

# Cyclistic Case Study

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# Objective - Main Goal

Design marketing strategies aimed at converting casual riders into annual members



# Objective - Business Task

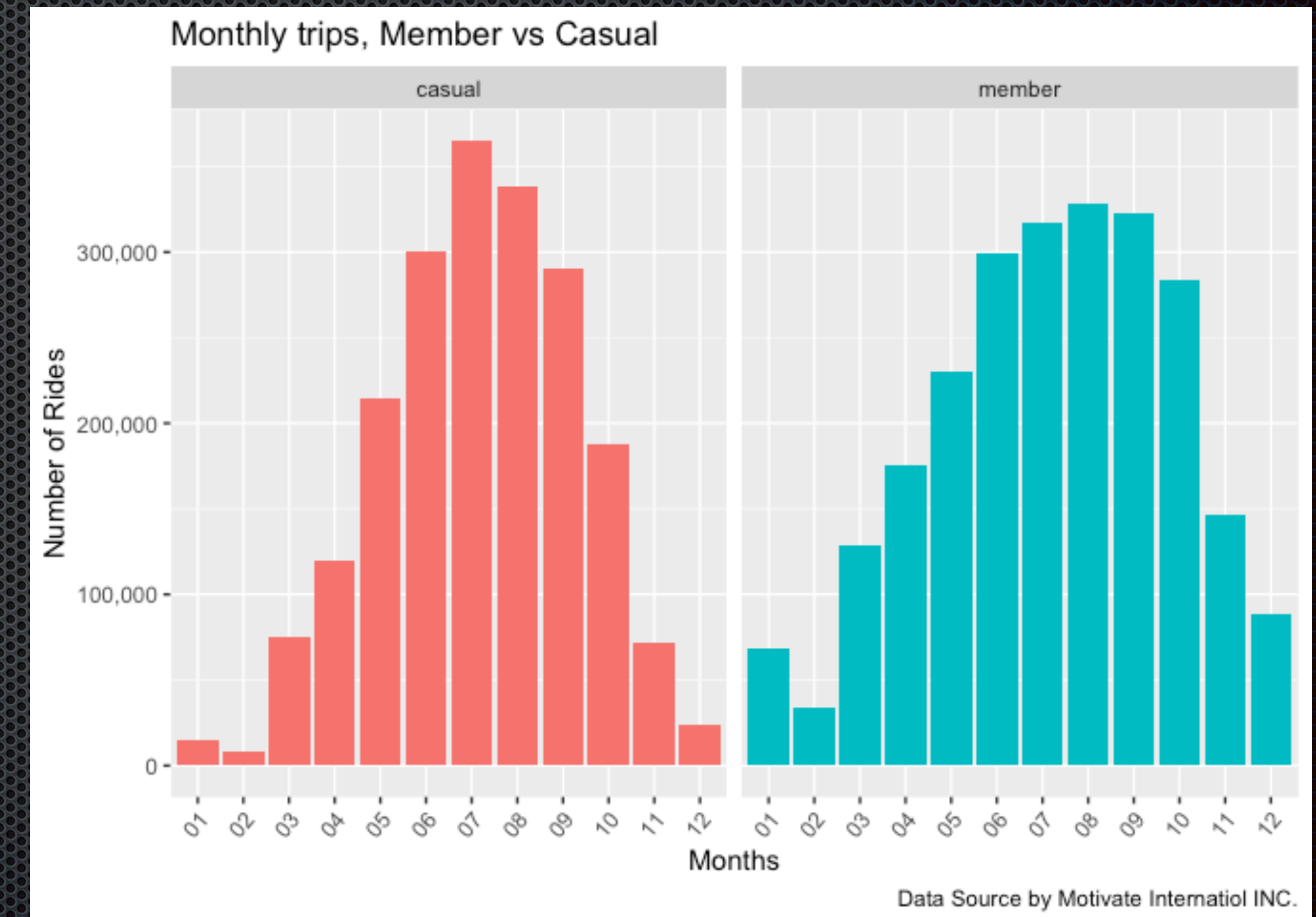
How do annual members and casual riders use Cyclistic bikes differently



# Findings

## Trips over a year span

- ✦ Most preferable months of casual riders are July and August

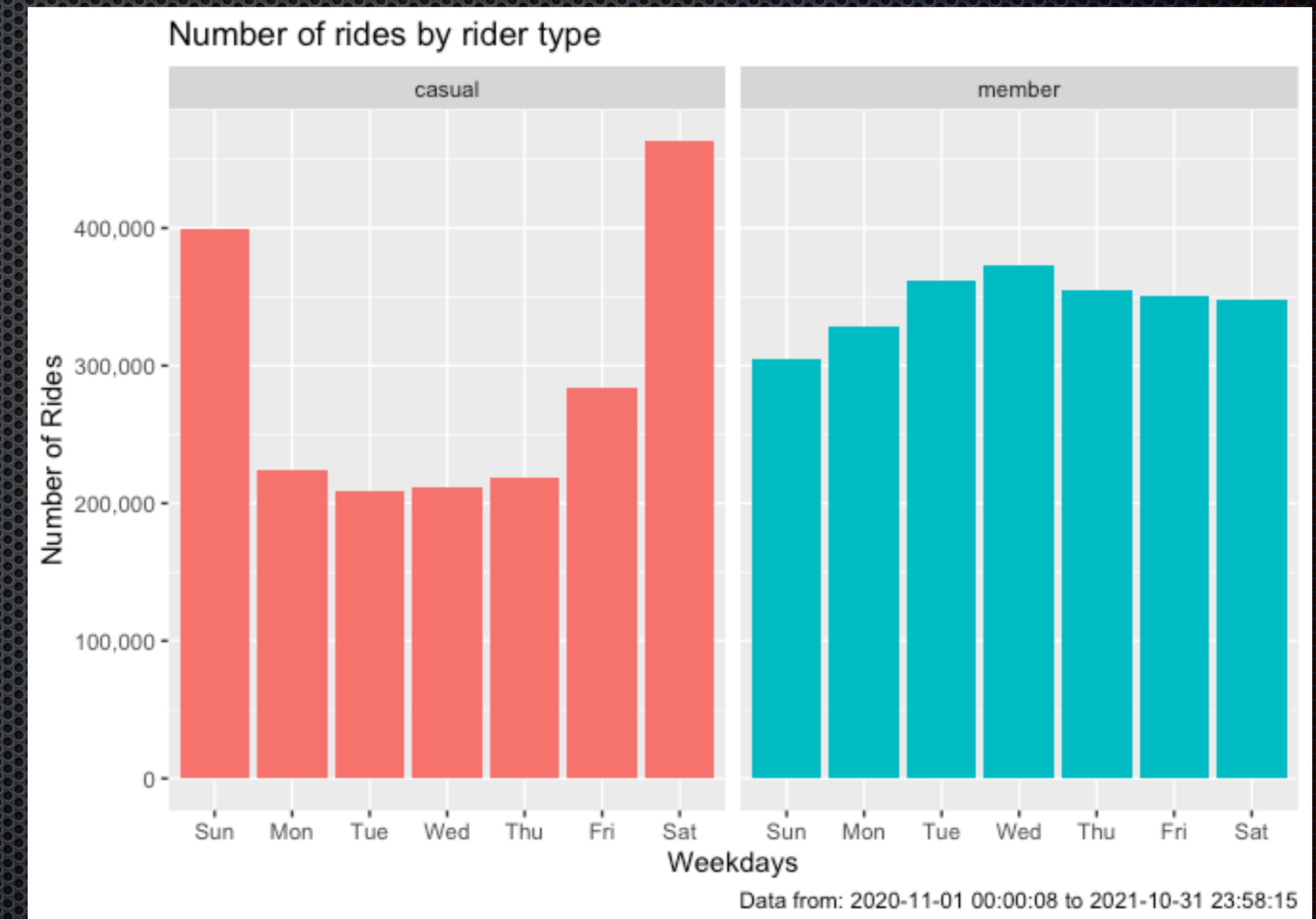




# Findings

## Trips over a week span

- ✦ Members tend to ride more continuously around the week
- ✦ Casual users peak at weekends and ride much less on working days

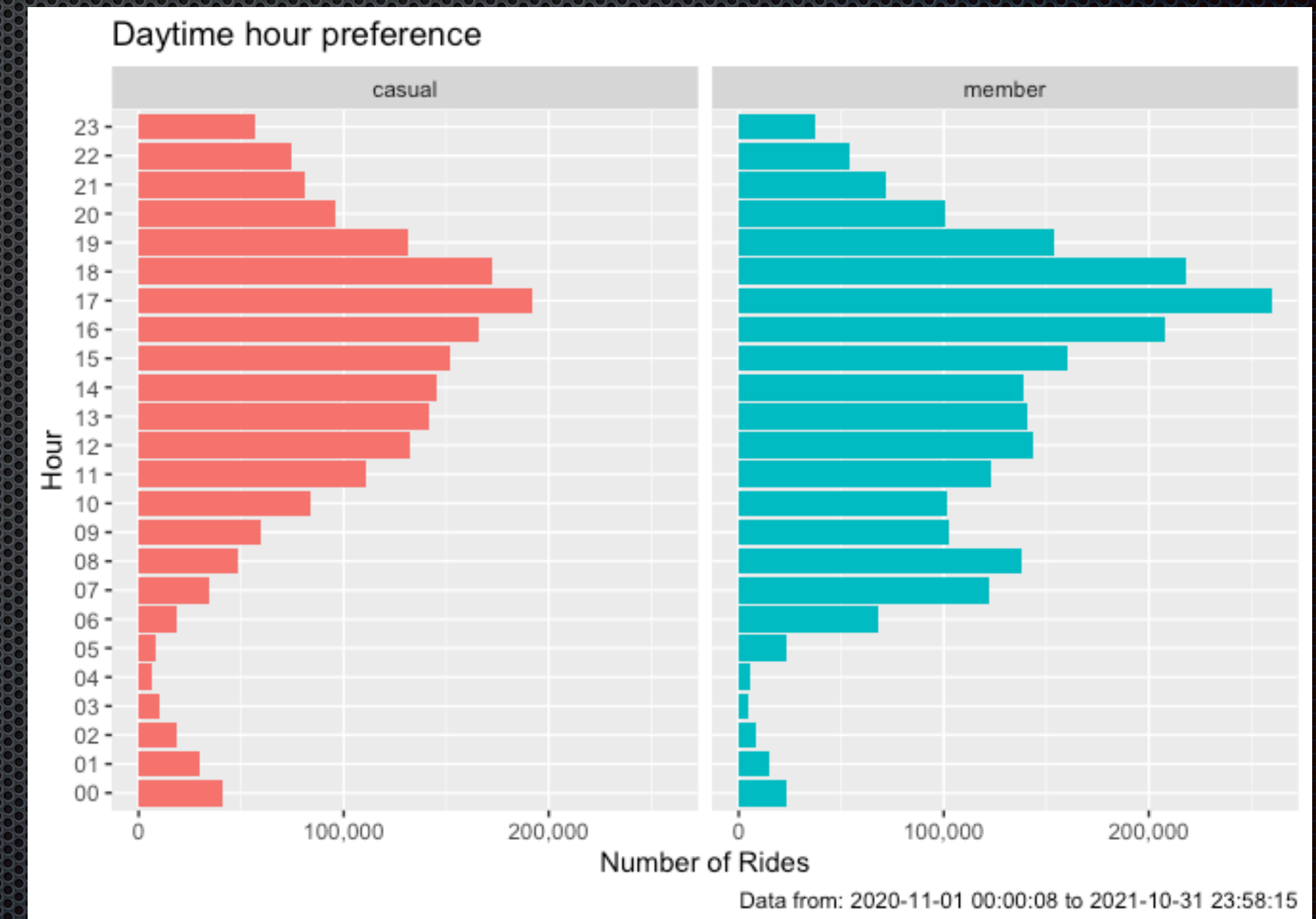




# Findings

## Trips over a day span

- ✦ Casual users peak at evening, after work hours
- ✦ Members peak at evening too, with another small peak in the mornings

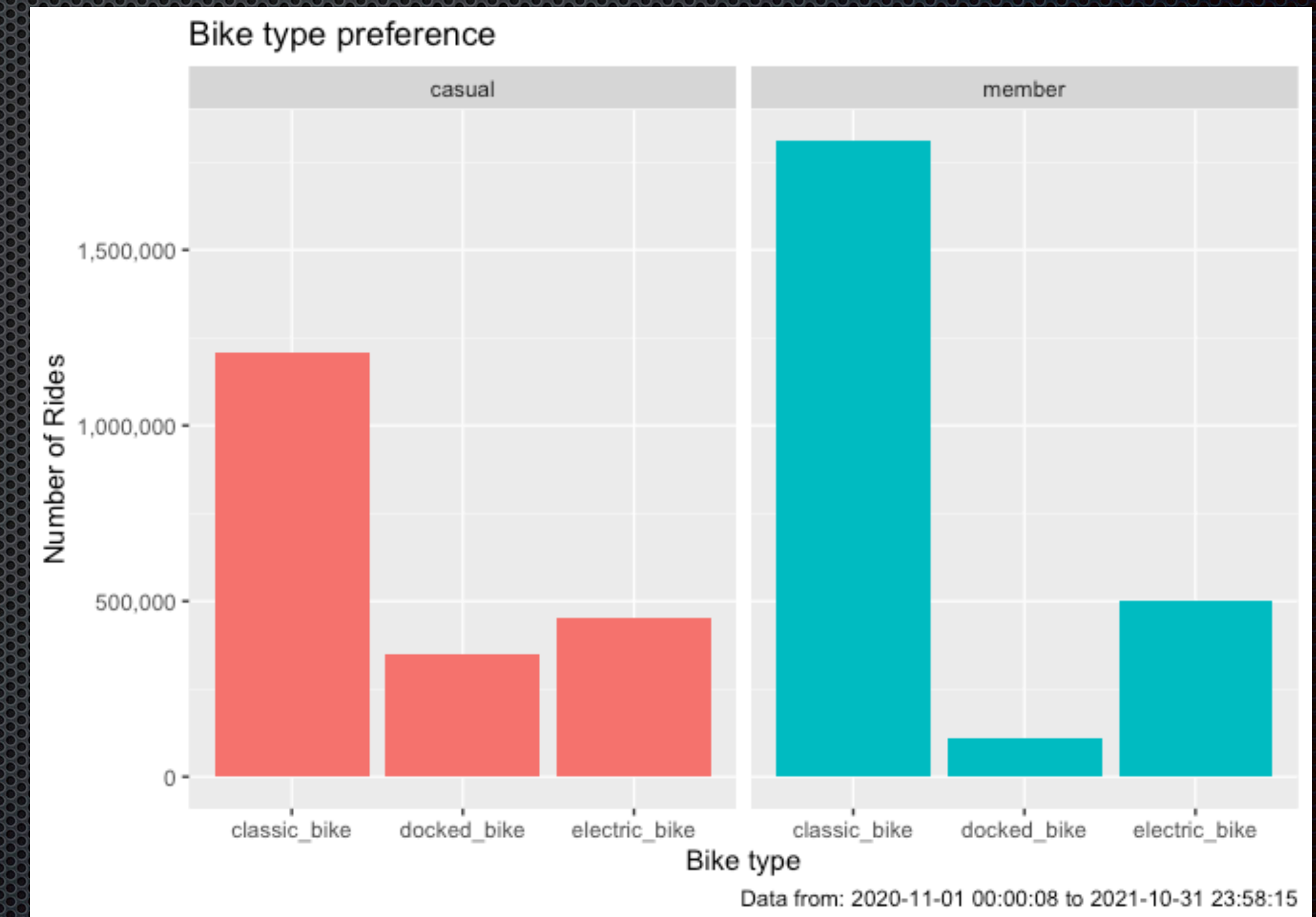




# Findings

## Bike preference

- ✦ Classic bikes are the most preferable by all users

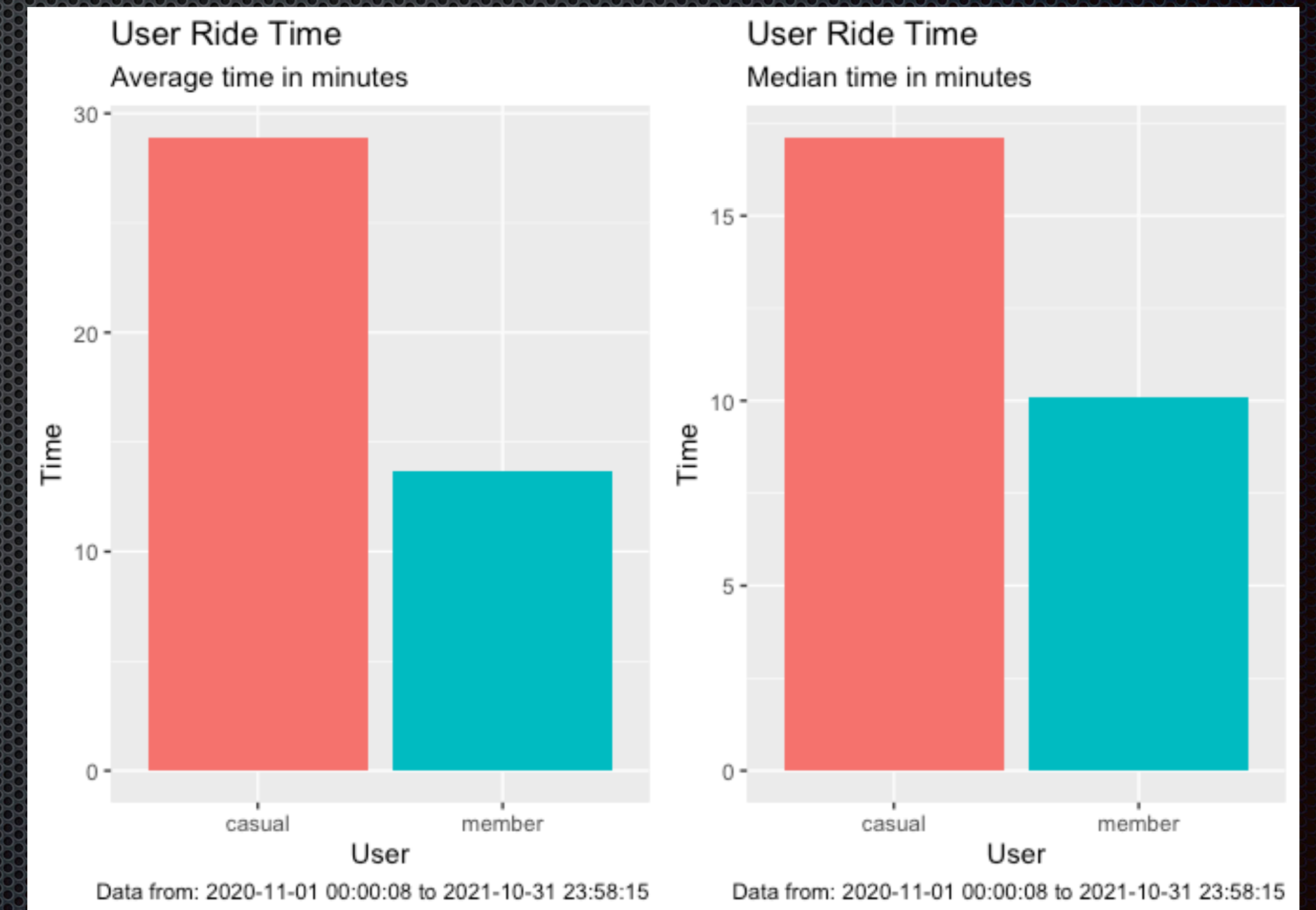




# Findings

## Ride times

- ✦ Casual users tend to make longer trips





# Recommendations

- ✦ Marketing campaign on discount membership for longer rides during the weekends
- ✦ Add more bikes and promotions at the casual users top stations
- ✦ Afternoon and summer months special offers for members, to draw the casual users to join in



# Thanks you

Feel free to ask any question