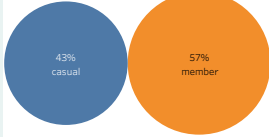


Cyclistic Marketing Analysis

An Analysis of historical bike trip data to identify trends in how annual members and casual members use cyclistic bike differently.

Casual Riders
Customers who purchase single ride or full day passes

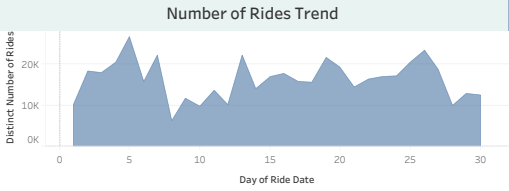


Cyclistic Customer

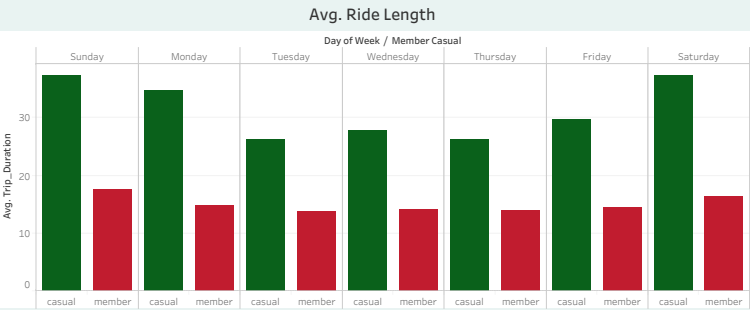
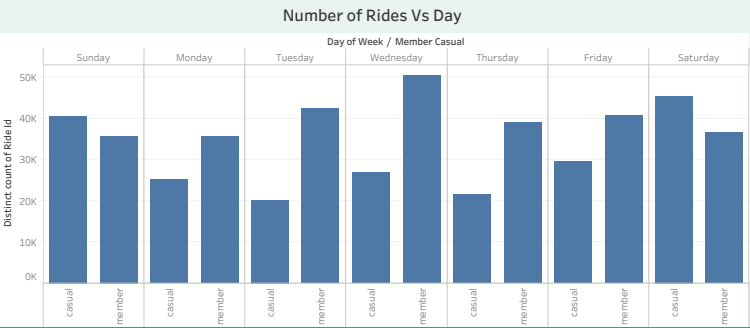
Members

Customers who purchase annual membership

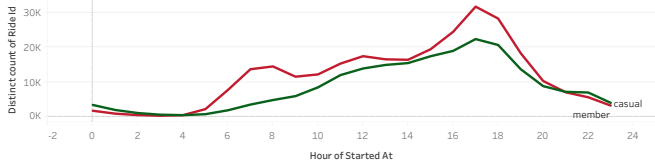
Maximizing Number of Customers will be key to Future growth



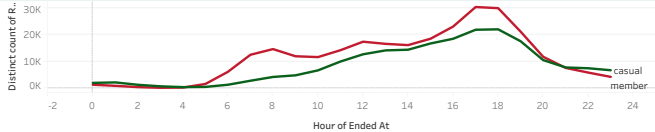
Cyclistic Financial analyst have concluded that annual members are much more profitable than casual riders. Casual Riders accounted for 43 % of all trips during this period (Sep 2020). Since casual riders are already familiar with the cyclictic program and using cyclistic bikes, there is very good opportunity to convert them into annual membrs. One opportunity is focusing on trends in demand.



Start Time of Day



End Time of Day

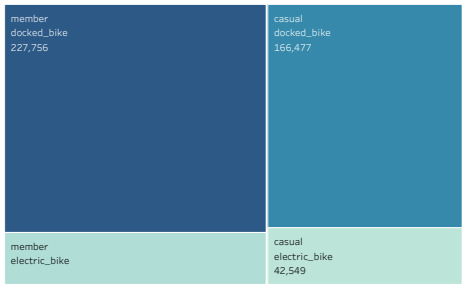


LOOKING THROUGH THE WEEKDAY LENS

Casual Riders favour weekends while members favour mid-week. The Chart at the top shows distribution of rides per weekday for the month of September 2020. Notive how distribution is almost inverse when comparing annual members to casual riders. Annual Members slightly favoured mid-week and casual riders heavily favoured weekends.

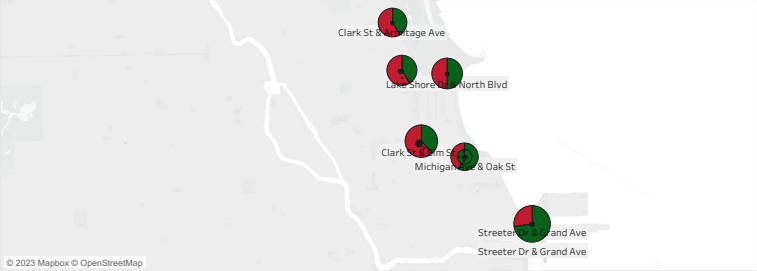
The Ride-Length chart shows the avg Ride-length (In minutes) per weekday for the September month. Note that Casual riders have longer ride length that vary across the week at a greater amount and peak over the weekend. Meanwhile, Annual members have shorter ride lengths that are extremely consistent day- to-day.

Bike Type Vs Customer

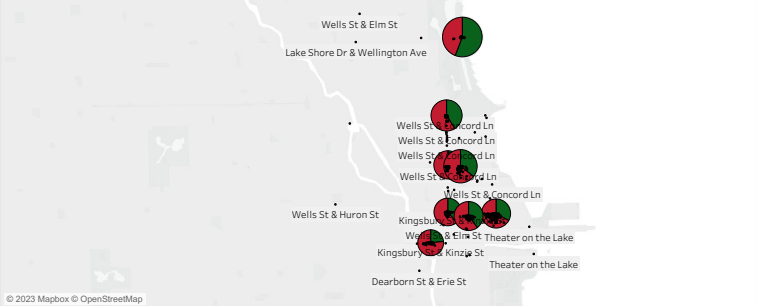


The above Chart Shows taht both casual and members are preferring docked bikes more than electric bikes.

Start Station



End Station



Start Time Use Cases

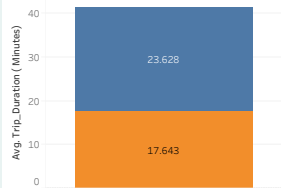
Evening and Morning Commutes

The Chart above shows the distribution of rides per hour of the day (0-24) for the month September 2020. Both Groups have similar trajectories, activity begins to increase at in the early morning, Peaks at 5 p.m and then begin to decrease. One area where the group differs is the 5:00 am to 9 :00 am window. This explains that annual members are utilizing bikes for their morning commute at a higher rate than casual riders. The shared 5:00 p.m tells us that casual riders could be using bikes for their evening commute. There could be an opportunity here to make casual riders more aware about the advantage of using Cyclistic bikes for their morning commutes.

Member Riders are Spread out while Casual riders are concentrated

The maps to the left allow exploration of start and end station use. We can notice that there are more colour represented across member map versus consistent colouring across the casual map. This tells us that rides by members are more distributed across stations while rides by casual riders are more top heavy.

Bike Vs Ride Length



Avg Trip Duration is more for docked bike than for electric bike.



Based on the insights above there are three main areas Cyclistic should focus on while designing marketing strategy to convert casual riders into annual members: Daily commute hours (Riding trend), Usage time and use cases.

