

Cyclistic Bike-Share Case Study

Final Report

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Executive Summary

Cyclistic aims to convert casual riders into annual members. This report analyzes nearly 792,000 bike-share trips from 2019–2020 to uncover behavioral differences between casual riders and annual members, ultimately supporting strategic marketing decisions.

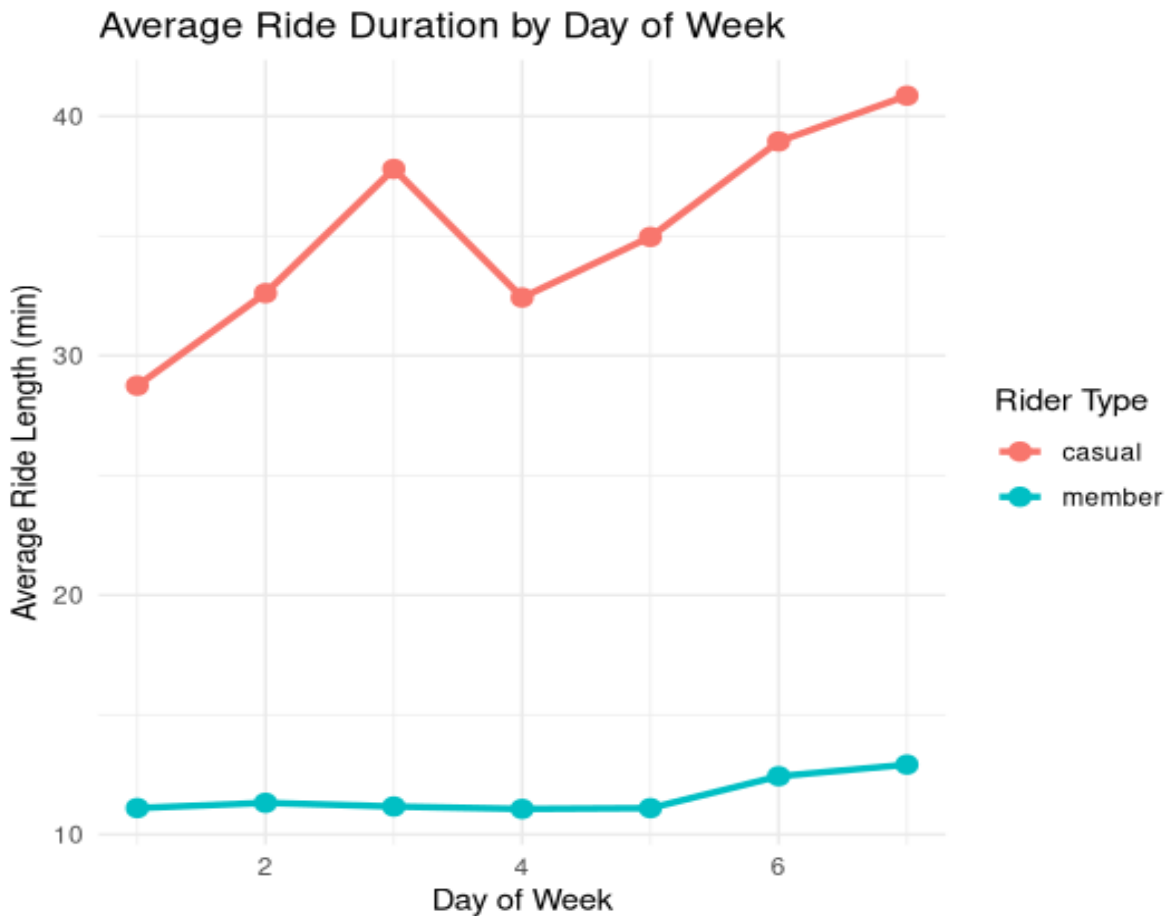
Key Findings

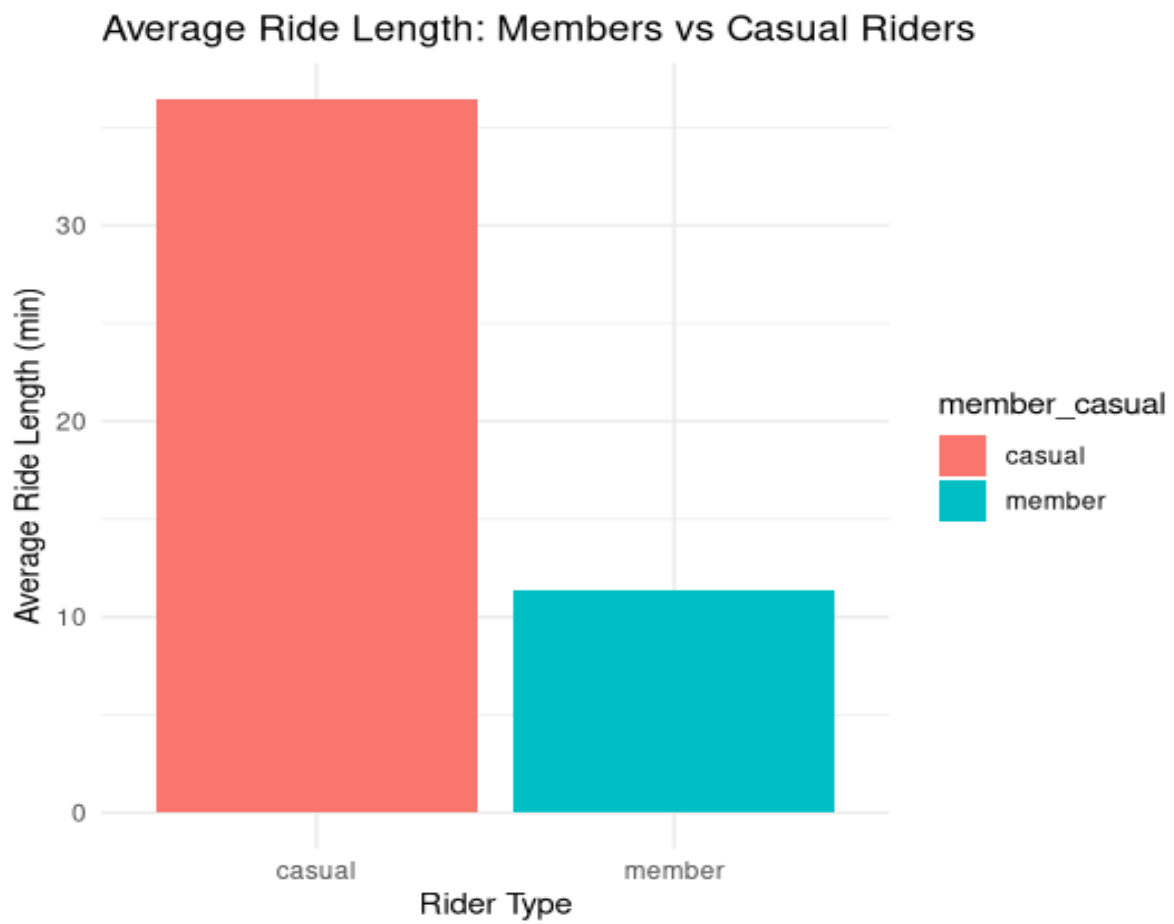
- Casual riders take significantly longer trips (36.5 min) than members (11.4 min).
- Casual riders ride more on weekends, especially Sundays.
- Members ride largely on weekdays, consistent with commuting patterns.
- Casual ride durations spike on weekends, showing leisure-driven behavior.

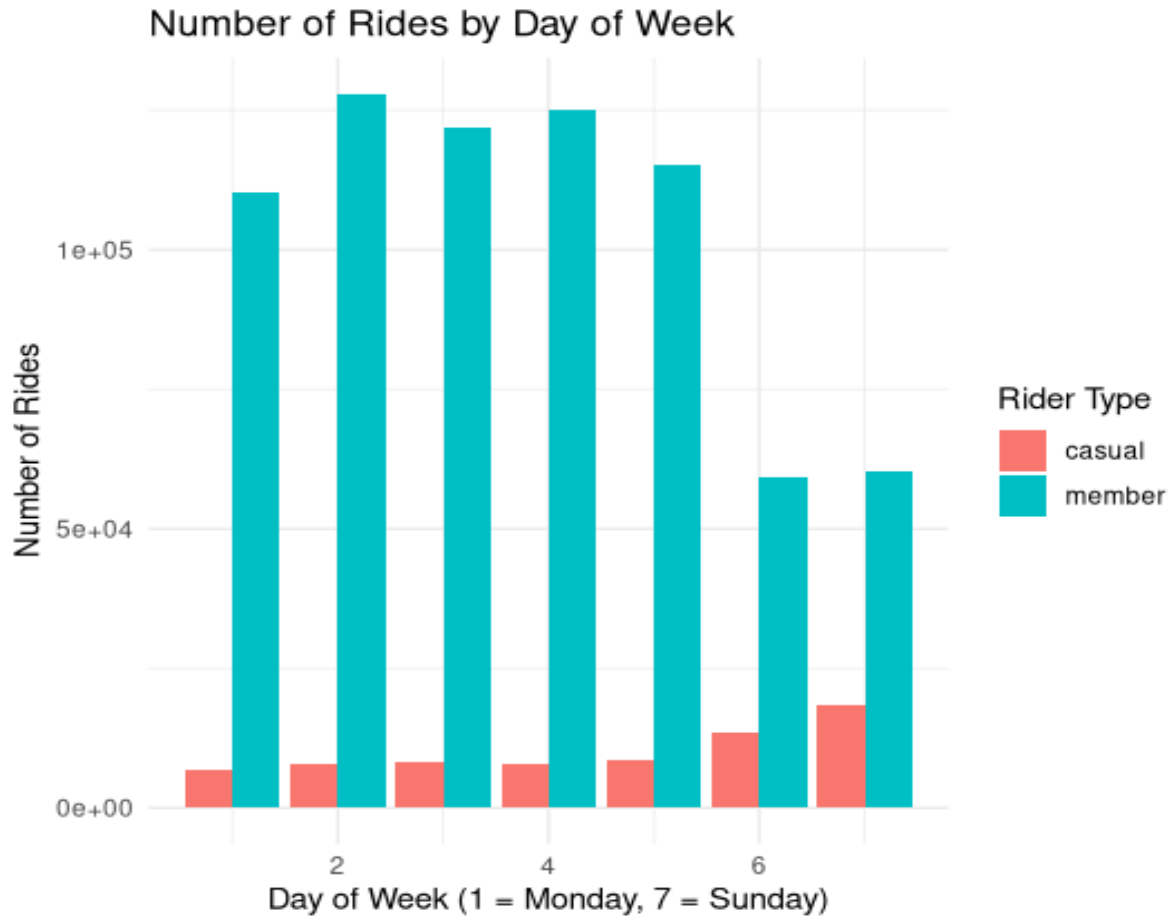
Recommendations

1. Implement weekend-focused membership promotions.
2. Use experience-driven marketing to convert leisure riders.
3. Build corporate partnerships to expand weekday commuter membership.

Visualizations







Conclusion

The analysis clearly demonstrates two distinct rider profiles. Casual riders behave as weekend leisure users, while annual members rely on Cyclistic for weekday transportation. These insights enable Cyclistic to create targeted marketing initiatives, improve membership conversion rates, and support long-term business growth.