



# Two Ways to Use the Same Bike

HOW OCCASIONAL RIDES CAN TURN INTO DAILY HABITS

A DATA STORY FROM CYCLISTIC BIKE-SHARE

*This project is part of the Google Data Analytics Professional Certificate case study*

# **What the data reveals**

Behind every ride, there is a reason.

By comparing how members and casual riders use Cyclistic bikes, we can start to see patterns, habits, and opportunities.

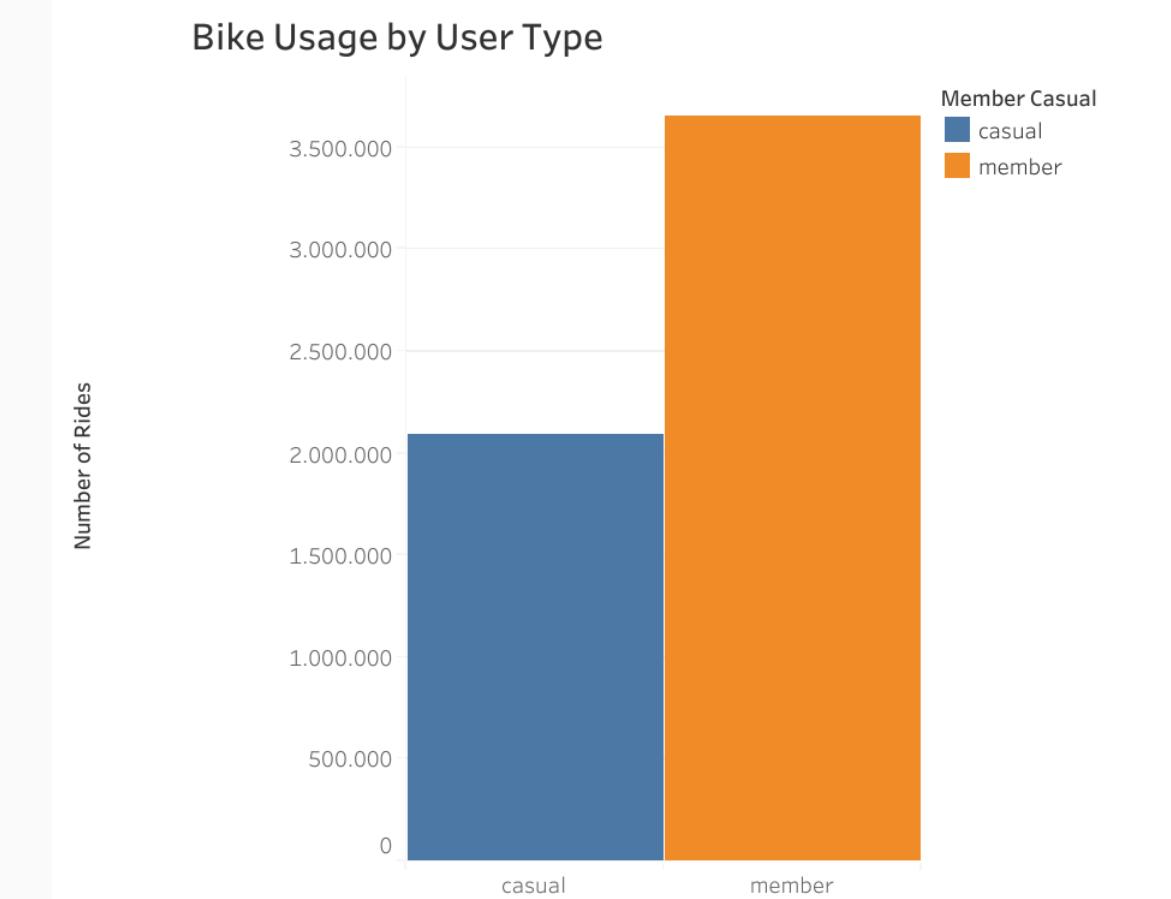
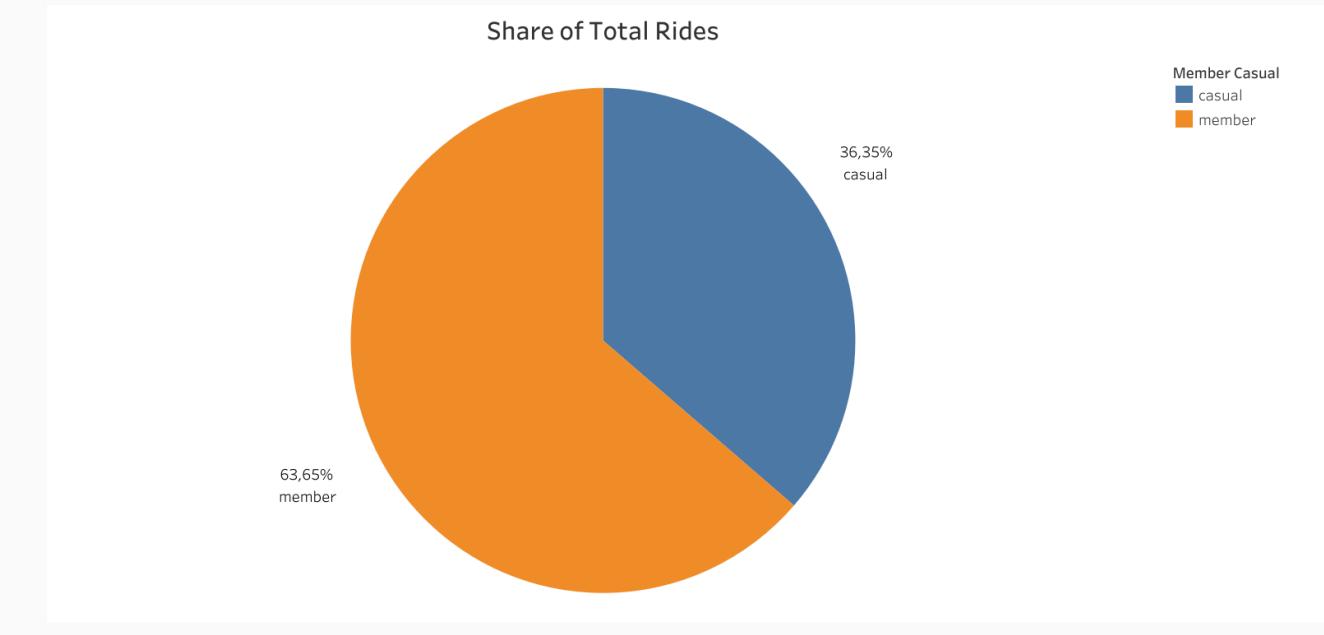
The next visuals tell that story.

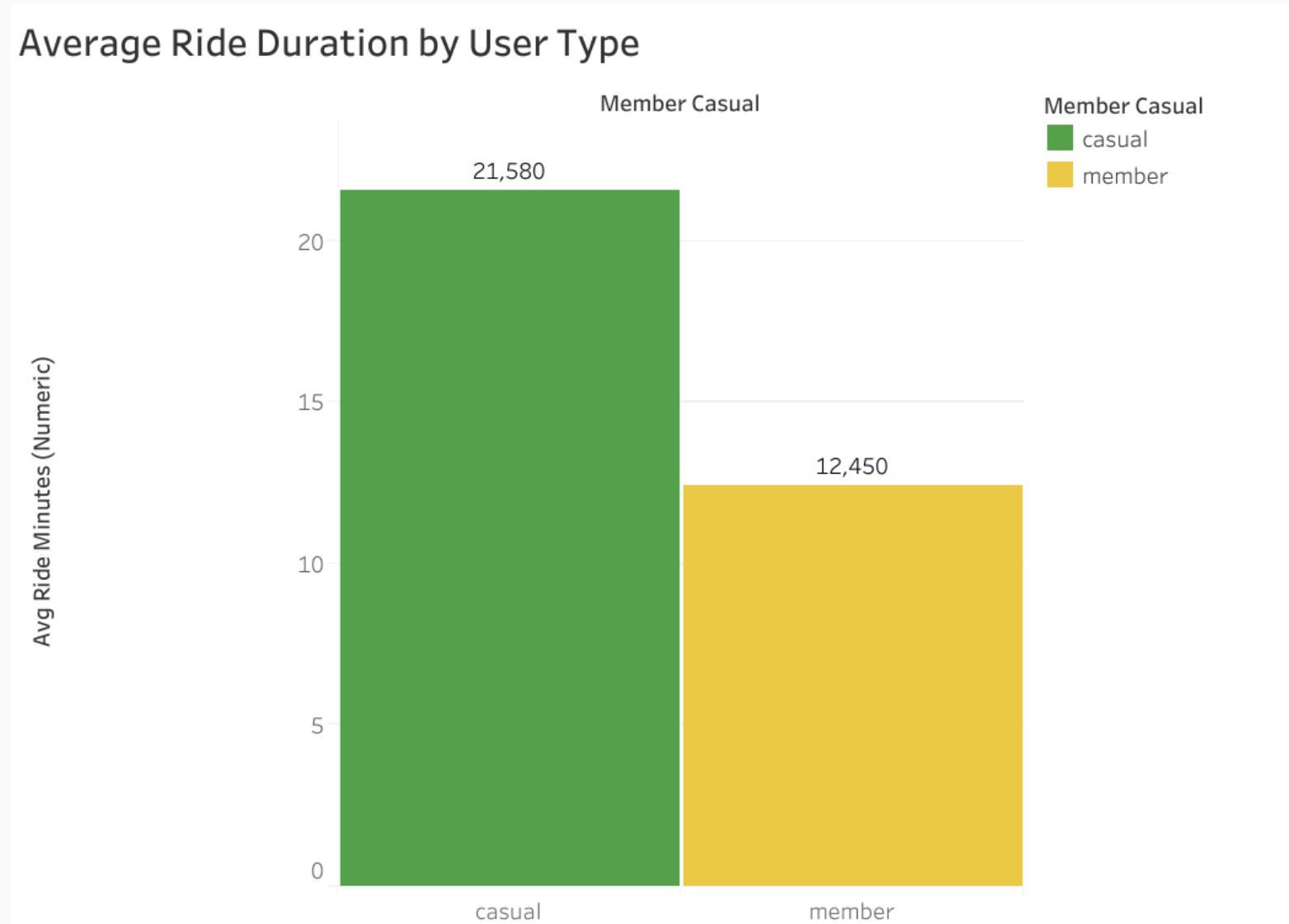


# Who Uses Cyclistic the Most?

Most of the recorded rides are made by annual members.

This shows that Cyclistic is already part of many users' daily routines. Casual riders represent a smaller share of total usage, but they remain an active and valuable group.





## Not All Rides Mean the Same

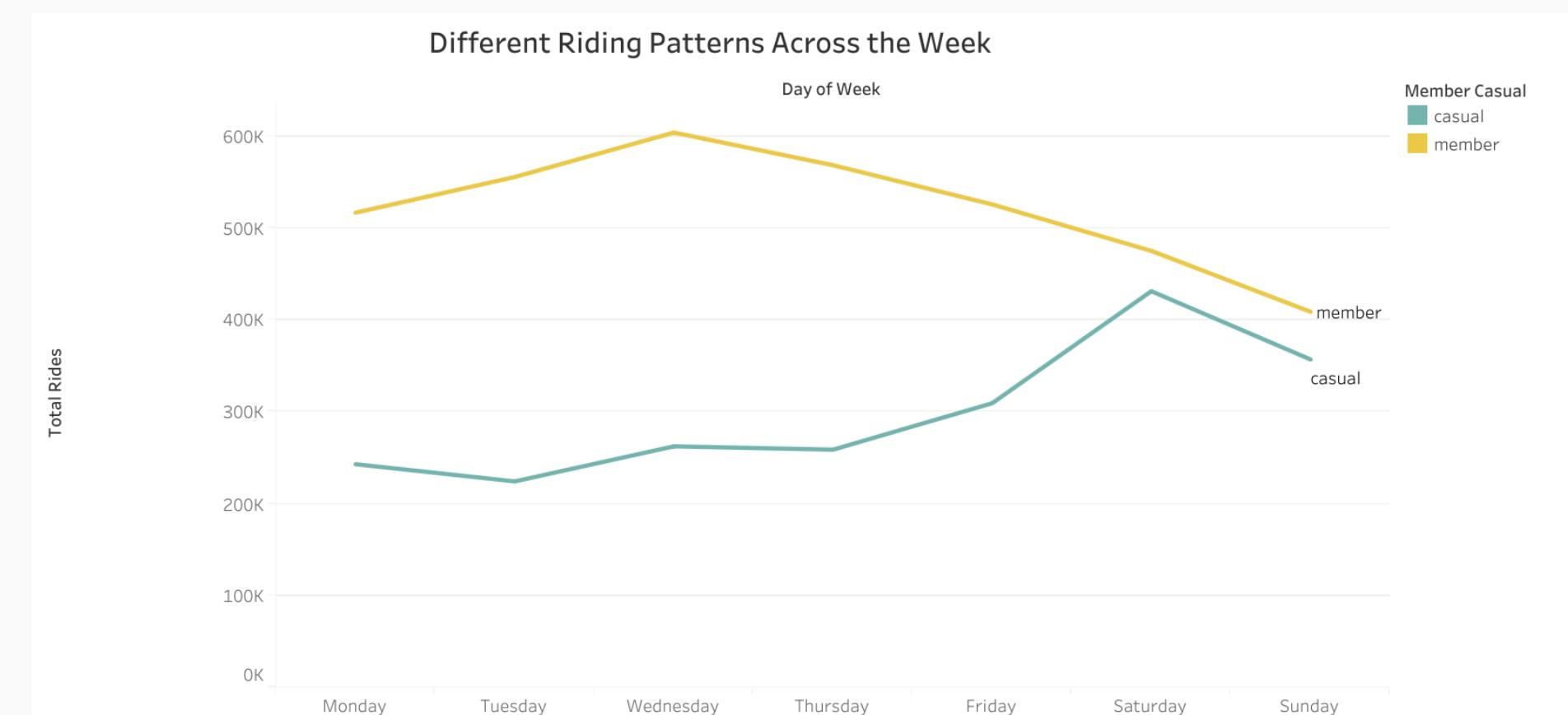
Casual riders spend significantly more time on each trip than annual members. This suggests two different ways of using the service:

for some, the ride itself is part of the experience; for others, it is a practical way to get from A to B.

# When People Ride Also Matters

Annual members use Cyclistic more consistently throughout weekdays. Casual riders, on the other hand, show higher activity during weekends.

This pattern reinforces the idea that Cyclistic plays different roles depending on the moment and context.



# The user is already riding. When should we talk to them?

The data shows that many users already enjoy Cyclistic. They use the service in their free time, when the ride is part of the experience.

The goal is not to convince them from the beginning, but to support them so that repeated use can become a habit.

- Send messages after a long ride: Talk to users when they feel satisfied.
- Offer simple membership options: Weekend, monthly, or summer plans before an annual membership.
- Reward frequent use: Benefits after several rides in one month.
- Change the message: From “save money” to “make this ride part of your routine.”

**SARA GAVILÁN CASTRO**

FULL-STACK DEVELOPER  
ANALYTICAL SKILLS  
CREATIVITY

<https://saradeveloper.vercel.app/>

*Thank you for your time.*

Habits grow step by step, one ride at a time.

As a first step, a campaign landing page was created to show how these insights could be applied in a real scenario.

👉 [Explore the campaign landing page](#)