

Cyclistic Rides: Unveiling the Journey Patterns of Casual Riders vs. Members



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Background Information

Cyclistic

A bike-share company based in Chicago with a range of bicycles, including accessible options.

Users

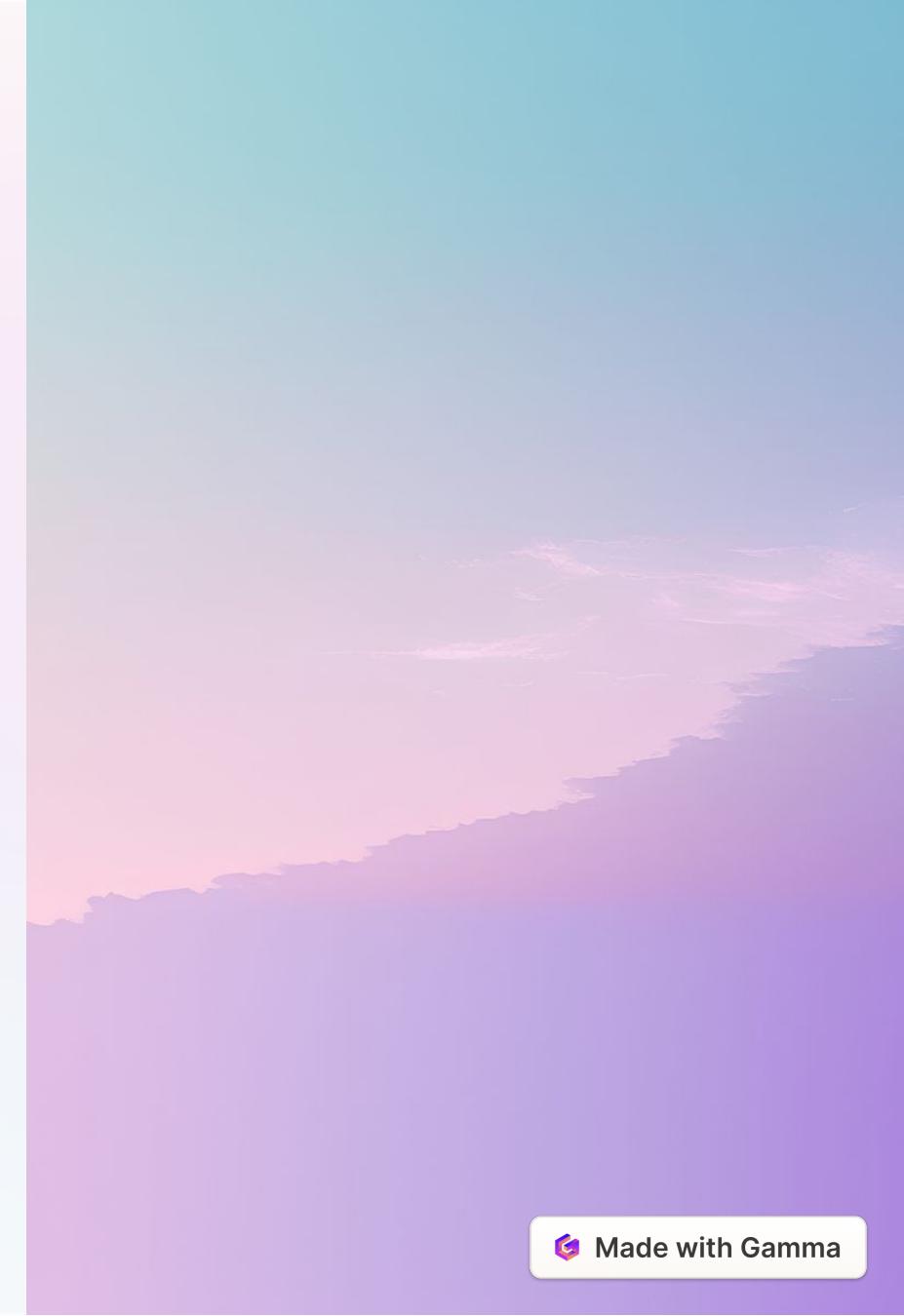
Primarily Casual Riders (single-ride or full-day pass users) and Members (annual membership holders)

Goal

To convert Casual Riders into annual Members, enhancing growth and profitability.

Question

How do annual members and casual riders utilize Cyclistic bikes differently



Data Visualization

Here is the average ride time for BOTH casual and member users:

AVERAGE of Trip Duration	member_casual(Cleaned)		
Day of week(Exclude weekend)	casual	member	Grand Total
weekday	00:12:52	00:09:59	00:10:37
Grand Total	00:12:52	00:09:59	00:10:37

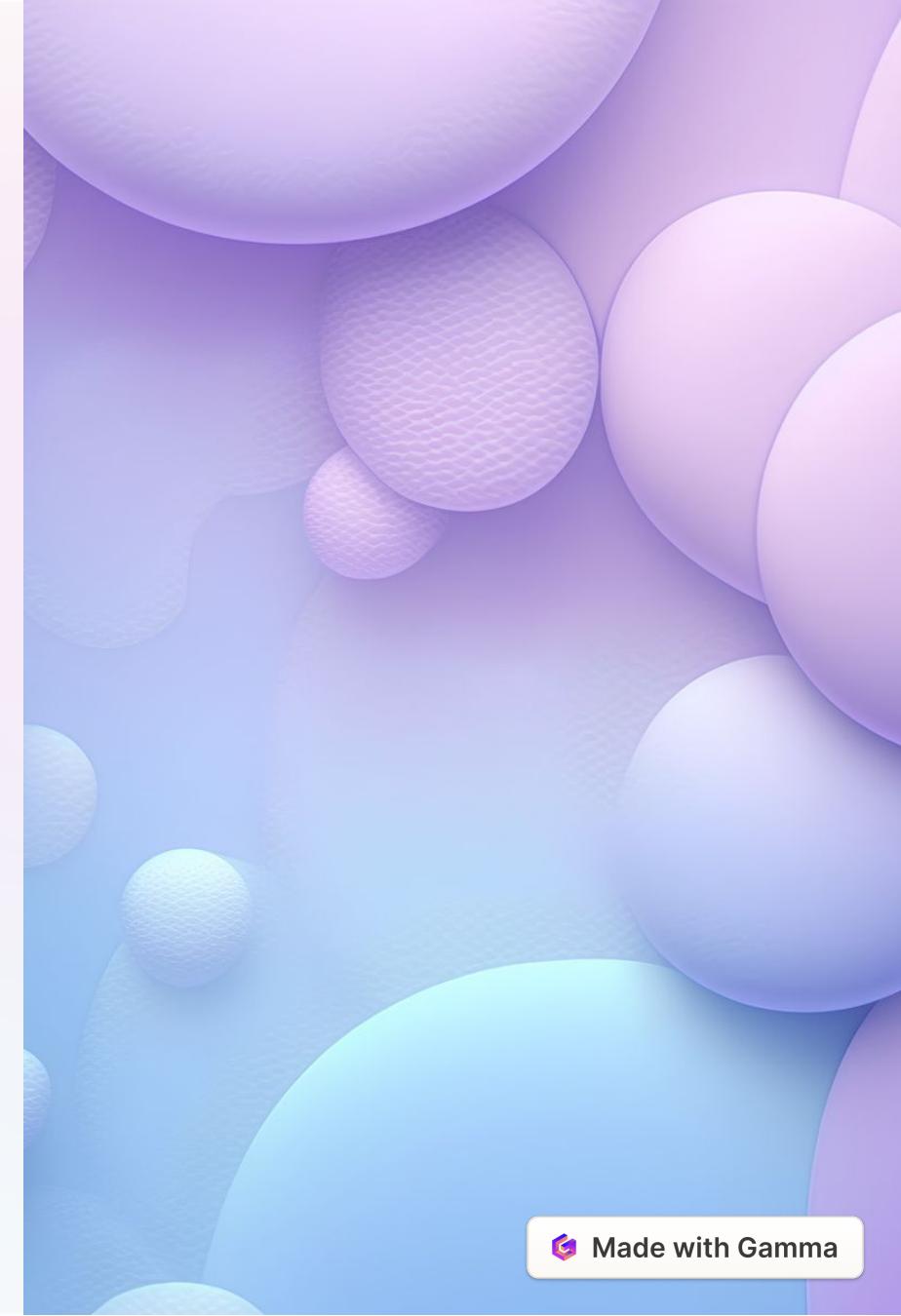
From this table, we can see

- Casual riders have an average trip duration of 00:12:52 (12 minutes and 52 seconds)
- Members have an average trip duration of 00:09:59 (9 minutes and 59 seconds)
- The overall average trip duration across both user types is 00:10:37 (10 minutes and 37 seconds).

Conclusion

Casual riders have longer average trip durations than members. This could indicate that casual riders may use bikes for leisure activities or less frequent but longer exploratory rides.

Members have shorter average trip durations, which might suggest more routine and possibly utilitarian use of the bikes, such as for commuting or running errands.



Solution

The analysis shows that the average trip duration for casual riders is longer than that of members, here are some suggestions we can consider:

Targeted marketing campaigns

Run a campaign highlighting the benefits of membership for recreational riders who use the service for long-distance travel.

Enhanced user experience

Improve the riding experience for casual riders. This can include better bike maintenance, increasing available sites, streamlining processes, and improving comfort.

Feedback and personalization

Collect feedback from casual riders, understand their needs, and develop targeted launch strategies.

Data monitoring

Continuously monitor cycling data to identify behavioral trends or changes in recreational cyclists to adjust marketing and operational strategies promptly.



What's Next...

If we need to go into a deeper exploration, we can:

How do you convert a casual rider to a member rider?

How can Cyclistic use digital media to influence casual riders to become members?

Thank you