

Case Study - Cyclistic Bike Share

How do annual members and casual riders use Cyclistic bikes differently?

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Problem Statement

Cyclistics bike sharing wants to aimed at **casual riders to convert them into annual members** so our part of the goal is to analyse the difference between casual and annual riders bike usage and also suggest some recommendations.

About Dataset

Cyclistic's historical trip data contains the details about **start station and end station and bike details from 2016 to 2021** (since 2016 is the start year of the company) which we have used in order to solve our goal

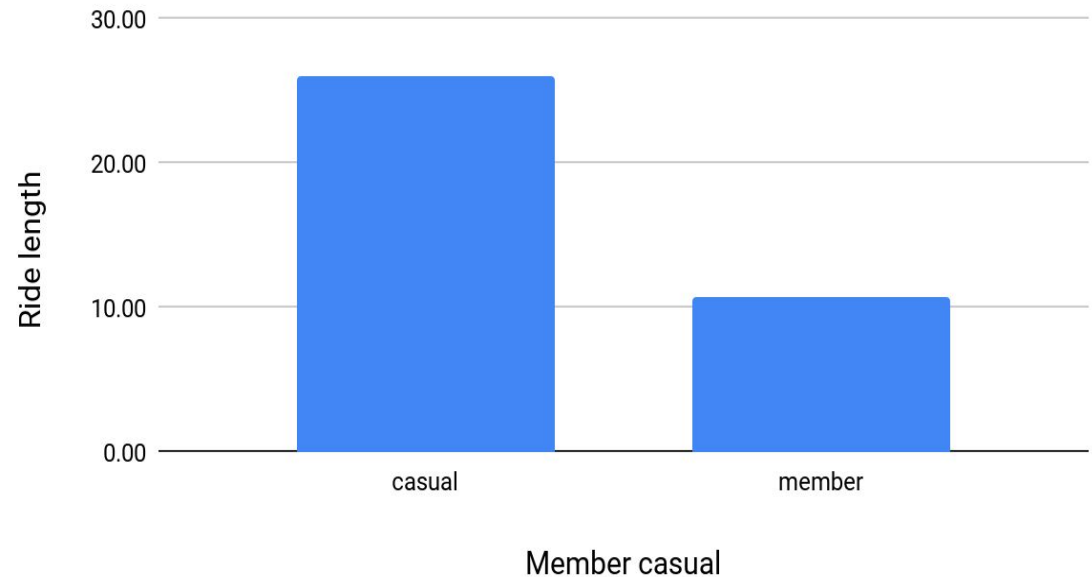
You can check the dataset here - [Click here](#)

Insights - 1

- Ride length is the difference between start time and end time of a trip
- The average ride length of casual user is more than double the member so casual users use bike more than the member

Average ride length of different users

From 2016-2021

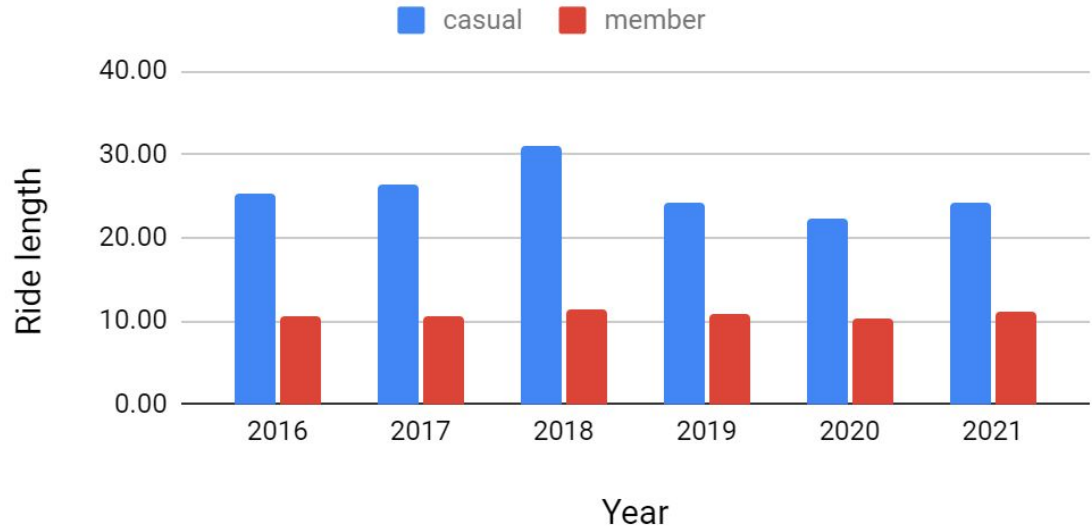


Insights - 2

- If we go through year wise then also **casual member** are using more bikes than the members
- **Casual member** finds it **affordable** to use bikes for every work thereby using buying and using bike passes daily

Average ride length by year

From 2016-2021

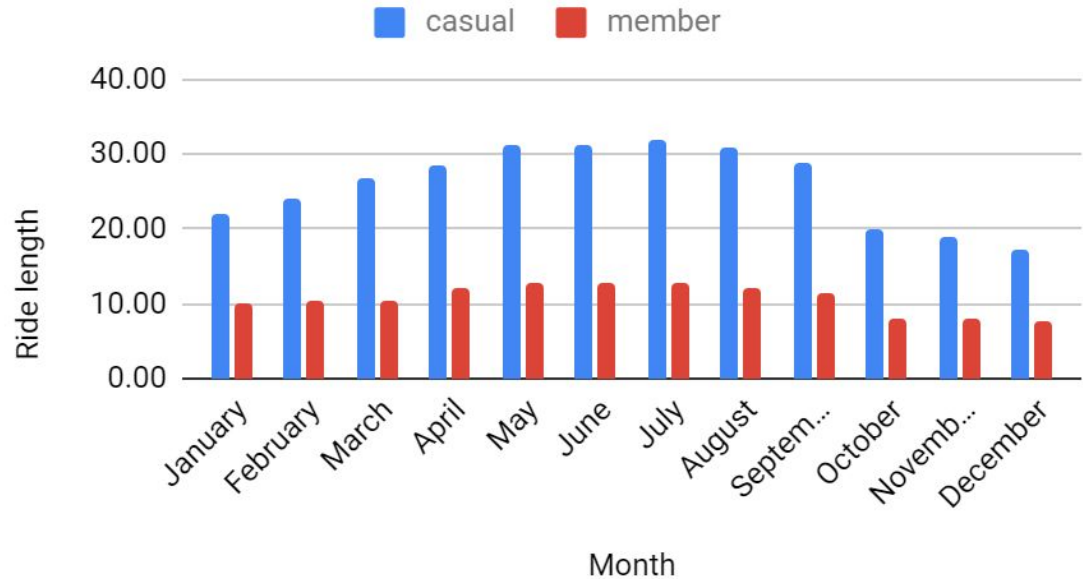


Insights - 3

- Analyzing the bike usage by month wise shows that in the **mid year the bike usage increases**
- It's usually because **tourist activities rises in the mid year** and more people uses bike for roaming

Average ride length by month

From 2016-2021

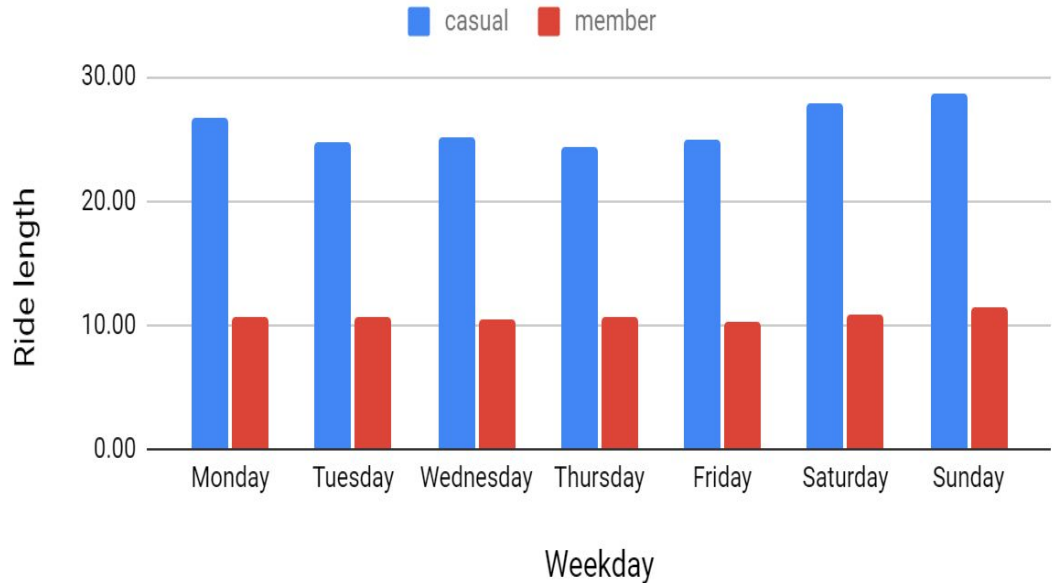


Insights - 4

- Overall casual rider uses more bike but especially in the weekends its uses increases slightly
- People use more bike because of late night weekends parties or small vacations during weekends

Average ride length by weekdays

From 2016-2021

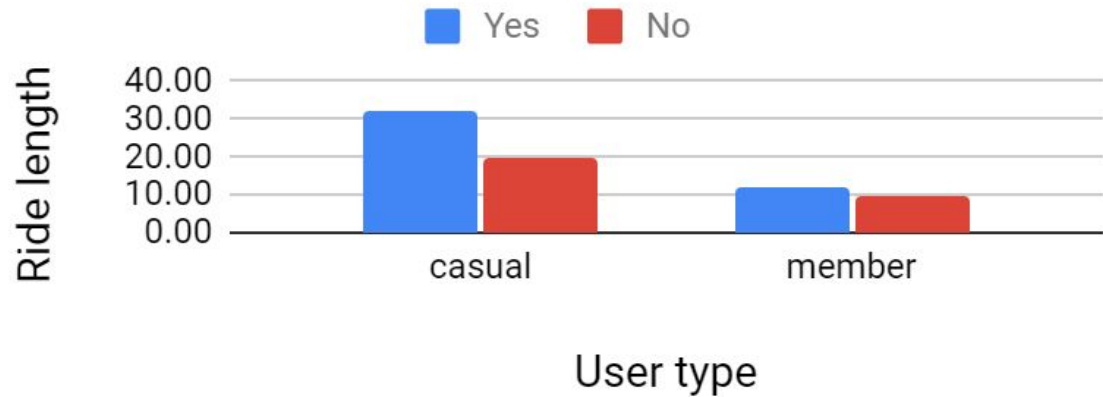


Insights - 5

- Casual users take more round trip (means their start station and end station are the same)
- Casual user maybe use bike for normal daily routine work like going to the market or going on vacations

Average ride length by round trip

From 2016-2021



Recommendations

Marketing teams should / can -

- introduce **monthly or quarterly passes** so the people will find it more affordable so they will attract towards our annual program
- come up with a plan or **program for mid year or tourists passes** where bike usage increases due to tourists activities
- Give **discounts or coupons for weekends** so people will buy the passes more on weekends thereby relying more on our bikes

Appendix

- Cleaning reports (by using R)
 - [2016-17 Cleaning](#)
 - [2017-18 Cleaning](#)
 - [2018-19 Cleaning](#)
 - [2019-20 Cleaning](#)
 - [2020-21 Cleaning](#)
- Tableau Dashboard - [Click here](#)

Thank You