



Cyclistic Bike-Share Analysis

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Last Updated: March 1, 2022

Cyclistic

- Cyclistic: A bike-share program that features more than 5,800 bicycles and 600 docking stations.
- **Casual riders**: customers who purchase single-ride or full-day passes.
- **Cyclistic members**: customers who purchase annual memberships.

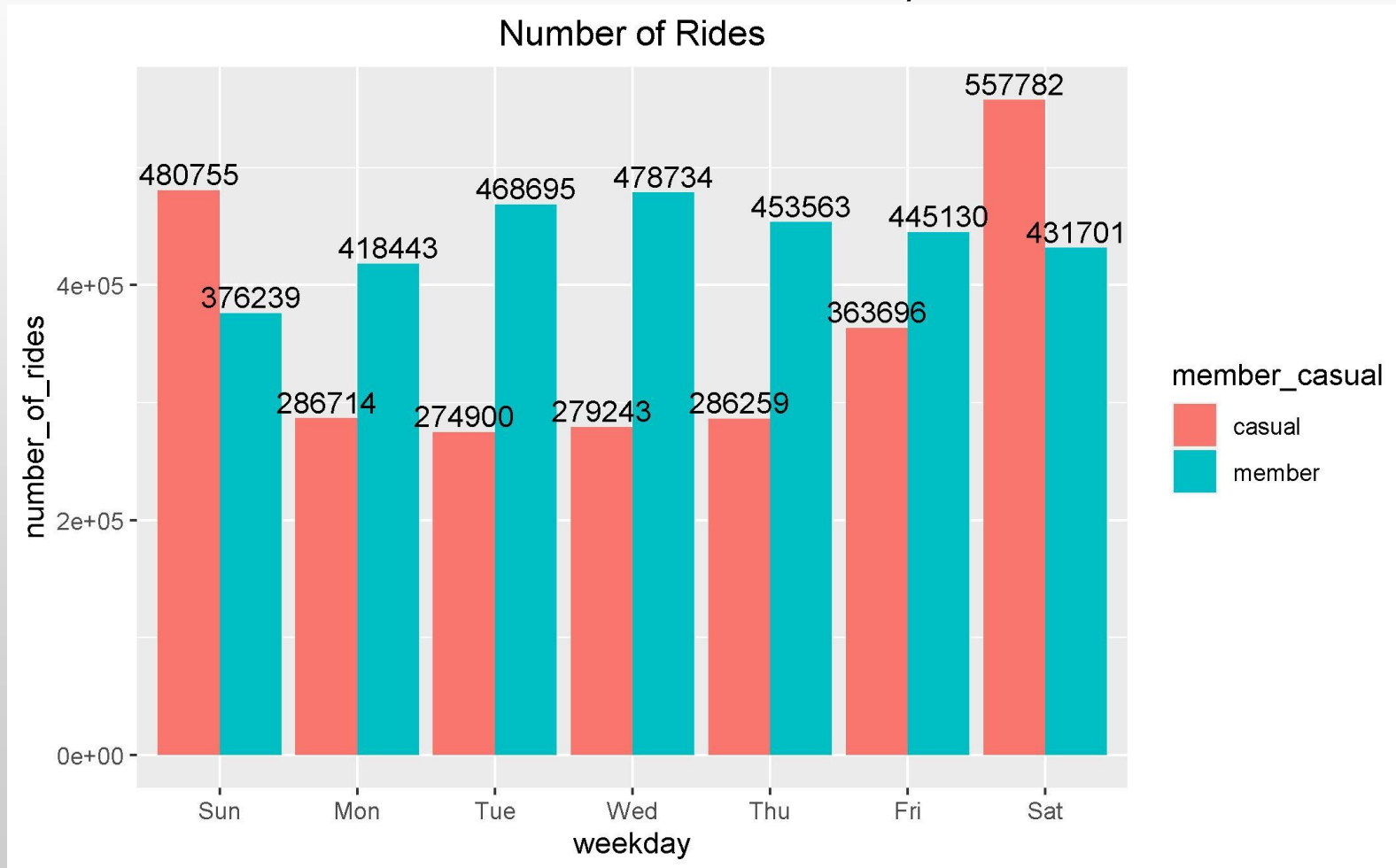


Task & Data

- Task: identify how casual users and members use Cyclistic bikes differently to design marketing strategies aimed at converting casual riders into annual members.
- The analysis used Cyclist trip data from February 2021 to January 2022.

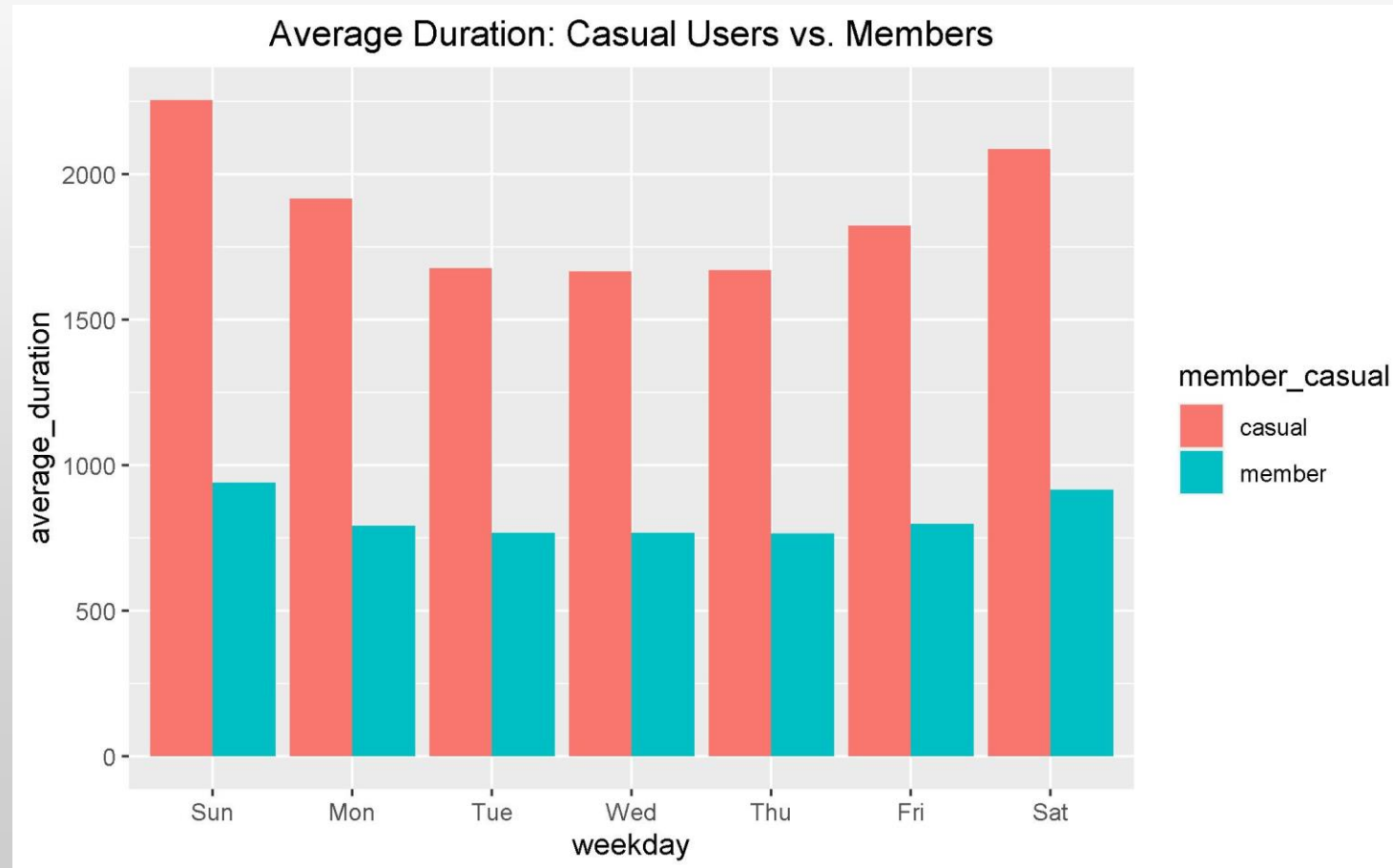
Number of Rides: Casual Users vs. Members

Casual users use Cyclistic bikes more often on the weekends, while annual members use bikes more often on weekdays.

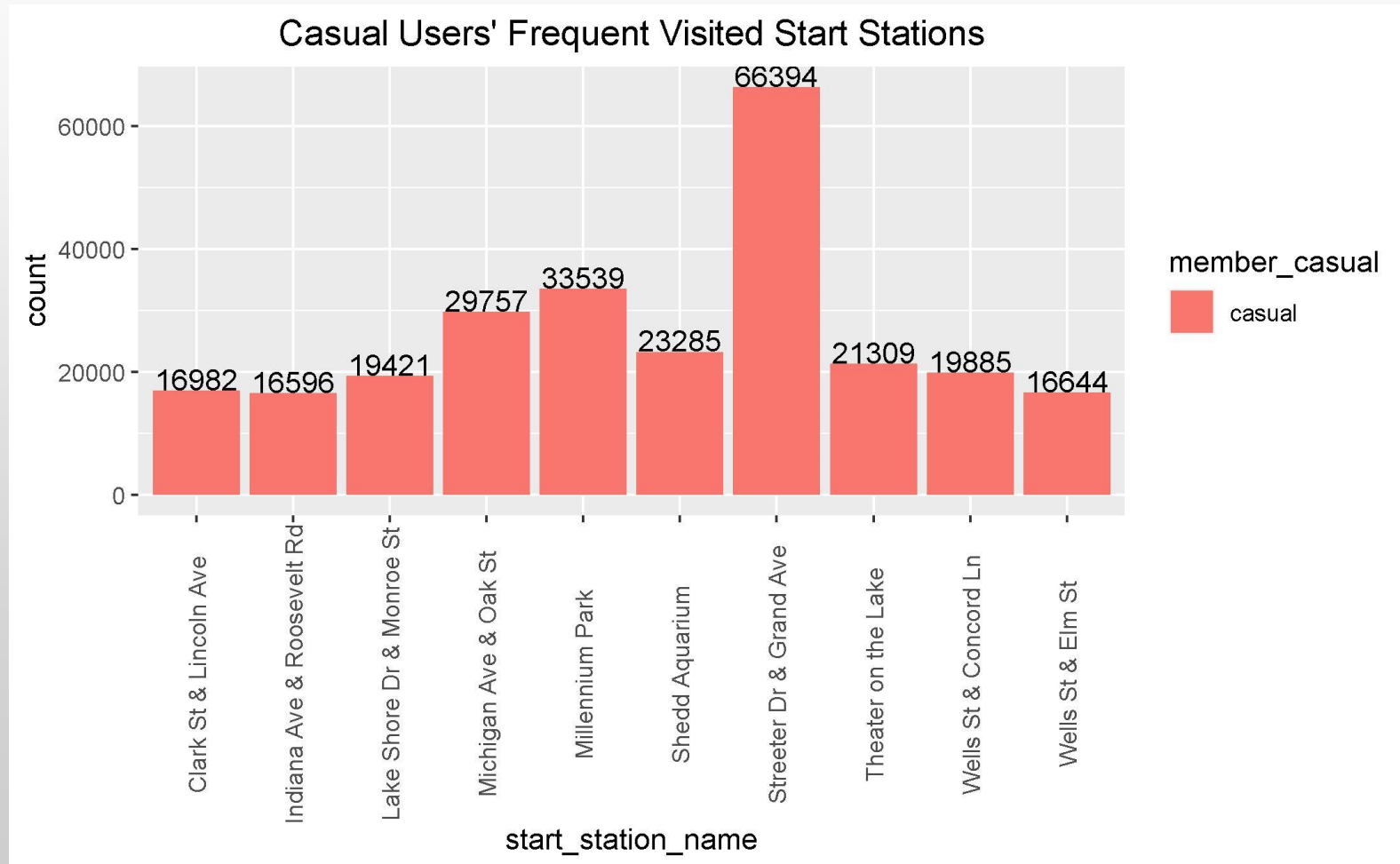


Average Ride Length Comparison

The average ride lengths (in seconds) of casual users are significantly greater than the ride lengths of members.



Top 10 Start Stations of Casual Users



Summary

- The **casual users** ride bikes more often on the **weekends**, while **annual members** ride more on **weekdays**. It can be due to casual user are more likely to ride for leisure, and annual members use them to commute to work.
- Casual riders will buy Cyclistic annual memberships because they ride Cyclistic bikes for a **long time** than members in general. They like Cyclist bikes.

Recommendation

- Use Facebook ads, Google ads, and podcast to introduce the benefits of being annual members. The ads can focus on the areas near the stations that most casual users start from.
- Collaborate with social media influencers to introduce how Cyclist bike are suitable for commute and leisure, variety of Cyclist bikes, good for exercise, and environmental friendly in reducing the use of cars.
- Collect more data and conduct further investigation.