



Cyclistic Case Study

How can this Company Increase Memberships?

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About The Company

Founded: 2016

Location: Chicago, IL

Fleet Size: 5,824 bicycles across 692 docking stations

Unique Offerings:

- Traditional bikes
- Reclining bikes, hand tricycles, and cargo bikes for inclusivity

Rider Demographics:

- Majority use bikes for leisure
- ~30% commute to work

Membership Model:

- Casual Riders: Single-ride & full-day pass users
- Annual Members: Subscription-based users

Business Focus:

- Shifting marketing strategy to increase **annual memberships**
- Goal: Convert casual riders into loyal members for long-term growth



ASK: Identifying the Business Problem

Key Question

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



Business Objective

Convert **casual riders** into
annual members

Stakeholders

Marketing Team – Develop
targeted strategies

Executive Team – Approve
recommendations

PREPARE & PROCESS: Understanding the Data



Clean

Checked for
empty cells &
errors

2

1

Acquire

Downloaded
Cyclist's historical
trip data from a
ZIP file.

Format

Create tables for
analysis

3

4



Process

Use Pandas to
explore and
manipulate data



ANALYZE: Uncovering Trends & Insights



Average Ride Duration

10.80 minutes

#

151, 880 Rides

Total Rides



Busiest Time

February, Tuesdays & Fridays , 5pm

Members

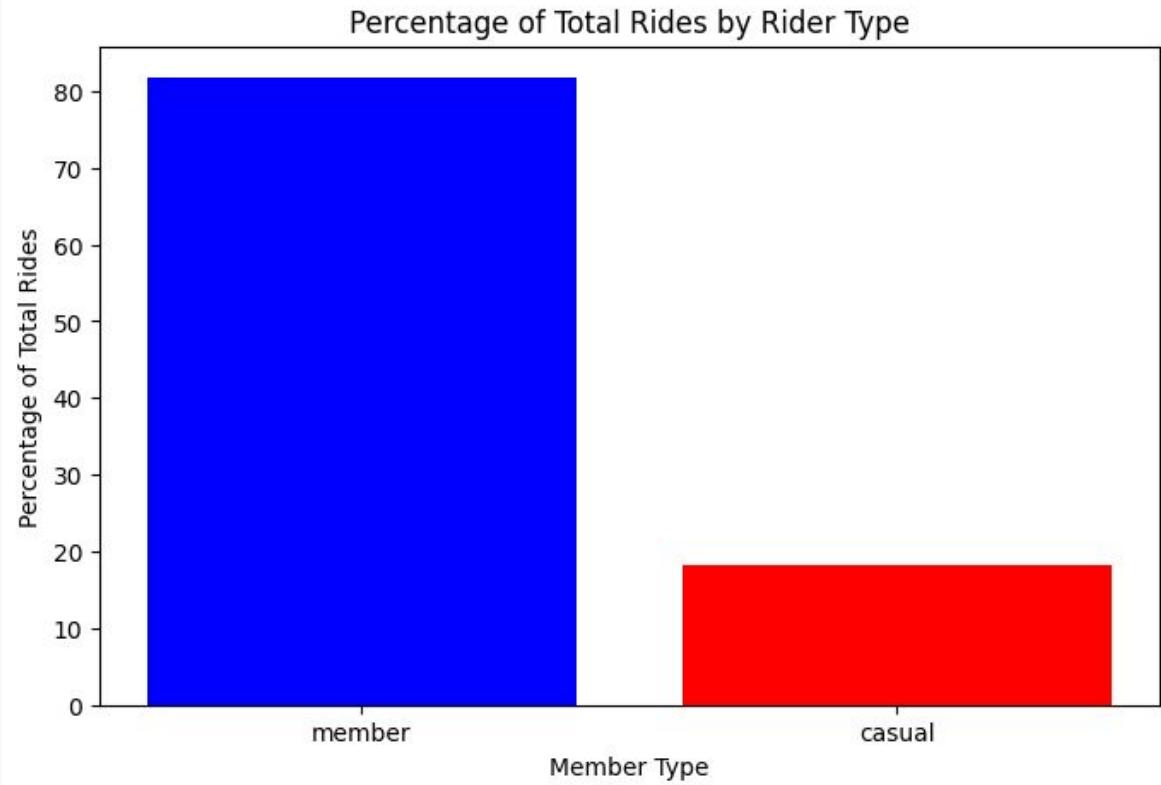
Most Frequent Users



SHARE: Average Ride Time

Members: 124126
81.73% of Total Users

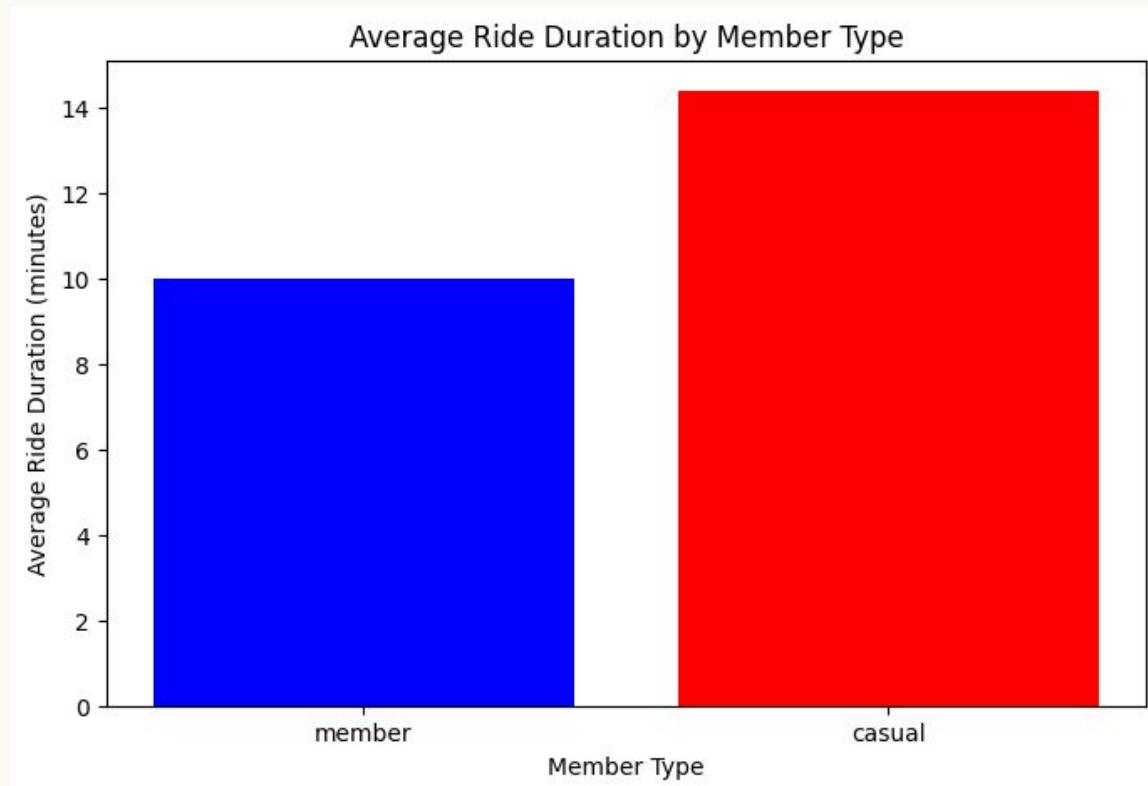
Casual Users: 27754
18.27% of Total Users



SHARE: Total Rides

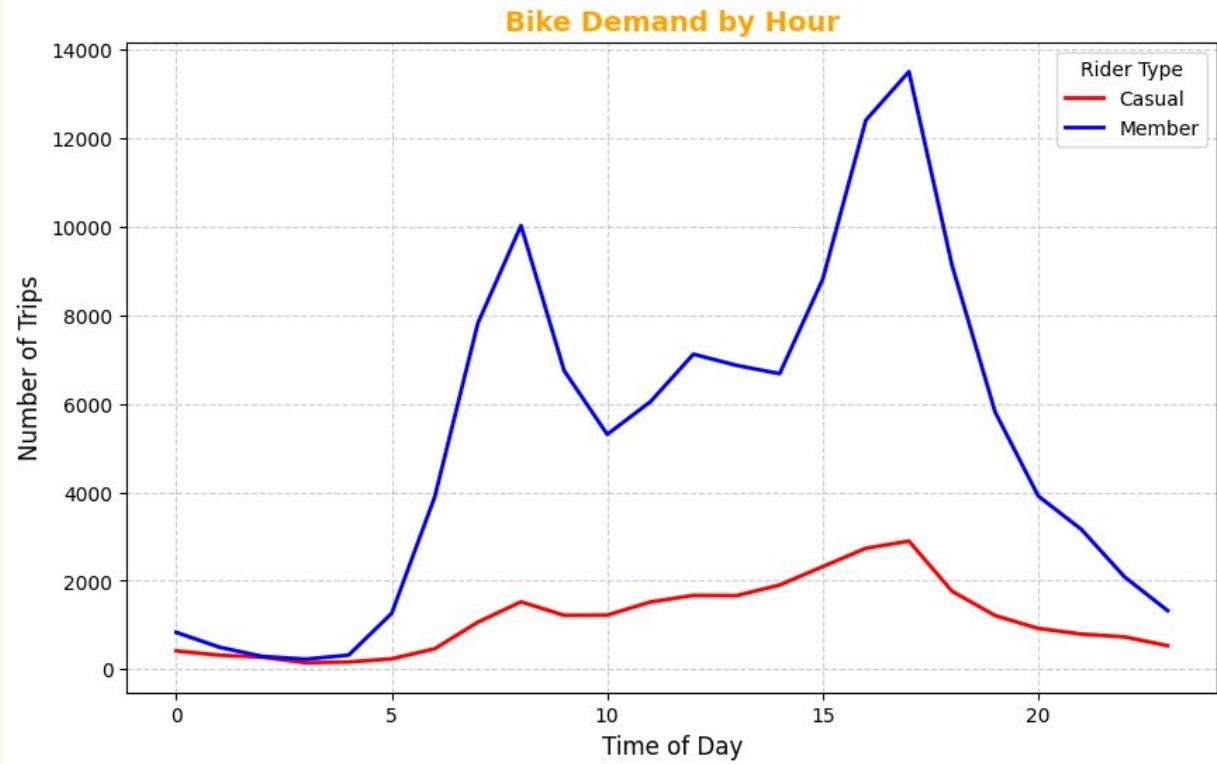
Members: 10.0 minutes

Casual Users: 14.4 minutes

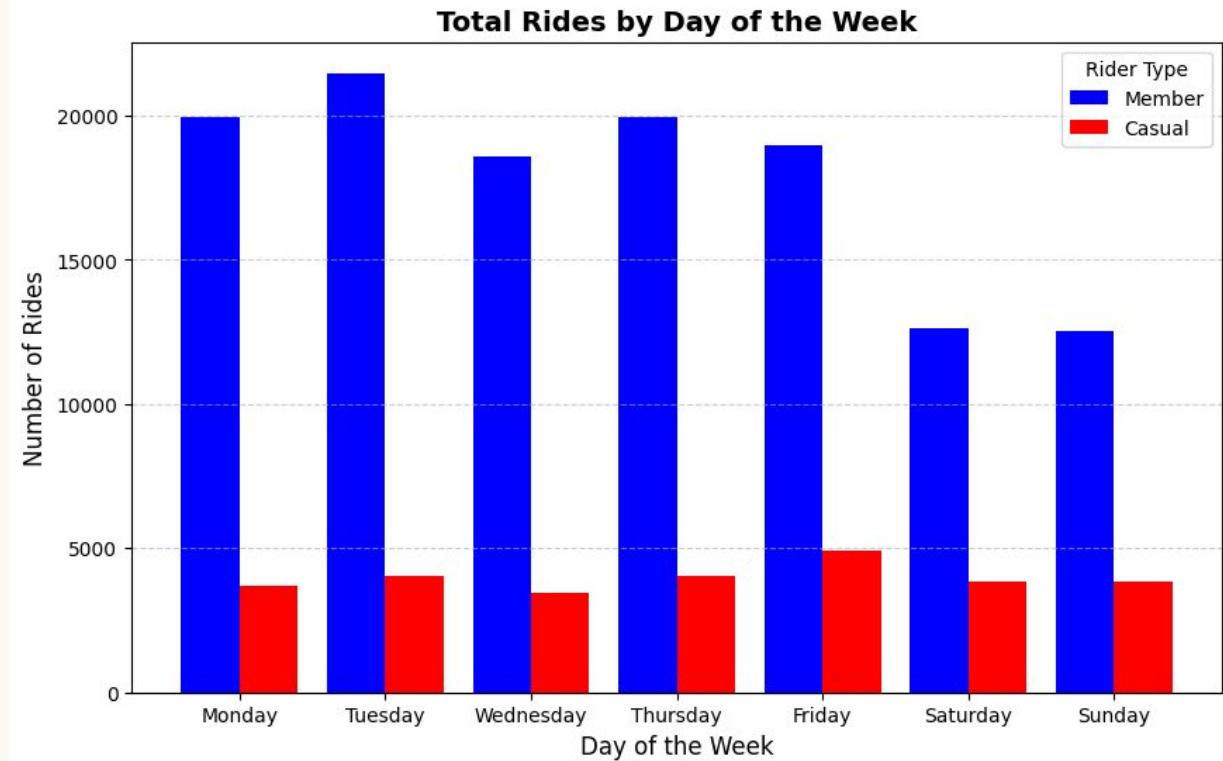


SHARE: Most Frequent Hours

Both Members and Casual Users
Rent Bikes around 5PM



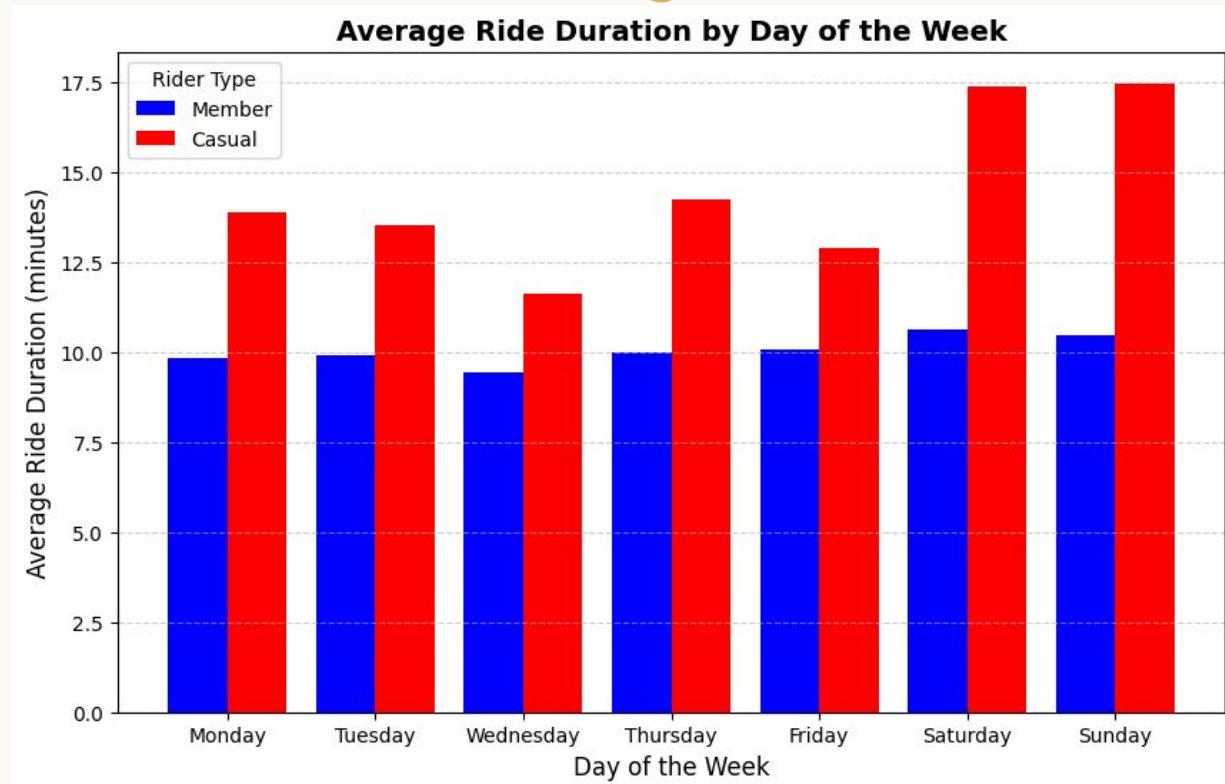
SHARE: Most Rented Days



Members: Tuesdays

Casual Users: Fridays

SHARE: Ride Duration Per Day



Members: Saturday & Sundays
(Relatively Similar to all days)

Casual Users: Fridays, Saturdays
& Sundays

SHARE: Spotting The Trends

Members

- Take longer, leisurely rides
- Typically ride for **recreation & sightseeing**
- No fixed schedule, more **spontaneous trips**
- Use bikes **more on weekends & afternoons**



Casual Users

- Commute on weekdays but ride leisurely on weekends
- Use bikes for **weekday work commutes**
- Trips are typically **shorter and time-efficient** on workdays
- **Weekends** resemble casual riders—**longer, leisurely rides**

ACT: Strategic Recommendations

Season Memberships



Creating a Spring/Summer Plan may prove to be more effective in turning casual riders into members during those times.

Promotion



Use local influencers on social media platforms to promote the service, showing its use to more people.

Incentives



Give users points or discounts for riding for multiple days in a row, or for the length of their rides.

* More data is needed to understand how many casual riders are locals or visitors.

* More data on the most popular starting and ending positions could be given to help with marketing strategies.