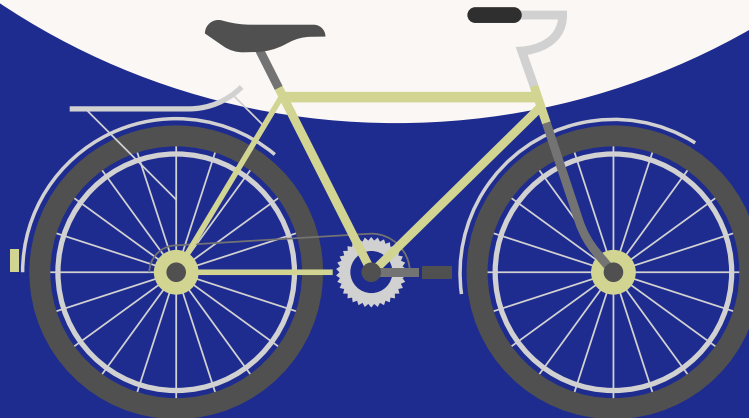


# **CYCLISTIC BIKE RIDES CASE STUDY**

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08September, 2023



# BUSINESS GOALS

- How do annual members and casual riders use Clyclistic bike differently
- Why does casual riders buy Clyclistic annual membership
- How does Clyclistic convert casual riders into annual members



## **TOOLS WE ARE USING IN THIS ANALYSIS**

- Excel: For cleaning, arranging, sorting and Visualization
- MSSQL Server: Creating database, Inserting data Tables ,  
Retrieving the data from database
- Power Point: Story Telling from data

# SOME IMPORTANT DATA POINTS

January 2023--July 2023

Total number of tides

**2394746**

Average ride length

**16 min**

Busiest Month

**July**

Busiest Weekday

**Saturday**

Busiest Time

**06:00 PM**

Busiest Time

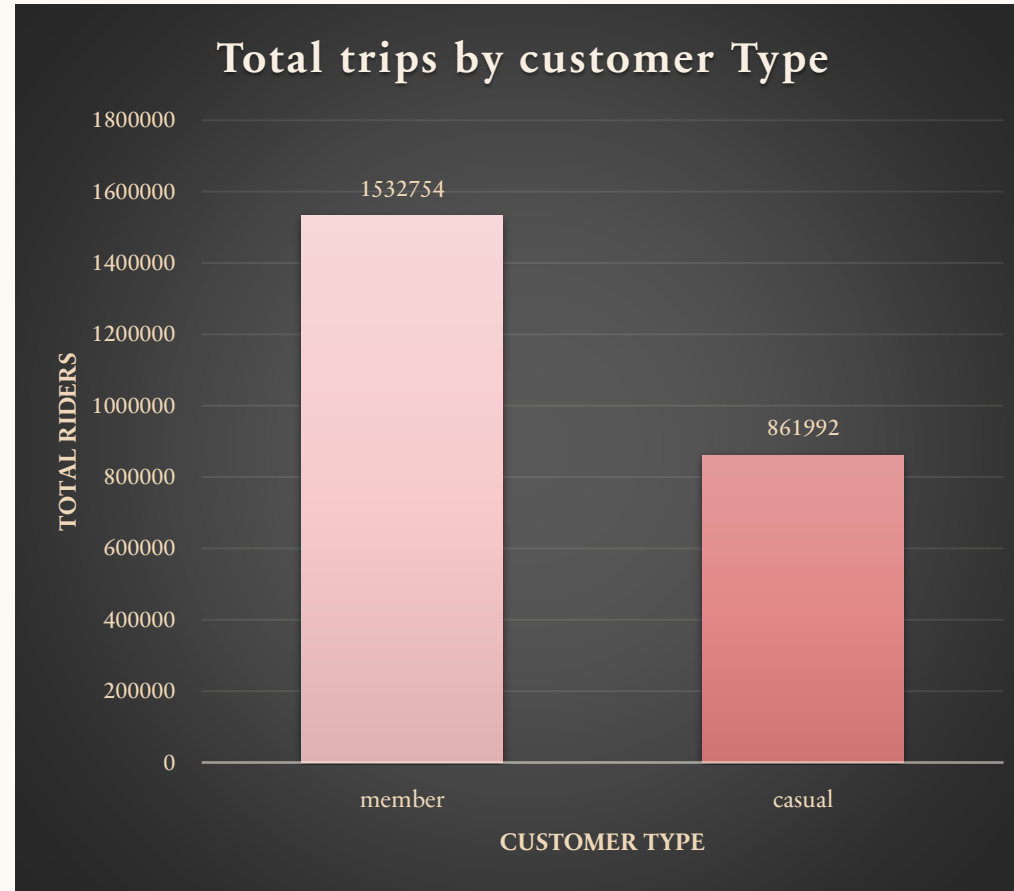
**06:00 PM**

Busiest Time

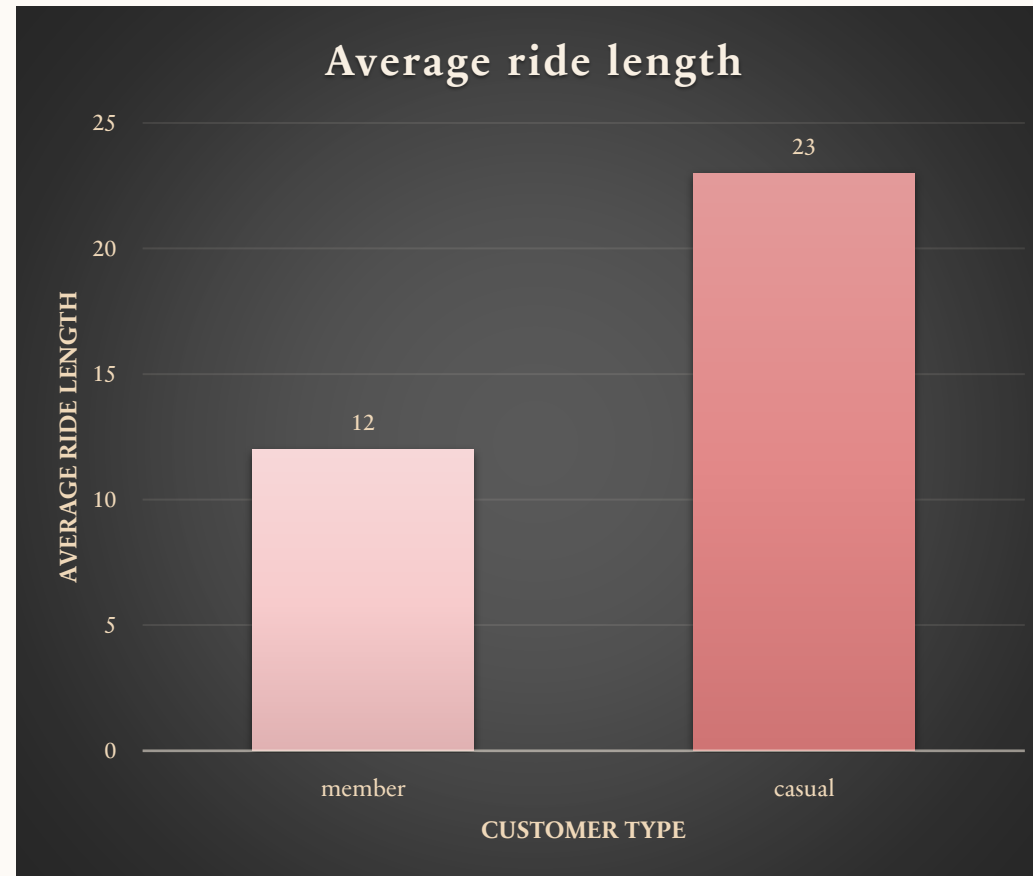
**06:00 PM**

Busiest Time

**05:00 PM**

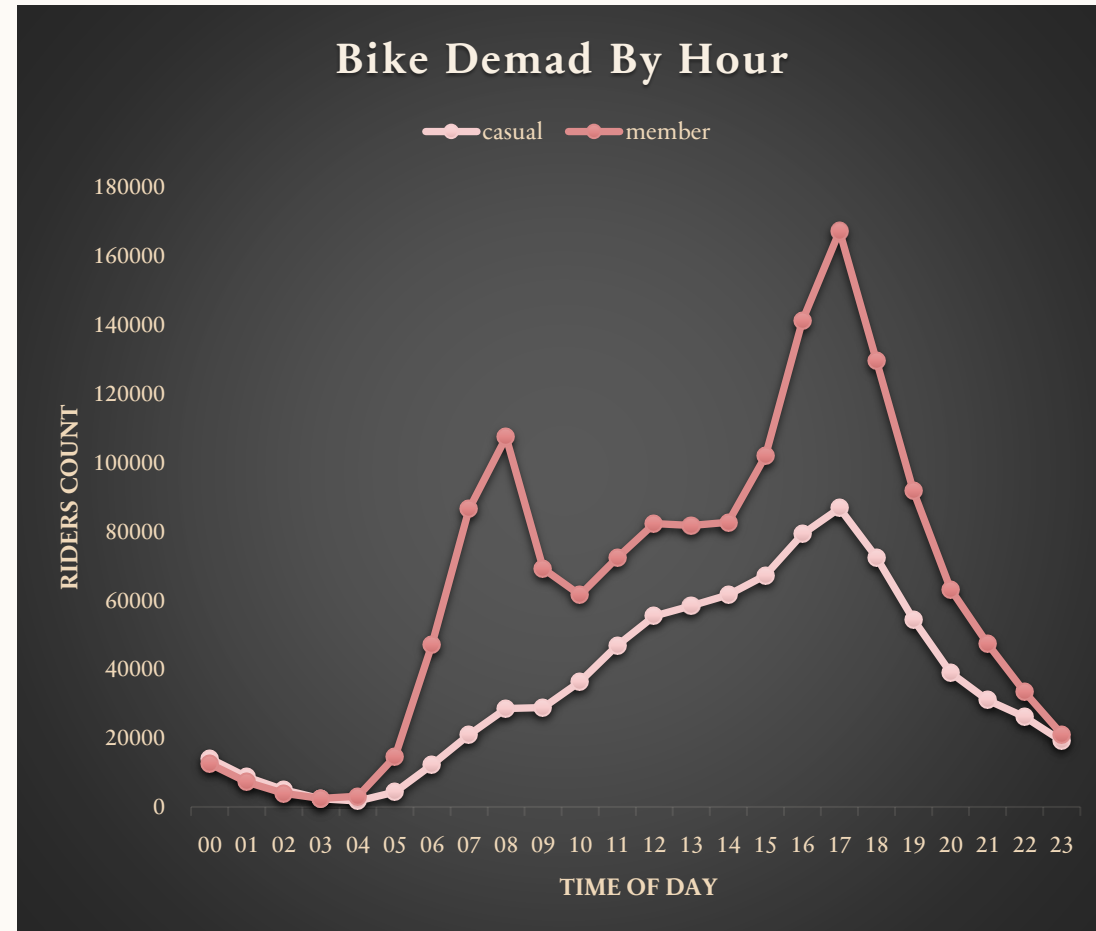


Members took the most rides at 64% of the total trips compare to 43% for casual riders

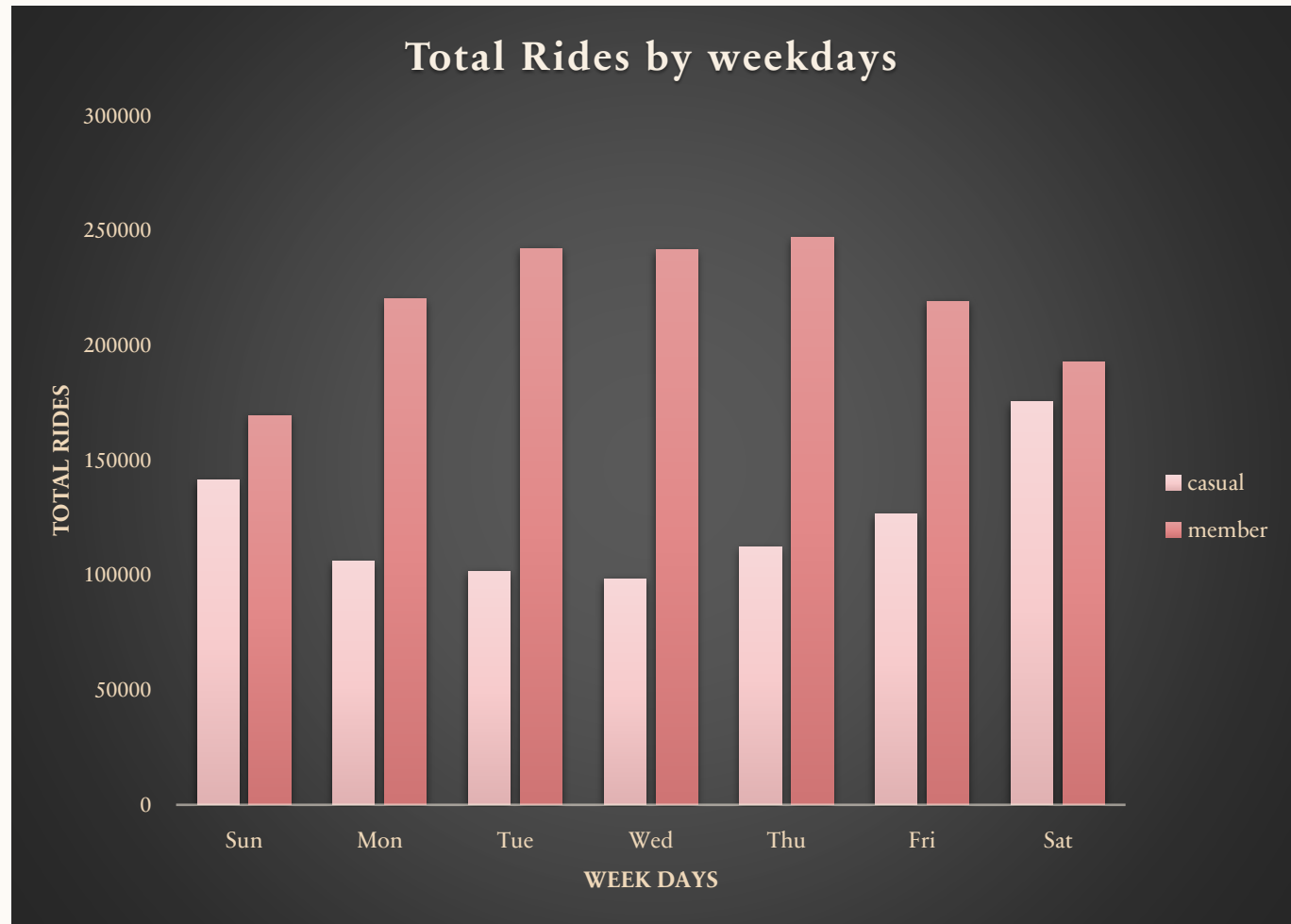


Casual riders averaged 23min per bike ride

Members trip duration were less than half of that, at an average of 12min per bike ride

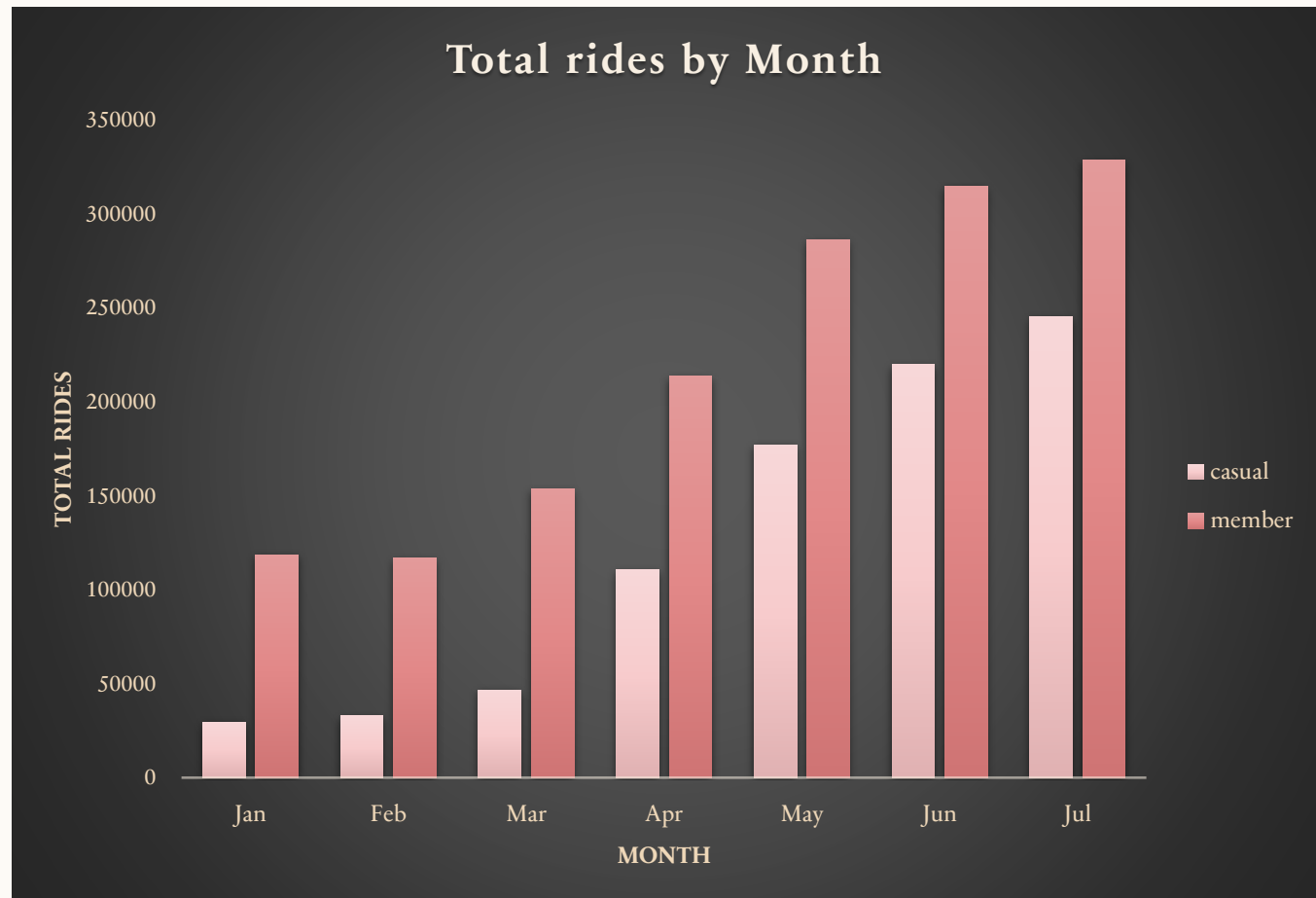


The busiest time of day for members and casual riders was after Lunch, 5pm to 6pm

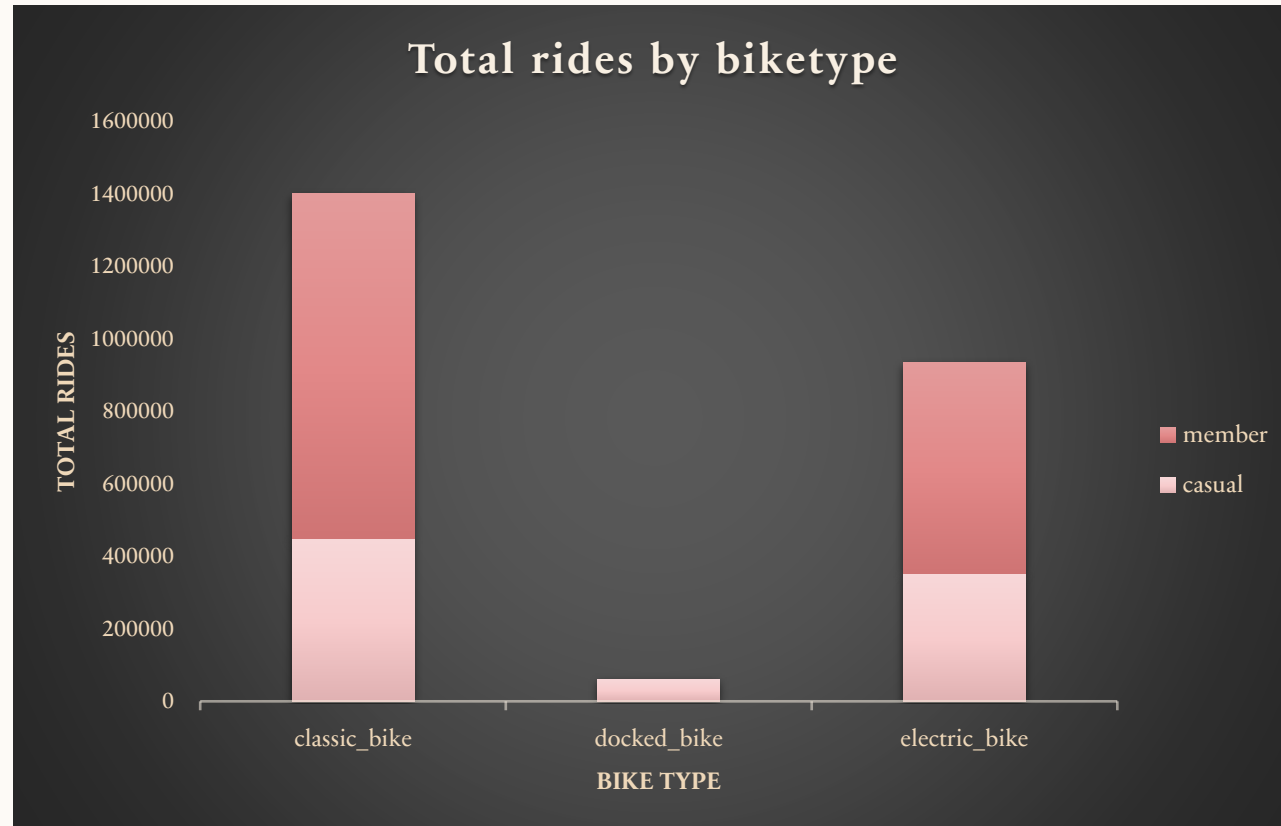


The busiest weekdays for members were Monday through Friday. The busiest weekday for casual riders were Saturday and Sunday.





The busiest month for both types of customers was July and increasing every month.



Most popular bike for both type of customers was the Classic bike.

If ride was by electric bike, more members than casual riders choose this mode.

No member use docked bike.

# RECOMMENDATIONS

- ❑ To attract more casual riders to use Cyclistic during the summer season, a membership program that offers discounts and perks could be implemented.
- ❑ Use local influencers on social media platforms such as Instagram, YouTube, Snapchat, and Facebook to promote the bikeshare and show its appeal to city residents.
- ❑ Additionally, the bikeshare should emphasize the advantages and safety of electric bikes, which may appeal to more potential customers.
- ❑ However, more data is required to determine how many casual riders are residents or visitors of Chicago, so that the membership program can be tailored to their needs.
- ❑ Also, more data is needed on the most common start and end points of bikeshare trips, which can help with marketing and bike distribution strategies.

# SUMMARY

- Members use the bikeshare mainly for work and errands, while casual riders enjoy it for leisure and longer trips on weekends.
- Target local, casual riders with a seasonal membership option that suits the "good weather" period in Chicago.
- Work with local content creators to showcase the bikeshare's appeal and convenience for exploring the city.

The background features a large, light pink circle on the right side, which overlaps with a dark blue circle on the left. The dark blue circle is partially visible on the left edge. In the top right corner, there are several thin, white, concentric circular lines. The text "THANK YOU" is centered horizontally and partially overlaps the pink circle.

**THANK YOU**