

2022 Case Study

How Does a Bike-Share Navigate Speedy Success?

Introduction:

Cyclistic is a (fictional) bike-share company based in Chicago. The marketing team believes that their future success depends on maximizing the number of annual memberships. Pursuant to this goal they would like the following question answered:



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

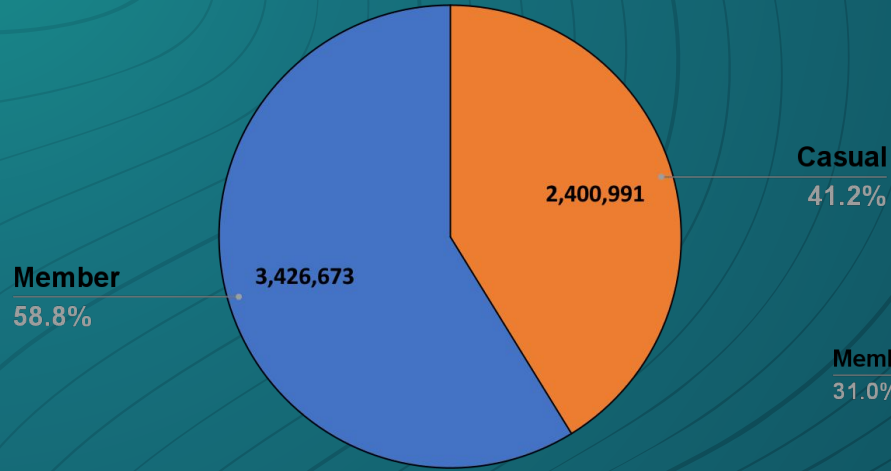


The Data

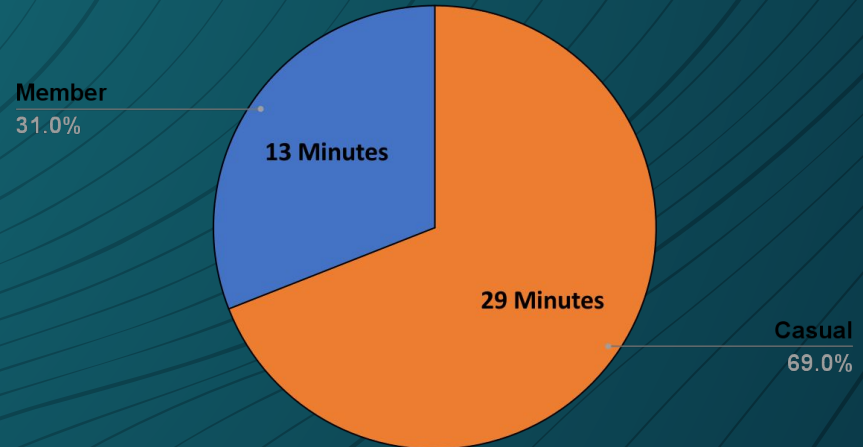
We're going to analyze the last 12 months of trip data to ensure our results are current and relevant. This data has been made public and available by Motivate International Inc. under [this license](#).

To see documentation of my entire data cleaning and analysis process, [click here!](#)

Total Rides



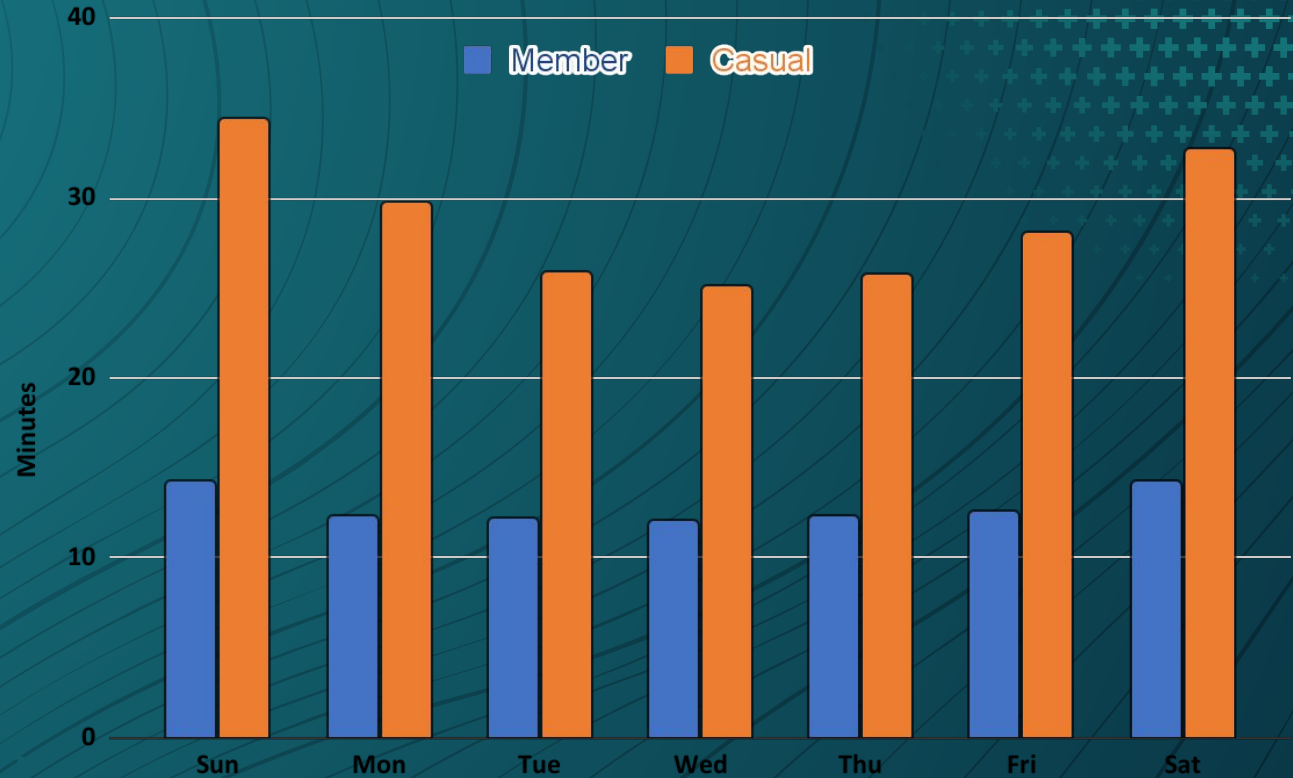
Total Average Trip Duration



While members take the most trips by far, casual riders take much longer trips on average



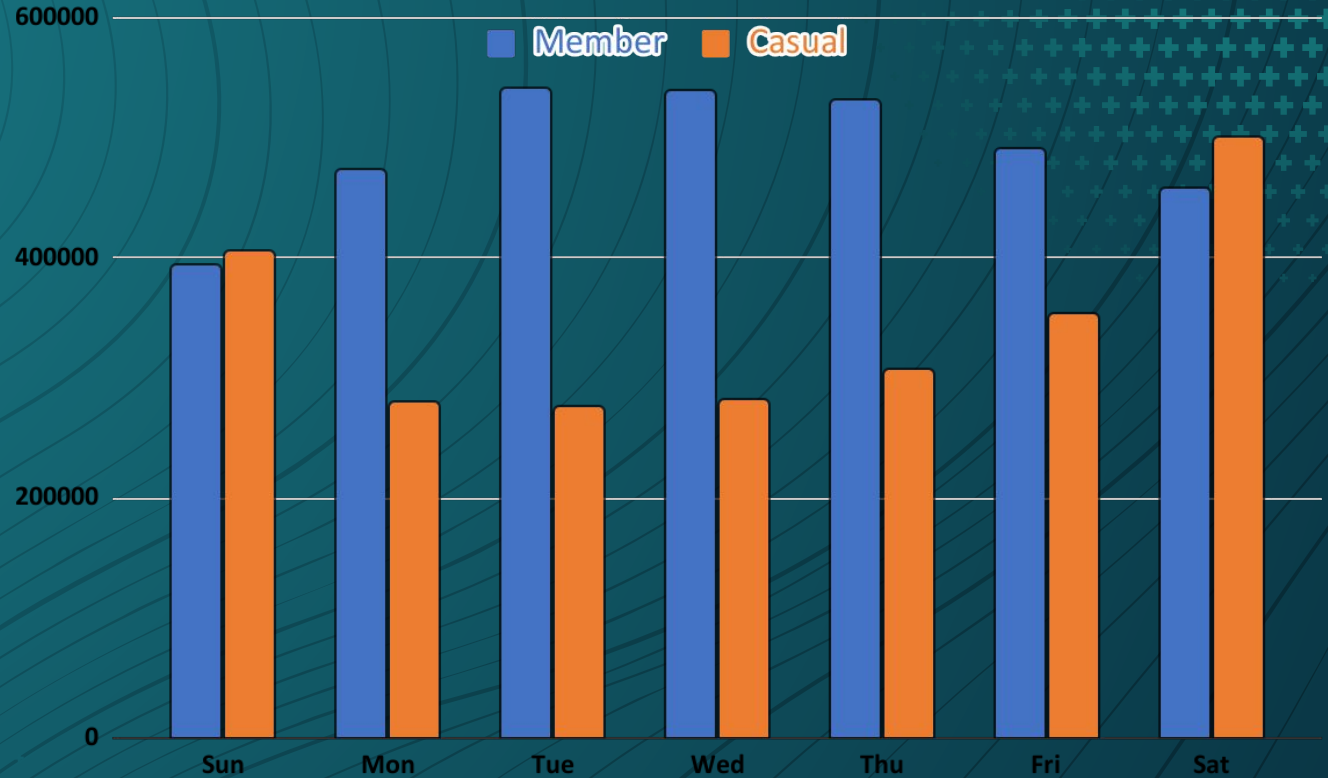
We can compare the average trip length for each day of the week on this chart



Casual riders average much more time during their trips than member riders, especially on weekends



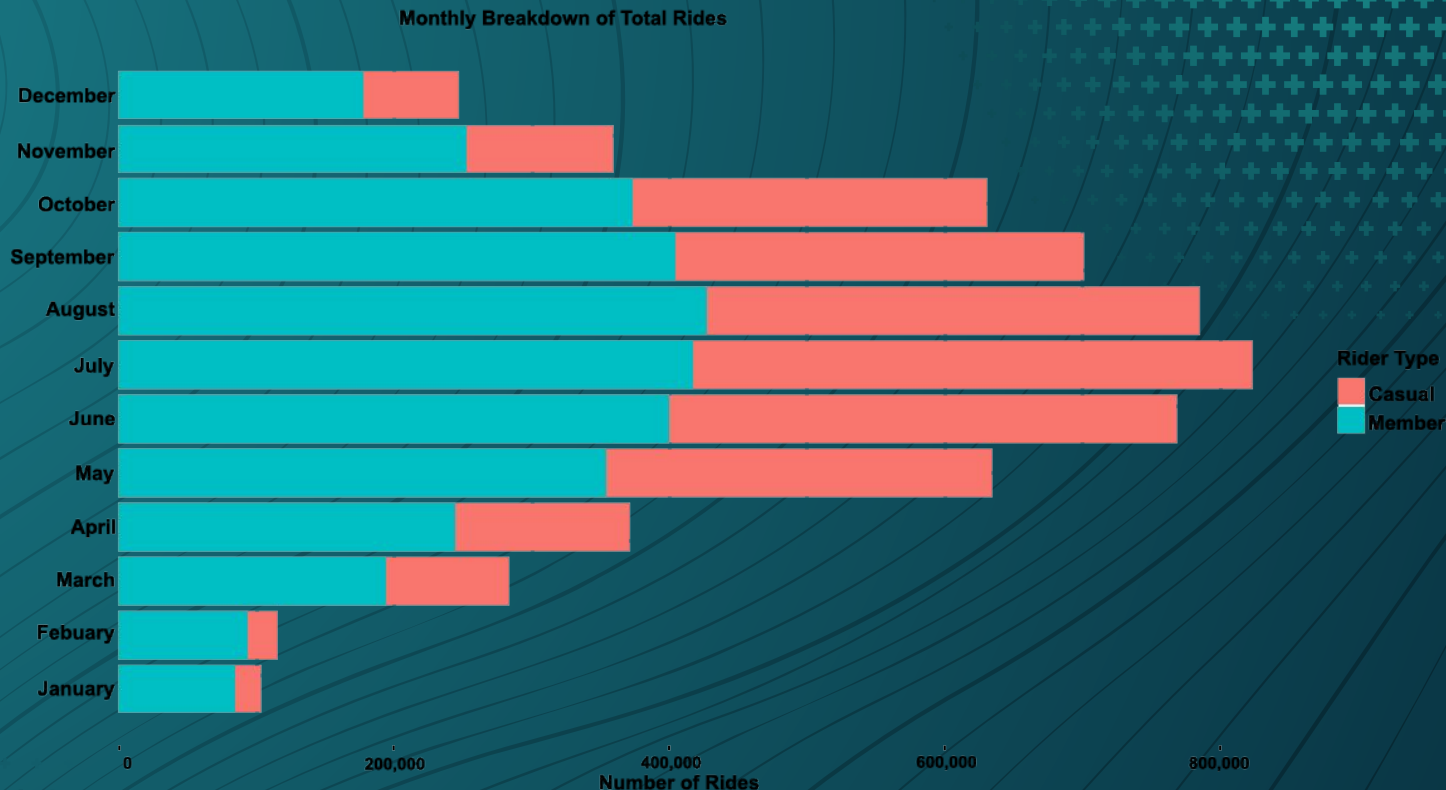
This bar chart compares the average number of trips for each day of the week



- Member riders may take more trips during business days, but casual riders take the lead on weekends



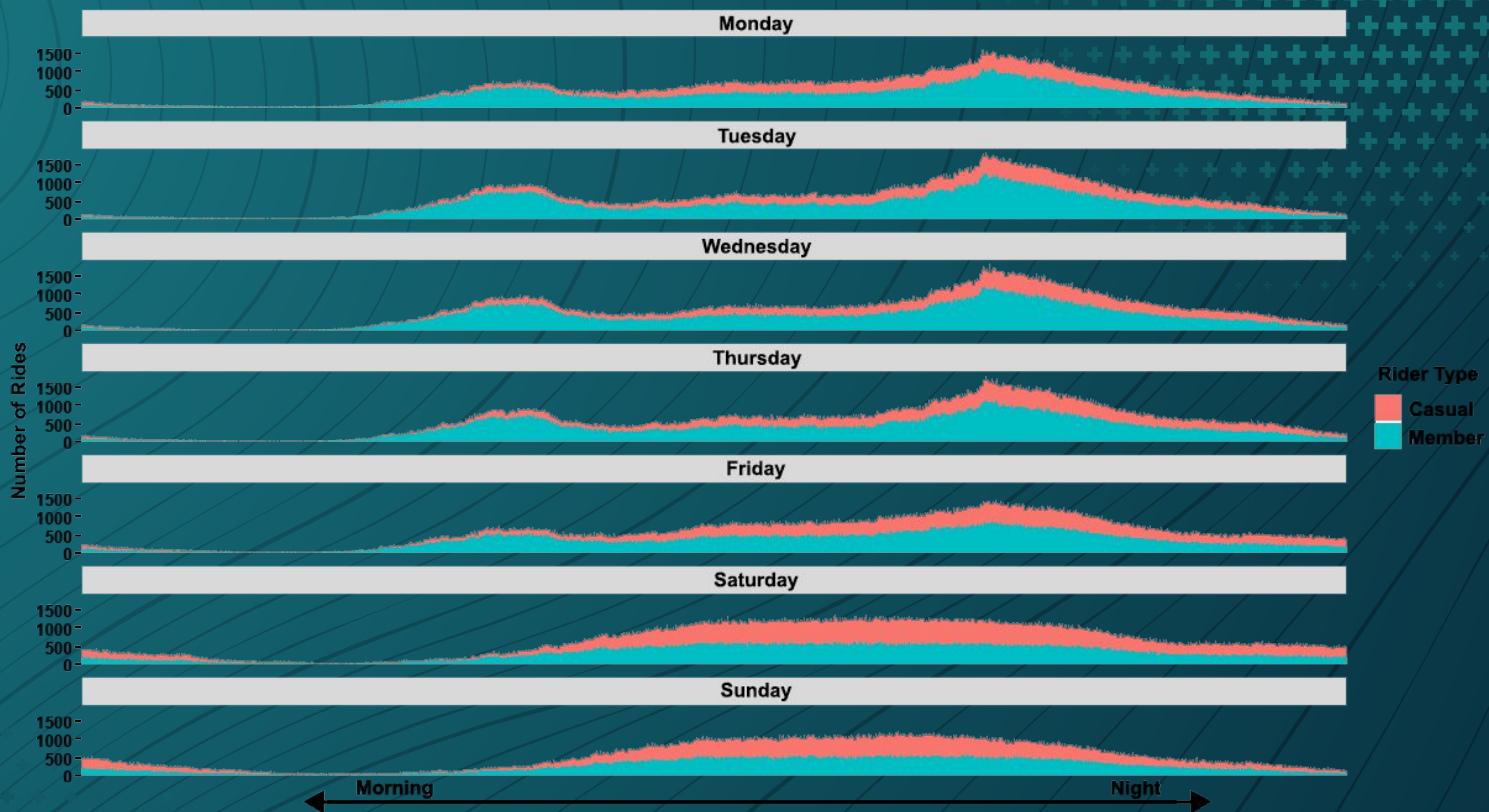
Here is a stacked bar graph showing total rides in each month



Warmer months have the most overall trips with members making up the majority during winter season



Here we can see a comparison of the amount of trips started throughout each day of the week



▫ A clear trend is visible for both types of riders around the average commute times on working days

Key Takeaways

Both casual and member riders trend high during normal commute hours on weekdays

1

Most trips are taken during warmer months, with mostly only members taking trips in winter

3

Member riders take the most trips on weekdays while casual riders take more on weekends

5

2

Casual riders take up about 69% of the total trip duration

4

Member riders take up about 59% of the total number of trips

Summary Recommendations



Ride Length Benefits

Incentivize casual riders to sign up for membership based on a type of rewards program that tracks their total trip time and offers redeemable rewards.

Save on Your Commute

Establish a marketing campaign to advertise to casual riders how much they could be saving if they signed up for membership for their daily commute.

Weekend Membership Plan

Offer a discounted membership plan that focuses on weekend trips to encourage the many casual riders that only have free time for rides on weekends.