



Case 1: Cyclistic Bike Share Annual Summary Report 2022

By Abu Bakar Adni



About the company

In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

Key Findings

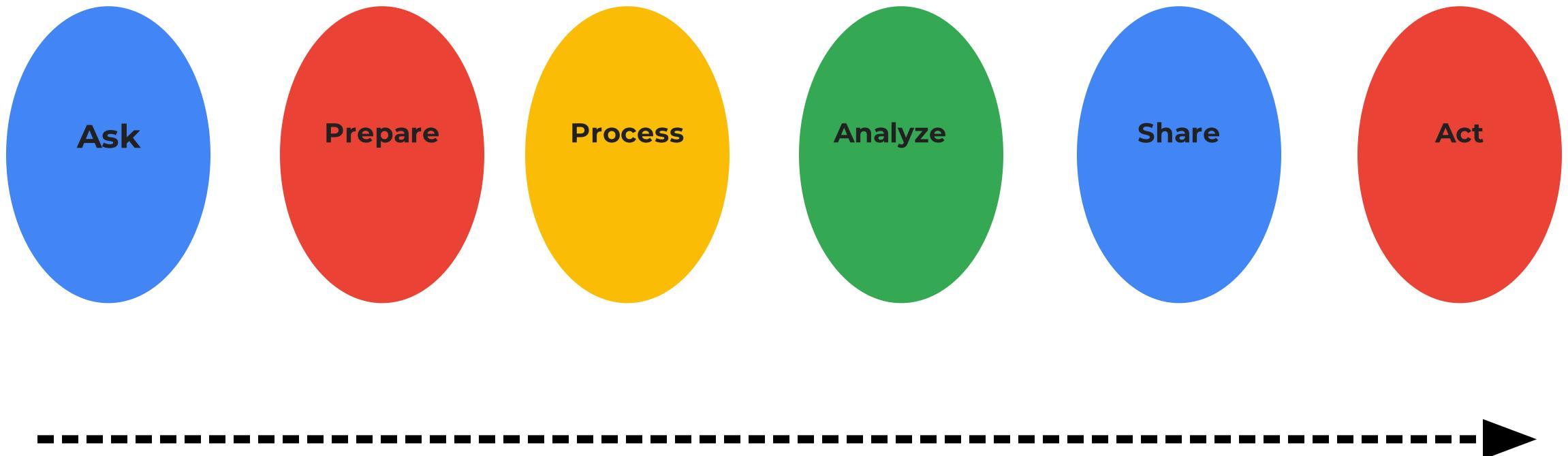
1. Finance Analyst have concluded that annual member are much more profitable than casual riders.
2. Maximizing the number of annual members will be the key of future growth.
3. According to the director of marketing, casual riders are already aware of the Cyclistic program and have chosen Cyclistic for their mobility needs.

Goals

Converting casual riders to annual member as much as possible through marketing strategies. In order to gain view of customer trends, marketing analyst team needs to understand how annual member and casual riders differ, why casual riders would buy a membership, and how digital media could affect their marketing tactics.



Data Analysis Process

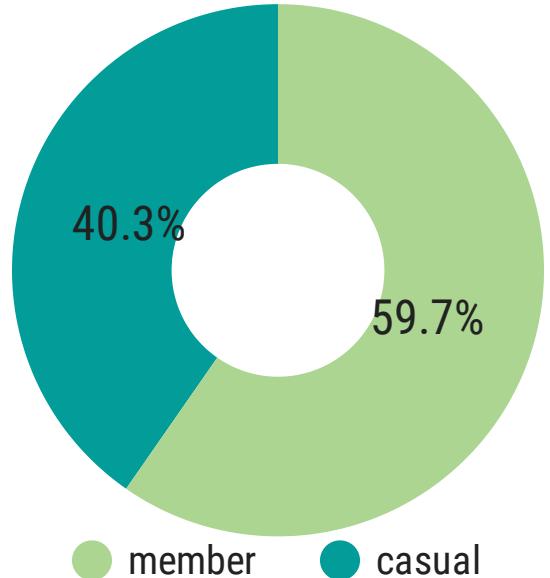


Disclaimer:

1. Click on this [link](#) for further explanation of each process.
2. Most of this presentation only contains visualization of the data itself.

Total Number of Users in 2022

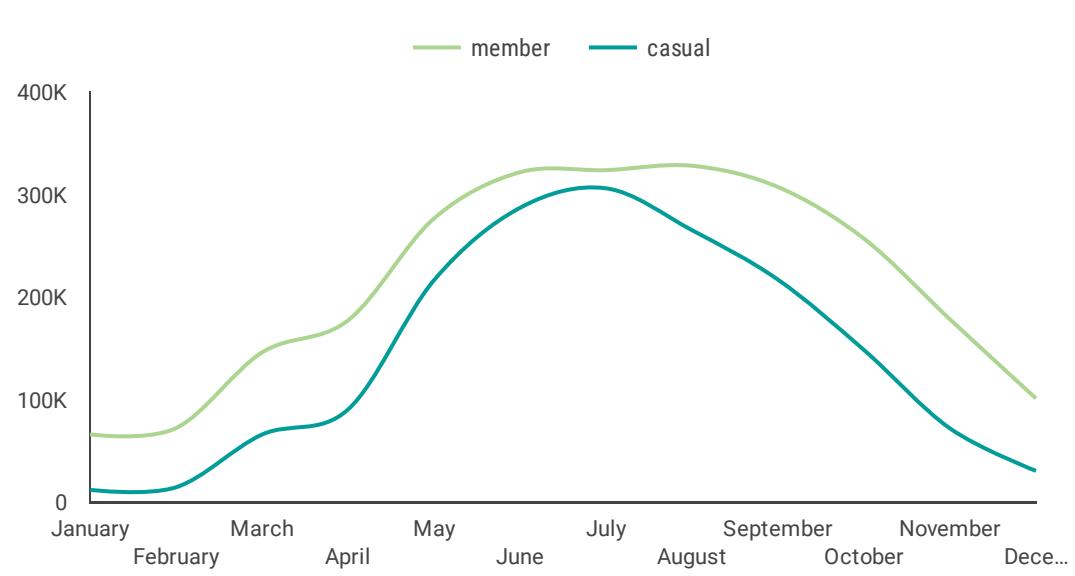
4,291,805



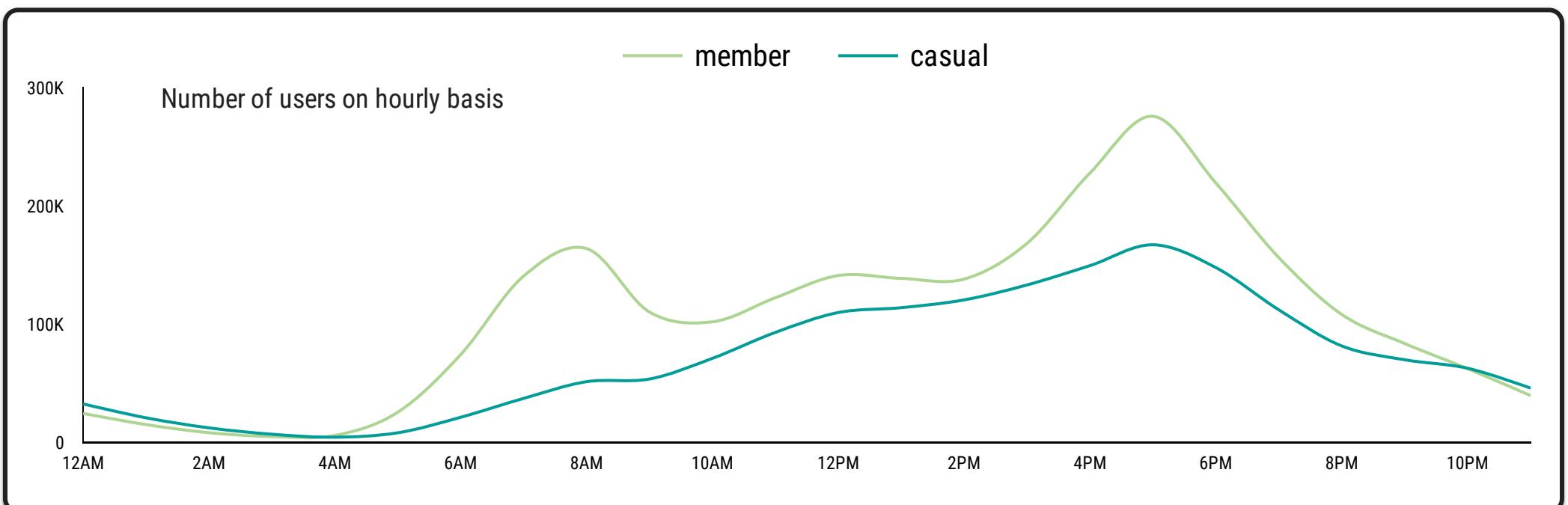
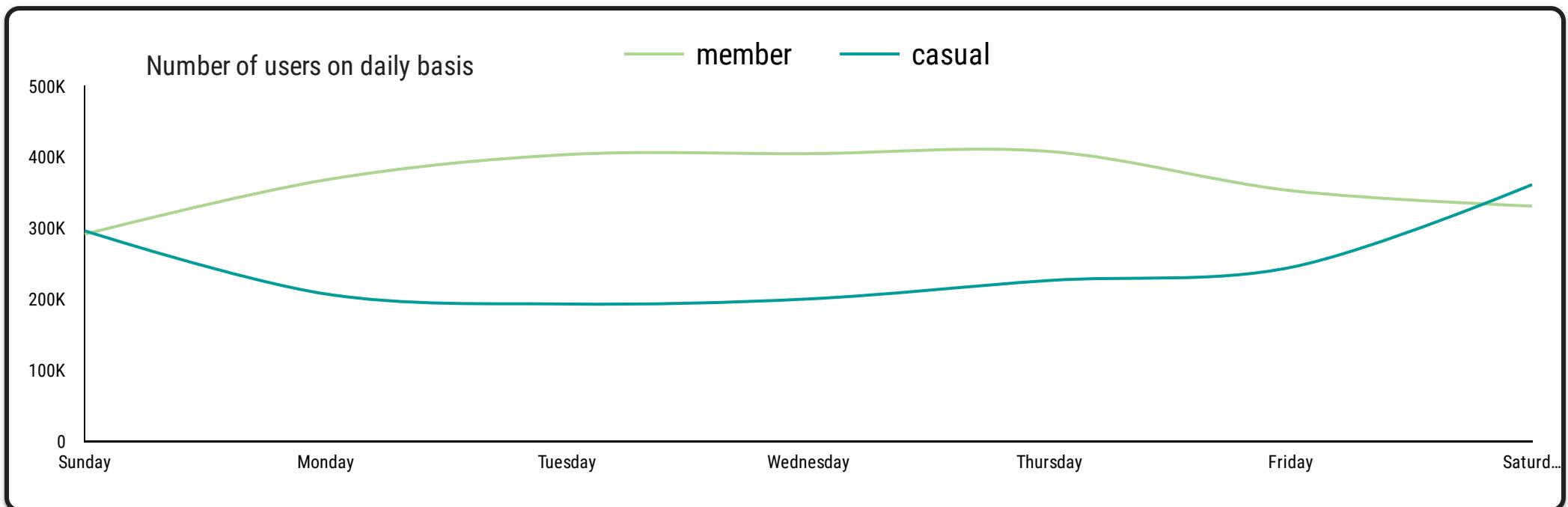
Membership	Type of Ride	Number of Trips
1. member	classic_bike	1,682,613
2. member	electric_bike	878,373
3. casual	classic_bike	875,842
4. casual	electric_bike	681,748
5. casual	docked_bike	173,229

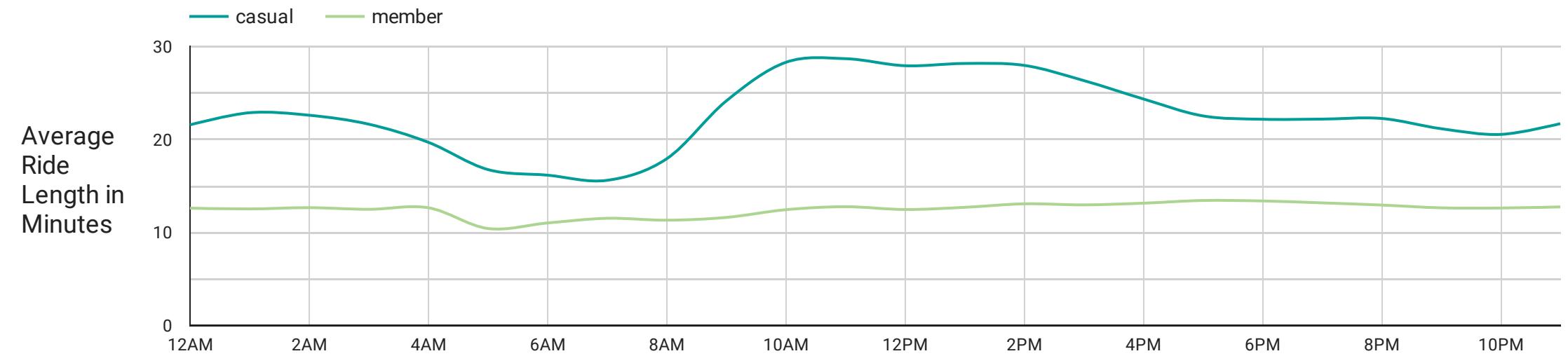
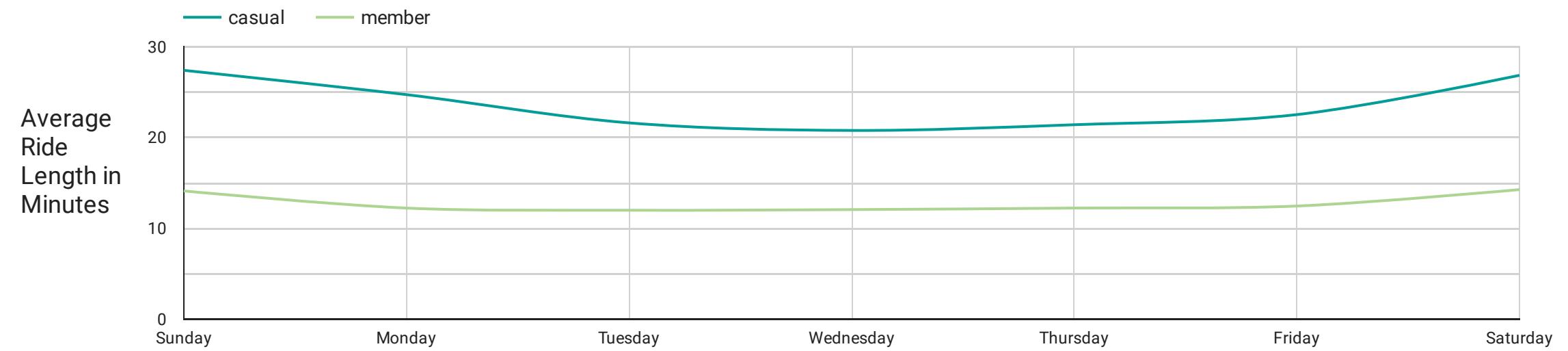
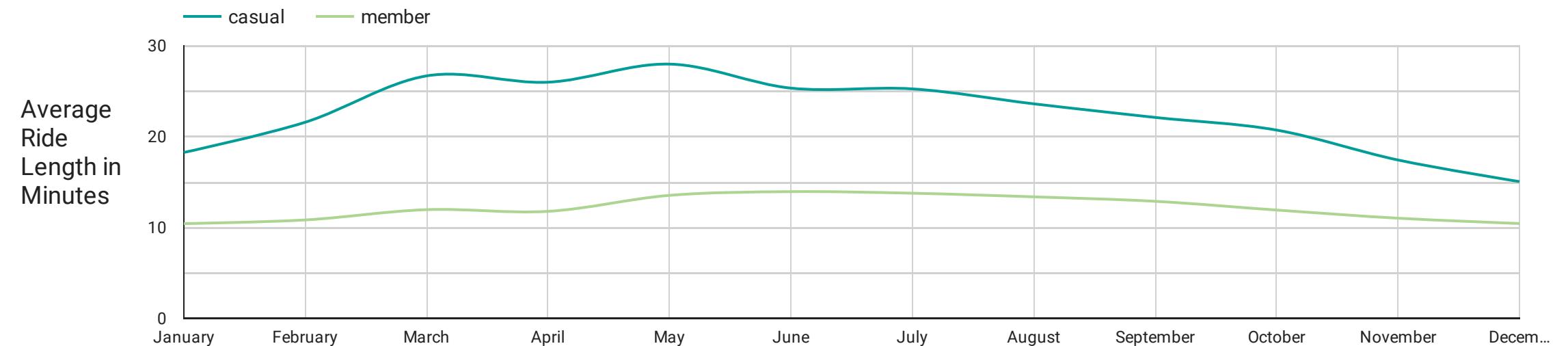
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1. More Than 4 Million Users were Recorded in 2022.
2. Almost 60% users have signed for the membership program
3. Classic is most used type of bike for member and non-member users.
4. There was an increase for either member and non-member between June - July and had reached its highest usage annually

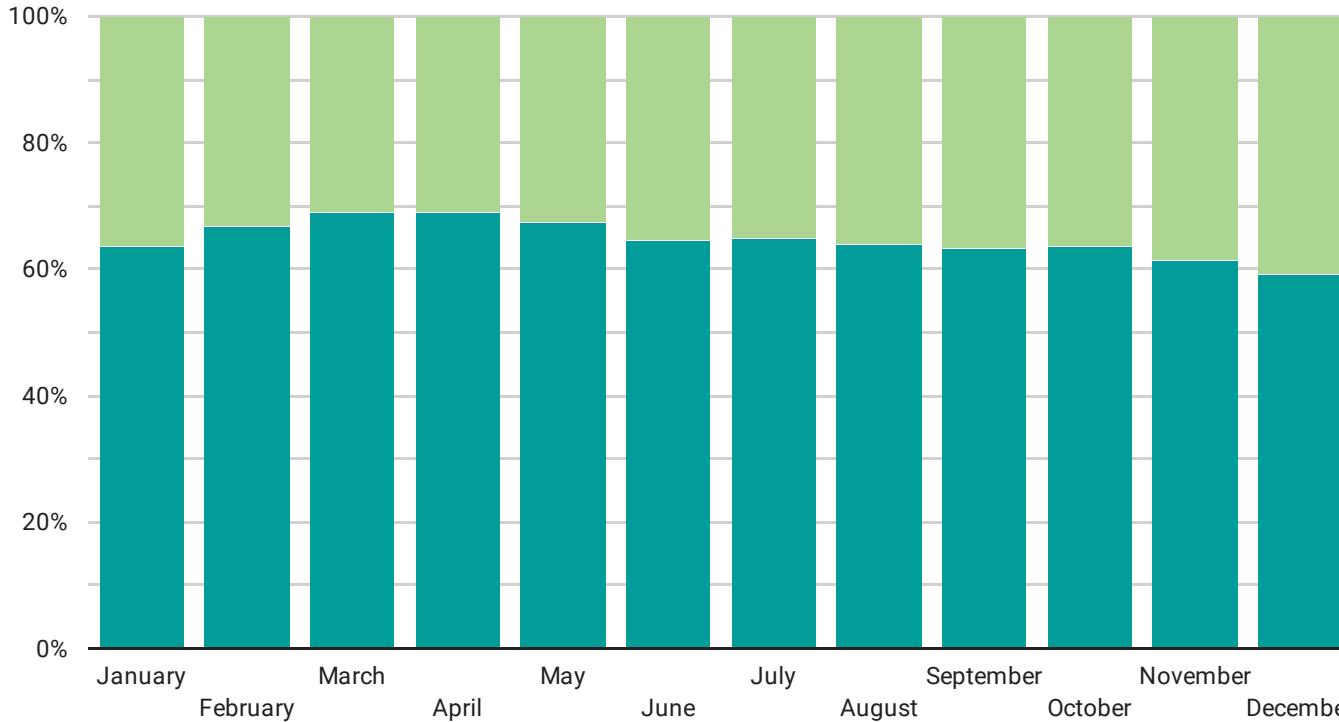


Trends over Day and Time





casual member



From the both chart we know that non member spend more minutes on average in monthly basis

	Month	Membership	Avg Ride Length (Minute)
1.	January	casual	18.25
2.	February	casual	21.58
3.	March	casual	26.69
4.	April	casual	25.99
5.	May	casual	27.99
6.	June	casual	25.34
7.	July	casual	25.26
8.	August	casual	23.61
9.	September	casual	22.11
10.	October	casual	20.72
11.	November	casual	17.42
12.	December	casual	15.04

	Month	Membership	Avg Ride Length (Minute)
1.	January	member	10.41
2.	February	member	10.82
3.	March	member	11.95
4.	April	member	11.76
5.	May	member	13.53
6.	June	member	13.93
7.	July	member	13.76
8.	August	member	13.36
9.	September	member	12.87
10.	October	member	11.91
11.	November	member	11.01
12.	December	member	10.42

Bike Station Summary

	Start Station Name	End Station Name	Number of Trips
1.	Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	10,849
2.	Ellis Ave & 60th St	University Ave & 57th St	6,796
3.	DuSable Lake Shore Dr & Monroe St	DuSable Lake Shore Dr & Monroe St	6,700
4.	University Ave & 57th St	Ellis Ave & 60th St	6,362
5.	Ellis Ave & 60th St	Ellis Ave & 55th St	6,359
6.	Ellis Ave & 55th St	Ellis Ave & 60th St	5,716
7.	DuSable Lake Shore Dr & Monroe St	Streeter Dr & Grand Ave	5,612
8.	Michigan Ave & Oak St	Michigan Ave & Oak St	4,927
9.	Millennium Park	Millennium Park	3,881
10.	State St & 33rd St	Calumet Ave & 33rd St	3,474

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	Start Station Name	Number of Departu...
1.	Streeter Dr & Grand Ave	69,910
2.	DuSable Lake Shore Dr & Monroe St	38,571
3.	DuSable Lake Shore Dr & North Blvd	37,071
4.	Michigan Ave & Oak St	36,579
5.	Wells St & Concord Ln	34,014

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	End Station Name	Number of Arrivals
1.	Streeter Dr & Grand Ave	71,186
2.	DuSable Lake Shore Dr & North Blvd	39,936
3.	DuSable Lake Shore Dr & Monroe St	37,825
4.	Michigan Ave & Oak St	37,650
5.	Wells St & Concord Ln	34,194

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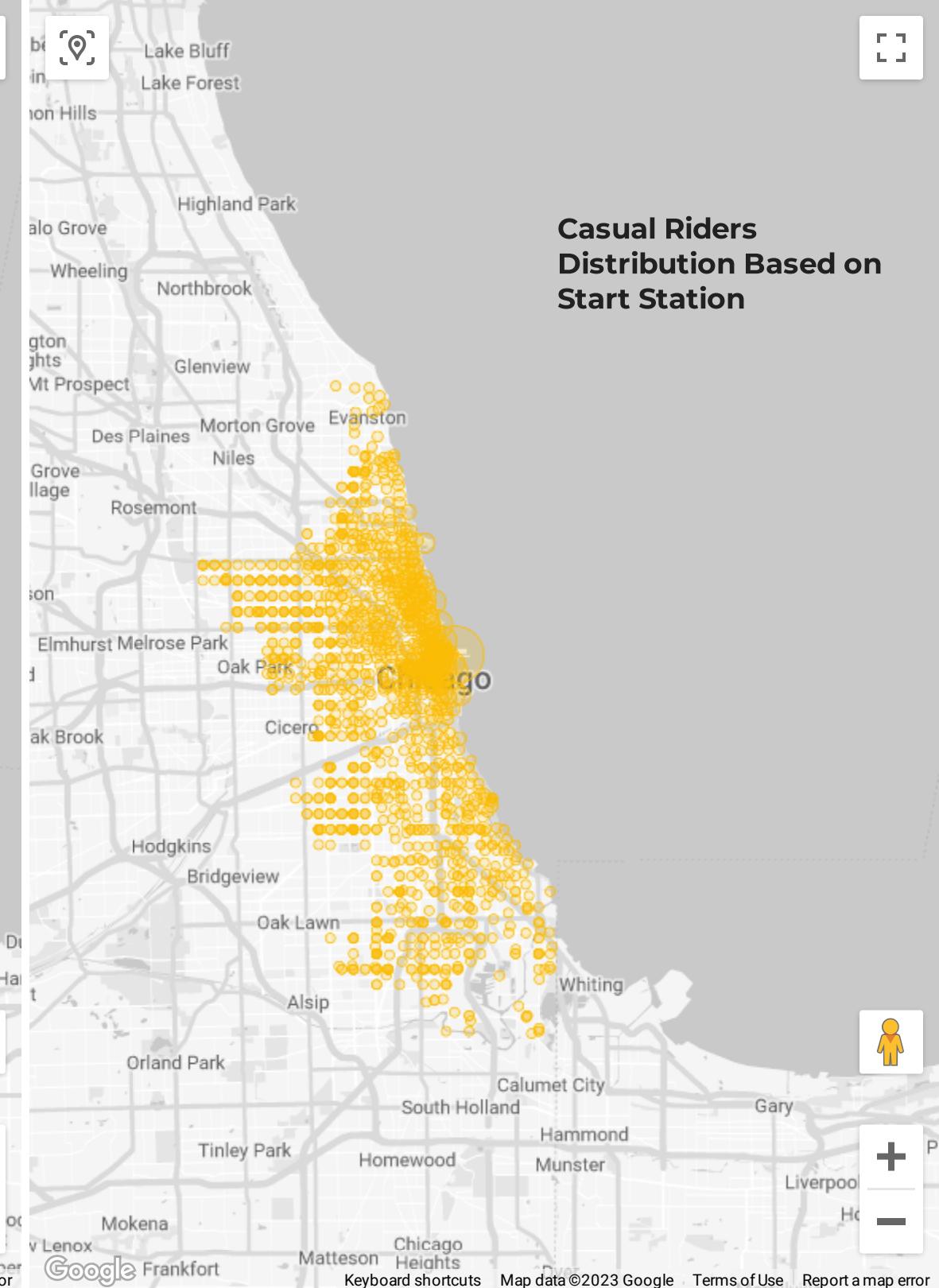
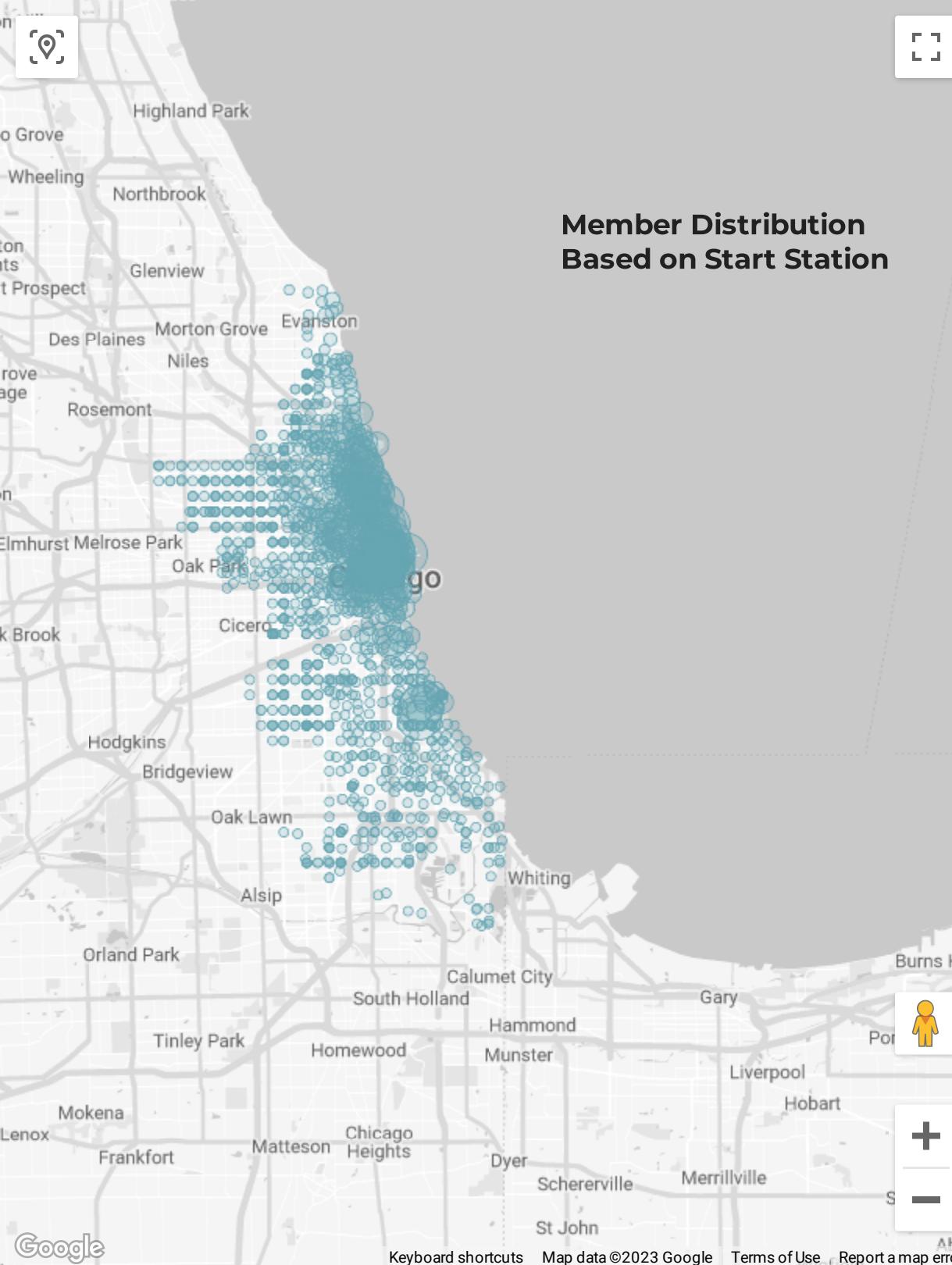
Bike Trip Summary for Annual Member and Casual Riders

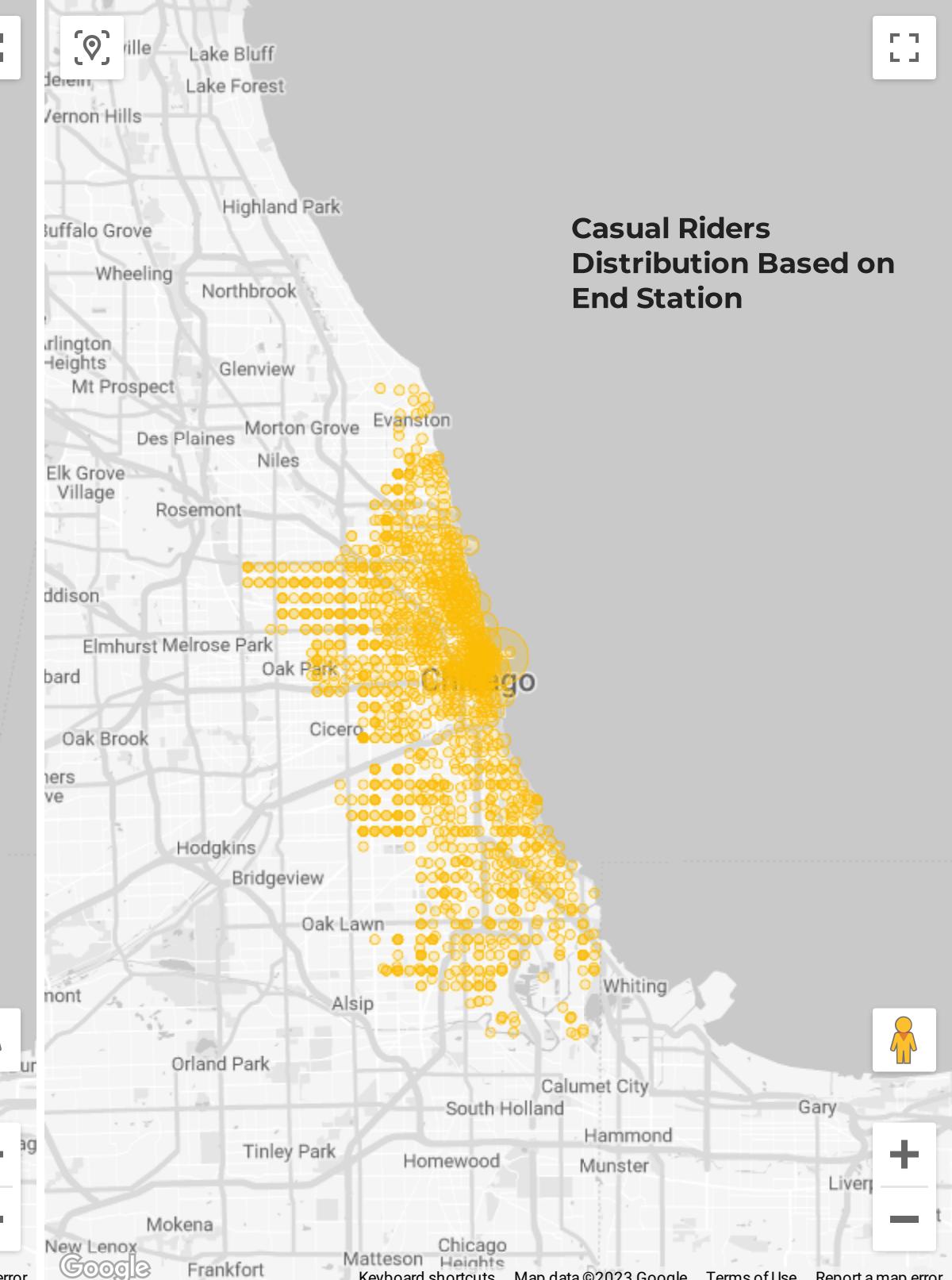
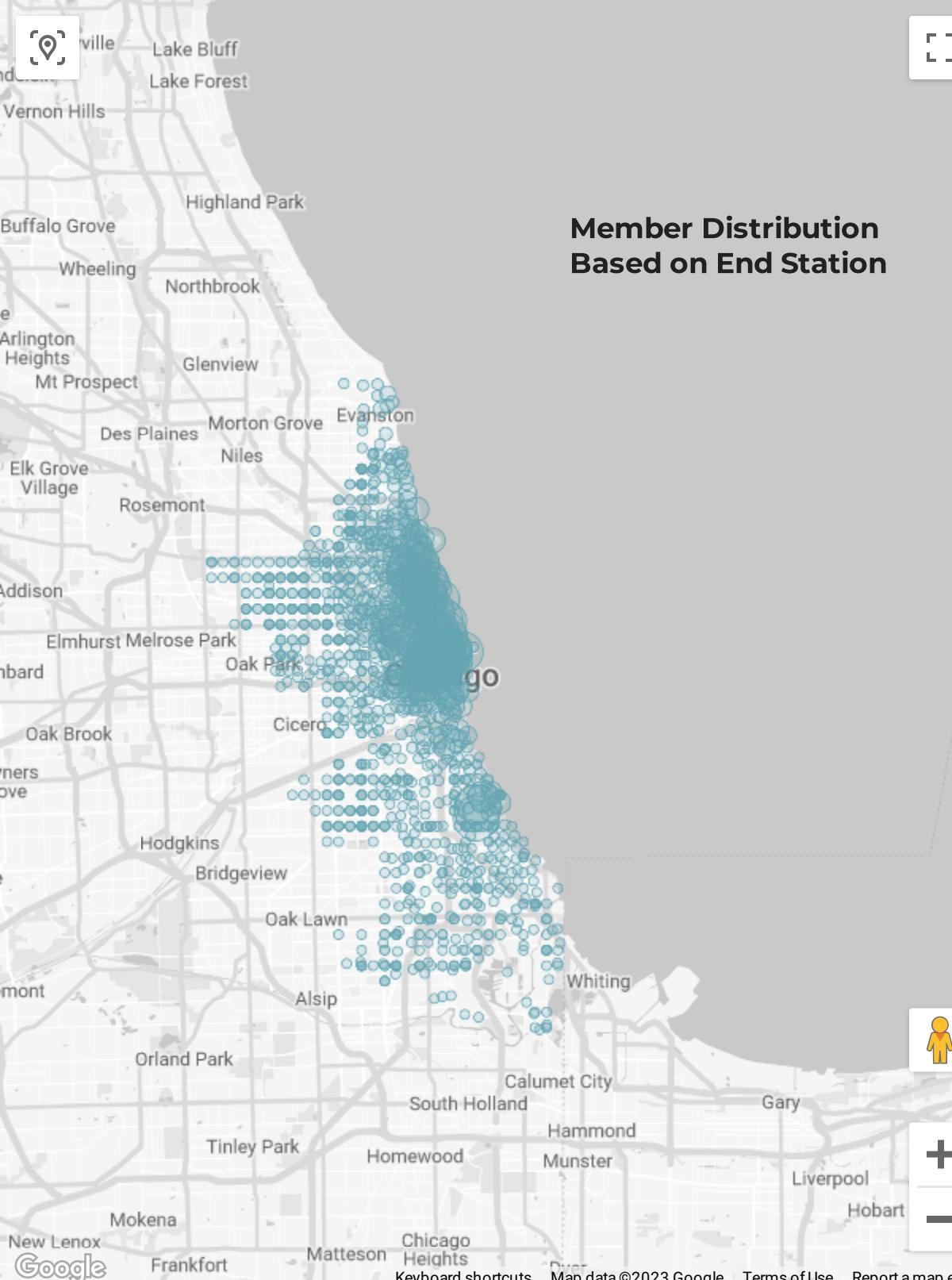
	Start Station Name	End Station Name	Membershi...	Number of Trips
1.	Ellis Ave & 60th St	University Ave & 57th St	member	5,847
2.	University Ave & 57th St	Ellis Ave & 60th St	member	5,544
3.	Ellis Ave & 60th St	Ellis Ave & 55th St	member	5,278
4.	Ellis Ave & 55th St	Ellis Ave & 60th St	member	4,745
5.	State St & 33rd St	Calumet Ave & 33rd St	member	3,268

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	Start Station Name	End Station Name	Membership	Number of Trips
1.	Streeter Dr & Grand Ave	Streeter Dr & Grand Ave	casual	9,703
2.	DuSable Lake Shore Dr & Monroe St	DuSable Lake Shore Dr & Monroe St	casual	6,131
3.	DuSable Lake Shore Dr & Monroe St	Streeter Dr & Grand Ave	casual	5,100
4.	Michigan Ave & Oak St	Michigan Ave & Oak St	casual	4,255
5.	Millennium Park	Millennium Park	casual	3,673

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Record Count

Member

1 • ● ● 22,818 1

Record Count

Casual

1 • ● ● 56,880 1

Member

1. Riding time are concentrated during commute hours (8 a.m. - 5 p.m.) and are likely to use bike on weekdays.
2. Travel more frequently with shorter routes and spent riding time less than casual riders.
3. Is likely to start and end trips in residential, downtown and commercial areas.

Casual

1. Use bike throughout the day, more frequently over the weekend.
2. Spent more riding times compare to member riders.
3. Is likely to start and end trips in museum, parks, and along the coast.

Conclusion & Recommendation

1. Number of bikers reached its peak in July for both member and casual riders. Additionally there is an increase of bikers during Spring - Summer season where people are more likely to use bike. **In this period of time, marketing campaigns should be more conducted than usual.**
2. Streeter Dr & Grand Ave is the most concentrated start and end station.
3. Casual spent more riding time than annual member. **Offering discounts or bundling package for longer rides could attract more casual riders and enticing annual member to spend more riding time.**
4. **Ellis Ave & 60th St -- University Ave & 57th St** is the busiest lane for Annual Member with 5,847 trips recorded (See Slide 10).
5. **Streeter Dr & Grand Ave -- Streeter Dr & Grand Ave** is the busiest lane for Casual riders with 9,703 trips recorded (See Slide 10). **With this high number promotional flyers and creative road ads should be placed in order to convert more casual riders into annual member.**
6. Casual riders are active during the weekend, **therefore offering seasonal or weekend only membership is beneficial for company and users.**

Future Analysis Recommendation

1. Riders Projectory should be visualized and analyzed with proper tool. I recommend to use Python to create line map to give more insightful and interactive report.
2. This report should be compared with previous annual report (e.g. year 2021,2020,2019) so the board of members are well informed the growth of this company every year.
3. Both annual members and casual riders data are not known characteristically in order to give more accurate marketing campaign. The Company should dig deeper data to understand customers' opinion of why they are not sign up yet as a member.



Thank You