



Cyclistic Analysis

An analysis on how Annual members
and Casual riders are different

By: Francisco Rodriguez
Last updated 1/2023



Table of contents

- Goal
- Discoveries
- Suggestions
- Questions



Goal

The main purpose of this analysis is to determine how Annual Cyclistic member riders and Cyclistic Casual riders differ in the year 2022. To be able to design marketing strategies aimed at converting Casual riders into Annual member riders.



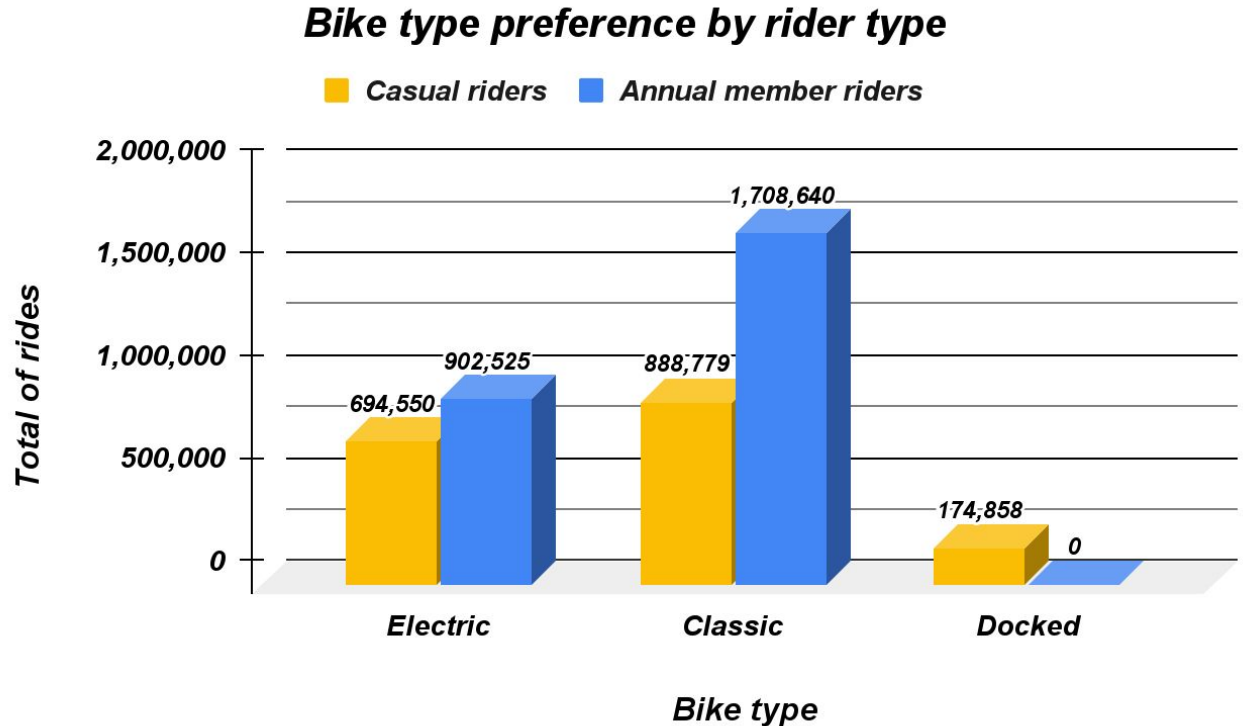
Discoveries

All discoveries are made to compare the differences between Casual riders and Annual Member riders in the year 2022.

- | | |
|------------------------|----------------------------------------------------------|
| -Bike type preference | -Total of rides over & under an hour |
| -Total rides | -Average ride time by days of the week |
| -Total rides per day | -Top 30 start station locations for Annual member riders |
| -Total rides per month | -Top 30 start station locations for Casual riders |

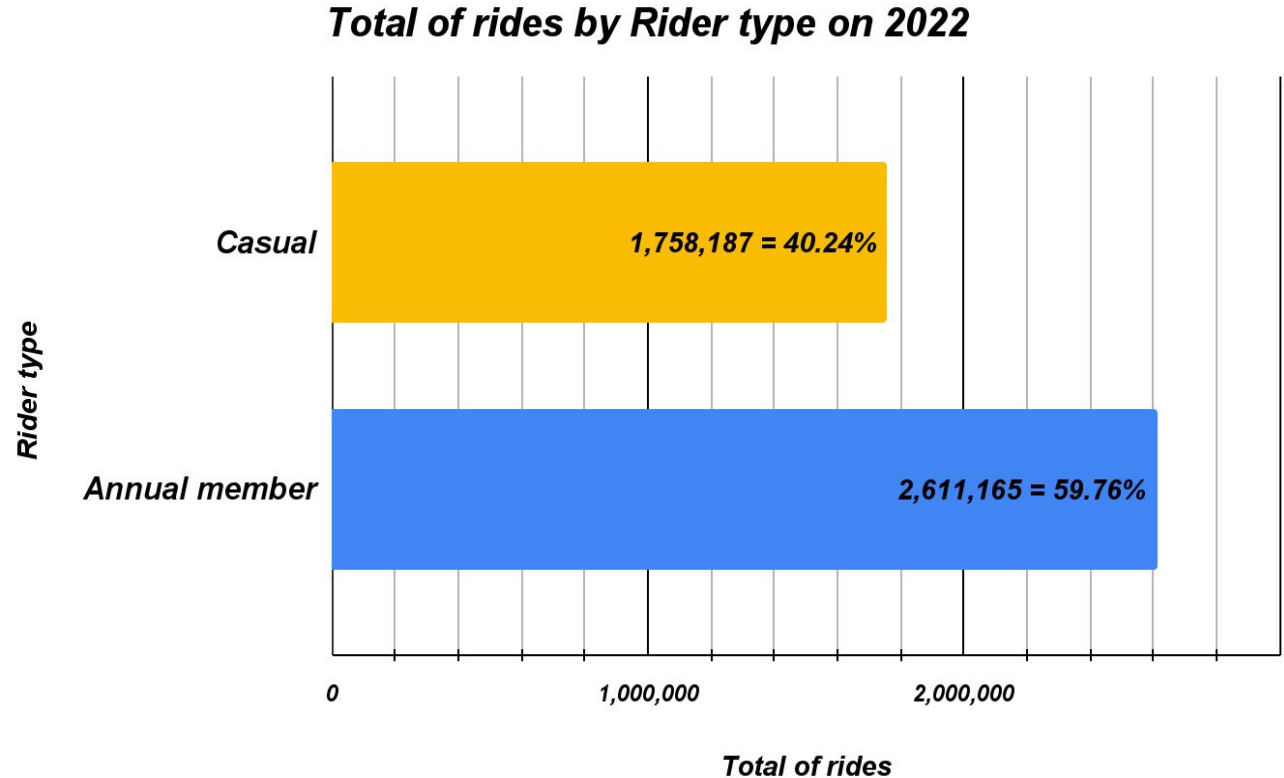
Bike type preferences

The preferred bike used by both Casual and Annual member riders is the Classic bike. Followed by the Electric bikes, and in last place Docked bikes.



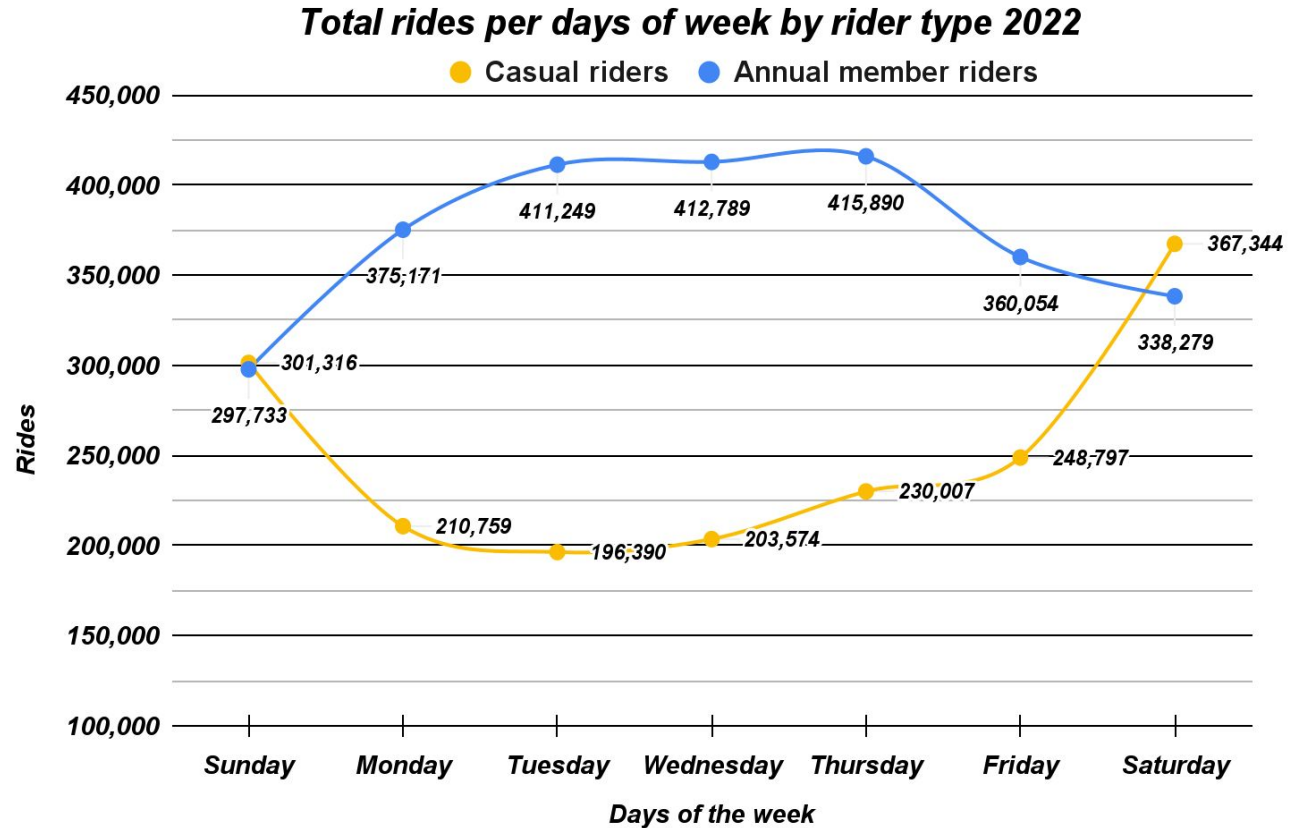
Total of rides

During the year for 2022 almost 60% of the rides where Annual member riders and 40% of the rides where Casual rides. Theres is a significant amount of Casual riders with the potential of becoming Annual member riders.



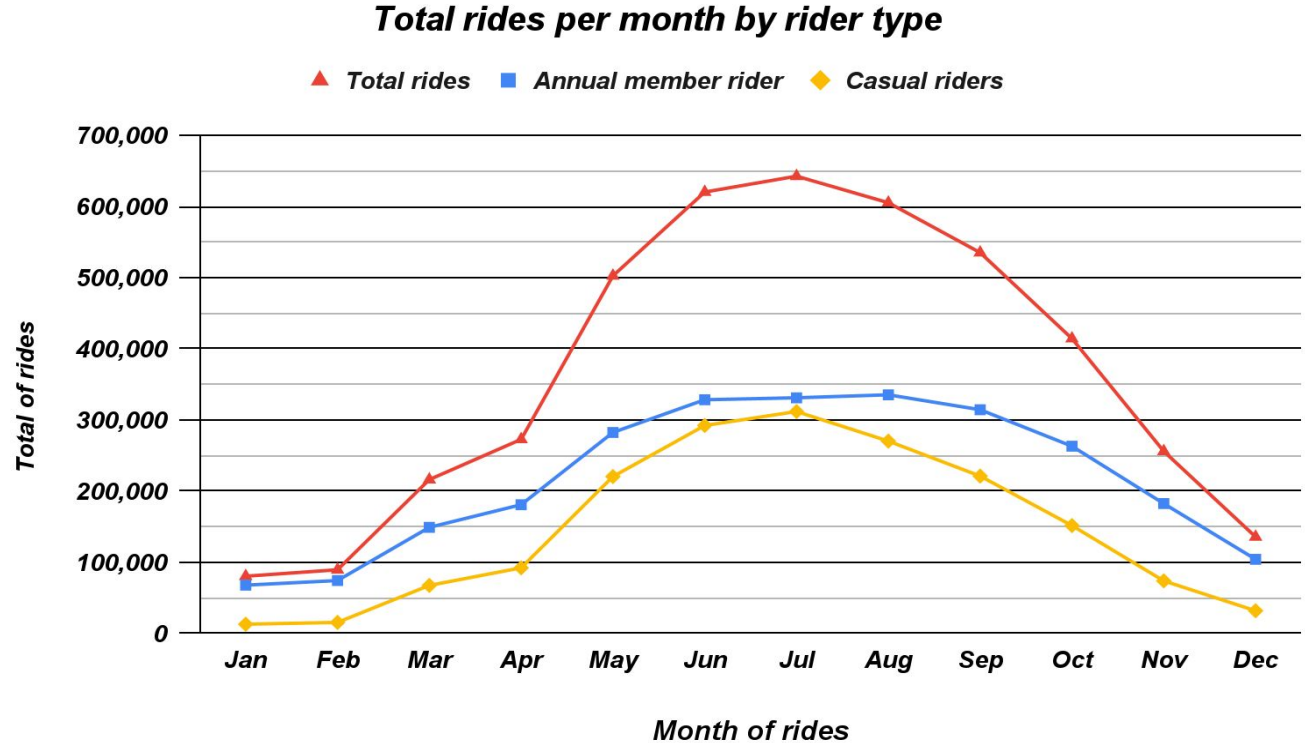
Total of rides per day

Casual riders tend to ride Cyclistic bikes more on the weekends, with a steady amount of riders during the week. Unlike Annual members, they tend to ride more during the week.



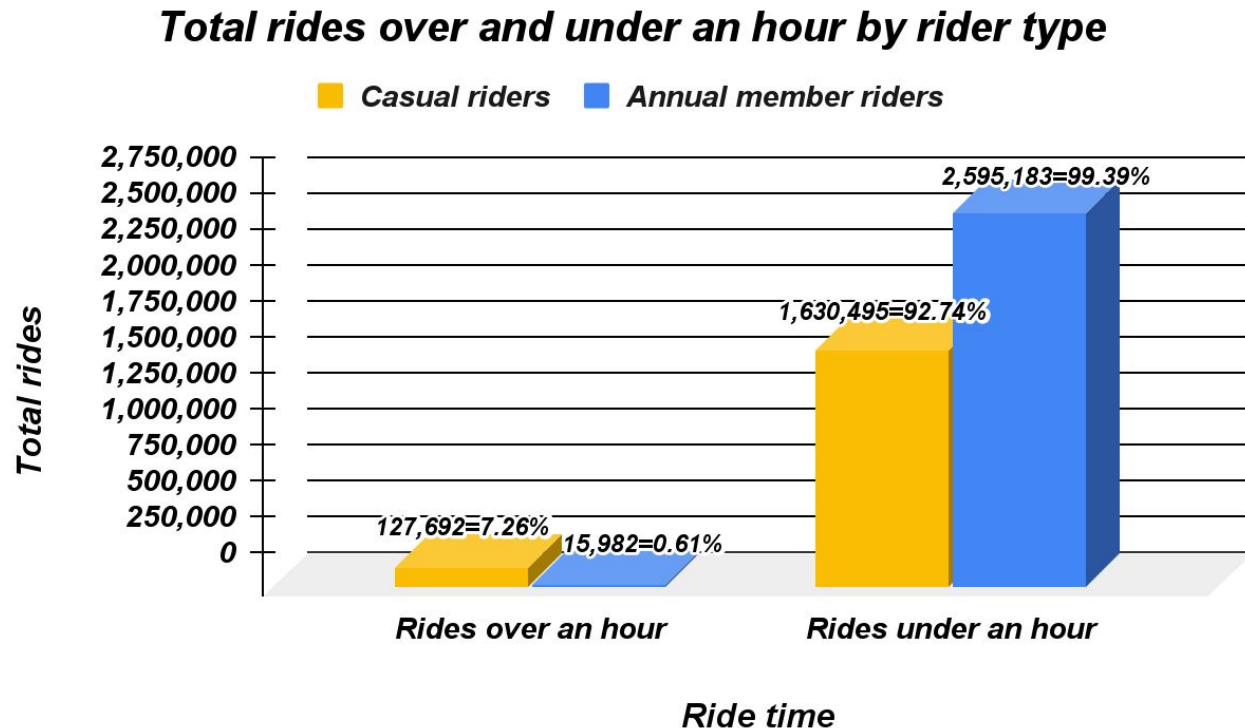
Total of rides per month

Annual member riders peak season is from April to August. Casual riders peak season is from April to July. The marketing team could plan their strategies around this months.



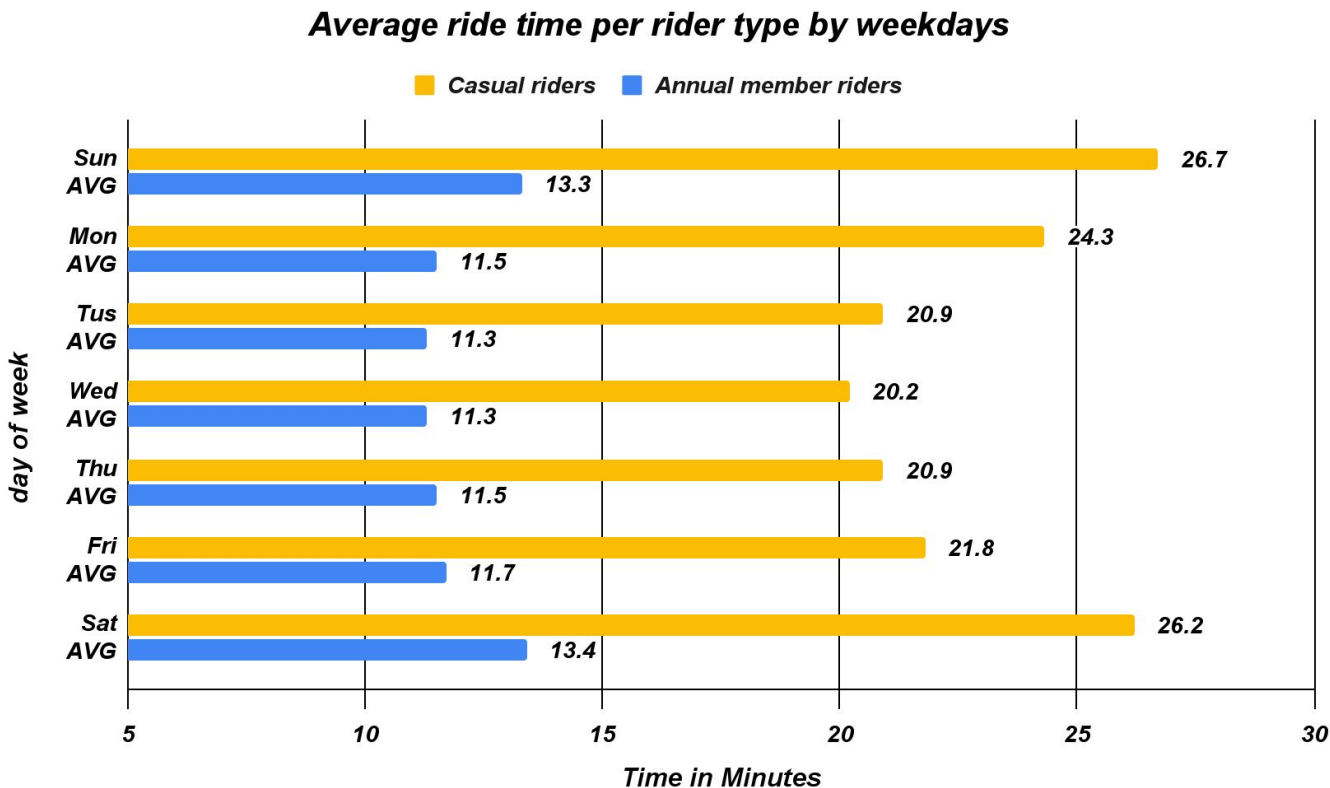
Total of rides over & under an hour

Over 90% of Casual riders ride under an hour and almost 100% of Annual member ride under an hour. So what's the average ride time?



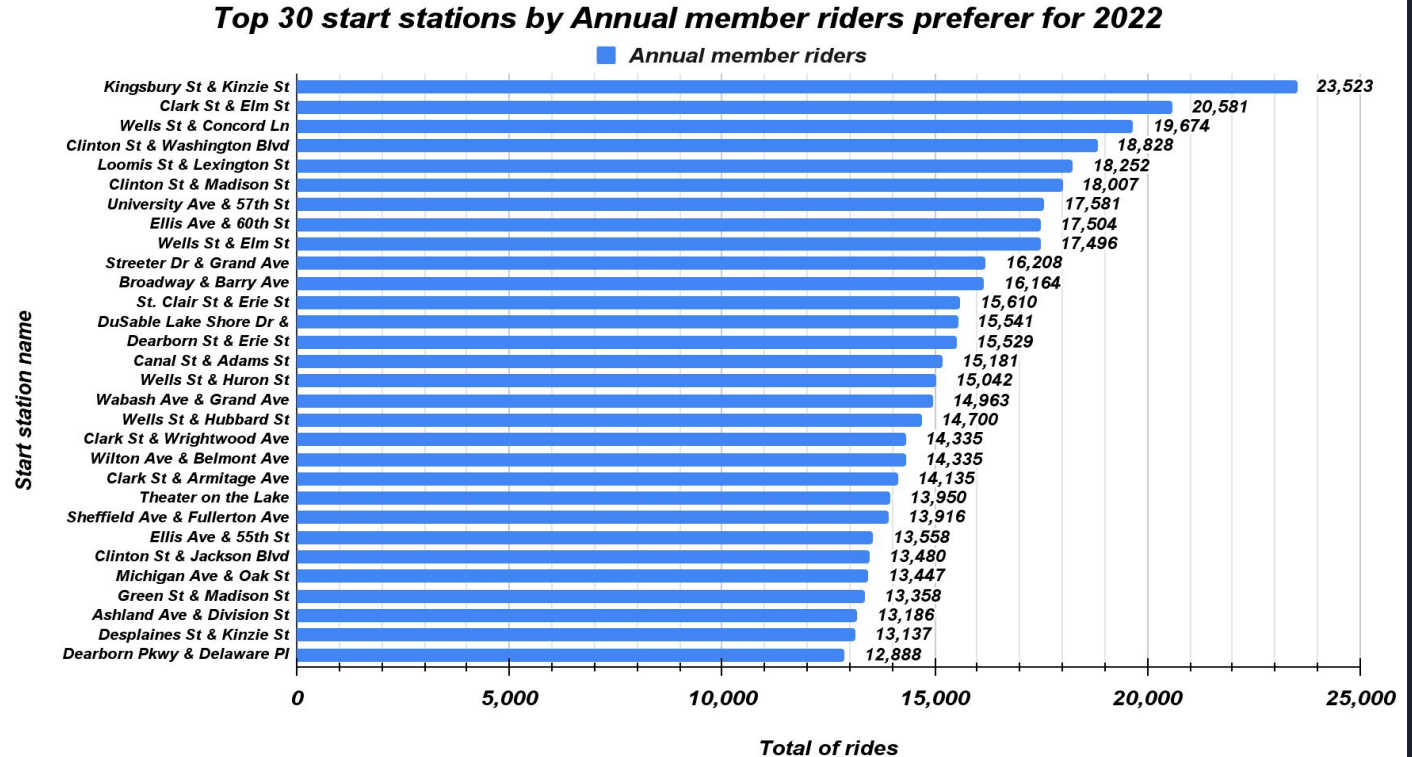
Average ride time by days of the week

On average both Casual riders and Annual member riders, ride for less than 30 minutes. We also notice that Casual riders have a longer ride time over the weekend. While Annual member riders have a very consistent ride time overall.



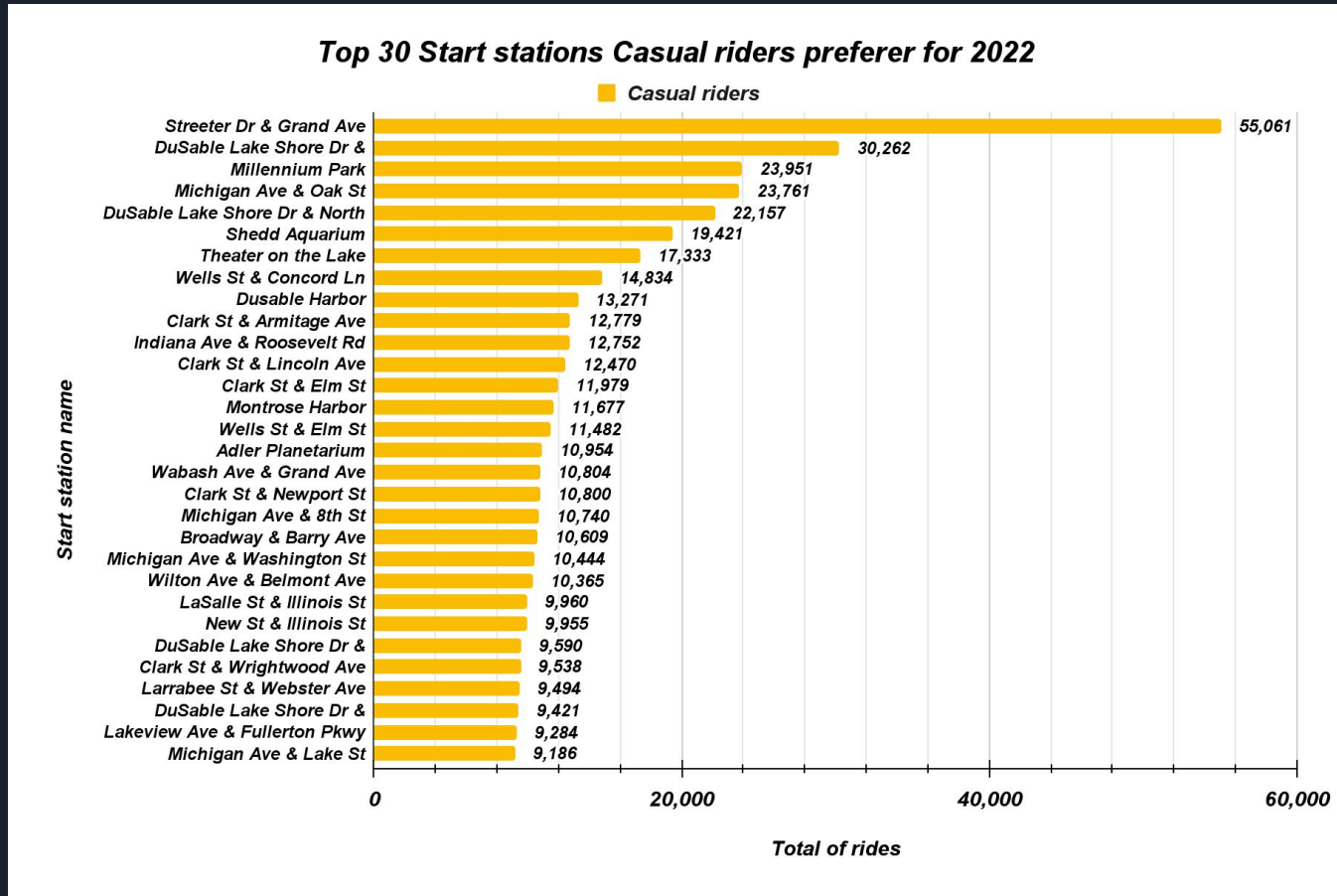
Top 30 start station locations for Annual member riders

These 30 locations are the most transited by Annual member riders. They have a very consistent amount per location.



Top 30 start station locations for Casual riders

These 30 locations have a great traffic of Casual riders. These locations would be a great start for the marketing team to try and convert some Casual riders to Annual member riders.





Suggestions

After analysis, we learned a few things

- that 40% of total riders are Casual riders. Showing that there's a great market for converting some Casual riders to Annual members.
- We can target the bike stations with most Classic and Electric bikes since we know that most Casual riders preferer this bikes.
- It would be a smart step to focus the marketing during the weekend since it's when most Casual riders ride.
- Preferable during summer months, since most rides happen during this months.
- Also we can target the top start locations with the most Casual riders, to be able to reach as many Casual riders as possible.
- A further analysis with more information on how Casual riders are similar to the Annual member riders. To identify what both type of riders have in commun to come with a better understanding for the marketing team.



Questions?

Link to the company's website with the information:

<https://divvy-tripdata.s3.amazonaws.com/index.html>

Link to the clean data information:

<https://docs.google.com/spreadsheets/d/1hEgQpwRA-PtDkjEKZpAot1V00XAwz64fFfFoVcrhAiU/edit?usp=sharing>

*All data was sourced from the company's own website. The data is organized by months and it covers from January 2022 to December 2022. Data inconsistencies were cleaned to provide a more reliable information.