

# 2024 Cyclistic bike-share analysis

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## Problem:

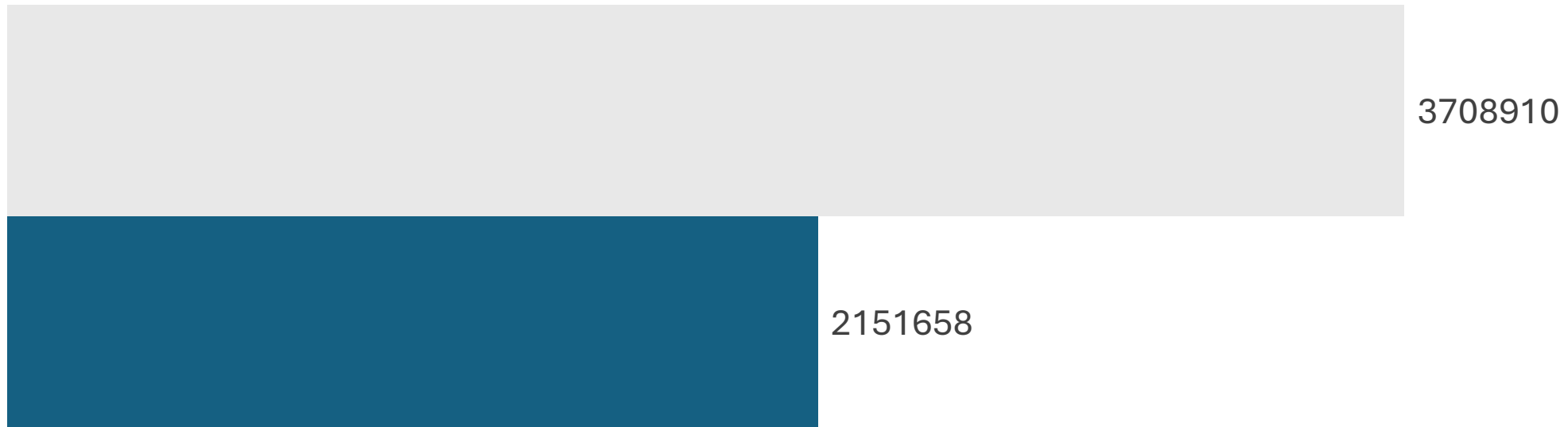
Increasing revenue by  
converting casual riders

## Solution:

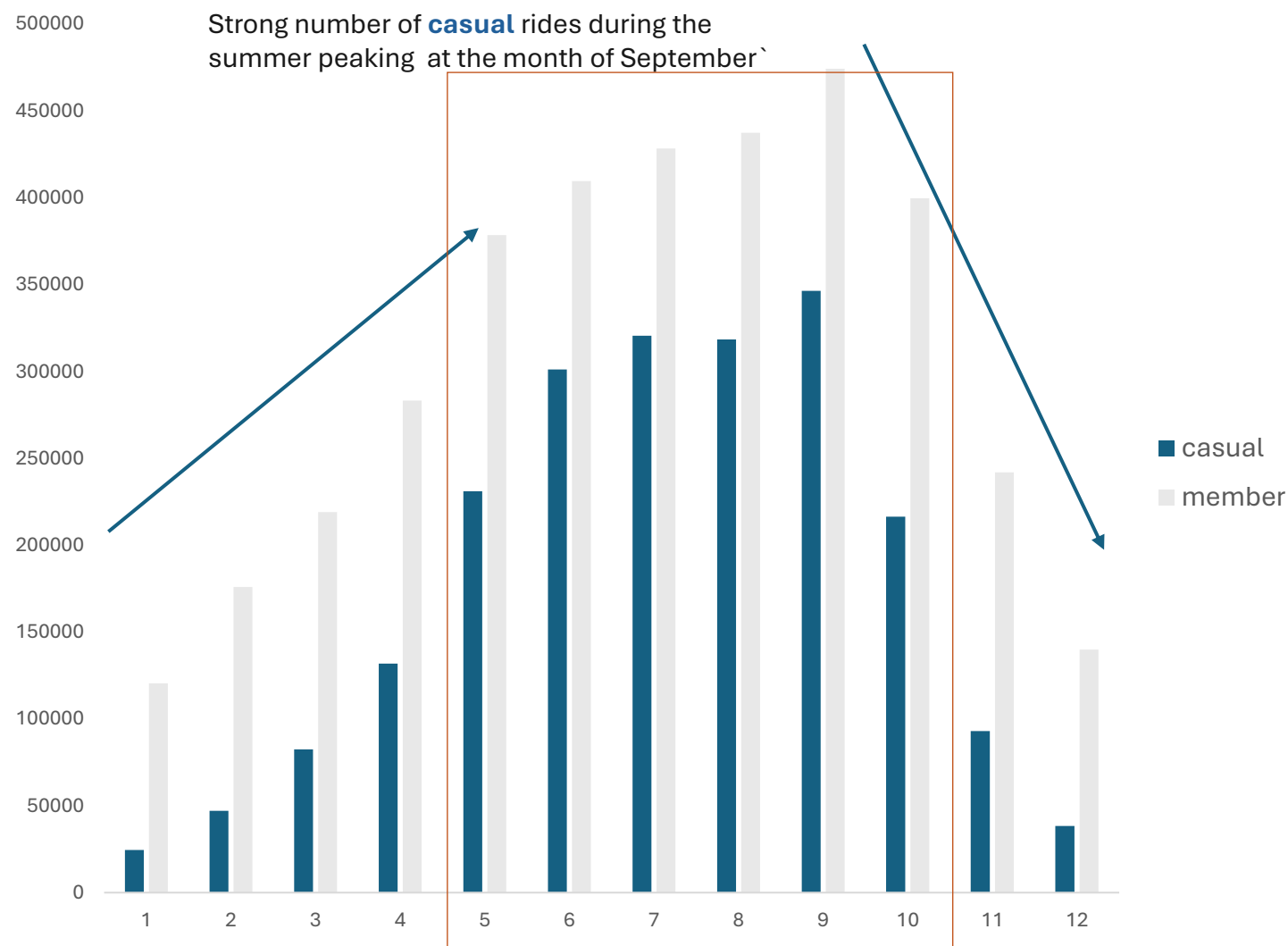
Analyzing how **casual** and **member** differ, using the results to create a business sales plan to convert **casual** riders to members.

Total rides for **Casual** and **Member** users of **Cyclistic** year **2024**

■ member ■ casual



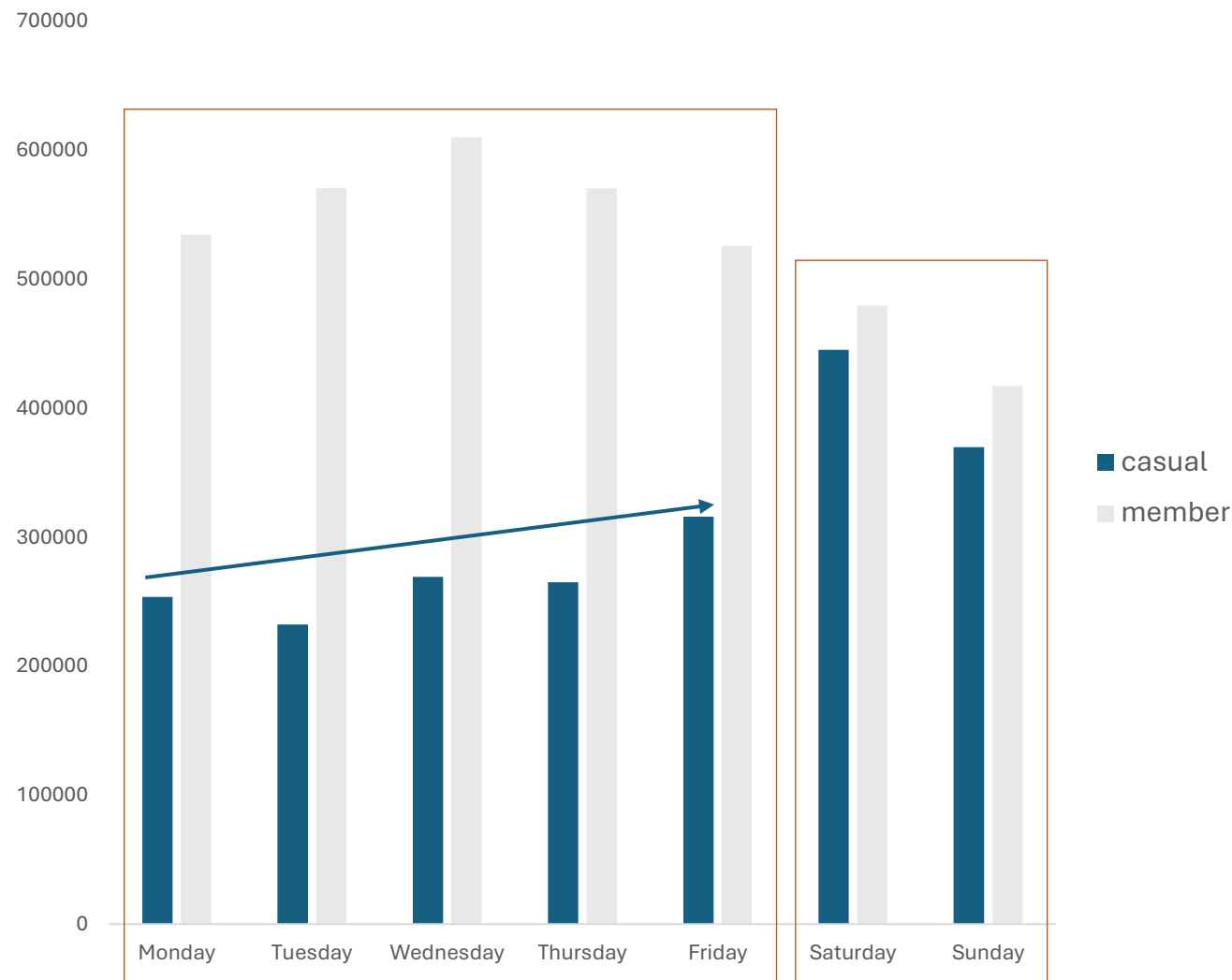
# User Ride Count per Month year 2024



The summer months are the busiest for Cyclistic, with both **casual** and members rides more than doubling compared to the other months.

**Suggestion:**  
A summer membership structure could be potentially explored to maximize casual rider conversion

# User Ride Count per Day year 2024



**Casual** rides are consistent during the weekdays which suggests rides are for commuting to work.

Weekends see a 30- 50% rise in **casual** rides, almost matching that of **member**.

**Member** rides see a decline during this period.

**Suggestion:**  
A structured weekday/weekend membership plans could be explored for casual riders

## **Exploration for Memberships**

- Offering Summer 6 months membership pricing.
- A one-year plan but split by Weekday/Weekend choices
- Structing Time of day memberships, where casual riders have a pick of two periods in a day, spanning a year.

### **Further Exploration**

What is the impact of each membership in casual rider conversions?

What is the impact on the ride frequency for cyclistic?



Thank you