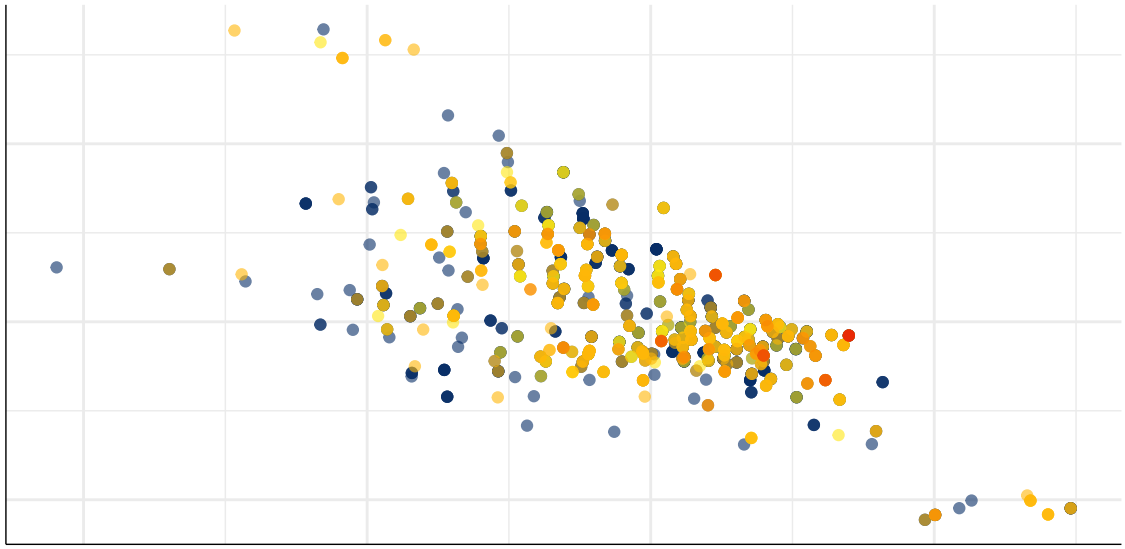
Cyclistic

- Anar Seyf (anar.seyf@gmail.com)
- October 2021
- Capstone project | Google Data Analytics course #8 | Coursera

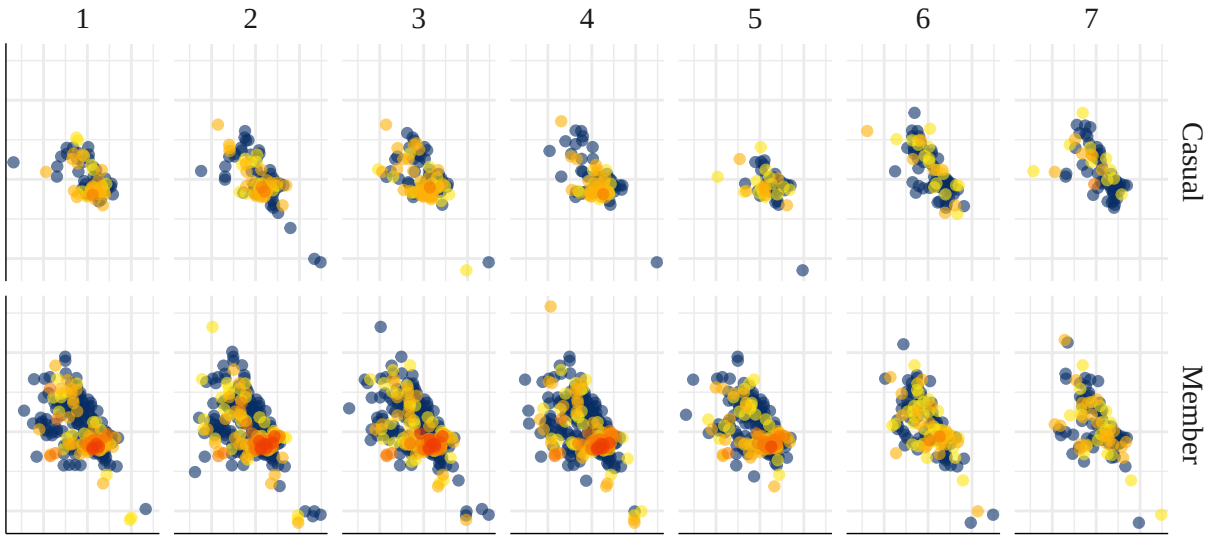
---

Friday afternoon (4-5pm)



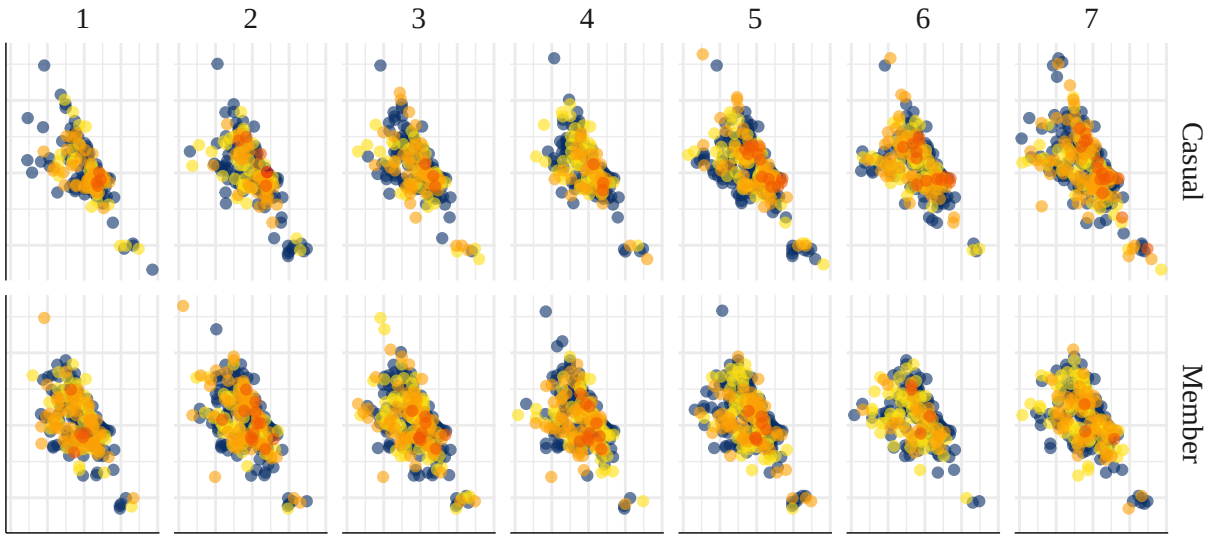
Let's look at the same pattern across the entire week.

Morning (8-9am)



A distinct weekday pattern. Apart from volume, the "fingerprints" look similar for the two groups. On weekends it looks different: there isn't a lot of casual riding into this area in the morning.

Afternoon (4-5pm)



More dispersion away from center (TODO). Key takeaway: patterns are distinct by time of day and weekday vs weekend, but less so between C and M.

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.)

1. 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?

Recommendations:

1. 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?

2. The pool of casual riders is the first potential market for memberships.

- Address specific modes of riding (work vs weekend)

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

- Why? Does their neighborhood lack docking stations?
- Do they need help with route planning?
- Suggest bikes as a mode of work commute
- Check against areas underserved by public transport, consider expanding service in those areas
- Make riding easier in colder months?
- Weather-protected bikes?

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)

D. Full data (weekly?)

Unused graphs

Monthly by weekday