

Cyclistic Case Study

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Executive Summary

Company

Cyclistic is a bike-share company operating in Chicago with over 5,800 bikes and 600 docking stations.

Offerings

Cyclistic offers flexibility with annual memberships and single-ride passes for traditional and electric bikes.

Strategy

Annual subscribers are the key to Cyclistic's growth and long-term success.

Questions & Challenges

Challenge 1

Understand Customer Habits

How do annual members and casual riders use Cyclistic bikes differently?

Challenge 2

Create Value

Why would casual riders buy Cyclistic annual memberships?

Challenge 3

Conversion to Annual Members

How can Cyclistic use digital media to influence casual riders to become members?

At a Glance

July 2022 - June 2023

Total Number of
Trips

5.7 M

Average Ride
Duration

18 min

Busiest Day

Saturday

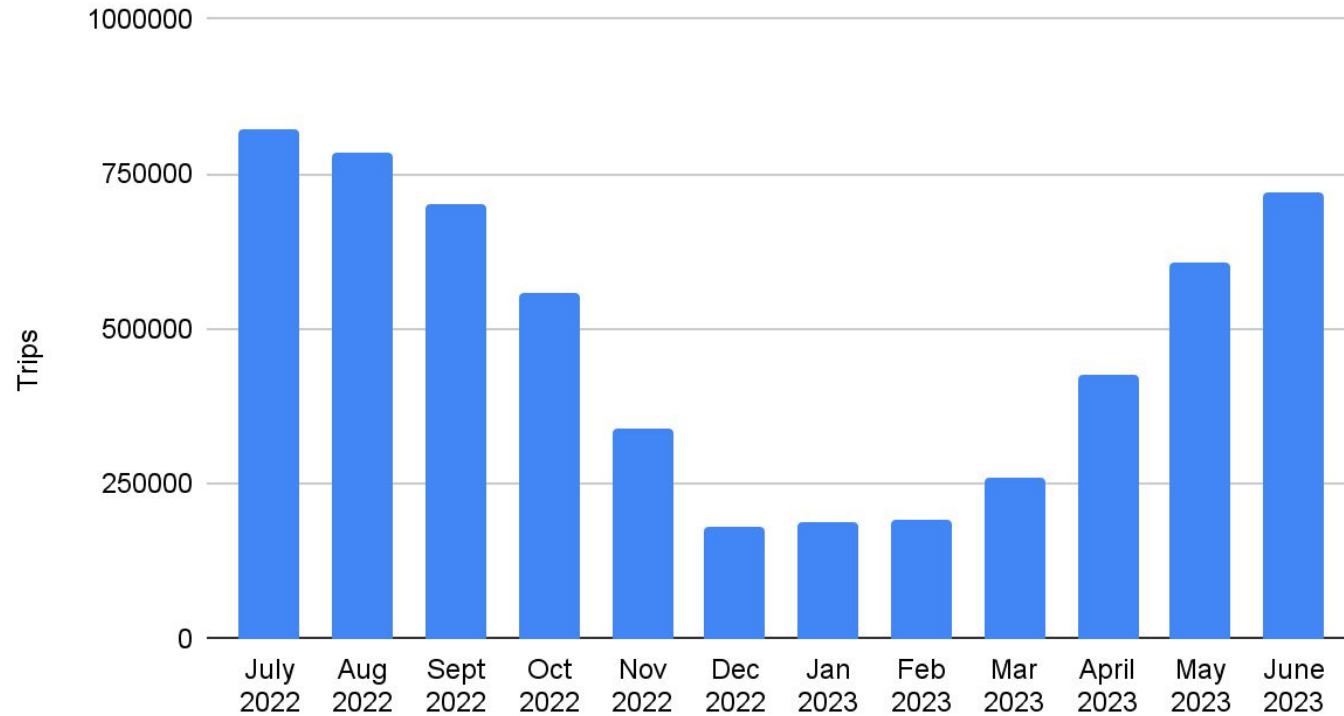
Busiest Time

5pm-6pm

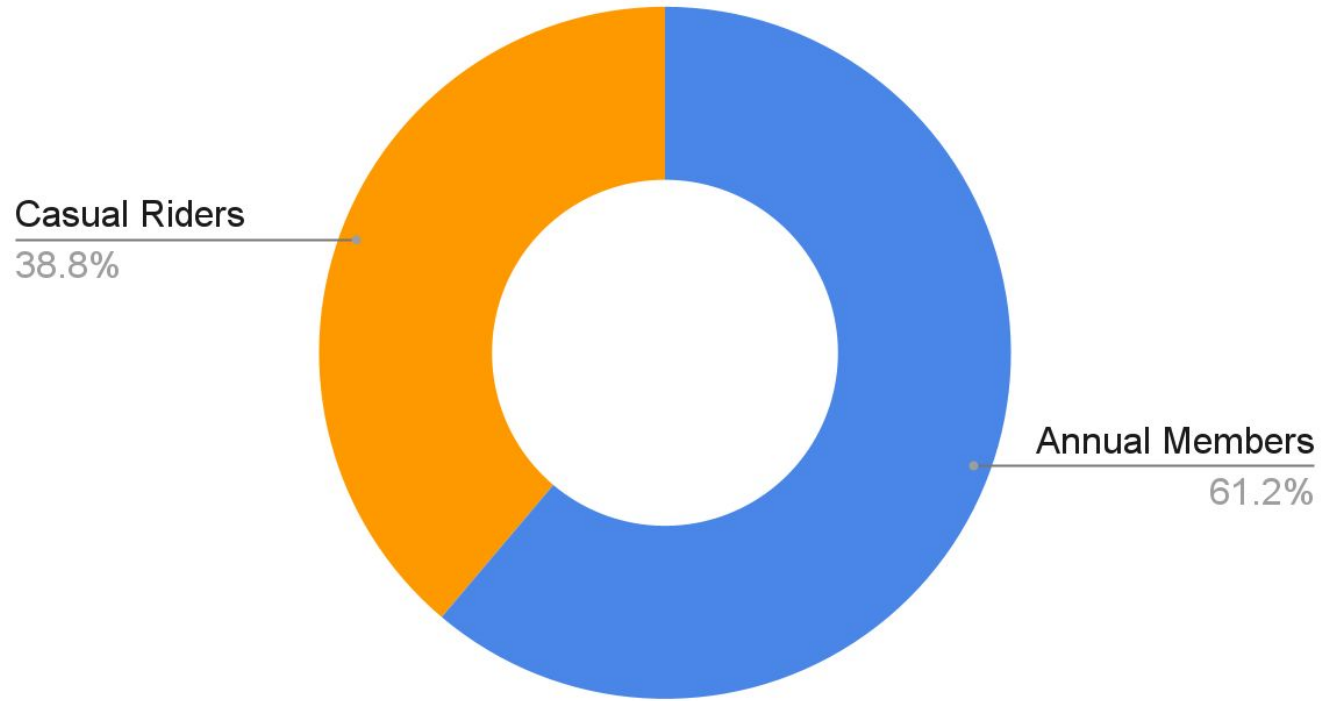
Busiest Months

June - August

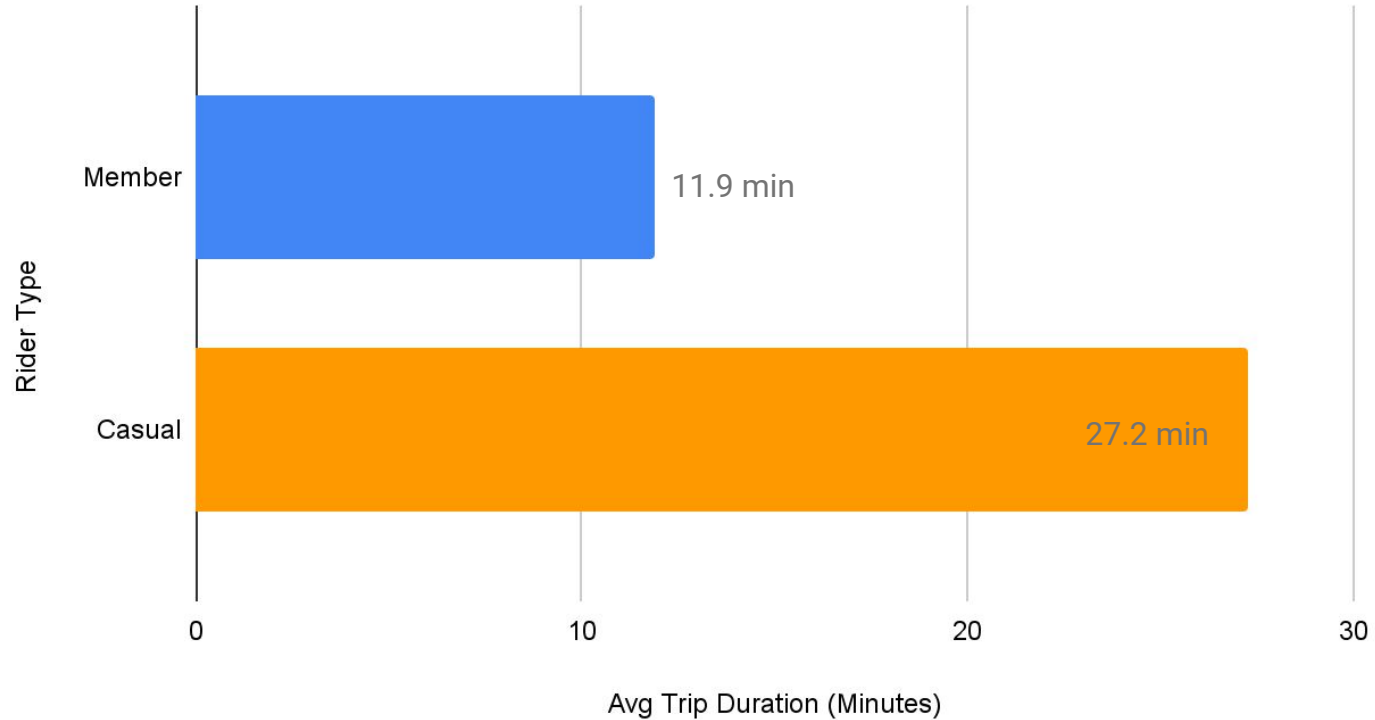
Trips by Month



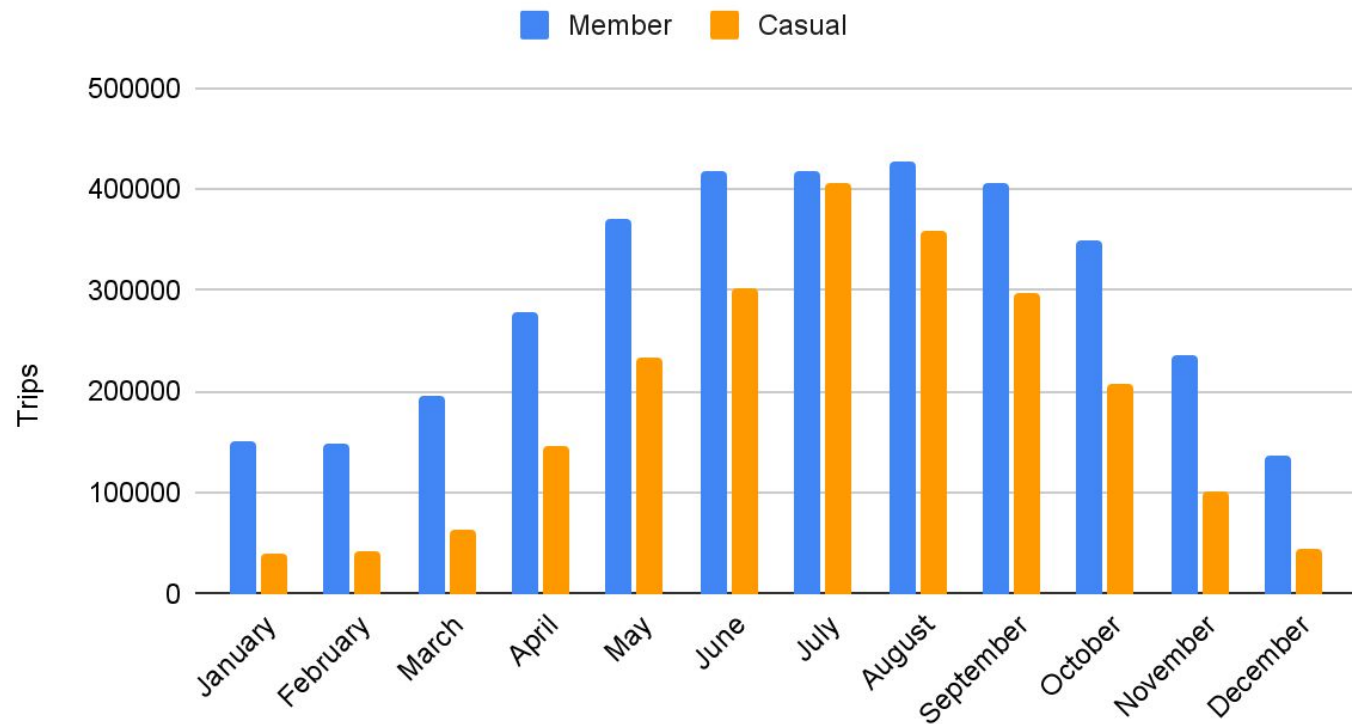
Trips by Rider Type



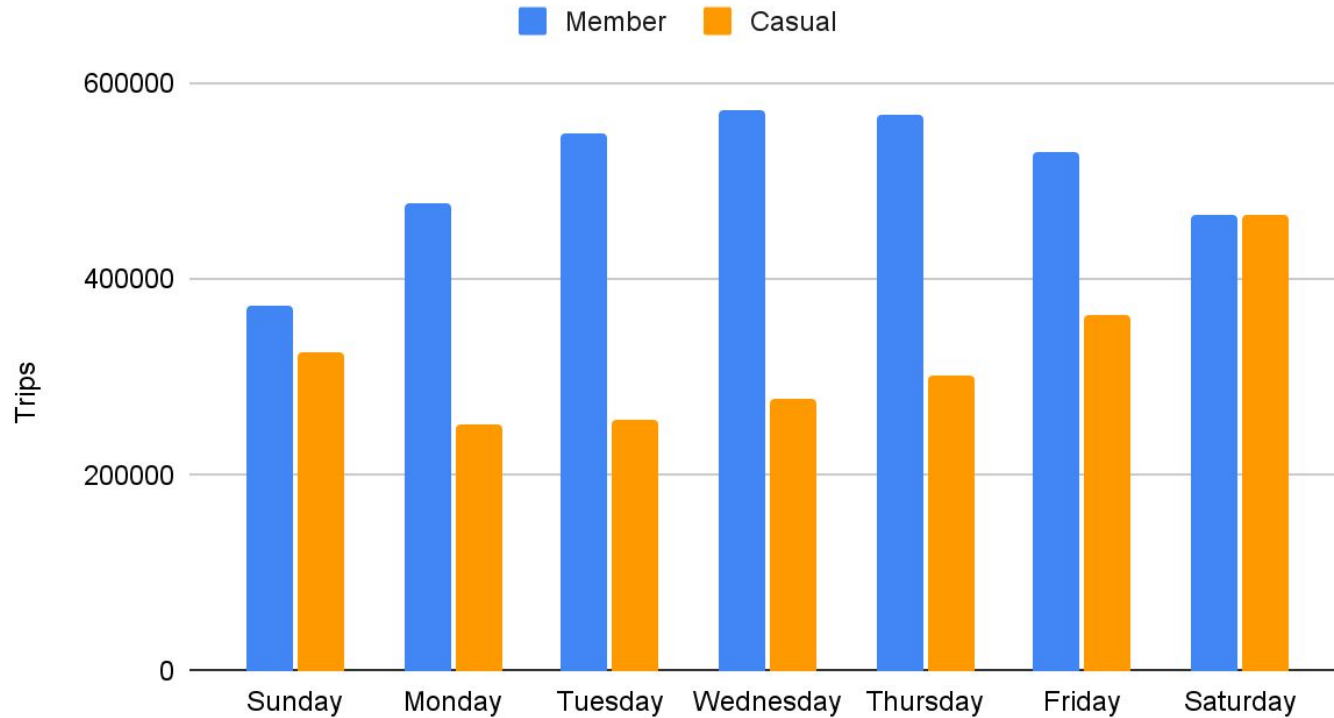
Average Trip Duration by Rider Type



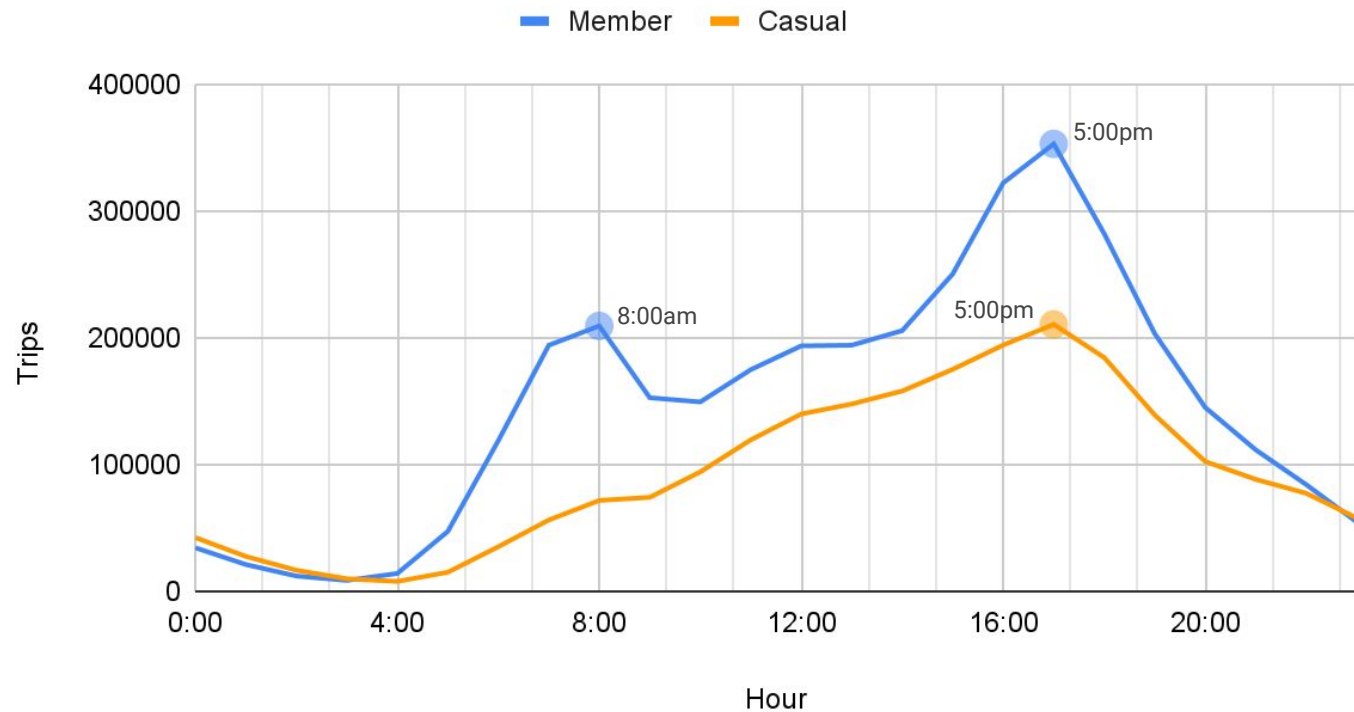
Monthly Ridership by Customer Type



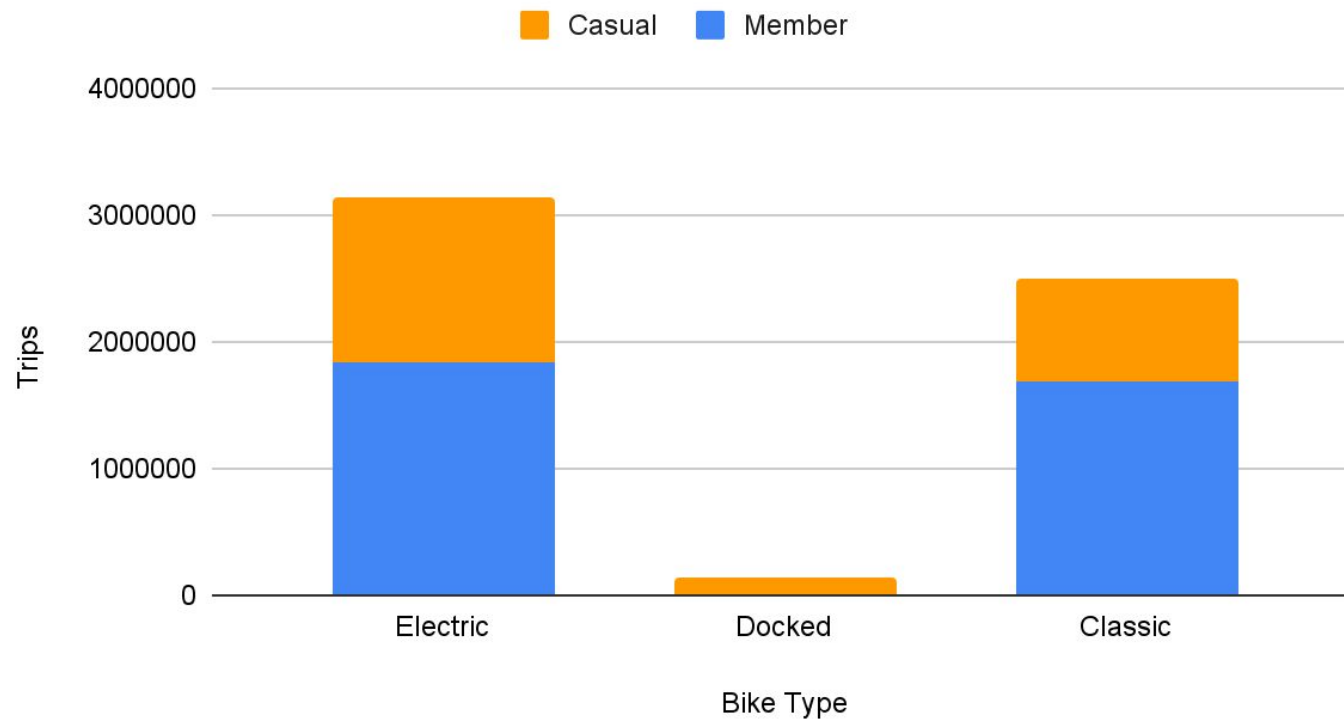
Trips by Day of Week



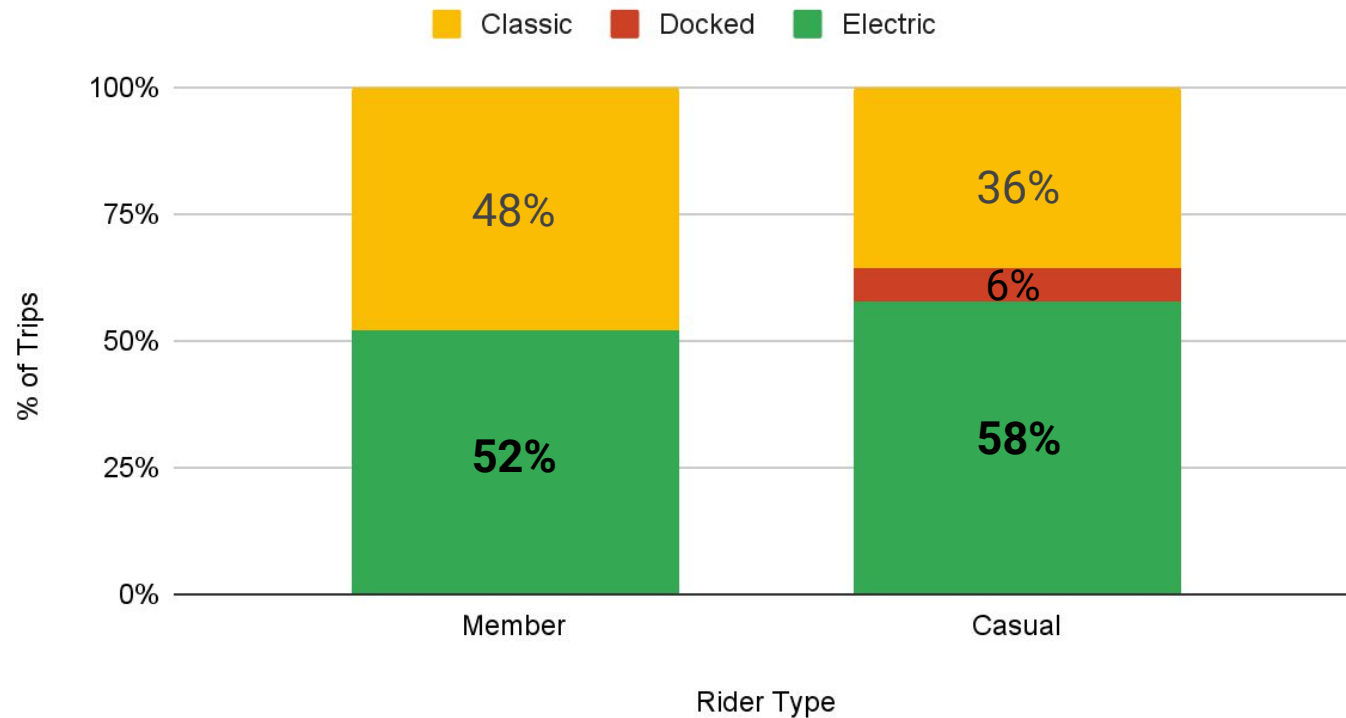
Bike Usage by Hour



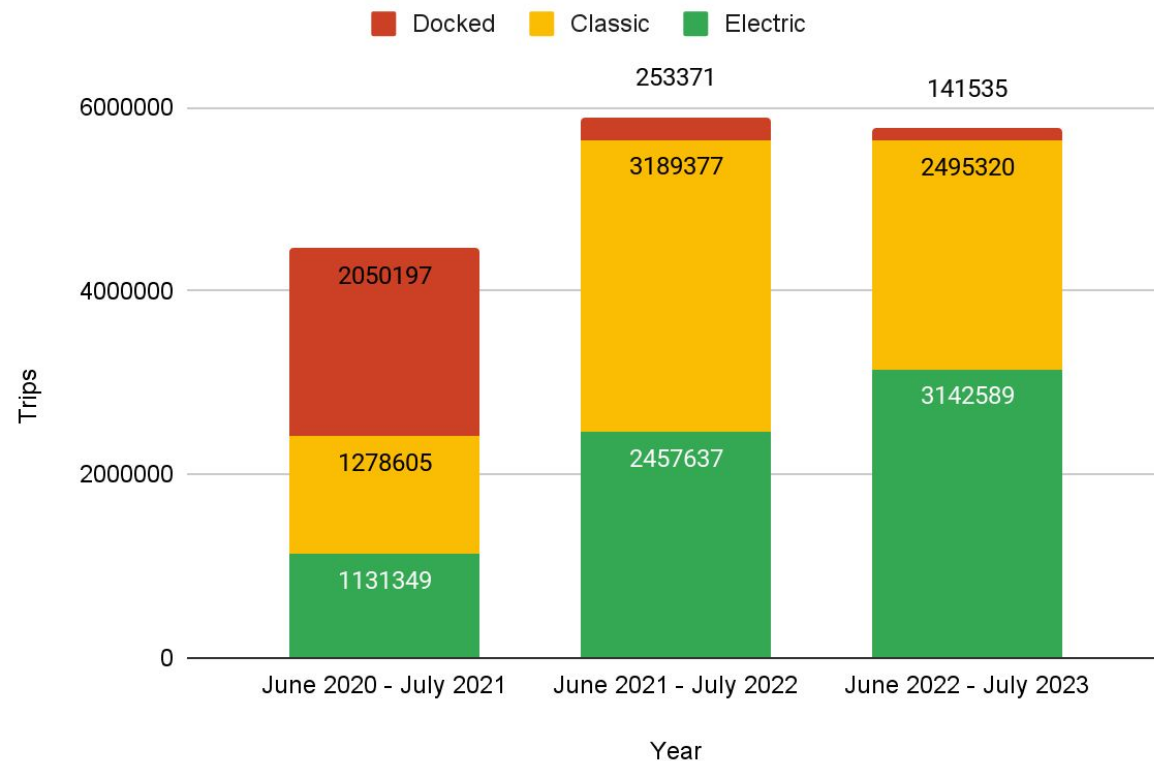
Rider Type by Bike Preference



Bike Preference by Rider Type



Bike Type Yearly Trends



Data Limitations

No data linking trips back to specific members or casual riders

Recommendations

- Include member ID in future data collection to better understand member habits.
- Collect name, email, or phone number as an identifier for casual riders.

Challenge 1

Understand Customer Habits

How do annual members and casual riders use Cyclistic bikes differently?

Members

- Commuting on weekdays and during rush hour
- Shorter trips
- More consistent usage throughout the year

Casual Riders

- Longer trips
- Late afternoons and weekends
- Usage spike during summer months

Challenge 2

Create Value

Why would casual riders buy Cyclistic annual memberships?

- Offer bike options that are only available with memberships.
- Include exclusive deals through partnerships with local businesses and attractions.

Challenge 3

Conversion to Annual Members

How can Cyclistic use digital media to influence casual riders to become members?

- Partner with local content creators on YouTube, Instagram, and TikTok to promote using Cyclistic to get around Chicago.
- Partner with sports teams and performance venues to highlight ease of travel to popular destinations in the city.

Solution 1

Short-term seasonal
memberships

- Casual riders primarily use Cyclistic bikes during the warmer months.
- Cyclistic could offer 3 to 6 month memberships that start in April, May, or June.

Solution 2

Multi-day passes for visitors to Chicago

- Chicago sees most of its tourism during the warmer summer months.
- Cyclistic should offer multi-day passes for visitors to travel around the city during their stay.
- Marketing should focus on ease of travel: not having to rely on public transportation or cost of Lyft/Uber/taxi.
- Partnership opportunity: discounted entry to museums and points of interest with purchase of a multi-day pass.

Solution 3

Offer pricing incentives for members

- E-bikes are increasing in popularity over the past 3 years.
- Introduce a higher price point for single-use e-bike rentals.
- Offer a reduced e-bike rental price for members.