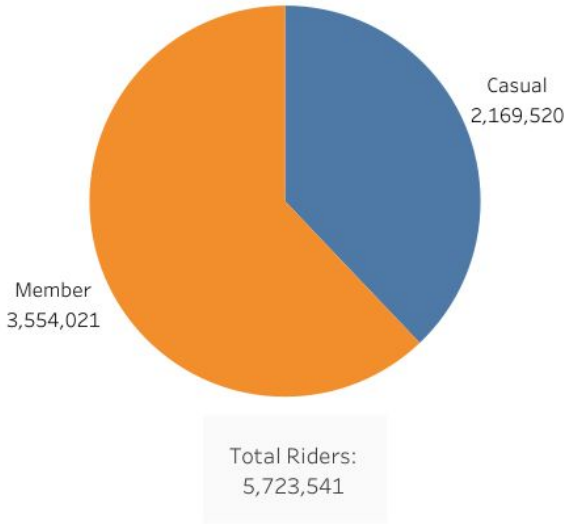
Cyclistic Rider Behavior

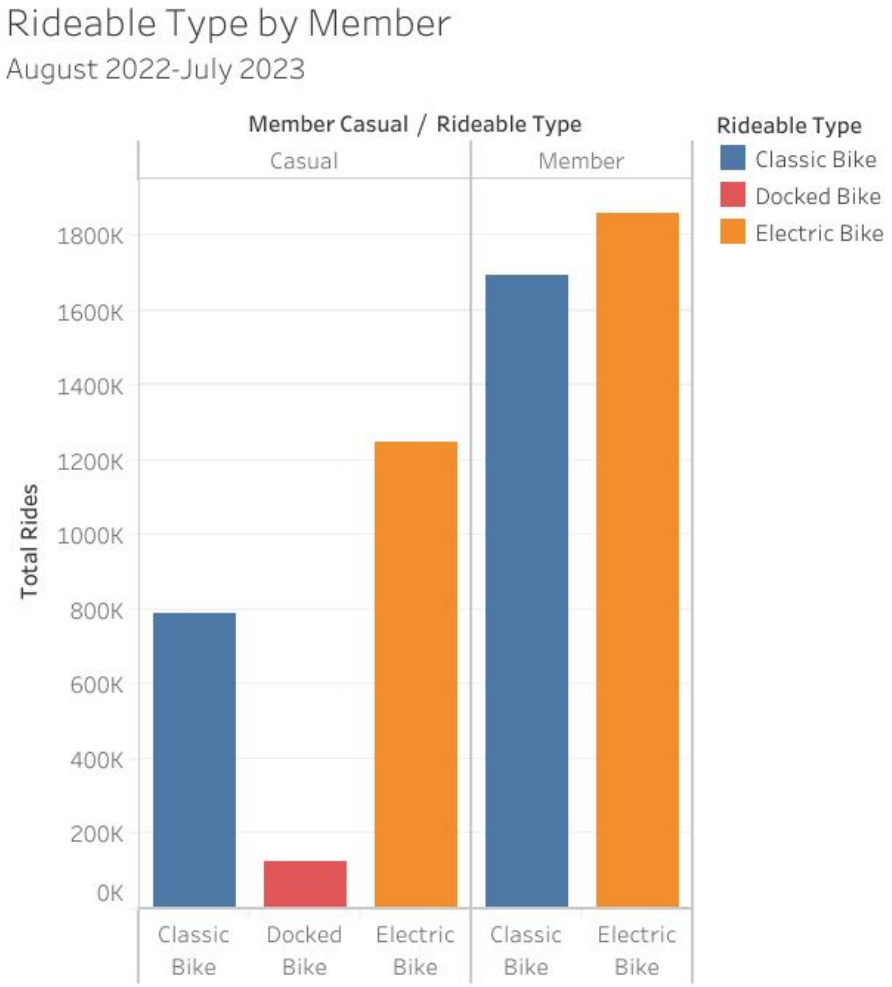
Analysis of Members vs Casual Users

The Task

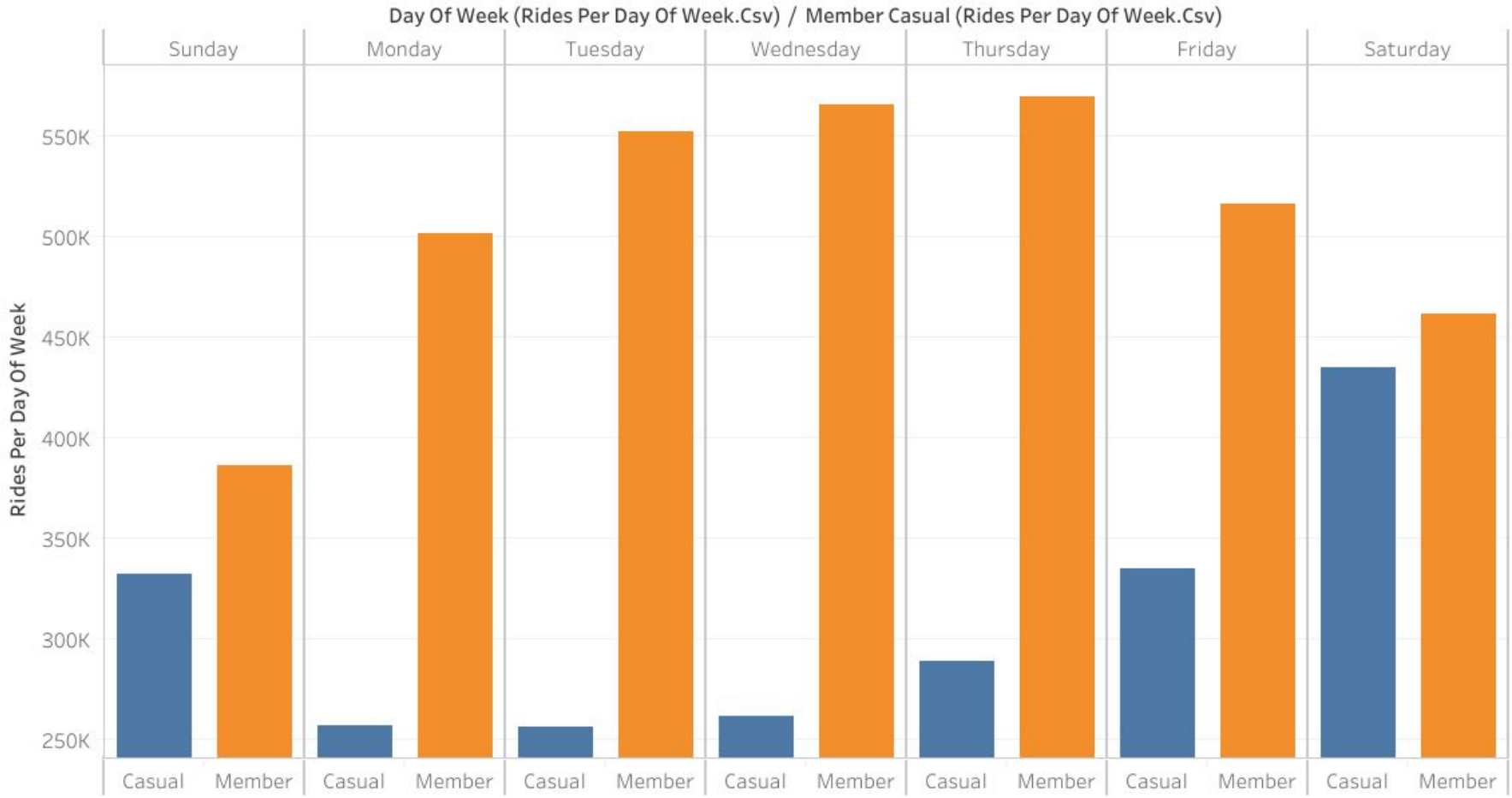
- Review the data provided by Cyclistic from August 2022 - July 2023
- Determine how Annual Members and Casual Riders differ in usage
- Present insights to the marketing team to aid in determining strategies to convert casual Riders to Annual Members

User and Rideable Types

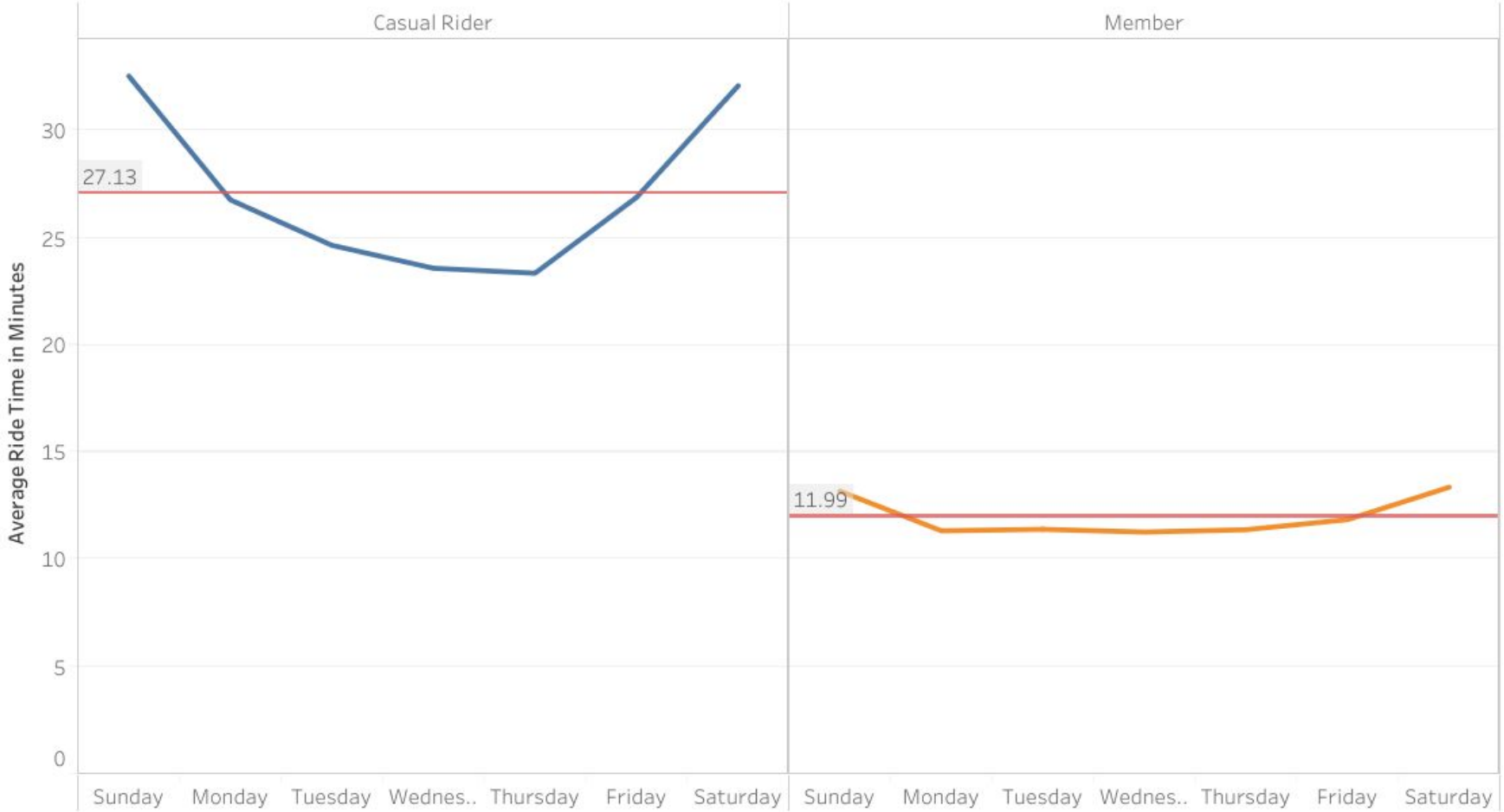




Rides per Day of Week



Average Length of Rides Per Day of the Week by Member Type



How do Members and Casual Riders Differ?

Members

- Ride more often for shorter periods
- Show little preference for bike type
- Commute during the week

Casual Riders

- Ride less often for longer
- Prefer electric bike
- Prefer weekend rides for leisure

Recommendations

1. Use digital media marketing (social, email, in-app) focused on the benefits of commuting via bike
    a. Possible targets can be environmental, health, and cost benefits
2. Provide all users with personal usage data after each ride. Include average ride time vs. average member ride time and potential savings by becoming a user.
3. Provide a survey to all users focused on usage and benefits/premium options they would like to see
    a. After collecting the data, introduce desired options as membership perks (i.e. free rides for a friend, access to partnership health app, etc.)

Data Information

All data provided by Motivate International Inc. under this license https://divvybikes.com/data-license-agreement. All personal identifiers have been removed by the provider to protect individuals' identities.

Credibility:

Data was collected by the company itself and contains data from 2013 to July 2023. Data prior to April 2020 is compiled into quarterly, biannual, or yearly datasets. Data used for this report was from the most recent year of data provided, August 2022 through July 2023, since that is the most relevant data to date. Some observations are missing the start- or end-station name or id, but all observations contain start time (started_at) and end time (ended_at).