


Project Purpose

Support the marketing analyst team at Cyclistic to design a new marketing strategy to convert **casual riders** into **annual members**.



Single Pass Purchaser

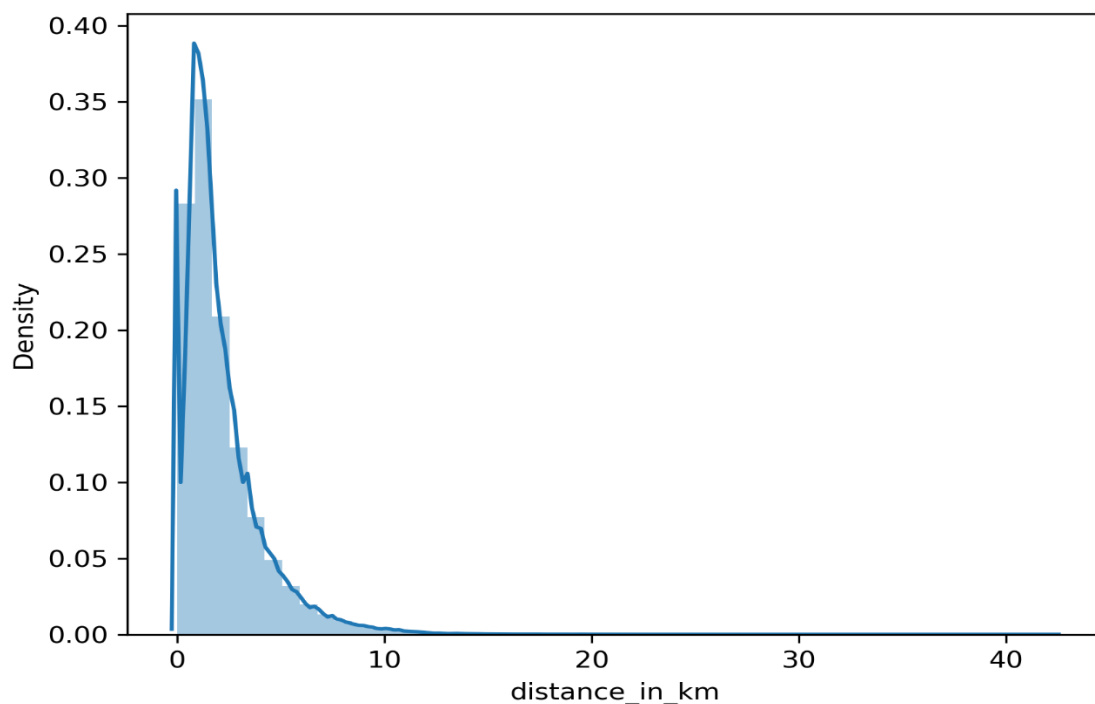
The diagram illustrates the project purpose with two callout boxes. A green rectangular box labeled 'Single Pass Purchaser' has a blue line connecting it to the word 'casual' in the text above. A green oval box labeled 'Annual Subscribers' has a blue line connecting it to the word 'annual' in the text above.

Annual
Subscribers

The Challenge

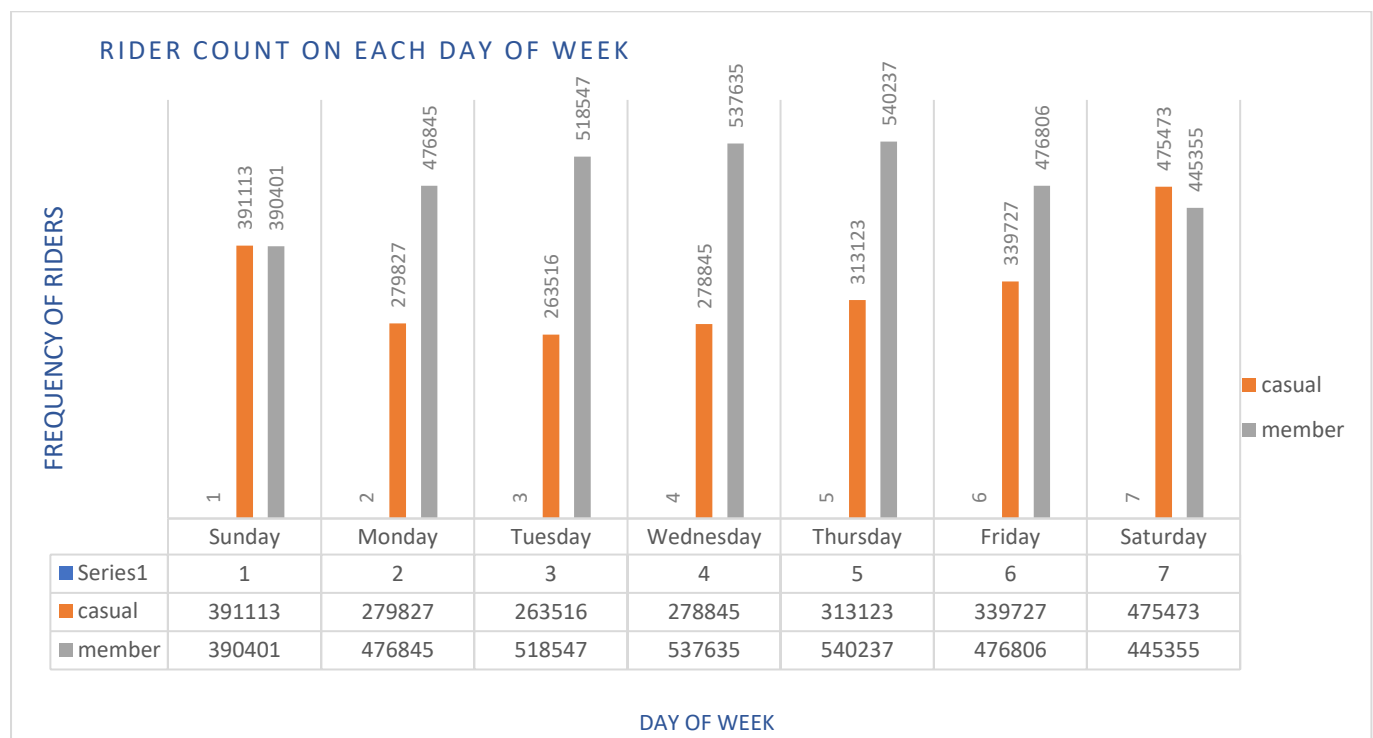
How do annual members and casual riders use Cyclistic bikes differently?

Analyzing trends of Average Distance Covered by Riders

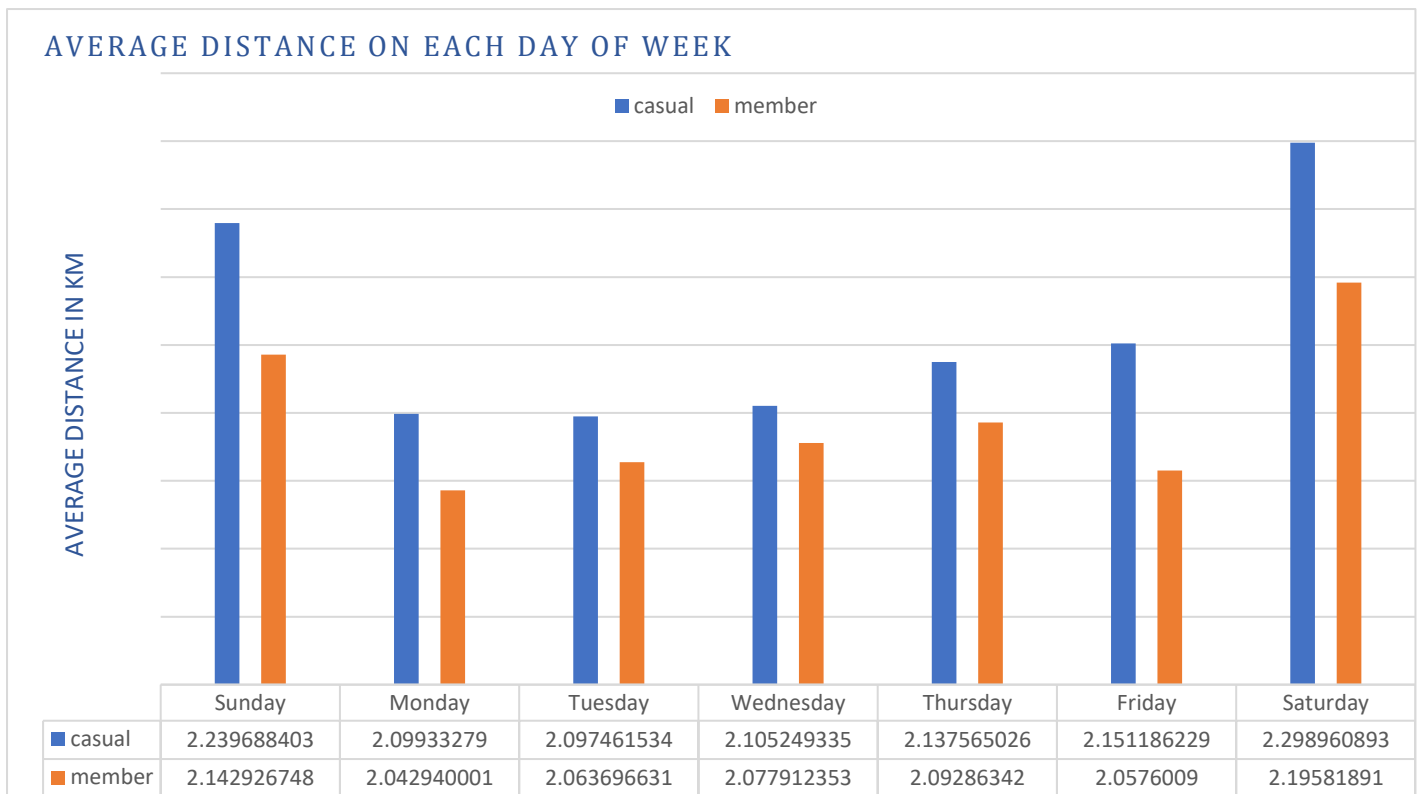


Almost 40 % riders are using the bike for short distances (less than 10km).

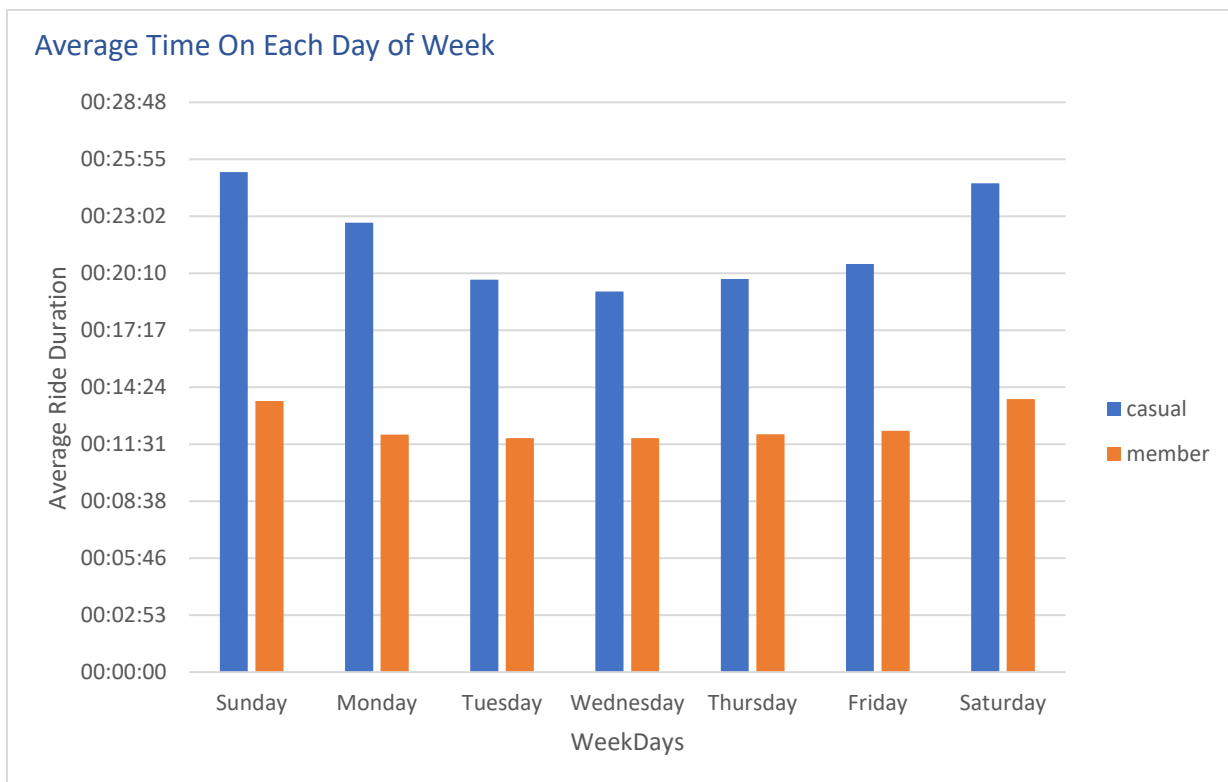
Analyzing trends of Casual riders and Annual members on each Day of Week



** It seems like casual riders are using services on weekends than weekdays whereas It is opposite for annual members.

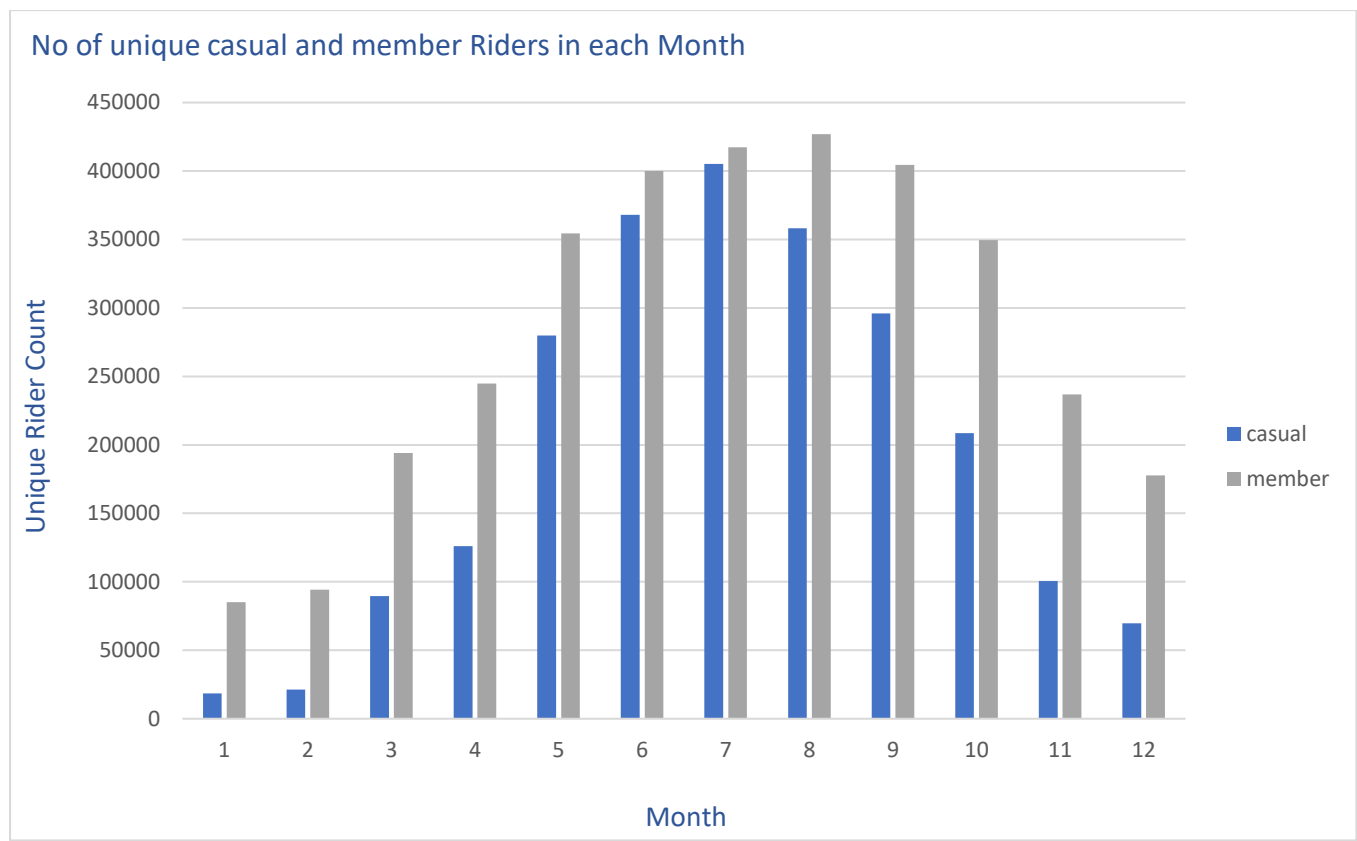


** Here it's clear that casual riders have higher average distance than member riders in each day specially on weekends.

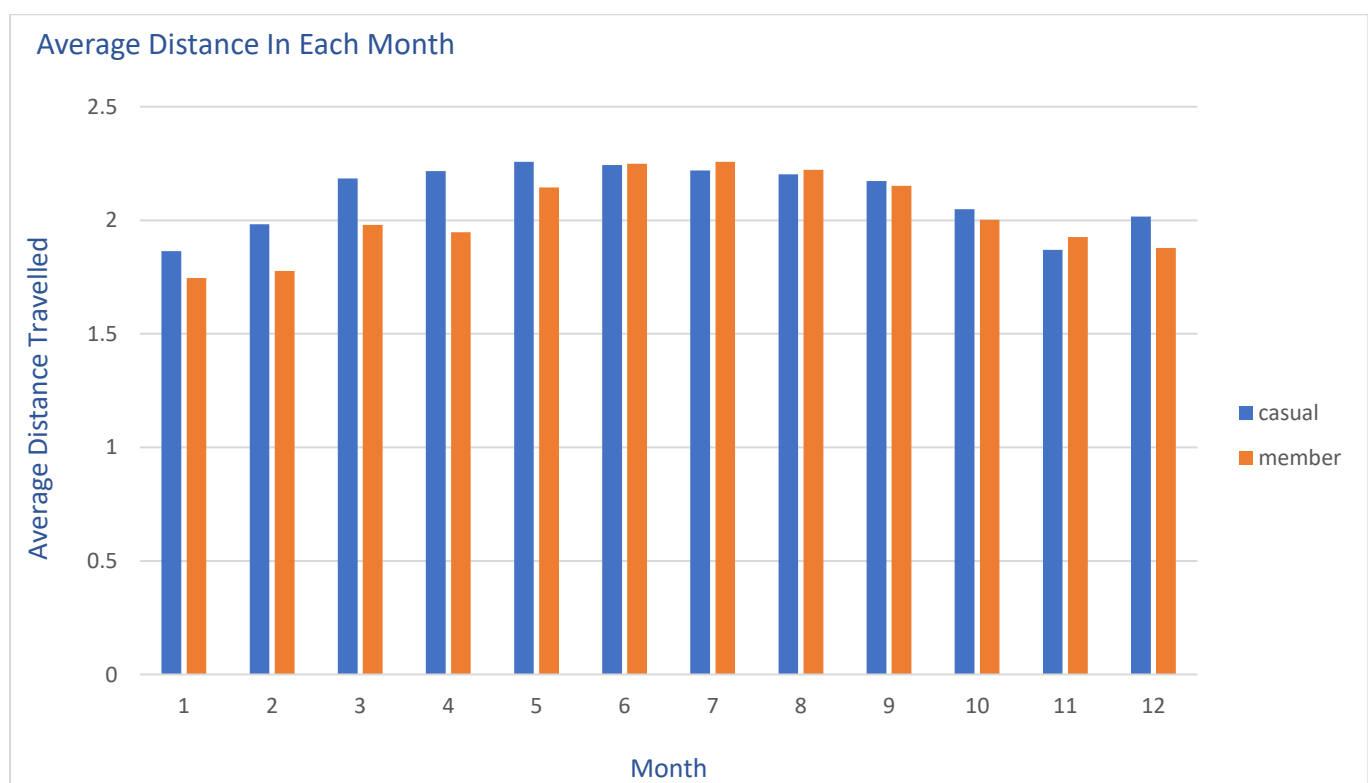


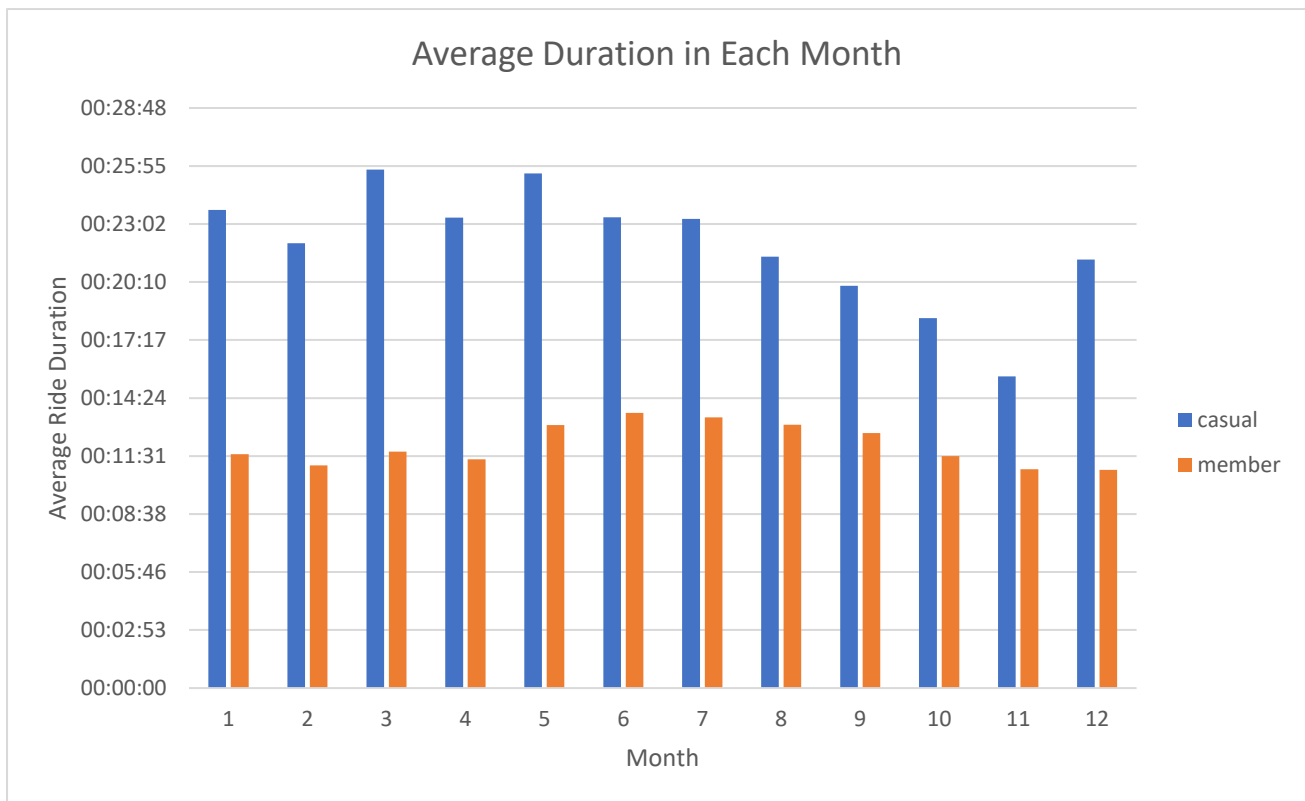
Here we can see that casual riders are spending much more time than the annual members as I guess they are using the services for leisure whereas annual members are using it for commuting to work.

Analyzing trends of Casual Riders and Annual Member on each Month of the Year

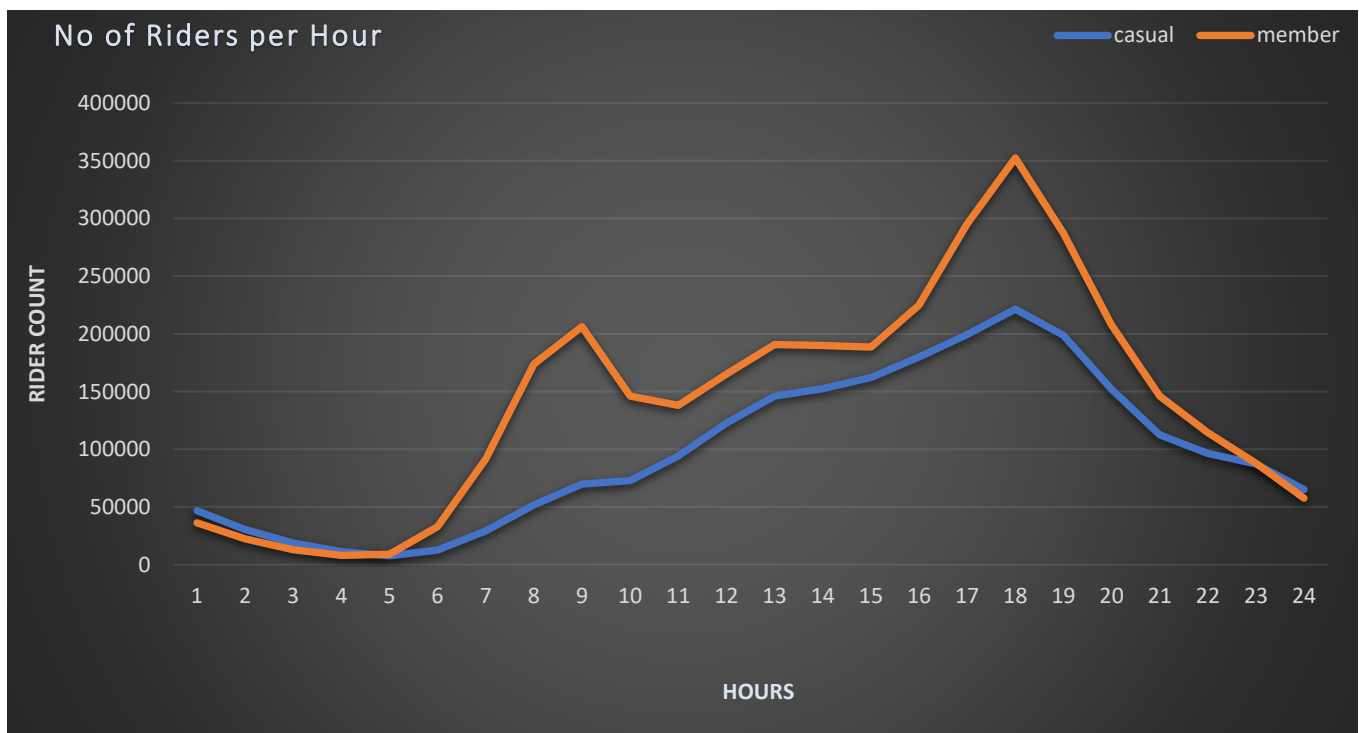


Here we can see that casual riders numbers are increasing sharply and it remains on peak for mostly four to five months then it's decreases sharply.

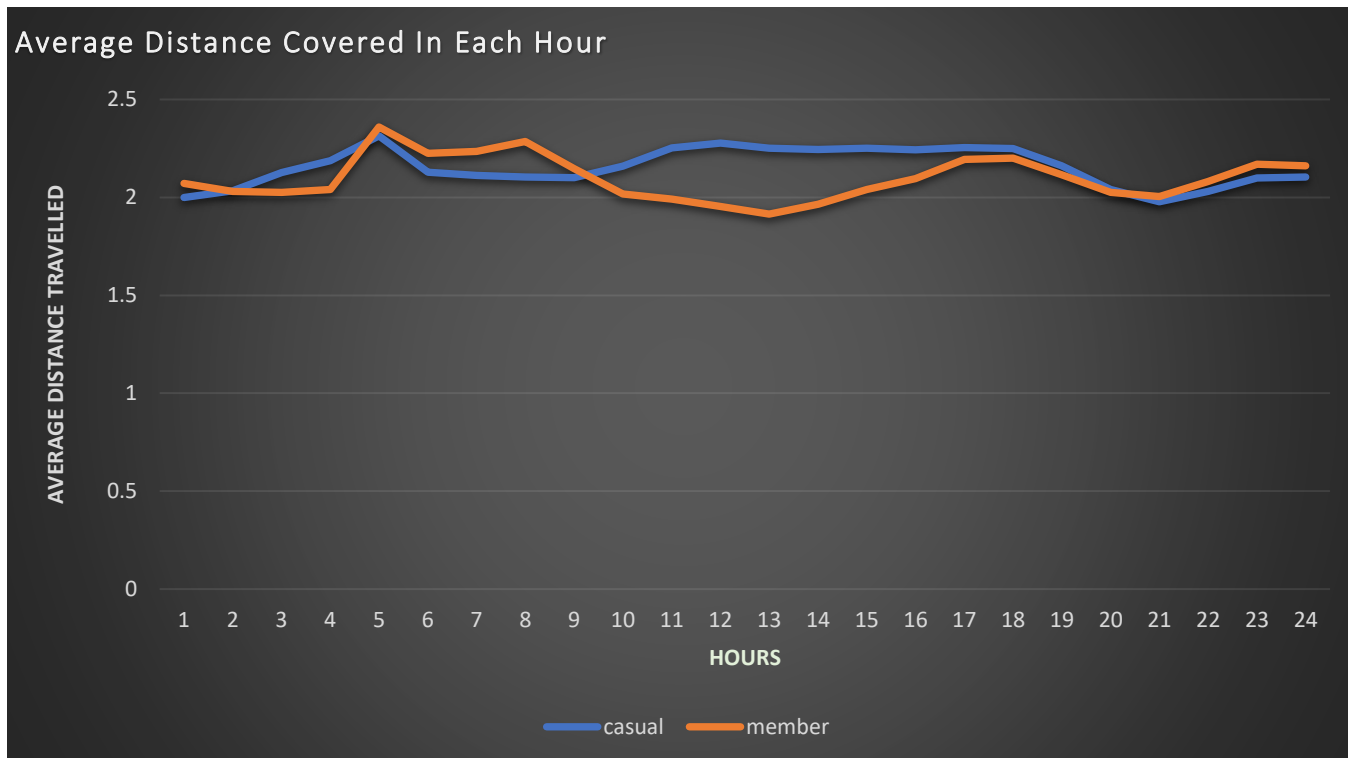




Analyzing trends of Casual Riders and Annual Member on each Hour of Day

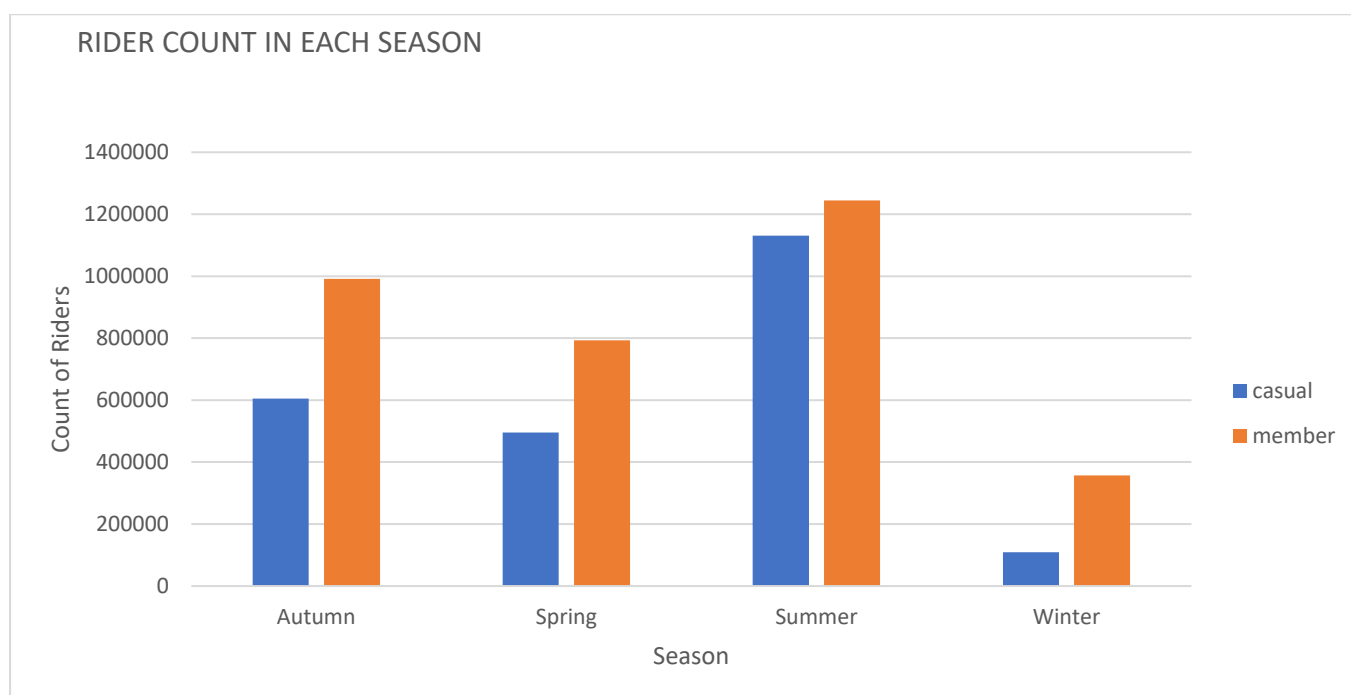


Here we can see that the annual members are using the services mostly during office hours whereas casual riders are mostly using the services during day time and it peaks around evening time.



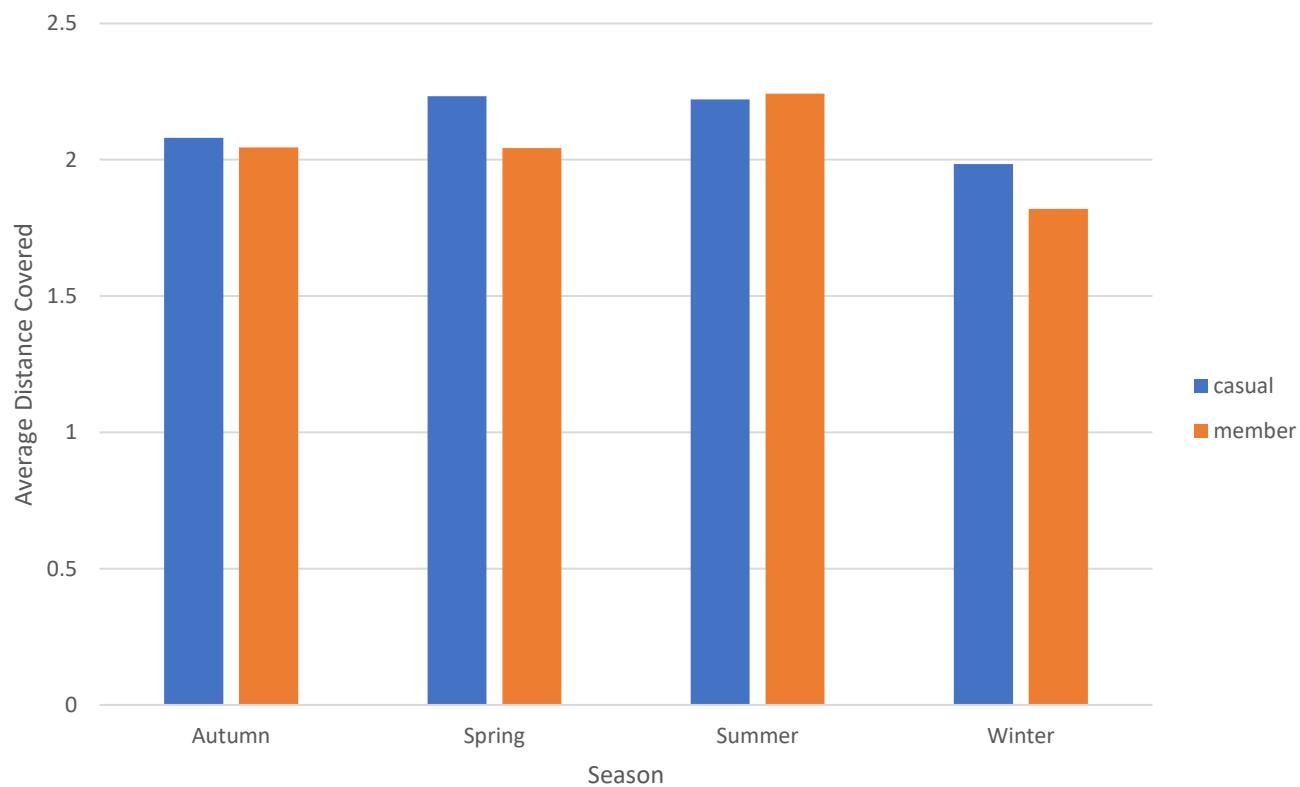
Even the riders count is low for casual riders average distance covered is almost same it indicated that casual riders use the services for long distance travels.

Analyzing trends of Casual Riders and Annual Members in each Season

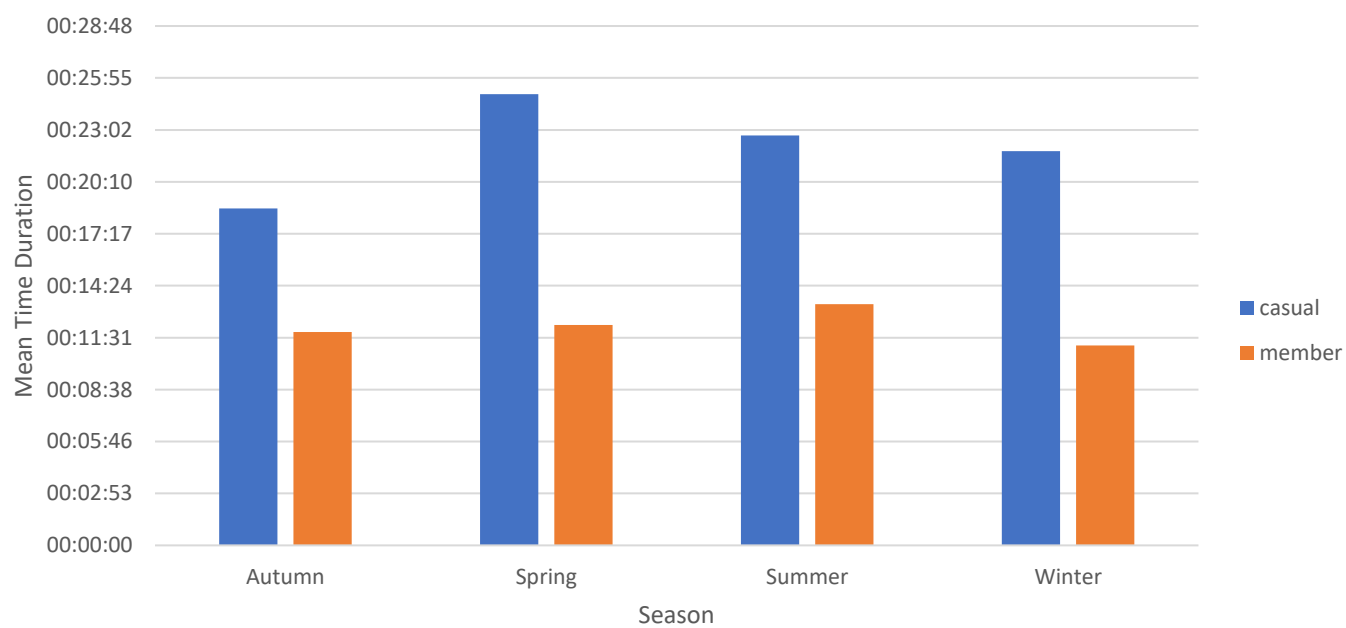


Summer season is mostly favorable for both type of riders followed by Autumn, Spring & Winter is the least favorable season.

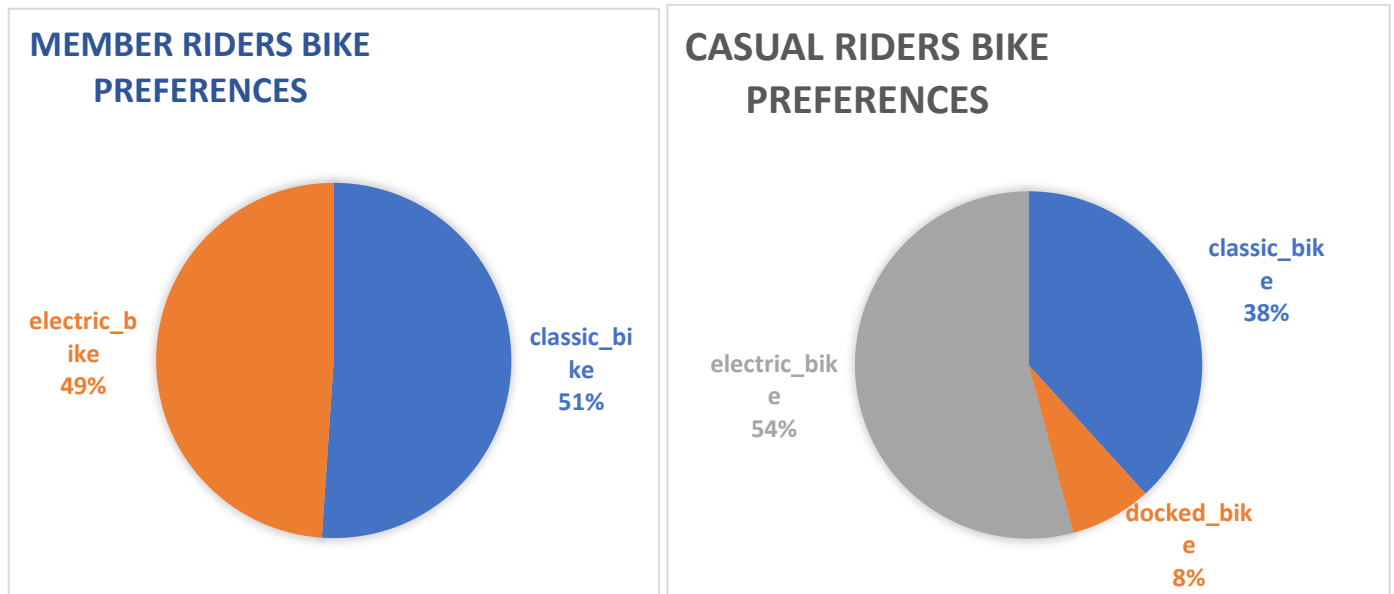
Average Distance in Different Season



Average Time Duration in Different Season



Analyzing trends of casual and member Riders Bike Preferences



Electric bike is the most preferred choice for Casual Riders.

