



Cyclistic Data

FINDINGS

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Background

- Cyclistic's marketing director believes that the company's future success depends on its ability to grow annual memberships
- The main strategy to drive this growth is by converting casual riders to members. Annual members have a higher lifetime value to the company than casual riders
- This project aims to assess how casual riders differ from members and recommend ways of converting the casual riders to members

Statement of Business Task

Problem/Issue

- Maximize the number annual memberships by converting casual riders to annual members

Business Task

- Identify the differences in consumer behaviour between casual riders and annual members

Business Objective

- Recommend marketing strategies to convert casual riders to annual members

Preparation & Processing

Data Selection

- Cyclistic's historical bike trip data from 2023 was used for the analysis
- Data used was credible as it came directly from consumer usage and it was the most recent full year data that was available
- Bigquery was used for data cleaning and analysis while visualization was done in excel

Data Cleaning

- Data was examined prior to usage and cleaned in Biquery before analysis



Data Analysis

Ride Length Summary

Casual Riders

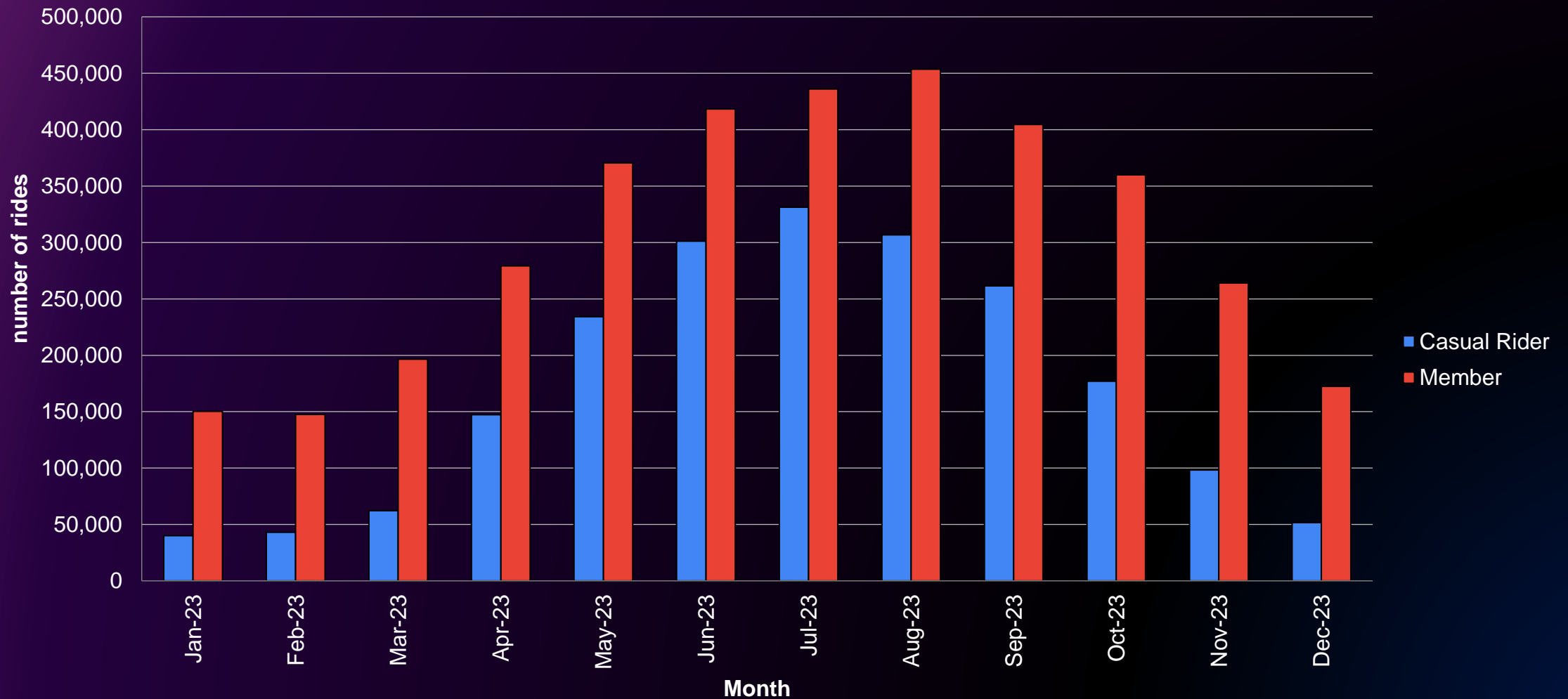
- Average ride length - 28 minutes and 19 seconds
- Maximum ride length – 1,641 minutes and 29 seconds (2.24 months)
- Minimum ride length – 1 second

Members

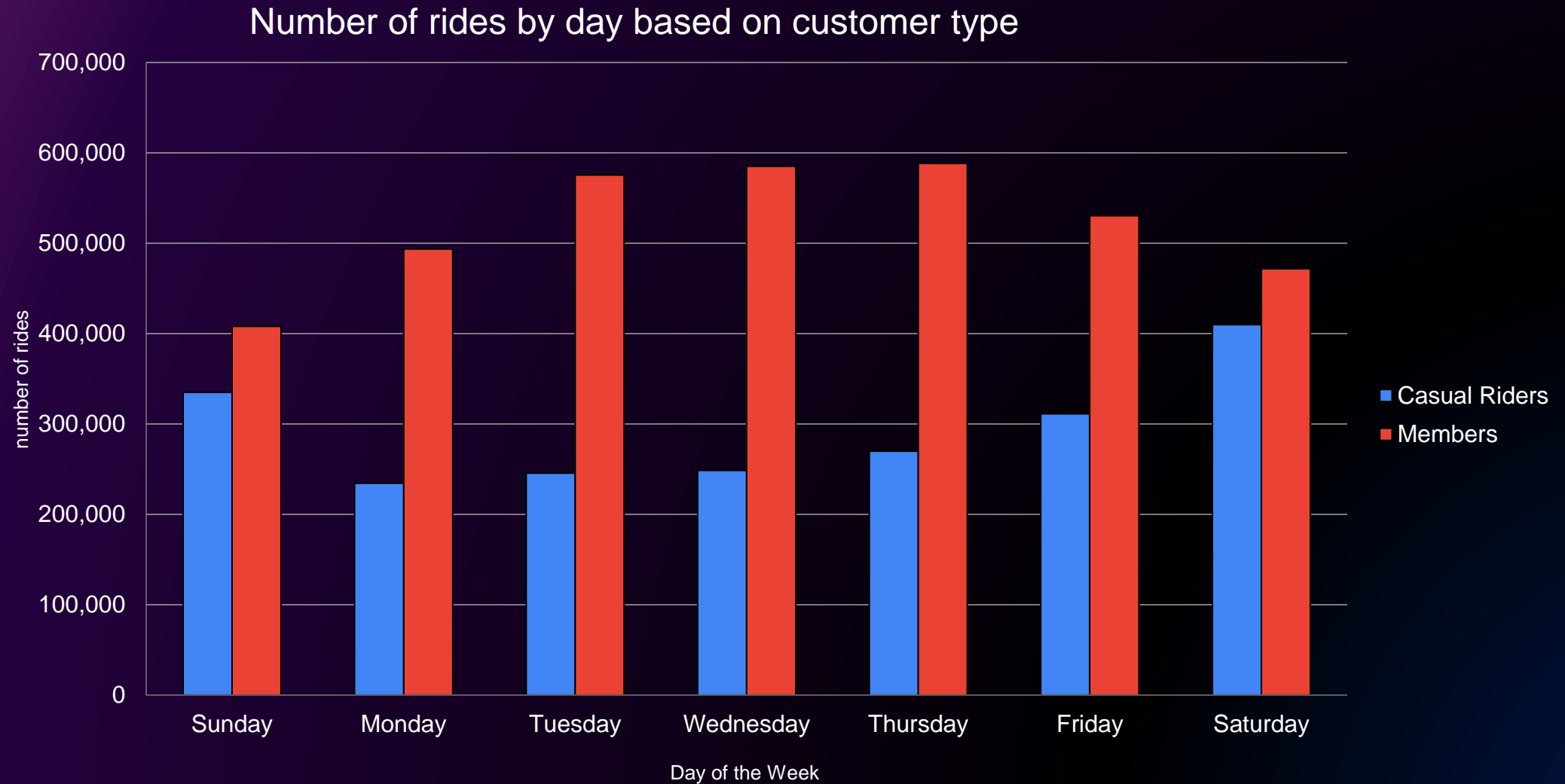
- Average ride length - 12 minutes and 33 seconds
- Maximum ride length – 25 hours and 59 seconds (1 day and 2 hours)
- Minimum ride length – 1 second

Rides per month

Number of rides per month based on customer type

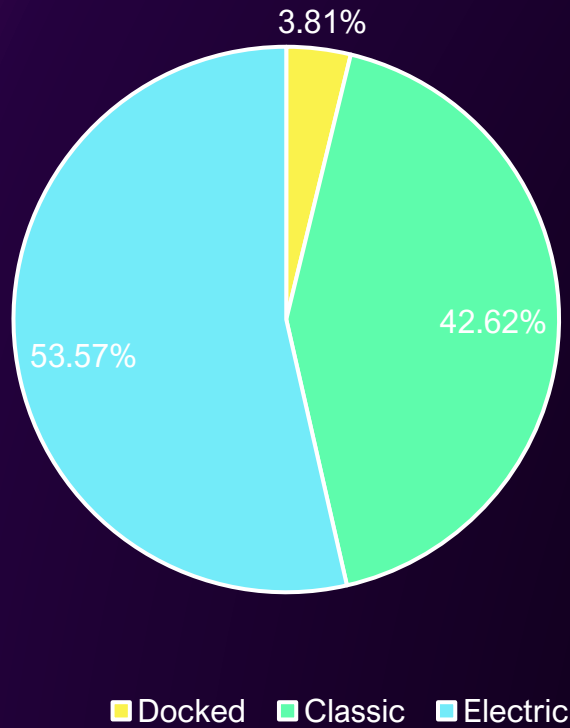


Ride per day

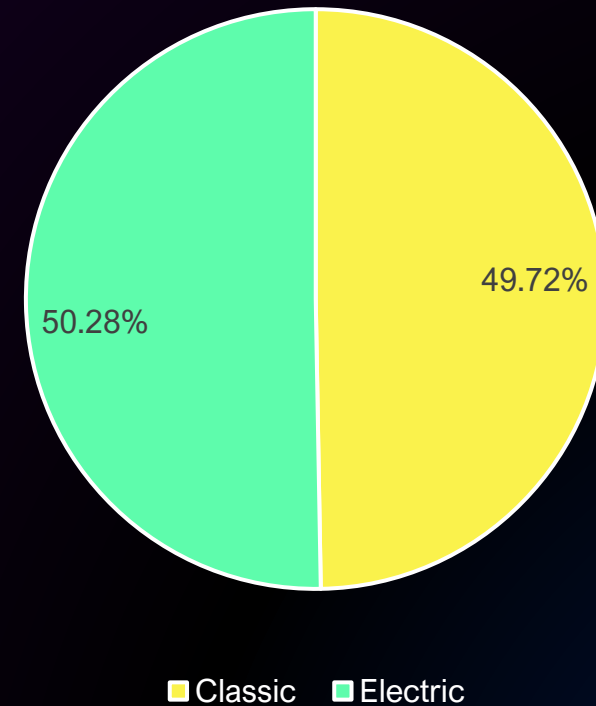


Findings

Share of bike type for casual riders



Share of bike type for members



Top 10 Start Stations

1. Streeter Dr & Grand Ave
2. DuSable Lake Shore Dr & Monroe St
3. Michigan Ave & Oak St
4. DuSable Lake Shore Dr & North Blvd
5. Clark St & Elm St
6. Kingsbury St & Kinzie St
7. Wells St & Concord Ln
8. Clinton St & Washington Blvd
9. Wells St & Elm St
10. Millennium Park

Insights

- On average casual riders use the bikes longer per session than members
- Casual riders and members prefer classic bikes and electric bikes than dock bikes
- During the summer months the frequency of rides are at their peak for both casual riders and members

Recommendations

- Offer discounts and or free trials to casual riders when they sign up for annual membership. Launch offers during the summer as these are peak summer months
- • Incentivize members and casual riders to recommend friends and family to sign up for annual membership
- Offer more classic bikes and electric bikes at the stations
- Partner with local shops to promote offers
- Carry out marketing events to connect with casual riders in person and encourage conversion. This can be an outside broadcast or concert
- Hire an influencer to promote the benefits of riding for leisure and to work ○

The background of the slide is a dark blue to purple gradient. It features several concentric circles and arcs in lighter shades of blue and white. A thick white arc is prominent in the lower right quadrant. A thin horizontal line in a light blue color is positioned below the text.

Thank you