Business Task

- Analyze how annual members and casual riders use Cyclistic bikes differently. This analysis will help inform marketing strategies aimed at converting casual riders into annual members, which the company believes is key to future growth and profitability.

Data Sources

- The analysis used Cyclistic's historical trip data for the past 12 months, from January to December 2023. The data is public but excludes personally identifiable information due to data-privacy concerns. The datasets contain information such as ride_id, rideable_type, started_at, ended_at, start_station_name, start_station_id, end_station_name, end_station_id, start_lat, start_lng, end_lat, end_lng, and member_casual.

2023 Bike Usage Patterns

Record Count
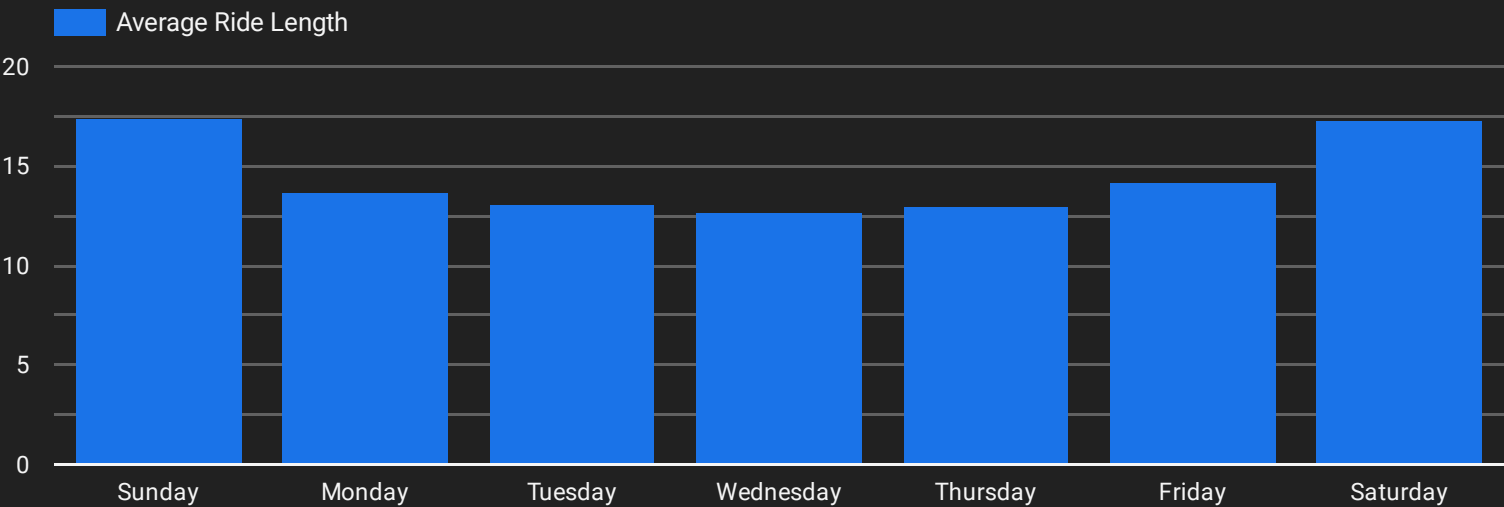5,559,755
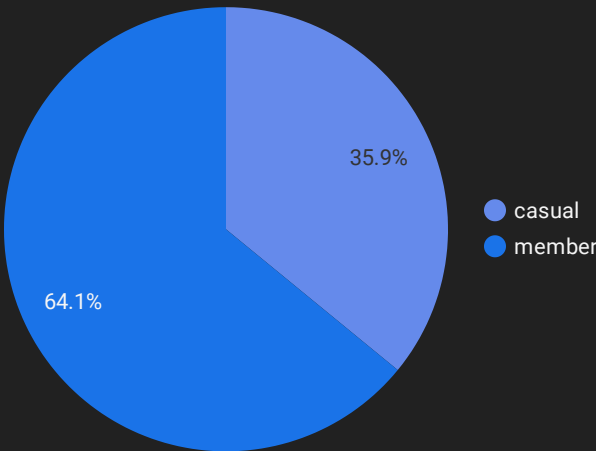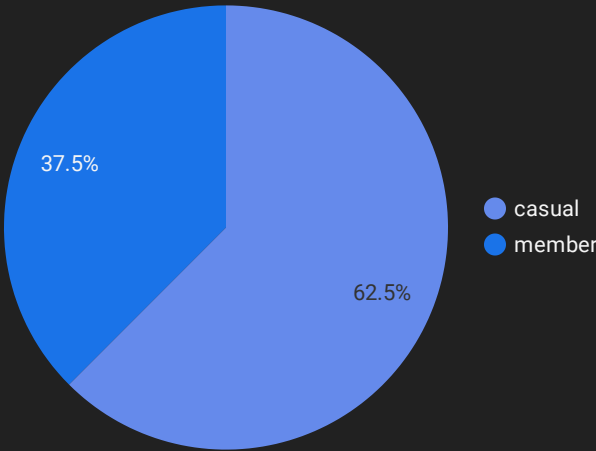
Average Ride Length (Minutes)
14.43

Median
9

Average Ride Length

■ Average Ride Length

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |

Count of Rides

35.9%

64.1%

● casual
● member

Most Popular Start Stations

	Station	Record Count
1.	Streeter Dr & Grand Ave	61,617
2.	DuSable Lake Shore Dr & Monroe St	39,256
3.	Michigan Ave & Oak St	36,471
4.	Clark St & Elm St	35,095
5.	DuSable Lake Shore Dr & North Blvd	35,045
6.	Kingsbury St & Kinzie St	34,235
7.	Wells St & Concord Ln	32,918
8.	Clinton St & Washington Blvd	31,951
9.	Wells St & Elm St	29,876
10.	Theater on the Lake	29,365

Most Popular End Stations

	Station	Record Count
1.	Streeter Dr & Grand Ave	62,951
2.	DuSable Lake Shore Dr & North Blvd	38,672
3.	Michigan Ave & Oak St	37,273
4.	DuSable Lake Shore Dr & Monroe St	37,229
5.	Clark St & Elm St	34,352
6.	Kingsbury St & Kinzie St	33,675
7.	Wells St & Concord Ln	33,609
8.	Clinton St & Washington Blvd	32,688
9.	Millennium Park	30,398
10.	Theater on the Lake	30,078

Average Length

37.5%

62.5%
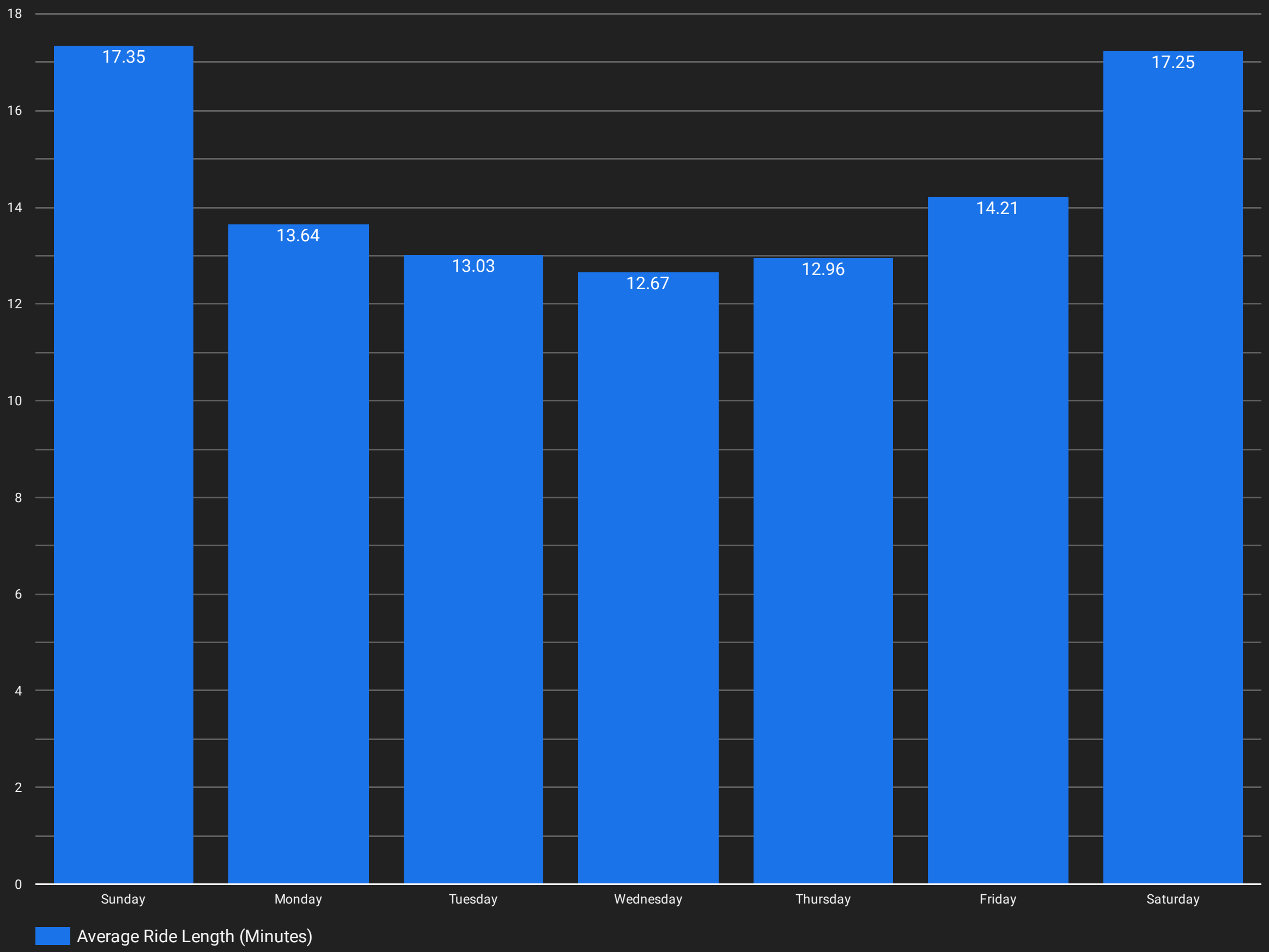
● casual
● member

Member VS Casual Comparison

Count of Rides

35.9%

64.1%

- casual
- member

Average Length

37.5%

62.5%

- casual
- member

Most Popular Start Stations

Station	Count
Streeter Dr & Grand Ave	61,617
DuSable Lake Shore Dr & Monroe St	39,256
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Wells St & Elm St	29,876
Theater on the Lake	29,365

Most Popular End Stations

Bar chart data:
- Streeter Dr & Grand Ave: 62,951
- DuSable Lake Shore Dr & North Blvd: 38,672
- Michigan Ave & Oak St: 37,273
- DuSable Lake Shore Dr & Monroe St: 37,229
- Clark St & Elm St: 34,352
- Kingsbury St & Kinzie St: 33,675
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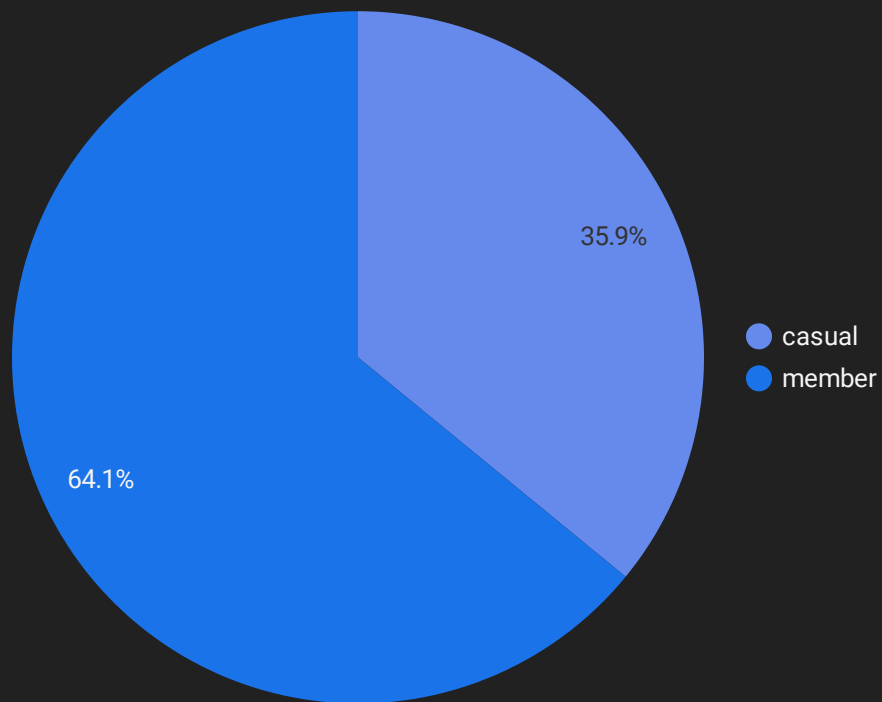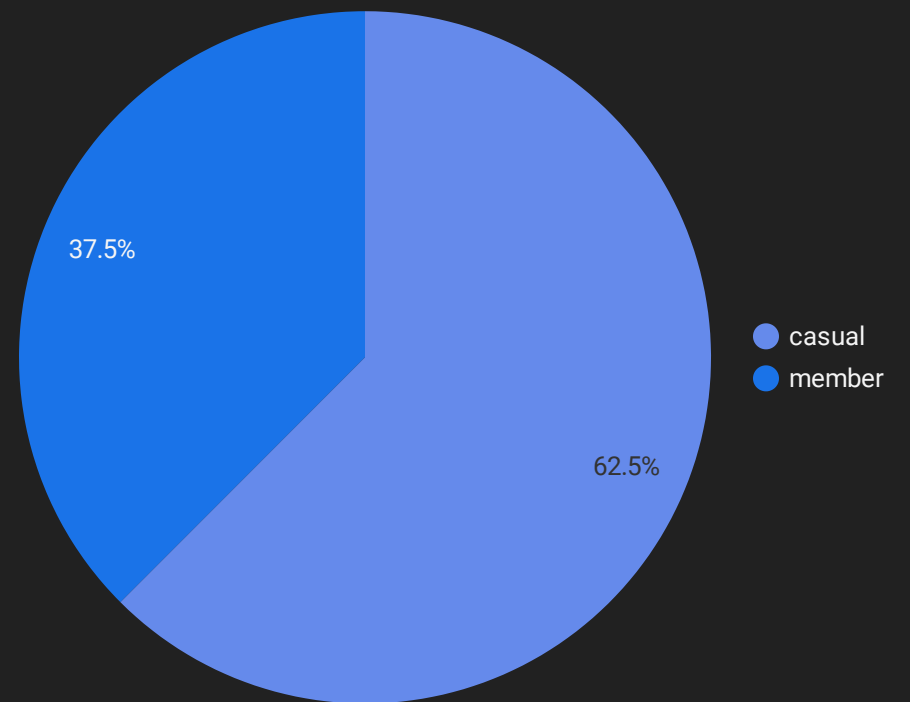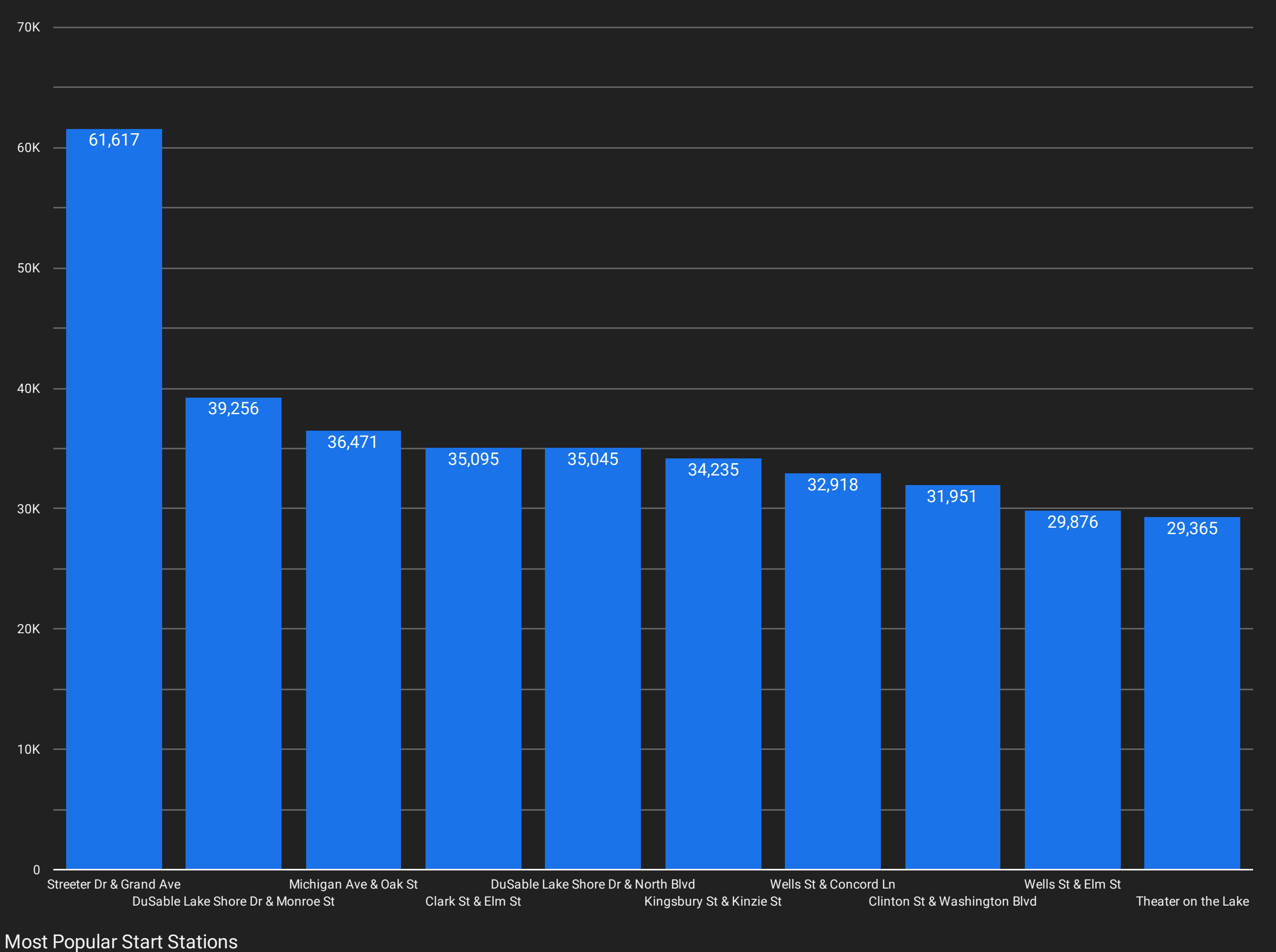- Millennium Park: 30,398
- Theater on the Lake: 30,078

Average Ride Length from Start to End Station

	Start	End	Record Count	Minutes
1.	Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	8,915	37.95
2.	Ellis Ave & 60th St	Ellis Ave & 55th St	6,964	4.51
3.	DuSable Lake Shore Dr & Monroe St	DuSable Lake Shore Dr & Monroe St	6,822	34.04
4.	Ellis Ave & 60th St	University Ave & 57th St	6,670	3.97
5.	Ellis Ave & 55th St	Ellis Ave & 60th St	6,399	4.78
6.	University Ave & 57th St	Ellis Ave & 60th St	6,250	4.16
7.	Calumet Ave & 33rd St	State St & 33rd St	5,472	3.93
8.	State St & 33rd St	Calumet Ave & 33rd St	5,374	4.02
9.	DuSable Lake Shore Dr & Monroe St	Streeter Dr & Grand Ave	5,128	25.1
10.	Michigan Ave & Oak St	Michigan Ave & Oak St	4,561	45.7
11.	Loomis St & Lexington St	Morgan St & Polk St	3,748	4.54
12.	Morgan St & Polk St	Loomis St & Lexington St	3,400	4.7
13.	Millennium Park	Millennium Park	3,247	36.76
14.	University Ave & 57th St	Kimbark Ave & 53rd St	3,159	7.17
15.	41.79, -87.6	41.79, -87.6	3,023	4.1
16.	Montrose Harbor	Montrose Harbor	2,962	41.46
17.	Kimbark Ave & 53rd St	University Ave & 57th St	2,919	6.4
18.	Dusable Harbor	Dusable Harbor	2,909	31
19.	Streeter Dr & Grand Ave	DuSable Lake Shore Dr & Monroe St	2,765	23.86
20.	University Ave & 57th St	Lake Park Ave & 56th St	2,656	5.69

Top 3 Recommendations for Converting Casual Riders into Annual Members:

1. Implement a "Weekend Warrior" Membership:

   - Create a membership tier specifically targeting weekend riders.
   - Offer discounted rates for unlimited weekend rides.
   - Promote this membership through targeted digital marketing campaigns, highlighting the cost savings for frequent weekend riders.

2. Launch a "Ride More, Save More" Loyalty Program:

   - Introduce a points system where casual riders can earn points based on ride duration and frequency.
   - Once a certain point threshold is reached, offer a discounted annual membership.
   - Use digital media to gamify the experience, showing users their progress towards earning a discounted membership.

3. Develop Partnerships with Local Attractions:

   - Collaborate with popular tourist destinations and local businesses near high-traffic stations.
   - Create bundled packages that include annual Cyclistic memberships with discounts to partner attractions.
   - Use geotargeted digital ads to promote these packages to casual riders when they're near popular stations or attractions.

These recommendations aim to address the different usage patterns of casual riders, incentivize more frequent use, and leverage popular locations to drive membership conversions. Each strategy can be effectively communicated and implemented through digital media channels, aligning with interest in using digital media to influence casual riders.