Cyclistic

- Anar Seyf (anar.seyf@gmail.com, github.com/anarseyf)

- October 2021
- Capstone project | Google Data Analytics course #8 | Coursera

---

Conclusions

1. Casual riders use the service as more of a luxury, and members as a utility.

- Weekend spike
- Ride duration: starting a ride is a bigger commitment for a casual user. A 15-minute ride is a non-issue for a member, but not if you are paying for a single pass.
- The distinctions are not due to any inherent difference between rider types, but due to the convenience factor. (Running errands, commuting.) Barrier to entry is higher for C than M.

2. The two groups' usage patterns overlap.

- Similar geographic patterns, hourly patterns, weekday vs weekend
  - Commuting, daily tasks?
  - Similarities M vs C? Modes (work hours vs weekend)
  - Lower variance for M than C. More consistent patterns.

Recommendations

How to convert casual riders into members?

1. Nudge casual riders toward memberships with free trials

- Turn a single pass into a free weekly or monthly trial.
- Have they had a chance or reason to consider Cyclistic as a realistic, always-available mode of transport?
- The pool of casual riders is the first potential market for memberships.
- This pool, however, is potentially smaller than the existing Membership base.

2. Address specific modes of riding

- Suggest bikes as a mode of work commute
- Run promotions on weekends with major sporting events where cycling would help avoid traffic and parking problems

3. People outside the system. Never tried the service (or cycling regularly).

- Why? Does their neighborhood lack docking stations? Underserved areas? Too far to work?
- Do they need help with route planning?
- Work with the city on expanding cycling routes and making cycling safer.

Appendix

A. Data cleanup

February: 16-Feb-2021 had a few rides of close to 24 hours. Overall, most long rides (12+ hours) are attributed to Casual riders, which likely corresponds to 24-hour rentals. Not enough info to interpret this further.

Presentation: log scale. Out of scope:

- bike types;
- other factors (natural disasters, sporting events, etc.);
- pricing;
- individual user profiles
- trends (year-over-year, electric, geography, etc.)
- other modes of transport
- region specifics

B. Links

Data sources (incl. Google Maps, Stamen).

C. Tools used (and not used)

- Google Sheets
- BigQuery
- R (in VSCode)
- knitr (PDF)

D. Full data (weekly?)