



# Cyclistic

A case study to analyse the  
bike-share Trends

# Resources

- Data gathered from the Capstone module of the Google Data Analytics Course on Coursera pertains to Cyclistic, a fictional company.
- This dataset has been provided by Motivate's International Inc. under the license agreement available at this link: <https://www.divvybikes.com/data-license-agreement>.
- Tableau Data Viz link (Visualized by Harini Balaji):  
[https://public.tableau.com/views/Cyclistic-Project1/Countofcustomerrides?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Cyclistic-Project1/Countofcustomerrides?:language=en-US&:display_count=n&:origin=viz_share_link)  
[https://public.tableau.com/views/Cyclistic-ABikeShareProgramAnalysis-WeeklyRideStatistics/Sheet2?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Cyclistic-ABikeShareProgramAnalysis-WeeklyRideStatistics/Sheet2?:language=en-US&:display_count=n&:origin=viz_share_link)

# **Understanding Cyclistic: An Analysis of Usage Patterns and Growth Strategies**

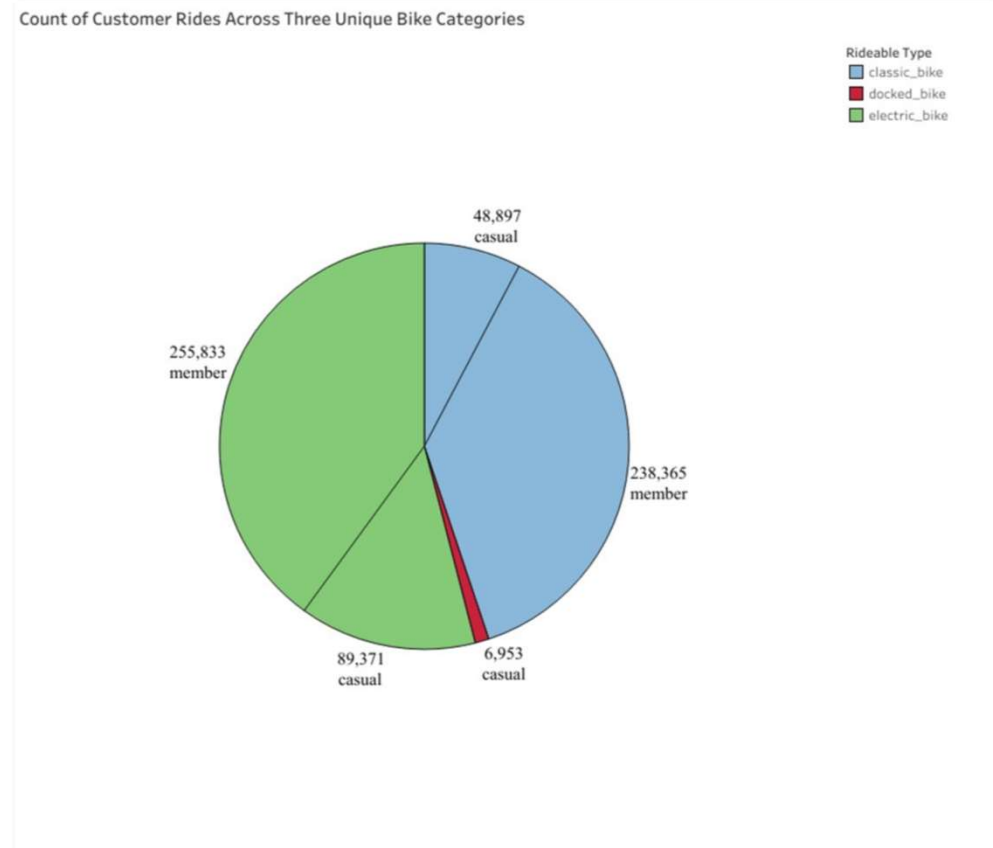
- Cyclistic: A bike-sharing company established in 2016
- Fleet consists of over 5800 bicycles and 600 docking stations
- Two primary customer segments: casual riders and annual membership holders
- Revenue optimization opportunities tied to growing annual subscriptions
- Comprehensive analysis conducted to identify usage patterns and business enhancement strategies

# Count of Customer Rides Across Three Unique Bike Categories

## Observation

- Three distinct bike services are offered: Electric, Docked, and Classic bike.
- The pie chart clearly reveals that Electric bikes are the top choice among Members, with 255,833 rides completed in the first quarter of 2023.
- A notable trend: Members tend to avoid using docked bikes.
- Casual riders also strongly prefer electric bikes, recording 89,371 rides.
- Classic bikes are the second most favored choice among Members.

## Tableau-Visualization



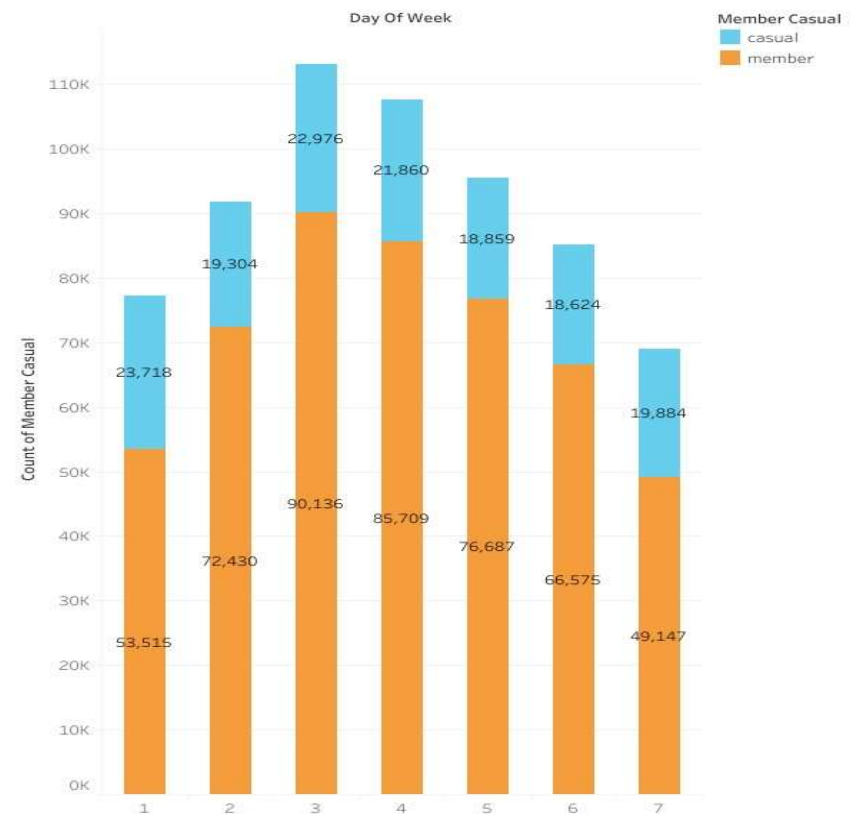
# Weekly Ride Statistics

## Observation

- The annual membership holder count significantly surpasses that of casual riders.
- Members have accumulated a total of 428,999 rides, while casual riders account for 107,465 rides.
- Among members, the peak riding day occurs on Tuesday, with the lowest ride count recorded on Saturdays, totaling 49,147 rides.
- For casual riders, Sunday sees the highest ride count with 23,718 rides, while the lowest is on Fridays, amounting to 18,624 rides.

## Tableau Visualization

Cumulative Weekly Ride Statistics for Members and Casual Riders



## Recommendations based on data from 1<sup>st</sup> Quarter 2023

- **Expand Electric Bike Fleet:** Increase the number of electric bikes to meet strong demand among members and casual riders.
- **Weekend Membership Conversion:** Offer special weekend pricing to encourage casual riders to become annual members based on the highest casual-riders usage on Sunday.
- **Re-evaluate Docked Bikes:** Consider reducing investments in less popular docked bikes and reallocate resources to electric bikes or introduce new strategies for docked bikes.
- **Promote Classic Bikes:** Market classic bikes to attract more riders and consider exclusive offers to boost their usage.
- **Data-Driven Scheduling:** Adjust operations based on peak riding days, such as allocating resources for maintenance and customer service, and increasing bike availability on Tuesdays and Wednesdays and Thursdays.
- **Customer Feedback Loop:** Establish a feedback mechanism to understand and cater to customer needs and preferences.
- **Rewards program:** Introduce reward points to frequent riders encouraging them to continue using services.