

## Cyclistic Customer Insights

Cyclistic Marketing Data Analysis	Introduction to Business Case	Customer Overview	Duration of Customer Bike Rides	Customer Seasonality	Top Starting Locations	Conclusion & Recommend..
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# CYCLISTIC BIKE SHARE

## Table of Contents:

1. Customer **Overview**
2. Average Time on **Bikes**
3. Customer Use **Frequency**
4. Popular Starting **Locations**
5. Conclusion & **Recommendations**

## Background:

Lily Moreno, the director of marketing for Cyclistic Bike-Share, believes that the company's future success depends on maximizing the number of annual memberships. Cyclistic's financial analytics team have concluded that annual memberships are much more profitable than casual riders.

For reference:

**Members** - Riders that hold an annual subscription plan

**Casuals** - Riders that purchases single passes (daily-ride or single-ride)

## Objectives, Tasks, and Deliverables:

### Business Objective

To design marketing strategies aimed at converting Casual riders into annual members.

### Analysis Tasks

- Understand how Casuals/Members use Cyclistic bikes differently
- Offer insights as to why Casuals would convert to annual memberships
- Suggest uses of digital media to influence casual rider conversion

### Deliverables

- Summary analysis of findings
- Supporting visualizations of key findings
- Three recommendation about increasing conversions

### **Note:**

The analysis will use data from Jan 2021 - Dec 2021

Cyclistic Marketing Data Analysis	Introduction to Business Case	Customer Overview	Duration of Customer Bike Rides	Customer Seasonality	Top Starting Locations	Conclusion & Recommend..
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1. Customer Overview



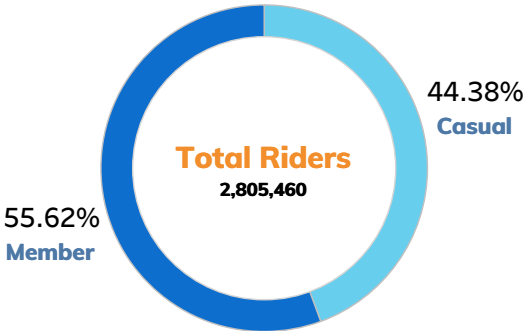
Who Are Our Customers & What Do They Like?

- Members account for **55.6%** of all rides taken while Casual riders account for **44.3%**
- **Classic Bikes** were highly preferred by both rider groups:
  - Total: **66%** of all rides
  - Members: **72%** of all Member rides
  - Casuals: **58%** of all Casual rides
- **E-Bikes** were used by Member/Casuals at nearly the same rate (**27%/29%** respectively).
- **Docked Bikes** were used **5%** of the time almost exclusively by Casual riders.

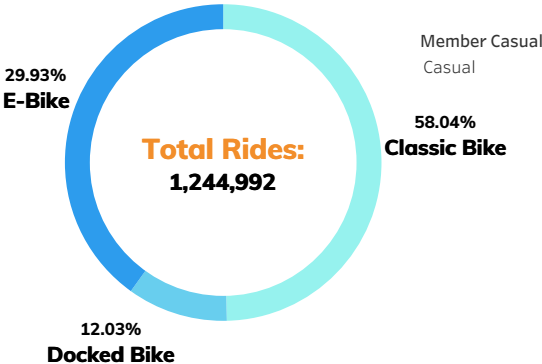
Limitations:

The data didn't reveal if rides were repeatedly taken by Member/Casuals.

Rider Breakdown



Rider Bike Preference



Cyclistic Marketing Data ..	Introduction to Business Case	Customer Overview	Duration of Customer Bike Rides	Customer Seasonality	Top Starting Locations	Conclusion & Recommendations
-----------------------------	-------------------------------	-------------------	---------------------------------	----------------------	------------------------	------------------------------

Cyclistic

2. Average Time on Bikes

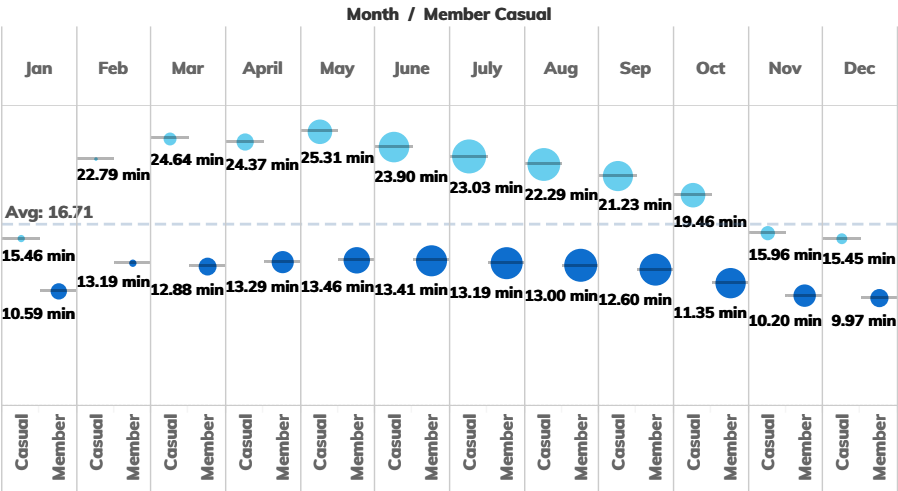


How Long Do Riders Stay on Their Bikes?

Casual riders spend almost 2x longer on bikes than Members. This suggests that Casual riders are primarily leisurely users of Cyclistic's bikes. Single-pass purchasers have the potential to spend approximately 350% more per ride than Members. The data to correlate pass-purchases vs. ride length was not available in the data.

Members, however, spent an average of 12.5 minutes on their bikes. This suggests that they are primarily commuters that value convenience, affordability, and utility above leisure. Despite having 45-minutes of free ride time per session, Members leave an average of \$5.20 of unused riding time per trip.

Filter, Total # of Rides  
2,607 to 235,032



\*Average of Bike Time for each rider group broken down by month. Size shows total number trips by each member. The view is filtered on total number of trips by each member, which ranges from 2,607 (min) to 235,032 (all).

Snapshot of Biking Averages

Member Casual  
All

22.21 minutes  
Casual

12.45 minutes  
Member

Introduction to Business Case	Customer Overview	Duration of Customer Bike Rides	Customer Seasonality	Top Starting Locations	Conclusion & Recommendations	End
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Cyclistic

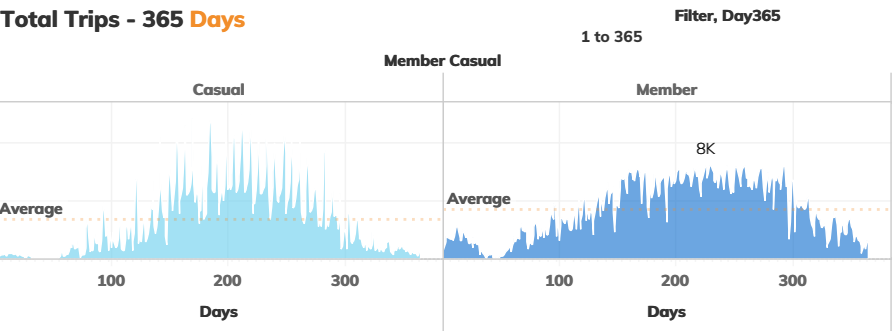
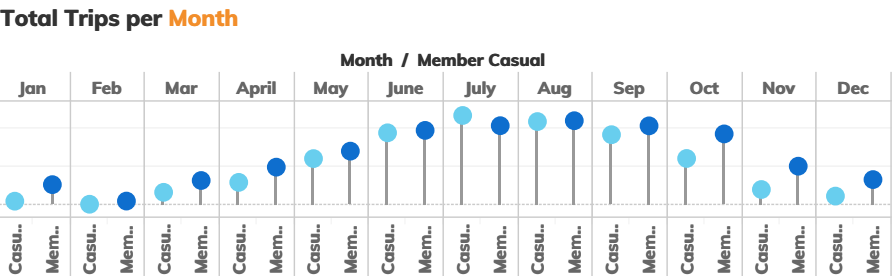
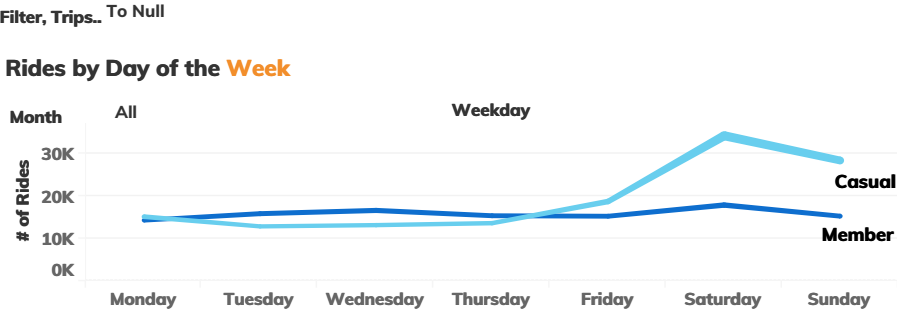
3. Customer Usage Frequen..



When Do Our Customers Like to Ride?  
(Customer Seasonality)

- Members ride consistently throughout the year:
- They average 4K trips a year
  - They never exceed more than 8K trips a day
  - Ride more frequently on weekdays
  - Ridership peaks in August

- Casual riders are more seasonal:
- Ridership surges in warmer months
  - Achieved 12K maximum rides in a day
  - Ride more frequently on weekends
  - Ridership peaks in July



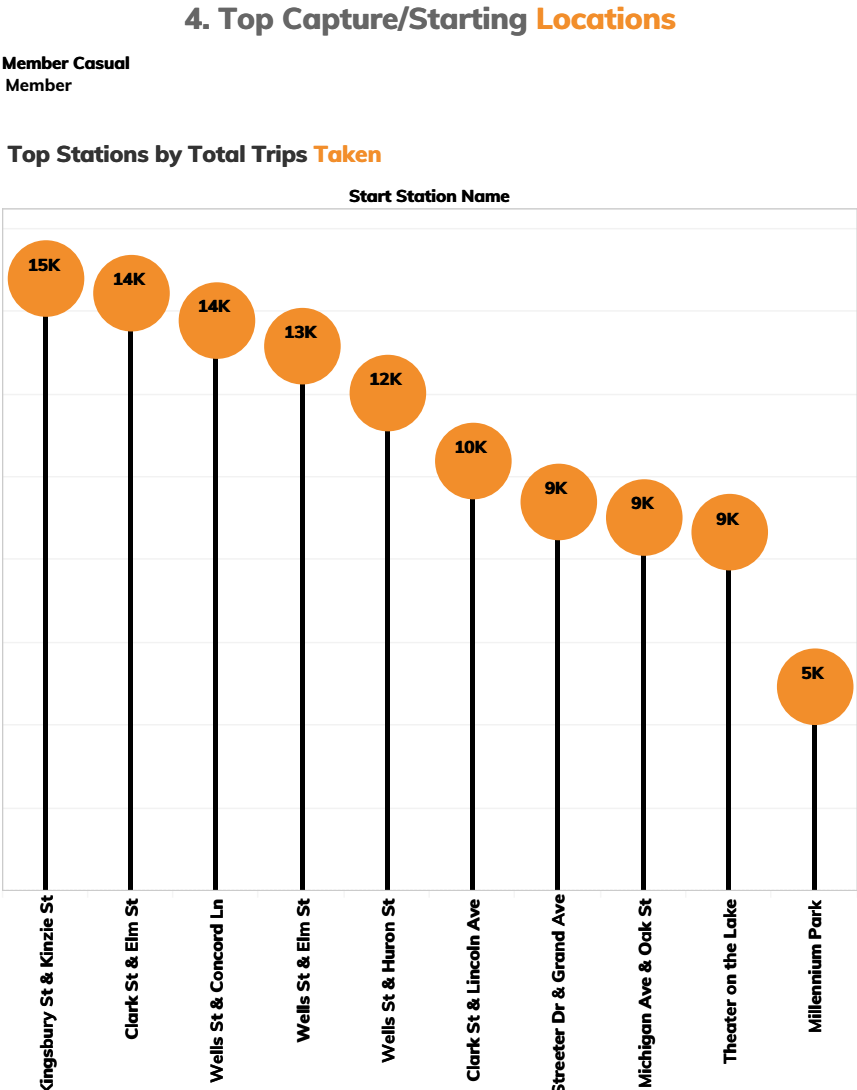

# Cyclistic Customer Insights

Customer Overview	Duration of Customer Bike Rides	Customer Seasonality	Top Starting Locations	Conclusion & Recommendations	End	Appendix I. Documentation
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### Where Do Riders Frequently Start Their Journeys?

Casual riders largely begin their trips from the Streeter Drive & Grand Avenue station. This supports the conclusion that a large majority of Casual riders are touristy. Of the top 10 starting stations for Casuals, 90% of the locations are within close proximity to Chicago attractions.

Members, however, start their journeys from an equally distributed group of stations - the most frequent being Kingsbury Street & Kinzie Street. This area is located more inland by the Chicago canal and a number of Condominiums and apartments - supporting my theory that Members are largely commuters who live/work around the area.



Duration of Customer Bike R..	Customer Seasonality	Top Starting Locations	Conclusion & Recommendations	End	Appendix I. Documentation	Appendix II. Data Details
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# CYCLISTIC BIKE SHARE

## 5. Conclusion & Recommendations

### Conclusion

It will be challenging to develop a Casual conversion strategy based solely on the findings in this analysis. General uses of Cyclistic's bikes have been identified for each rider group but more data will be needed to improve the actionability of any proposed recommendations.

Member and Casual riders have diverging uses for Cyclistic's bikes. Members spend close to **2x less** time on their bikes than Casual riders and significantly **decline in ridership** during the weekends. Conversely, Casual riders take trips **less frequently** during the **weekdays** and **winter months**. Their ridership **surges** as wamer months approach and **peaks** in the month of July.

Given the data, there exists **little incentive** for a Casual rider to convert to an annual membership. The Casual passes along speak directly to their need for leisure and utility and offers amazing value for touristy purposes. Data that identifies Casual sentiment, **purchasing habits**, and **granular travel patterns** would likely provide better data points for de..

### Recommendations

- Here are my recommendations:
- 1. Create an actual 'Casual' membership tier**  
Offering a 'Casual' membership that is slightly more than the student membership (with similar annual perks) might offer the right amount of affordability and convenience that doesn't currently exist with the annual membership.
  - 2. Monthly Biking Events/Challenges**  
Periodic events, challenges, or series may entice some 'on-the-fence' riders to convert to an annual membership. Since Casual riders predominantly cluster around attraction spots, this suggestion may appeal to their sense of adventure and motivate them to justify longer rides through a membership subscription.
  - 3. Add Redeemable 'Casual Points'**  
Casual riders can accumulate time-limited points which can be converted into discounts for a full membership. Much like a virtual gaming economy's "battle-pass", Casual riders can earn freebies on one track and accumulate unlockable (and redeema..

# Cyclistic Customer Insights

Duration of Customer Bi..	Customer Seasonality	Top Starting Locations	Conclusion & Recommendations	End	Appendix I. Documentation	Appendix II. Data Details
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---------------------------	----------------------	------------------------	------------------------------	-----	---------------------------	---------------------------

# CYCLISTIC BIKE SHARE

## Appendix I.

# Documentation

The detailed steps I've taken to **gather**, **verify/validate**, **process**, **clean**, and **analyze** the data used in this presentation can be found on my github at:

<https://www.github.com/xxkohxx>

Duration of Customer Bi..	Customer Seasonality	Top Starting Locations	Conclusion & Recommendations	End	Appendix I. Documentation	Appendix II. Data Details
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# CYCLISTIC BIKE SHARE

## Appendix II. Data Detai..

### Data Location

All the data used in this analysis can be found at:  
<https://divvy-tripdata.s3.amazonaws.com/index.html>

### Data Credibility

Anonymized/Tokenized rider data was cited by Motivate International Inc. and verified by the Chicago Department of Transportation.

### Data Licensing, Privacy, Accessibility

Useage of the data was granted under an open license by Motivate International Inc. and be found at:  
<https://ride.divvybikes.com/data-license-agreement>