



Cyclistic User analysis

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Objective

How to convert casual users into annual members?

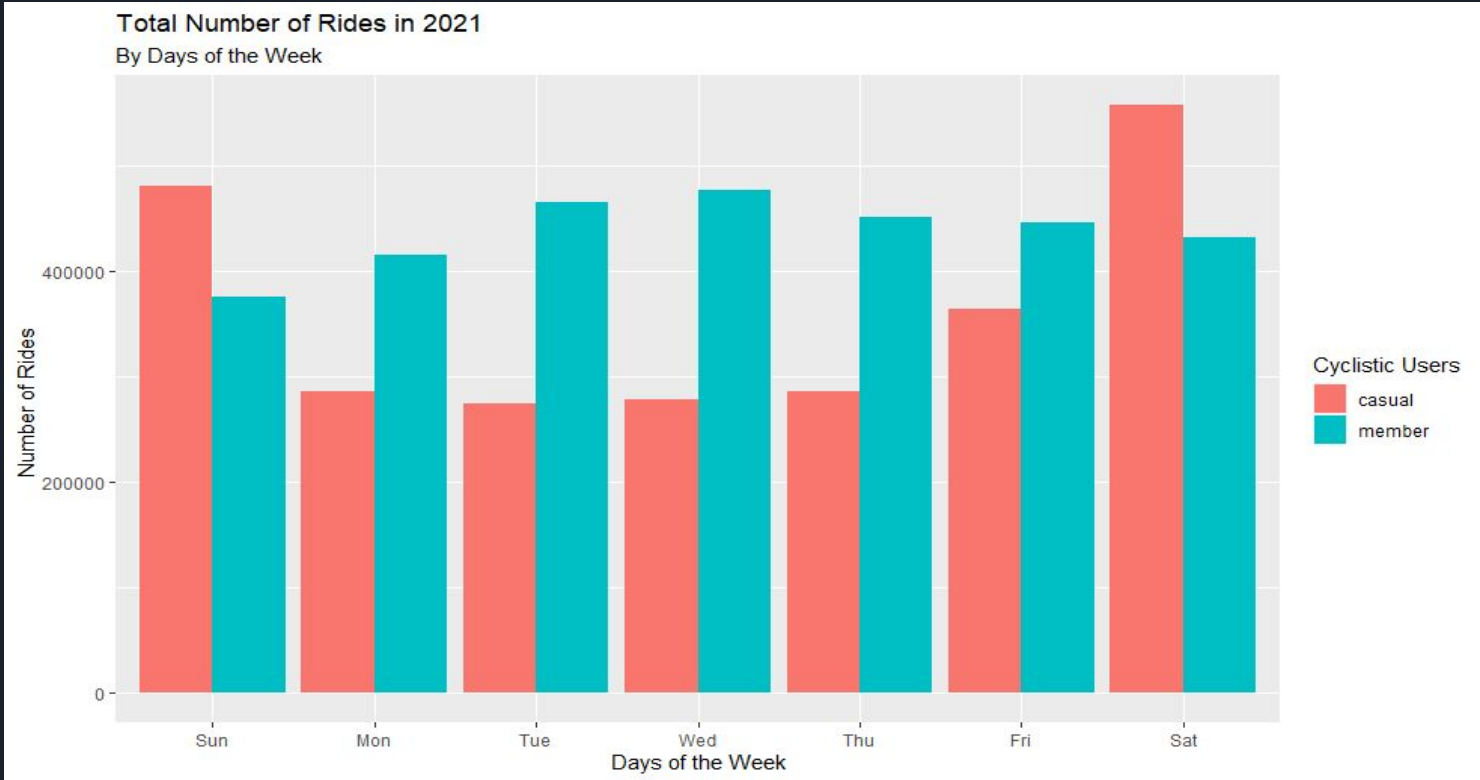
Identify how annual members and casual users use Cyclistic bikes differently?



Findings from this analysis

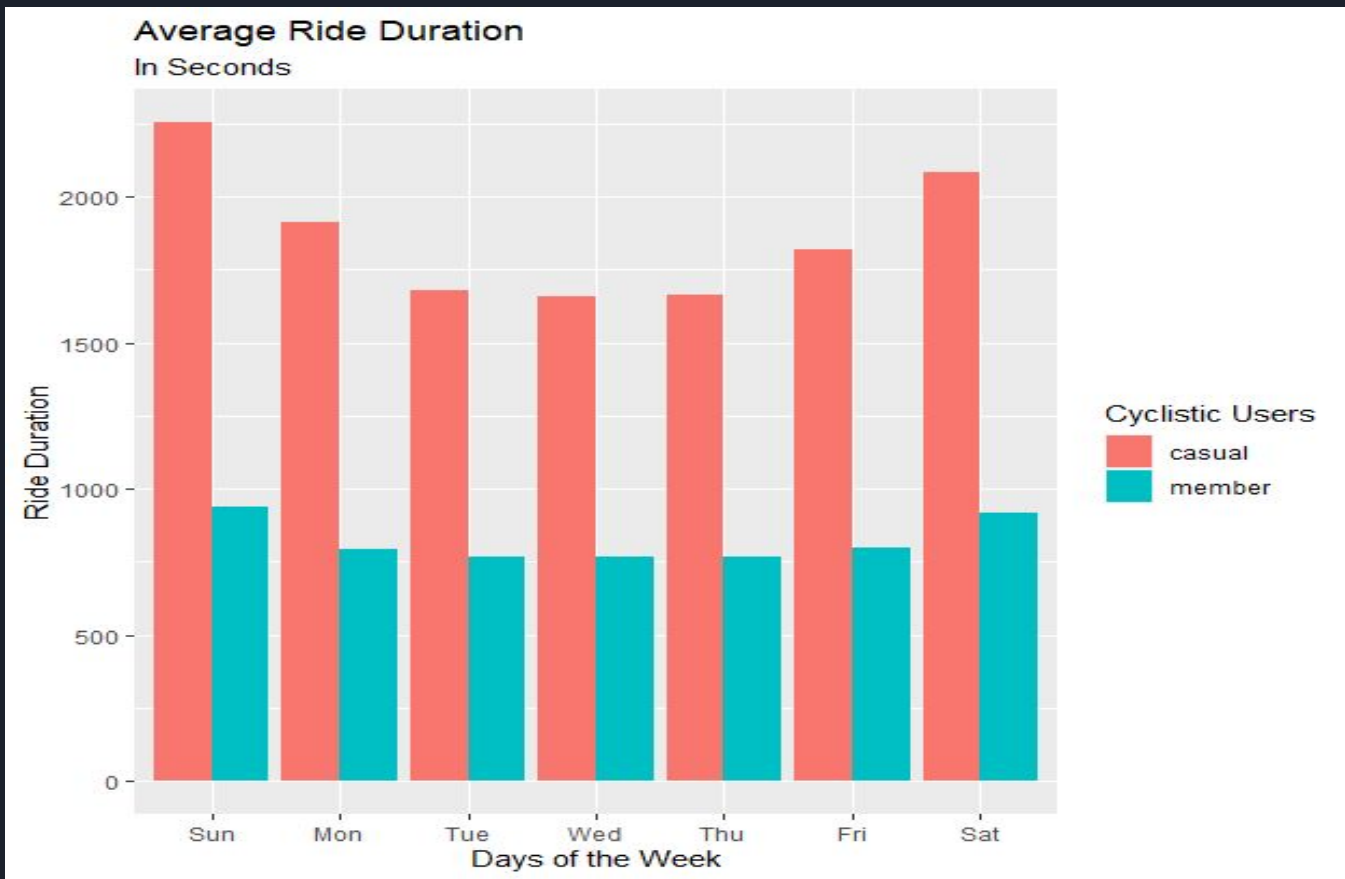
Cyclistic trip data per ride by week

Cyclistic members and casual users use the service equally throughout the year.



Average Trip Duration

Casual members on average use the service for longer periods of time.





Conclusion

Annual members ride more throughout the year compared to casual users.

However casual users ride for longer periods of time.

Based on the evidence casual users spend more time on the bikes compared to Cyclistic members

- A way that we can use this data to convert casual users into annual members is by offering an incentive program based on how much time a casual rider uses one of the bikes. One such incentive could be a 1 time discount on the annual membership.
- Another possibility is to track how long a casual user rides their bike and after a certain amount of time have an ad display when they pick up their next bike asking them if they would like to become an annual member.
- This ad could show how long they ride and what kind of savings they could see by becoming an annual member.