

Cyclistic Analysis

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Last Updated: 17th of November, 2021



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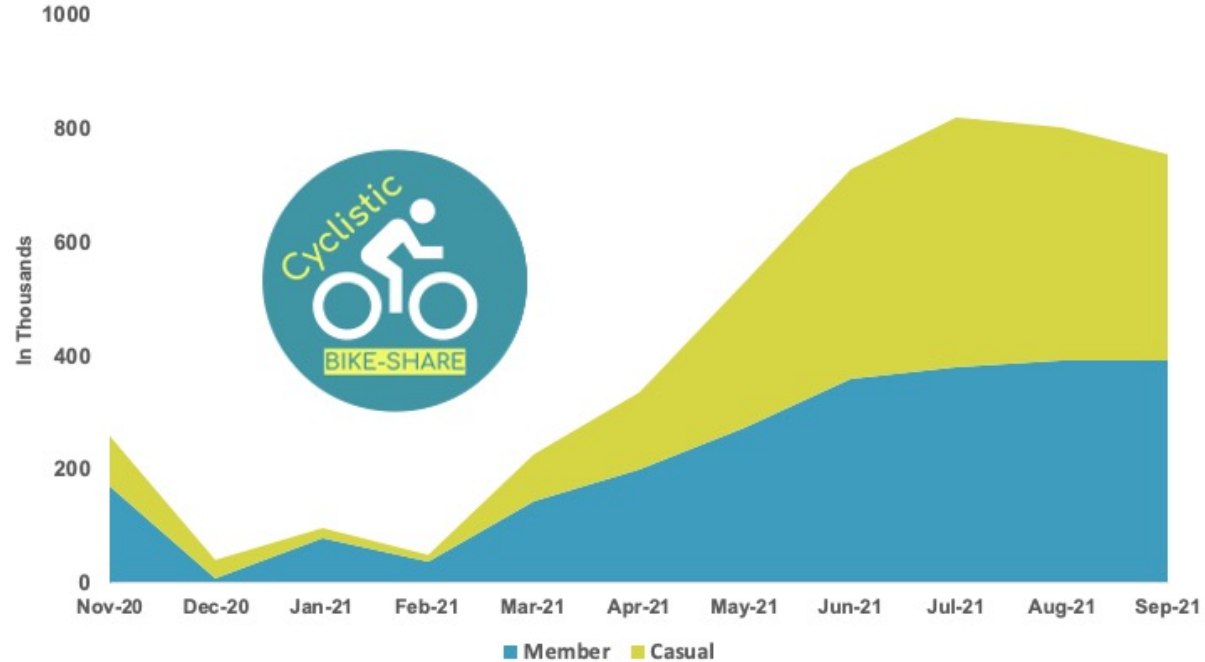
Objective

Identify how **members** and **casual riders** differ as well as highlight the **advantages** that come with a **Cyclistic annual membership**.



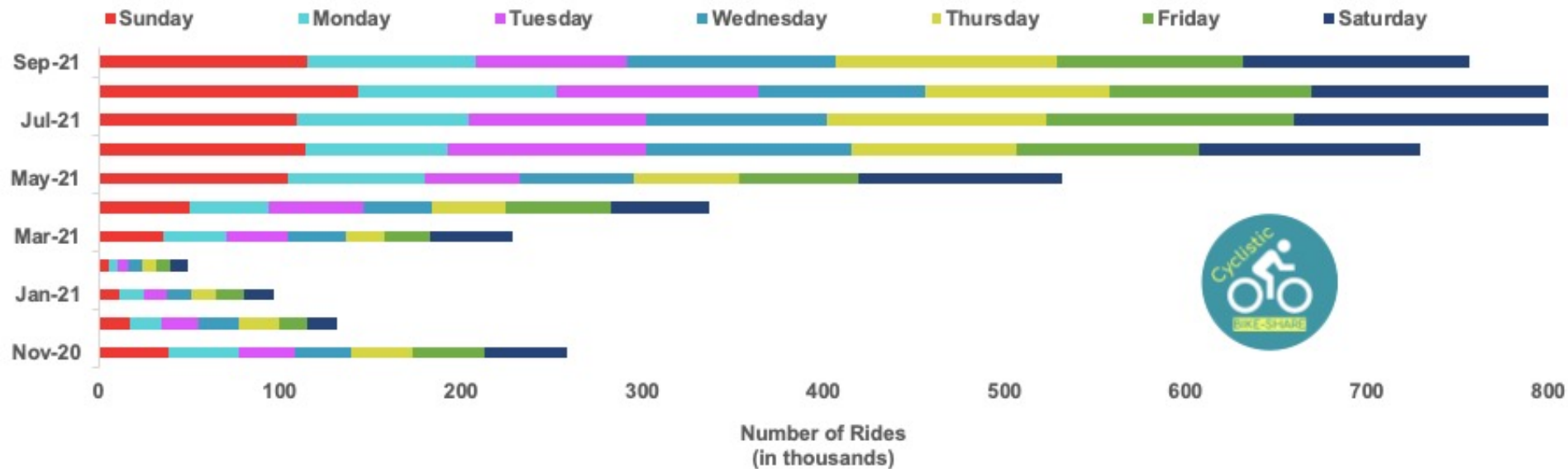
Ride Count

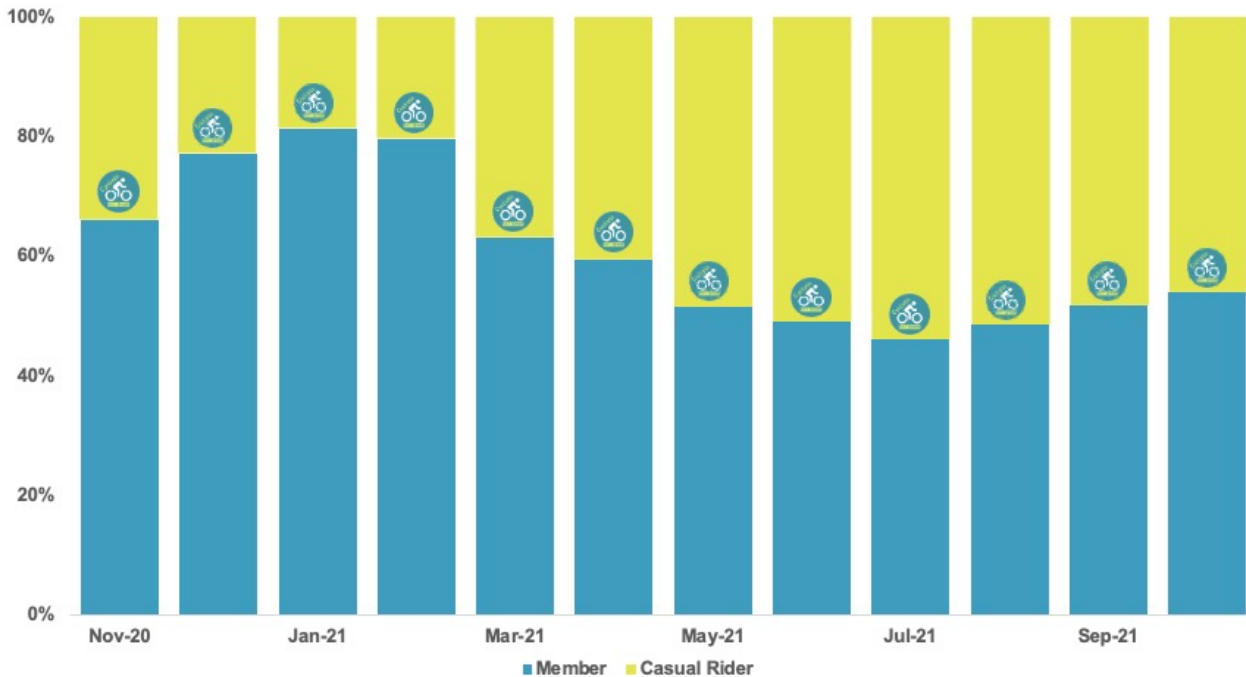
- The ride count varies greatly depending on the month
- Direct correlation between tourist season and ride count
- Warmer months are a **strong indicator** of higher ride count



Day of the Week

Friday, Saturday, and Sunday tend to have the most total daily riders, with the **winter months** having the **lowest daily user count**



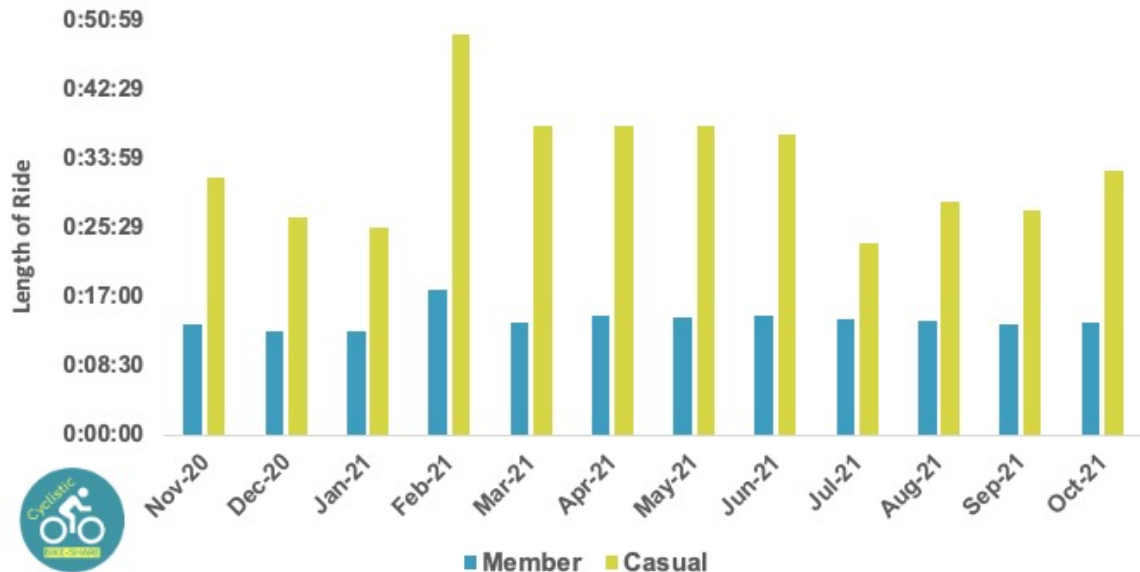


User Breakdown

There is a direct correlation between casual rider usage and **warmer months**

Ride Length

- Casual riders have nearly **double** the average ride length of annual members.
- Annual members are **consistent** with their ride length, regardless of the time of year.





Whoa!

With casual riders having a ride length of nearly double that of members, we can use this to our advantage by advertising during peak travel season.

Why do casual riders have nearly double the ride length?



Theory 1

Casual riders are mostly tourists



Theory 3

Casual riders are having difficulty finding a drop off point



Theory 2

Members are using the bikes to commute to and from work



Theory 4

Members have a destination in mind while casual riders do not

Recommendations

Deals



Create cheaper deals, especially for new or returning casual riders

Advertise



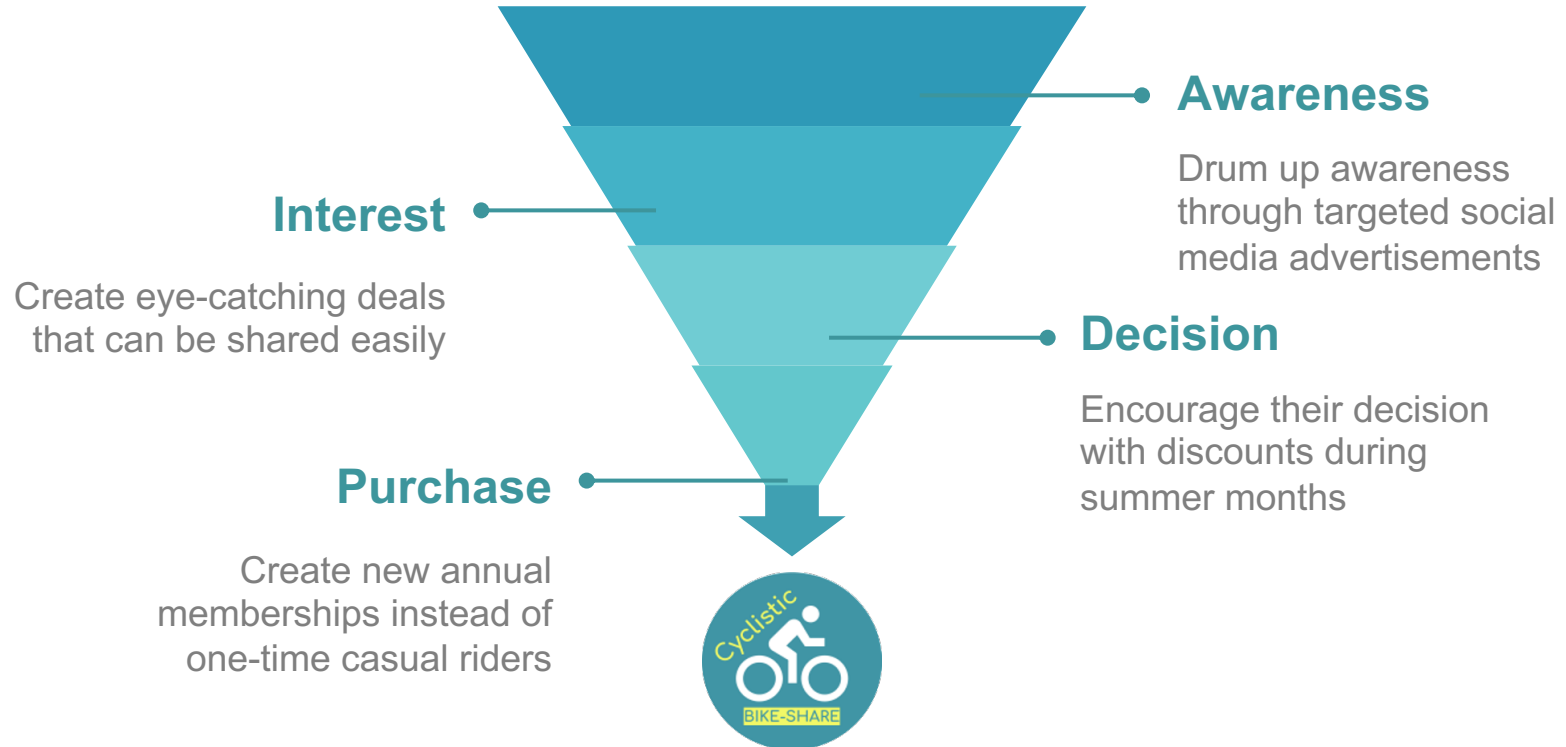
Advertise these new discounts during peak travel season

Social Media



Create a social media campaign to grow awareness

Sales funnel



SWOT analysis



Strengths

New revenue stream from targeted holiday advertisements



Weaknesses

Possible slight losses initially with larger returns annually



Opportunities

Encourage casual riders to switch over to an annual membership



Threats

Pushback from current members missing out on the new deals

Conclusions



- Peak **tourist season** creates **more daily users** for both annual members and casual riders
- Casual riders **ride length** is nearly twice that of members
- **Targeted advertisements** to casual riders during tourist season will bring in **more annual members**.



Thanks

Do you have any questions?

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