

Cyclistic

PROJECT



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What is the project about?

 Cyclistic is a bike sharing company in Chicago. In this project the company wants to understand how casual users and members use Cyclistic differently. With these results a marketing strategy will be designed to convert casual riders to annual members.

 *To complete this project, I will use tools such as mysql (in this case Db browser for Sqlite) and Tableau to be able to capture our results.*

Database from: Google Data Analytics Capstone: Cyclistic

SQL Code

Tableau Visualization

Conclusions

Based on our analysis, the difference between casual riders and members lies in the following:

Casual riders use Cyclistic more on Saturdays and Sundays, presenting higher amounts of trips between 2pm and 7pm, we can infer that they use the bikes to ride on the weekend. While members ride more on Tuesdays, Wednesdays and Thursdays, and with peak times between 8am and 5pm, we infer that they use Cyclistic to get to work.

While there are 1,558,765 more members than casual riders, in terms of time, casual riders are the ones who use it the longest, with an average of almost 21:43 minutes, compared to members who have an average of 12:23 minutes. However the average kilometers are more or less similar, with 2.14 kilometers for members and 2.15 for casual riders.

Additionally we include the 3 most used start stations because in order to provide a good service it is important that Cyclistic has enough bikes at each station. Thanks to the map, we can see that the stations that casual riders use are those that go along the coast, while members tend to go inside the city.

Recommendations for the marketing team:

- Knowing how each type of user uses Cyclistic, and keeping in mind for profitability purposes we need to convert casual riders to members, some of the suggestions are:
- Since casual members have an average number of minutes that is almost double than members, we can offer discounts on the membership, so casual riders will prefer to pay for the membership, almost for the same price.
- Since casual riders bike on the weekend, one option is a pack or discounts for members that includes Saturday and Sunday rides.
- Understanding that peak usage hours are between 12pm and 7pm, with peaks at 5pm, you can offer exclusive benefits to members, such as priority access to bikes at peak times or discounts on rentals.
- Payment facilities can be offered to those who are members.
- Considering that it is an annual membership and that from November to April trips are almost nil, some kind of compensation or benefits can be offered.
- As part of customer loyalty, a points system can be implemented, where points are earned for each trip.