

Maximizing the number of Annual memberships of Cyclistic bike-share program

Case study from Google Data Analytic Professional Certificate Program
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Scenario



Junior Data Analyst
At **Cyclistic**



The director of marketing believes
The company's future success
depends on **maximizing the number of
Annual memberships.**



How
casual riders and annual members
use Cyclistic bikes differently?



From these insights
The team will
design a new marketing strategy

Problem:

Is there **any difference** in the use of the bike-share program in 2020 of casual riders and annual members?

Solution:

Analyze and **compare** to see how the use of the bike-share program in 2020 of casual riders and annual members

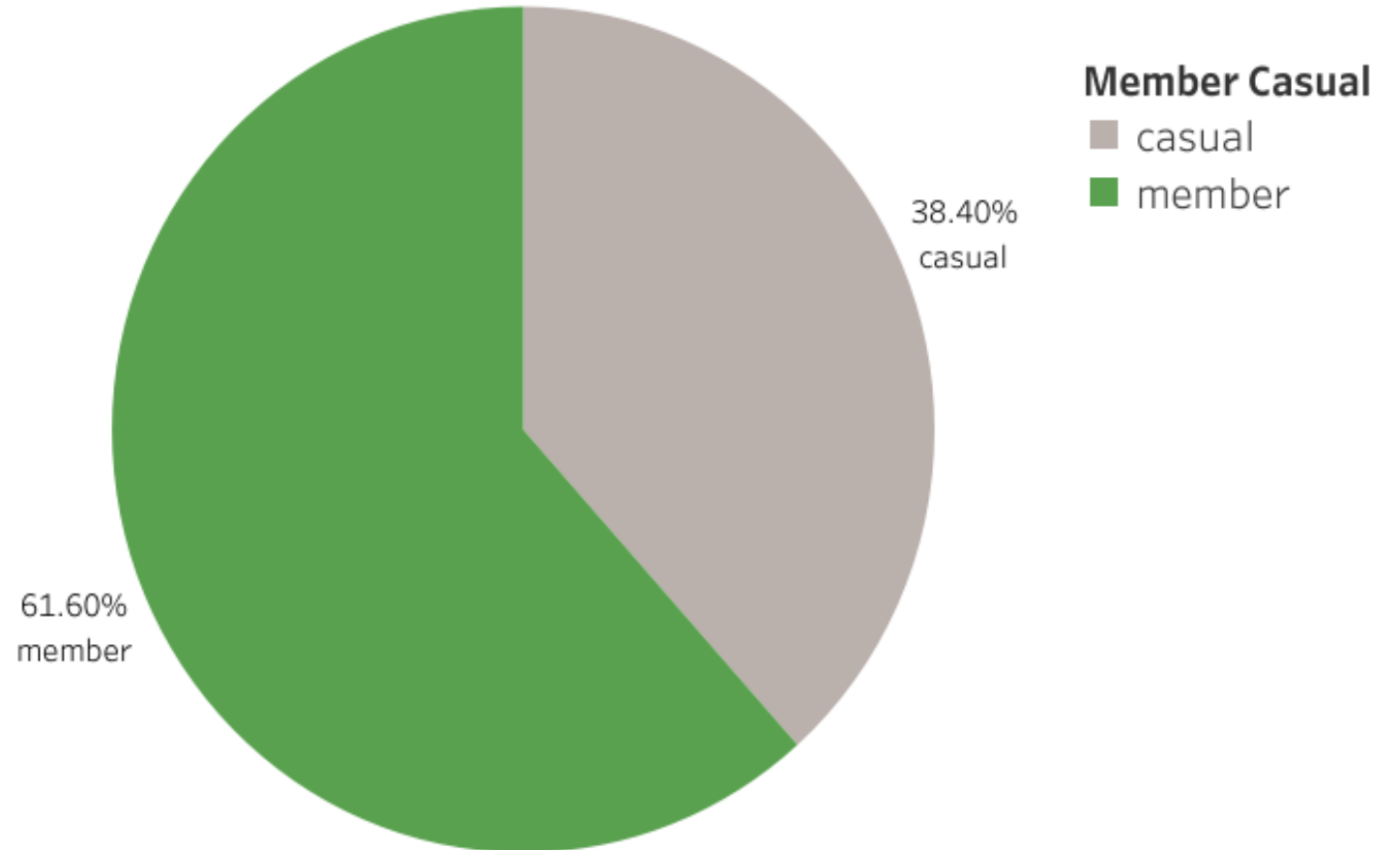
Analytic Goal

Identify what casual riders and annual members differently?

All Riders

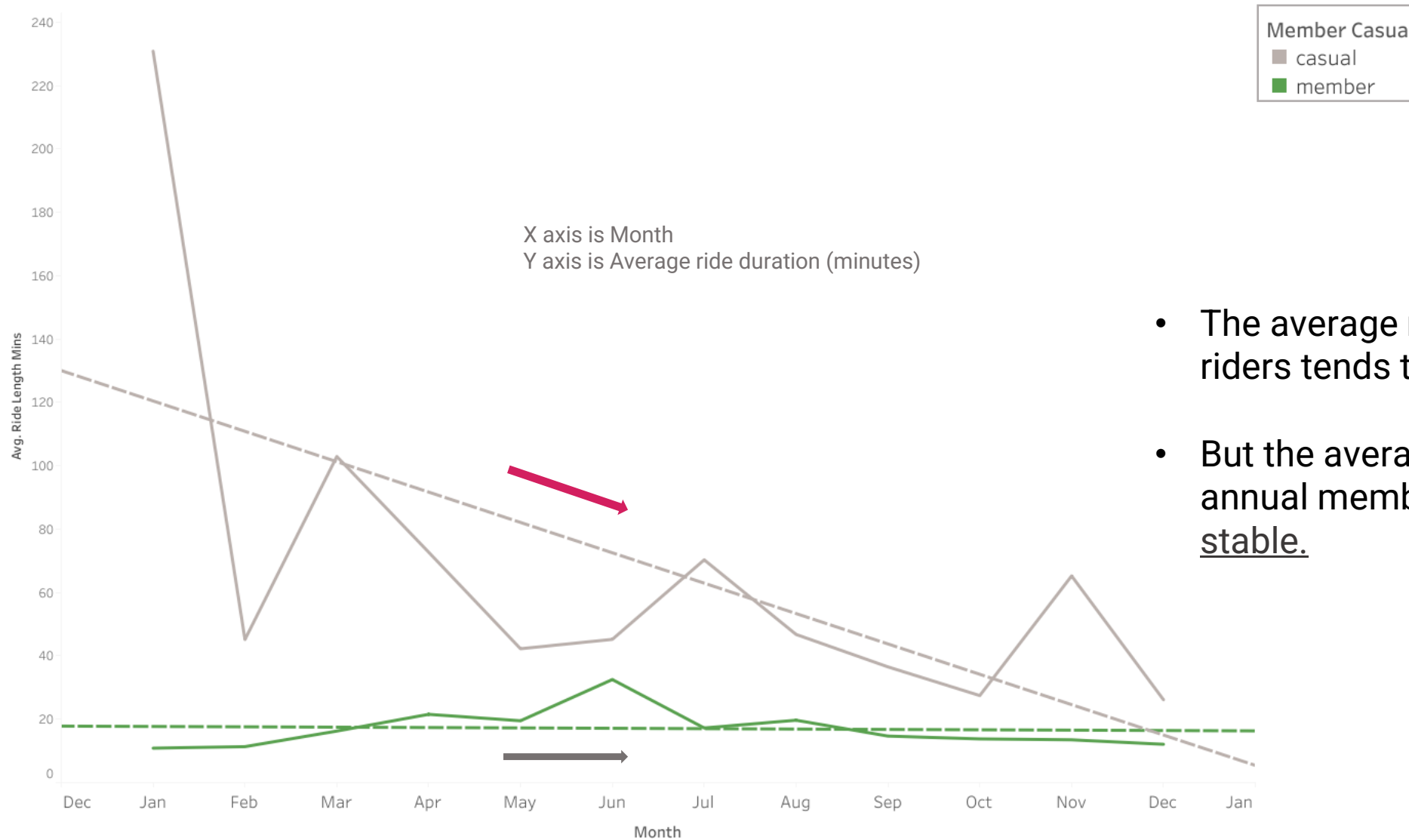
(Annual members and Casual riders)

- In 2020, All riders have been used Cyclistic bike 3,377,851 times.
- Annual members:
2,080,687 times (61.60%)
- Casual riders:
1,297,164 times (38.40%)



Average ride duration trends

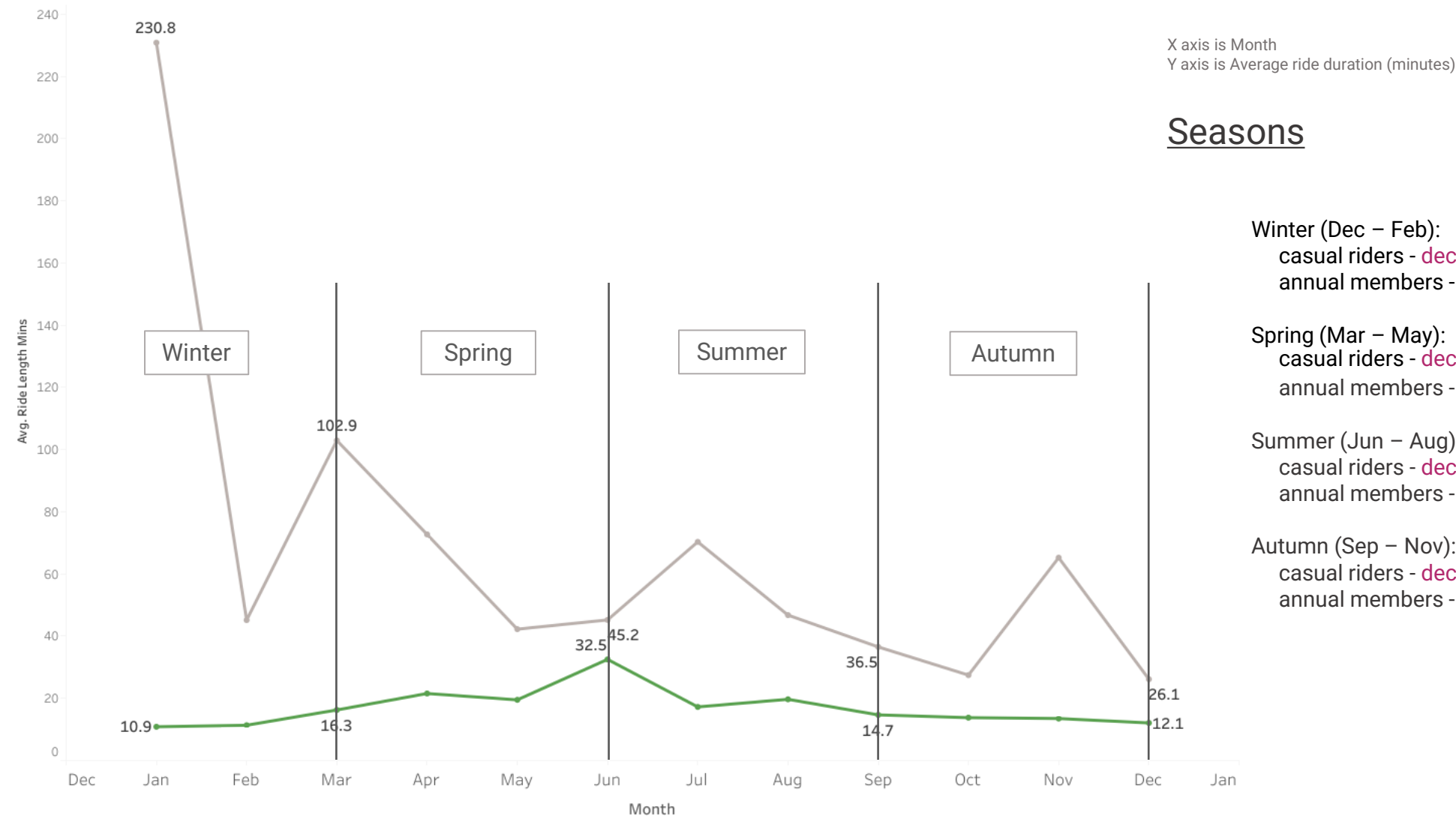
(by User type)



- The average ride duration of casual riders tends to **decrease**.
- But the average ride duration of annual members is likely to be stable.

Average ride duration trends in seasons

(by User type)

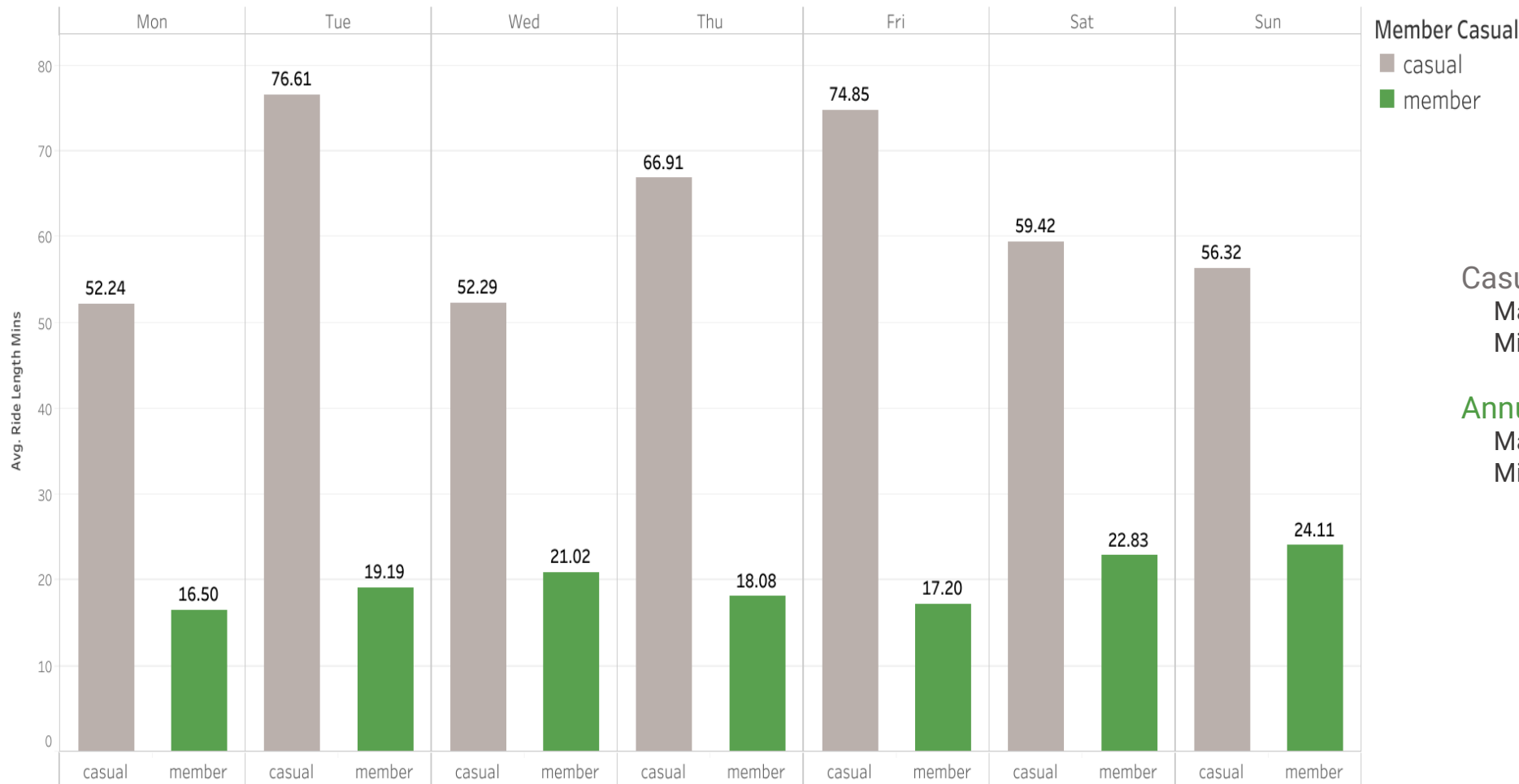


Seasons

- Winter (Dec – Feb):
casual riders - **decrease** (55.42%)
annual members - **increase** (49.54%)
- Spring (Mar – May):
casual riders - **decrease** (56.07%).
annual members - **increase** (99.39%)
- Summer (Jun – Aug):
casual riders - **decrease** (19.25%)
annual members - **decrease** (54.77%)
- Autumn (Sep – Nov):
casual riders - **decrease** (28.49%)
annual members - **decrease** (17.69%)

Average ride duration for riders

(by Day of Week)

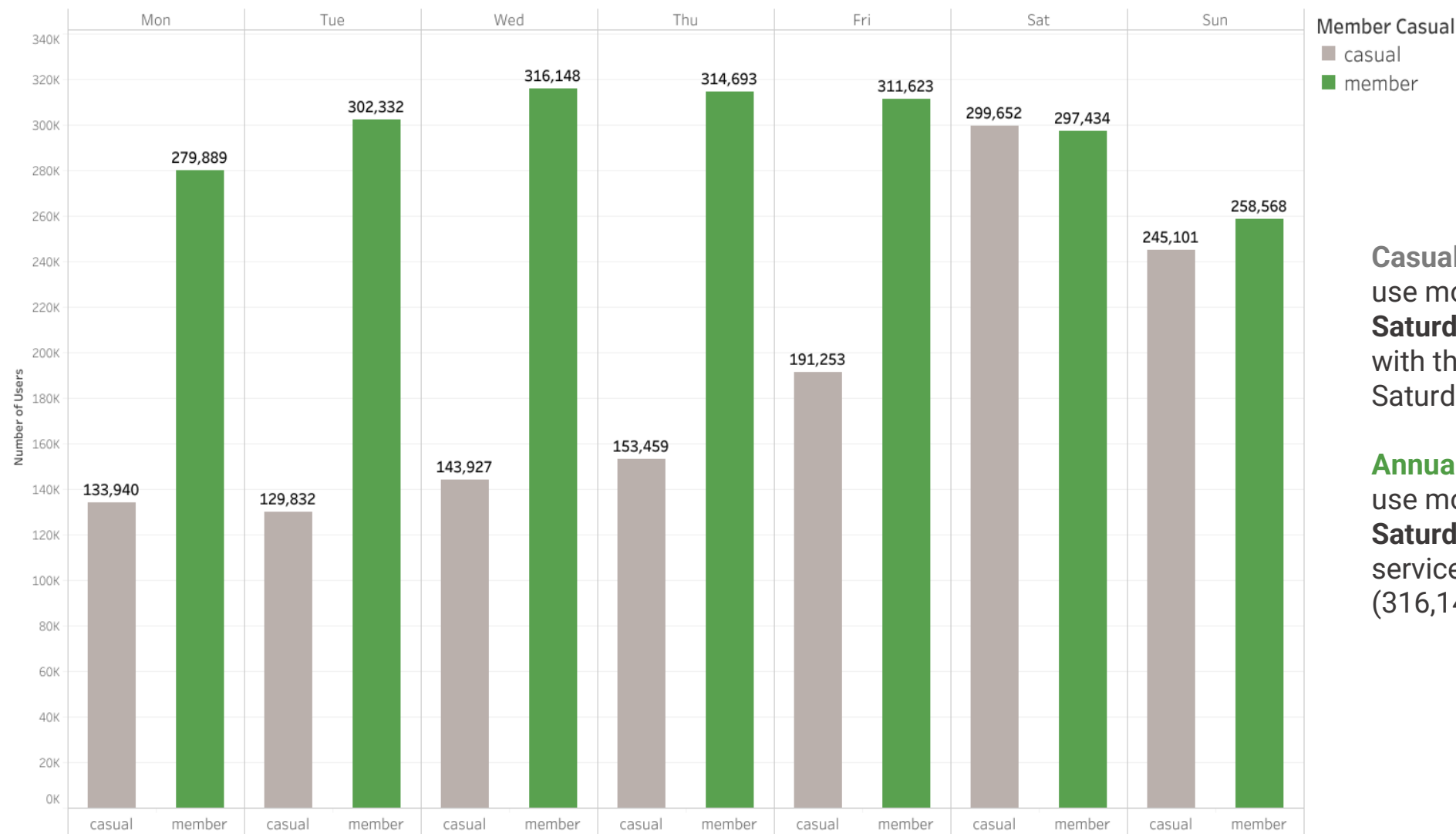


Casual riders average ride durations:
Maximum: **Tuesday** (76.61 mins)
Minimum: **Monday** (52.24 mins)

Annual members average ride durations:
Maximum: **Sunday** (24.11 mins)
Minimum: **Monday** (16.50 mins)

Number of rides for riders

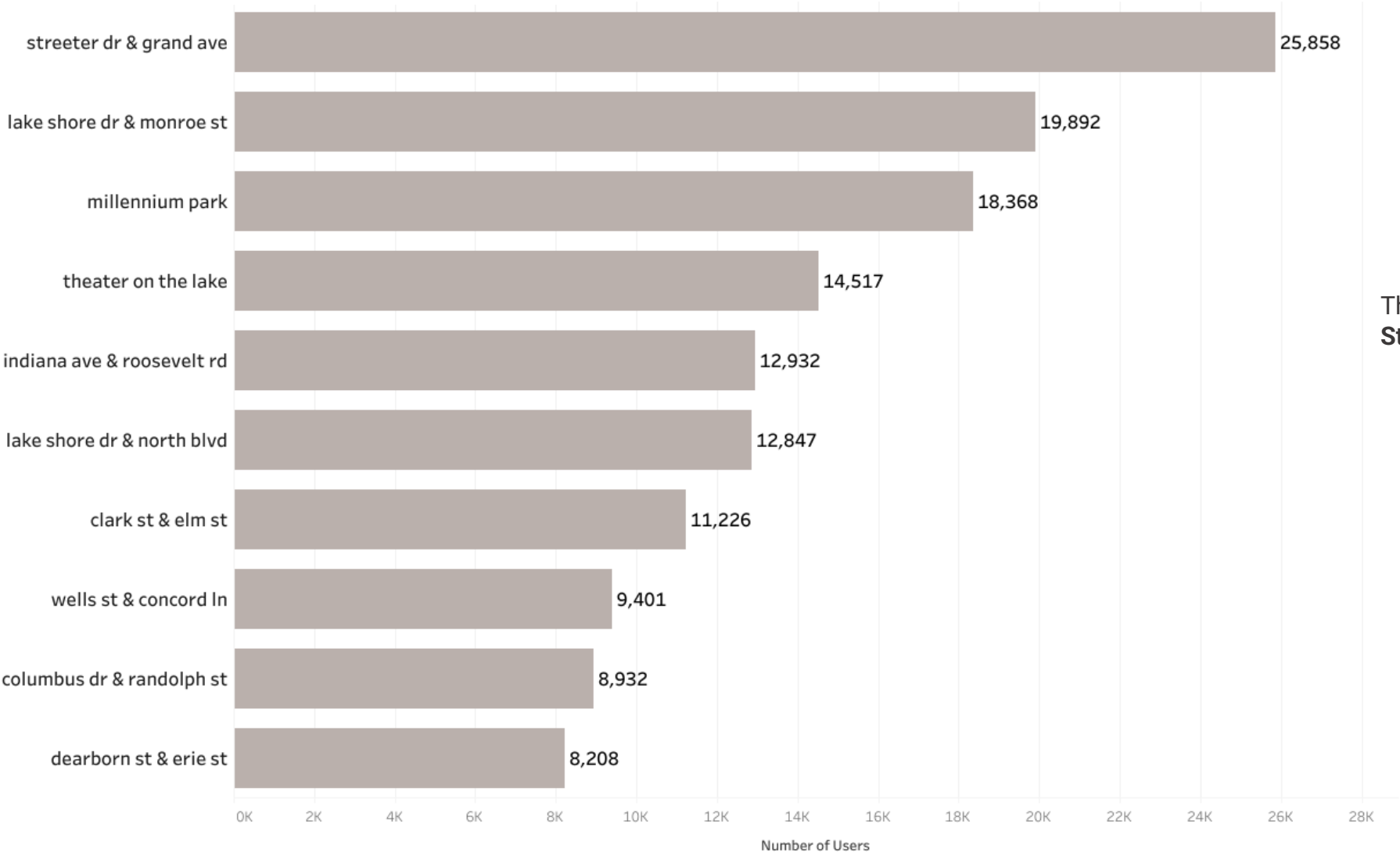
(by Day of Week)



Casual riders use most services on **Fridays, Saturdays, and Sundays**, The day with the highest service usage is Saturdays (299,652 times).

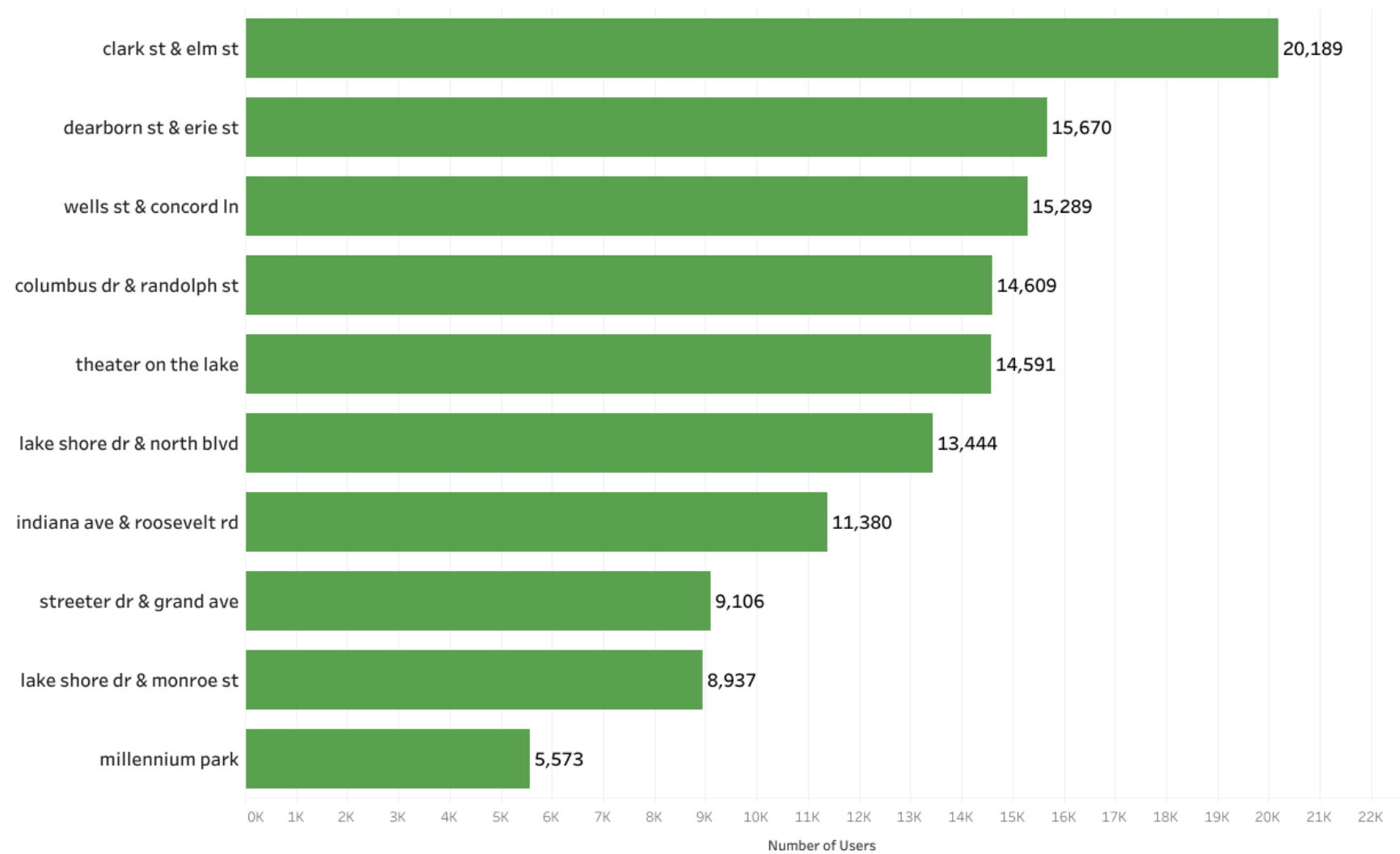
Annual members use most services **Tuesday through Saturday**. The day with the highest service usage is Wednesday (316,148 times).

Top 10 start stations of Casual riders



The station with the highest service usage is **Streeter Dr & Grand Ave** (25,858 times).

Top 10 start stations of Annual members



The station with the highest service usage is **Clark St & Elm St.** (20,189 times).

Conclusion

Conclusions

1

The average ride duration of casual riders tends to **decrease** but **annual members** is likely to be stable

2

Casual riders had the highest **decrease** in average ride duration during **Spring**, but in minute units, the greatest decrease in **Winter** (127.9 mins).

Annual members had the highest average ride duration **increase** during **Spring**.

3

Casual riders have maximum average ride durations on **Tuesdays**, **Annual members** are on **Sundays**.

4

Casual riders use most services on **Fridays, Saturdays, and Sundays**. **Annual members** are **Tuesday through Saturday**.

5

The station where casual riders use bike-share service the most is Streeter Dr & Grand Ave. and **annual members** is Clark St & Elm St.

Recommendations

1. Marketing should be performed on Friday, Saturday, and Sunday as this is the day with the highest service usage of casual riders.
2. And perform marketing at these start stations, the following are the top 3 places with casual riders go to use the bike-share service:
 - 1) Streeter Dr & Grand Ave.
 - 2) Lake Shore & Monroe St
 - 3) Millennium Park
3. Research and explore more on why January saw a significant drop in average ride durations of casual riders, and why the trend of casual riders is steadily declining.

Thank You.