



Cyclistic Bike-Share Analysis

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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.

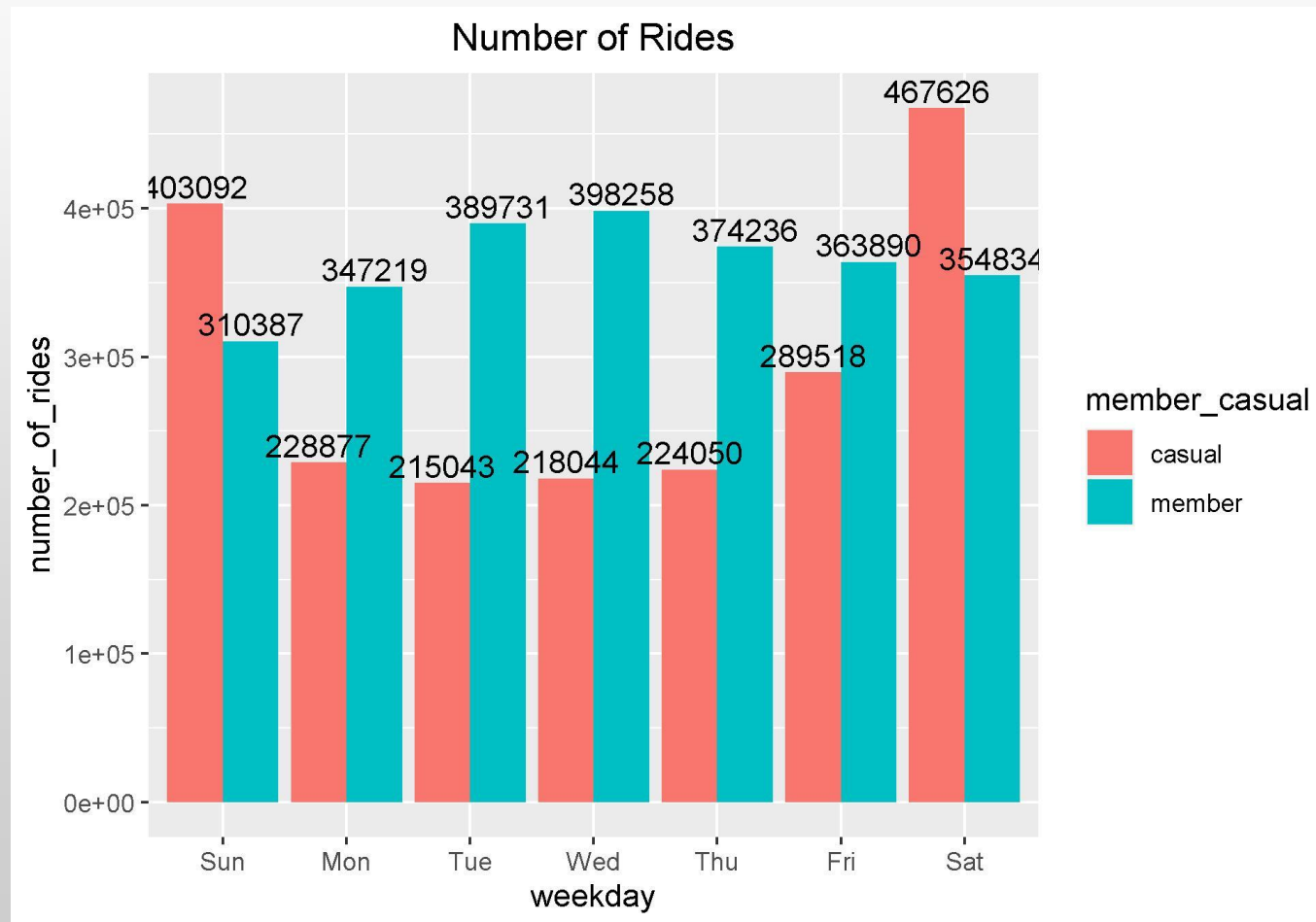


Task & Data

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

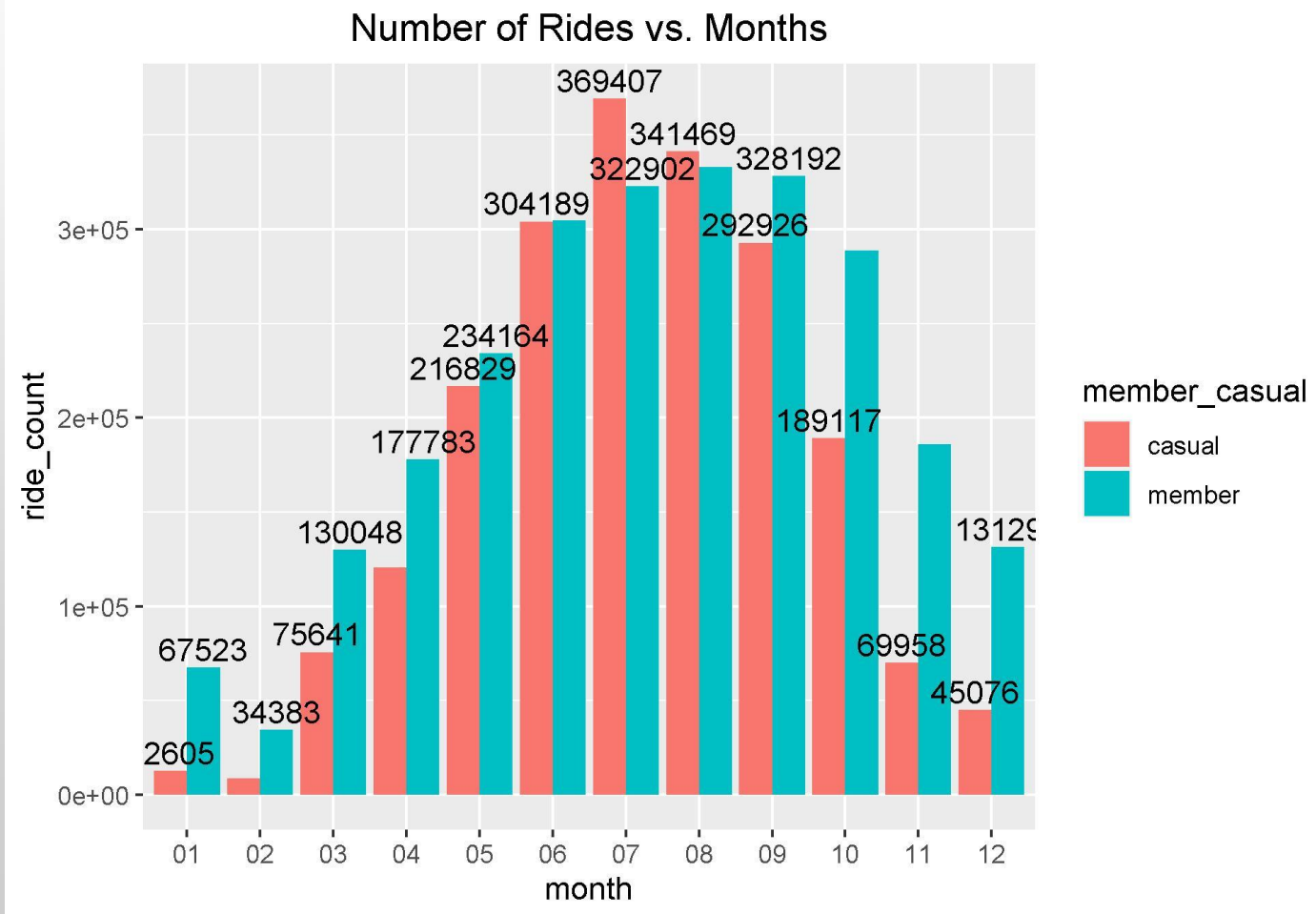
Number of Rides by Days of Week

Casual riders use Cyclistic bikes more often on the weekends, while annual members use bikes more often on Tuesday to Thursday.



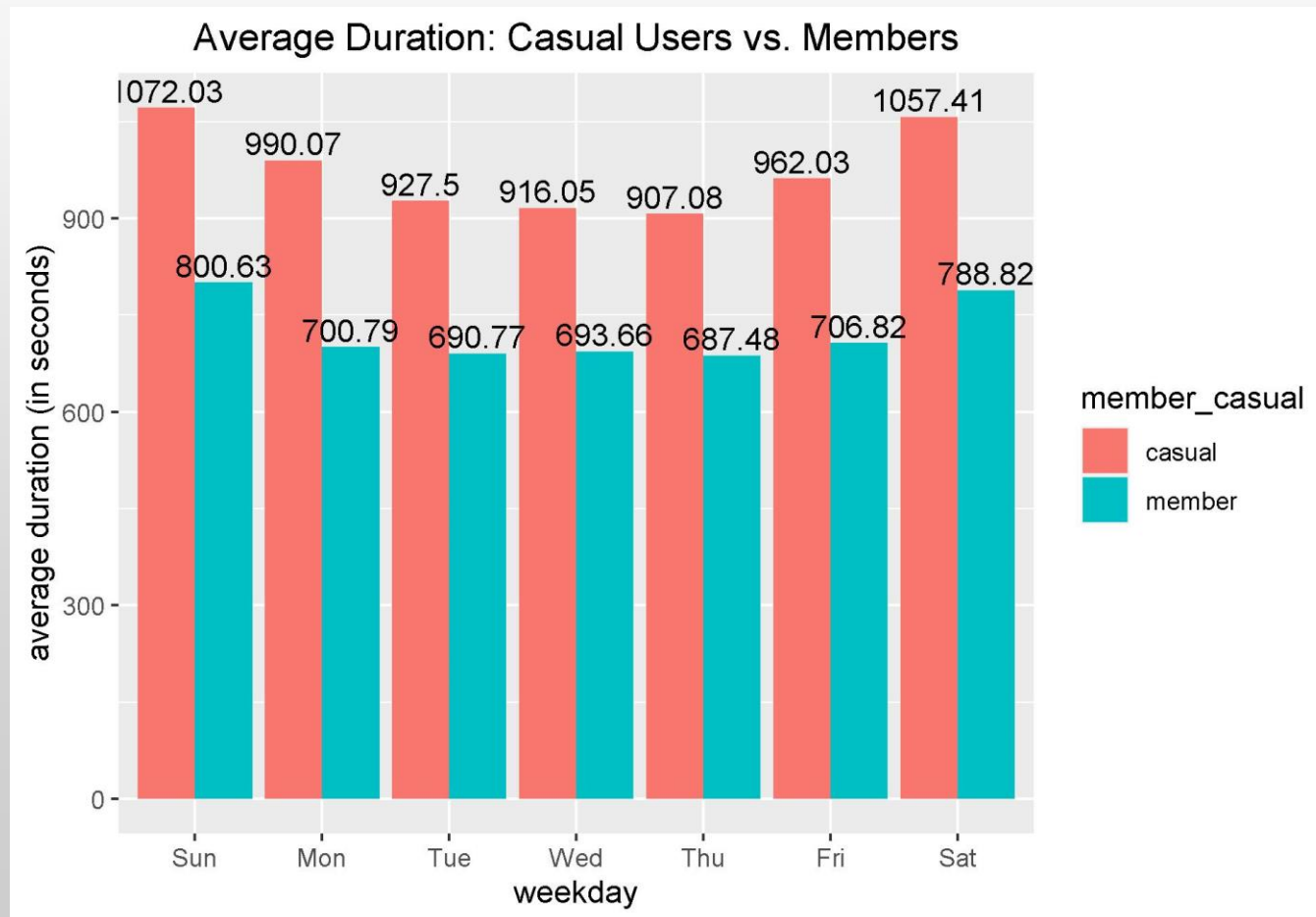
Number of Rides by Months

Both casual riders and Cyclistic members use Cyclistic bikes more often on June to September.



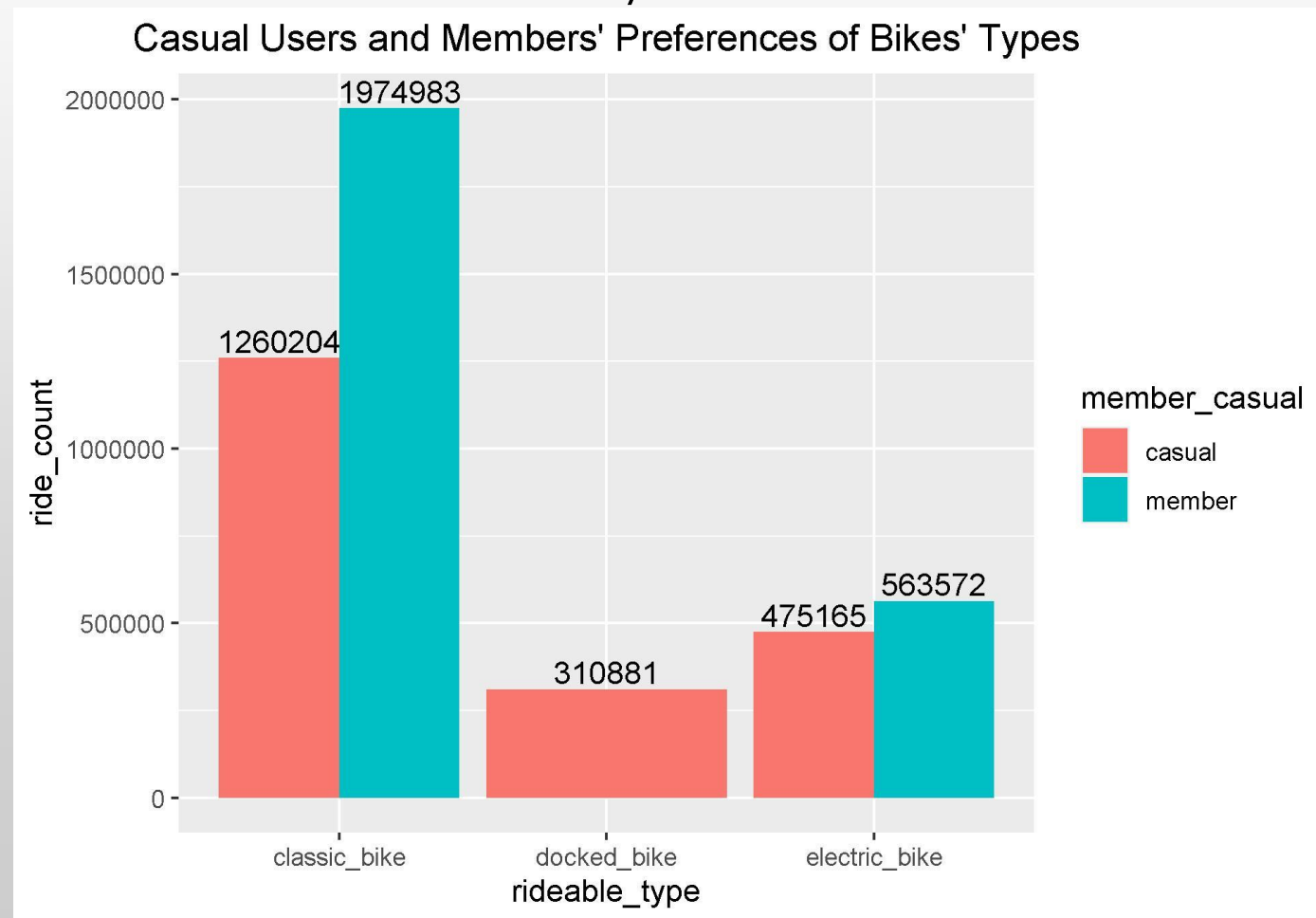
Average Ride Length by Days of Week

The average ride lengths of casual riders are significantly greater than the ride lengths of members.

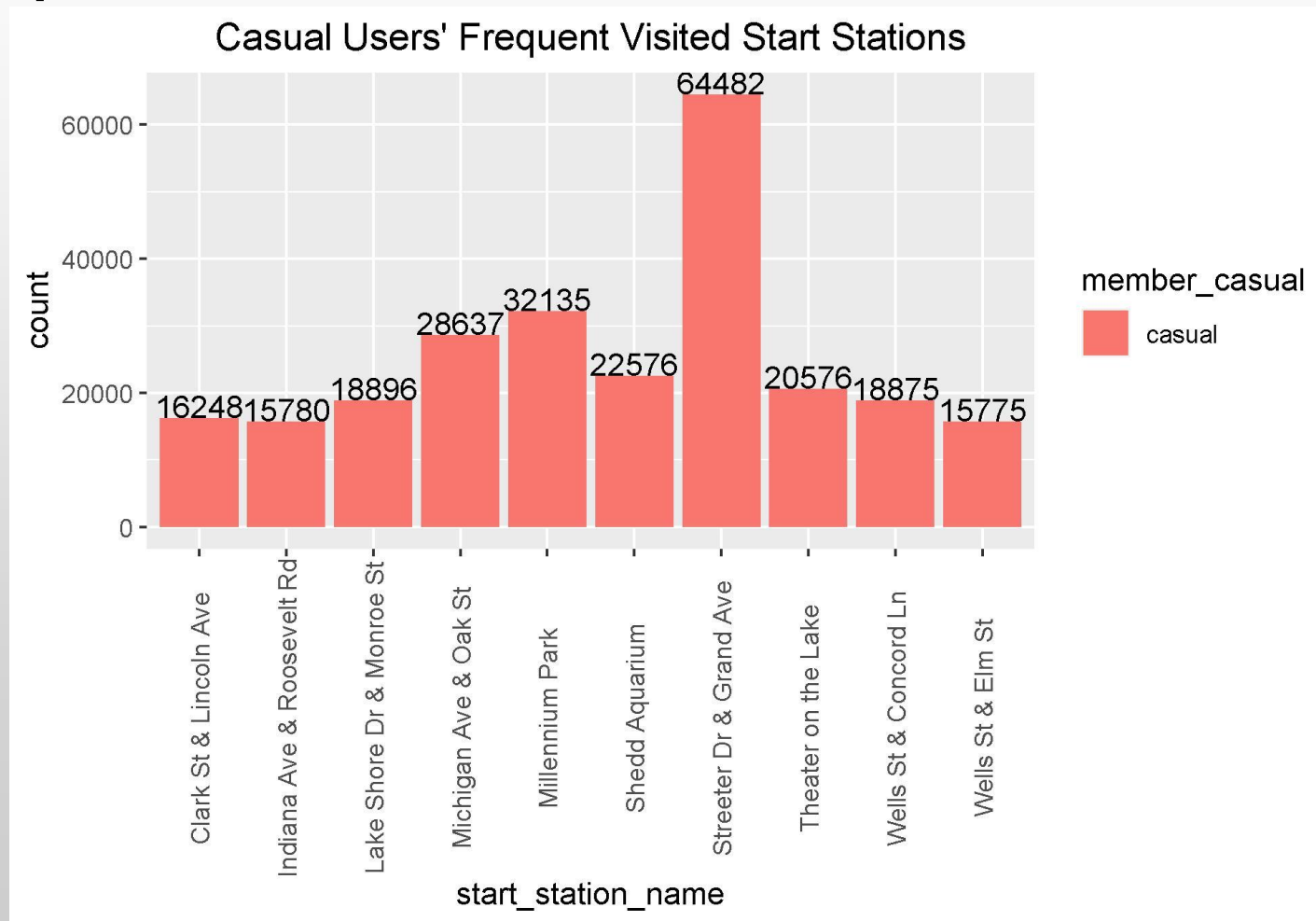


Preferences of Bikes' Types

Cyclistic members use classic bikes and electric bikes more often than casual riders do, and casual riders are the only users of docked bikes.

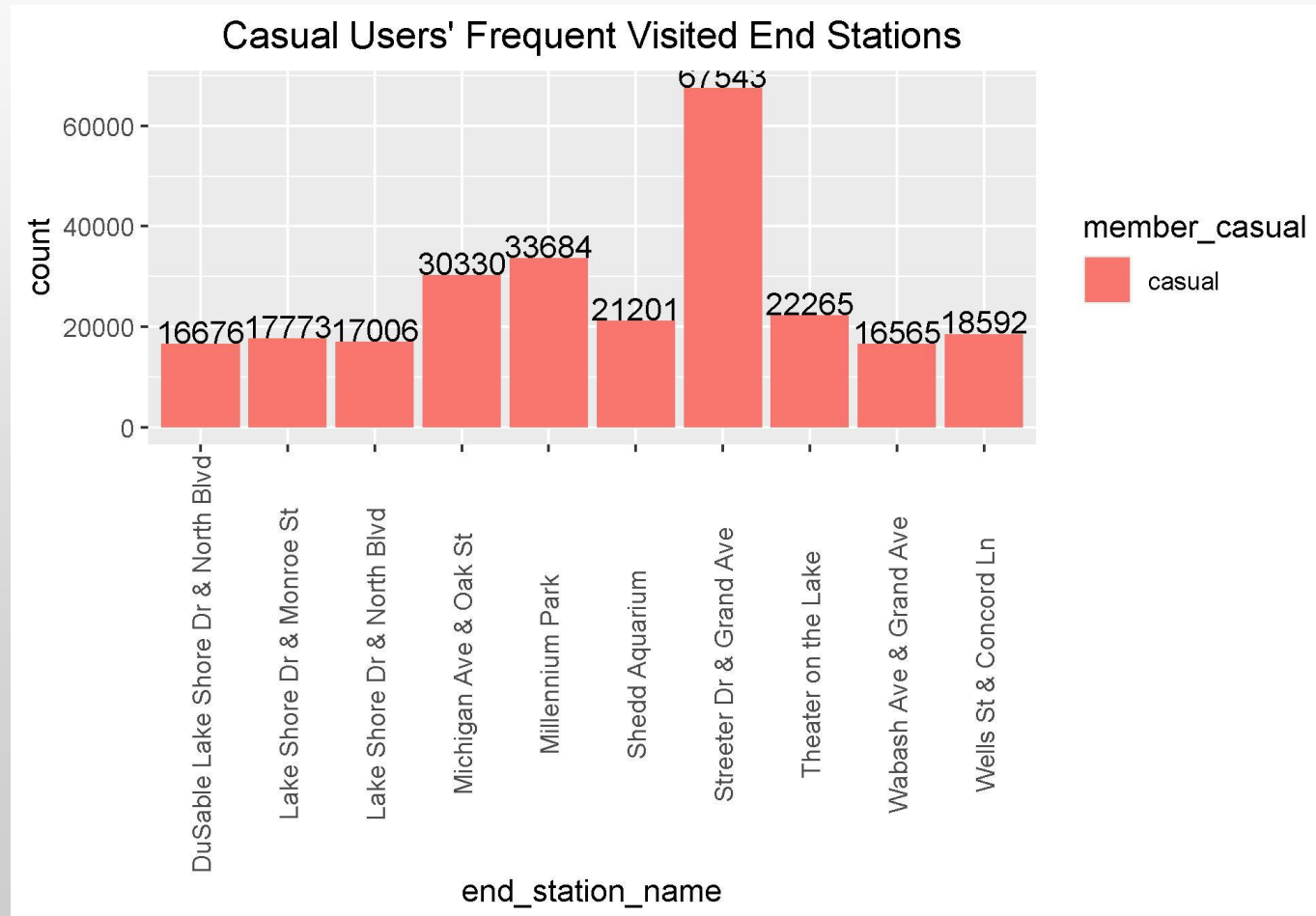


Top 10 Start Stations of Casual Users



Top 10 End Stations of Casual Users

Seven of the ten start stations are the same as the end stations.



Summary

- The **casual riders** use bikes more often on the **weekends**, while **annual members** ride more on **Tuesday to Thursday**. It can be due to casual riders 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 and they are the **only users of docked bikes**.

Recommendation

- Since casual riders use Cyclistic bikes more often on the **weekends**, Cyclistic can promote the idea of using Cyclistic bike for short distance travel is cost effective and environmental friendly in reducing the use of cars. Meanwhile, Cyclistic can provide **special offers on the weekends**, such as the users will get a free single pass that can use on any day of the week in a limited time if they use Cyclistic bikes four times in the weekends of two weeks.
- Since casual riders are the only users of **docked bikes**, Cyclistic can offer discounts on the full day pass for docked bikes sometimes to attract casual riders use docked bikes for a longer time and more often, then Cyclistic mentions to the users being annual members can save them more money when they use Cyclistic bikes frequently.
- Cyclistic's **advertisements** should focus on the **areas near the top 7 stations** that appear in both casual riders' frequent visited start and end stations (e.g. Streeter Dr & Grand Ave, Millennium Park, Michigan Ave & Oak St, Shedd Aquarium, Theater on the Lake, Wells St & Concord Ln, Lake Shore Dr & Monroe St).



Digital Marketing 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 top 7 stations that most casual users are from.
- Collaborate with social media influencers to introduce how Cyclistic bike are suitable for commute and leisure, variety of Cyclistic bikes, and environmental friendly in reducing the use of cars.

Further Analysis Suggestions

- Further analysis should be conducted to ensure the if Cyclistic users' numbers of rides are always high on June to September, and the reason behind it.
- Collect data from casual riders to analyze how much money do they spend on which type of bikes each month.