

# Differences between occasional cyclists and Cyclistic's annual members

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Sebastian Julajuj



# iHello!

Sebastian Julajuj

Science and systems engineering student

Google Data Analytics Certificate

GitHub: [github.com/JBastian29](https://github.com/JBastian29)

LinkedIn: [linkedin.com/in/sebastian-julajuj](https://linkedin.com/in/sebastian-julajuj)

Email: [sebastian.jzelada@gmail.com](mailto:sebastian.jzelada@gmail.com)



## Objective

Understand how **occasional** cyclists and **annual members** use Cyclistic's service differently. With this information, design a new marketing strategy to convert occasional cyclists into annual members.



## Types of cyclists

**Occasional users:** are those users who purchase the service for a single or full day trip.

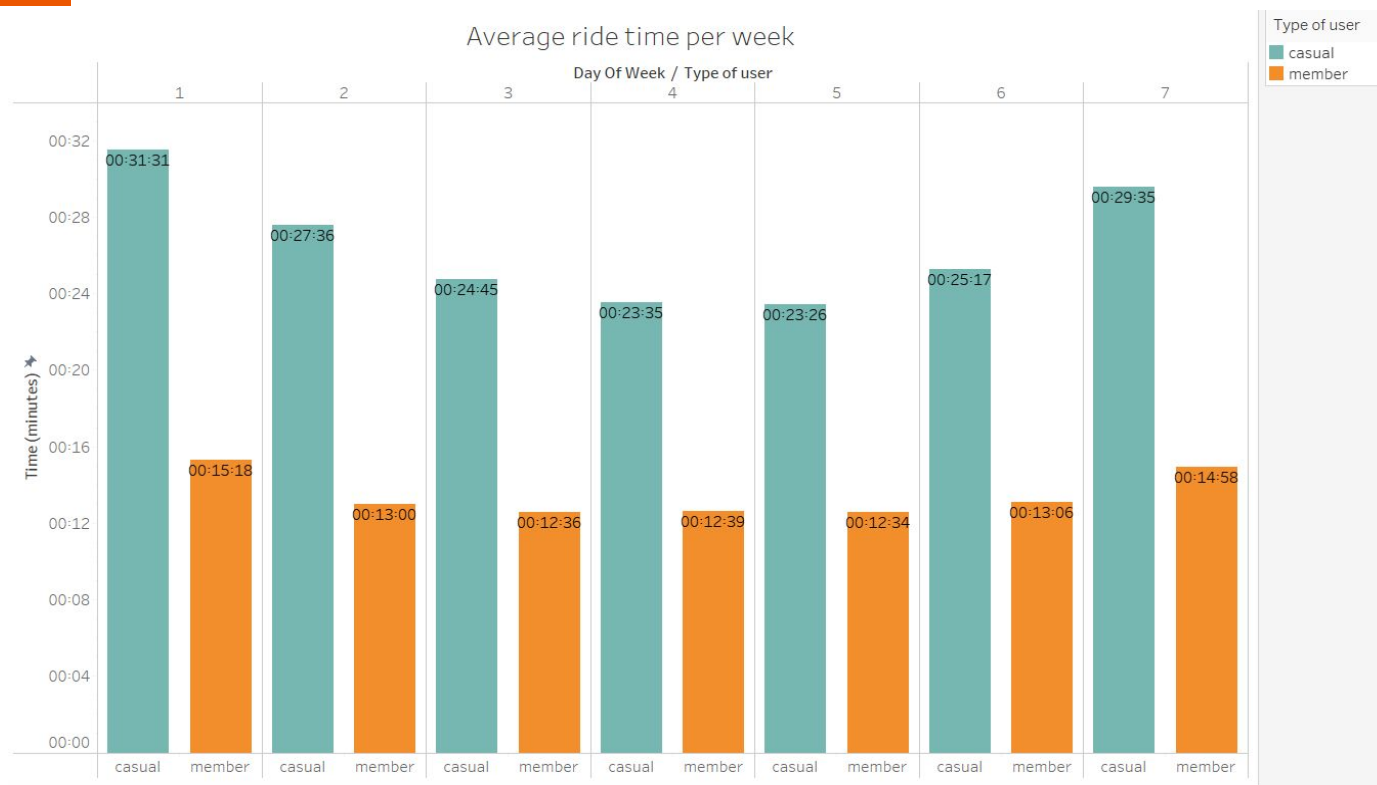
**Annual members:** are those users who purchase the service for an annual subscription.

# Average ride time

- The difference in average ride time between users is considerable.
- There is a correlation between the reason for using the service and the average time.

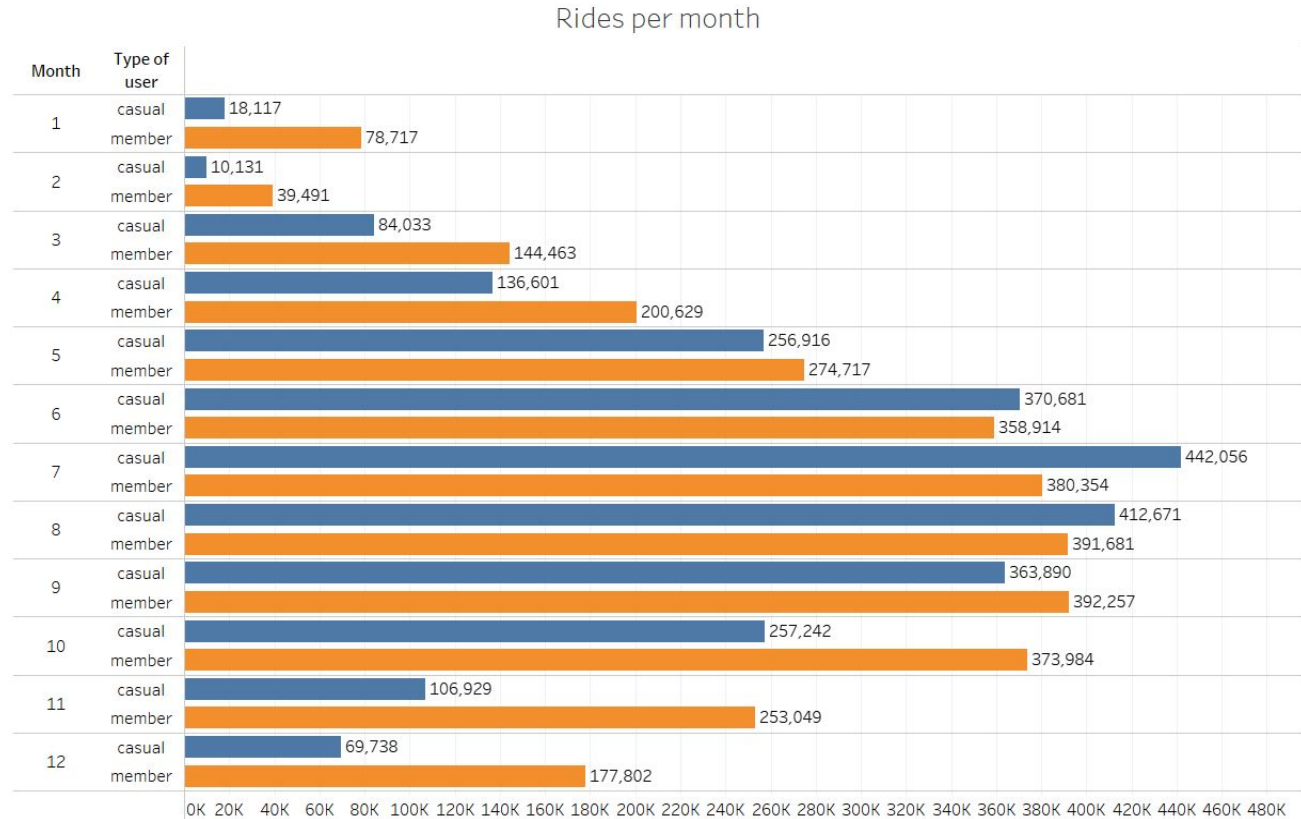


# Average ride time per week



# Number of rides per month

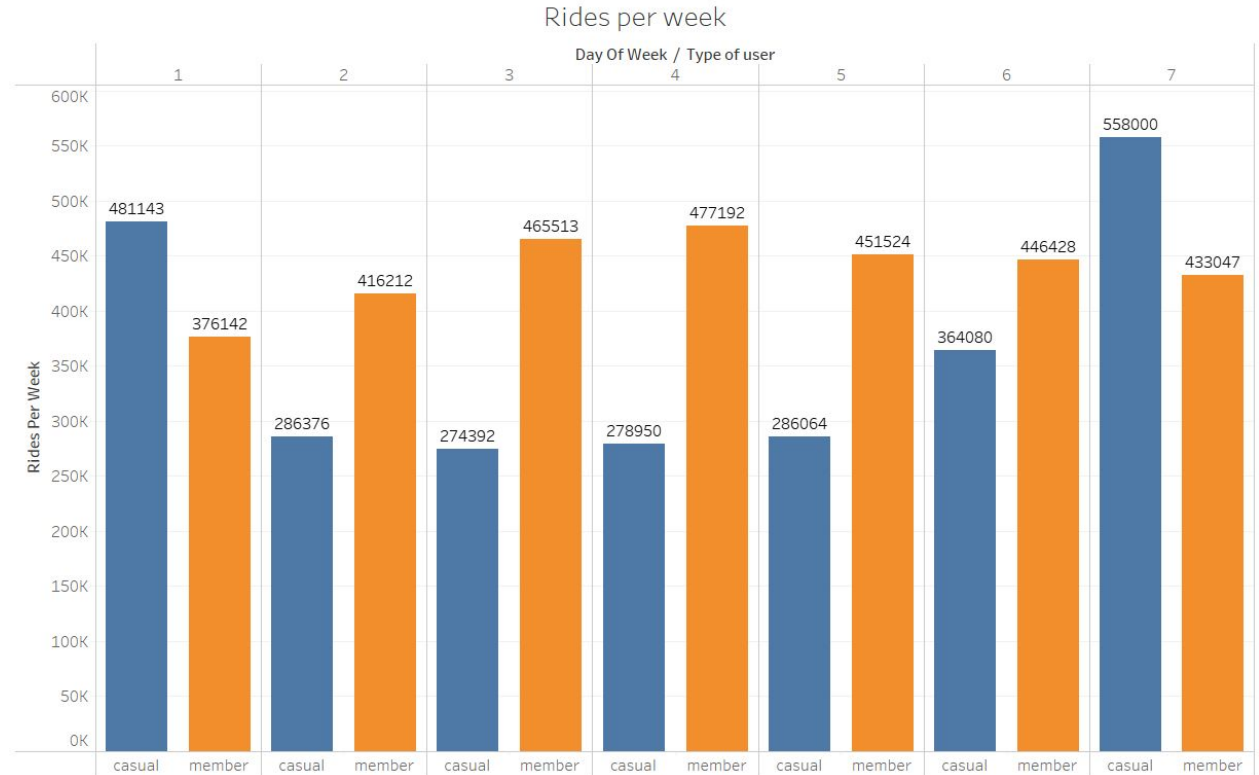
- There is a considerable increase of rides by casual users between June and September.
- There is correlation between increased casual user rides and Chicago's summer season.



# Number of rides per week



- Casual users use the service more during the weekend.
- Members keep similar usage during the week with the exception of Sunday.



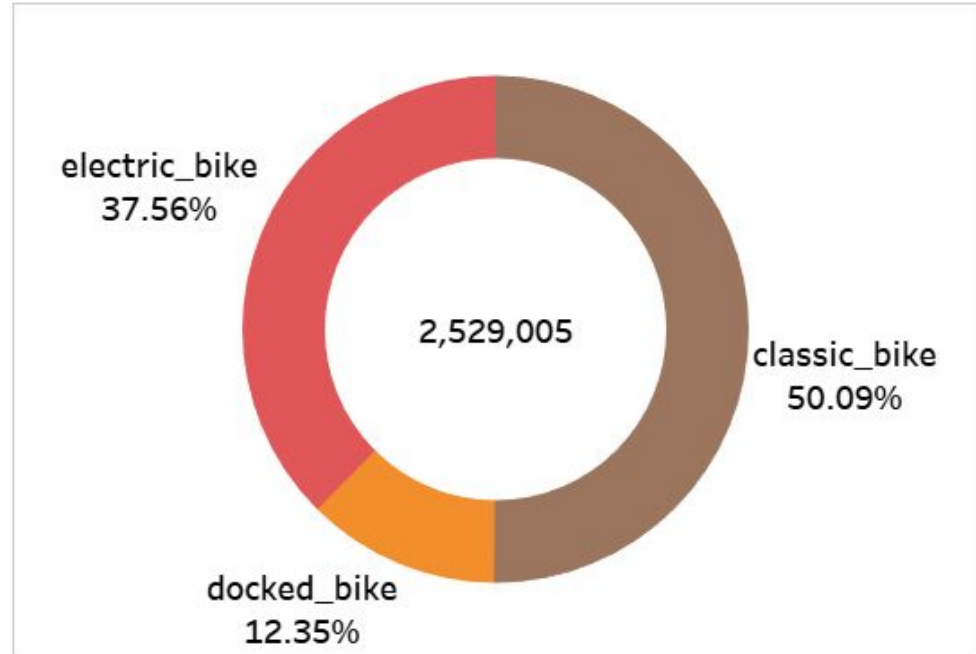


# Bicycles used by casual users



- These users show a slight preference for classic bicycles.
- The use of all types of bicycles is observed.

Bicycles used by casual riders

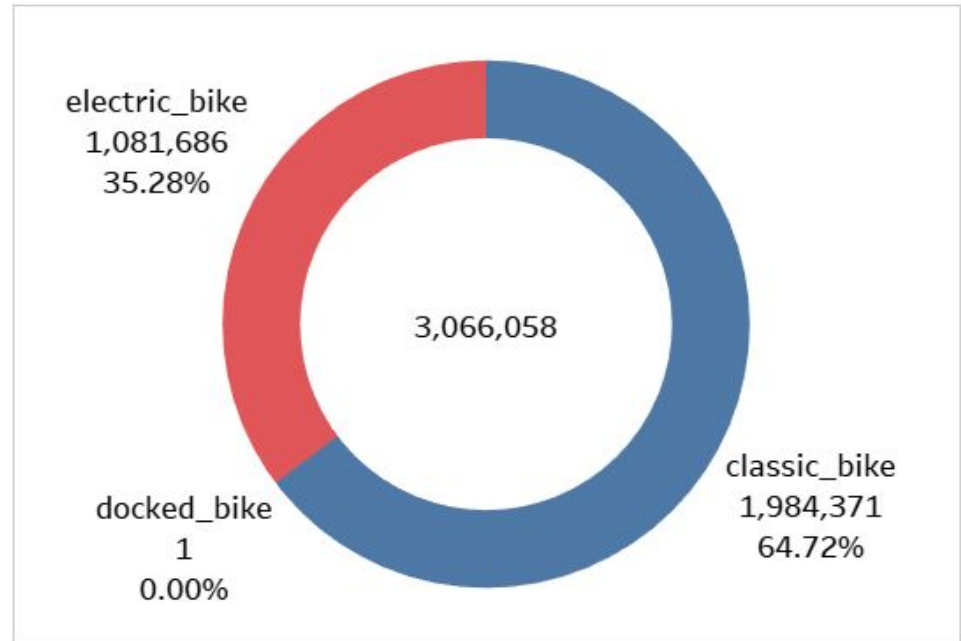


# Bicycles used by casual members



- These users do not use the docked bikes.
- There is a notable preference for classic and electric bicycles.

Bicycles used by member riders





## Recommendations

- Promote the annual service during the summer season through the app and social networks detailing the benefits included in this subscription compared to the day pass or single trip pass.
- Schedule in-app notifications or pop-ups informing about the benefits of the annual subscription during weekend trips.
- Post signs detailing the benefits of the annual membership at each bike station during the weekend.