



# 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**

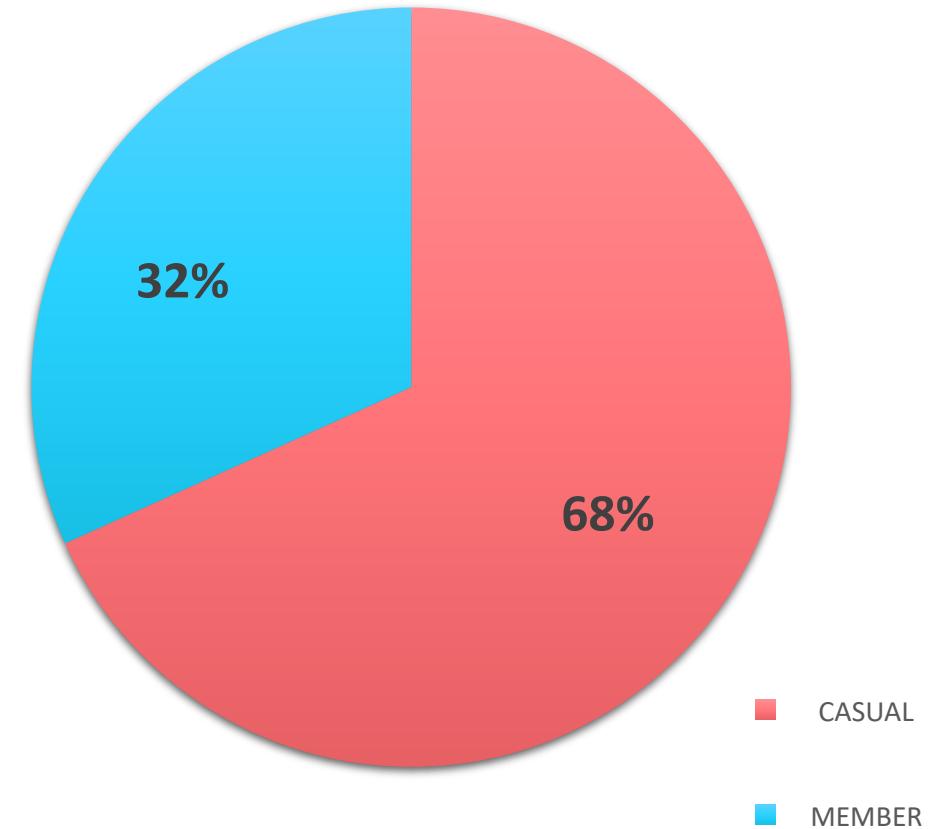
Total rides leng

**389,298 hours**

casual riders

**181,059 hours**

members



# Number Of Rides

**1,425,557**

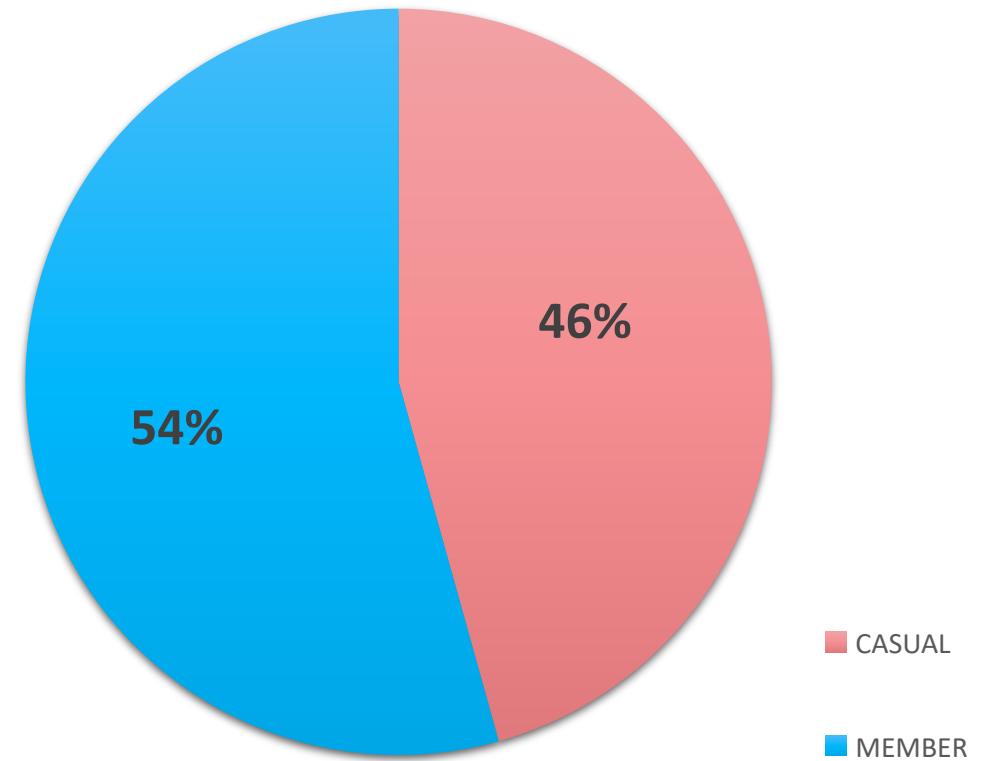
Total rides for this year

**651,107**

casual riders

**774,450**

members



# Number Of Rides

Saturday

maximum  
for Casual rides

Thursday

maximum  
for member rides

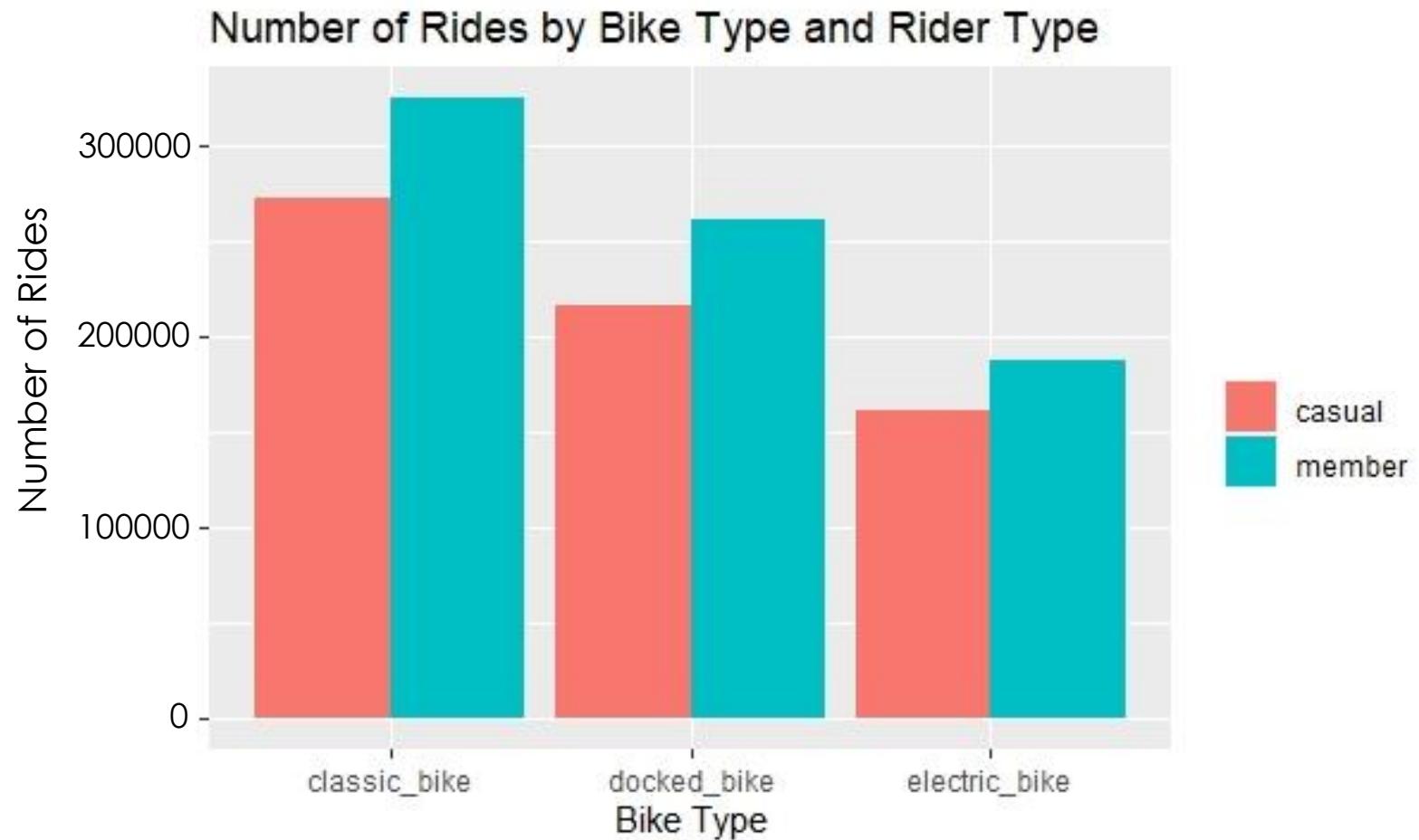
Number of Rides by Day and Rider Type



# Number Of Rides

## Classic bikes

The most popular bikes  
for all riders



# Number Of Rides

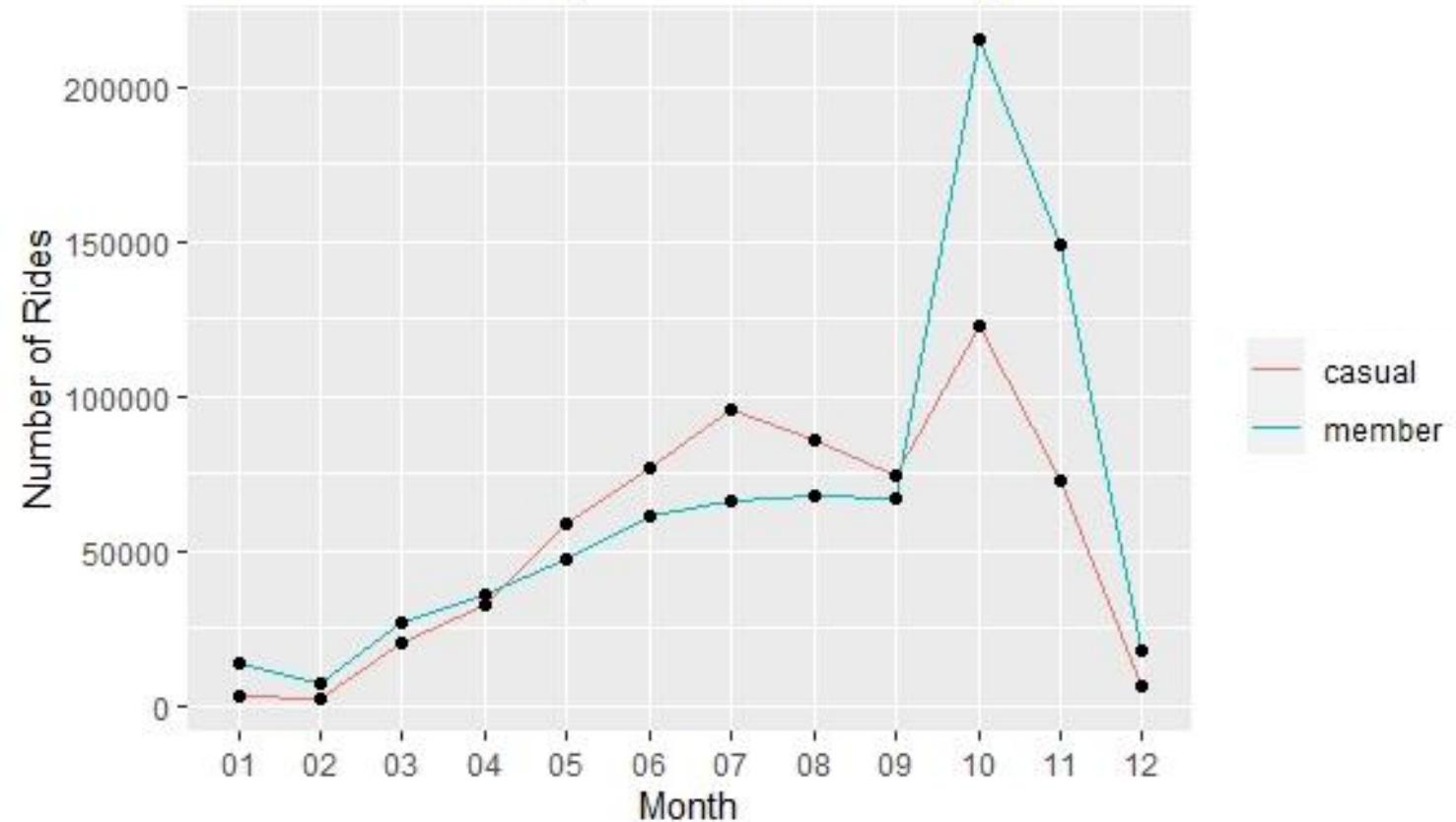
## October

Maximum rides for all types of riders

## February

Minimum rides for all types of riders

Number of Rides by Month and Rider Type



# Average Of Rides Duration

**24 Minutes**

the average rides duration

**35 Minutes**

casual average

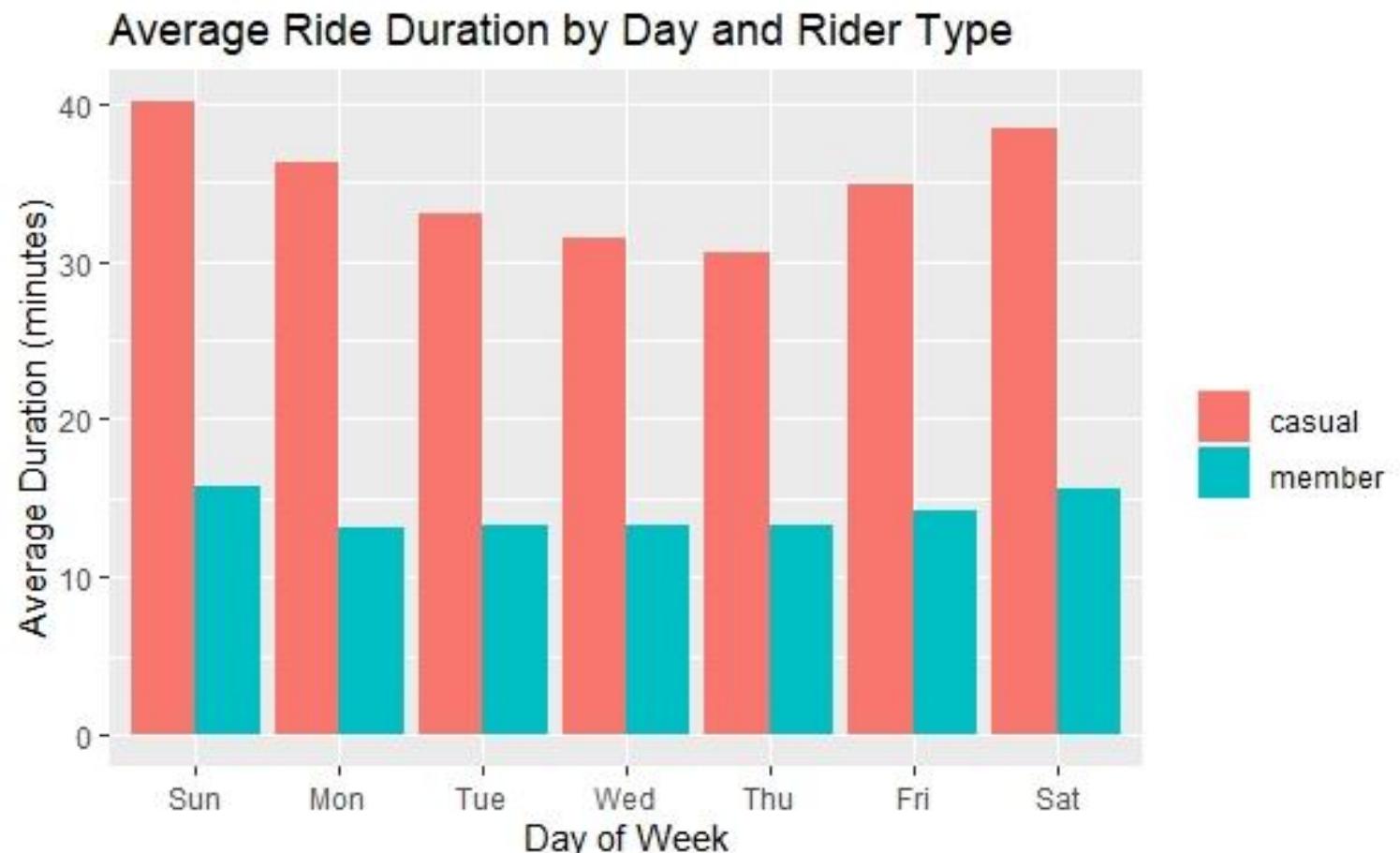
**14 Minutes**

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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