

Coursera Case Study in R: Cyclistic Bikes

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Problem:

The future success of the company relies on **maximizing annual memberships**

Solution:

Market towards and **convert casual riders** to annual members

ANALYTICAL GOALS

HOW: Figure out how casual riders and annual members use Cyclistic differently

WHY: To market specifically towards casual riders to convert into annual members

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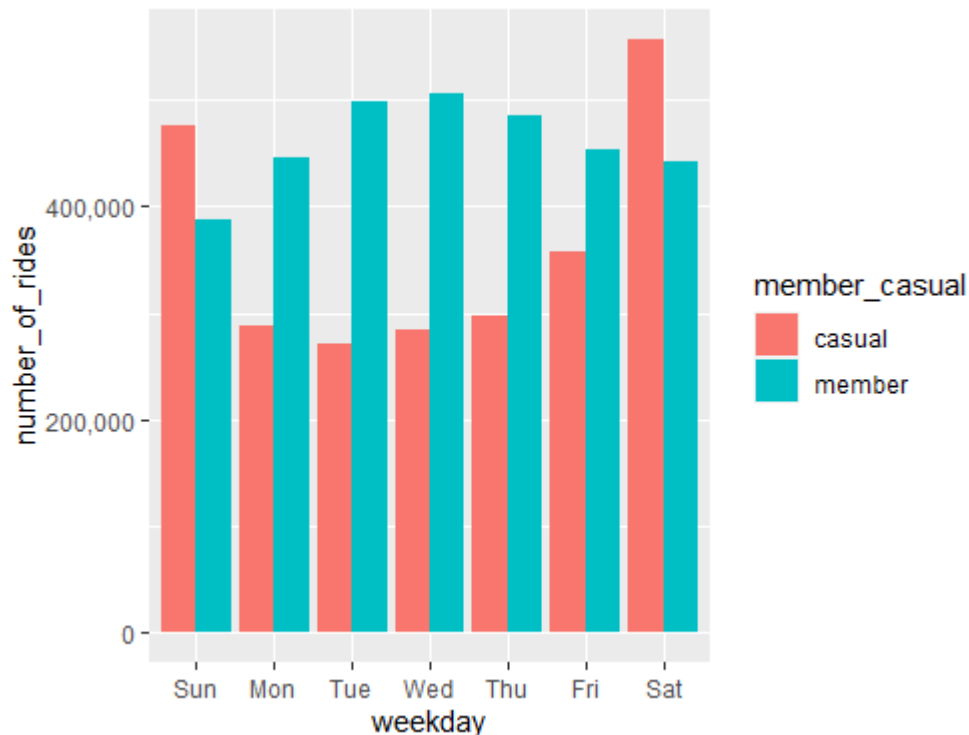
WHY: To market specifically towards casual riders to convert into annual members

Weekday and Weekend Rides

We can speculate from this graph that members ride more on the weekdays and casuals more on the weekends.

Work commuters vs.
Leisure/city-goers

*further research and analysis needed to confirm speculation

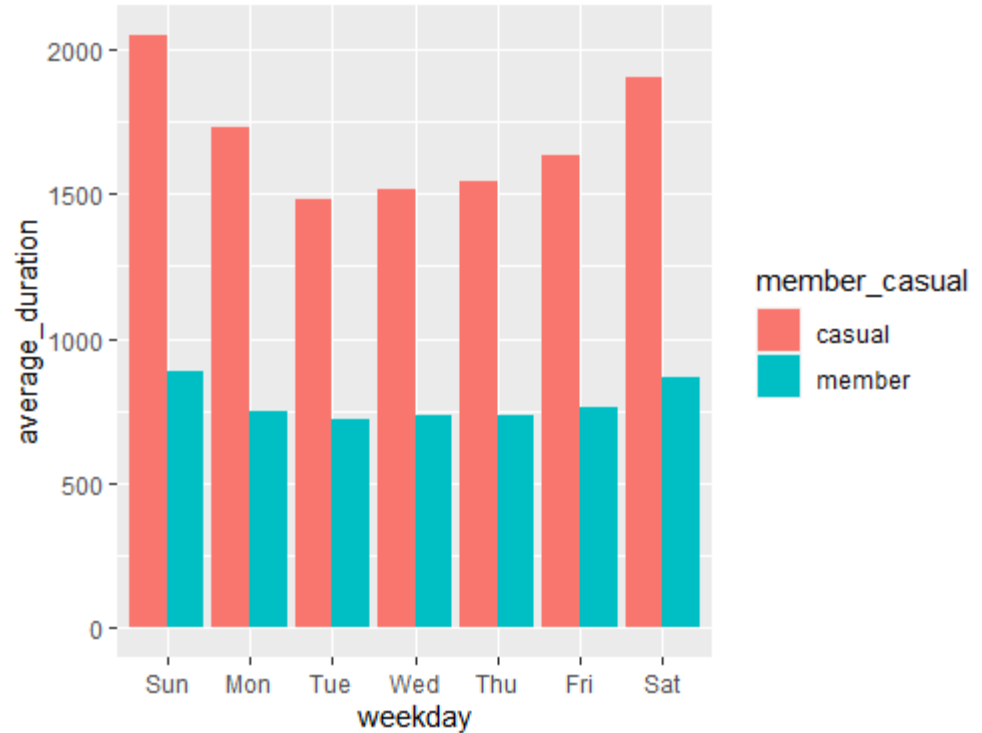


Duration of Rides

Speculating from the last graph and this one, commuters would have less ride times than city-goers.

Commuters traveling from A to B, city-goers using a bike as their means of transport around the city

*further research and analysis needed to confirm speculation



To convert casual riders to members, we would have to **market towards riders using Cyclstic for leisurely pursuits**, rather than commuting.

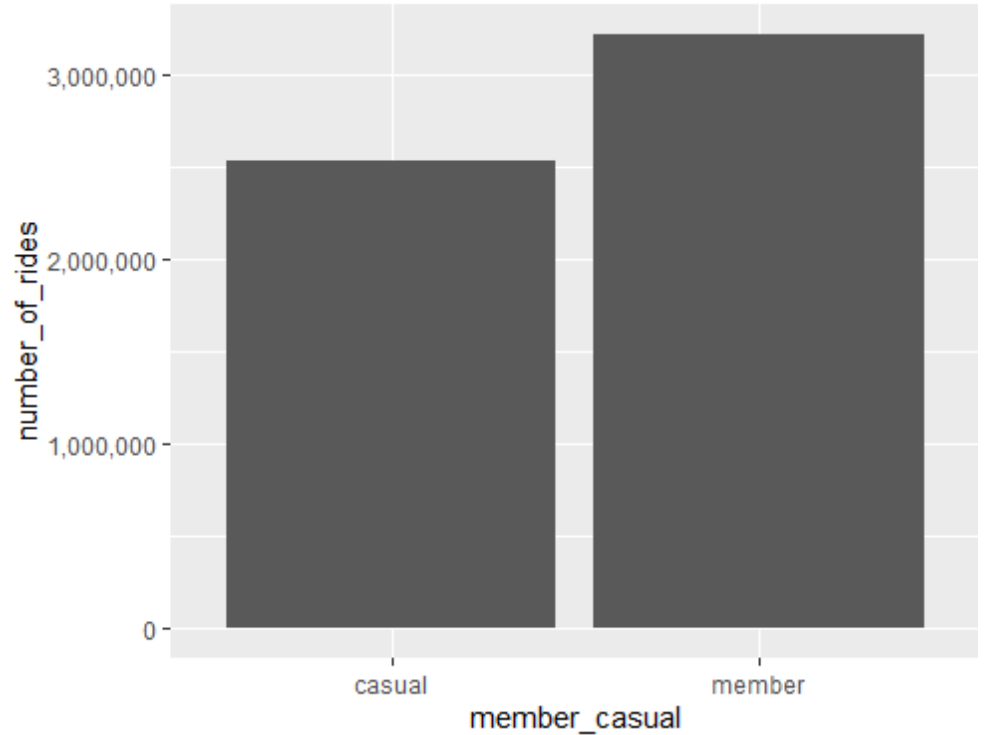
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Number of Rides per Rider

Casuals have less number of rides compared to members, despite consistently longer ride times throughout the week and more use on the weekends



To convert casual riders to members, it may be in our best interest to **create a new membership specifically marketed toward the current casual rider.**

SUMMARY

HOW: Speculatively, casual riders use Cyclistic for more leisure and weekend riding around town compared to annual members

WHY: Creating a new membership that offers benefits outside of commuting by bike could help convert casual riders to members

Further Data Exploration for Casual Riders

What specific activities are casual riders using Cyclistic bikes for?

Is there a certain bike type or incentive we can invest in to attract more casual riders?

