

Cyclistic Customer Behavior

How Does a Bike-Share Navigate Speedy Success?

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Business goal

“Design marketing strategies aimed at converting casual riders into annual members”

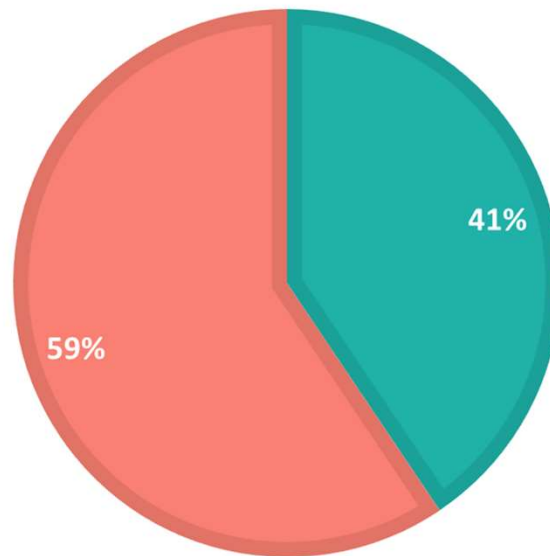
How do annual members and casual riders use Cyclistic bikes differently?

Findings & Insights

1. What is the percentage of each user type?

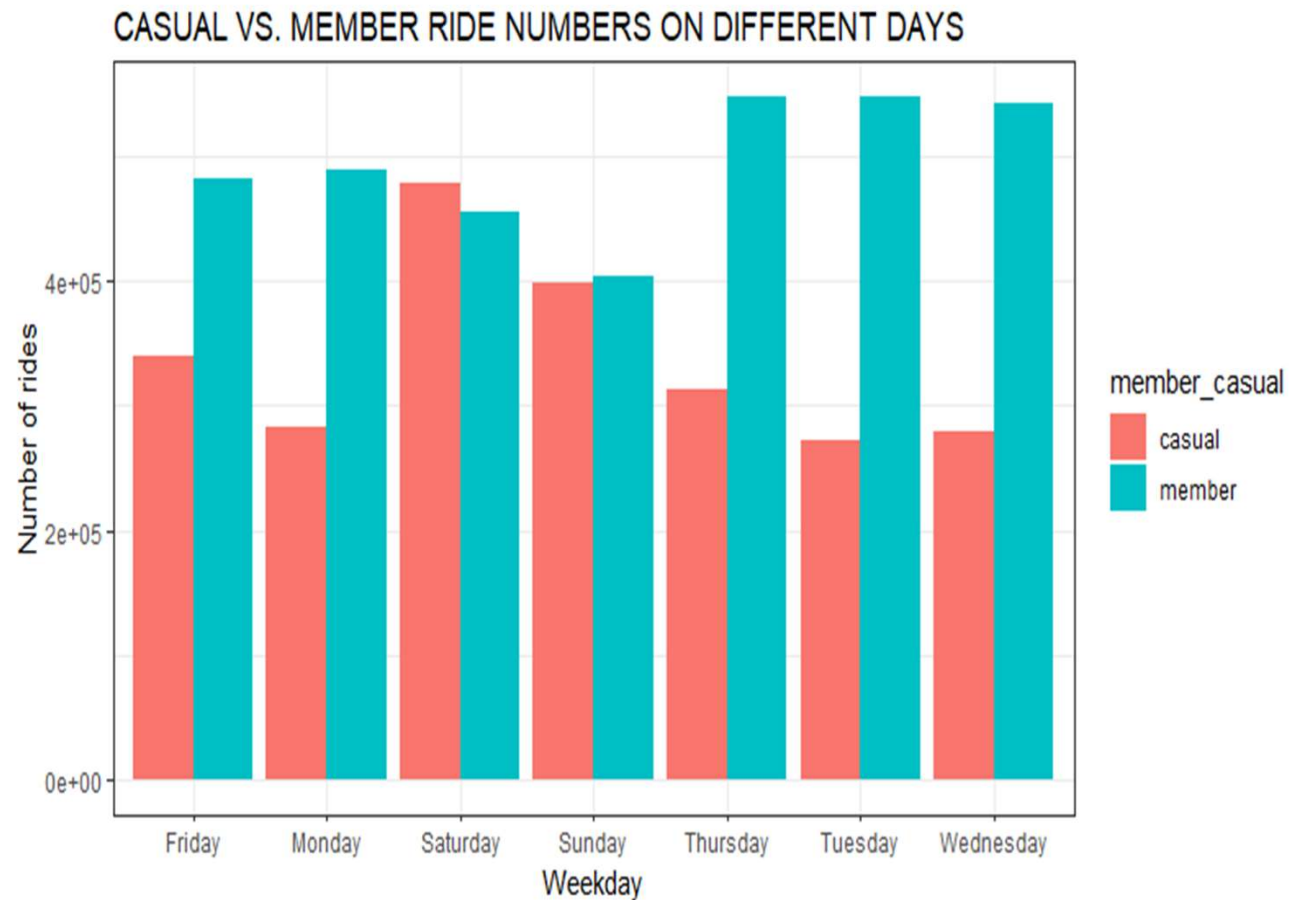
MEMBER VS. CASUAL

■ Casual ■ Member

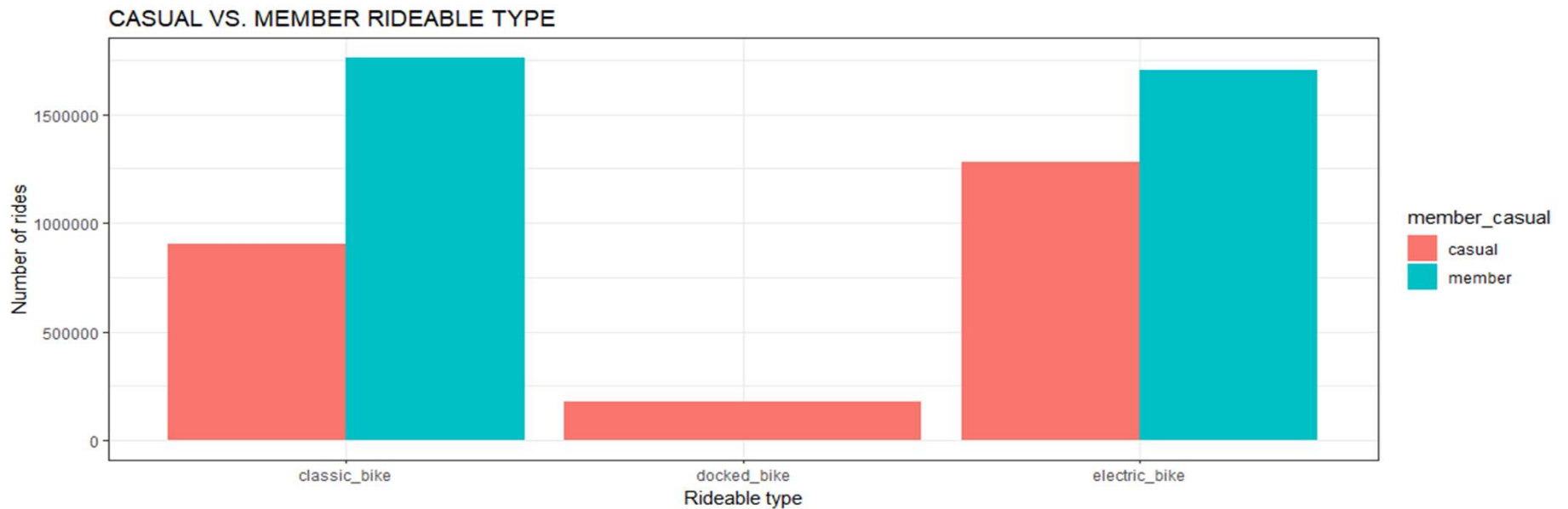


2. How do they use Cyclistic on different days?

- Members dominate in the weekdays.
- On weekends, There is a surge of casual users which came close (pass, on saturday) to the member's number.

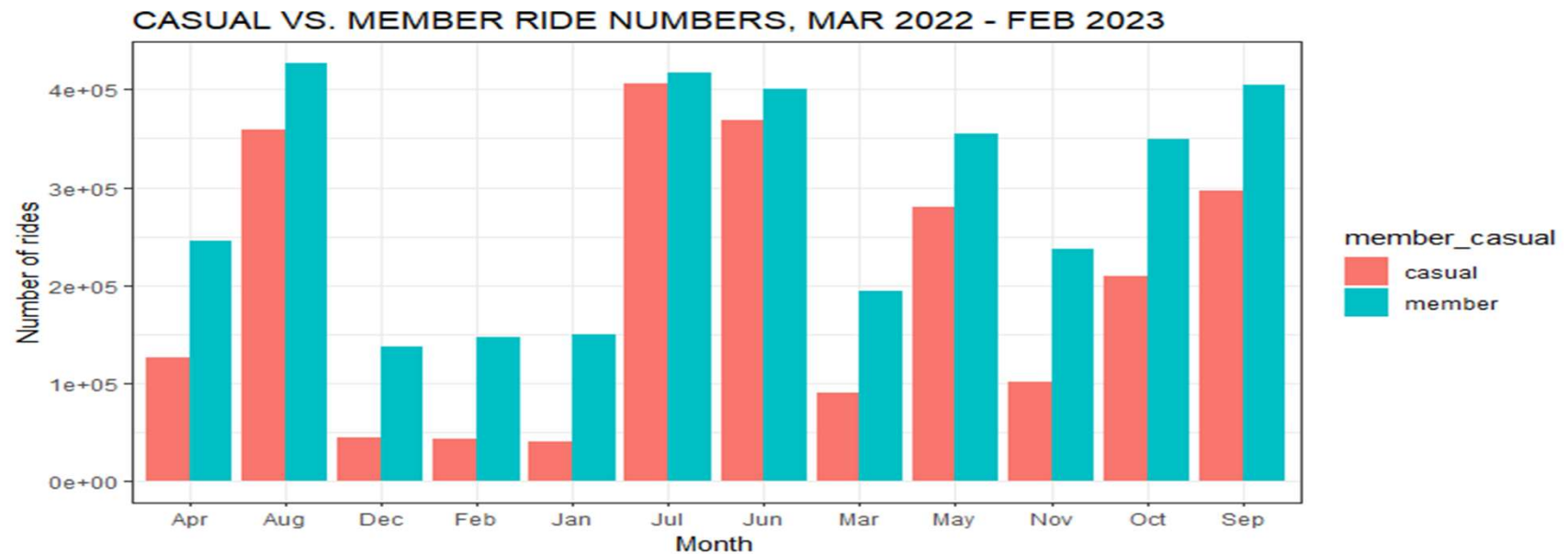


3. How do their rideables differ?



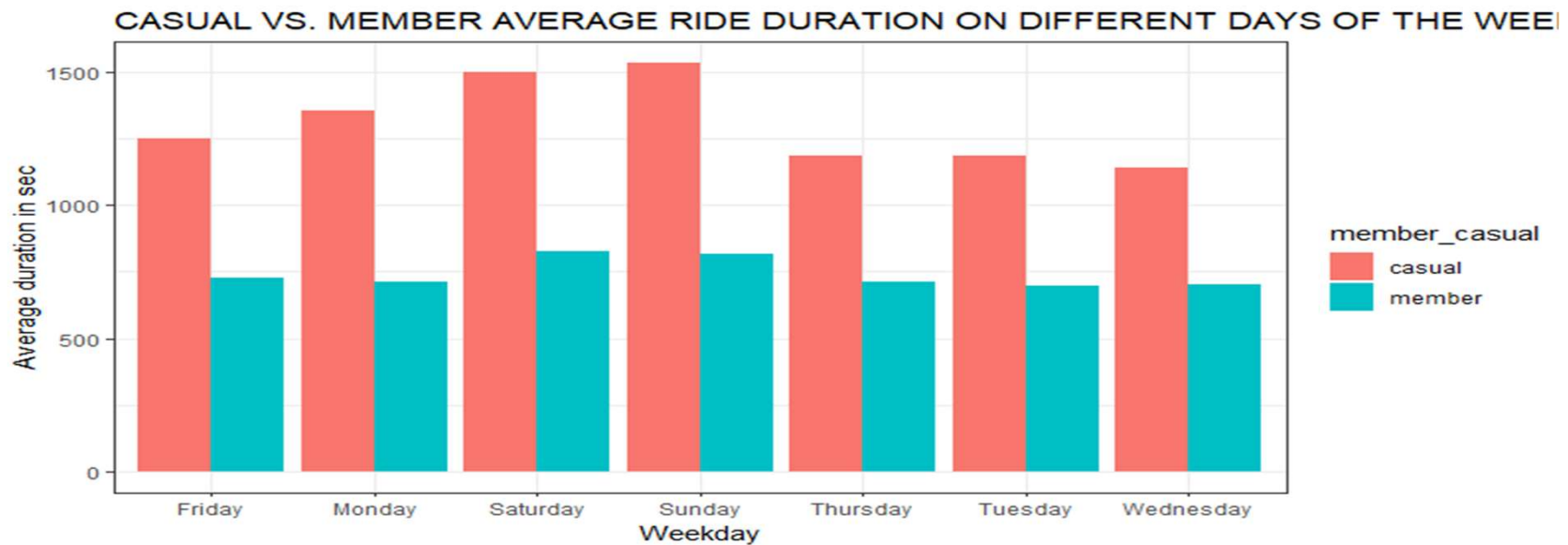
- Docked bikes are exclusively used by casual riders.
- The number of members who use classic bikes are almost double of the casual riders.

4. Their difference throughout the year?



- Members dominate throughout the year, yet we a surge of casual users in the months June, July, and August.

5. How does their average trip duration vary?



- Strangely, the average trip duration throughout the weekday shows that casual members have the higher position. This suggests that the casual members take longer trips.

Recommendations

Top 3 actions to take

1. Try to reach the casual members on the weekends, since they are most active during that time.
2. Increase the variety of docked bikes.
3. Plan a summer marketing campaign to attract the surge of casual users that come during that period.

Thank you!