

How Does Cyclistic’s Bike-Share Usage Get Affected by Membership Status?

Cyclistic’s bike-share system is a convenient way of travelling for many people whether it be travelling to-and-from work, going to the store, or exploring vacation spots. Cyclistic has no shortage in consumers of the travel system they offer having over 4.2 million purchased rides over the course of the 5 quarters of data collected from Q1 2019 – Q1 2020

Financially, the company profits more from riders who are annual members but has an incredibly high number of casual riders so, the company has decided to assign a research study to attempt to better understand what can be done to transition casual riders towards subscribing to their annual membership.

Study Goal: Understand how casual and annual riders differ

End Goal: Convert casual riders into annual members

Study Question: How do annual members and casual riders use Cyclistic bikes differently?

We began with studying the average ride length depending on two factors: Usertype (Casual or Member) and the Day of the week the rides were on.

Background Information

Summarized dashboard of all quarterly data:

[Ride Length Dashboard](#)

*Trouble using this hyperlink? Visit my Tableau Profile to see this dashboard and more like it!

<https://public.tableau.com/app/profile/logan.abraham/vizzes>

Data Source: Google Data Analytics Certification (Case Study 1)

Data Cleaning Programs used: RStudio, Excel

Data Visualization Tool: Tableau

Raw Dataset CSVs:

[Q1 2019](#)

[Q2 2019](#)

[Q3 2019](#)

[Q4 2019](#)

[Q1 2020](#)

Cleaned Dataset CSV:

[Q1 2019 – Q1 2020](#)

Cleaned Dataset rmd:

[csv](#)

[rmd](#)

Data

The Final statistics of Average ride duration over the course of this study’s time period (Q1 2019 – Q1 2020) are as follows:

Total Rides

Member: 3,315,766

Casual: 925,345

Mean Duration of Rides

Member: 100.4 Minutes

Casual: 418.4 Minutes

Median Duration of Rides

Member: 9.65 Minutes

Casual: 25.7 Minutes

Maximum Duration of Rides

Member: 150,944 Minutes

Casual: 177,200 Minutes

Minimum Duration of Rides

Member: 0.0167 Minutes

Casual: 0.0333 Minutes

Analysis

Takeaway: This data illustrates that annual members purchase a significantly larger number of rides than casual riders; however, casual riders, on average, use the ride-share system for much longer periods of time than members.

Conclusion: Annual members appear to use Cyclistic Bikes for shorter, more frequent, and more utilitarian trips, possibly for commuting or errands, while casual riders seem to use the bikes less frequently but for longer durations, likely for leisure or longer recreational trips.

Recommendations

Membership Promotions

Offer Discounts for First-Time Memberships: Provide casual riders with discounts or promotional offers for their first annual membership, emphasizing the cost-effectiveness of membership for frequent or extended use.

Incentives: Add incentives to memberships, such as free ride time, discounts on partner services, or exclusive access to bike stations.

Address Perceived Barriers

Trial Period: Provide a free or discounted trial period for casual riders to experience the benefits of membership.

Flexible Membership Options: Offer shorter commitment plans, such as monthly or quarterly memberships, to reduce hesitancy.

Partnerships

Partner with local businesses, gyms, or tourism agencies to promote memberships.

Offer co-branded memberships with added perks, such as restaurant discounts or guided bike tours, for recreational users.

