# Cyclistic

“Design a new marketing strategy to convert casual riders into annual members”

**ASK**

**How to convert casual riders into annual members?**

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

“Why would Casual riders buy cyslistic annual memberships?”

“How can cyclistic use digital media to influence casual riders to become members?”

Stakeholders:

* Cyclistic Entity
* Lily Moreno (Director of Marketing/Manager)
* Marketing analytics team
* Executive team

**PREPARE**

Last 12 months of Cyclistic data: <https://divvy-tripdata.s3.amazonaws.com/index.html>

About the data:

* Conducted by DIVVY, Lyft Bikes and Scooters, LLC (“Bikeshare”) operates the City of Chicago’s (“City”) Divvy bicycle sharing service.
  + **License**. Bikeshare hereby grants to you a non-exclusive, royalty-free, limited, perpetual license to access, reproduce, analyze, copy, modify, distribute in your product or service and use the Data for any lawful purpose (“License”).
* Consists of data from 01/23 to 12/23
* Data is 1st party -> high integrity

Limitations:

* Due to data-privacy, purchase ID is unattainable and therefore cannot determine whether casual riders live in the cyclistic service area or if they purchased multiple single passes
* No data for distance ridden
* “Casual” refers to any riders that aren’t members -> can’t differentiate between single-use or day pass.
* Some null and input errors with overall data

**PROCESS**

Cleaning and organization:

* Any duplicates, null inputs and errors were cleaned in a spreadsheet. Data related to start and end station coordinates were deemed as irrelevant and therefore removed
* In spreadsheets, length of ride and day of the week were extracted into two new columns
* Data was put into SQL and combined into one table with all months of 2023
* Extracting from the original timestamp in the table, new columns were created such as start\_time, start\_day, start\_date, start\_month, end\_time, end\_day, end\_date, end\_month as well as duration (minutes)
* Entries with a ride duration less than or equal to 0 were removed

**ANALYZE**

*In Tableau, graphs of:*

* *Overall number of casual vs members*
* *Riders per month (members vs casual)*
  + *Riders per season*
* *Riders per day*
* *Number of rides per hour of a day (members vs casual)*
  + *Over an average weekday*
  + *Over an average weekend*
    - *Average ride time on weekday*
    - *Average ride time on weekend*
* *Most popular stations casual vs members*
* *Type of bike usage for casual vs members*

**SHARE**

Tableau

Powerpoint presentation

**ACT**

1. Increase the ride time for annual members to appeal to casual riders that use Cyclistic for leisure or commuting to work
2. Establish relationships and deals with local companies, particularly in popular areas
3. Introduce a reward/point system and/or a tier system within the annual membership to cater for seasonal riders