

Cyclistic Membership Case Study

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Overview

This report will highlight differences between bike share users in order to recommend strategies to convert casual riders into annual members.

Scope

Insights in this report will highlight the difference in rider types by how the Cyclistic Bike Share service is used. The differences will include metrics such as rides completed by which member type, duration of rides, most popular day for rides by month, and number of rides by bike type.

Methodology

The data utilized focuses on Cyclistic Bike Share rider data from the months of September 2021 to August 2022. The data has been provided by Motivate International Inc under the following license.

[Data License Agreement | Divvy Bikes](#).

Results of Analysis

Rides Per Month

	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
Casual rides	363890	257242	106929	69738	18520	21416	89882	126417	280415	369051	406055	358924
Member rides	392257	373984	253049	177802	85250	94193	194160	244832	354443	400153	417433	427008
Total rides	756147	631226	359978	247540	103770	115609	284042	371249	634858	769204	823488	785932

Annual Rides by Bike Type

Casual		Member	
Electric	1228953	Electric	1549445
Classic	1031539	Casual	1865119
Docked	207986	Docked	0

Monthly Average Ride Duration (Minutes)

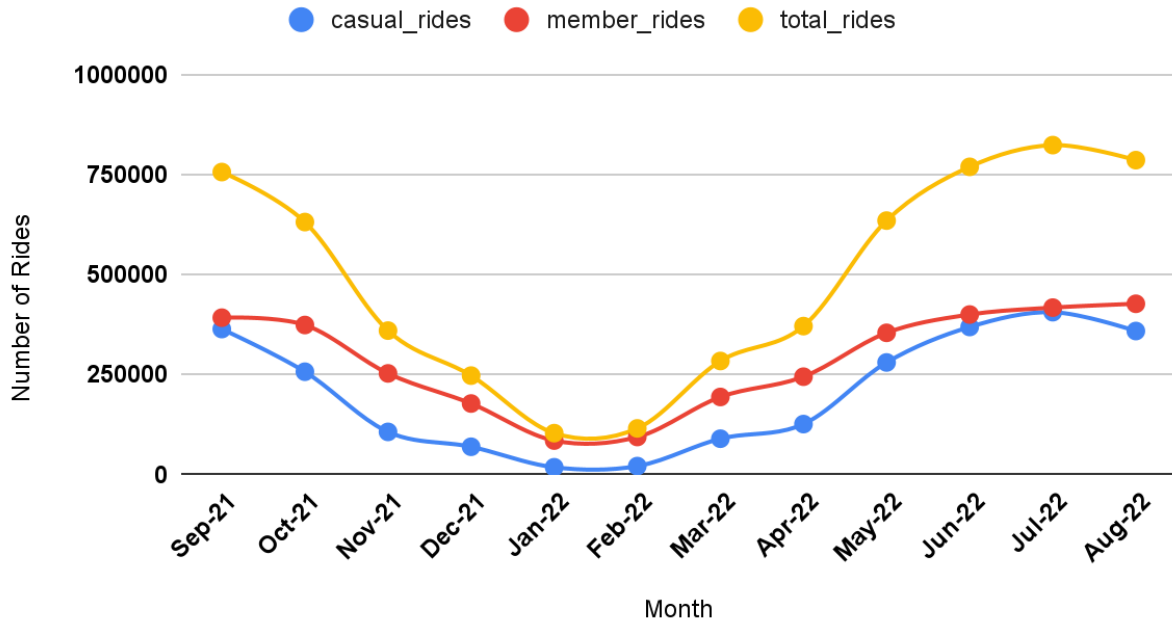
	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
casual	0:25	0:23	0:19	0:18	0:18	0:20	0:24	0:23	0:26	0:23	0:23	0:22
member	0:13	0:12	0:11	0:10	0:11	0:11	0:11	0:11	0:13	0:13	0:13	0:13

Most Popular Day to Ride By Month

	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
most popular day	Sat	Sat	Tues	Thurs	Thurs	Mon	Wed	Sat	Mon	Thurs	Sat	Tues

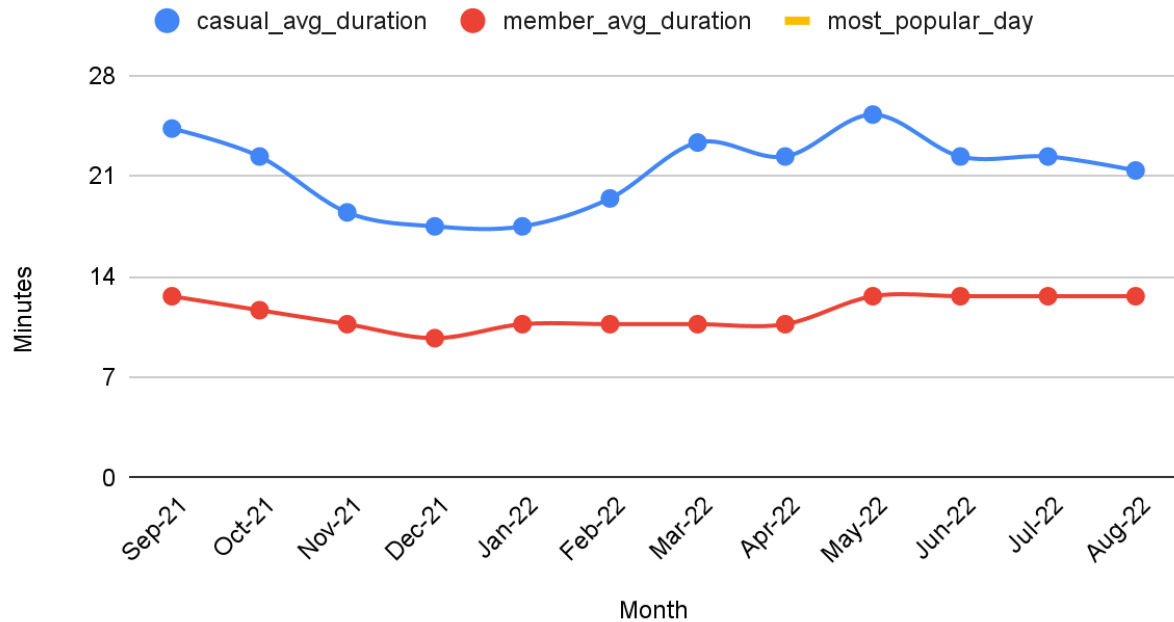
Findings

Monthly Rides by Rider Type



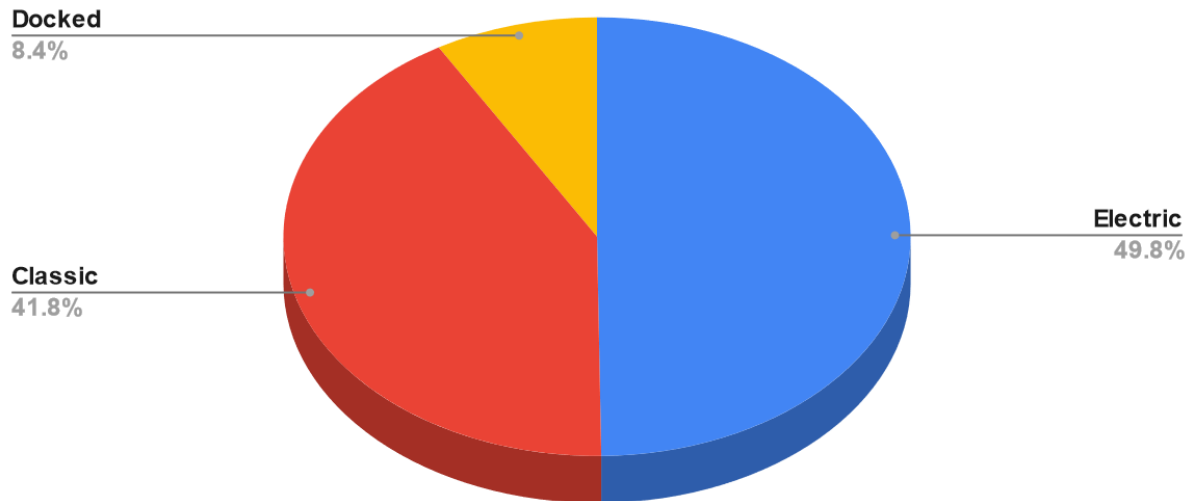
The total number of rides increases in warmer months and declines in colder. When looking at the user type, both types follow this trend. It is also noteworthy that the difference between casual and annual members during these warmer months is significantly smaller than during the colder months.

Average Ride Duration by Rider Type

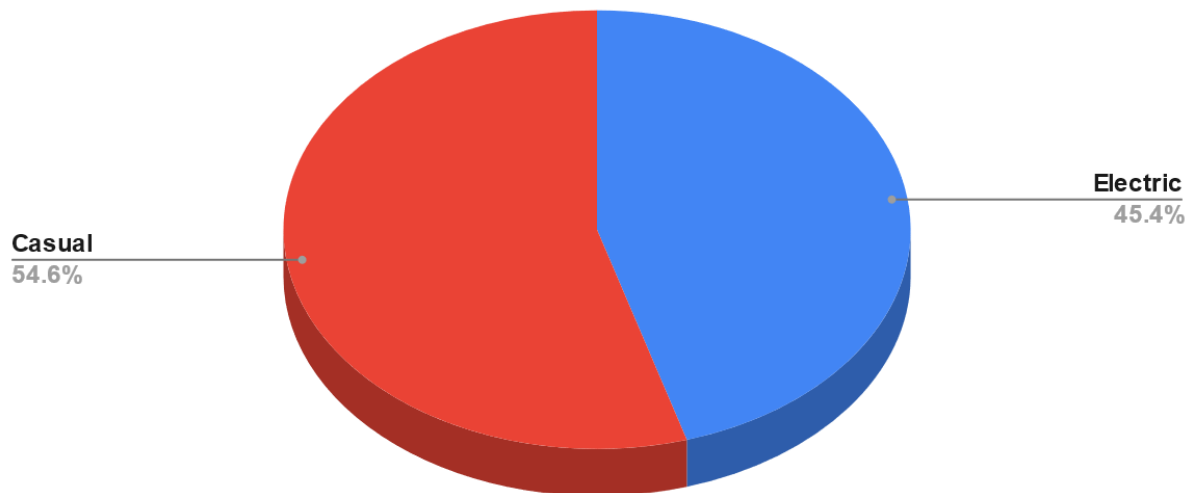


The average ride duration is approximately 10 minutes longer for casual riders than annual membership riders. With this finding and the previous, the data shows the service is popular but looking into membership offerings can lead to more insights.

Annual Casual Rides by Bike Type



Annual Member Rides by Bike Type



Docked bikes were only used by casual riders in the past 12 months. Electric and classic bikes remained the popular choice and can be used as promotion material for membership advertisement campaigns.

Conclusion

Insights to monthly ride totals, rider type, rideable type, and ride duration provide enough evidence that can grow annual membership sales and possibly lead to more findings as to where the problem lies in growth turnout.

Recommendations

1. Survey casual riders to determine what could be factors preventing purchases of annual memberships.
2. Promote annual memberships during warmer months.
3. Use most used bike types as perks for annual members.

Data Sources

For original data provided by Motivate International Inc. please visit the following [link](#).

Cleaned copies of the original, a PDF copy of this report, and changelogs for spreadsheets can be viewed on my personal [Github](#). See README file for Modified Data used for analysis.