

# Cyclistic Bike Share Analysis: Key Findings & Marketing Recommendations

## OVERVIEW

This analysis examined ride patterns between annual members and casual riders using Cyclistic bike data from Q1 2019 and Q1 2020. The goal is to support marketing efforts to convert casual riders into members.

## KEY FINDINGS

- Casual riders primarily use bikes on weekends and take longer rides.
- Members ride consistently on weekdays, typically for shorter durations.
- These patterns suggest casuals use bikes for leisure, while members ride for commuting or routine purposes.

## RECOMMENDATIONS

1. Launch weekend promotions targeting casual riders.
2. Highlight membership benefits for frequent, short trips.
3. Offer free trial weekends to encourage casual-to-member conversions.
4. Use ride behavior to customize marketing messages (e.g. 'ride more, pay less').

## TOOLS USED

- R with tidyverse, ggplot2 for data cleaning and visualization.
- PowerPoint for presentation.
- CSV and Excel for initial dataset handling.

## SUPPORTING VISUALS

- Ride Count by Day (Bar Chart)
- Average Duration by Day (Bar Chart)
- Combined Comparison Chart

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For questions or follow-up, contact:

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