

CYCLISTIC

A case study of how a bike sharing company could design its marketing strategies aiming to convert its casual riders to annual members.

The Business Task

- How do annual members and casual riders use Cyclistic bikes differently?
- How can Cyclistic use digital media to influence casual riders to become members?

Data sources used

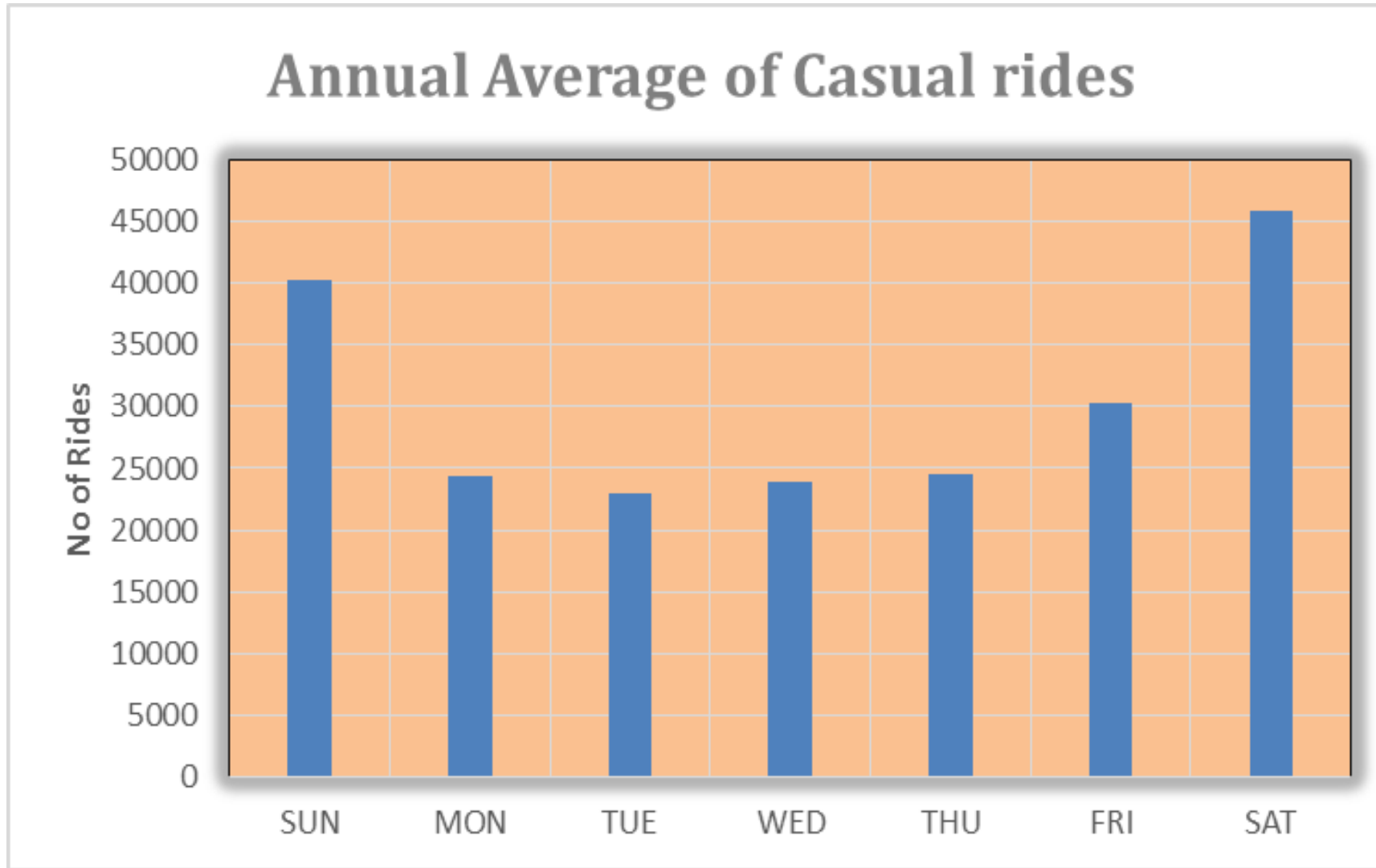
- Historical trip data from amazonAWS.com.
- Data made available by Motivate International Inc.
- Data of last 12 months, from April 2021 to March 2022.

Details of Data manipulations

- “Started_at” and “ended_at” timings are inconsistent: With Ride_ids as follows:
 - 2D97E3C98E165D80
 - 7407049C5D89A13
- } Removed from dataset
of March'22
- 53 records deleted from November due to inconsistency in ride lengths.

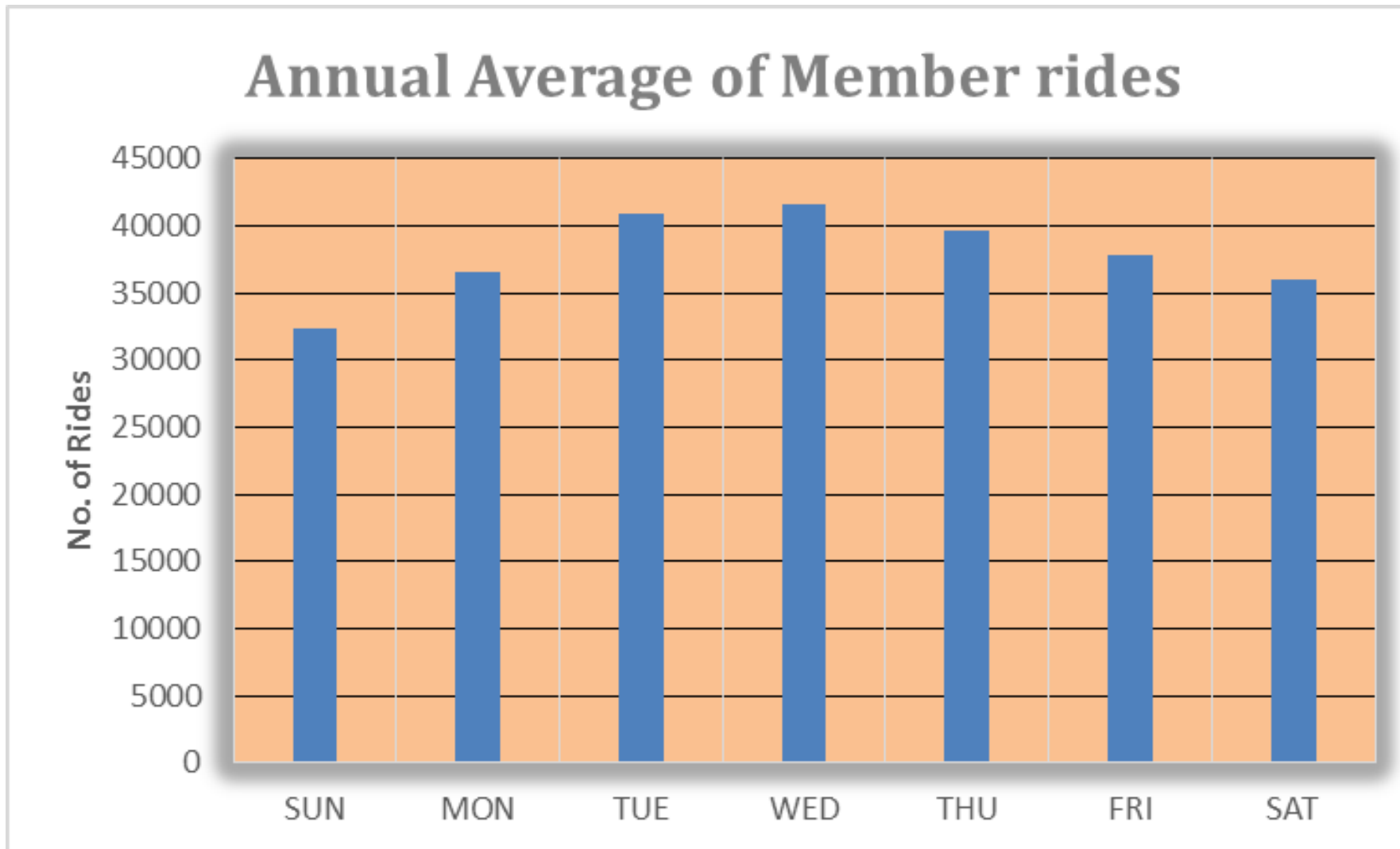
Summary of Analysis

- Casual riders prefer to take more rides on weekends.



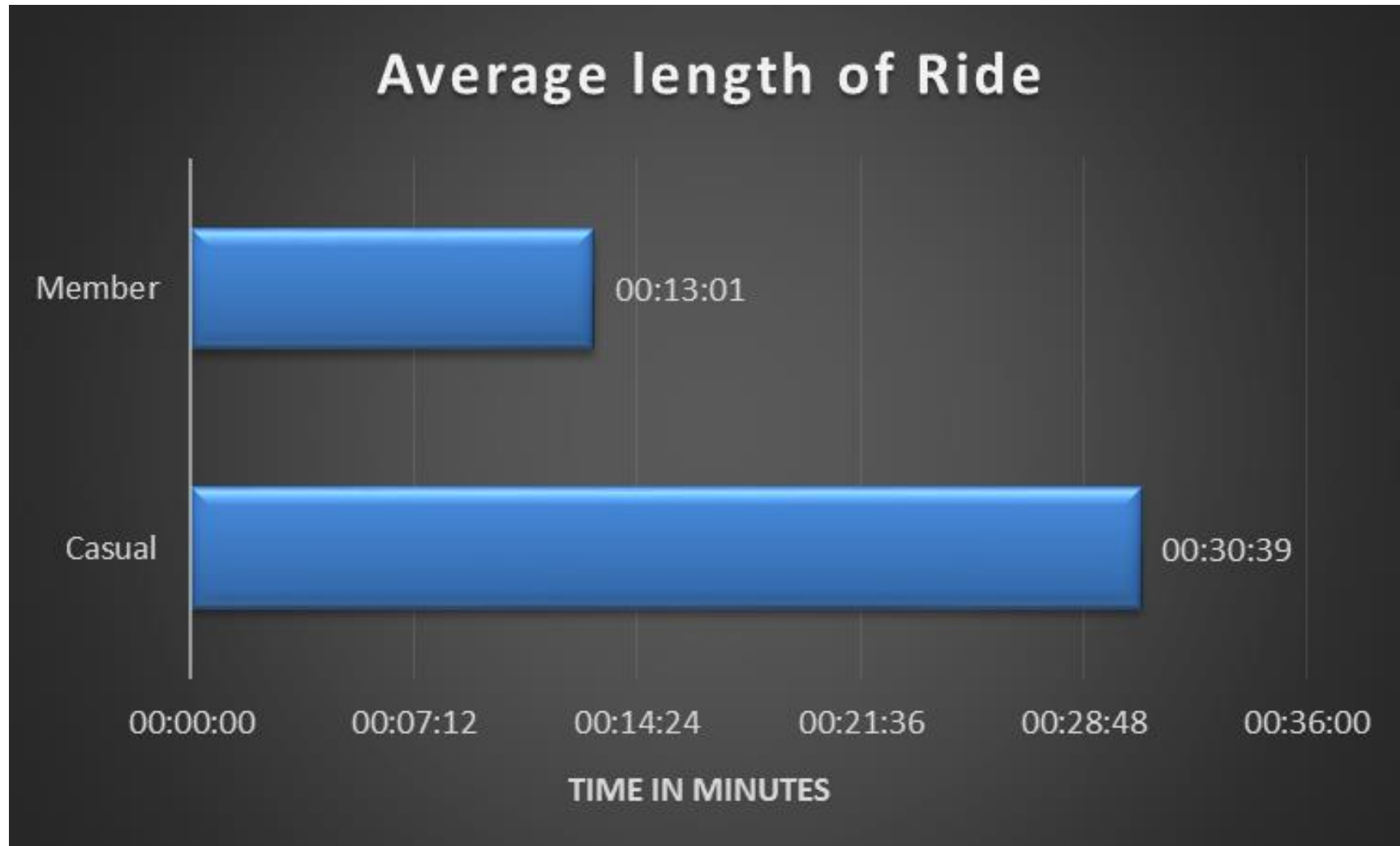
Summary of Analysis

- Whereas Members are found in greater numbers on weekdays.



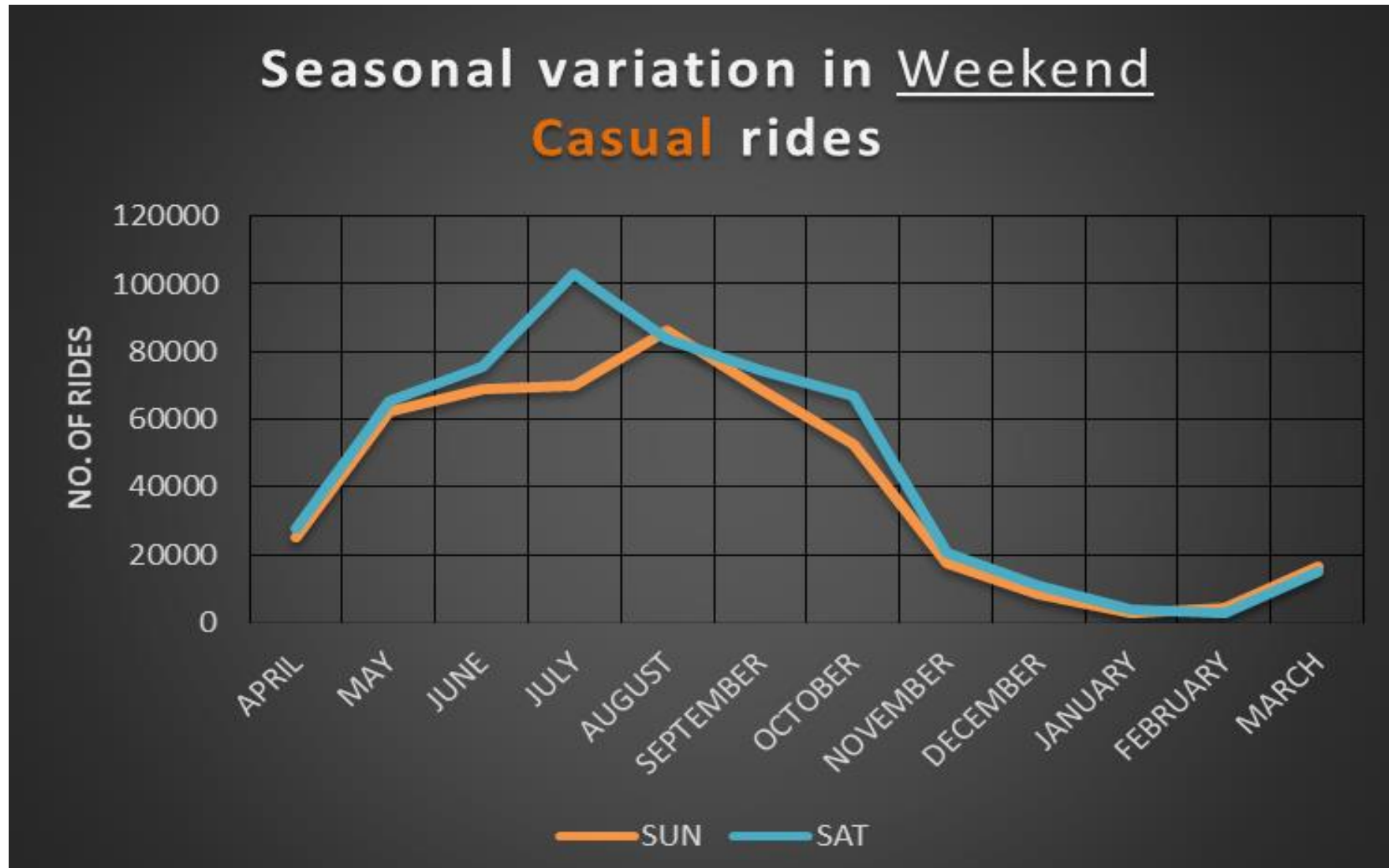
Summary of Analysis

- Casual riders ride for longer duration than members on an average.



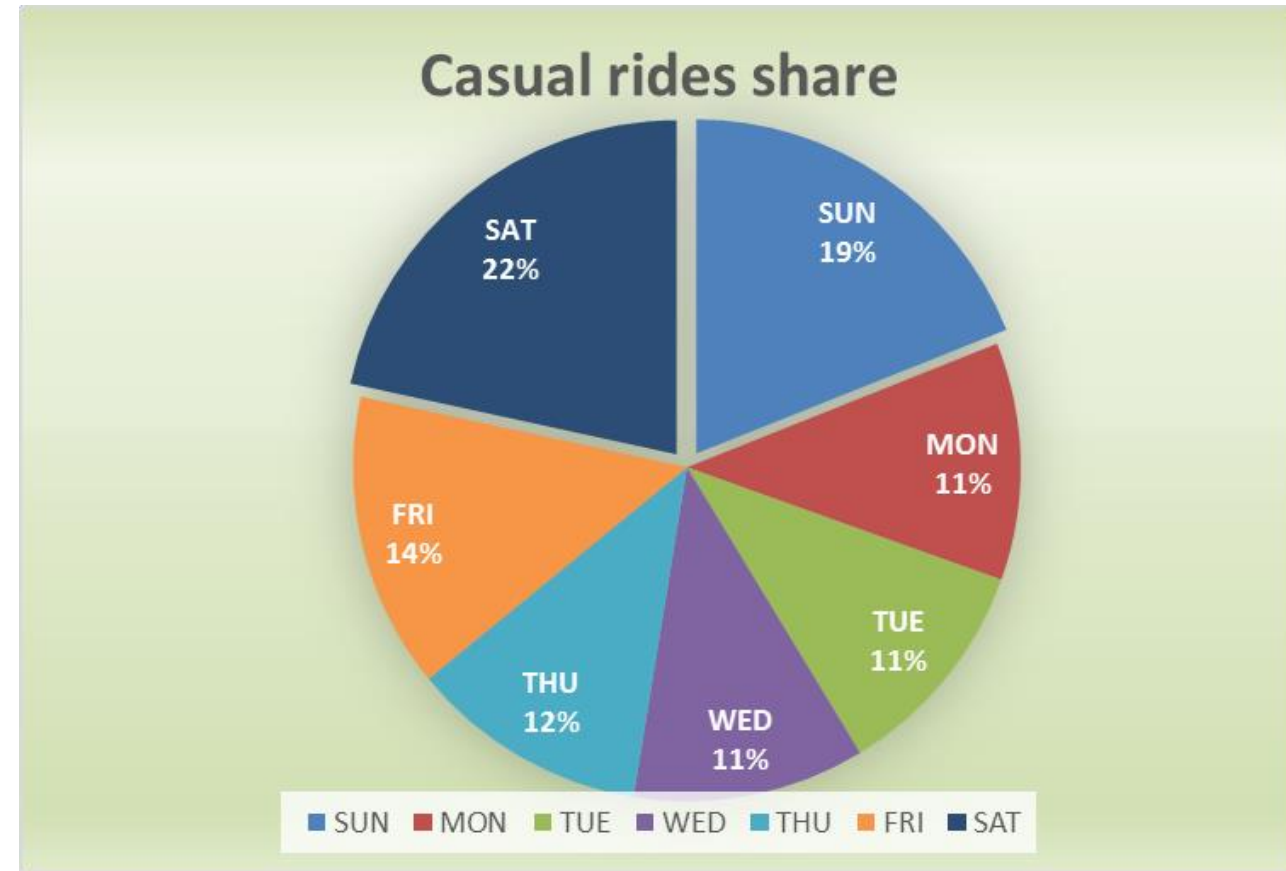
Summary of Analysis

- Casual riders do not prefer taking out rides in winter season.



Summary of Analysis

- More than 40% of casual riders in a week avail rides on weekends. This suggests that a major section of Casual riders take rides for **recreational** purposes.



Recommendations

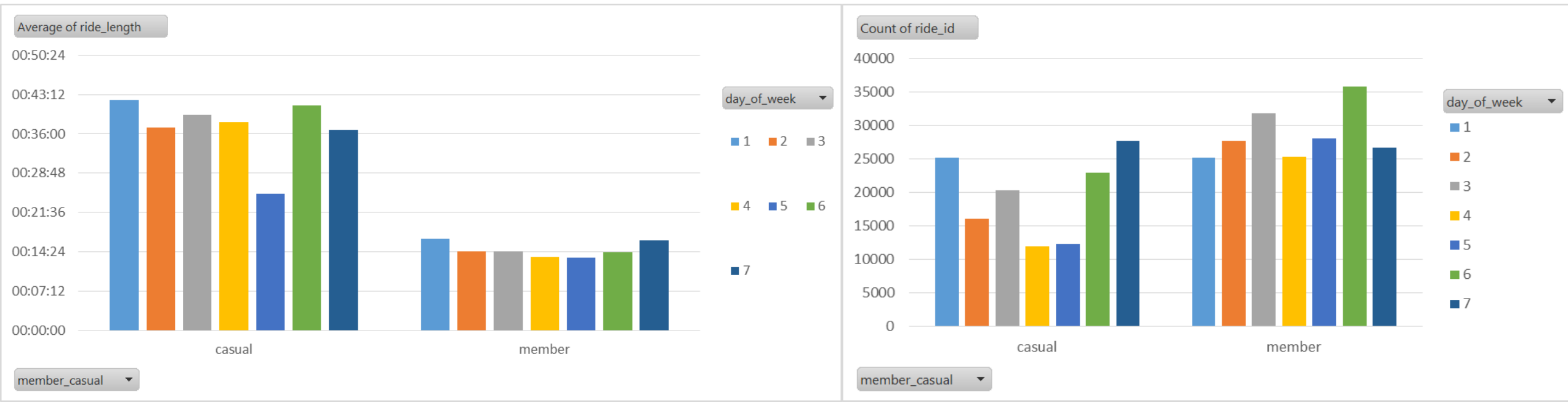
1. Casual riders could be targeted through in-app promotions of limited edition, discounted membership plans, offering longer ride-length per day in summers.
2. Bike mounted, eco-friendly tourism can be promoted, along with “weekends only” flexible membership plan.
3. Winter season sight-seeing on bikes could be promoted to woo casual riders into opting for yearlong membership.

Detailed Month-wise Analysis

April, 2021 to March, 2022

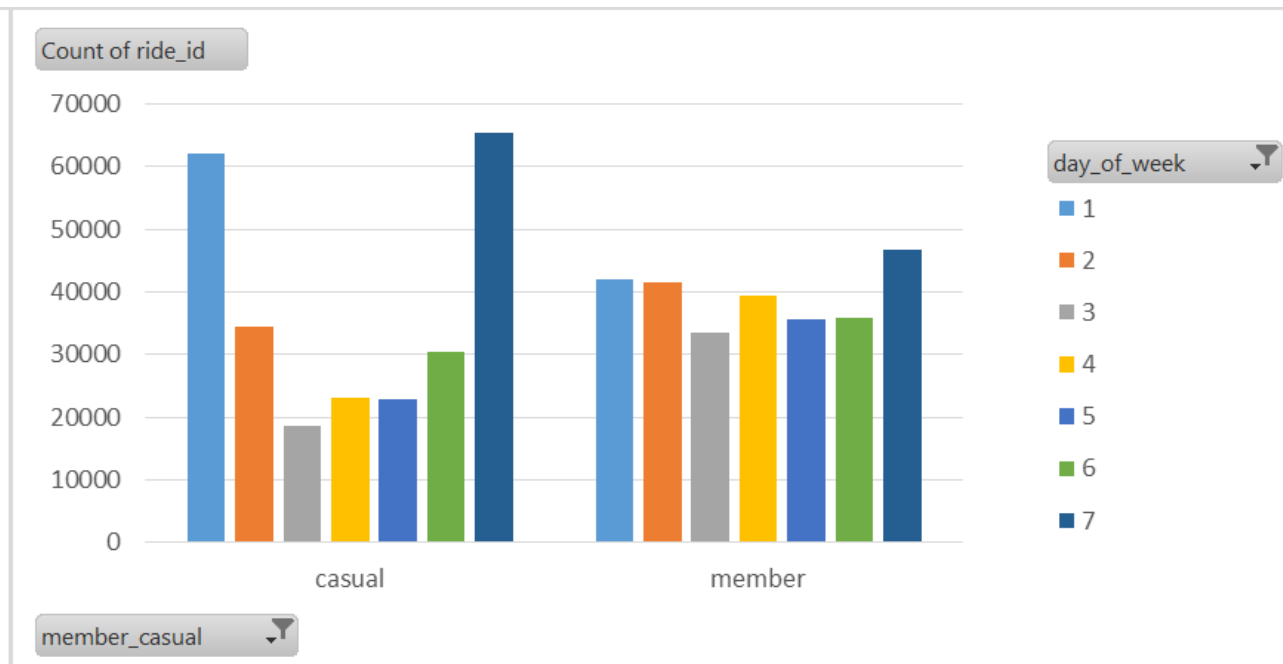
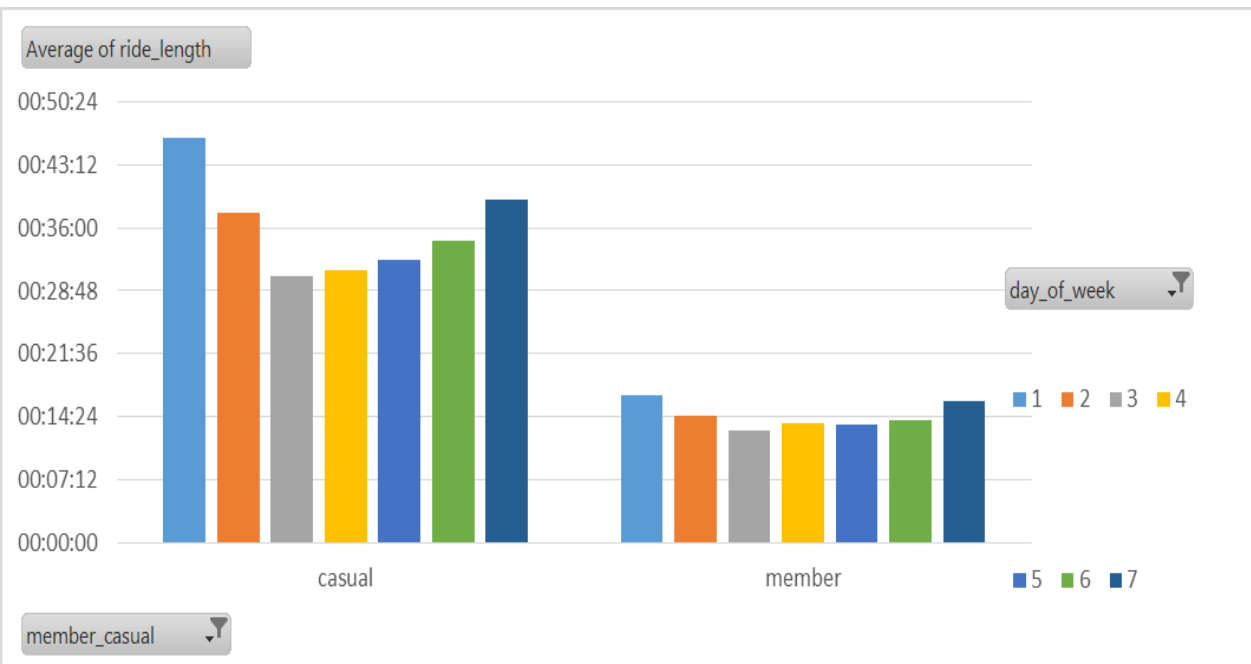
April, 2021

- More number of rides are taken by casual riders than members, on weekends.
- On an average casual riders ride longer than members.



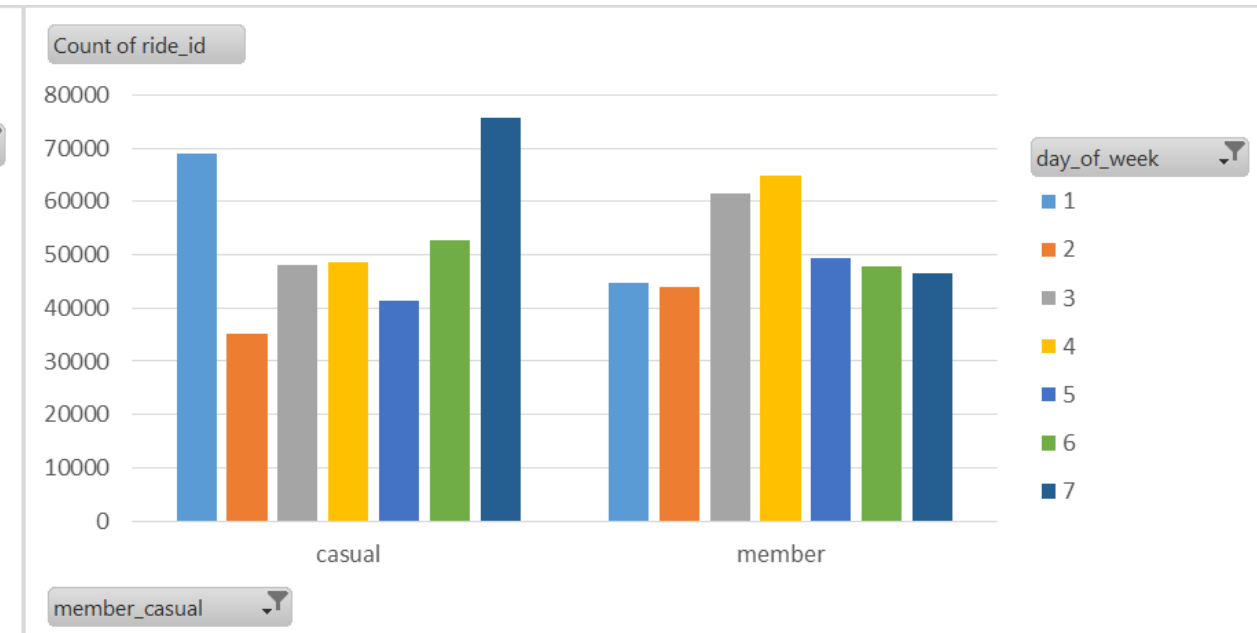
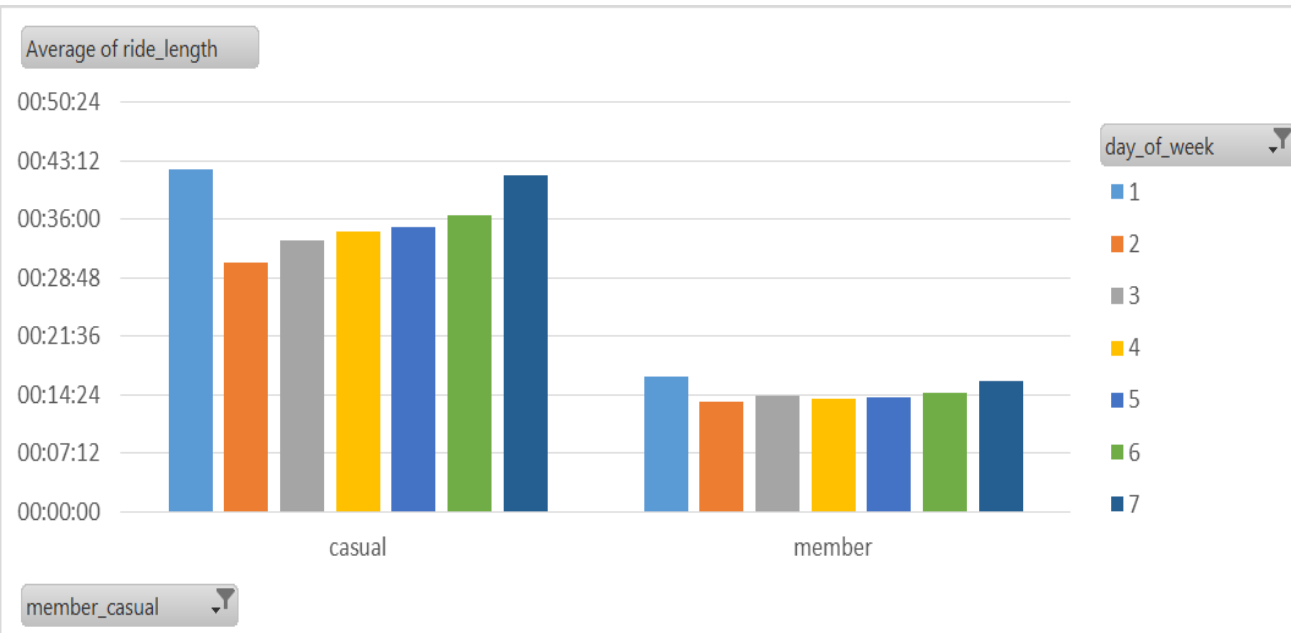
May 2021

- Casual riders appear in huge numbers on weekends, even more than that of the members
- Casual riders take longer rides than members on any given day.



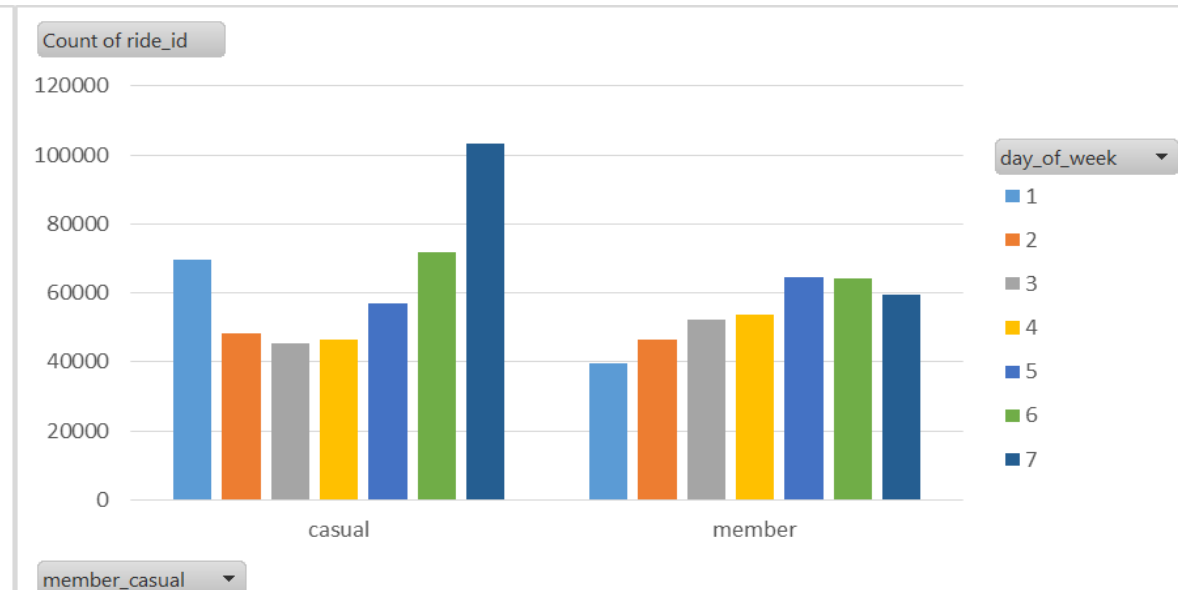
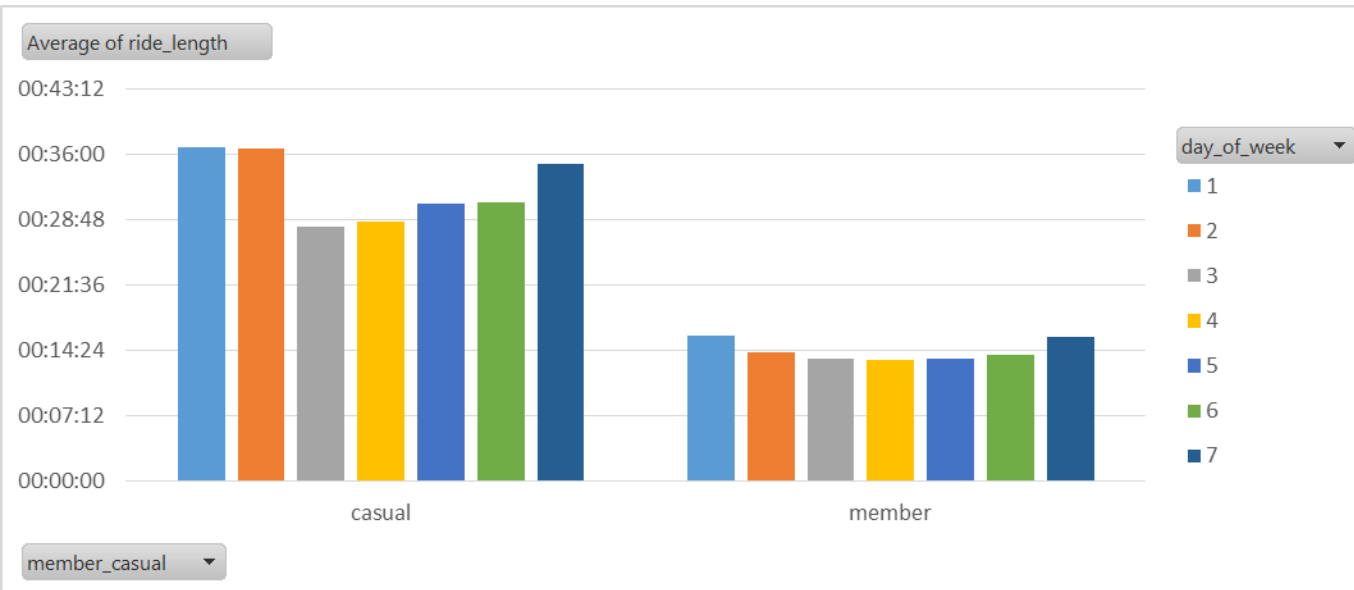
June 2021

- Casual riders take longer rides than members on an average, on any given day.
- Casual riders appear in much greater numbers than members in weekends.



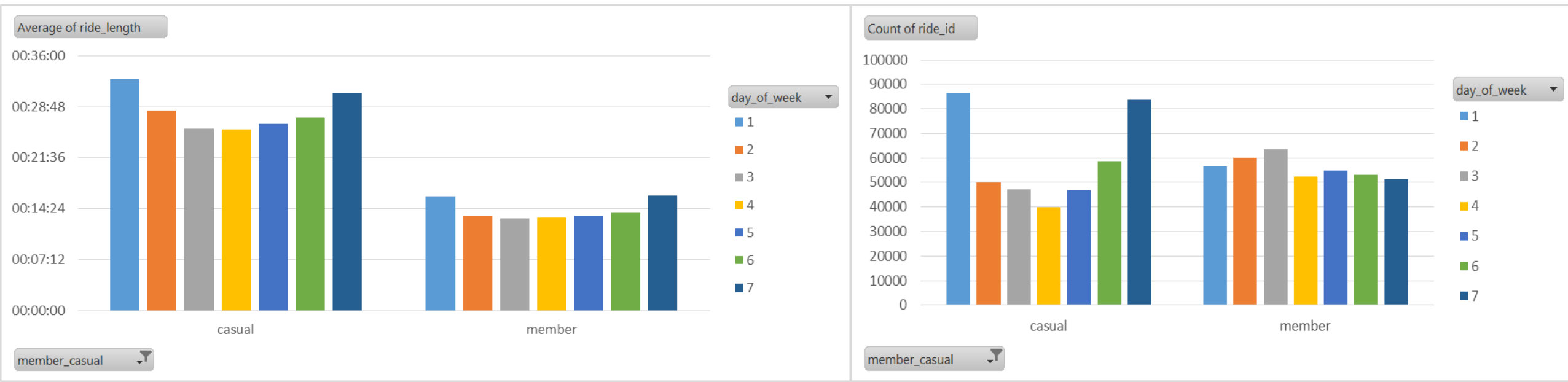
July, 2021

- Casual riders ride longer than members on an average.
- Casual riders are considerably more than members on weekends, especially Saturdays.



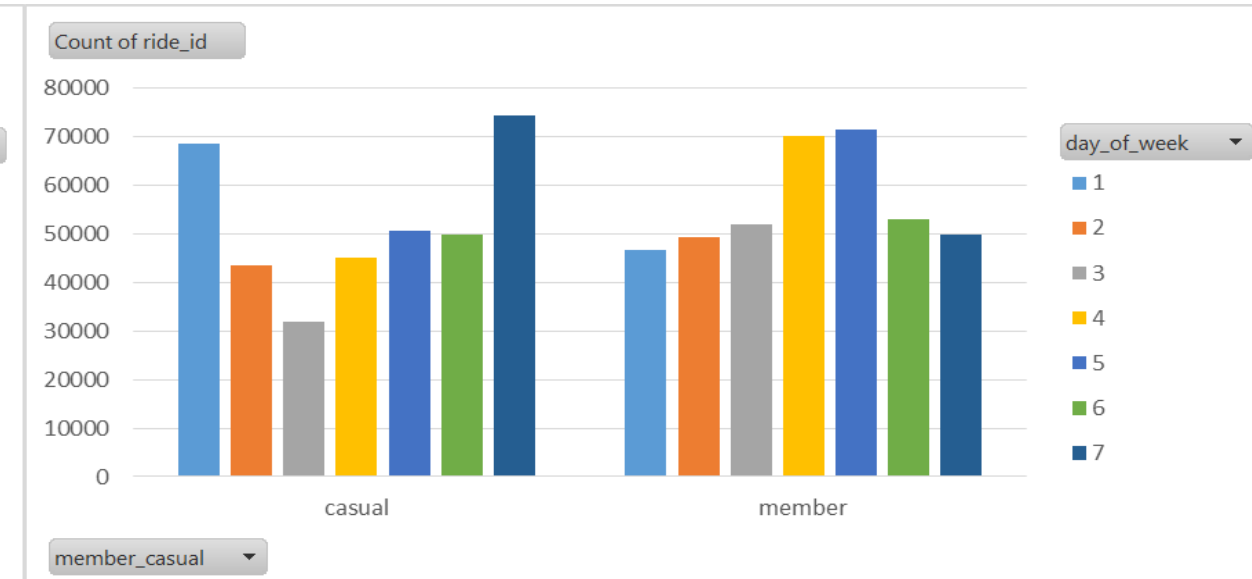
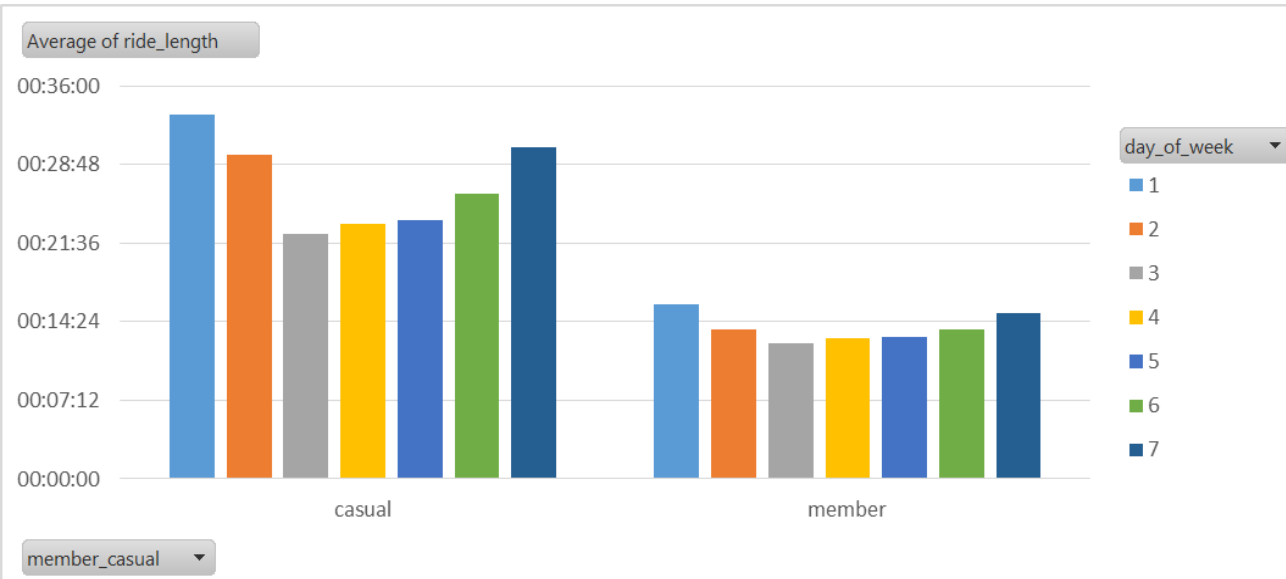
August 2021

- Casual riders take more rides than members in this month, especially on weekends.
- Casual riders take longer rides than members on any given day.
- Casual riders appear in huge numbers on weekends.



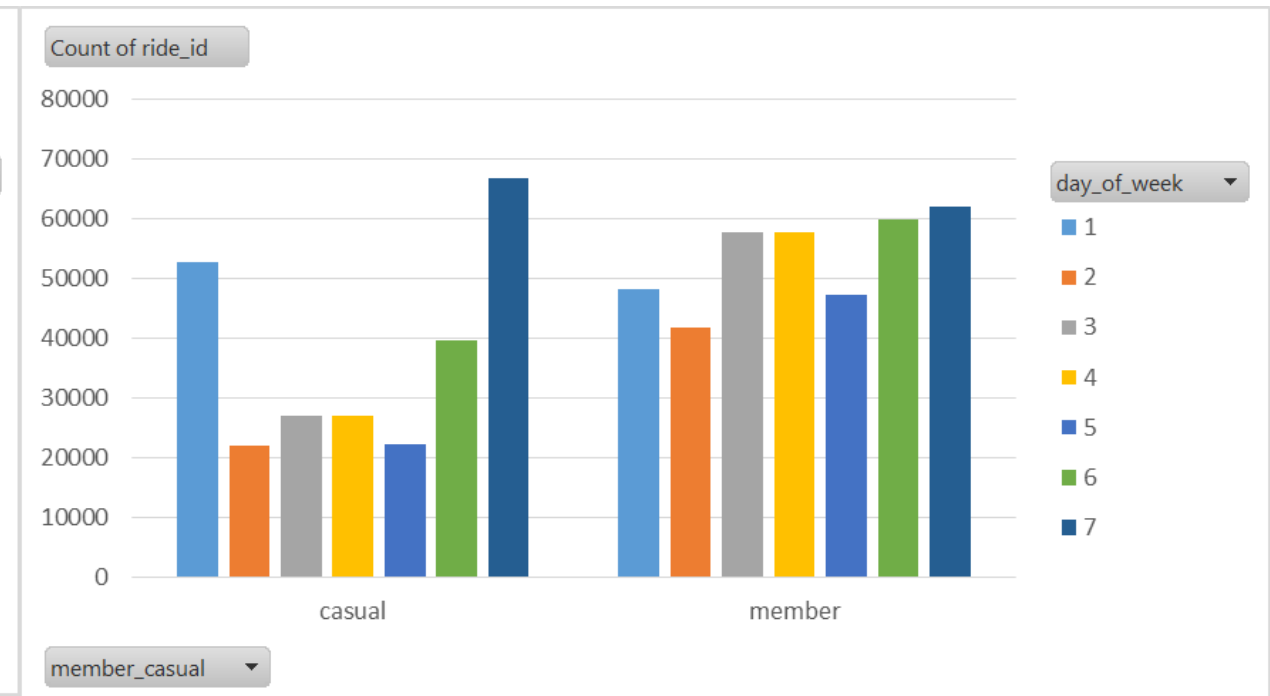
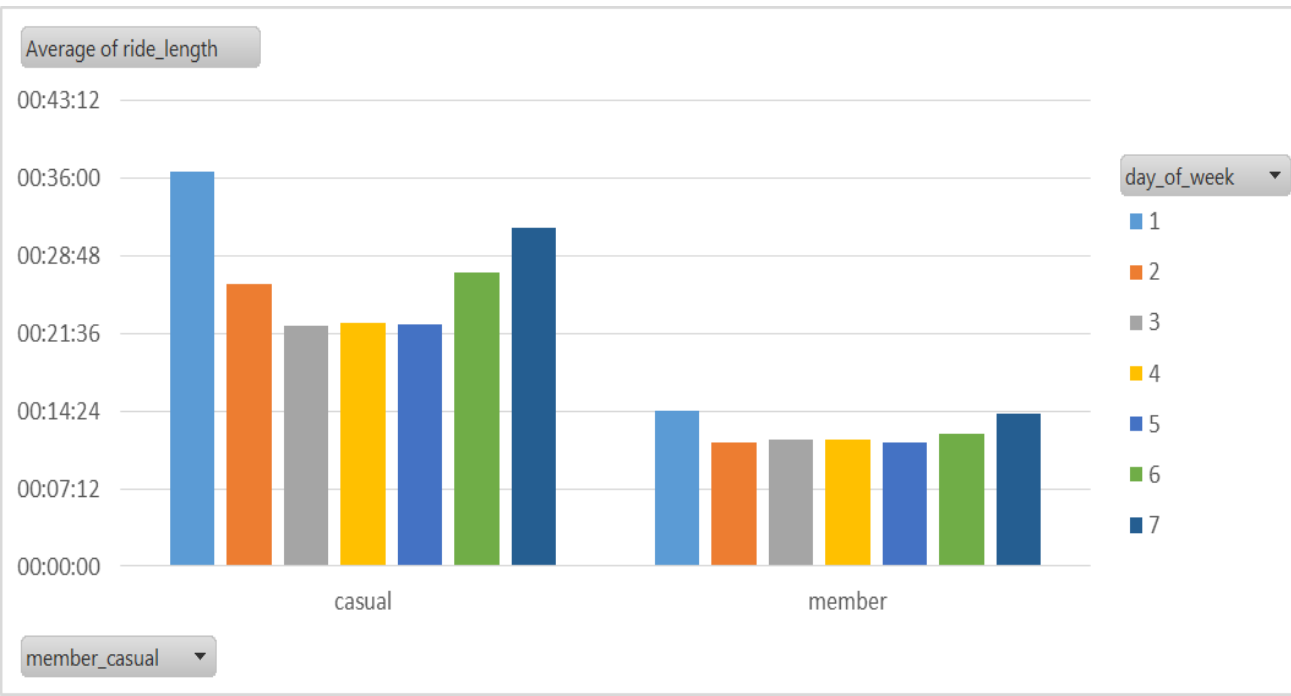
September, 2021

- Casual riders take longer rides than members on an average.
- Exceptionally higher number of rides taken by casual riders than members on weekends.



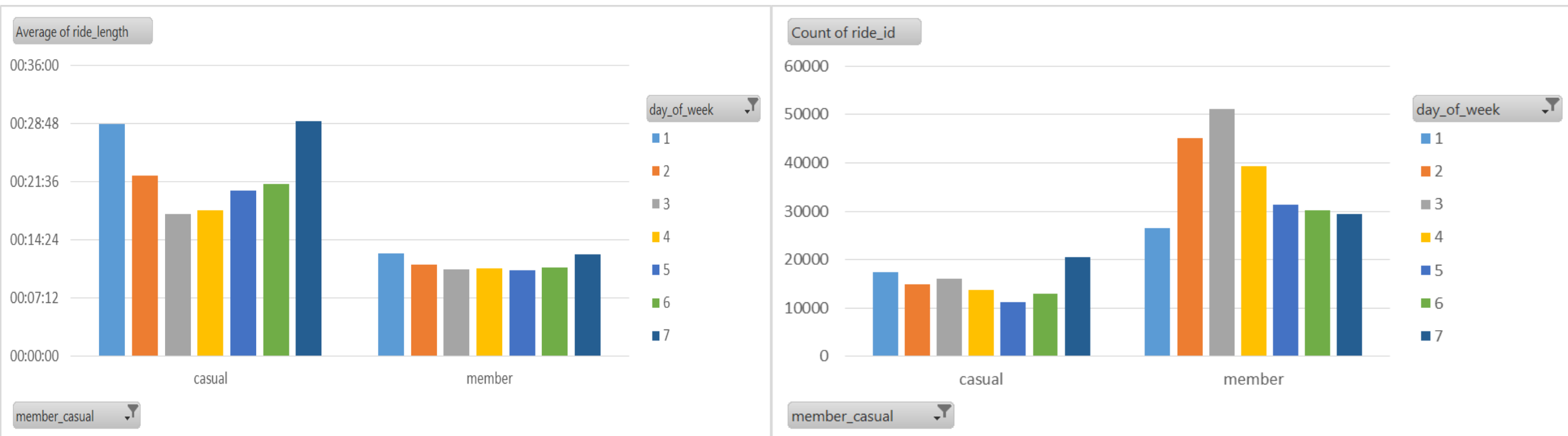
October, 2021

- Casual riders ride for longer periods than members on an average.
- Casual riders are more concentrated on weekends, and their count surpasses that of the members.



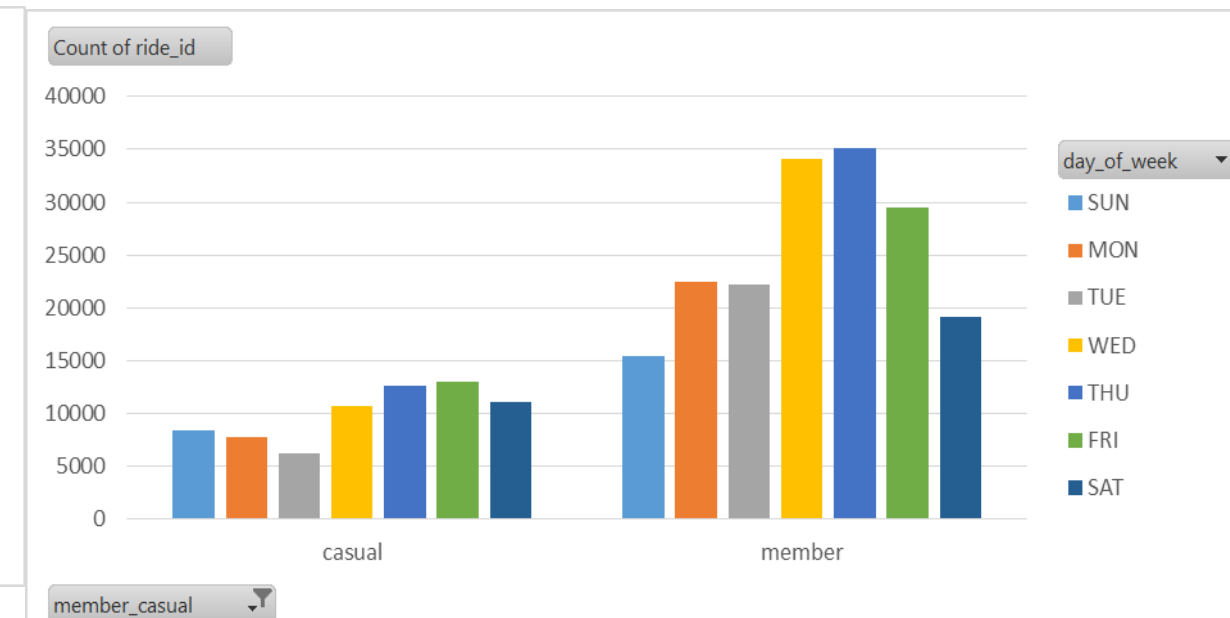
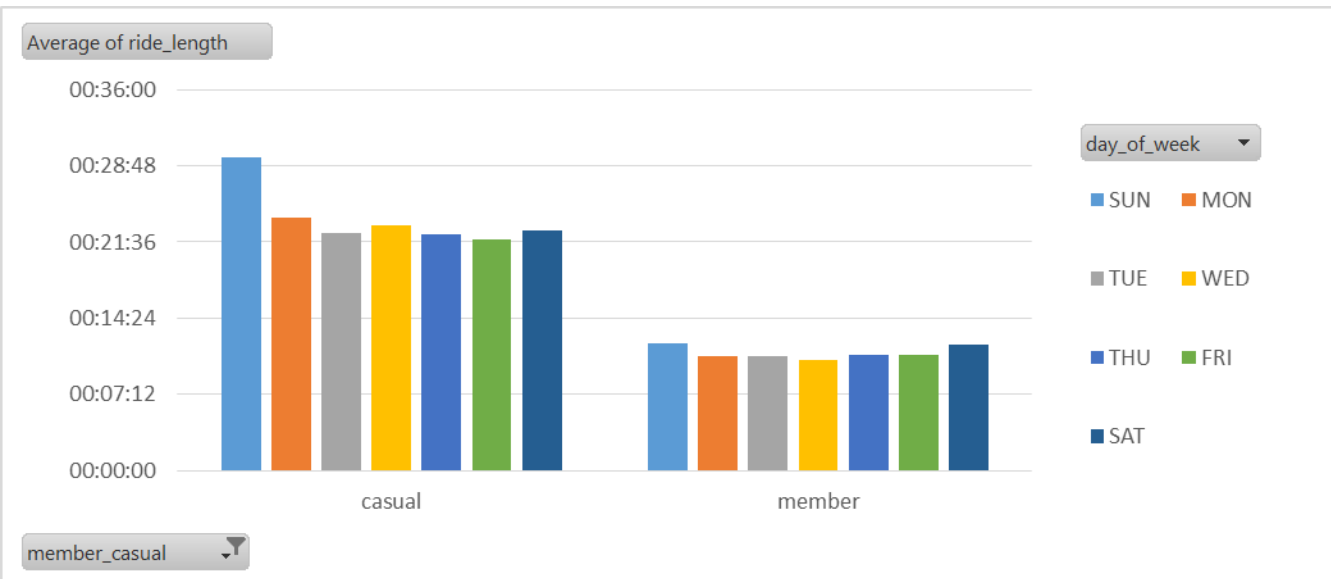
November, 2021

- Casual riders take longer rides than members on an average.
- Rides taken by members are much greater than casual riders on any given day.



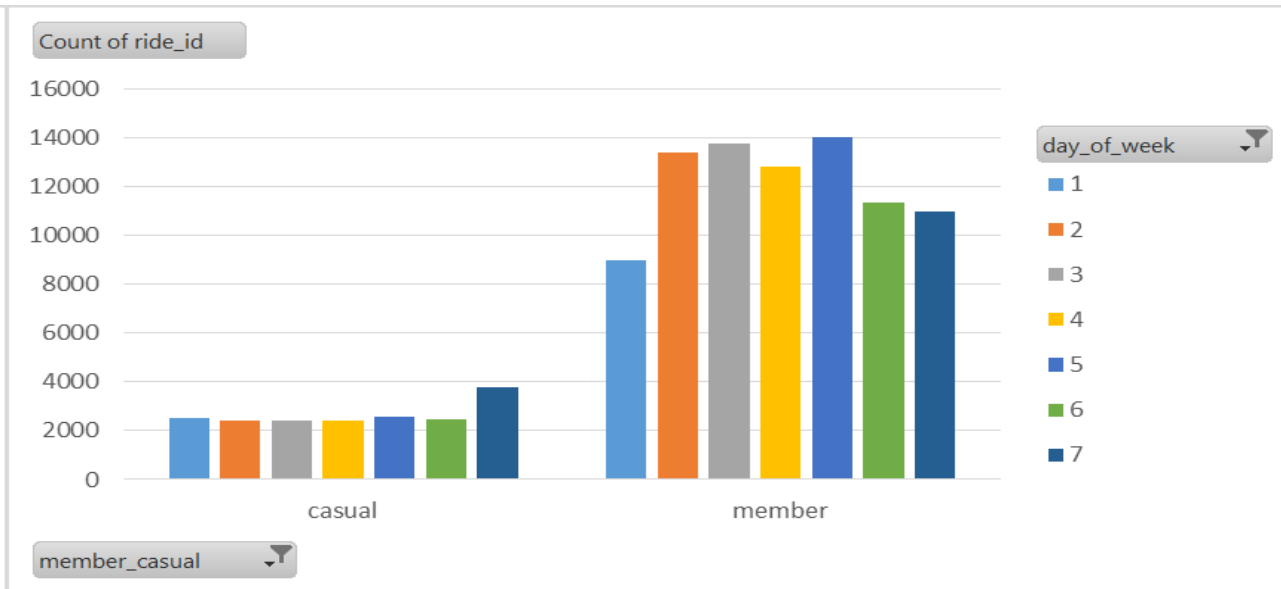
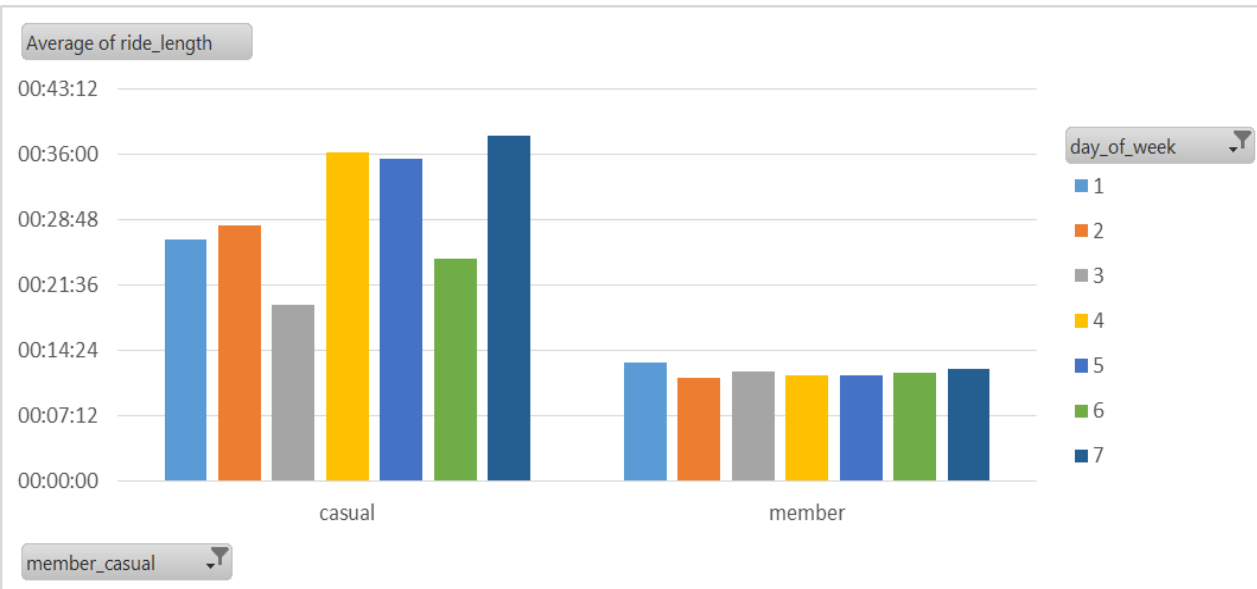
December 2021

- Casual riders are most concentrated on Sundays, with longer average ride length.
- Casual riders prefer to ride much longer than member riders on any given day.
- Majority of riders on any given day are members.
- No of riders on Tuesdays is low.



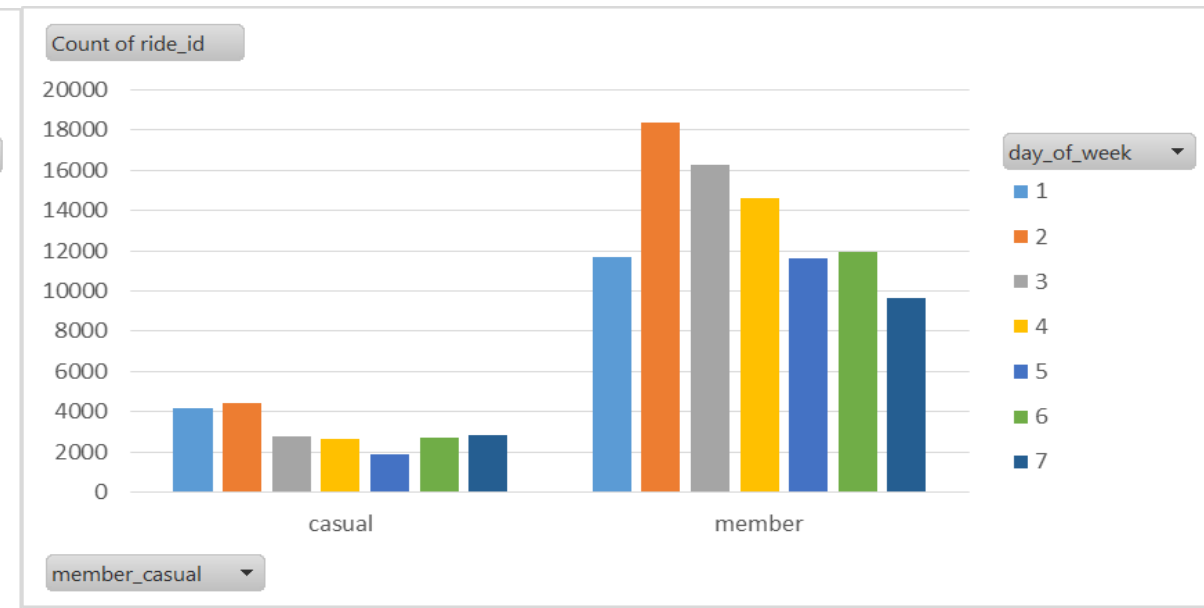
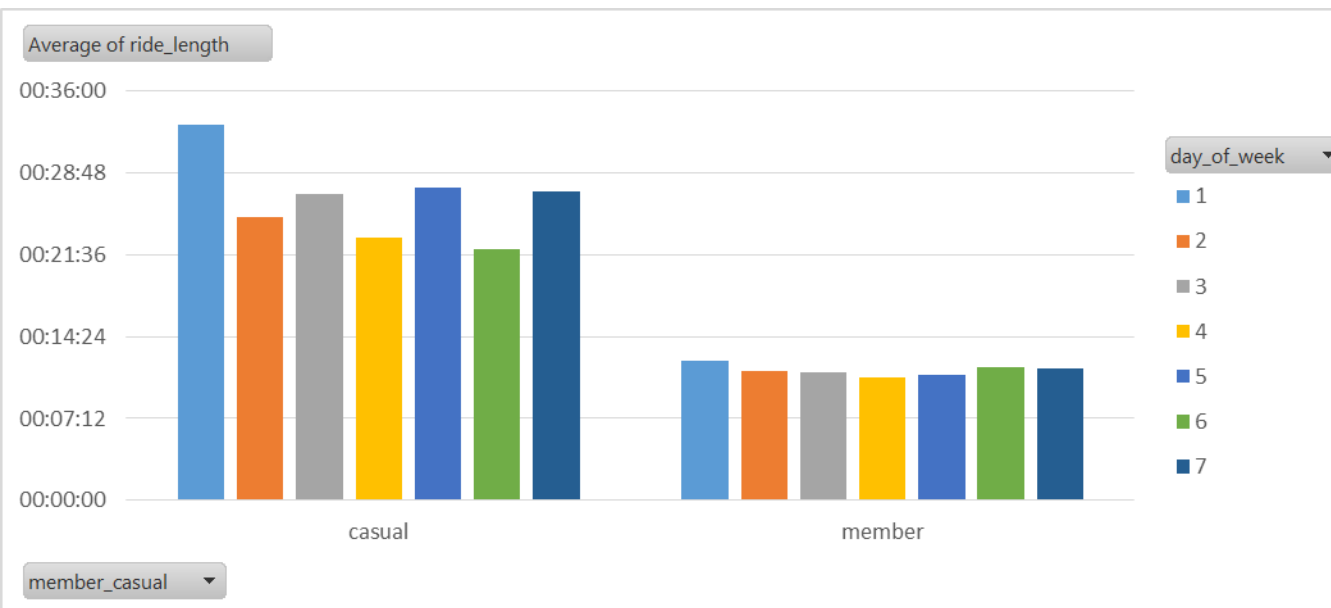
January 2022

- Rides taken by Casual riders is much less than that of Members, on any given day.
- Casual riders take longer rides than members on an average.



February, 2022

- Casual riders ride longer than members on average
- Members have taken up to 4 times more rides than casual riders on any given day.



March 2022

- Casual riders are more concentrated in weekends and their rides are longer as well.
- Member riders are more concentrated in weekdays.
- Casual riders ride for much longer periods (on an average) than member riders, on any given day.
- Total no of rides is quite low on Fridays.

