
CYCLISTIC



BIKE-SHARE ANALYSIS REPORT

SCENARIO

Cyclistic is a bike-share company. The director of marketing believes the company's future success depends on maximizing the number of annual memberships.

COMPANY GOAL AND PERSONAL TASK

- Company goal: Design marketing strategies aimed at converting casual riders into annual members.
- Personal Task: How do annual members and casual riders use Cyclistic bikes differently.

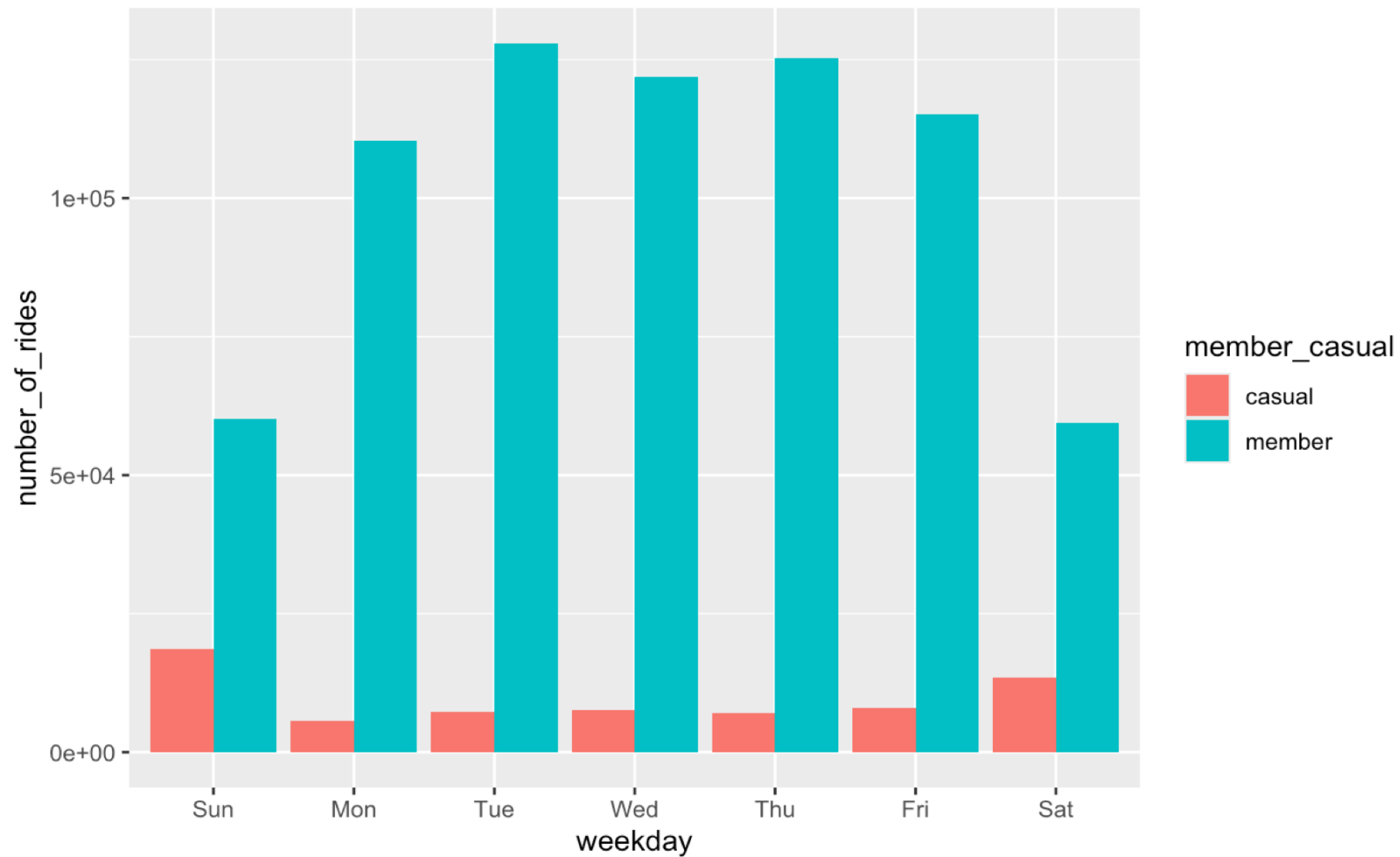
DATA

- Data being used will be Cyclistic's historical trip data of Q1 from the year 2019 and 2020.
- The data sets are not current. We will process under the assumption that this case study is being done in 2020 or 2021, therefore making the data sets current and relevant.

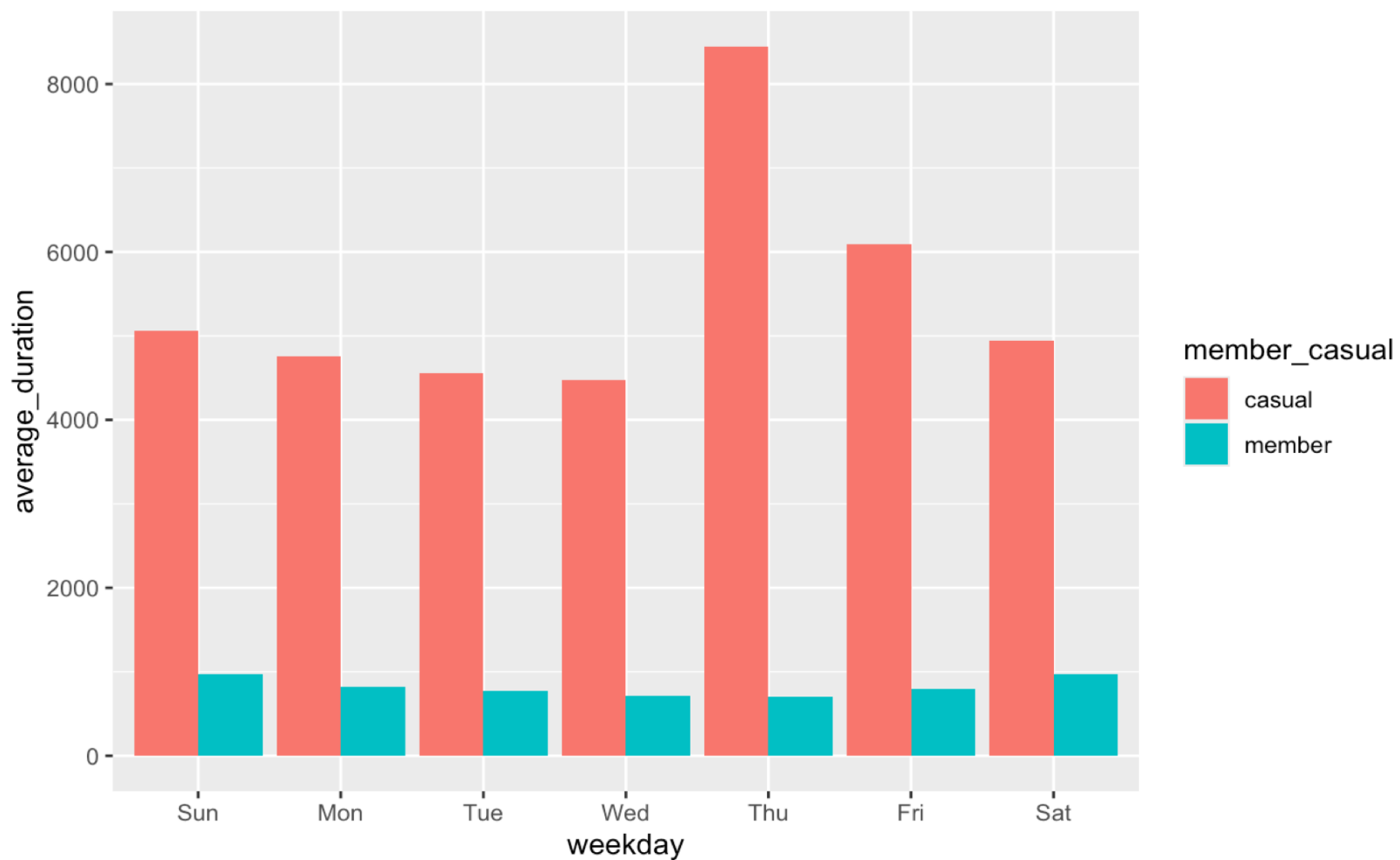
PROCESSING THE DATA

- I have consolidated the two years data into a single set, updating some value names and fields to match the nomenclature of the newest 2020 data set.
- I have removed irrelevant customer's privacy related data (e.g., gender, birth year) from the set.
- I have removed location data (e.g., latitude, longitude) from the set as those will be irrelevant to the business task. Also removed some “bad” data due to the company taking bikes out of circulation.
- Created a few fields for calculations to generate data based on weekdays, and ride length.

MEMBERS TAKE A LOT MORE RIDES



CASUAL RIDERS TAKE LONGER RIDES



CONCLUSION

- The average duration for casual riders is well above the average duration for members.
- To drive memberships up, Cyclistic may offer up some in-app incentives (i.e., rewards, badges, or discounts) to members who take a trip longer than 30 minutes.
- Offer up the same incentives for number of rides as not to alienate current members.