Customer Riders vs Subscriber Members

- Presented by: **Omer Metwally**
- Last Updated: **23.th October 2025**
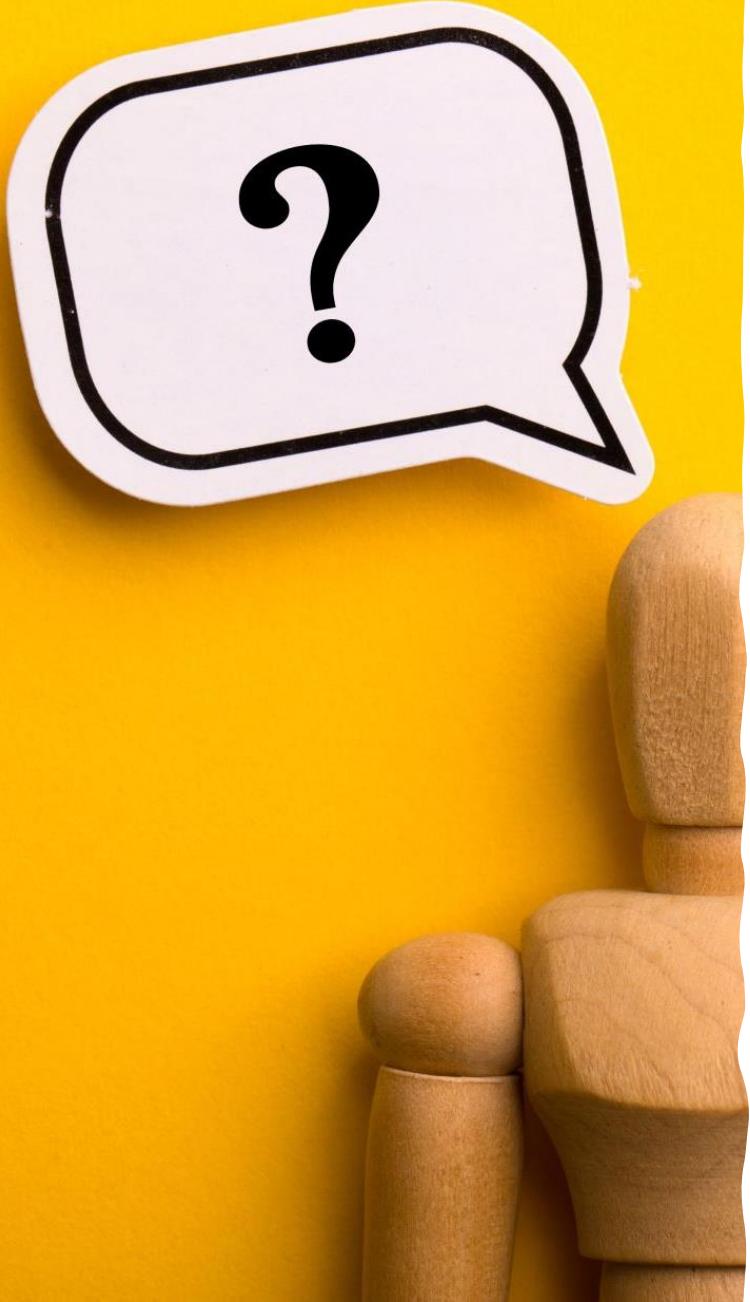
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Objective

What are we talking about?

How do **customer** riders and **subscriber** members use **Cyclistic** bikes differently and design **marketing strategies** aimed at **converting** customer riders into subscriber members

Business Task
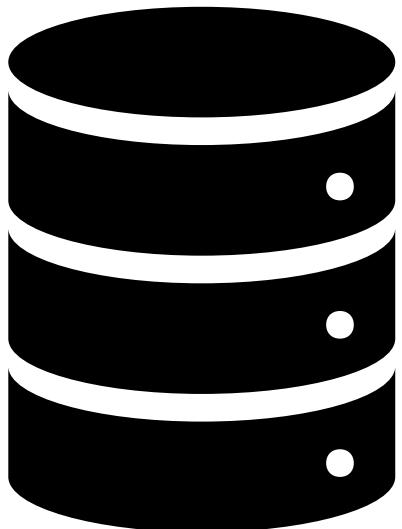
Identify how **annual members** and **casual riders** use Cyclistic bikes differently to support marketing strategies that **convert casual riders into annual members.**

Data source

Data set

- The dataset used in this analysis comes from the **Divvy Bike Share System Data (2019 Q1–Q4)**

License: Open dataset provided for educational and analytical purposes.
The data has been used strictly for **learning and non-commercial analysis**.

- **Data License:**
© Motivate International Inc. | Public data used for educational purposes only.

Data cleaning summary

Data cleaning
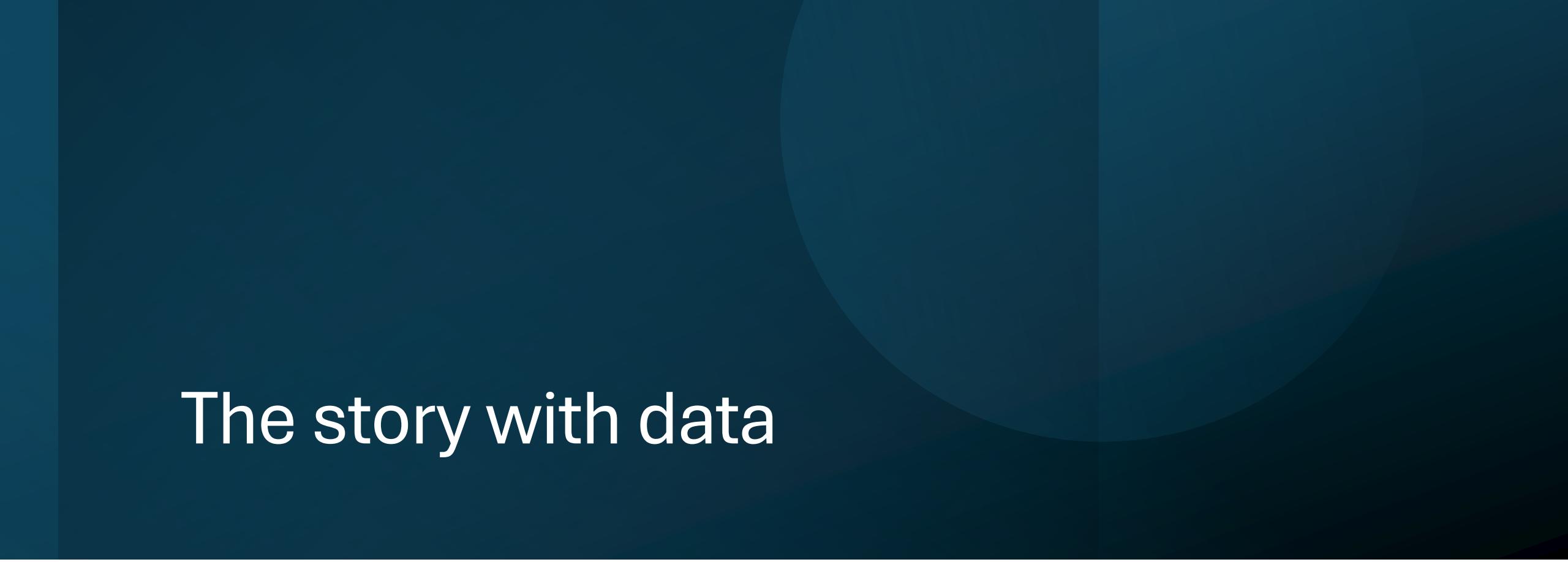
✓ **Imported and combine all datasets**

✓ **Removed duplicates**
  - ✓ Ensured each transaction record is unique to prevent double-counting.

✓ **Handled missing values**
  - ✓ Checked for missing **Bike ID, Trip Duration, or Trip ID**.
  - ✓ Imputed missing values where necessary or excluded incomplete rows.

✓ **Verified and standardized column names and data types**

✓ check if there are **null** values shown up in **critical** columns

Data cleaning

✓ Converted **start time** and **end time** into proper Date/Time format

✓ Created new column: **Ride Length** = End Time – Start Time and convert to **minutes (decimal)** for analysis

✓ Removed rows with missing or invalid values (e.g., null times, negative durations)

✓ Added **Day of Week** column using start time

✓ Loaded cleaned dataset into Excel for analysis and visualization
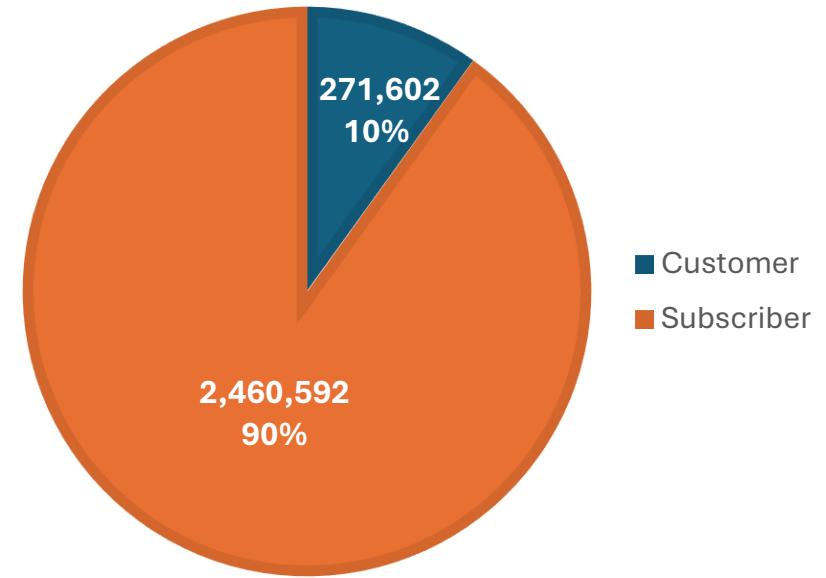
The story with data

Subscriber Members ride more frequently

subscriber members take trips more than customer riders

subscriber members have ~ **90% of all trips**, showing they are the **core customer base** for Cyclistic.

Sum of trips customer vs subscriber

271,602
10%

2,460,592
90%

Customer
Subscriber
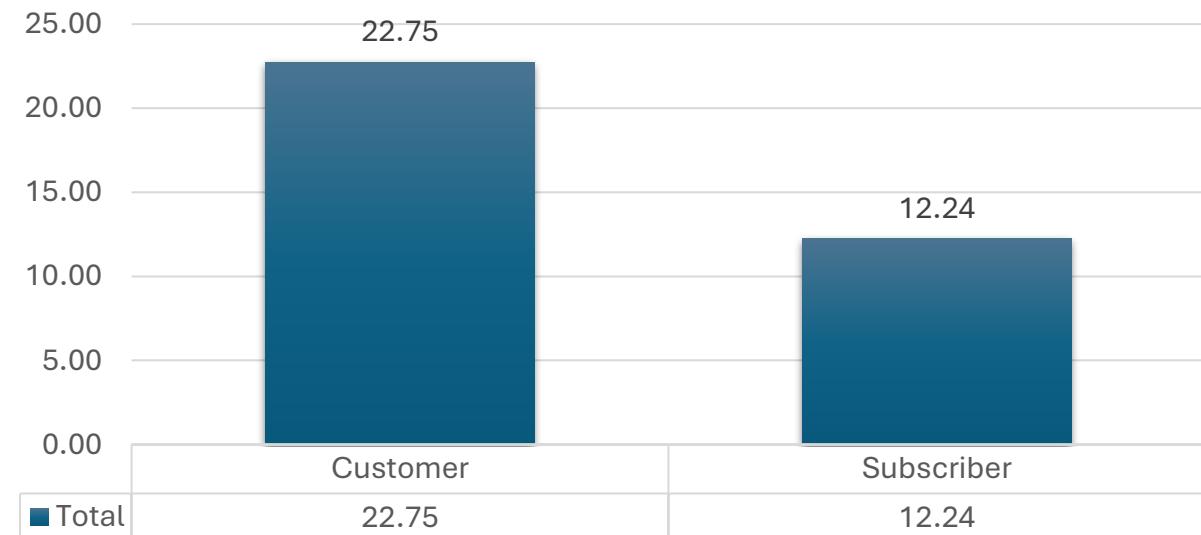
Customer Riders Take Longer Trips

customer riders average ~ **23 minutes per trip**, while subscriber members average ~ **12 minutes**.

customer riders use bikes for **leisure,** while subscriber members ride for **short, frequent commutes**.

Average Ride Length
customer vs subscriber

|	Customer	Subscriber
■ Total	22.75	12.24
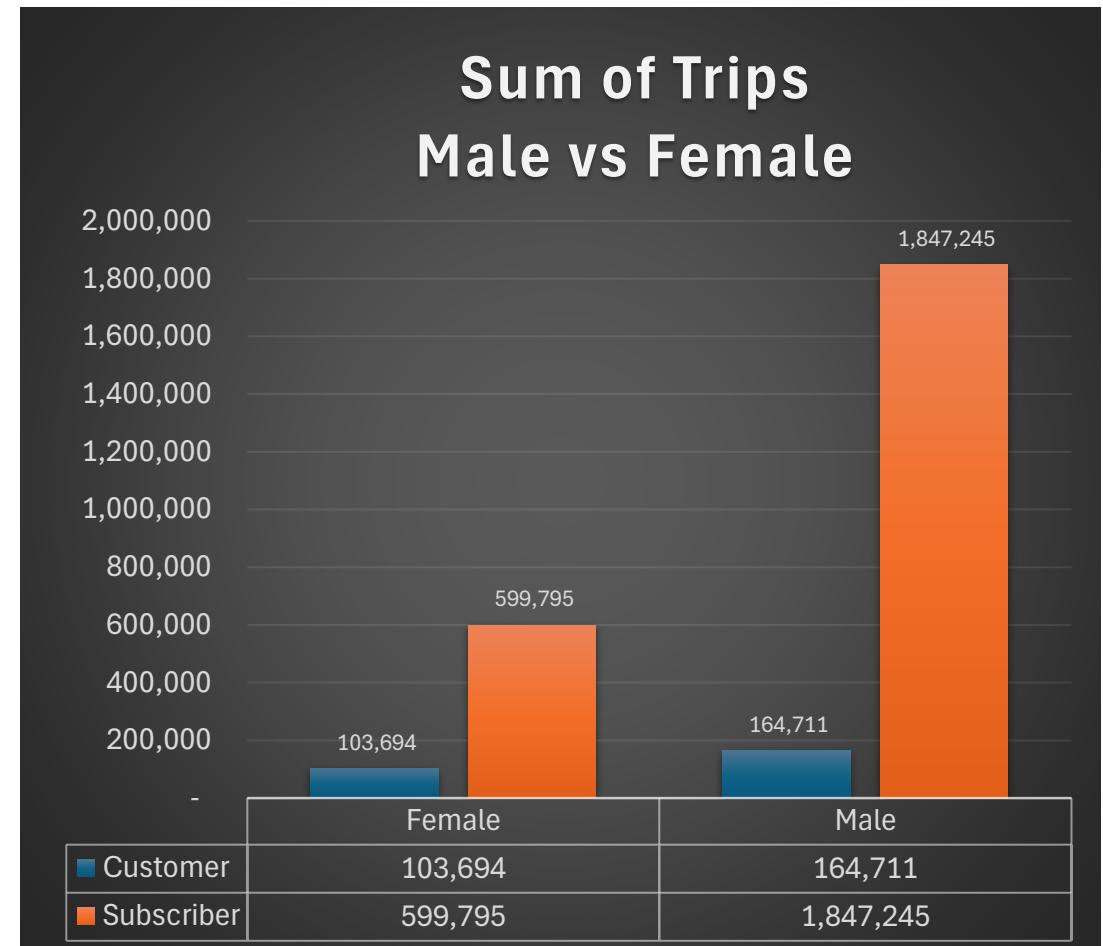
Gender Distribution for rides

Male riders make up **~ 74%** and **females ~ 26%** of all trips.

Among subscriber members **males take ~ 75% and females ~25%**

Among customer rider **males take ~ 61% and females ~39%**

The gender gap is **smaller among customer riders**, Cyclistic could **target female customer riders** with marketing that emphasizes **safety, comfort, and convenience**, encouraging them to become subscriber members.


Sum of Trips Male vs Female

	Female	Male
Customer	103,694	164,711
Subscriber	599,795	1,847,245
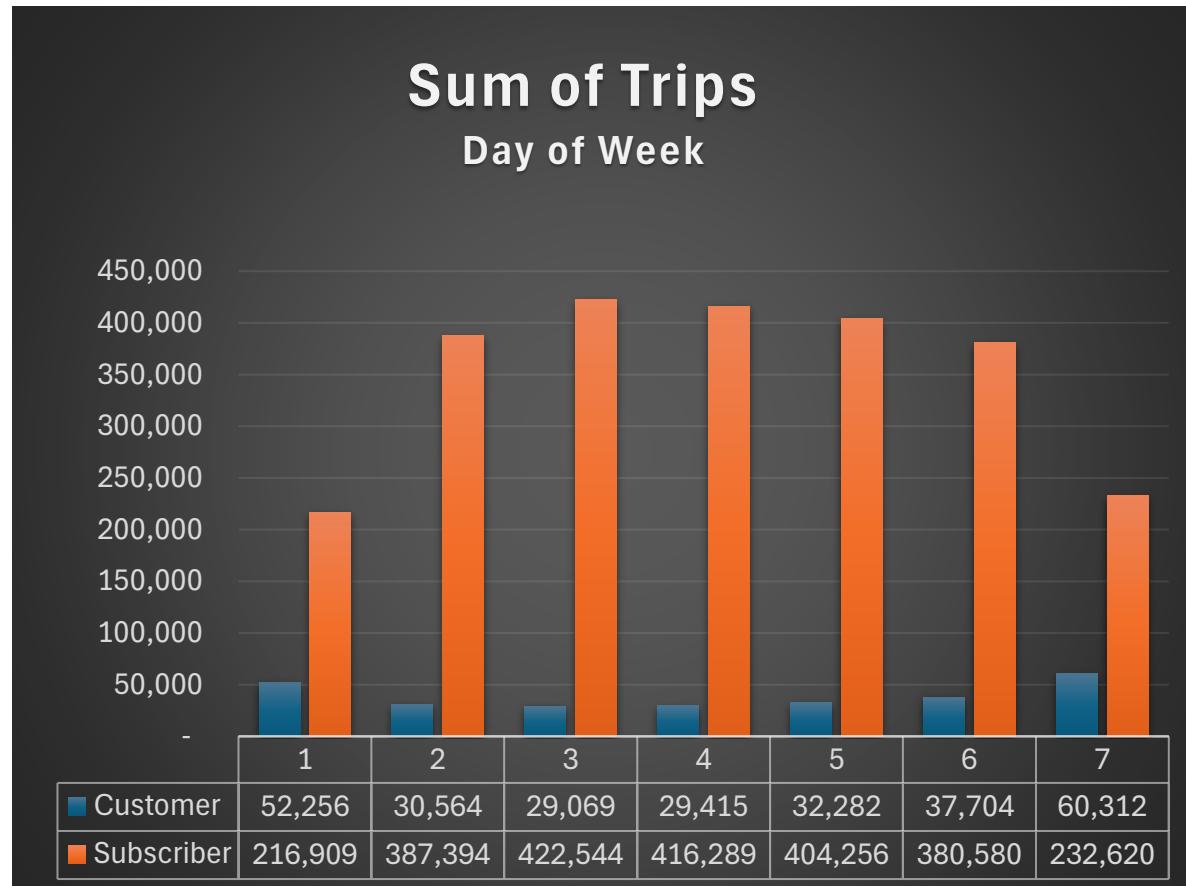
Weekends vs weekday rides

customer riders **increase sharply on Sunday (~60K)** and **Monday (~52K)** — nearly **double** other days.

subscriber Member trips peak from **Tuesday to Friday** averaging around **+400K**

members likely use bikes for daily travel while customer for **leisure and recreation.**

subscriber ride heavily during **weekdays** (commuting pattern), while **customer riders peak on weekends** (leisure pattern). So, Marketing efforts could **target customer riders on weekends** with promotions encouraging membership

Sum of Trips
Day of Week

	1	2	3	4	5	6	7
■ Customer	52,256	30,564	29,069	29,415	32,282	37,704	60,312
■ Subscriber	216,909	387,394	422,544	416,289	404,256	380,580	232,620

Conclusion

Rider Behavior Summary

1

Gender distribution is similar for both groups, but overall usage is **male-dominated**.

2

Customers make up **about 10% of rides** but take **longer trips (~23 min)**, riding **mostly on weekends** — showing **leisure-oriented behavior**.

3

Subscribers take the **majority of rides (≈90%)** and ride **mostly on weekdays** with **shorter durations (~12 min)** — indicating **routine, commuter-style use**.

Recommendations

Increase Subscriber Members

1

Cyclistic could **target female customer riders** with marketing that emphasizes **safety, comfort, and convenience**, encouraging them to become subscriber members.

2

Marketing efforts could **target customer riders on weekends** with promotions encouraging membership to become subscriber members.

Thank You!

- **Omer Metwally | Aspiring Data Analyst**
- Tools: Excel, Power Query, PivotTables, Charts
- Last Updated: **23.th October 2025**