

Members vs casual riders usage

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Agenda



Business task



Data used



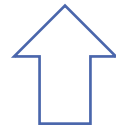
Key findings



Recommendations

Business task

Company success



Maximize memberships



Convert casual users to members



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

Data used

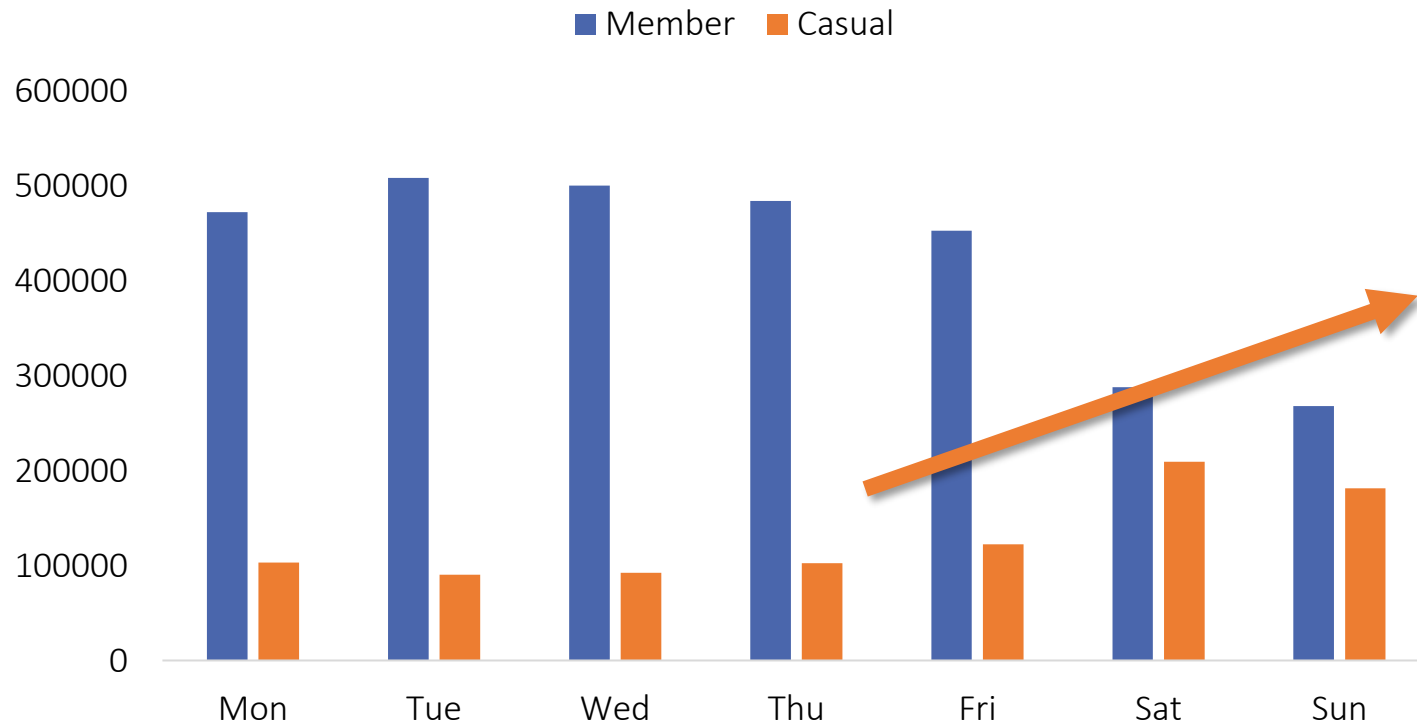
The analyzed data comprehends Cyclistic's historical information about 3.88 million rides from the 2nd quarter of 2019 to the 1st quarter of 2022.

Main data cleaning changes:

- Renamed the old labels “subscriber” and “customer” to “member” and “casual”.
- Recalculated the trip duration universally, with the end and start times.
- Removed trips with negative duration (start date after end date).
- Removed trips when bikes were taken out of docks and checked for quality at the HQ.

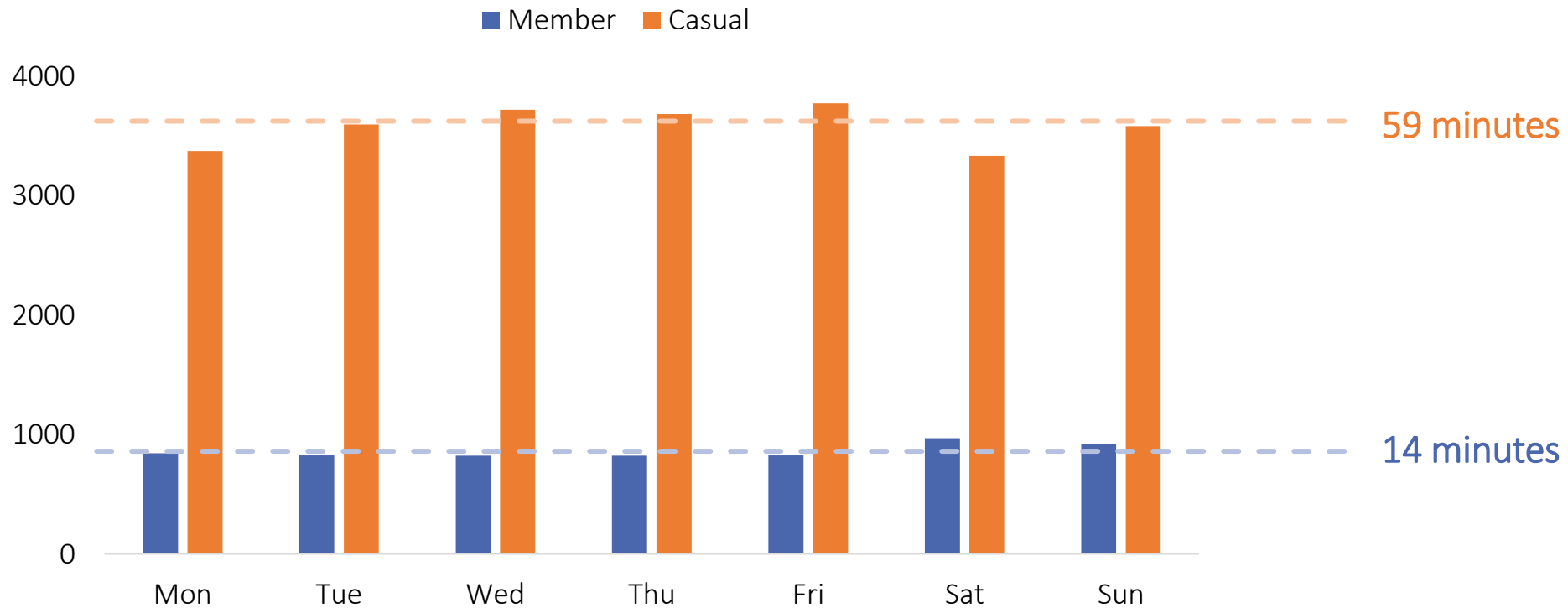
Casual users ride more on weekends

Number of rides per type of user throughout the week



Casual users ride for longer

Mean ride length in seconds per type of user throughout the week



Recommendations



Weekend subscription plan

- Lower price than normal plan
- Usage restricted to weekends (Friday to Sunday)



Marathon reward system

- Gain points with long rides
- Exchange points for discounts in local businesses



Limitations on casual rides

- Create a ride length limit for single-ride passes
- Increase the price of full-day passes

Q&A

Thank you for your attention.

Appendix

Data cleaning change log

Version 1 (07-12-2022)

- Renamed the columns of the datasets so that they all had the most recent name.
- Converted the columns ride_id and rideable_type from the 2019 datasets to character.
- Removed the columns latitude, longitude, birth year, gender of the rider, and the trip duration.
- Renamed the old labels “subscriber” and “customer” to “member” and “casual”.
- Recalculated the trip duration universally, with the end and start times.
- Removed trips with negative duration (130 observations).
- Removed trips when bikes were taken out of docks and checked for quality at the HQ (3651 observations).