



CYCLISTIC BIKE-SHARE DATA ANALYSIS

REJITHA DAS

GOOGLE DATA ANALYTICS CAPSTONE

ABOUT COMPANY

Cyclistic is a popular bike-sharing company based in Chicago , with more than 5,824 bikes that are geo-tracked and locked into a network of 692 stations. Bikes can be unlocked at any time and brought back to any other station in the network.

Until now, Cyclistic's marketing strategy relied on building public awareness and appealing to a broad consumer segment. One tactic that helped make things possible was the price plans flexibility: single-ride passes, full-day permits, and annual memberships. **Customers who purchase single-ride or full-day passes are referred to as casual riders while those who purchase annual memberships are Cyclistic members.**

BUSINESS PROBLEM

- 1. How do annual members and Casual riders use Cyclistic bikes differently?*
- 2. Why would Casual riders buy Cyclistic annual memberships?*
- 3. How can Cyclistic use digital media to influence Casual riders to become members?*

ANALYSIS

- 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**.

ANALYSIS

- **Saturdays** were the **busiest day for riders**, with 51% being casual and 48% being members.
- 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**.

ANALYSIS

- During the **summer months**, when the **weather is warmer** and outdoor activities are more popular both **member and casual riders were most active**, with **July** being the **busiest month for casual riders** and **August** for **members**.
- Both groups showed **peak activity in the afternoon**, with a **peak time of 5 PM**.

KEY FINDINGS & RECOMMENDATIONS

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

Both riders use bikes differently based on their individual needs. Annual members may use the service for work-related purposes, while Casual riders may use the bikes for leisure.

Why would Casual riders buy Cyclistic annual memberships?

They may consider purchasing annual memberships if they find purchasing single rides or full-day passes is more cost-effective for frequent use.

How can Cyclistic use digital media to influence Casual riders to become members?

Can be used to influence casual riders to become members by offering special discounts & promotions , can be used to improve customer experience for casual riders by addressing issues with bikes or stations , and can create targeted marketing campaigns, to increase the chances of converting them into members.