



# 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:**

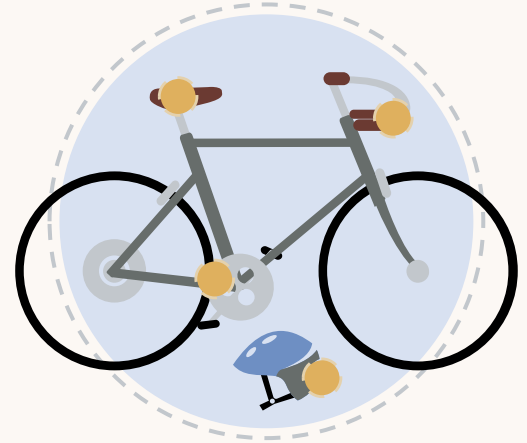
- Majority use bikes for leisure
- ~30% commute to work

**Membership Model:**

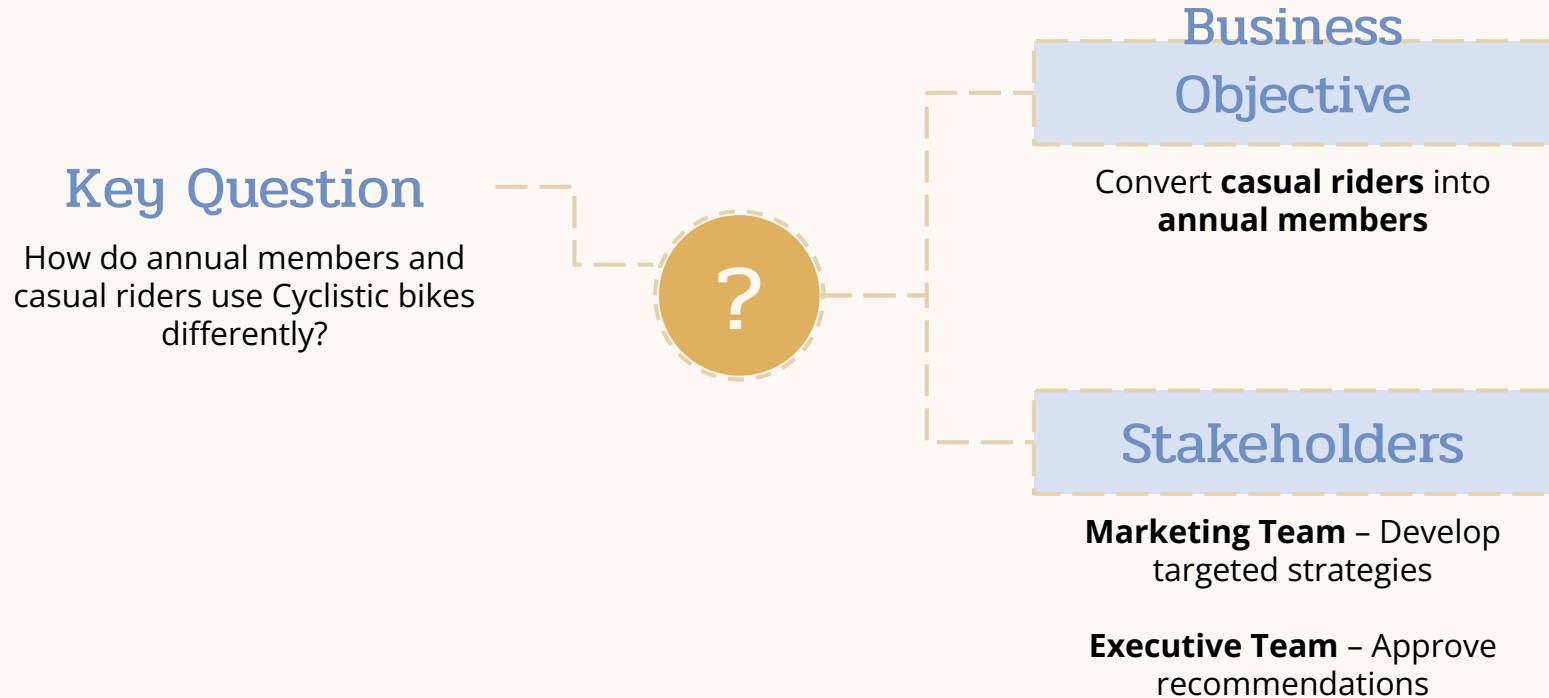
- Casual Riders: Single-ride & full-day pass users
- Annual Members: Subscription-based users

**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



# PREPARE & PROCESS: Understanding the Data



## Clean

Checked for  
empty cells &  
errors

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## Format

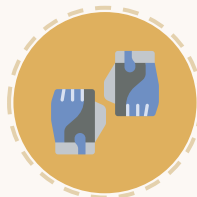
Create tables for  
analysis

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## Acquire

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



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## Process

Use Pandas to  
explore and  
manipulate data



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# ANALYZE: Uncovering Trends & Insights



Average Ride  
Duration

10.80 minutes

151, 880 Rides

Total Rides

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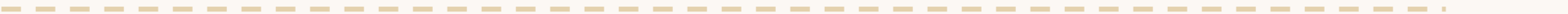


Busiest Time

February, Tuesdays & Fridays , 5pm

Members

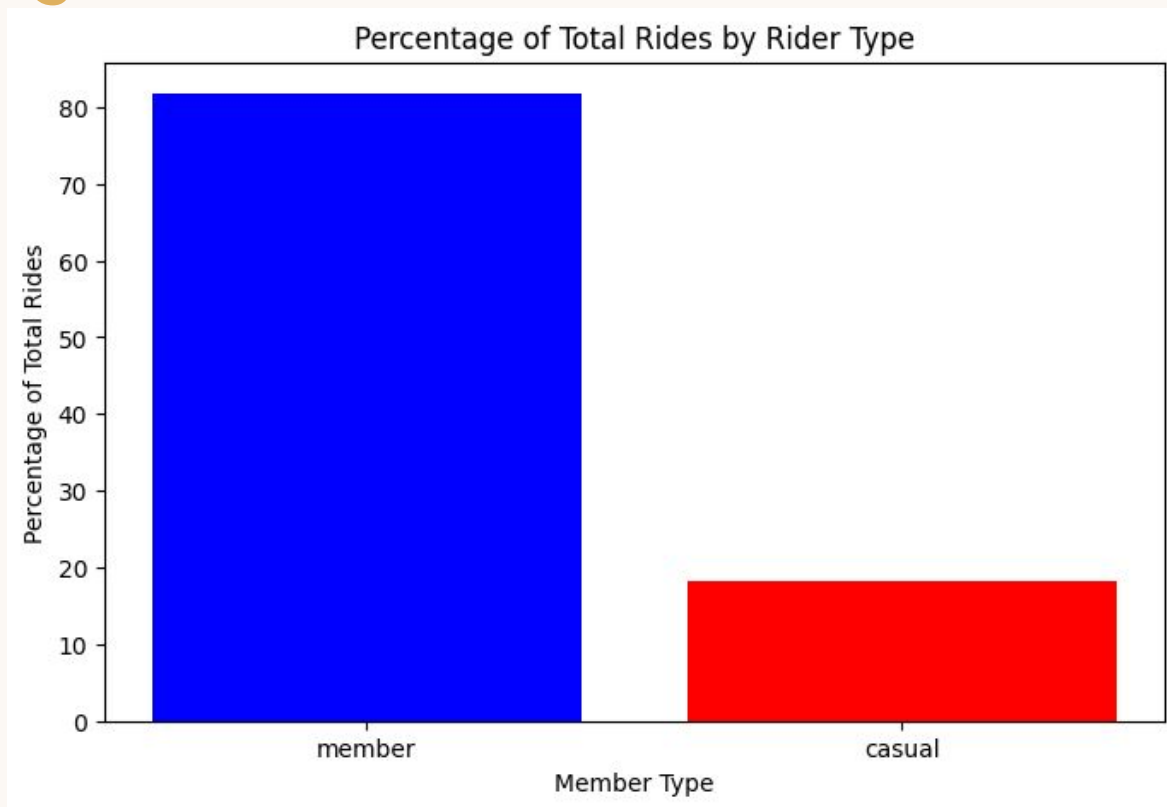
Most Frequent  
Users



# SHARE: Average Ride Time

Members: 124126  
81.73% of Total Users

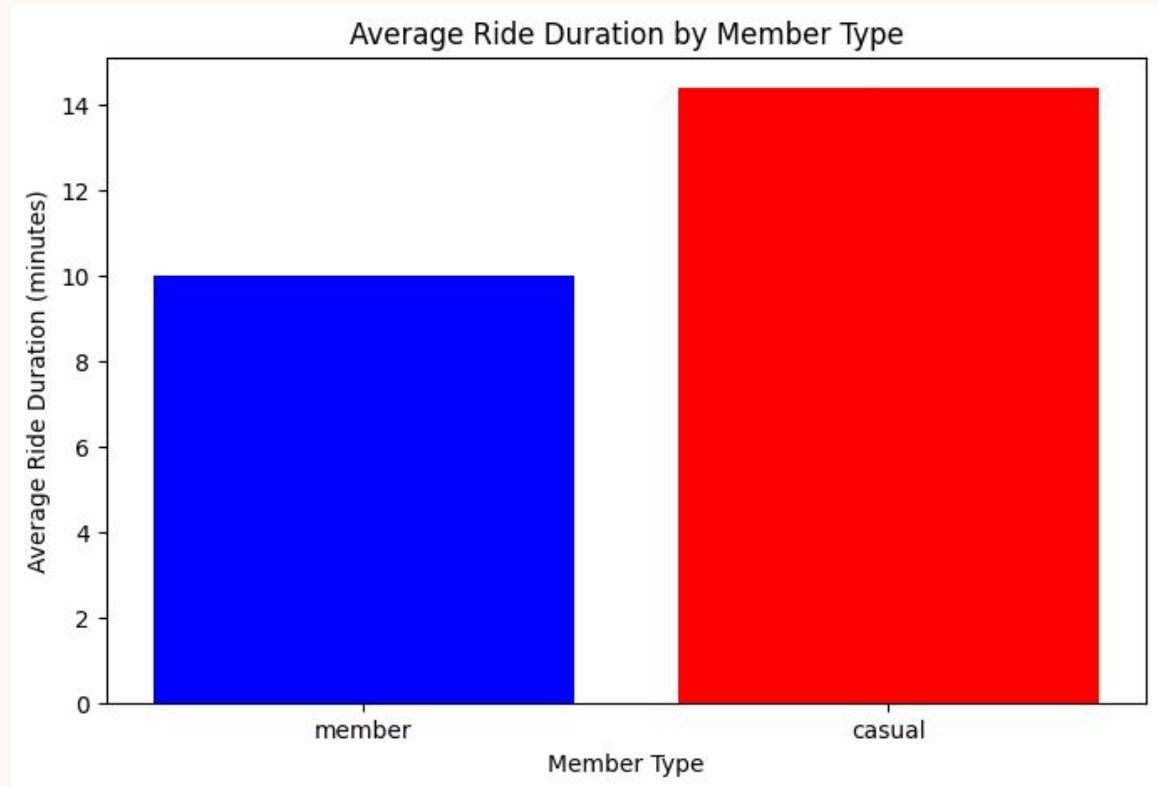
Casual Users: 27754  
18.27% of Total Users



# SHARE: Total Rides

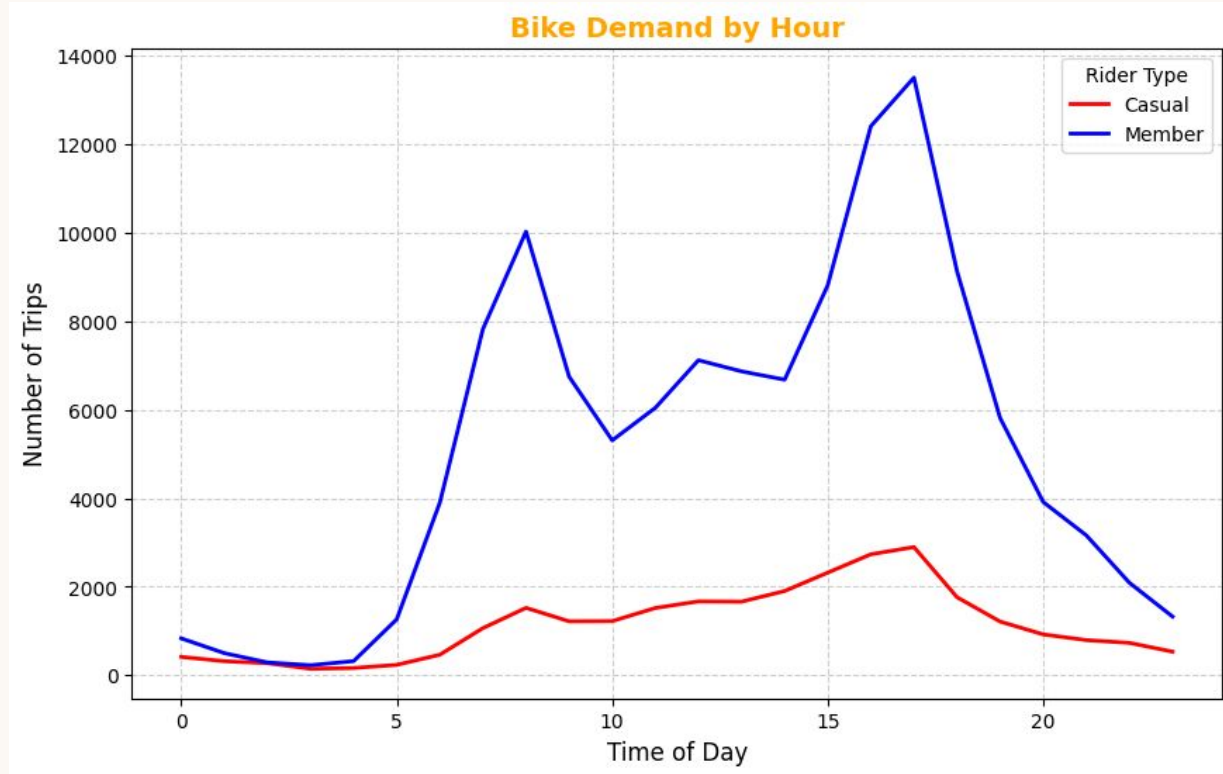
Members: 10.0 minutes

Casual Users: 14.4 minutes



# SHARE: Most Frequent Hours

Both Members and Casual Users  
Rent Bikes around 5PM

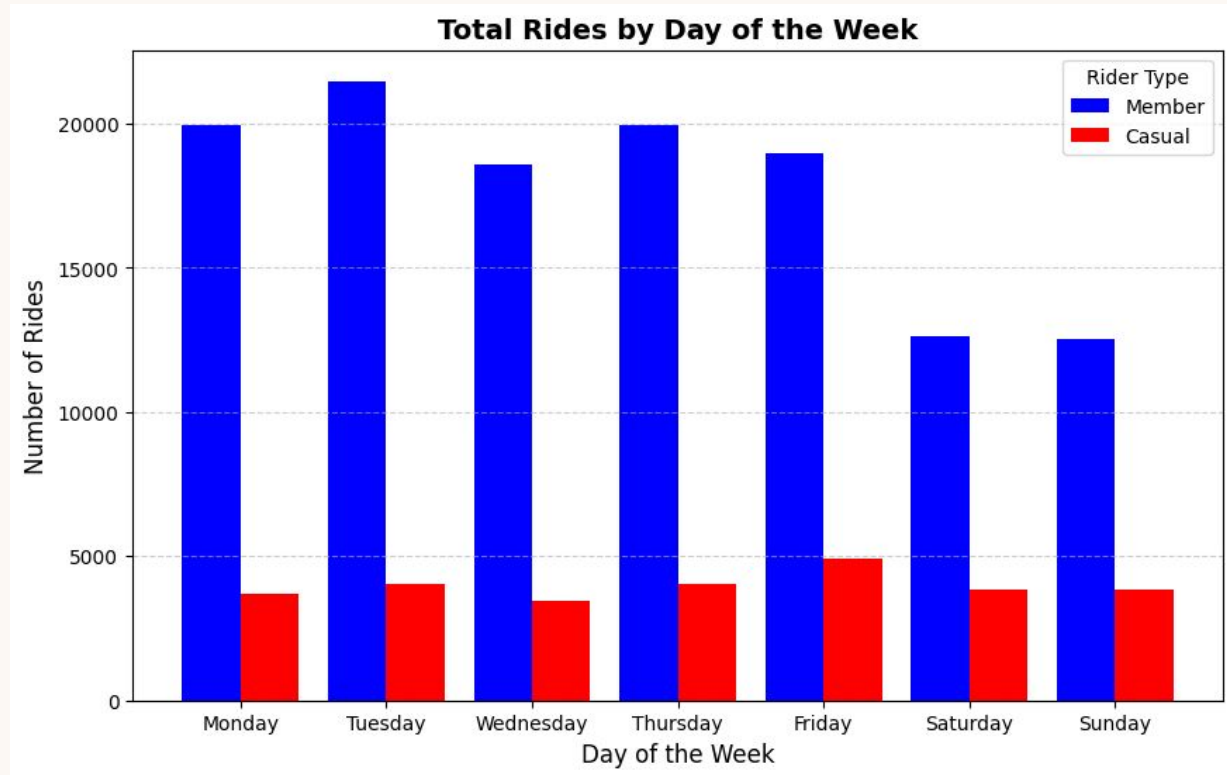




# SHARE: Most Rented Days

Members: Tuesdays

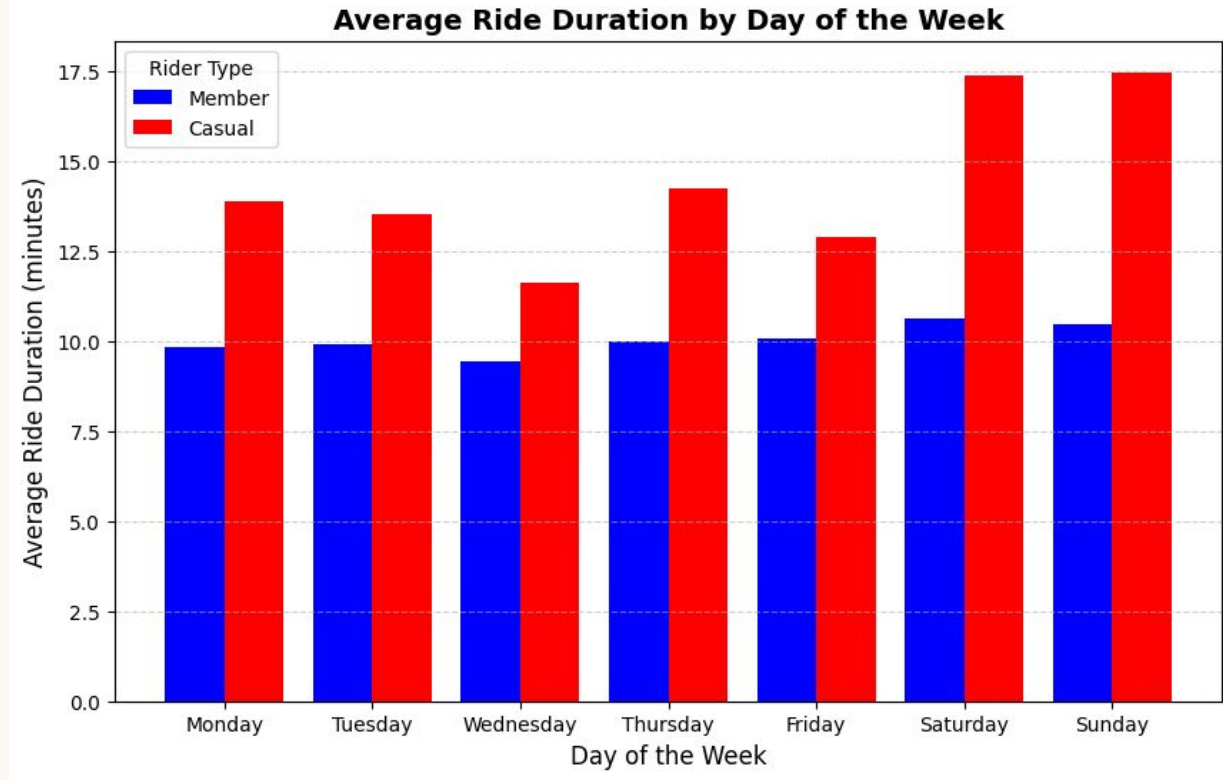
Casual Users: Fridays



# SHARE: Ride Duration Per Day

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

**Casual Users:** Fridays, Saturdays  
& Sundays



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# 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**



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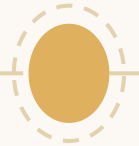
# ACT: Strategic Recommendations

## 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.
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