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CYCLISTIC USER ANALYSIS

- August 25th, 2024
- Google Analytics case study

Apr 2014

Jul 2014
Date of Ride

Oct 2014

EXECUTIVE OVERVIEW

- Cyclistic supports its customers with 5,800 bicycles across 300 strategically placed locations in the Chicago Metropolitan Area
- Riders are split into 2 categories, Subscription and Casual Riders
- Casual Riders account for 32% of rides booked in 2024, but account for reduced possible profit vs. the Subscription model
- Hypothesis: Properly targeted advertising can maximize the Subscription model yield and increase annual revenue
- Research Goal: Identify key differences between Subscription and Casual rider behaviors to target user subgroups for marketing toward increasing Annual Subscriptions rates



DATA JOURNEY

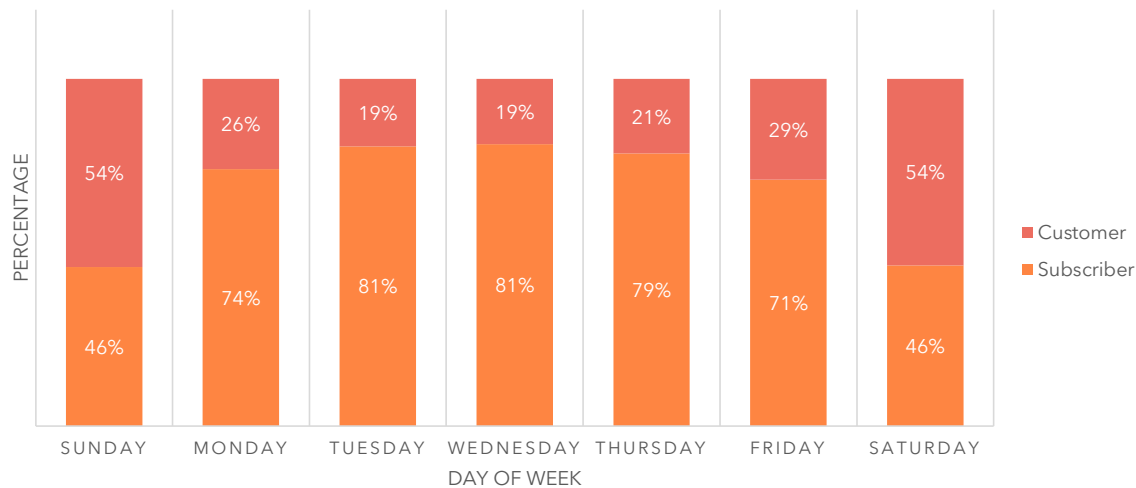
Overview:

- Ride data was collected from 2024 Q1 through Q4
- Station data was compiled from corresponding records
- Source: Divvy-tripdata: [Index of bucket "divvy-tripdata"](#)
- Note: Birth Year and Gender records were missing on a combined 32.2% of records, and therefore excluded from use in any conclusions at this time
- Analysis was completed using Rstudio and Excel



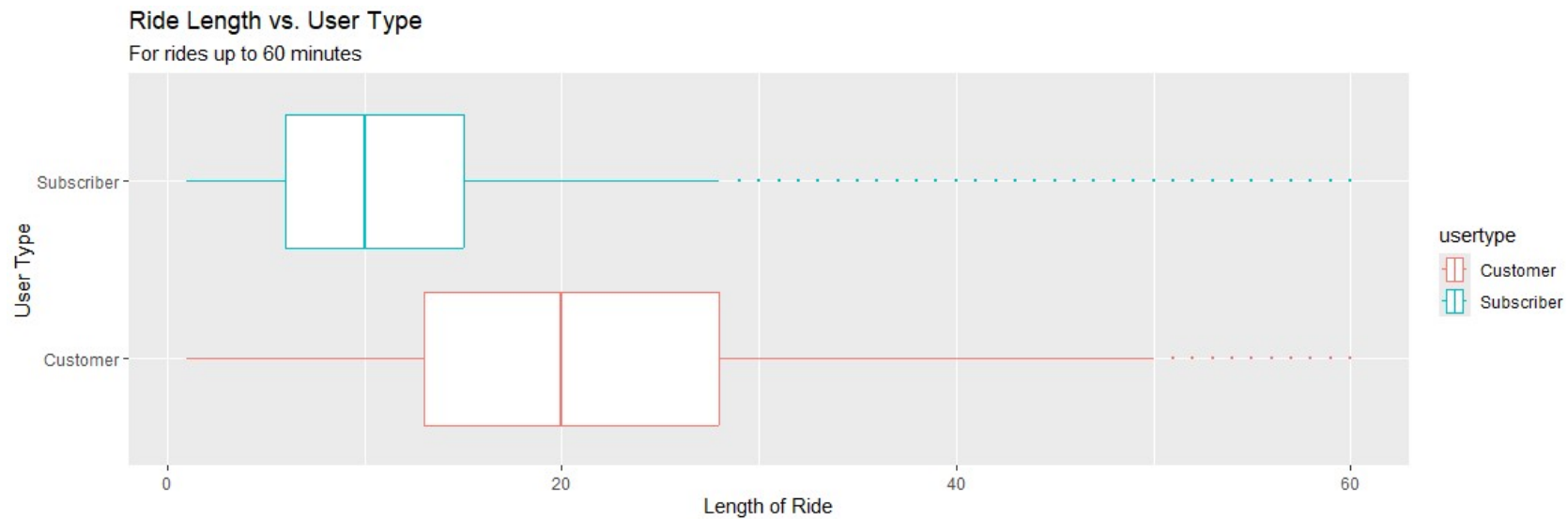
USER SEGMENTS

**DISTRIBUTION OF RIDES
(USER TYPE BY DAY OF WEEK)**



- Subscriber activity shows a clear decline on weekends, likely due to subscription model appealing to commuter customers
- Non-Subscriber use correlates with weekend city exploration / use for fun or errands

USER SEGMENTATION



- Rides up to 60 minutes account for 97.9% of business
- 31% of rides in 60 minute window are non Subscribers

S U M M A R Y

Reasoning:

- Non Subscriber rides show 20% + increase on weekends, with rides within 60 minute time frame
- Successful use cases skew overwhelmingly to 60 minutes or less ride periods

Early Marketing Recommendations:

- Advertisements could focus on ease of use vs other solutions, emphasize perks or sales from repeated use on weekends to encourage annual subscriptions
- App platform could be used to emphasize CO2 / Carbon Footprint saved vs. same distance in rideshare / Uber style solution as Eco Friendly encouragement

Additional Data / Research Recommended:

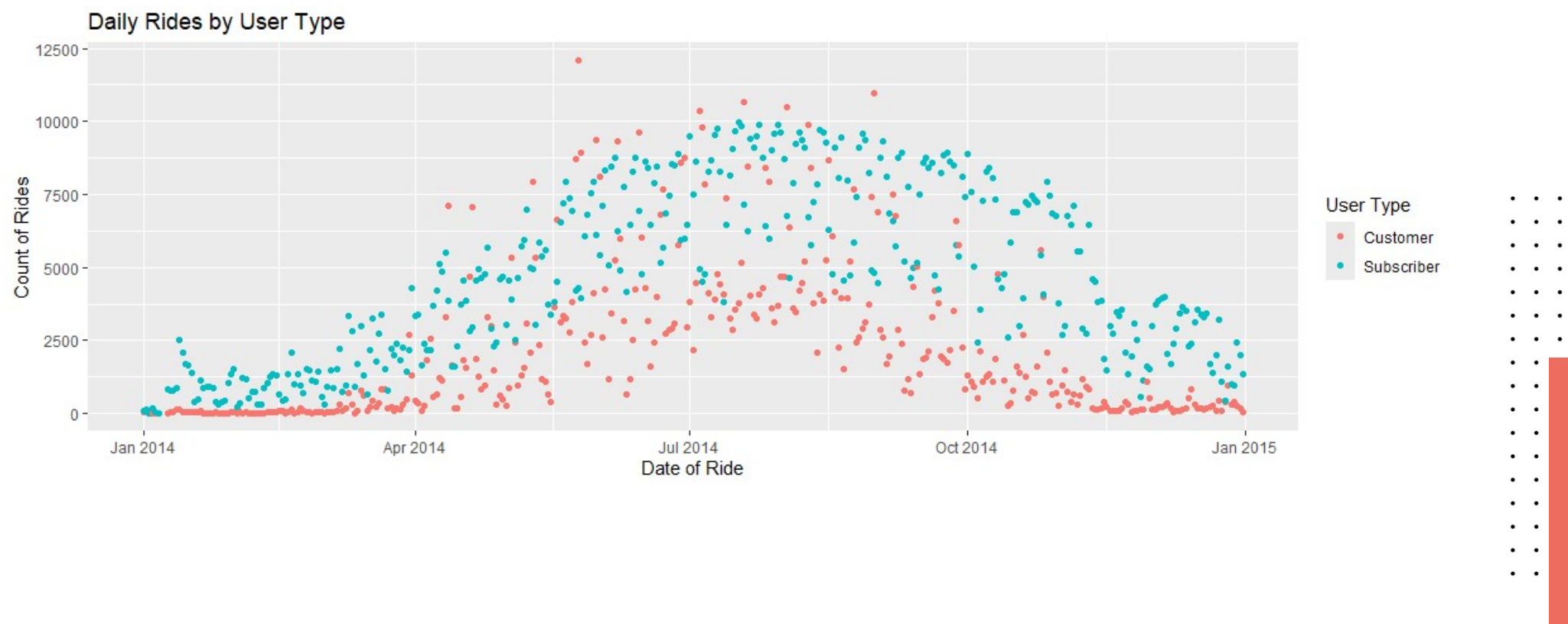
- Next research phase should identify specific station IDs with highest traffic for ad campaigns
- Specific user tracking can solidify weekend vs. commuter hypothesis
- Cost of Cyclistic program vs. other transport methods in local area



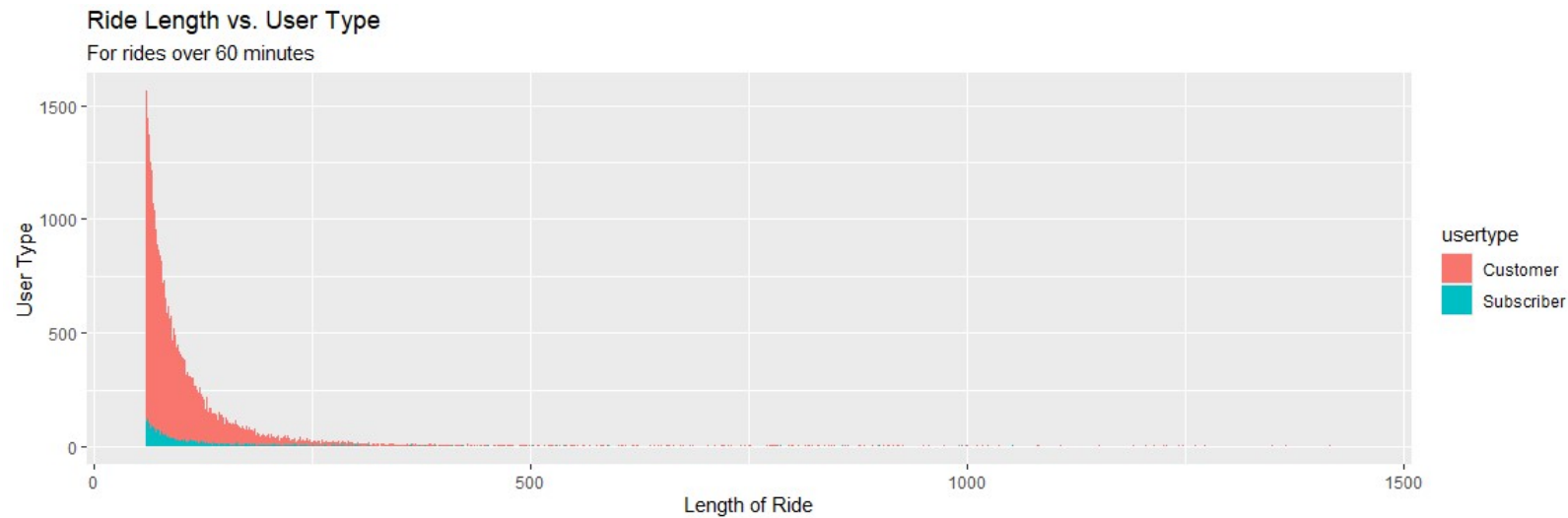


A P P E N D I X

RIDES PER DAY BY USER TYPE



USER TYPE SEGMENTATION



- Rides over 60 minutes clearly prioritized by non Subscribers, but only account for 2% of annual rides

