

Insights from Cyclistic Bike-Share Analysis

The project centers on analyzing the usage patterns of Cyclistic, a bike-share company in Chicago, to understand the differences in behavior between casual riders and annual members. The dataset comprises Cyclistic's historical bike trip data, made available through a publicly accessible source. The data includes information on trips taken by users over the past 12 months in the year 2023, offering a full year of usage patterns. The data source is from Divvy, a bike-share service in Chicago, which has been adapted for the case study. Cyclistic is a fictional company, but the data aligns closely with real-world scenarios for analysis. The goal is to identify insights that can guide a marketing strategy to convert casual riders into annual members.

Dashboard Insights

The dashboard, created using **Tableau**, provides an interactive experience, showcasing key findings:

- 1. Rides Per Rider and Bike Type:** The data shows that both casual and member riders prefer classic bikes, though casual riders use electric bikes more frequently than members. This insight may indicate that casual riders favor convenience and quicker trips, which can inform targeted membership promotions for electric bike usage.
- 2. Total Rides Per Day:** Saturday has the highest ride count, especially among casual riders, suggesting that casual riders primarily use the bikes for leisure or weekend activities. In contrast, members maintain consistent usage throughout the weekdays, indicating a commute pattern. Marketing efforts might focus on highlighting weekend benefits for potential members.
- 3. Rides Per Hour:** Peaks at 2 PM and 3 PM suggest that casual riders tend to ride in the afternoon, likely for recreational purposes, while members may ride during commute hours. Membership plans could be tailored to appeal to these afternoon riders with special perks or pricing for non-commute hours.
- 4. Average Ride Time Per Member and Day:** Casual riders generally have longer ride times compared to members, especially on weekends. This could indicate that casual riders prefer leisurely, extended trips. Membership promotions could emphasize benefits like unlimited ride time on weekends.
- 5. Average Ride Time per Rider and Bike Type:** Docked bikes show the longest average ride times, especially among casual riders. This suggests that casual riders who choose docked bikes are likely exploring or sightseeing. Cyclistic might offer membership benefits that enhance the experience for these types of riders.
- 6. Rides Per Month:** There's a clear seasonality, with summer months (June, July, August) seeing peak usage among both casual riders and members. Marketing campaigns could focus on summer membership drives, highlighting the benefits of membership during high-demand months.

Key Recommendations:

- **Seasonal Membership Promotion:** Launch a summer membership campaign emphasizing the benefits of being a member during peak months.
- **Targeted Weekend Membership Benefits:** Since casual riders are more active on weekends, offer weekend-specific benefits to encourage membership upgrades.

- Electric Bike Membership Incentives:** Provide incentives for electric bike usage within the membership, catering to casual riders’ preference for electric bikes and quicker, more convenient travel.

These recommendations, derived from the dashboard insights, support Cyclistic's aim to convert casual riders into annual members by aligning membership benefits with casual riders' specific usage patterns and preferences.

