

# Cyclistic Data Analysis - Findings and Recommendations

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## 5. Share

Understanding how members and casual riders differ from one another is a key to understanding how we can target and convert the casual riders into members.

### Findings:

- Number of rides by members almost 20% higher than casual riders, which indicates that members used bikes more frequently.
- On average, one ride lasted less than 15 minutes for a member, and around 30 minutes for casual rider. This indicates that most members used the bike to travel shorter distances while casual riders used it to travel comparatively longer distance. This may also mean that, casual riders may have stopped in between the ride- may be for site-seeing or coffee breaks or taking pictures.
- Bike usage for members was more on weekdays and least on Sundays. Contrarily, number of casual riders was seen to highest on weekends. The number of casual riders was more on Fridays and Monday compared to other weekdays. It can be due to long weekends, but more analysis will be needed to confirm our theory.
- Slightly longer rides duration were observed in members on weekends compared to weekdays. It implies that members used the bikes to just to travel to work or university from their place of residence on weekdays and for leisure activities or fixed chores on weekends. May be some members use the bike to exercise daily on their regular routes and opt for longer routes on weekends.
- In casual riders, the rides were shortest on Wednesdays and they gradually kept on increasing till Sundays again to start reducing as the week starts. This suggests that, most casual riders riding the bikes on Weekends are visitors or tourists and those using the bikes from Tuesdays to Thursdays also comprise of local population, trying to get to work or somewhere important. These local people can be targeted in next marketing campaign as they are already familiar with Cyclistic and have plausibly use the service frequently.
- Casual riders prefer electric bike while members prefer classic bike. Given the fact he electric bikes are faster than classic bikes, the ride lengths must shorter for casual riders. But it's the opposite, this reconfirms the notion that casual riders are using the bike for longer distances and stopping in between while members travel daily on a fixed short route. None of the members have used docked bikes, while a few casual rides have chosen docked bikes sometimes.
- For all the 13 months we analyzed, number of rides by members were always higher than number of rides by casual users. The difference was highest during November and December (Winter Season) and least during June and July (Summer).
- Maximum rides were taken in Summer followed by Fall. Winter saw least number of rides. which is understandable as Cyclistic is located in Chicago which is known for extremely harsh winters.
- Members took maximum rides during fall season while Casual riders took maximum rides during

summer.

- Average ride duration of members was consistent throughout the year, while for casual riders it varied with season.
- Holiday wise analysis showed that casual members used the service more on holidays while members used the service more on workdays. Rides spans were more on holidays and less on workdays.

## Recommendations:

Following groups can be targeted for marketing campaign:

- Casual riders comprise mostly of visitors, targeting frequent visitor who have used Cyclistic more than 4-5 times can be easily persuaded for annual memberships.
- The trends show that, casual riders also contain certain proportion of local residents, who have rented the bike but have not enrolled, with proper marketing and special offers even they can be seen as potential members.
- There are at least 4100 casual riders which paid more than 108\$ for a single ride which is the price of annual membership. They can be easily convinced for memberships too.

More data will be needed to exactly identify these groups of people.

- As summer has been the most popular season among casual riders, the campaign can be run around the mid-winter to throughout the summer, to engage with them.
- Cyclistic has all-day pass, but for some visitors- monthly memberships can be more beneficial. Cyclistic can release more plans and discounts for such customers.
- Referral discounts during busiest seasons are a great way to attract more customers.

The marketing campaign can focus on following points while marketing:

- Bike is the cheapest option compared to other public transports.
- Bikes are readily available, instead of waiting for a bus or a lyft, people can ride the bike on their own schedule.
- Biking is a great exercise.
- No parking fees or gas money needed.
- Biking is great for environment.