An analysis of Cyclistic historical trip data in 2022 to identify trends of how casual riders and annual members use Cyclistic bikes differently

Quarter

Month

Member Casual casual

member

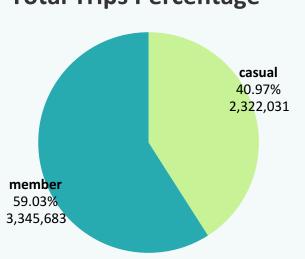




Annual Members
Cyclistic riders who purchase annual membership

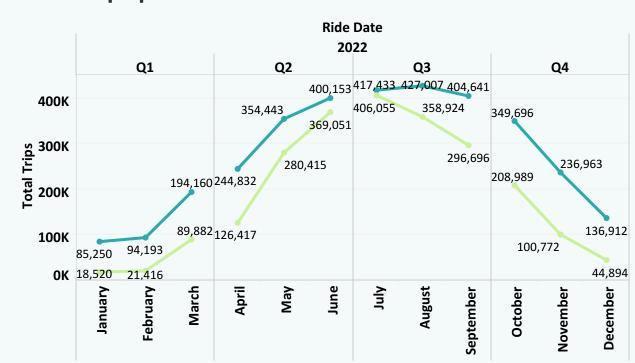
Objective:
Maximizing the number of annual memberships by
converting casual riders into annual members

#### **Total Trips Percentage**



Cyclistic's finance analysts have concluded that annual members are much more profitable than casual riders, supported by marketing analysts who also believed Cyclistic has a better chance to convert casual riders into annual members because casual riders are already aware of the Cyclistic program.

#### **Total Trips per Month**



#### **Seasonal Trends**

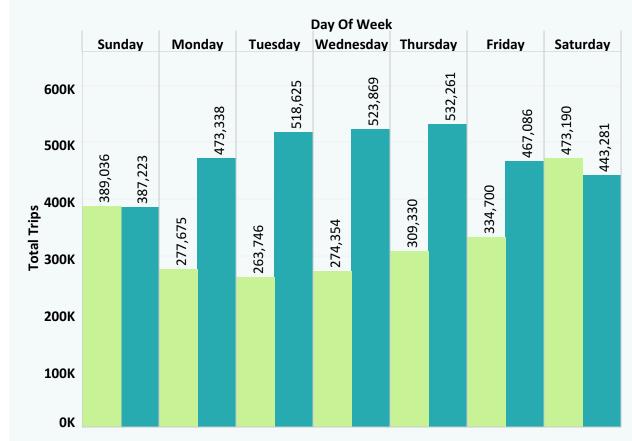
The number of annual members exceeds casual riders, yet casual riders' trips almost catch up with annual members' in June.

The peak season for both customers in 2022 falls in Summer and Spring.

The demand begins to increase in late spring until early fall.

Summer and Spring can be an opportunity for Cyclistic to create promotional campaigns that will attract casual riders to convert into annual members.

#### **Total Trips in Day of Week**



## 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. The weekend will be the best choice for implementing marketing strategies for casual riders.

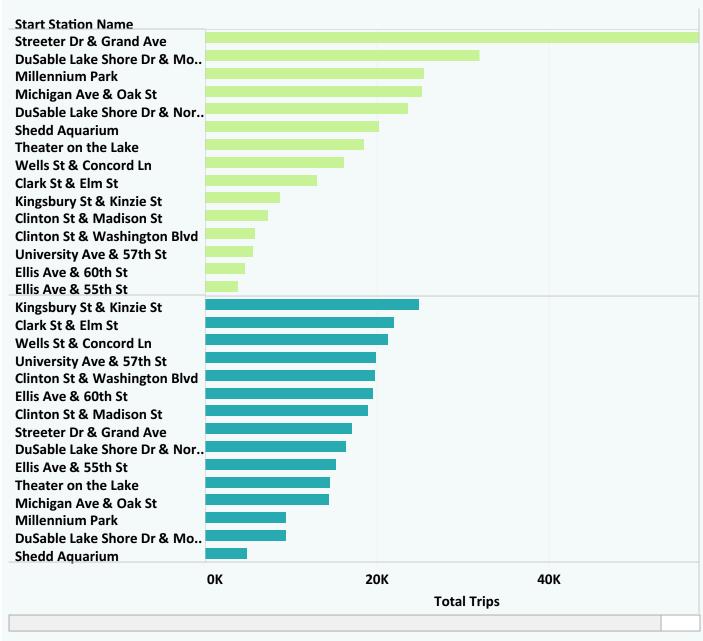
#### **Time Spent**

Ride length for both customers is summarized in minutes. The average and median ride length indicated annual members spent shorter time trips than casual riders.

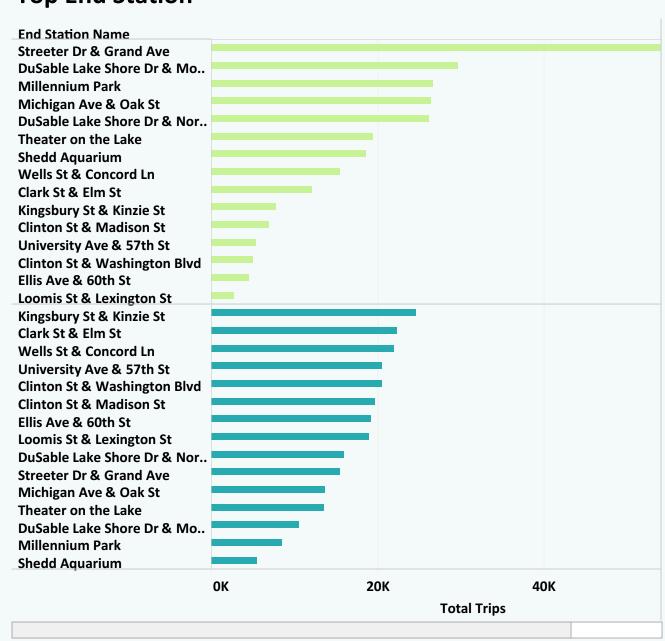
# **Ride Length of Total Trips**



## **Top Start Station**



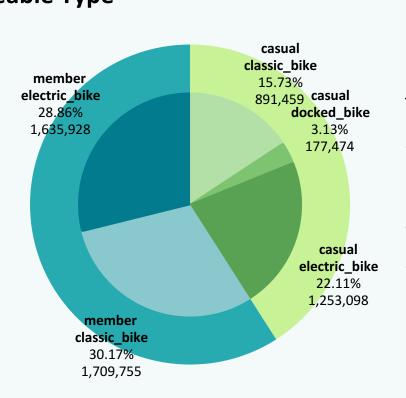
# **Top End Station**



## **Top Stations**

The busiest station locations for annual members and casual riders a quite different. However, the start stations and end stations for each customer most of the time are the same. **Top stations for casual riders**, like Kingsbury St & Kinzie St are **the best place for promotional campaign** locations.

# Rideable Type



## Favorite Bike

Both classic bikes and electric bikes have almost the same percentage as annual members' favorite bikes, while the electric bike is casual riders' favorite bike. The electric bike is the right rideable type to implement marketing strategies.

## Recommendation:

marketing strategies by considering seasonal trends, usage day and time, station locations, and bike type preferences

Submitted as Capstone Project for *Google Data Analytics Professional Certificate (2023, June)*by Afviya Nabila
Full Report on Github

Full Report on <u>Github</u>
Full Profile on <u>Linkedin</u>
Data sources used (Link)