

Cylistic Bike Share

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Date: 25.12.21

Outline

- Business Questions & Objectives
- Riding Behavior Comparison between Casual and Member Riders
- Quarterly and Monthly Ride Trend
- Analysis Summary
- Recommendation
- Sources

Business Questions & Objectives

- ✦ Determine how casual and member riders use Cylistic bikes differently
- ✦ Why would casual riders subscribe to Cylistic annual membership?
- ✦ How can Cylistic influence casual riders to become members?

Ride Length Comparison

A comparison in ride length between casual and member riders over the course of 12 months

Membership Type		Average Ride Length (Minutes)	Max Ride Length (Minutes)
member	16	<div></div>	29.0K <div></div>
casual	33	<div></div>	55.9K <div></div>

Members have a lower maximum and average ride length

Total Ride Count & Average Ride Length

Total ride count and average ride length of all riders based on day of week over the course of 12 months

Day of Week	Ride Count	Average Ride Length (Minutes)
Sat	973.2K	26.2
Sun	844.7K	27.9
Fri	780.2K	21.0
Wed	712.2K	33.3
Thu	703.0K	18.7
Tue	695.8K	18.5
Mon	669.6K	20.8

Ride count is much lower on weekdays

Average ride length is high on Wednesday

Casual vs. Member Riders Activity Comparison

A comparison of total ride count and average ride length according to membership type and day of week over the course of 12 months

Membership Type / Ride Count / Average Ride Length (Minutes)					
casual			member		
Day of Week	Ride Count	Average Ride Length (Minutes)	Ride Count	Average Ride Length (Minutes)	
Sat	551.9K <div><div></div></div>	34.7 <div><div></div></div>	421.3K <div><div></div></div>	15.1 <div><div></div></div>	
Sun	476.2K <div><div></div></div>	37.6 <div><div></div></div>	368.5K <div><div></div></div>	15.4 <div><div></div></div>	
Fri	355K <div><div></div></div>	30.4 <div><div></div></div>	425.2K <div><div></div></div>	13.2 <div><div></div></div>	
Wed	267.6K <div><div></div></div>	36 <div><div></div></div>	444.7K <div><div></div></div>	31.8 <div><div></div></div>	
Thu	277.3K <div><div></div></div>	27.8 <div><div></div></div>	425.7K <div><div></div></div>	12.7 <div><div></div></div>	
Tue	264.3K <div><div></div></div>	28.1 <div><div></div></div>	431.5K <div><div></div></div>	12.6 <div><div></div></div>	
Mon	278.3K <div><div></div></div>	31.8 <div><div></div></div>	391.4K <div><div></div></div>	13 <div><div></div></div>	



Casuals

- Lower ride count on weekdays
- Similar average ride length throughout the week



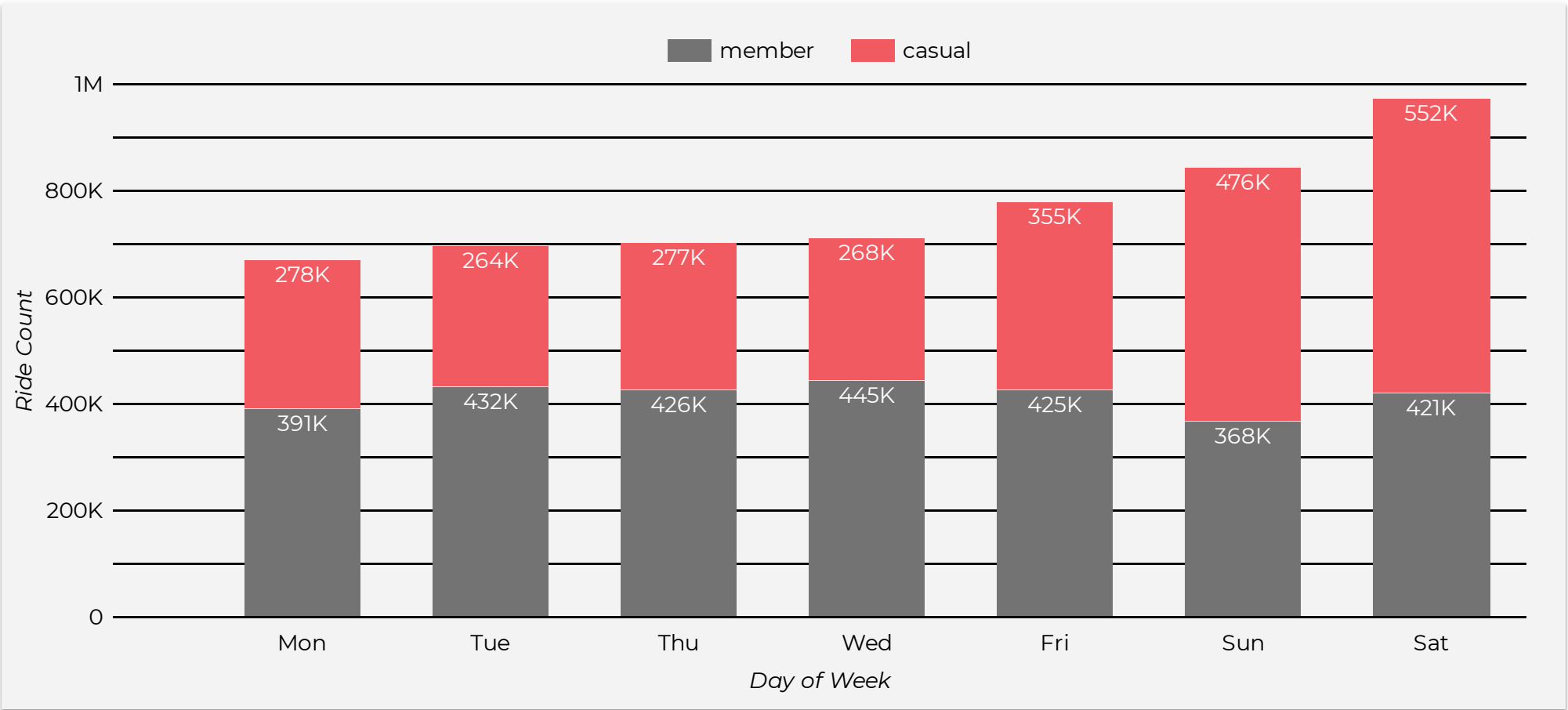
Members

- Similar ride count throughout the week
- Average ride length doubles on Wednesday

Daily Ride Count Comparison

A comparison of ride count between casual and member riders based on day of week

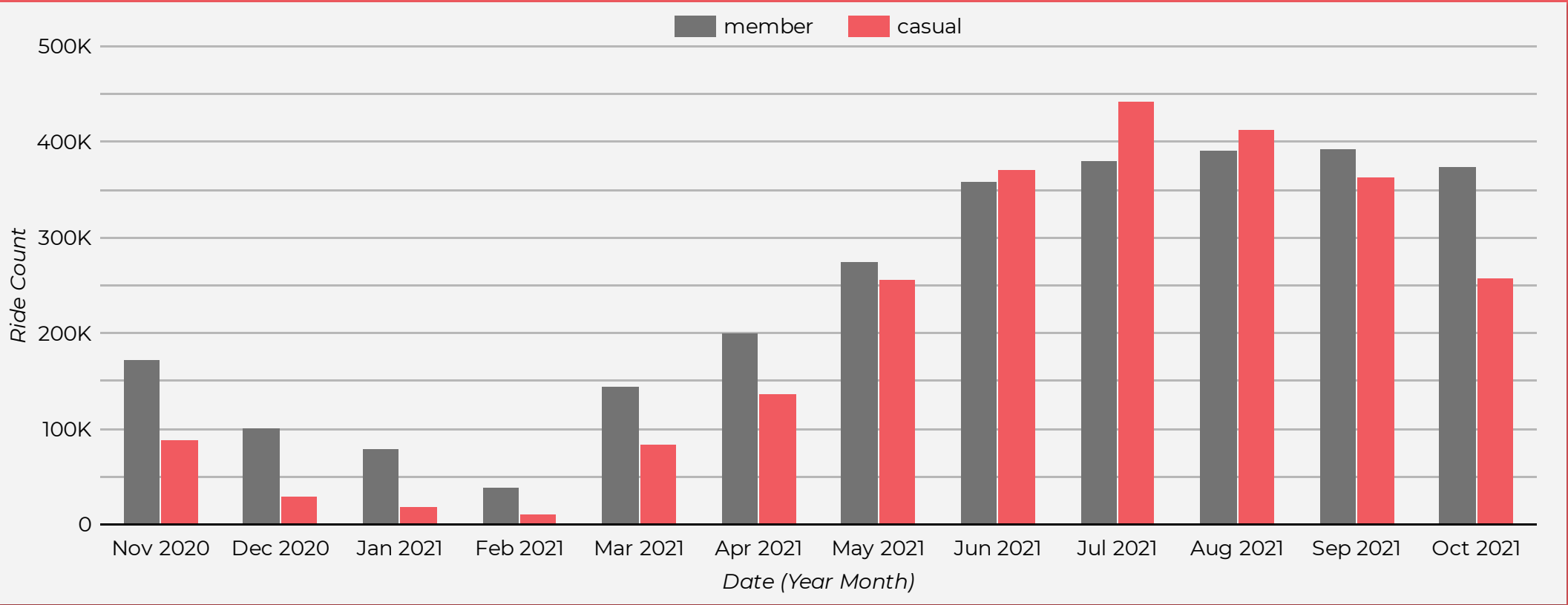
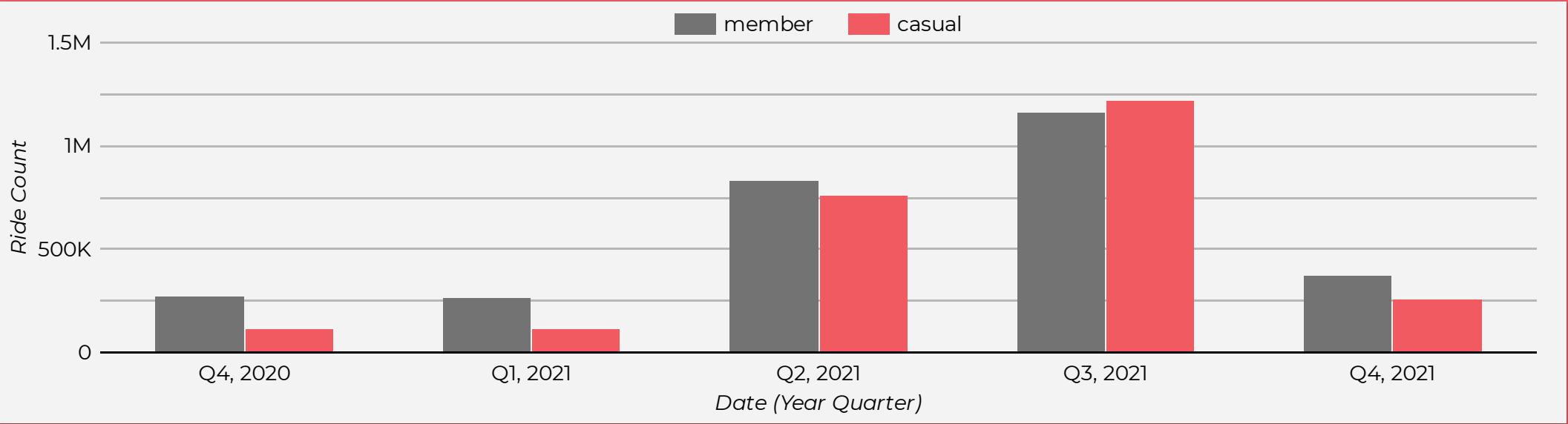
All						
Sat	Sun	Fri	Wed	Thu	Tue	Mon
casual	casual	member	member	member	member	member
member	member	casual	casual	casual	casual	casual



- 📍 Weekdays
 - Casual ride count lower than Member
- 📍 Weekends
 - Member ride count lower than Casual

Quarterly and Monthly Ride Count Trend

Casual vs. member riders total ride count based on quarter and month of year



Lower ride count in Q1 and Q4 / Winter and Autumn

Higher ride count in Q2 and Q3 / Spring and Summer

Analysis Summary

- ⚡ Overall ride count is lower on weekdays
- ⚡ On weekdays, Casual ride count is lower than Member
- ⚡ On weekends, Member ride count is lower than Casual
- ⚡ Ride count is low in Q1 and Q4 / Winter and Autumn

Next Steps

Tasks

- How to increase ride count, especially on weekdays?
- How to influence casual riders to become members?
- How to improve ride count of riders in Q1 and Q4 / Winter and Autumn?
- How to influence riders to ride daily?

Recommendations

- Provide additional benefits and lower rates for riders, primarily members, who ride on weekdays
- Lower rates in Q1 and Q4 / Winter and Autumn
- Loyalty rewards for membership subscribers
- Establish an application that collects points according to ride length, that can be exchanged for rewards (Longer ride length = More points)
- Implement a scoring system that collects points, at an incrementing rate for every consecutive day that the rider successfully completed a ride, which can then be exchanged for rewards

Sources

- ✦ Cyclistic's historical trip data is obtained from ([source](#))
- ✦ The data has been made available by Motivate International Inc. under this ([license](#))
- ✦ Data is stored on Google Cloud Storage ([source](#))
- ✦ Change Log ([source](#)) is utilized to track all changes made to the data
- ✦ Documentation of each phase of this analysis can be accessed as follows: ([ask](#)), ([prepare](#)), ([process](#)), ([analyze](#)), ([visualize](#))