

CYCLISTIC BIKE-SHARE CASE STUDY

Business Analysis Report

1. Background

Cyclistic is a bike-share company offering flexible transportation options across the city. Customers can choose between **casual rides** (single ride or daily passes) and **annual memberships**. The company's marketing team wants to increase the number of annual members by understanding behavioral differences between casual riders and members.

2. Business Objective

The objective of this analysis is to:

- Identify usage patterns between **casual riders** and **annual members**
 - Understand differences in ride duration and ride timing
 - Provide **data-driven recommendations** to convert casual riders into annual members
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3. Data Source

The analysis is based on publicly available Cyclistic bike-share trip data. The dataset includes ride start time, end time, day of week, ride duration, and rider type. Only **cleaned and valid rides** were included.

4. Data Cleaning Process

The following steps were applied:

- Removed rides with zero or negative duration
- Standardized date and time formats
- Calculated ride duration in minutes
- Derived day of the week
- Categorized riders as casual or member

This ensured reliable and consistent analysis.

5. Analysis & Key Findings

Ride Duration

- Casual riders tend to take **longer rides**, averaging 45–50 minutes
- Annual members usually take **shorter rides**, averaging 15–20 minutes

Day of Usage

- Casual riders mostly use bikes on **weekends**
- Annual members show **consistent weekday usage**, especially during commuting hours

Usage Pattern

- Members use bikes for **daily commuting**
 - Casual riders use bikes for **leisure and recreation**
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6. Business Recommendations

Based on the findings:

1. **Weekend Membership Offers**
Introduce discounted or flexible weekend membership plans for casual riders.
 2. **Leisure-Focused Campaigns**
Promote scenic routes and recreational benefits in marketing campaigns.
 3. **Targeted Conversion Strategy**
Send personalized offers to frequent casual riders encouraging annual membership.
 4. **Seasonal Promotions**
Increase promotions during peak leisure seasons to convert repeat casual users.
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7. Conclusion

The analysis clearly shows that casual riders and annual members use Cyclistic services differently. By aligning membership plans with leisure usage patterns, Cyclistic can effectively convert casual riders into long-term annual members, improving customer retention and revenue growth.

Author

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Data Analytics Portfolio Project