


DATA ANALYTICS CYLISTIC CASE STUDY

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About Cyclistic



Cyclistic is a bike-share program that features more than 5,800 bicycles and 600 docking stations. Cyclistic sets itself apart by also offering reclining bikes, hand tricycles, and cargo bikes, making bike-share more inclusive to people with disabilities and riders who can't use a standard two-wheeled bike. The majority of riders opt for traditional bikes; about 8% of riders use the assistive options. Cyclistic users are more likely to ride for leisure, but about 30% use them to commute to work each day.

Three questions will guide the future Cyclistic marketing program:

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?

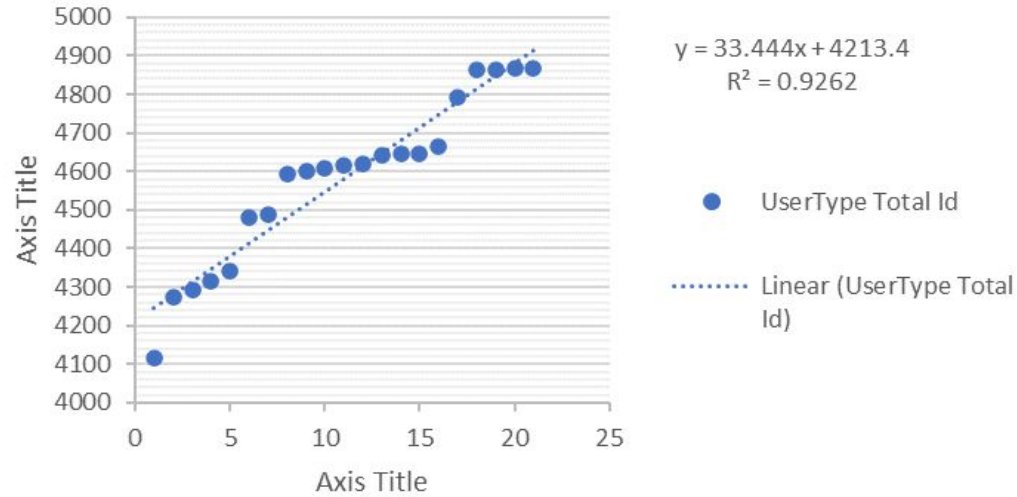
STEP BY STEP



- PREPARE/ Dataset Importing
 1. Download the Cyclistic data and store it appropriately.
 2. Import the Cyclistic Data
- PROCESS/ Cleaning & Transform Dataset
 1. Transform And Merging Data in Power Query
 2. Create a column called “ride_length.” Calculate the length of each ride by subtracting the column “started_at” from the column “ended_at”
 3. Create a column called “day_of_week,” and calculate the day of the week that each ride started using the “WEEKDAY” command

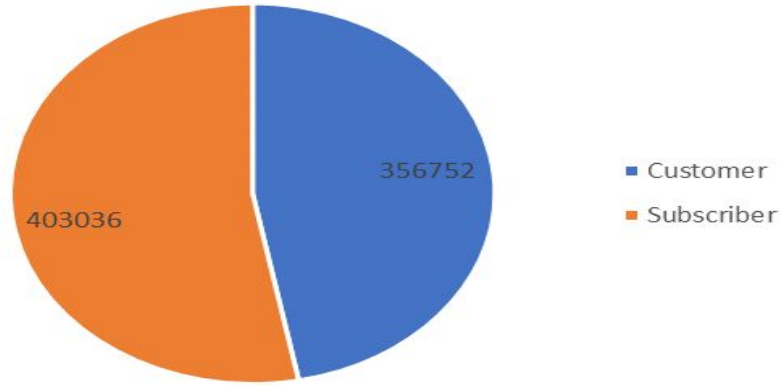
Tools : Microsoft Excel

UserType Total Id



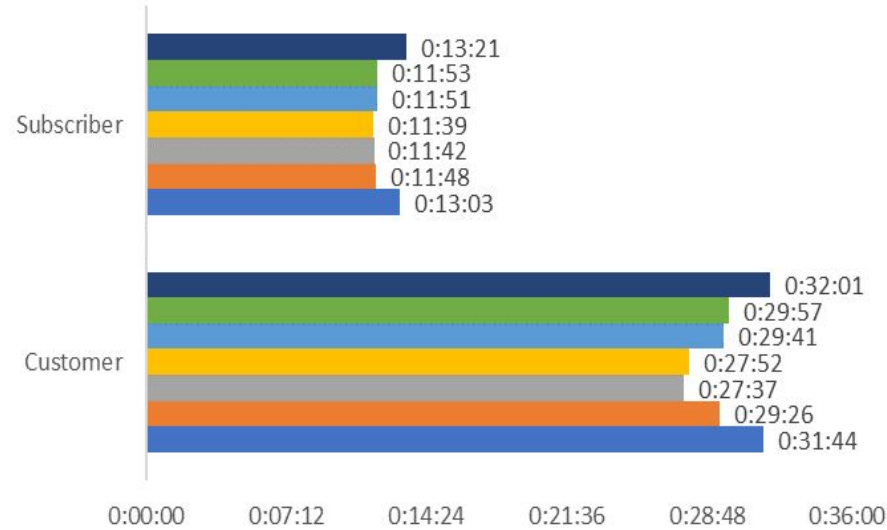
From the visualization above, there is a pattern where the user type can affect how much often a person trips in cyclist.

Total User Type Per Trip

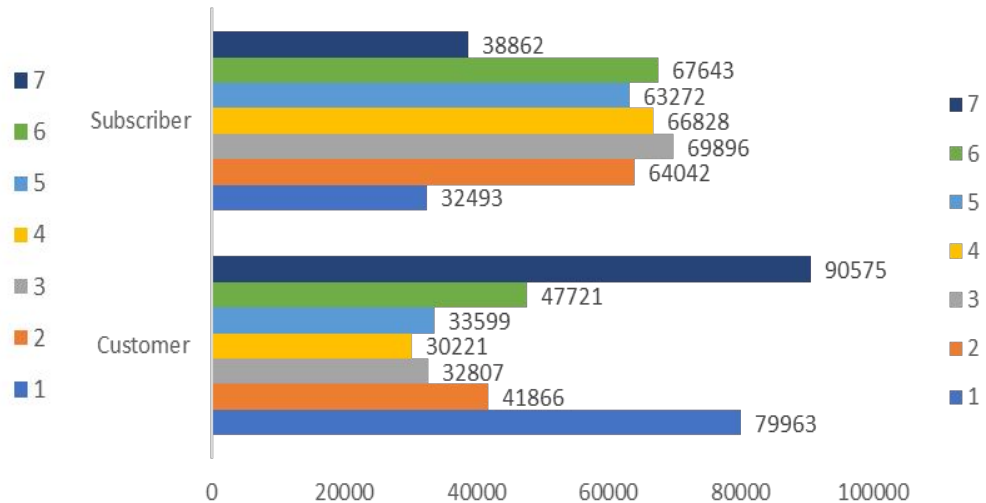


From the visualization above, it can be seen that a total of 403306 subscribers and 356752 customer. One of the marketing strategies program aimed at converting customers into subscription members

Daily Driver Traffic



Customer vs Subscriber Daily Traffic



From the both visualization above, it can be seen that regular customers trip longer than subscribers with average of 30.24min for customer and 12.02min for subscriber, but subscribers trip more often than regular customers, with a total of 403306 subscribers and 356752 customer.

1 = Sunday
7 = Saturday

CONCLUSION/INSIGHT



1. Subscriber uses cyclistic bikes more frequently but not in a long trip, customer uses cyclistic bikes more often than subscriber
2. Cyclists can start campaigns to entice regular customers to subscribe in ways such as referral rewards for customers who successfully attract regular customers, carry out promotions through the local cyclist community.
3. Observed on weekdays customers who use a cyclist are slightly compared to subscribers, but on weekends there is a significant increase in customers turning around with peak subscribers on Saturday (7) and Sunday (1). That's why we have to attract regular customers to become subscribers in order to increase profits in our company