



Cyclistics Case Study



Project Summary

Project Purpose

Support the decision-making process regarding whether to support or oppose marketing strategies aimed at converting **casual** customers into **members**.



Annual Membership

The diagram illustrates the project's focus on converting casual customers into members. It features the word 'casual' in blue and 'members' in green. Two arrows originate from these words: one from 'casual' pointing to 'Annual Membership' and another from 'members' pointing to 'Single time use pass'.

Single time use pass

Current Question

How the **member** and **casual's** use the Cyclistics service differently ?

Executive Summary

Casuals

Use bikes more for leisure and general purpose

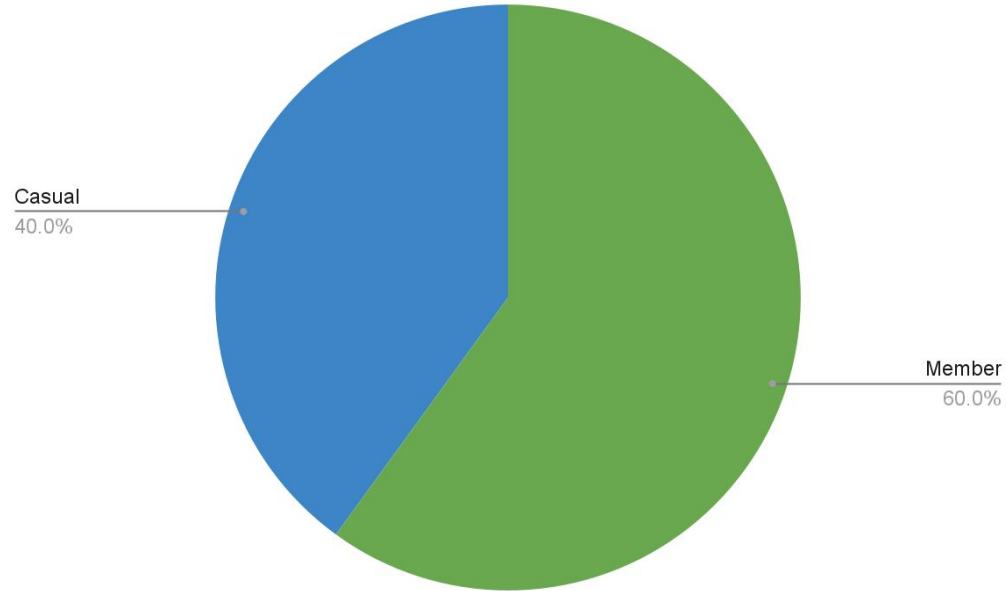
Members

Use bikes more for commuting to work



Analysis and evidence

Current Condition



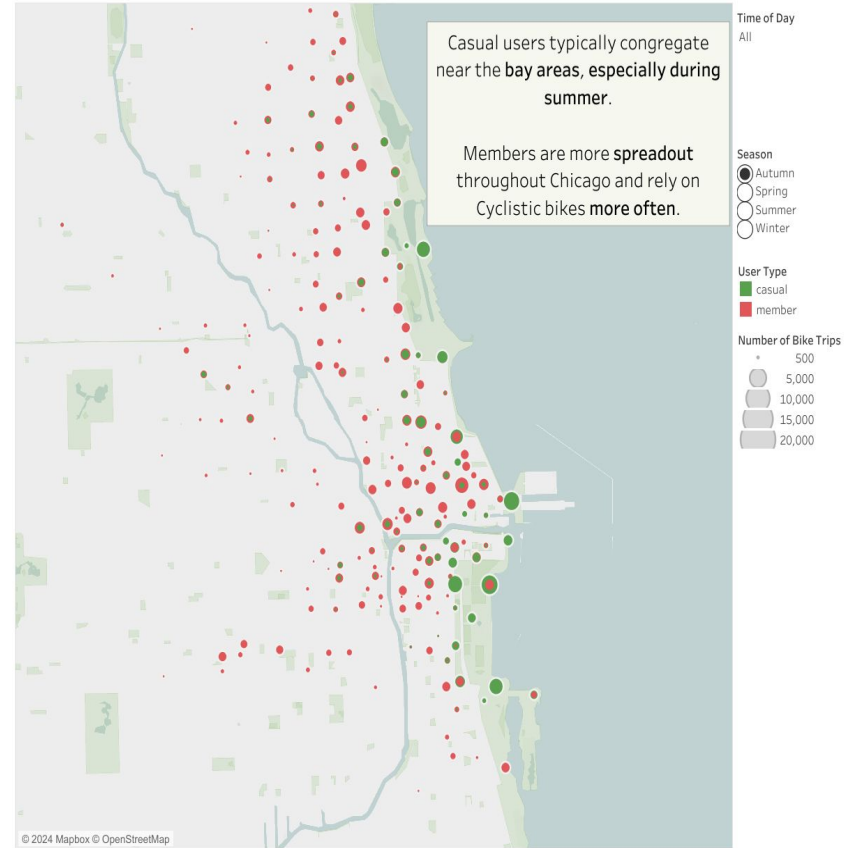
Key Finding -: Average Ride Length

Casuals congregate their bikes trips near bay area

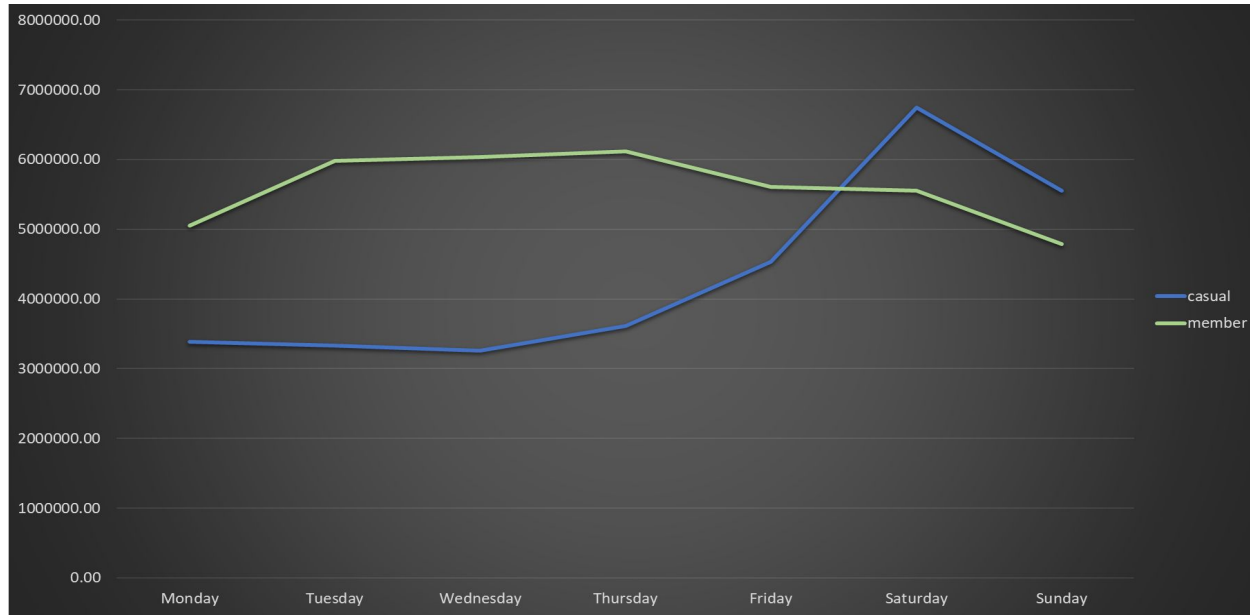
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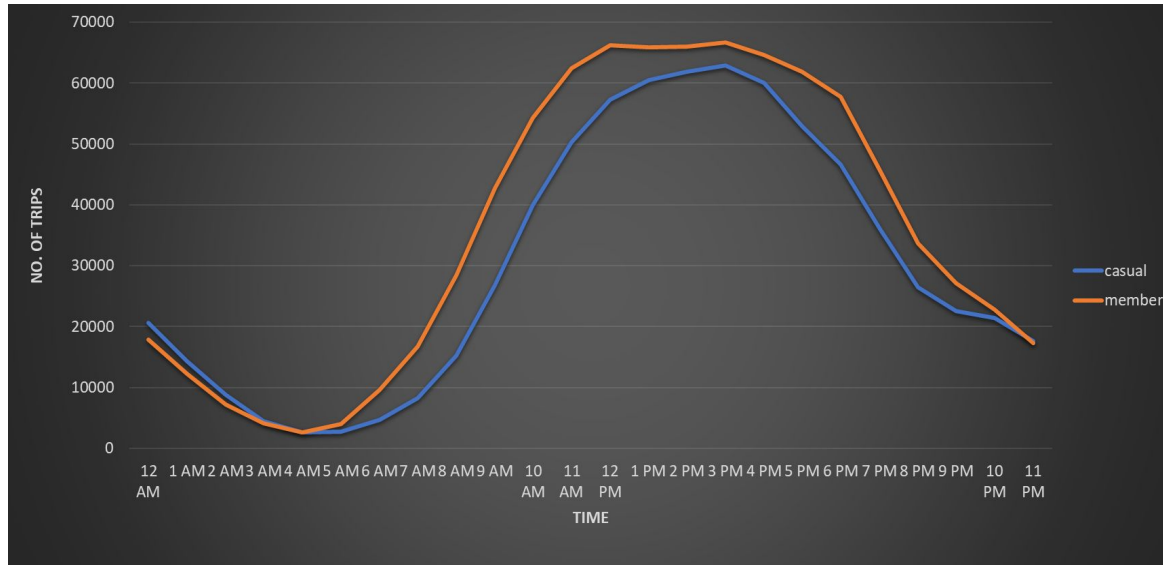
Members are have more trips around the urban area



Key Finding -: frequency of trip



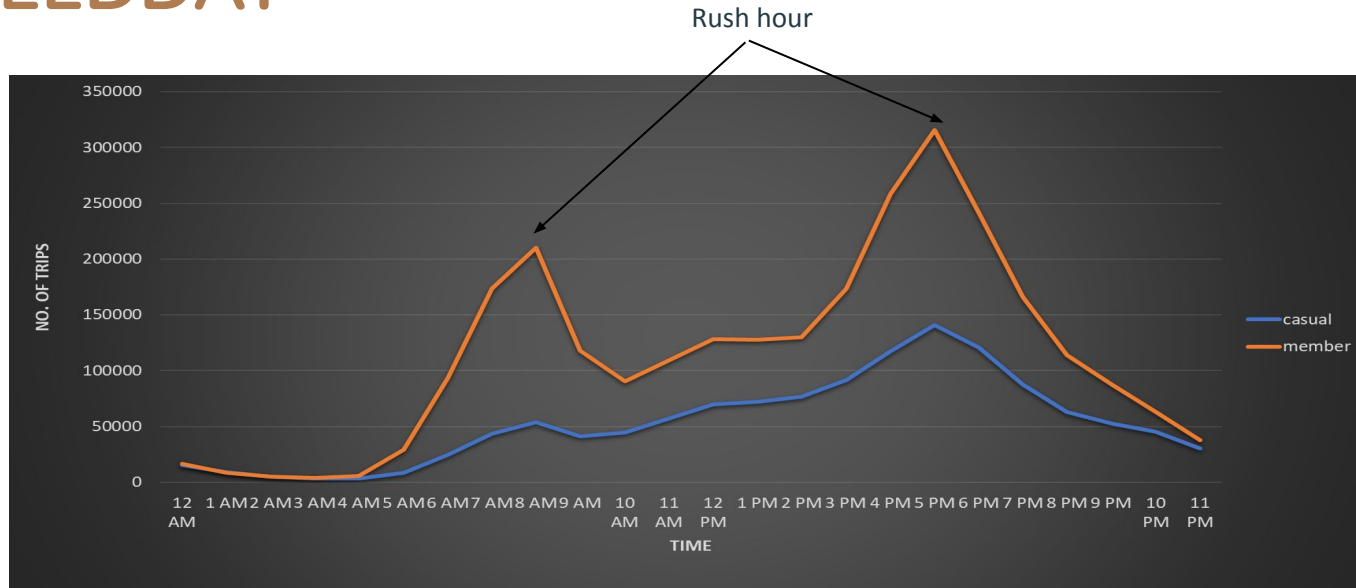
Key Finding -: Variation with time of WEEKEND



Casuals Ride time on weekend significantly increase in weekend

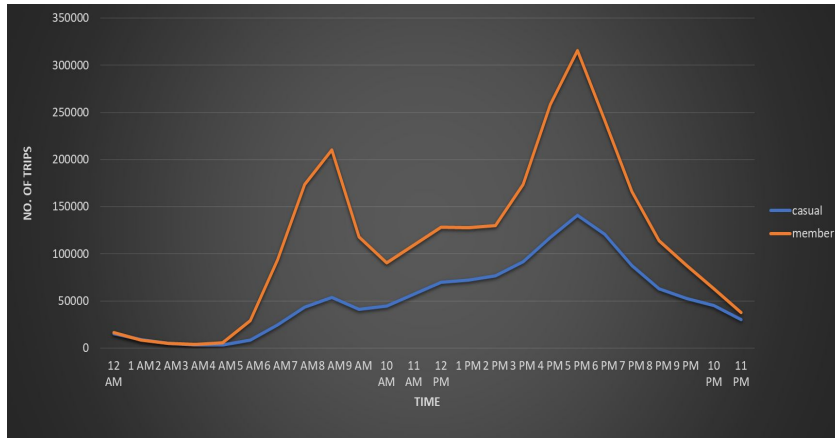
It even surpasses the member usage in case of warmer month (April to Nov)

Key Finding -: Variation with time of WEEDDAY

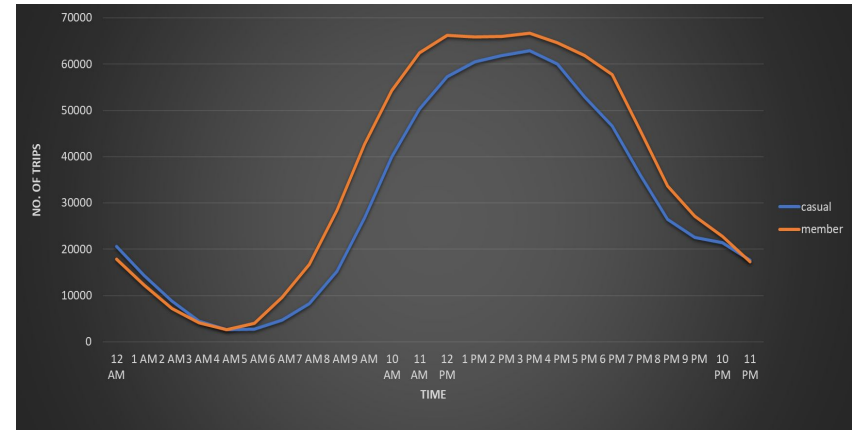


Key Finding -: Variation with time of day

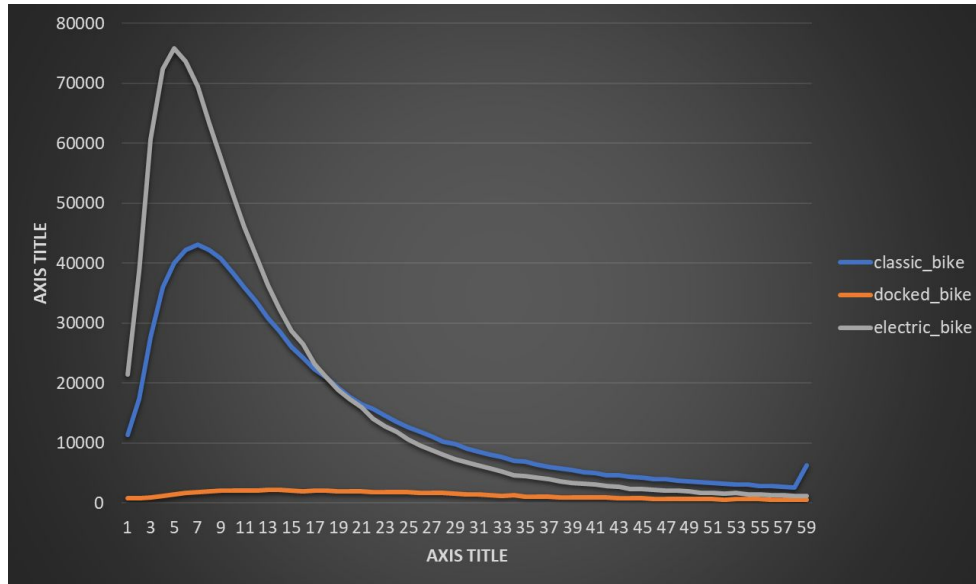
On Weekday



On Weekend



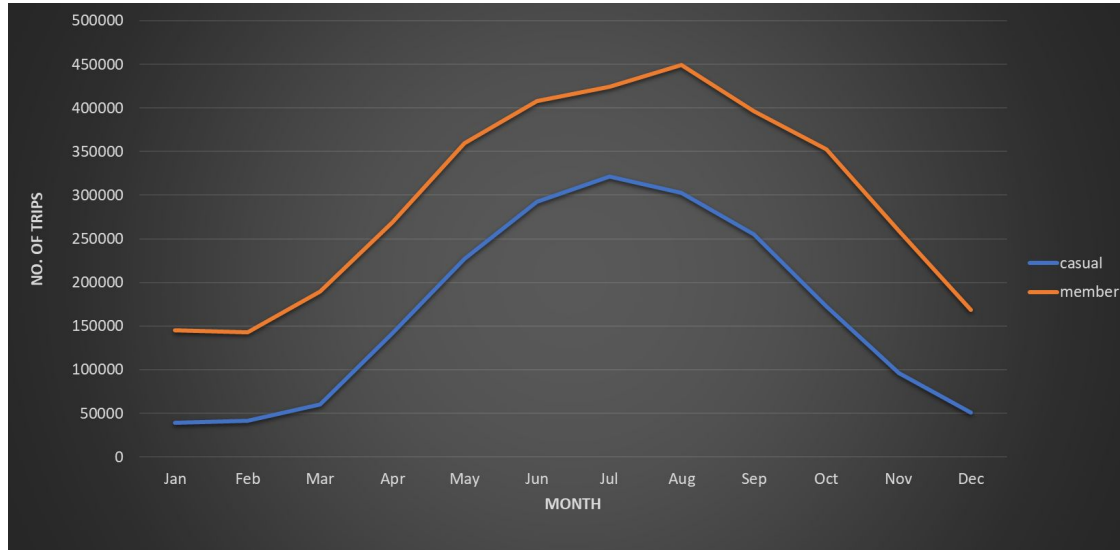
Key Finding -: Type of bike



Casuals prefer to use electric bikes for majority of small rides

While members use both types of bike equally

Key Finding -: Variation with Month



Both categories show general increase in warmer month of year peaking around June , July and Aug.

Similarly drastically decrease in winter



Summary

Alert

- The evidence is inconclusive
- There may be more than meet the eye
- Moving forward on current data is risky as there may be other causes to the trend

Next Step

Reiterate

Collect more meaningful base on our initial finding to find new relation, confirm current finding and explore any market opportunity

OR

Follow current finding

Apply our current finding to form plan and make strategy



Recommendation

Recommendation

Reiteration

1. Redefine the problem
 - a. What drive the casuals and members to be different.
2. What are the value associated with each group? What are there needs?
3. Collect more more relevant unbiased data.
 - a. More qualitative data about motivation and beliefs
 - b. Economical , heath , age and other information .
4. Capture the whole story with the newly acquired data to prepare better strategy .

Recommendation

Follow the current finding

- Planning to incorporate the needs of casual in new member plan like
 - Weekend passes for yearly weekend use only.
 - Special plan for monthly passes in winter to increase usage at that area.
 - Look for opportunity cost like shortage or Incentive related to electric bikes.
 - Introduce middle tier membership
 - More use more cost type model

Recommendation

Follow the current finding

- Market the regular use of bikes
 - Economical
 - Healthy
 - Ecological
- Explore extra perks for permanent membership which might interest the current casuals
 - electric bikes
 - Tourist base attraction like giving discount on cafe near coast etc.

Our Proposal

- We know how are casual and member use cyclistic bike differently broadly but not exactly way.
- A more depth examination is needed for effective conversion strategy
- It is important to not consider correlation to causality
- Go ahead may be tested for few week with some demo to get response data from customer .



THANK YOU

Appendix

- Data from Jan 2023 to Dec 2023 from divvi dataset.
- Used excel and tableau for graph and illustration.
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