CYCLISTIC: CASE STUDY

Presentation purpose

- Understand Cyclistic case

- Understand the main findings of the data analysis process

- Provide actionable insights

Project and data analysis purpose

Asses Cyclistics` business situation and support business processes in the marketing department and strategy, that aims to convert causal riders into members.

Main question

What differs casual riders and members, in terms of usage of Cyclistics services?
We will try to understand that.

Key summary: casual riders

General motivation

In general, use Cyclistic products for leisure.

Other characteristics

- Longer trips
- Peak of activity during Summer
- Activity diminishes expressively during colder months (Winter)
- Greater usage in the afternoons

Key summary: members

General motivation

Use bikes commonly for commuting.

Other characteristics

- Small deviation in their ride lengths (time duration) throughout the year
- Peak of activity during rush hours and encompassing more periods of the day
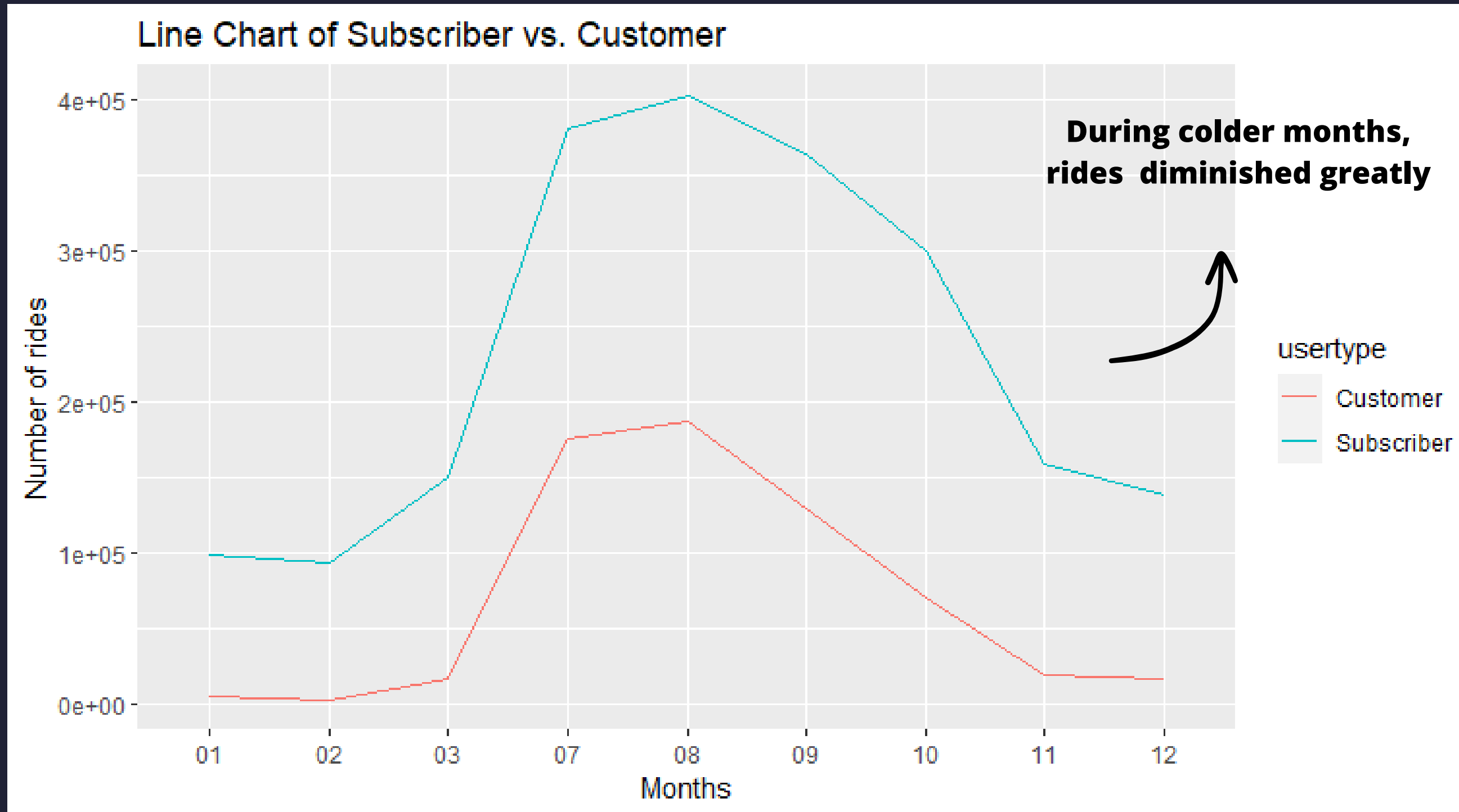- During the weekends, more similar behaviour to casuals.

Escreva a hipótese da pesquisa aqui.
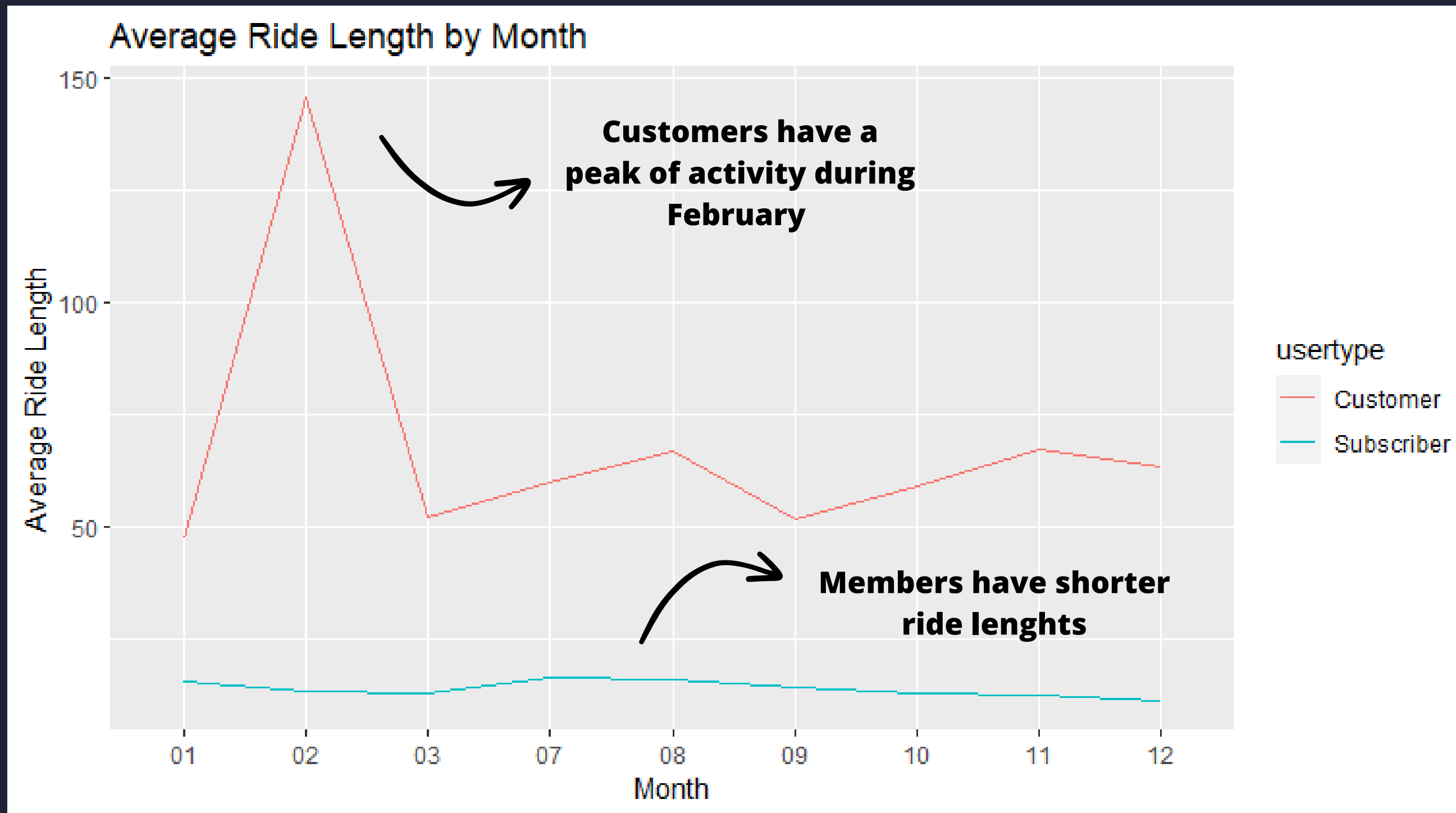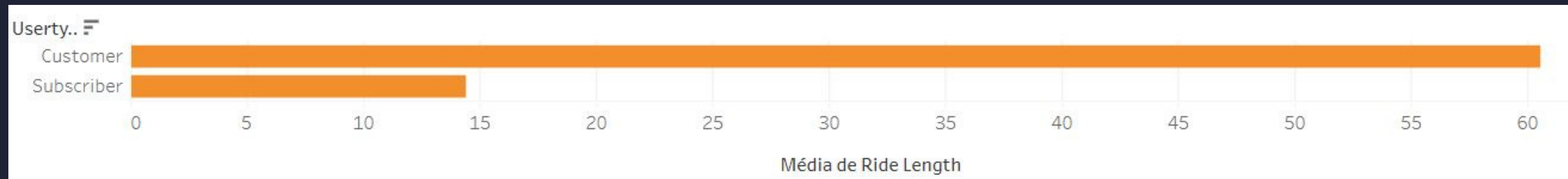
ILUSTRE COM UMA BREVE EXPLICAÇÃO.

VOLTAR AO SUMÁRIO

Rides along the year

Line Chart of Subscriber vs. Customer

During colder months,
rides diminished greatly

Varying ride lengths

Average Ride Length by Month

Customers have a peak of activity during February

Members have shorter ride lenghts

usertype
Customer
Subscriber

More on ride lenghts

Once again tackling average ride lengths, it is possible to assess that members, on average, have longer trips.
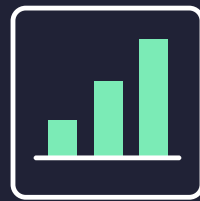
What was concluded?

Results

- Not enough to draw definitive conclusions

- However, the behaviours of different types of customers were more defined

So... and now?

- More data gathering on qualitative data is recommended.

What can be done now?

Data efforts

- More data gathering
- Focus on qualitative data
  - Surveys
  - Satisfaction researches

Marketing projects

- Different and more specific membership types
- Exclusive perks for members

THANK YOU