

CYCLSTIC BIKE SHARE

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



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GOAL: MARKETING STRATEGIES

Until now, Clyclistic's marketing approach has centered on building general brand awareness and attracting a wide range of consumers

WHY OUR GOAL FOCUSES ON MARKETING STRATEGIES:

Current strategies have been supported by flexible pricing options including single-ride passes, full-day passes, and annual memberships.

Cyclistic customers fall into two main categories:

Casual Riders: single ride or full day passes

Annual Members: who commit to a yearly membership

"Every new membership strengthens our community and secures more consistent income" – Jane Doe, Cyclistic Strategy Lead

Our Financial Analysis team has shown that annual members are more profitable than casual riders. Flexible pricing has been effective in drawing in more riders overall and has been suggested that increasing the number of annual members will help with future growth.

With this information Marketing team has strategically focused on converting existing casual riders into annual members. This decision was made with the understanding that casual riders are already familiar with Cyclistic, have trust in the brand, and would require a more focused marketing strategy that would cost the company less.

TARGETED MARKETING:

Our goal is to design targeted marketing strategies that encourage casual riders to become annual members

To effectively do this we need to:

- Understand differences between annual and members and casual riders
- Identify the motivations that would lead casual riders to upgrade to memberships
- Explore how digital media can support and amplify these marketing efforts

ANALYSIS FINDINGS:

Our Data Analysis team was tasked with analyzing historical bike trip data to answer the question:

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

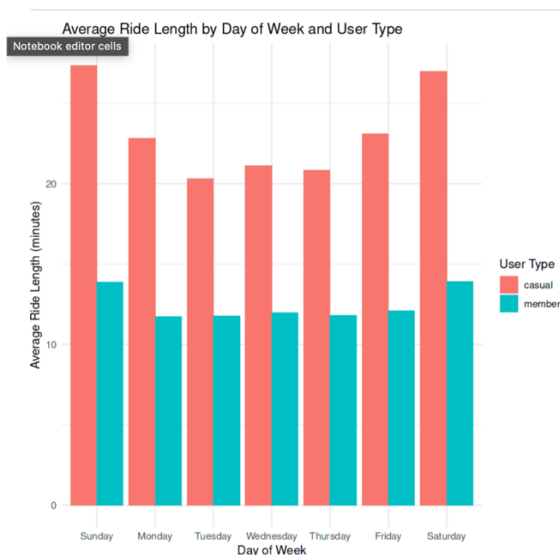
To get a good glimpse of data, we used the past 12 months of data to follow trends on a month to month bases.

What we Found:

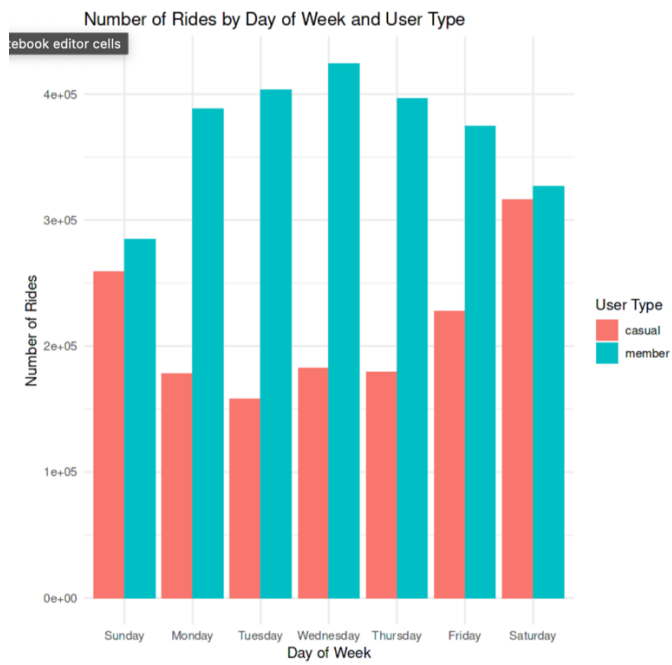
Average ride length by user type:

Member	Average ride Length
Casual	28.81423
Member	12.35199

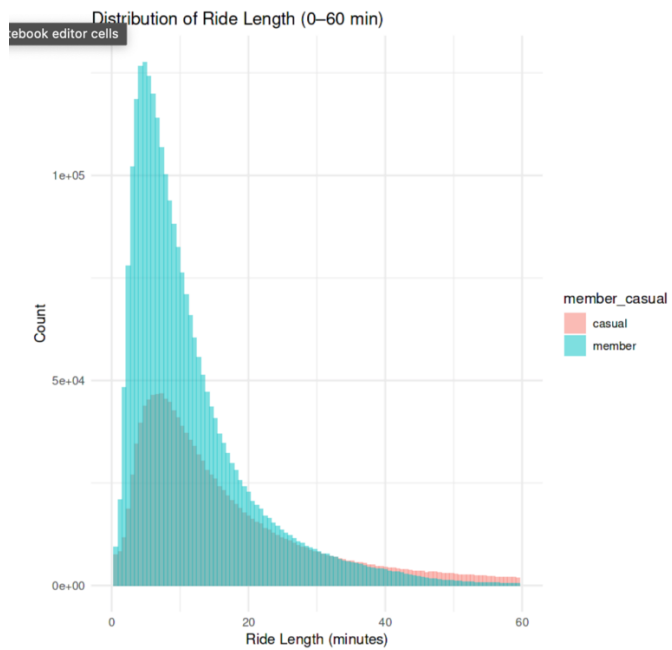
Average Ride Length by Day of the week:



Number of Rides by user type for day of the week:



Distribution of ride length:



How does our information help support marketing strategy:

- 1) *Highlight conversion opportunity: Casual riders are already engaged but behave differently. Tailored marketing can convert them into members*
- 2) *Revenue stability: Members ride more frequently, creating steady income streams*
- 3) *Target campaigns: weekday commuter-focused promotions or weekend leisure upgrade incentives*

References:

- Google Analytics Capstone project
- Divvy Bike Data (<https://divvy-tripdata.s3.amazonaws.com/index.html>)
- Kaggle (<https://www.kaggle.com/code/kalsey/capstone-project>)

Disclaimer

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