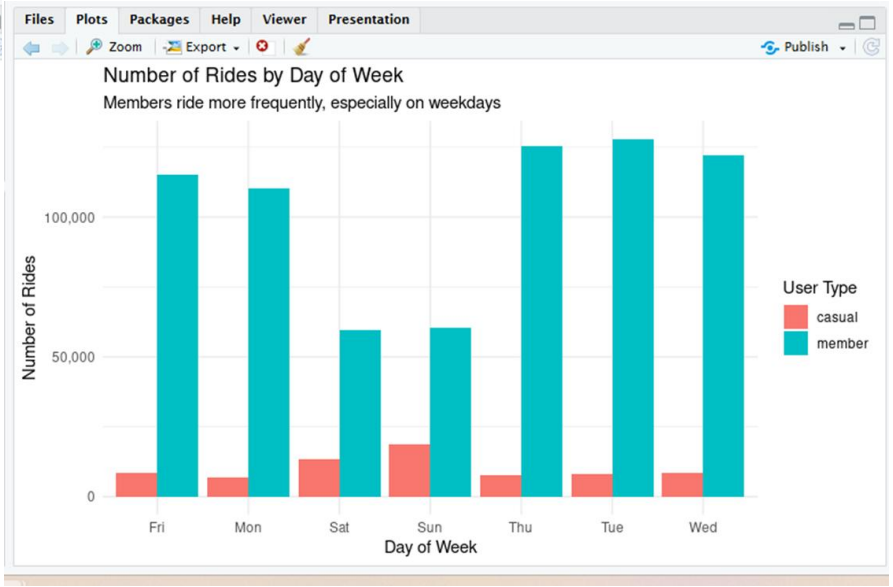
- **Members** take far more rides
  - Highest usage on weekdays
  - Indicates commuting behavior



Summary of Findings

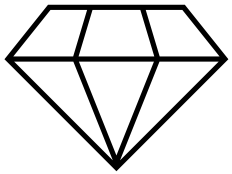
- **Members**: short, frequent, weekday rides
- **Casual Riders**: long, infrequent, weekend rides
  - Two distinct rider behaviors identified





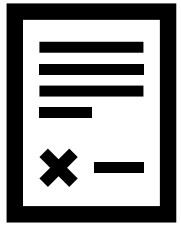
Recommendation 1: Weekend Promotions

- Target Casual Riders during peak usage
  - Promote benefits of annual membership



Recommendation 2: Trial Memberships

- Lower barrier to entry
  - Encourage casual-to-member conversion



Recommendation 3 & Next Steps

- Use digital campaigns during leisure periods
  - Analyze more months of data
  - Explore geographic and seasonal trends