



# CYCLISTIC BIKE-SHARE

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**MARKETING ANALYST TEAM REPORT**

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# INTRODUCTION

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**Problem statement:** How do annual members and casual riders use Cyclistic bikes differently?

**Business Task/ Aim:** identify differences in terms of use between annual members and casual riders

- Objectives:**
- Identify data useful for our analysis
  - Highlight the different customer categories by type of use, as well as their ratio
  - Shows average daily distances by customer category
  - Highlight bike preferences

# GENERALITIES

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Cyclistic is a bike-share company based in Chicago. The company features more than 5,800 bicycles and 600 docking stations.

Cyclistic's marketing strategy relied on building general awareness and appealing to broad consumer segments

Their different pricing plans are: single-ride passes, full-day passes, and annual memberships

Customers who purchase single-ride or full-day passes are referred to as casual riders. Customers who purchase annual memberships are Cyclistic members.


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since annual members are more profitable for the company than occasional cyclists, even though flexible pricing attracts many customers, the marketing manager believes that retaining occasional cyclists rather than launching a campaign to attract new customers will be the key to the company's growth.

The Manager has set a clear goal: **Design marketing strategies aimed at converting casual riders into annual members.**

In order to do that, however, the marketing analyst team needs to better understand **how annual members and casual riders differ, why casual riders would buy a membership, and how digital media could affect their marketing tactics.**

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# Data

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The case study is available [Here](#)

The data has been downloaded on my computer, but can be found [here](#)

The data has 13 columns and 49623 rows

The data has been made available by Motivate International Inc. under this [license](#)

We use data from [202102-divvy-tripdata.zip](#) for the month of february 2021

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# Results


The data analysis process has been performed using Google Sheet

- show the percentage of each customer category

count by customer type		
member_type	count	percentage
member_casual	49622	100,00%
member	39491	79,58%
casual	10131	20,42%

# Results

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- identify and group the most useful columns, namely : ride\_id, rideable\_type, start\_at, end\_at, member\_casual
  - calculate the duration of each ride
  - Set the days of the week between 1(Sunday) and 7(Saturday) group them into a column
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ride_id	rideable_type	started_at	ended_at	member_casual	ride_length	day_of_the_week
89E7AA6C29227EFF	classic_bike	2021-02-12 16:14:56	2021-02-12 16:21:43	member	00:06:47	6
0FEFDE2603568365	classic_bike	2021-02-14 17:52:38	2021-02-14 18:12:09	casual	00:19:31	1
E6159D746B2DBB91	electric_bike	2021-02-09 19:10:18	2021-02-09 19:19:10	member	00:08:52	3
B32D3199F1C2E75B	classic_bike	2021-02-02 17:49:41	2021-02-02 17:54:06	member	00:04:25	3
83E463F23575F4BF	electric_bike	2021-02-23 15:07:23	2021-02-23 15:22:37	member	00:15:14	3
BDAA7E3494E8D545	electric_bike	2021-02-24 15:43:33	2021-02-24 15:49:05	casual	00:05:32	4
A772742351171257	classic_bike	2021-02-01 17:47:42	2021-02-01 17:48:33	casual	00:00:51	2



## highlight the average ride length by customer type

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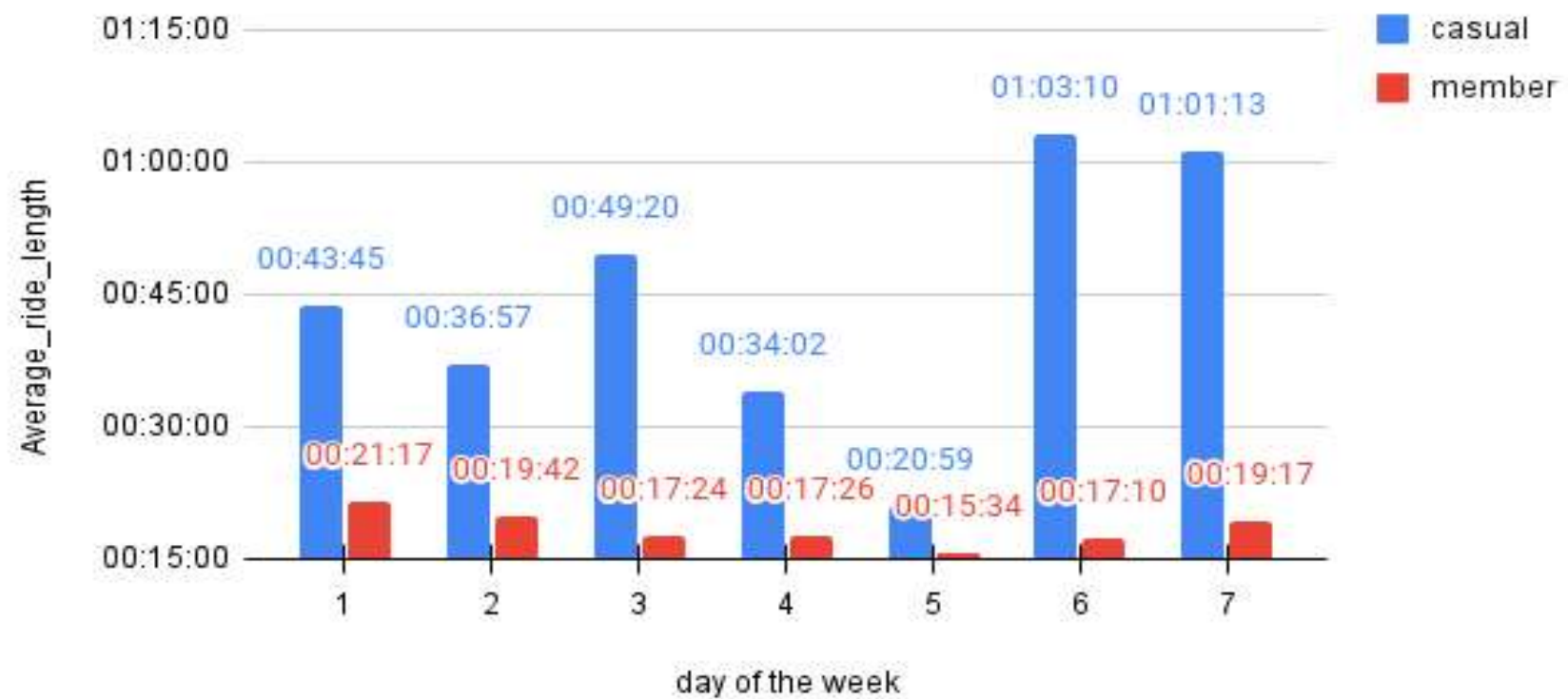
day_of_the_week	casual		member		Total général	
	AVERAGE de ride_length	COUNTA de ride_id	AVERAGE de ride_length	COUNTA de ride_id	AVERAGE de ride_length	COUNTA de ride_id
1	00:43:45	1393	00:21:17	3991	00:27:06	5384
2	00:36:57	585	00:19:42	4005	00:21:54	4590
3	00:49:20	1007	00:17:24	5728	00:22:10	6735
4	00:34:02	1123	00:17:26	6613	00:19:51	7736
5	00:20:59	1042	00:15:34	6031	00:16:22	7073
6	01:03:10	1496	00:17:10	6594	00:25:40	8090
7	01:01:13	3485	00:19:17	6529	00:33:52	10014
Total général	00:49:22	10131	00:18:01	39491	00:24:25	49622

highlight the most popular types of bikes

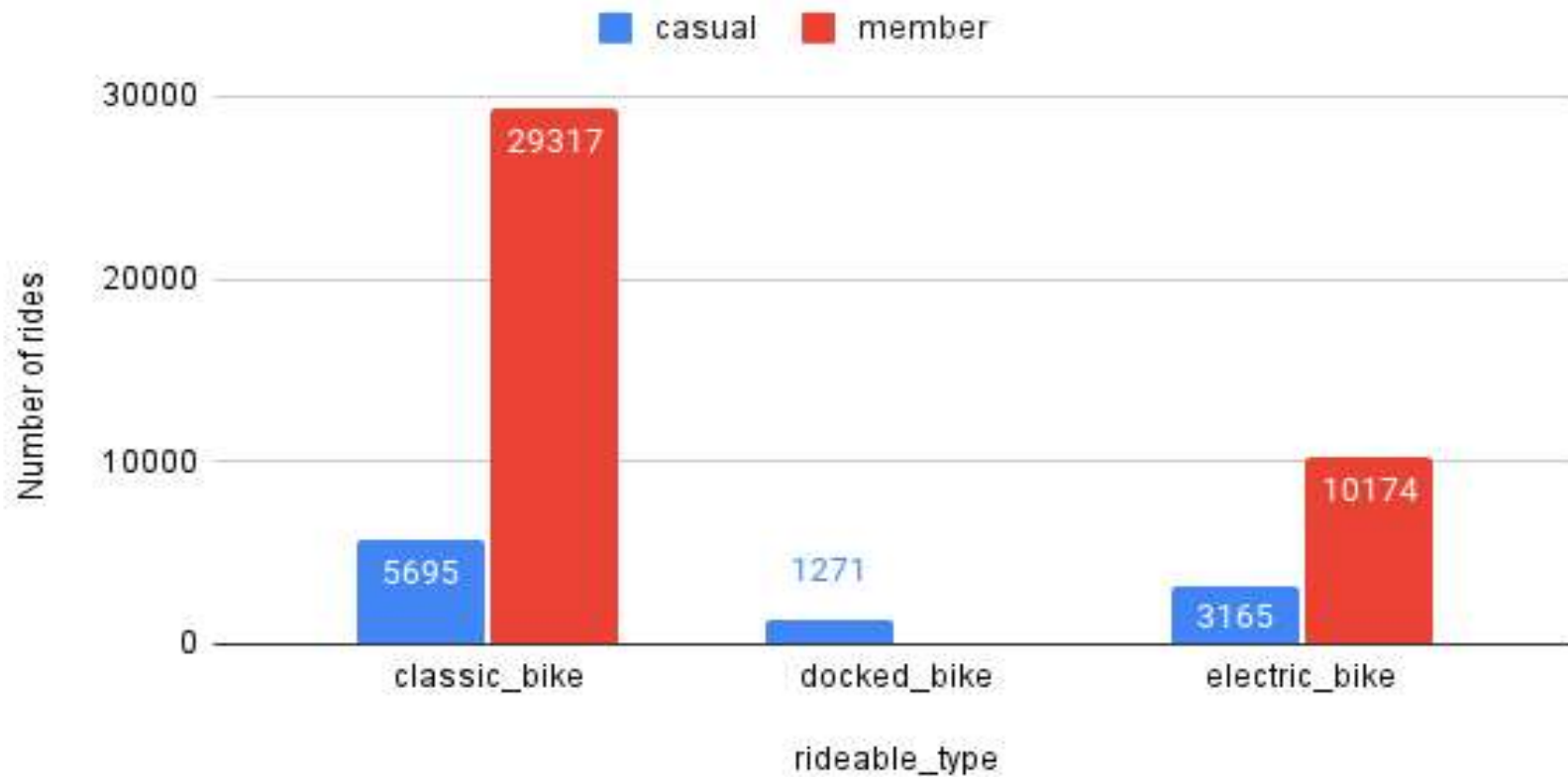
<i>rideable_type</i>	casual	member	Total général
classic_bike	5695	29317	35012
docked_bike	1271		1271
electric_bike	3165	10174	13339
<b>Total général</b>	<b>10131</b>	<b>39491</b>	<b>49622</b>

## Average ride length by customer type

1= Sunday and 7= saturday



## Bike type preferences by customer type



# Discussion

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The analysis shows that :

- members represent about 80% of the customer base, while casuals account for about 20%.
  - Observation of average journey times when using bicycles shows that whatever the day of the week, casuals use cyclostatic bicycles for longer journeys.
  - when it comes to preferences in terms of the type of bikes used, members largely prefer classic bikes to e-bikes, and hardly use docked bikes at all, while casuals use all types of bike.
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