

Cyclistic Bike-Share Case Study

Executive Summary

Overview

Cyclistic aims to convert casual riders into annual members. This summary outlines key findings from an analysis of ~792,000 trip records across 2019–2020.

Key Findings

- Casual riders take significantly longer rides (36.5 min) vs members (11.4 min).
- Casual riders ride mostly on weekends, especially Sundays.
- Members ride mainly on weekdays, consistent with commuting trends.
- Casual ride duration spikes on weekends, indicating leisure/tourist usage.

Recommendations

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

Conclusion

These insights reveal clear behavioural patterns between rider types that can guide Cyclistic's marketing strategy toward increasing annual memberships.