



Cyclistic

bike share

Case Study

BY

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Project Purpose

Supporting the marketing strategy
that aims to convert casual riders into
members

Casual riders : single ride pass purchaser

Members : annual subscribers

Business Problem

How do annual members and casual riders use cyclistic bikes differently?

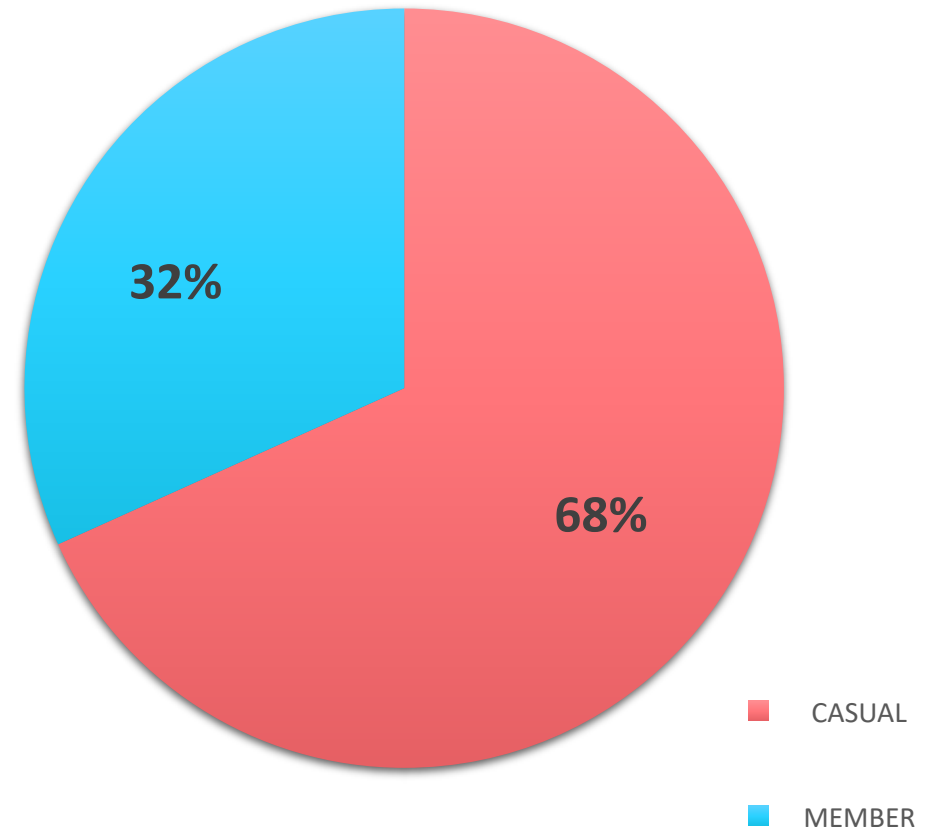
The used data is the year from 01/10/2020 to 30/9/2021

Rides Length

570,357 hours Total rides leng

389,298 hours casual riders

181,059 hours members

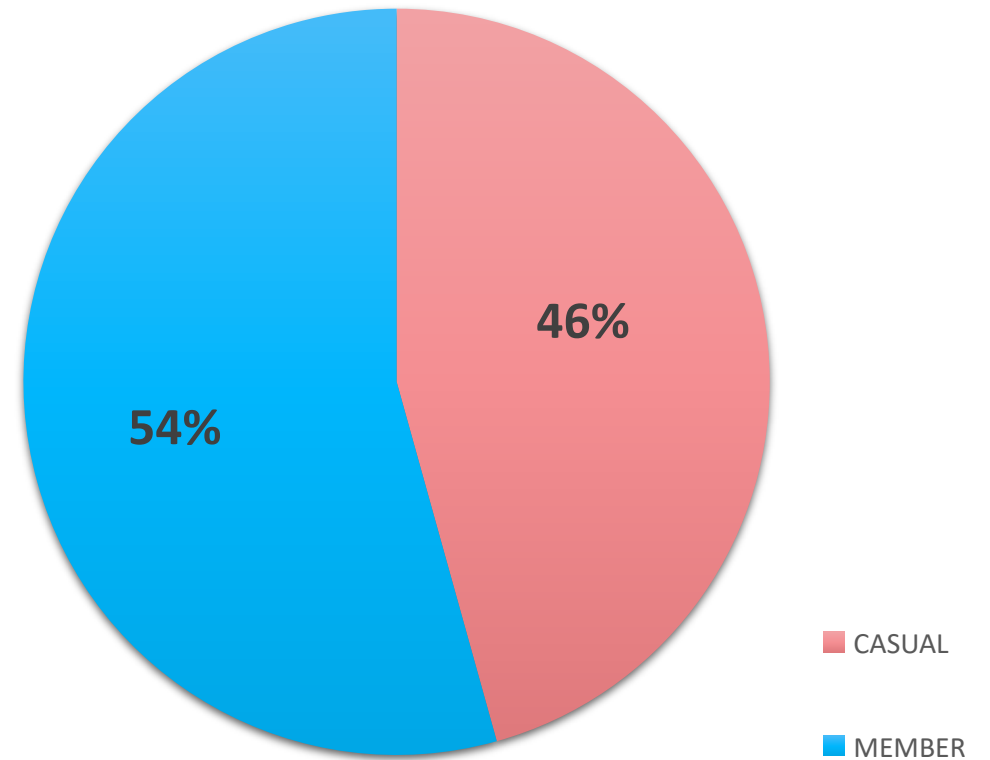


Number Of Rides

1,425,557 Total rides for this year

651,107 casual riders

774,450 members



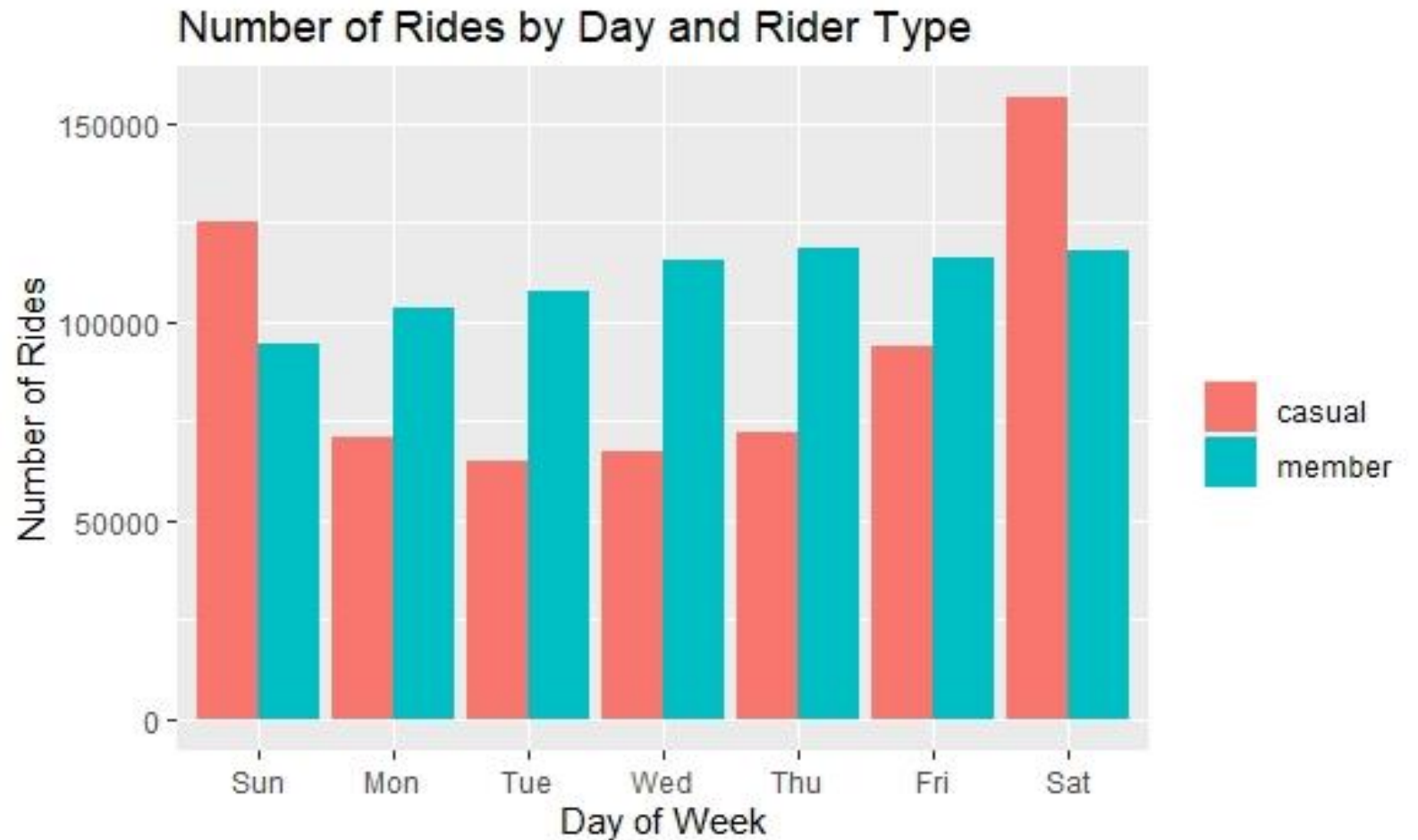
Number Of Rides

Saturday

maximum
for Casual rides

Thursday

maximum
for member rides



Number Of Rides

Classic bikes

The most popular bikes
for all riders



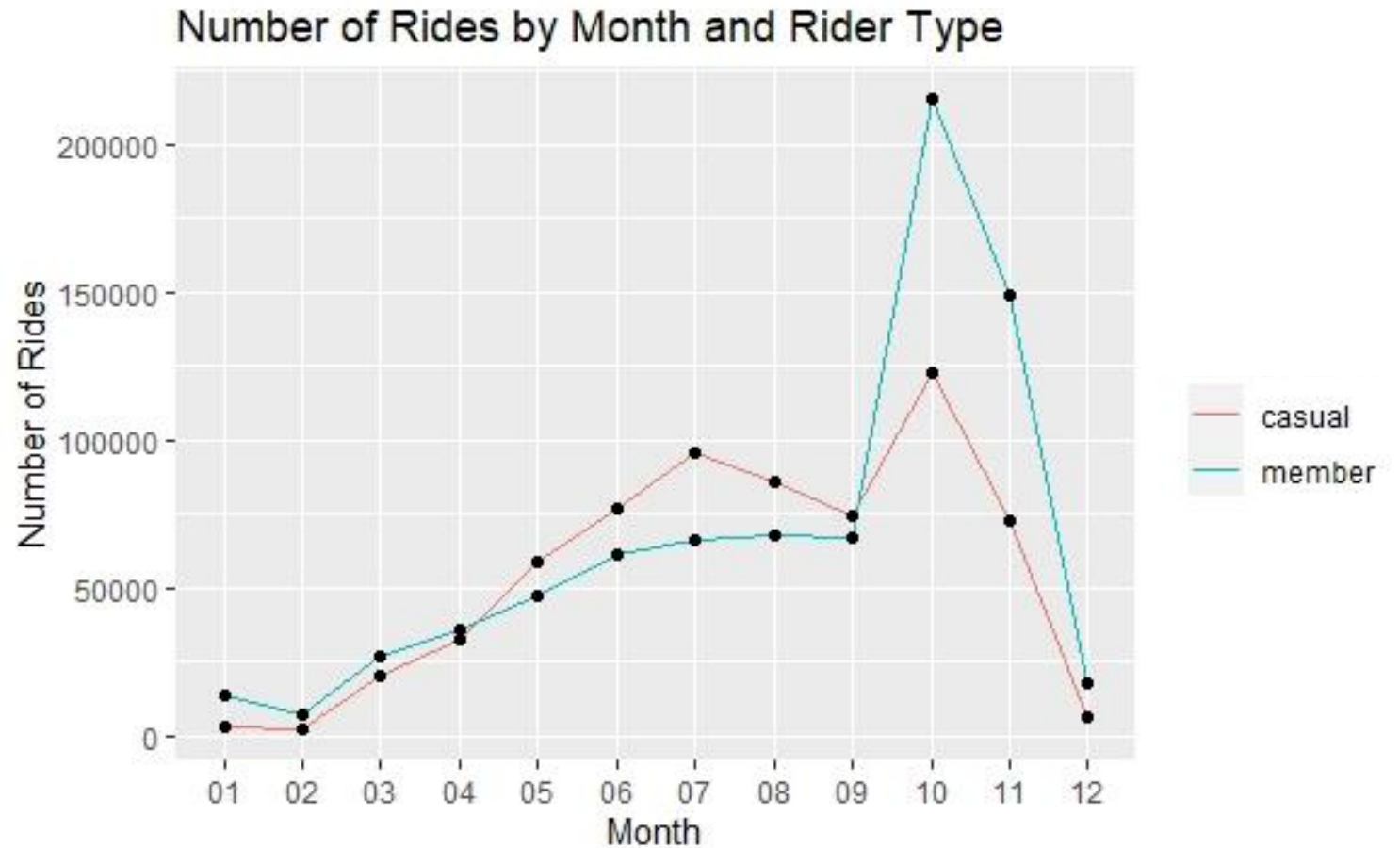
Number Of Rides

October

Maximum rides for all types of riders

February

Minimum rides for all types of riders



Average Of Rides Duration

24 Minutes

the average rides duration

35 Minutes

casual average

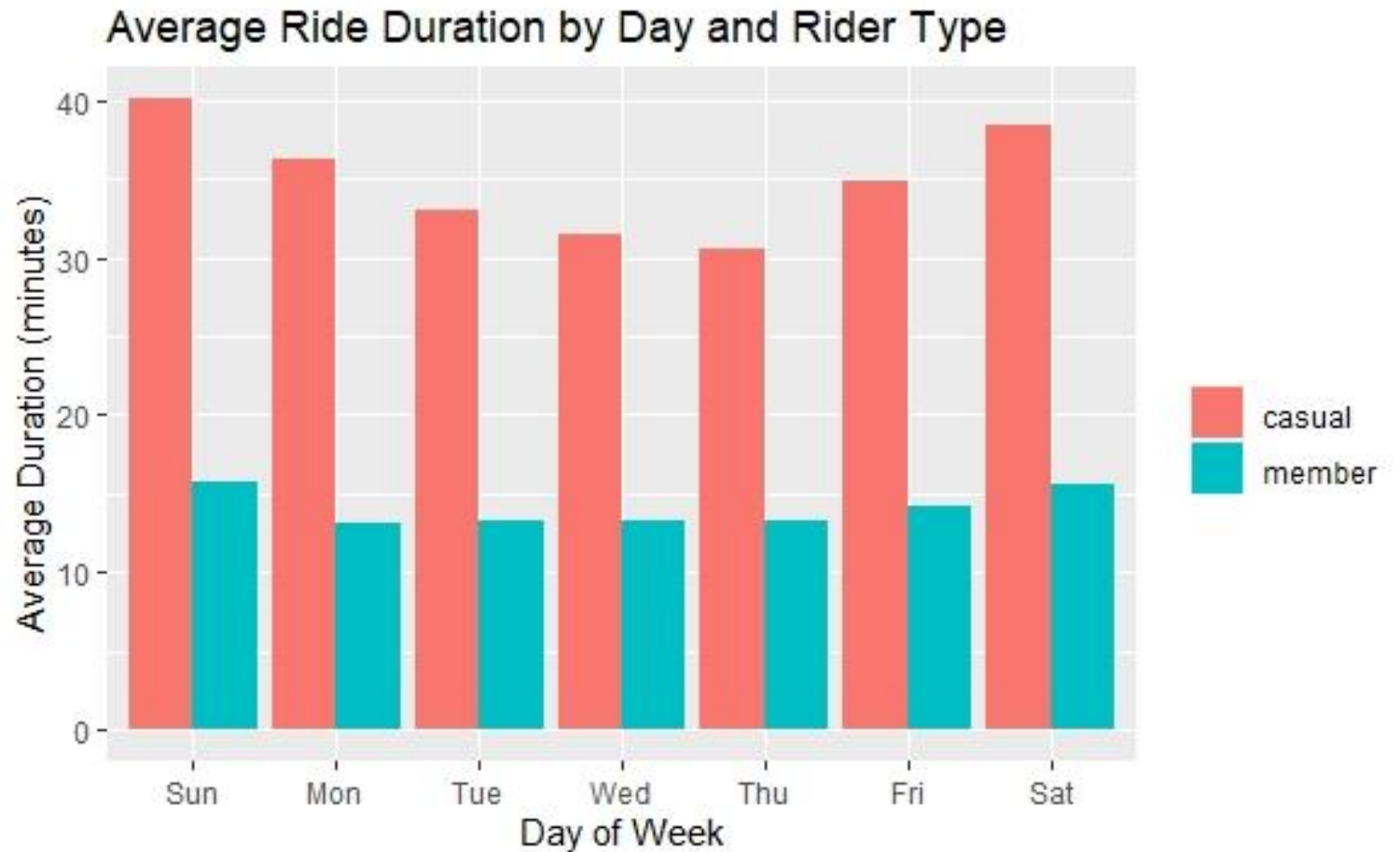
14 Minutes

member average

Average Of Rides Duration

Sunday

the most popular day
for all type of riders



Conclusion

- Casual riders ride 2.5x longer than members.
- The most popular day to rent a bike is Saturday for all types of riders.
- Members is More stable (regular commuting) -students or employees- during the week unlike casual riders make noticeable decrease – tourists - during weekdays and more increase in weekends.
- Bike rentals follow a seasonal pattern for both types of users.
- The lowest usage is in the winter with rentals starting to ramp up in the spring and the summer until October then it starts to decline again.
- The classic bikes is more popular than both docked bikes and electric bikes.

Suggestion

- Issuing a weekly membership which offers good prices for a week which encourage large group of casual riders to be members.
- Offer good discounts in the long trips for members which encourage casual riders that are making long trips to be members
- Offer discounts in weekdays specially on Tuesday.
- intensify the advertising for the electric bikes and docked bikes.
- Expand the advertising in the summer



Thank you

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