

GOOGLE CASE STUDY | CYCLISTIC BIKE SHARE

by Rejitha Das



Total Riders
5.63 M

Avg. Ride Length
16.01 min

Casual Riders
2.3 M

Avg. Ride Length
21.32 min

Member Riders
3.3 M

Avg. Ride Length
12.35 min

Busiest Time
Afternoon

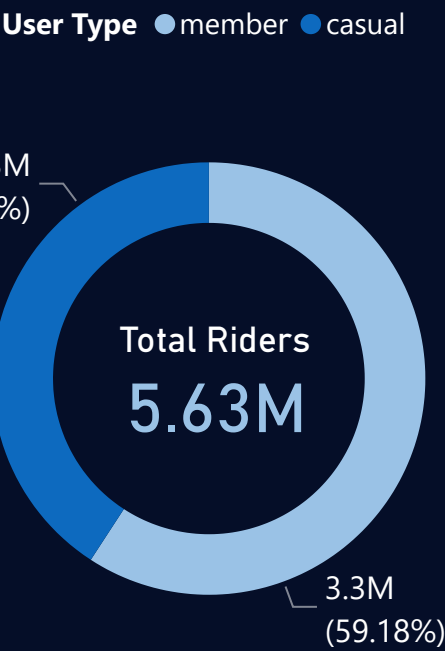
Busiest Day
Saturday

Busiest Month
July

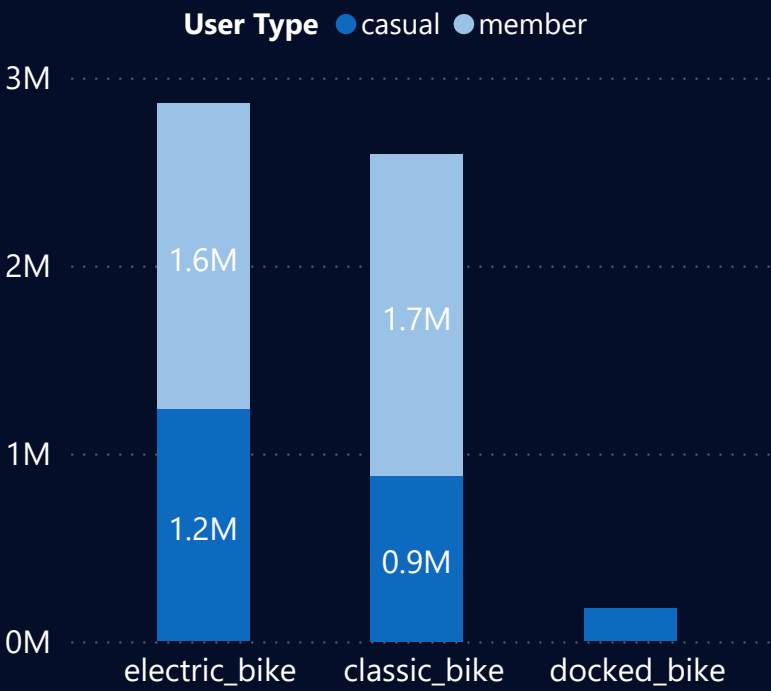
Busiest Season
Summer

- OUT OF THE **5.6 MILLION RIDERS**, **59% WERE MEMBERS** AND **40% WERE CASUAL RIDERS**.
- ON AVERAGE, **MEMBER RIDERS TOOK 12.35 MINUTES** PER RIDE, WHEREAS **CASUAL RIDERS TOOK 21.32 MINUTES** PER RIDE.
- **CASUAL RIDERS SPEND MORE TIME** ON BIKES, DESPITE BEING A SMALLER GROUP COMPARED TO MEMBERS.
- **ELECTRIC BIKES** WERE A HIT AMONG **CASUAL RIDERS**, WHILE **CLASSIC BIKES** WERE PREFERRED BY **MEMBER RIDERS**.

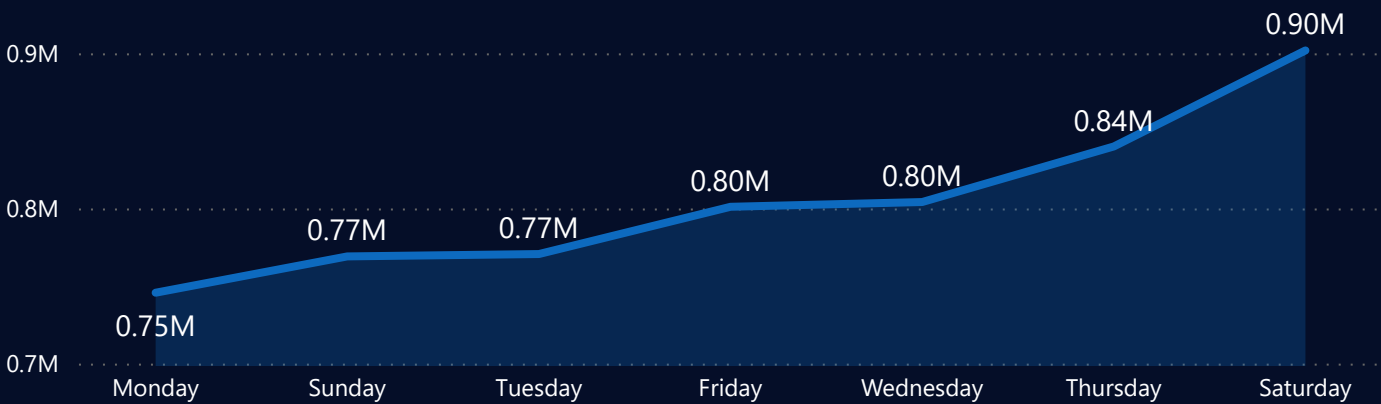
Rides by User Type



Rides by Bike Type



Rides by Week Day



- **SATURDAY** IS THE **BUSIEST** DAY OF THE WEEK WITH 51% OF THE RIDERS BEING CASUALS AND 48% BEING MEMBER RIDERS.

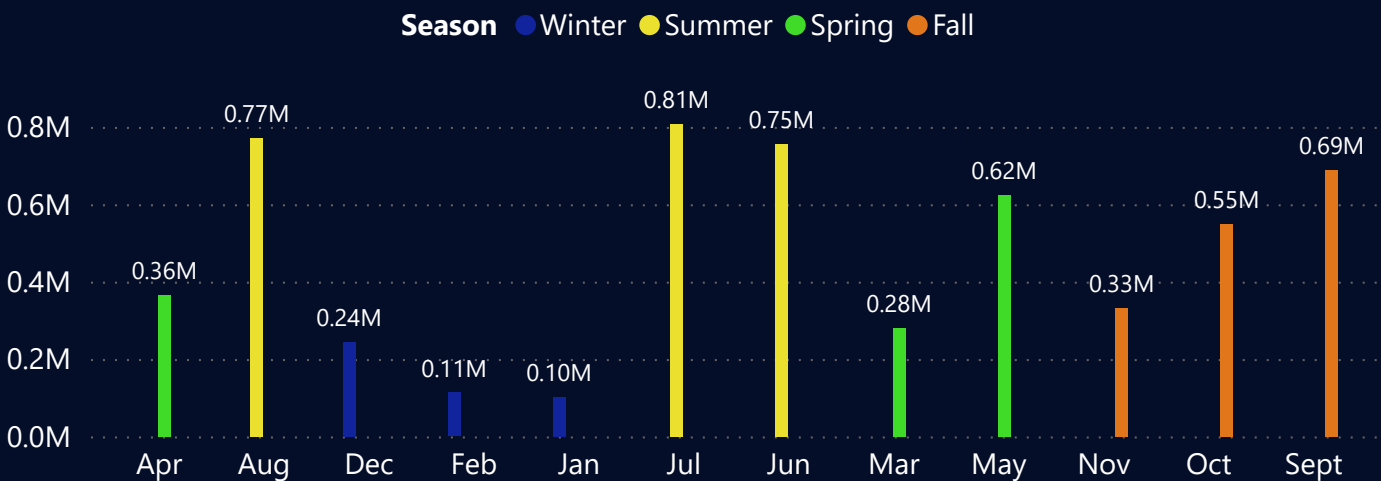
- DURING THE **WEEKEND**, THERE IS AN INCREASE IN **CASUAL RIDERS**, SUGGESTING THEY USE THE **SERVICE DURING THEIR LEISURE TIME**.

- **THURSDAY AND WEDNESDAY** WERE THE BUSIEST DAYS FOR **MEMBER RIDERS**, INDICATING THEY MAY USE THE **SERVICE FOR WORK-RELATED PURPOSES**.

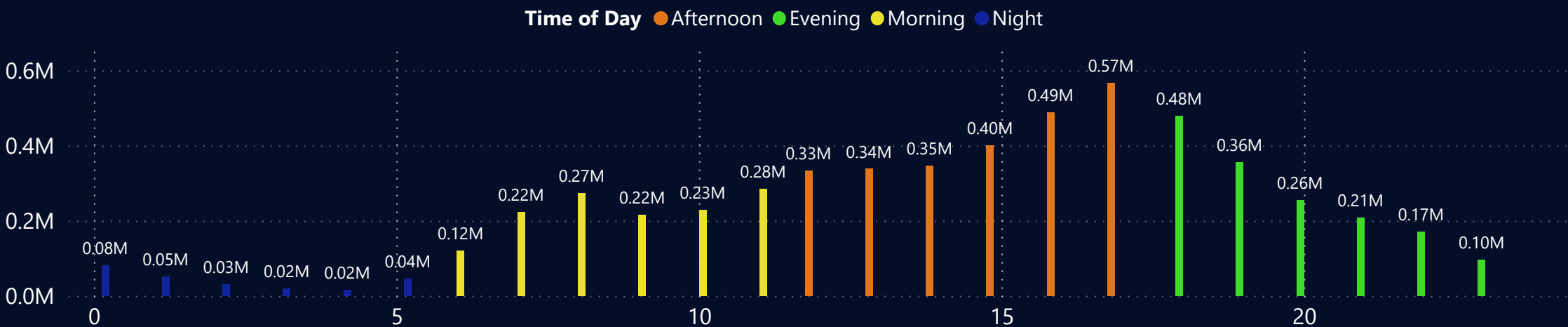
- OVERALL, **JULY WAS THE BUSIEST MONTH** WITH A PROPORTION OF 50.80% MEMBER RIDERS AND 49.20% CASUAL RIDERS.

- DURING THE **SUMMER MONTHS (JUNE TO AUGUST)**, WHEN THE **WEATHER IS WARMER** BOTH **MEMBER AND CASUAL RIDERS WERE MOST ACTIVE**, WITH **JULY BEING THE BUSIEST MONTH FOR CASUAL RIDERS** AND **AUGUST FOR MEMBERS**.

Rides by Season



Rides by Time of Day



- BOTH **MEMBER RIDERS AND CASUAL RIDERS** WERE FOUND TO BE **MOST ACTIVE** DURING THE **AFTERNOON HOURS**, WITH A **PEAK ACTIVITY TIME OF 5 PM**.

KEY RECOMMENDATIONS

- OFFER **SPECIAL DISCOUNTS AND PROMOTIONS** TO ENCOURAGE **CASUAL RIDERS TO UPGRADE TO ANNUAL MEMBERSHIPS**.
- **IMPROVE CUSTOMER EXPERIENCE** BY ADDRESSING ISSUES WITH BIKES OR STATIONS, AND IMPROVE CUSTOMER SERVICE.
- CREATE **TARGETED MARKETING CAMPAIGNS** THROUGH **DIGITAL MEDIA** TO INCREASE **CHANCES OF CONVERTING CASUAL RIDERS INTO MEMBERS**.