

Christopher Guess

Data Analyst

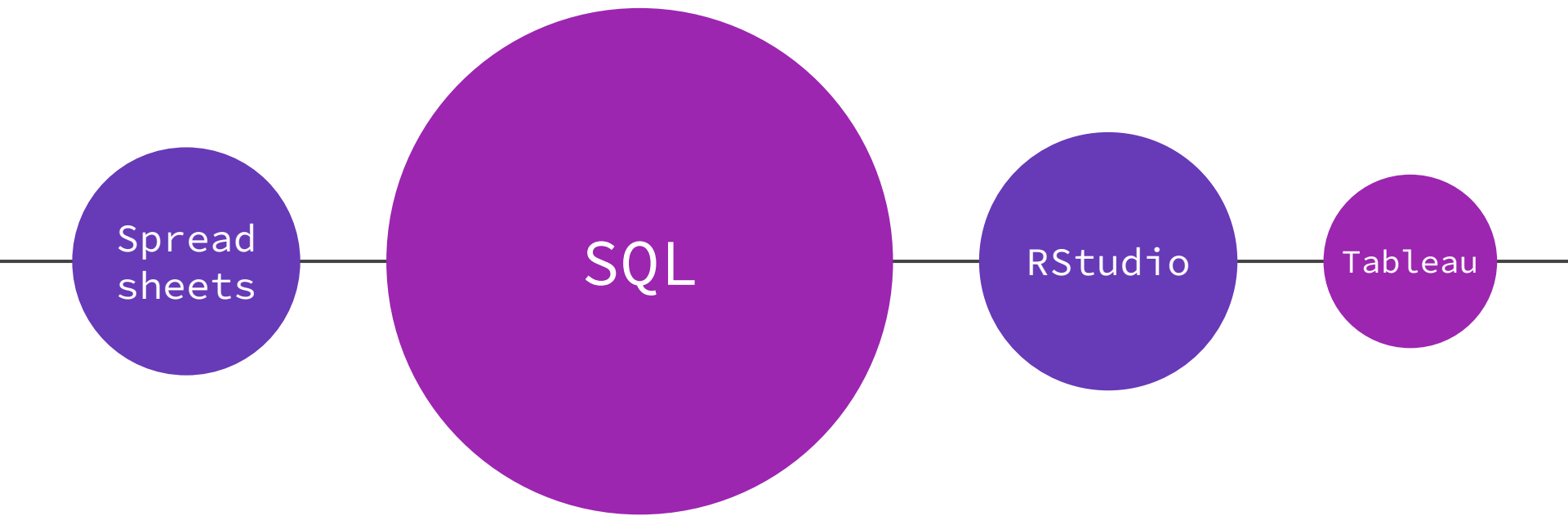
8/6/2025

About me

I'm a data analyst who loves turning numbers into insights that help solve real world problems, with a long term goal of contributing to the development and responsible use of AI technologies. Through the Google Data Analytics program, I developed skills in SQL, R, and Tableau, which I applied in this Cyclistic case study to craft strategies for converting casual riders to members.

Originally from South Florida and an avid runner, I'm excited to share data driven insights to support Cyclistic's growth!

Skills & expertise



Business task



Design marketing strategies to convert casual riders into annual members by analyzing usage patterns in Cyclistic's 2024 trip data (~6 Million rides).

Data source: Motivate International Inc., public license

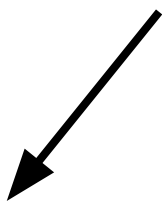
Data Cleaning



Cleaned data in SQL:
Removed nulls, calculated
ride_length_seconds,
derived day_of_week.

In R: Converted dates
to POSIXct, set factors
for analysis.
Visualized in Tableau &
Rstudio.

Query results

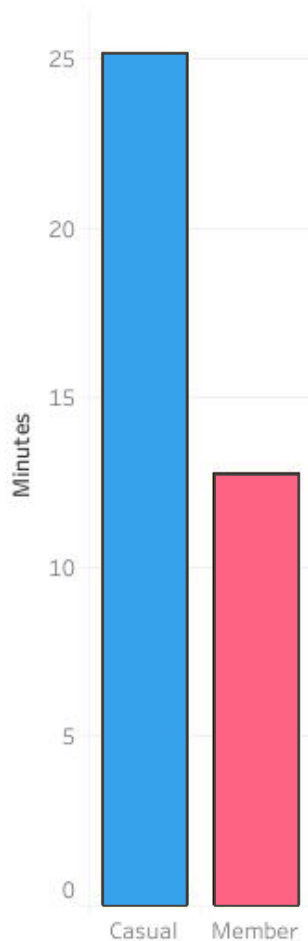


Job information	Results	Chart	JSON	Execution details	Execution graph
Row	total_rows	null_ride_id	null_started_at	null_ended_at	null_member_cas...
1	5906269	0	0	0	0

Casual riders average 25.2 minutes per ride vs. 12.8 for members, indicating **leisure** use.

With this data we can conclude that casual riders ride longer, more than **50%** longer, compared to members.

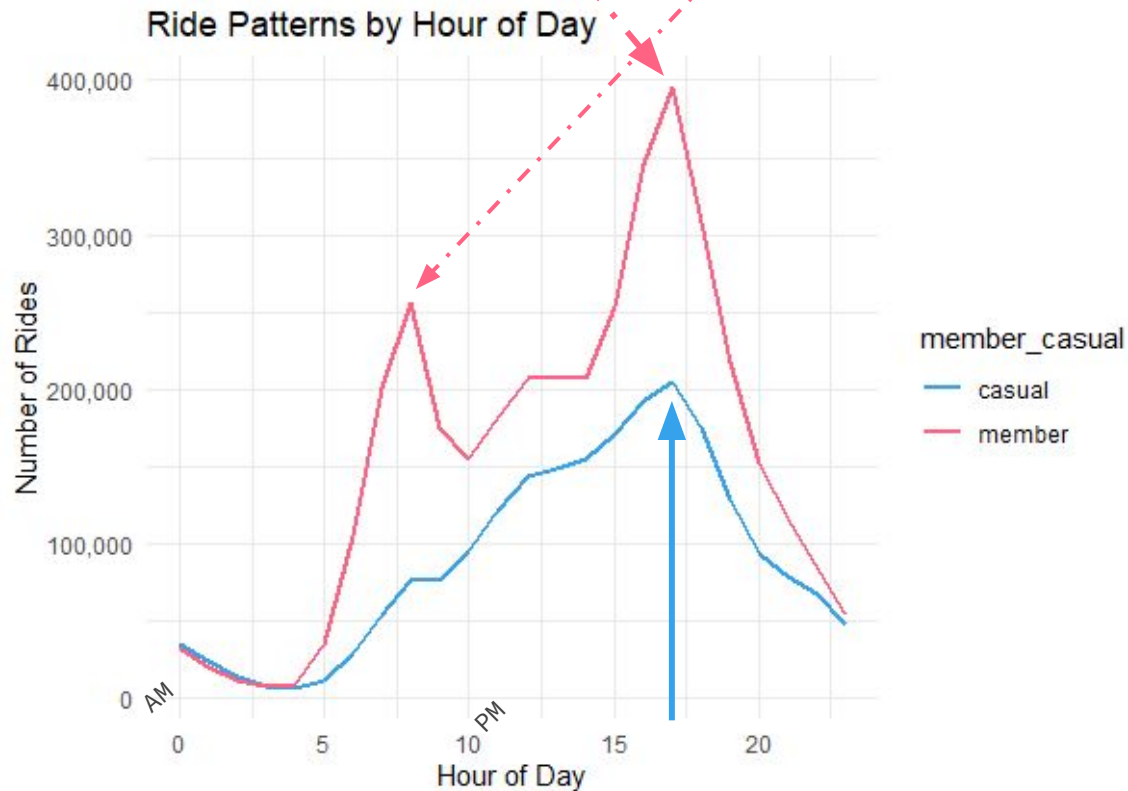
Average Ride



Casual riders peak at 5 PM, members at 8 AM and 5 PM, supporting **time specific** plans.

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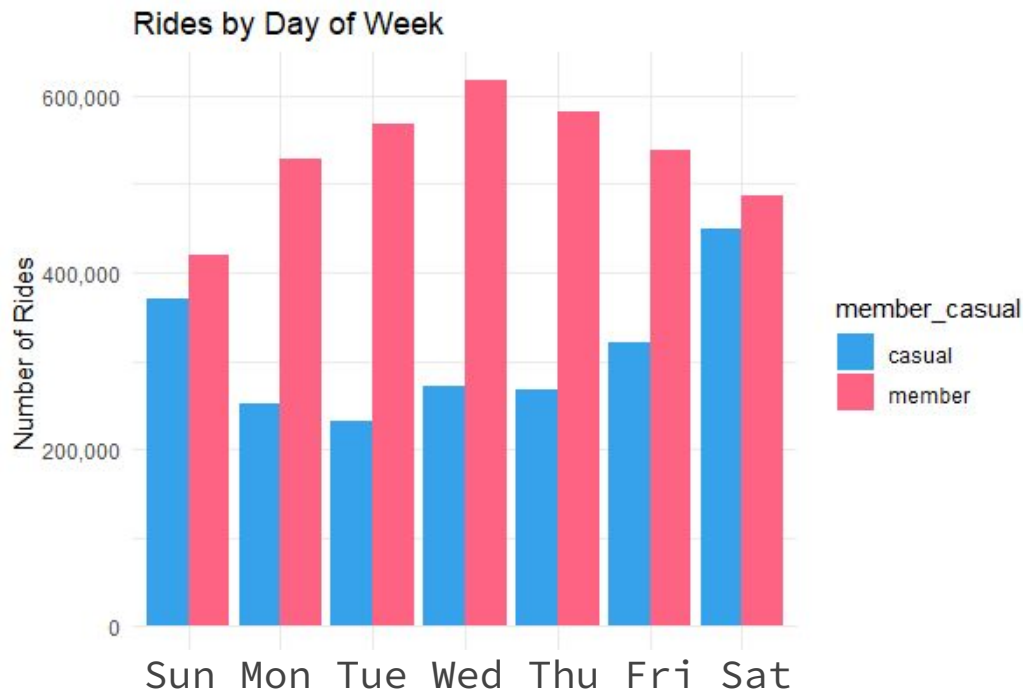
Based on the data, both casual riders and members show a peak in usage at 5 PM, suggesting that this time aligns with commuting patterns, particularly the evening work commute.



Casual riders peak on Saturday (448,714 rides), members on Wednesday (617,890), ideal for a **Weekend Explorer** plan.

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This bar graph shows that casuals ride more often on the weekend while members ride more on the week day. Also going hand and hand with our previous conclusion, that members more often ride to commute to work.



Casual riders use electric bikes for 18.6% of rides vs. 16.6% for classic bikes, suggesting an **Electric Membership**.

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Casual riders favor electric bikes slightly more than classic ones (only 2% more), indicating potential interest in a premium “Electric Membership” tier that emphasizes speed and convenience.

I would call this analysis inconclusive because there isn't enough data to support the electric membership idea.

Bike Type Preferences by User Type



Three possible marketing strategies.

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1. Since casuals take 50%+ longer rides than members we could introduce a system where casuals who ride X amount of time get a discount on a membership. Ride more, save more.
2. Recognizing that casual riders peak ride time is 5PM (commuting from work), we could see if local jobs would help offer an incentive to Cyclistic's membership. Like a go green or get fit type of deal.
3. Last but not least we could introduce a Weekend Explorer membership tailored to our casual riders who peak on the weekends. This could be a specific membership that works only on the weekends, nudging them to get the full membership if they find themselves needing to use the bikes on the weekday.

Thank you!
Questions, comments?



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