



Navigating to Success

Feasibility Study:

Growing Membership Base from Casual Riders

Data Analysis

Introduction



Goal: Design marketing strategies aimed at converting casual riders into annual members

Questions:

1. How do annual members and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence casual riders to become members?

Data Analysis Process



Analysis Process

Ask	Objective and Questions Defined
Prepare	5,854,527 Trip Records For past 12 months
Process	Cleaning of data 3,538,667 Records
Analyze	Further refinement 2,586,054 Records
Share	Presentation and Deliverables
Act	Next Steps Defined

Analyze Phase



- **Mean Ride Length** for **Casual Riders** is **51.83%** longer than Casual Ride Length
- **Average Ride Length** for **Casuals** is at least **70% longer** than **Members** on any given day.
- On **Sundays** the **ride length of Casuals** is **100.72% higher** than **Members** (highest difference)

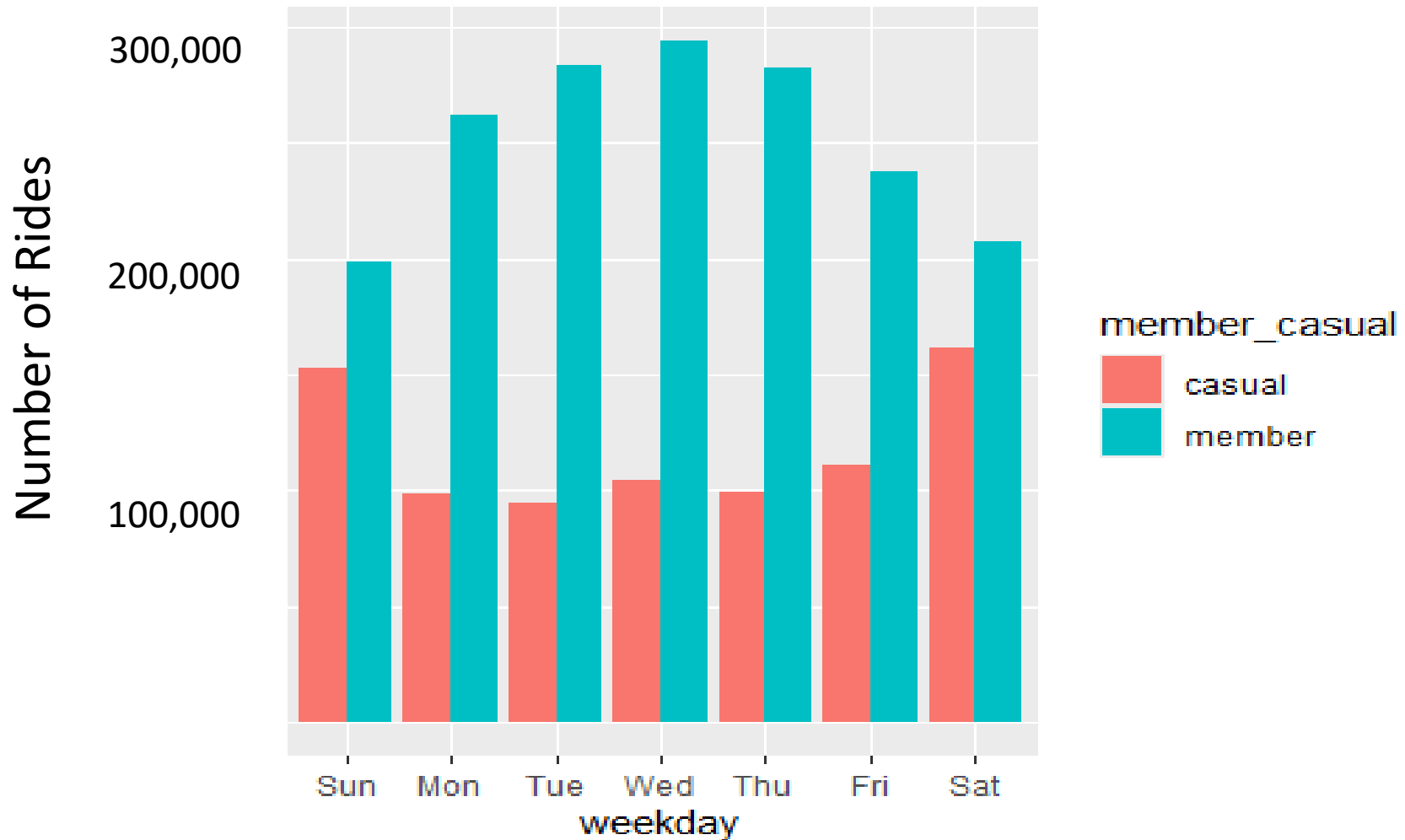
- ❖ **MEAN** Value of **Ride Length** for **Members** is **48.19% shorter** than **Casual riders**
- ❖ **MEDIAN** Value of **Ride Length** for **Members** is **30.76%** shorter than Casual riders
- ❖ **MINIMUM** and **MAXIMUM** Values of Ride Length for Members and Casual Riders are very similar

- ✓ On average Casual Riders Trips last 51.83% longer
- ✓ On weekends, casual rides are on average 20% less than members but the difference grows on weekdays, where the difference oscillates between 53% and 66%

Visual



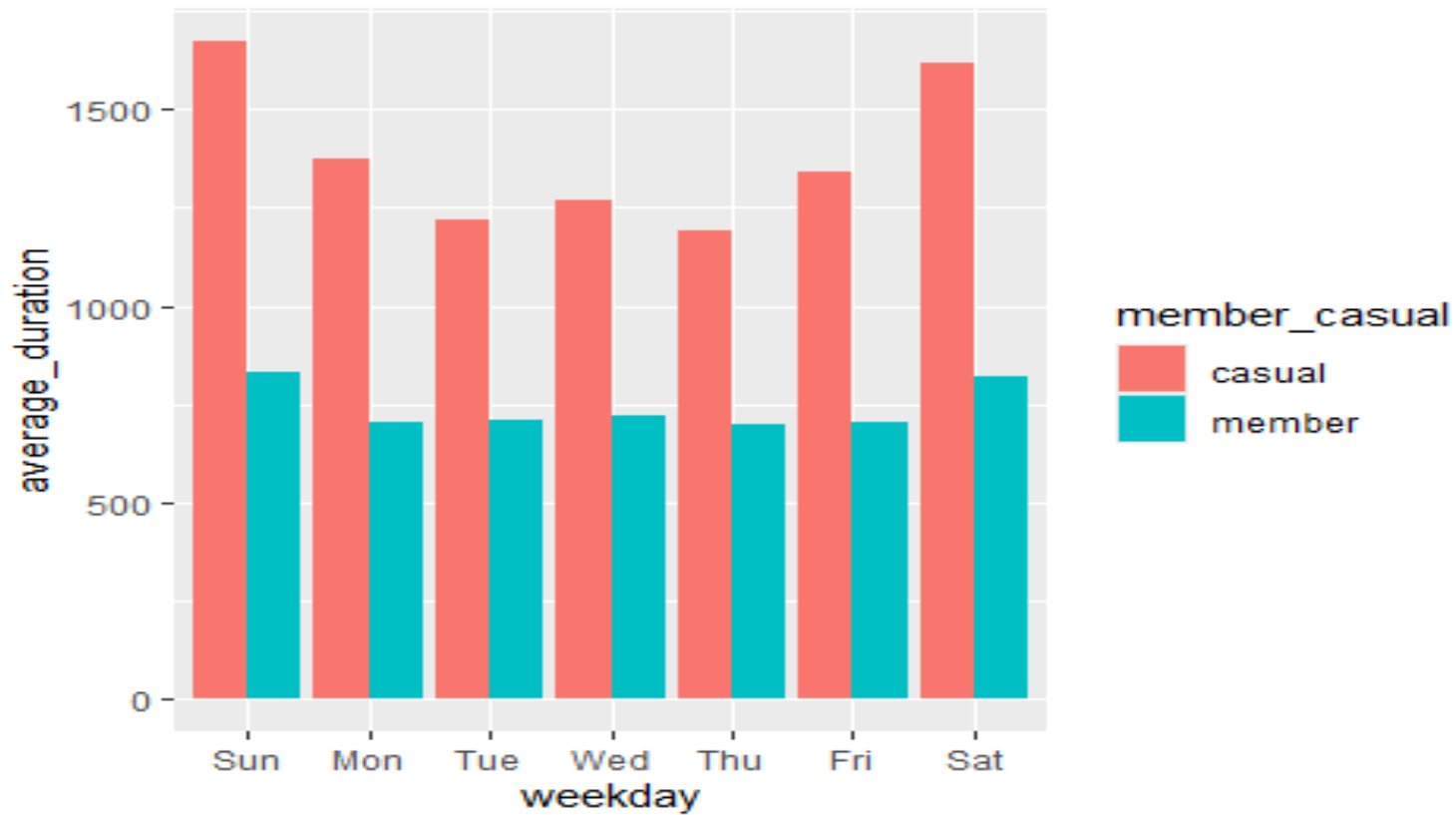
Number of Rides by Rider Type



Visual



Average Duration of Trips



Conclusion



Questions:

1. How do annual members and casual riders use Cyclistic bikes differently?

On average Casual Riders Trips last 51.83% longer

On weekends, casual rides are on average 20% less than members but the difference grows on weekdays, where the difference oscillates between 53% and 66%

2. Why would casual riders buy Cyclistic annual memberships?

For the opportunity to have additional trips during the week for a healthier life style and money savings from a year membership

3. How can Cyclistic use digital media to influence casual riders to become members?

Targeted marketing campaign to casual riders, advertising the savings in cost from becoming a member and the health benefits of using a bicycle to commute to work, or running other frequent errands or events in their schedule

Conclusion



- **Final conclusion based on your analysis:** There is a good opportunity to convert casual to members and based on the numbers, it is feasible with a good campaign
- **Top 3 recommendations:**
 - Targeted marketing campaign to casual riders,** advertising the savings in cost for becoming a member since they will be able to do additional trips for a better member price and the health benefits of using a bicycle to commute to work, or running other frequent errands or events in their schedule. Offer a discount coupon for waterproof coat to arrive dry to the workplace when upgrading to member
 - Securely Adding personal metrics like current height, weight, body mass, blood pressure to the app** to generate a report comparing the rides and their frequency with so that both casual and members can see their health improves as their bike riding exercise increases with the frequency of rides
 - Notify the all casual and members of a donation to the heart and stroke foundation based on the total number of rides made by members,** that would encourage the casuals to save money as members and contribute to a noble cause
- **Next steps:** Approval of the project and designation of project manager and resources to calculate time and effort for Marketing Campaign, App Modification and Public Relations