

What questions can we answer from this data?

Question 1: Is the number of rides increasing?

Answer: Yes, the number of rides appears to be increasing for both 'casual' and 'member' users from January 2023 to February 2024. The total number of rides is higher in February 2024 compared to January 2023 for both user types.

Question 2: Is the proportion of casual users vs member users changing?

Answer: To determine if the proportion of 'casual' users vs 'member' users is changing, you would need to calculate the proportion of rides for each user type in each month. Based on the provided results, the proportion of rides made by 'casual' users compared to 'member' users seems to be decreasing over time. In January 2023, the proportion of 'casual' rides to 'member' rides is approximately 1:3.7. In February 2024, the proportion is around 1:4.2, indicating that the proportion of 'member' rides is increasing compared to 'casual' rides.

Question 3: Is the average distance traveled per ride changing?

Answer: The average distance traveled per ride fluctuates for both 'casual' and 'member' users throughout the given period. For 'casual' users, the average distance per ride decreases from January 2023 to February 2023, then increases significantly in January 2024, and decreases again in February 2024. For 'member' users, the average distance per ride fluctuates less, but there is a general decrease from January 2023 to February 2024.

Question 4: Is there a difference in rides made by casual users vs member users?

Answer: Yes, there is a difference in the rides made by 'casual' users vs 'member' users. 'Member' users consistently make more rides than 'casual' users, and the average distance per ride is generally lower for 'member' users compared to 'casual' users. These answers provide some insights into the trends in the data, but it's important to consider other factors and potential confounding variables that might influence these results.

Based on the findings from the data, annual members and casual riders use Cyclistic bikes differently in terms of ride frequency and distance traveled. Annual members generally take more rides compared to casual riders, suggesting that they are more frequent users of the service. On the other hand, casual riders tend to have a higher average distance per ride, indicating that they might use the bikes for longer trips or less frequently.

Casual riders might be motivated to purchase Cyclistic annual memberships for several reasons:

1. **Cost savings:** If casual riders use the bikes frequently enough, it might be more cost-effective for them to purchase an annual membership rather than paying for individual rides.
2. **Convenience:** Having an annual membership might offer more convenience, as they won't need to worry about paying for each ride individually.
3. **Perks:** Cyclistic could offer additional perks or benefits to annual members, such as priority access to bikes, discounted rates for friends and family, or special events for members.

To influence casual riders to become members using digital media, Cyclistic could consider the following strategies:

1. **Targeted advertising:** Use online advertising platforms, such as social media ads or search engine ads, to target casual riders with messaging about the benefits of an annual membership, like cost savings, convenience, and exclusive perks.
2. **Email marketing:** Send personalized emails to casual riders highlighting the advantages of becoming an annual member based on their usage patterns. For example, if a casual rider frequently takes long rides, emphasize the potential cost savings of an annual membership.
3. **Social media:** Share testimonials or success stories from annual members on social media, showcasing the positive experiences and benefits they enjoy. This could encourage casual riders to consider upgrading their membership.
4. **Content marketing:** Create blog posts, infographics, or videos that explain the benefits of an annual membership and how it compares to casual ride pricing. Share these materials on social media and email newsletters to reach casual riders.
5. **Retargeting campaigns:** Set up retargeting campaigns to reach casual riders who have visited the Cyclistic website or used the service but have not yet purchased an annual membership. Offer limited-time promotions or discounts to incentivize them to upgrade.