

# Cyclistic Bikeshare Analysis

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# Project Overview



Types of customers:  
**casual riders**  
and  
**annual members**



Annual members **more profitable** than casual riders



**Converting customers better than** creating a marketing campaign **targeting all-new customers**

## **Business Problem**

Maximizing the number of Cyclistic annual memberships by designing marketing strategies aimed at converting casual riders into annual members

## **Business Task**

Analyze Cyclistic historical trip data to identify trends of how casual riders and annual members use Cyclistic bikes differently



## Data Sources

- Cyclistic historical trip data for 12 months recorded from January to December 2022

How casual riders and annual  
members use Cyclistic bikes  
differently?

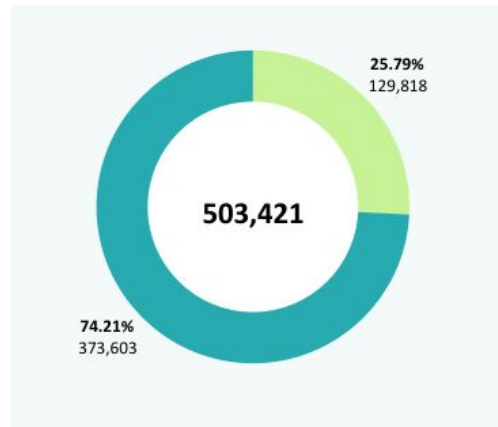
# Analysis Results

# Total Trips

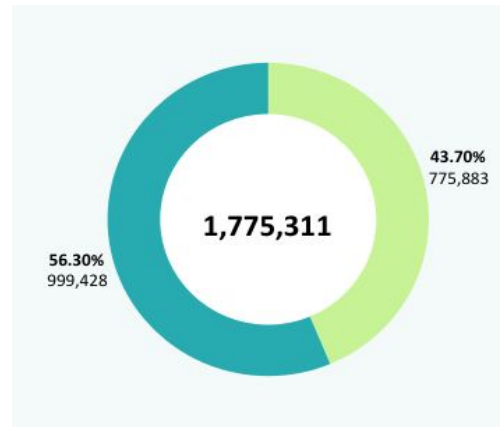
5,667,714

The number of annual members exceeds casual riders, peak numbers occurred in Q3 represented Summer season

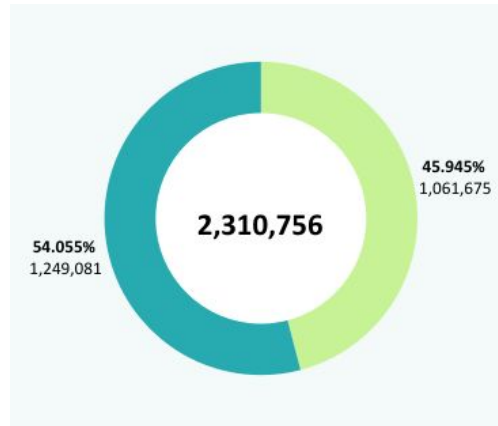
Q1



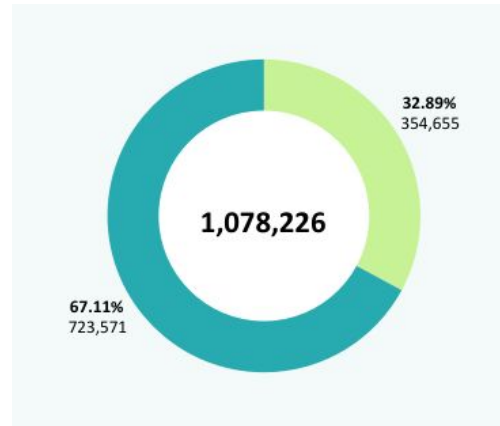
Q2



Q3



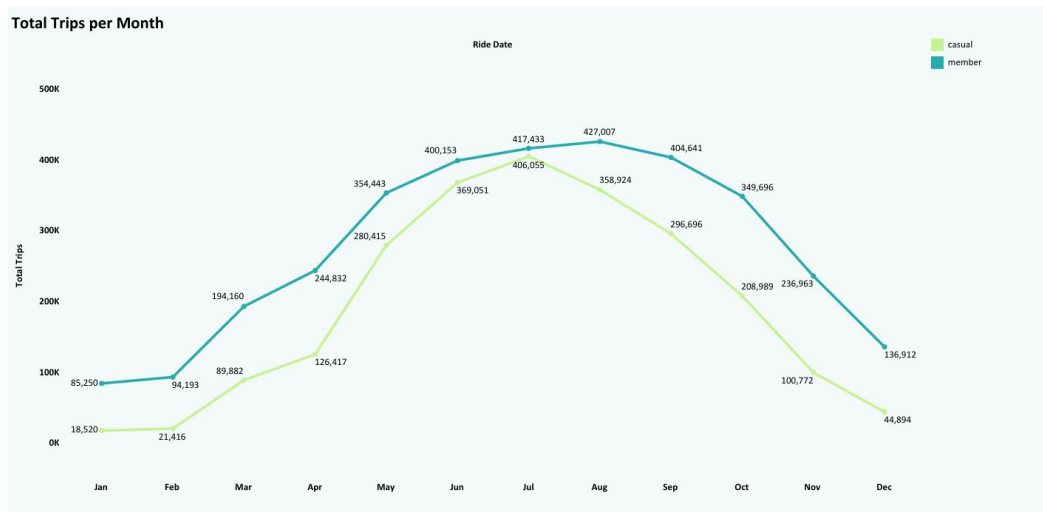
Q4





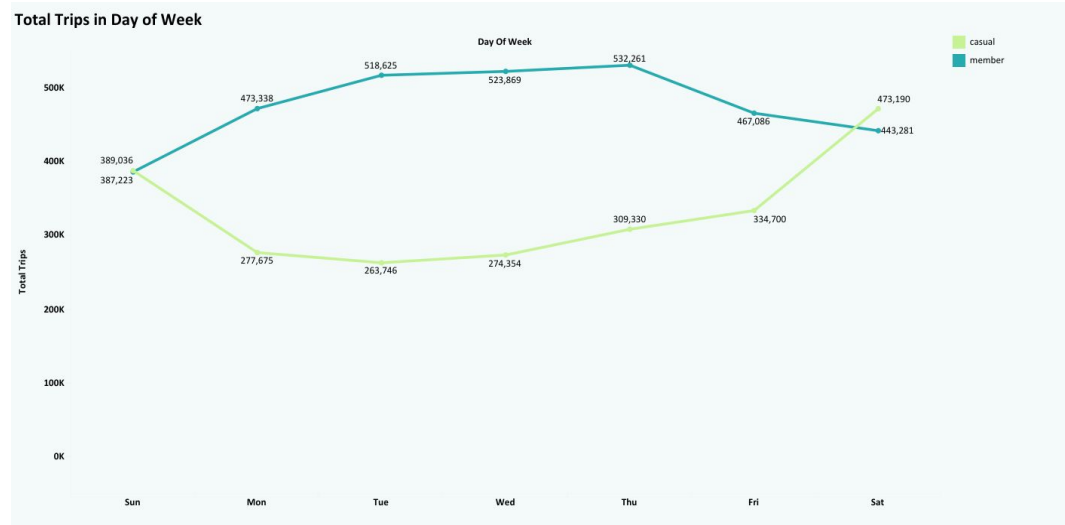
# Seasonal Trends

The demand begins to increase in late Spring until early Fall (around May to October)



# Popular Day

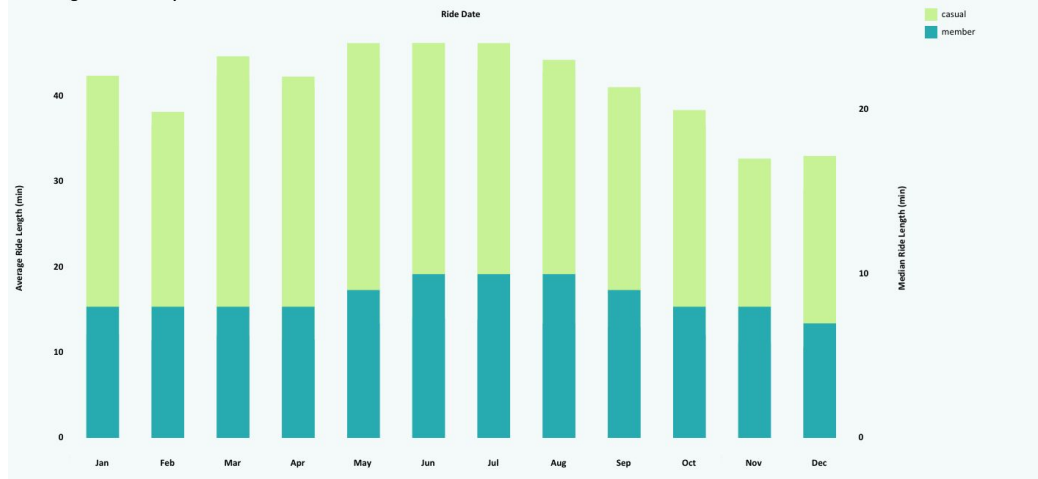
Throughout the year, annual members prefer taking their trips between Tuesday to Thursday (mid-week), while casual riders are showing the trend to ride on the weekend



# Time Spent

The average and median ride length indicated annual members spent shorter time trips than casual riders

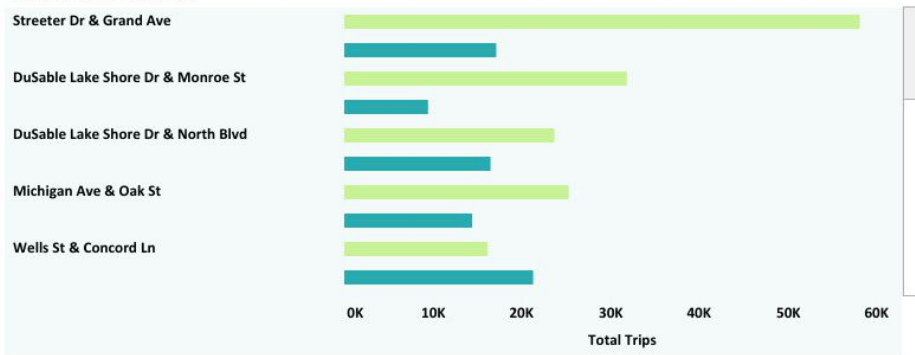
Ride Length of Total Trips



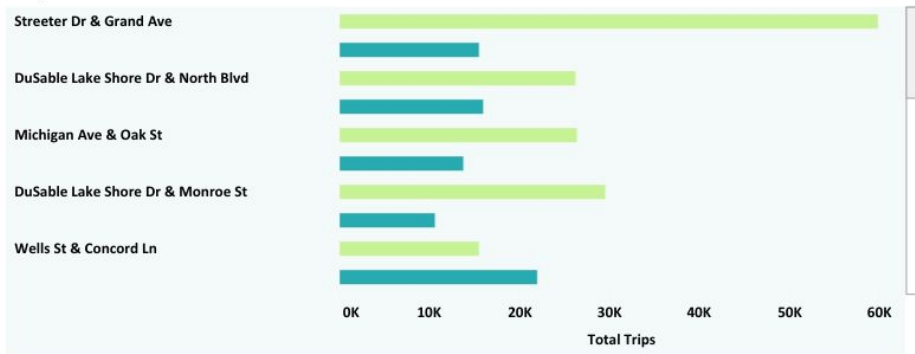
# Top Stations

The busiest station locations for annual members and casual riders are quite different. However, the start and end stations for each customer most of the time are the same.

## Top Start Station



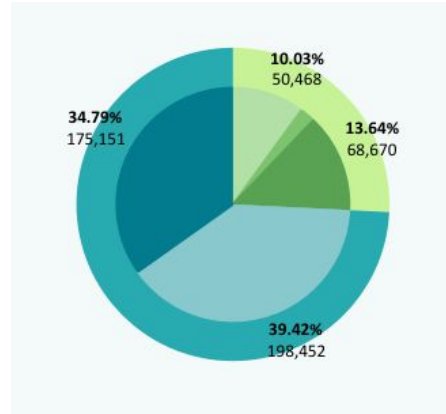
## Top End Station



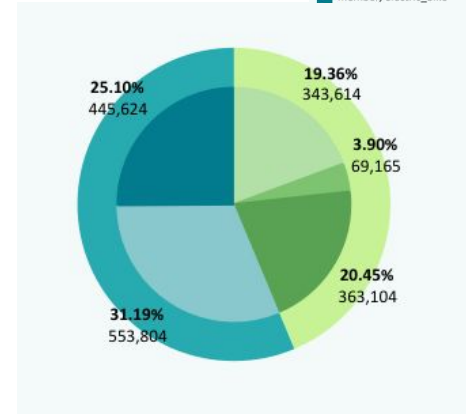
# Favorite Bike

Both classic bike and electric bike have almost the same percentage being annual members' favorite bikes, while the electric bike is casual riders' favorite bike

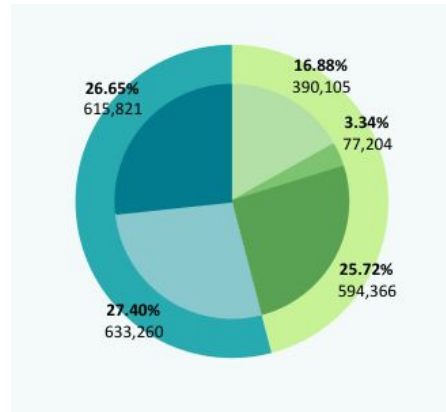
Q1



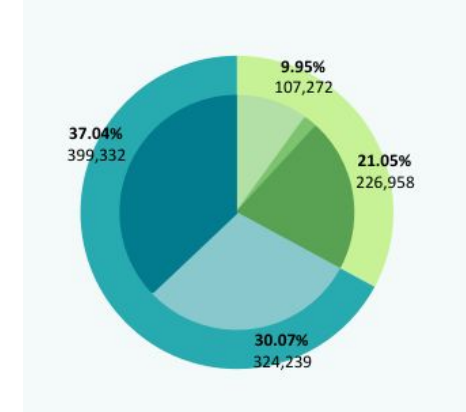
Q2



Q3



Q4





# Conclusion

Based on the insights obtained, Cyclistic should design marketing strategies by considering seasonal trends, usage day and time, station locations, and bike type preferences that affect how casual riders and annual members use Cyclistic bikes differently



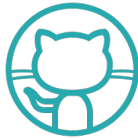
# Recommendations

1. Summer and Spring can be an opportunity for Cyclistic to create promotional campaigns
2. Prioritizing the weekend for marketing strategies implementation and focusing on giving more benefits for longer ride length casual riders who are willing to purchase an annual membership
3. Top stations for casual riders, like Streeter Dr & Grand Ave are the best place to held promotional campaign locations
4. Providing benefits for new joined annual members who prefer the electric bike as their rideable type

# References



Linkedin



Github



Slides



Full Project



Tableau  
Dashboard