

Cyclistic Customer Behavior Analysis

How Does a Bike-Share Navigate Speedy Success?

Case Study by Elias
Mengesha



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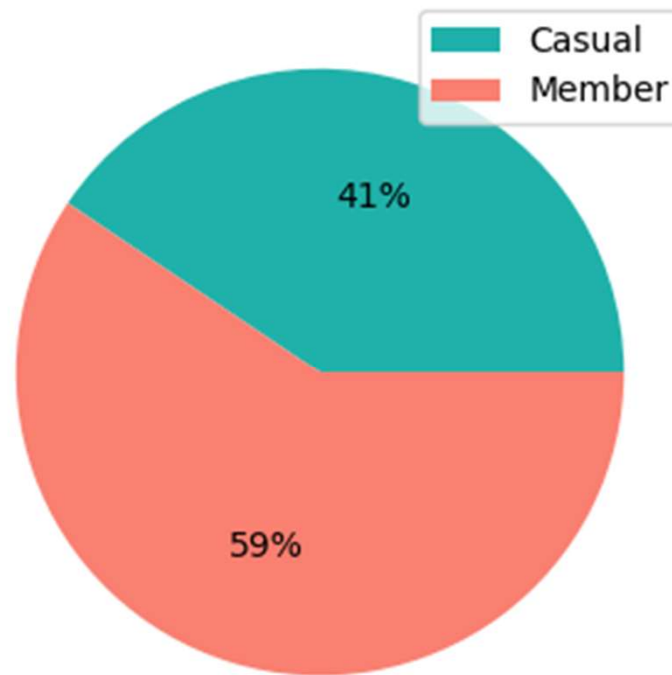
Business goal

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

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

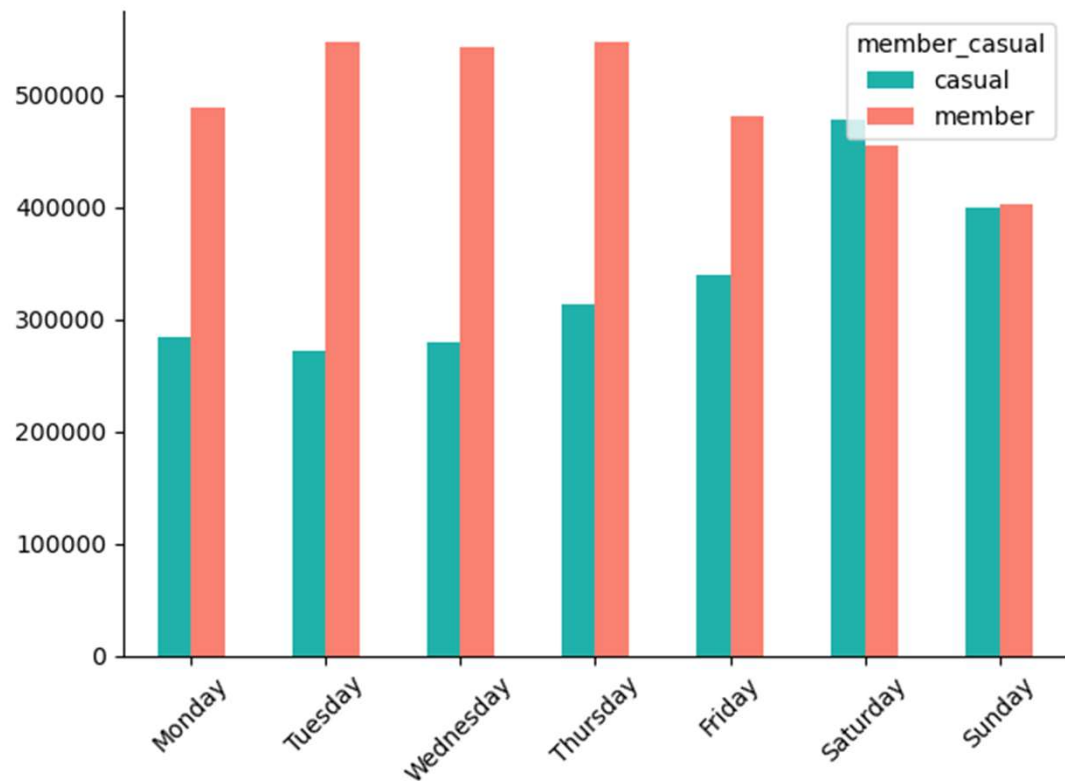
Findings & Insights

1. What is the percentage of each user type?



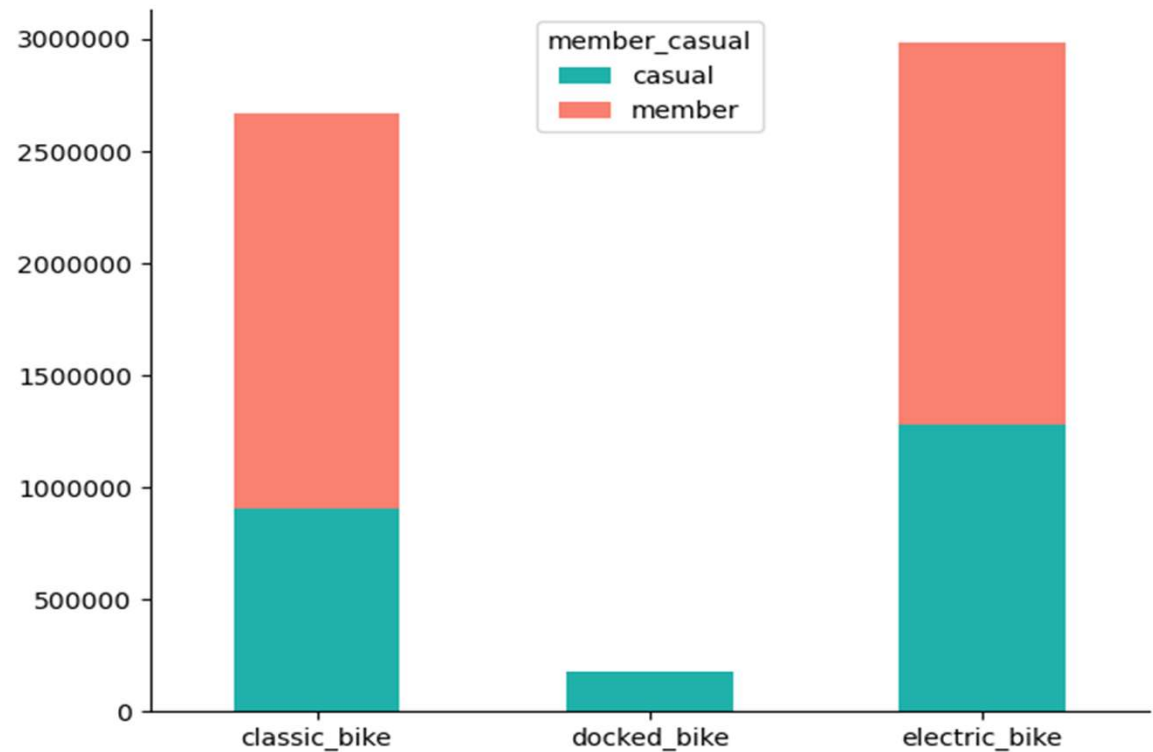
2. How do they use Cyclistic on different days?

- 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.



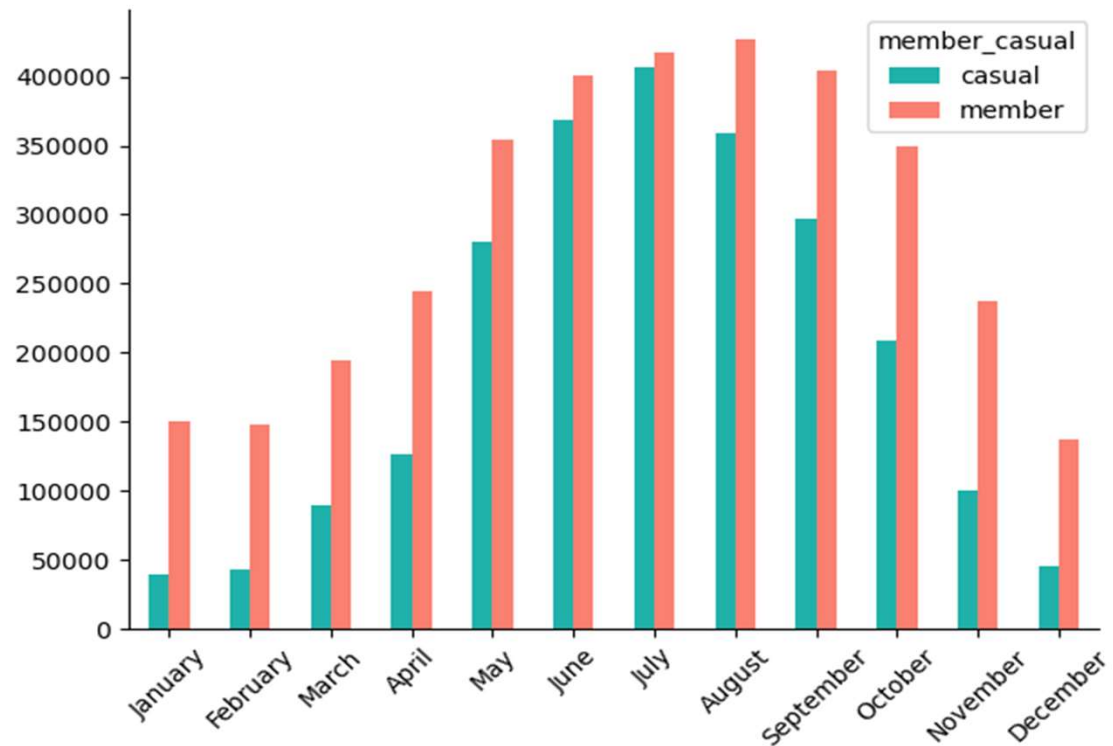
3. How do their rideables differ?

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



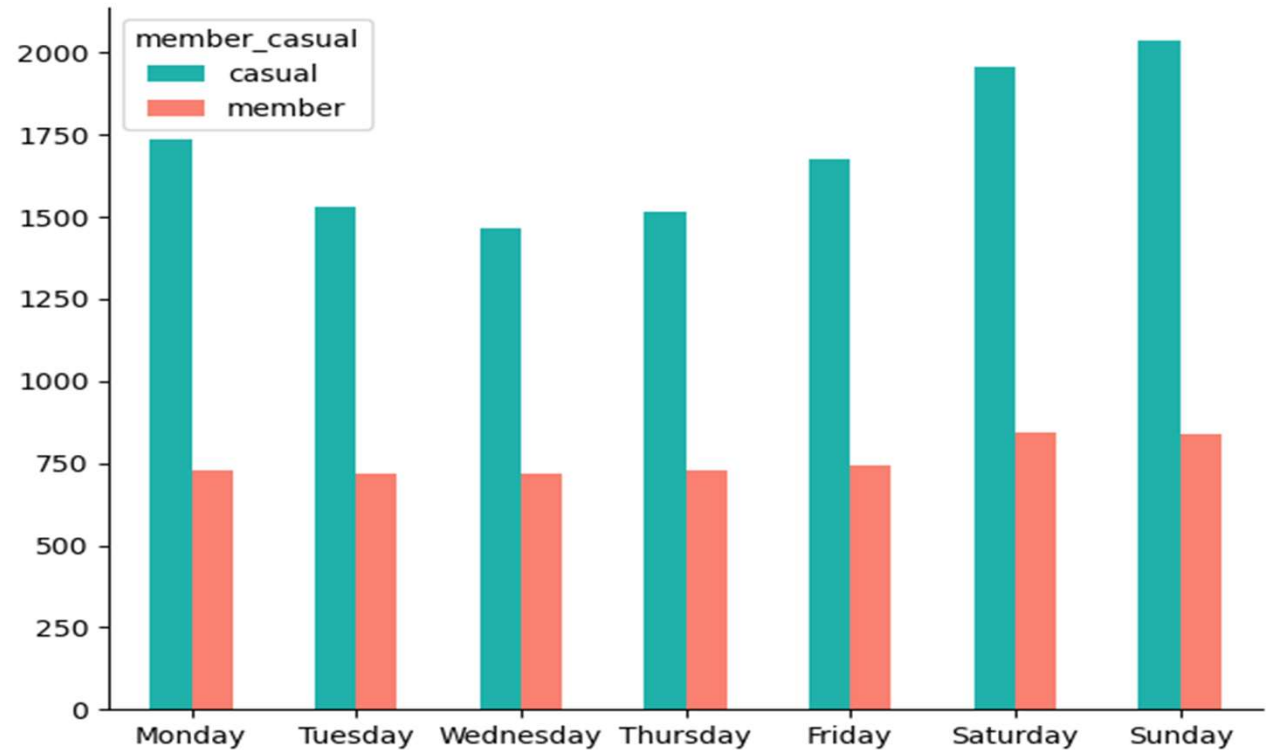
4. Their difference throughout the year?

- Members dominate throughout the year, yet we see 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. To effectively engage with casual members, it's recommended to schedule outreach efforts during the weekends, when they tend to be most active.
2. Providing a diverse range of docked bikes can entice users to explore more areas, increasing their overall satisfaction with the service.
3. Creating a summer marketing campaign can be a great way to attract more casual users during the peak season, encouraging them to take advantage of the service's benefits.

Thank you!