

Cyclistic Case Study – Google Data Analytics Capstone

Converting Casual Riders to Members

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Agenda

- Business Task & Hypothesis
- Data Overview & Cleaning
- Rider Behavior Insights
- Cost & Pricing Analysis
- Recommendations
- Takeaways & Next Steps

Business task

Cyclistic wants to increase annual memberships

Hypothesis

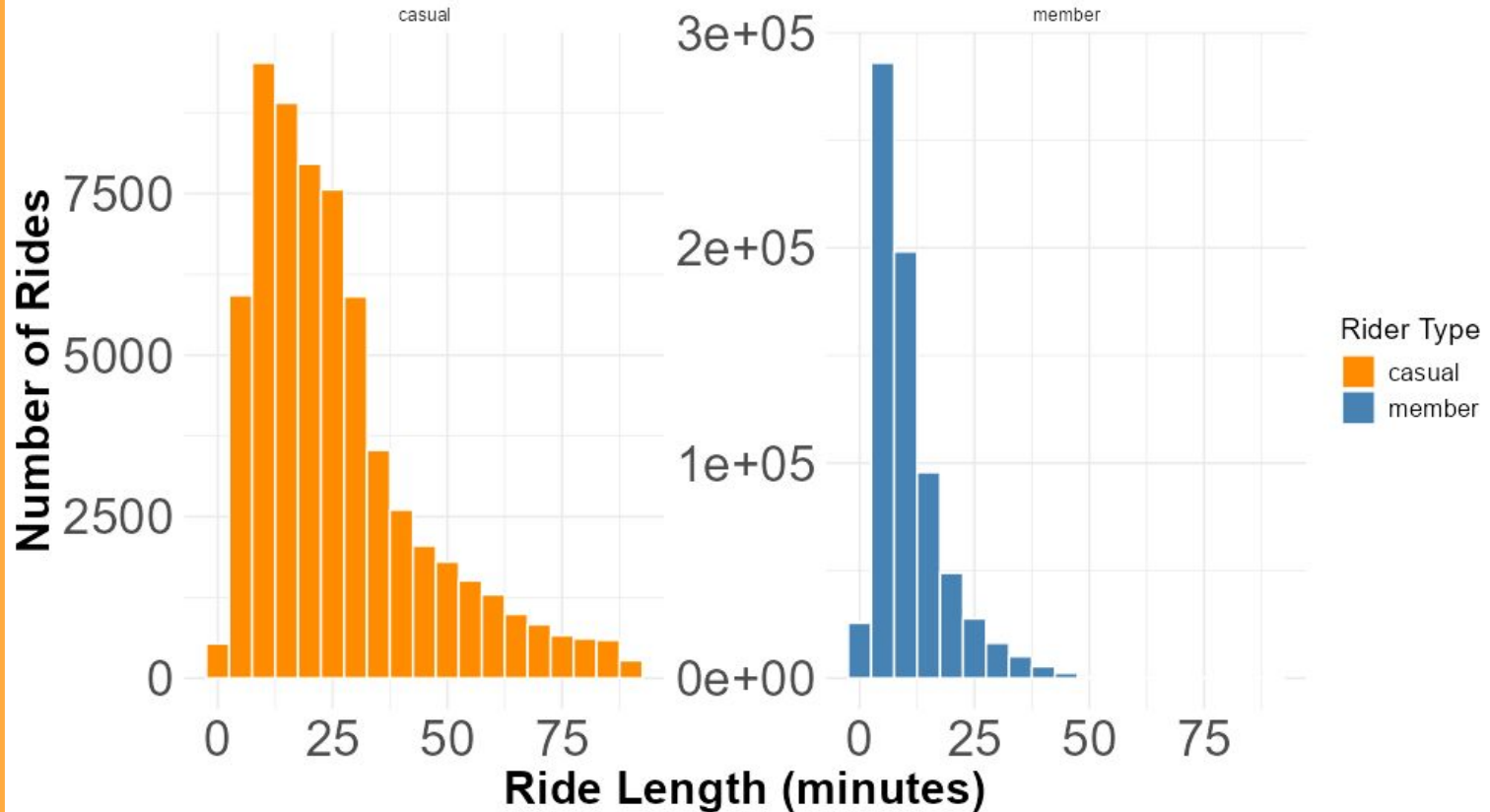
Casual riders who frequently ride or overspend are strong conversion candidates

Dataset & Preparation

- ❑ Sources: Q1 2019 and Q1 2020 Divvy bike-share data
- ❑ ~500,000 rows after cleaning
- ❑ Removed test rides (HQ QR), outliers (>24h), and negative durations
- ❑ Created new features: ride length, weekday, cost estimate

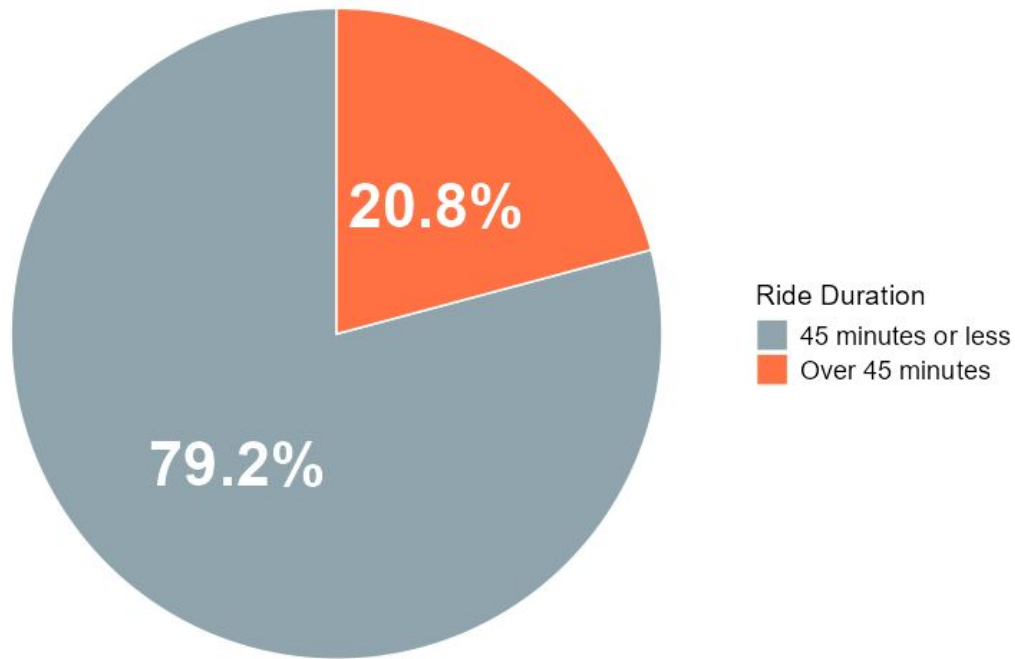
How Casual and Member Riders Behave

Ride Length Distribution by Rider Type (0–90 min)



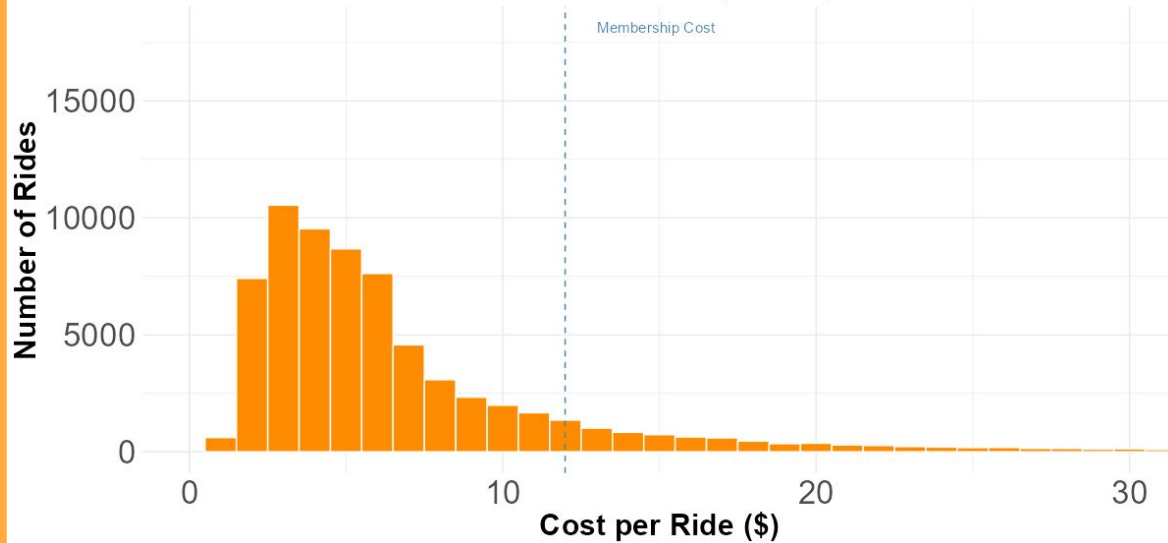
Riding Like Members, Paying Like Tourists

Casual Rides Over vs. Under 45 Minutes



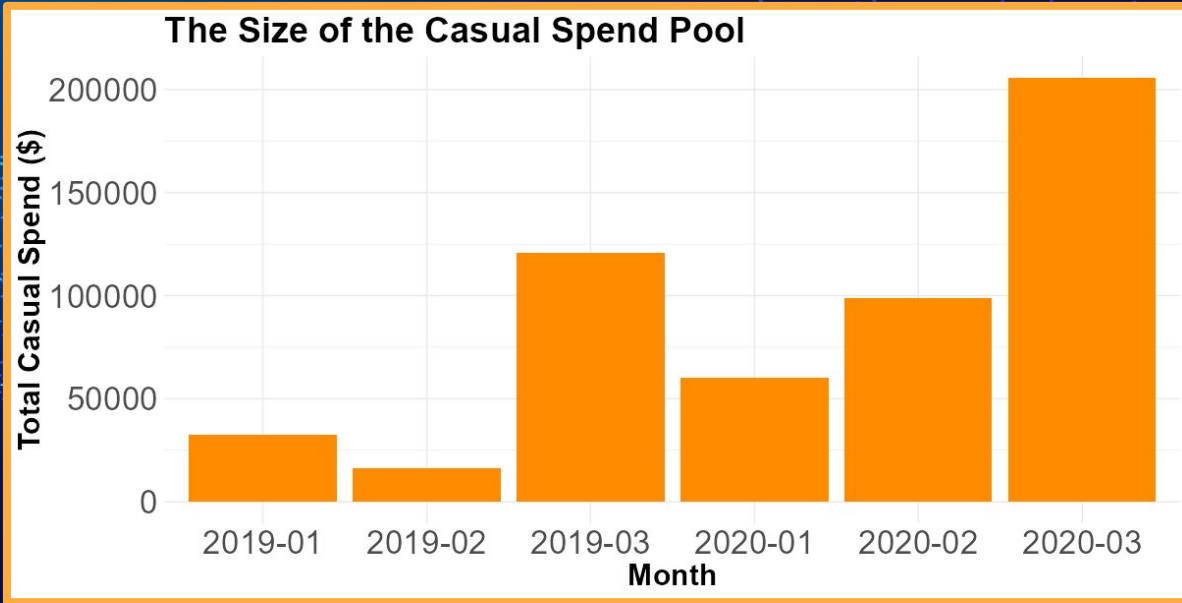
They're Already Paying More

Distribution of Casual Ride Costs (0–30\$)



- Many casual rides cost between \$5 and \$15
- Large portion exceed \$11.99 – the monthly membership cost
- One long ride can cost more than an entire month of membership

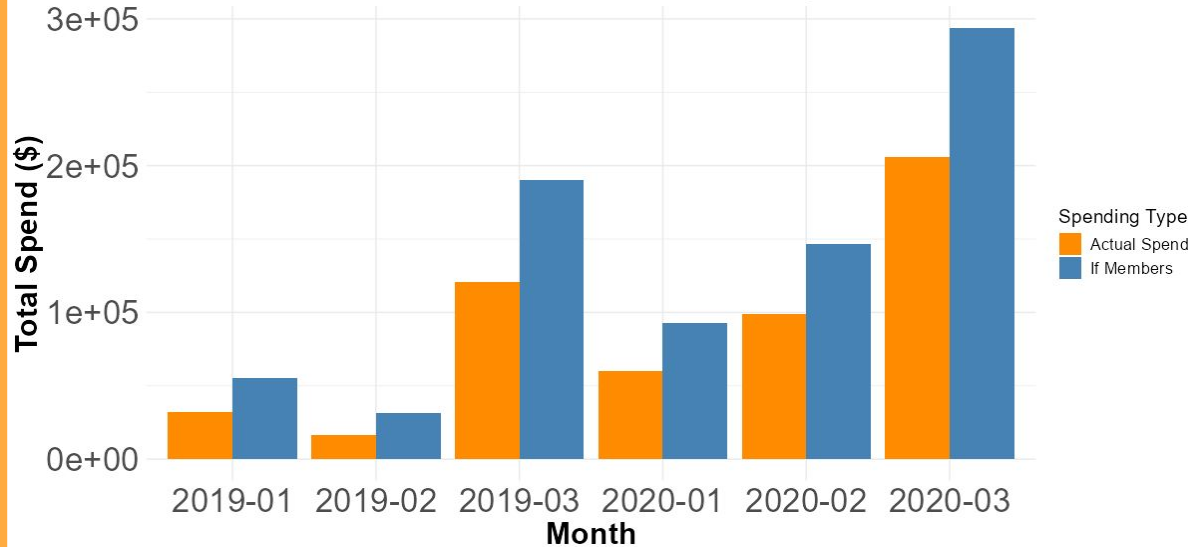
The Size of the Casual Spend Pool



- Casual riders spend over \$200K/month collectively
- Monthly spend is consistent and rising
- This shows how much value exists in the casual user base

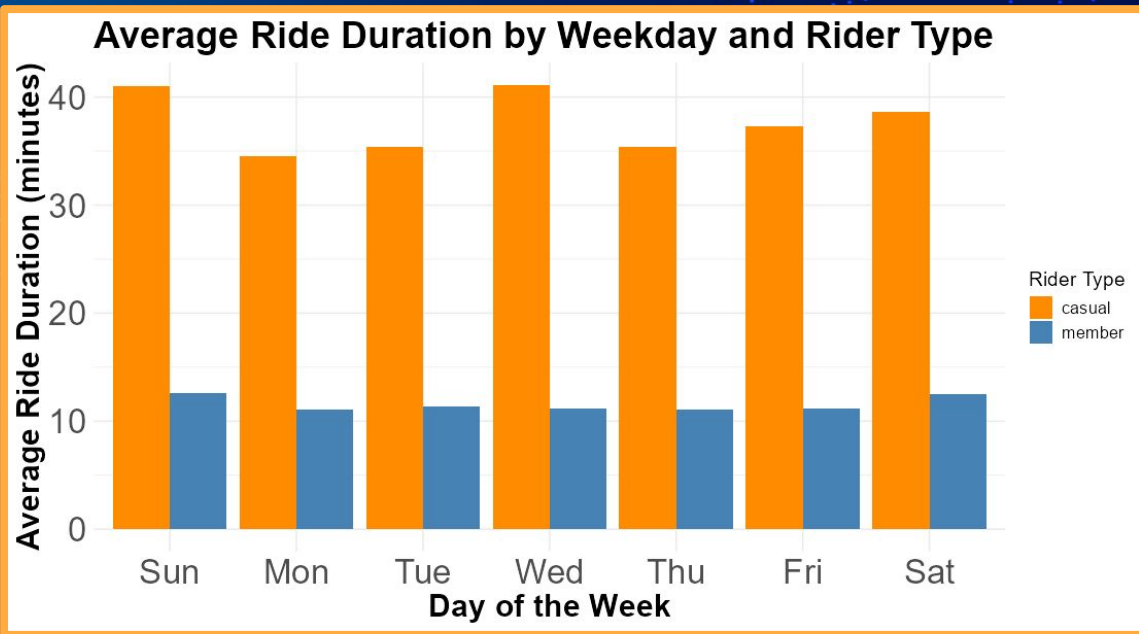
They are leaving money on the table

What Casual Riders Paid vs. What They Could Have Paid



- Casual riders often spend **more** than the \$11.99 membership fee
- **Every month** shows a gap between actual spend and potential spend
- That gap = **missed savings** for users and **lost recurring revenue** for Cyclistic

Consistently Longer Rides, Especially on Weekends



- Casual usage **spikes on weekends**
- Indicates **leisure behavior**, not commuting
- **Test time-sensitive offers** when casuals are most active

Strategic Takeaways

- **High-value casual riders** (those riding over 45 mins) represent 21% of all casual trips
- These riders are **already overspending** compared to the cost of membership
- Behavior patterns show they are **most active on weekends** → leisure-driven use
- Cyclistic can **convert this segment** with targeted, time-sensitive offers
- This shift would reduce customer cost **and** stabilize long-term revenue for the company

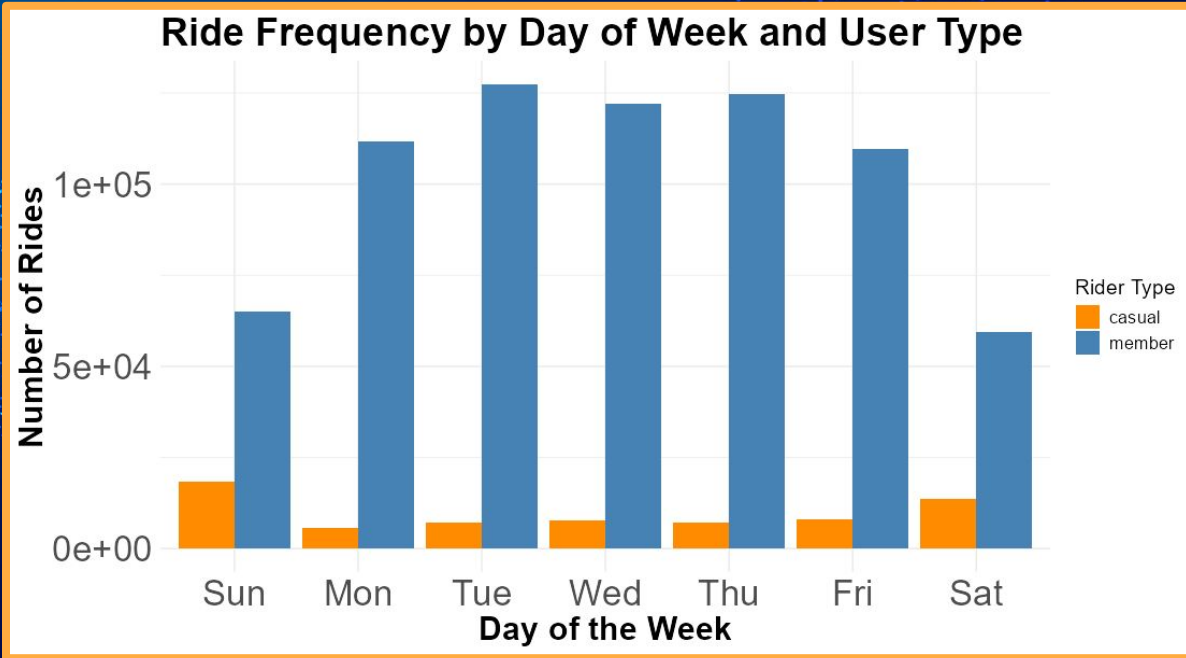
Turn Insight Into Action

- Launch **weekend-focused trial campaigns** for casual riders
- Offer **time-limited discounts** to casuals with high per-ride spend
- Promote **flat-rate savings** in-app at point of purchase
- Add **incentives for long-ride casuals** to join within 24 hours

The background features a dark blue gradient with abstract, wavy, dotted patterns in a lighter blue color. A solid orange horizontal bar spans the width of the image, containing the word "APPENDIX" in bold, orange, sans-serif capital letters.

APPENDIX

Weekends Are Key to Reaching Casual Riders



- Casual usage spikes on weekends
- Indicates leisure-oriented, non-commuter behavior
- Ideal timing to **target with conversion offers**