Cyclistic: Annual Membership Analysis 2024

Conducted by Junior Data Analyst Alyssa Ayala

ISSUE / PROBLEM

After financial analysts concluded that annual members profit Cyclistic the most, Director of Marketing Lily Moreno wants to know how we can **convert more casual riders into annual members.**

RESPONSE

12 datasets from Sept. 2023 to Sept. 2024 were referenced for the analysis. After downloading them online, they were cleaned and prepared for analysis with Excel. R combined these datasets into one and performed the initial analysis.

Tableau was the final tool used to visualize the data so that insights could be derived.
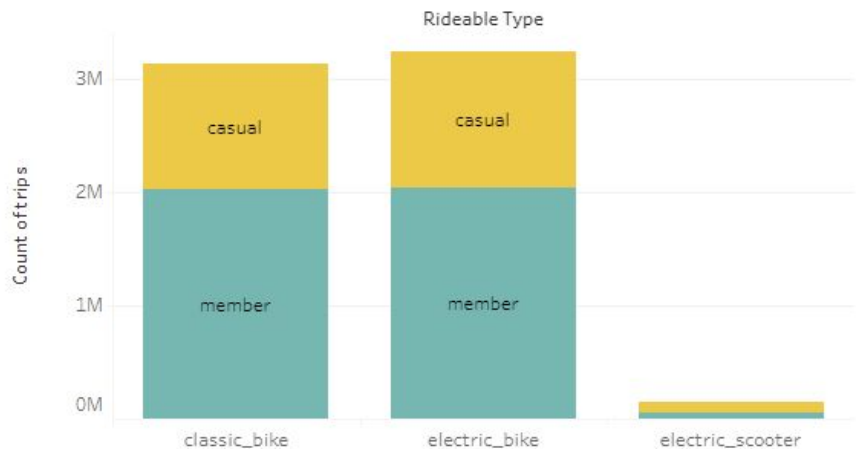
IMPACT

The analysis outlined clear differences in how casual riders and annual members had different riding habits and preferences. This has led to us investigating how subscriptions can be modified to fit the needs of casual riders.

Trips by Days of Week
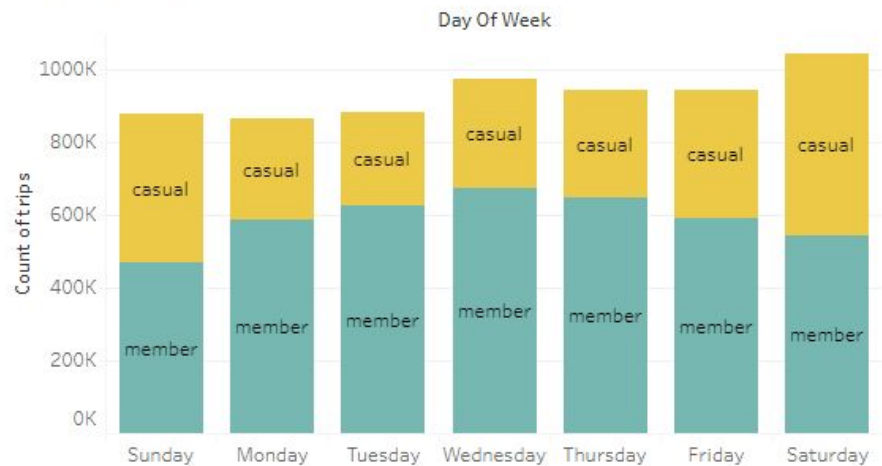
Trips by Type of Ride

KEY INSIGHTS

- The initial analysis showed that **electric scooters** are the least popular, holding just **2% of the total ride count. Mondays** are also the least popular, while the most popular is **Saturday,** outlining favoritism between weekdays and weekends.
- The visualizations above **confirm the initial analysis,** where casual members hold more space on the **weekends** and favor **electric scooters**.
- By focusing on the **marketing of electric scooters** and offering **membership benefits for weekend rides**, the annual subscription may begin to appeal more to casual riders.
- **Lisa Moreno**'s first steps should be developing campaigning plans for electric scooters and discussing which membership benefits are the best with the marketing team (ex. discounts?).