



# Cyclistic Case Study

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# Executive Summary

- Cyclistic is a bike-share company. The case study looks to examine how **Casual** riders and **Members** use cyclistic bike-share services differently

## Introduction

- The Cyclistic bike-share company intends to analyze the distinct usage patterns of casual riders and members. Based on these insights, the team aims to develop a data-driven marketing strategy to convert casual riders into annual members. To secure approval, compelling data and professional visualizations must be presented, encouraging management to invest in this potentially high-yield marketing program with the goal of maximizing annual memberships

# Business Objective

Conduct a thorough analysis of the data to discern the differing usage patterns of casual riders and annual members with Cyclistic bikes. Utilize these insights to craft an innovative marketing strategy aimed at converting casual riders into annual members

## Stakeholders

- Lily Moreno: Director of marketing and your manager
- Cyclistic marketing analytics team
- Cyclistic executive team

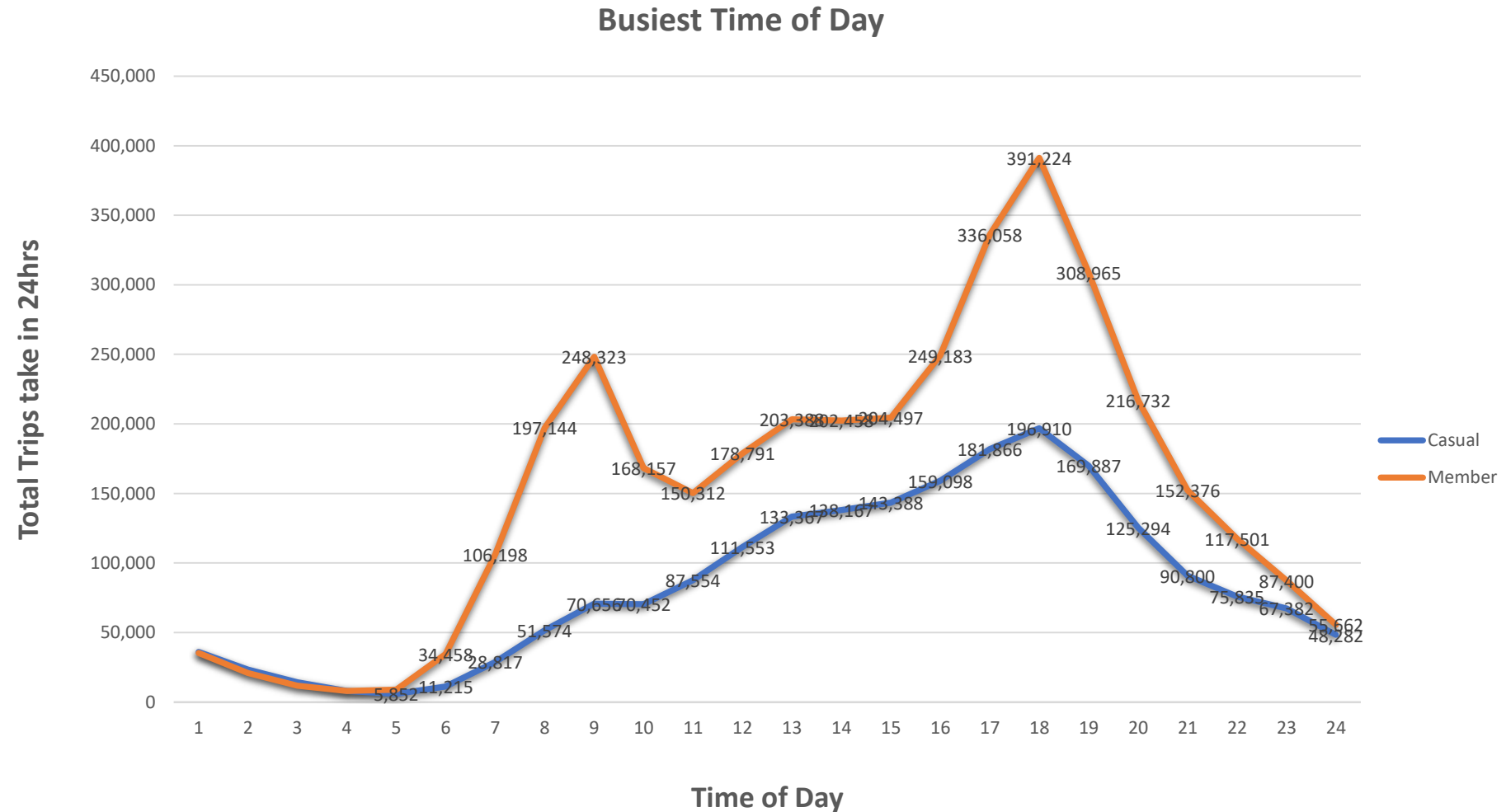
## ABOUT DATA

The data we are utilizing consists of Cyclistic's historical trip data from the previous 12 months. These datasets are appropriate for our case study and will enable us to address business-related questions. The data has been made available by Motivate International Inc. under a specific license. It is public data that allows exploration of how different customer types use Cyclistic bikes. However, data privacy concerns prevent us from connecting to the customers personal history with the company to determine whether casual riders reside in the Cyclistic service area or have purchased multiple single passes

## Analysis

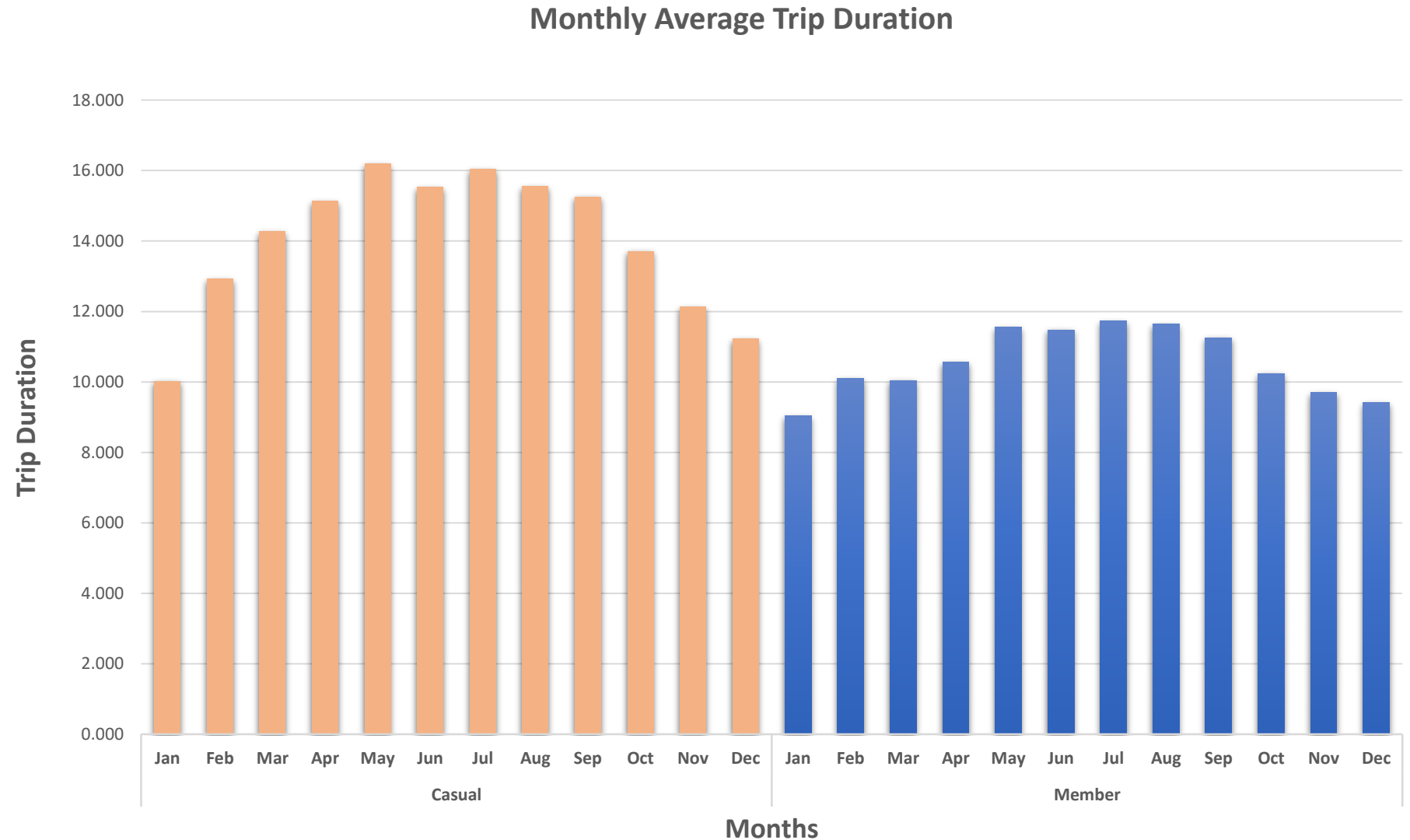
We analyze the peak times when users engage in biking activities throughout the day.

- The data shows **Members** bike more hrs. then **Casual** riders during the day.
- The peak biking hrs. are 8 – 10 am in the morning and 5 – 7 pm in the evening.
- For member we can assume they bike back and fort to and from work in the morning and evening.
- Casual user see a spike in the evening. We can assume this is for after work leisure or exercise.



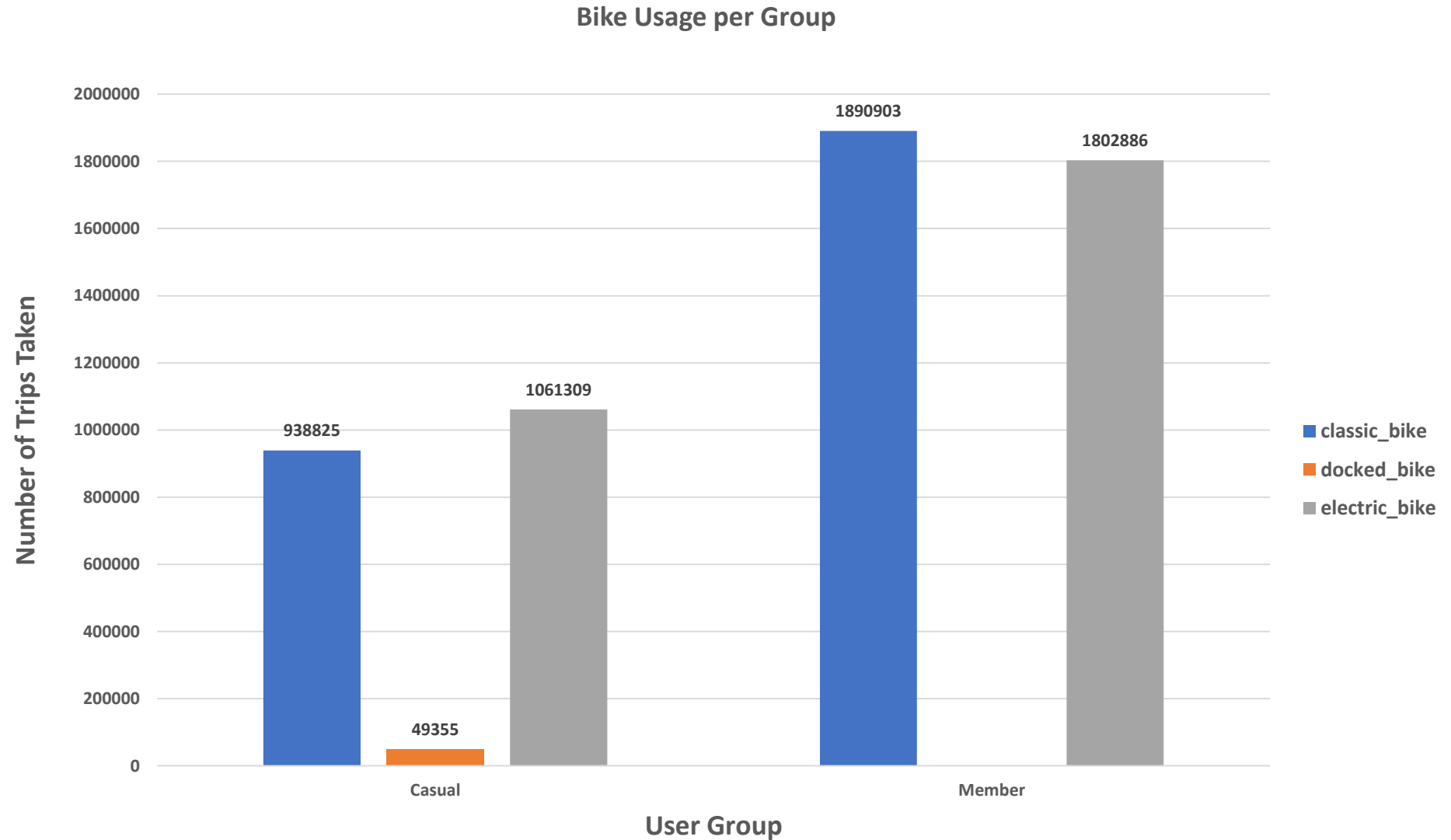
We look at what are the trip duration per month during the year for each user group

- The data shows Casuals have a higher trip duration throughout the year than members
- The data also shows higher usage in the warmer months for both user groups
- Casuals ride their bike for an average 15mins over 12 months while members average 11mins trip duration over the same period
- This data shows members biking patterns not changing drastically throughout the year but casuals pattern vary much more.



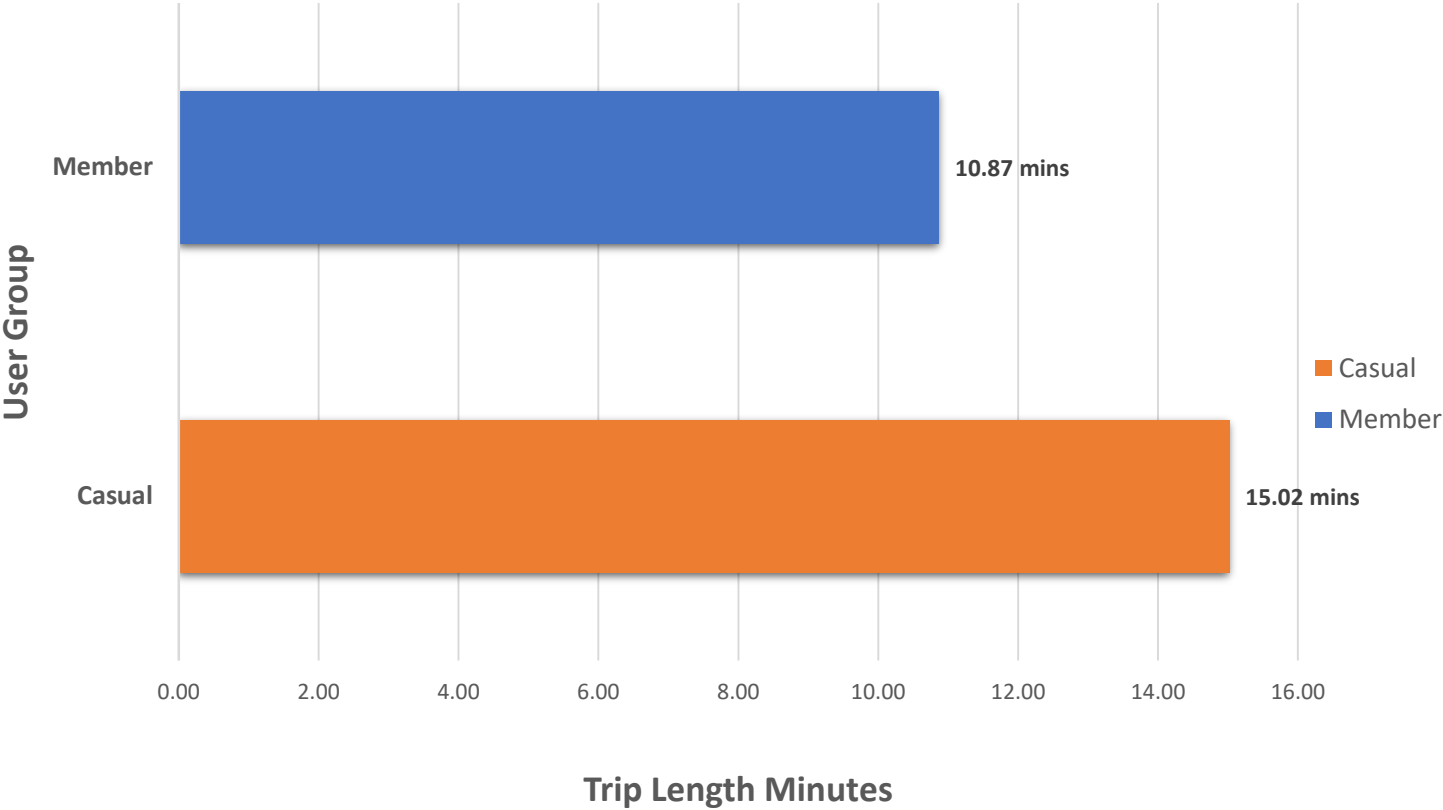
The data below shows the bike preference for each user group

- The data shows both user groups have an almost equal preference for both electric and classic bikes.
- Member have more trips taken in each bike category
- Members do not use a docked bikes. We can assume this is because they use their bikes more for transportation rather than leisure or exercise

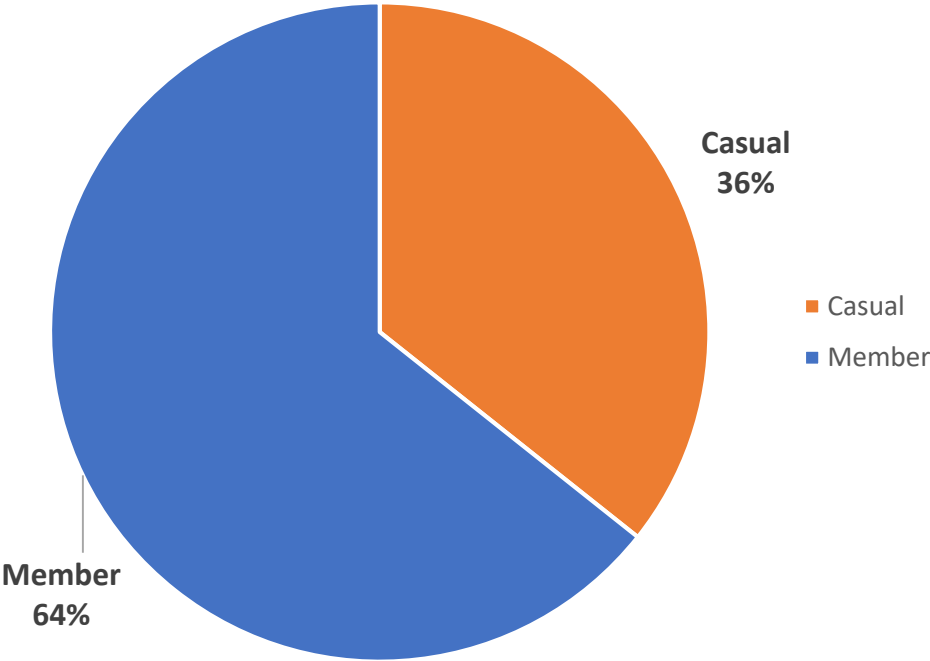


The data below show that Casual riders ride their bikes longer than member but member take rides more often, 64% compared to 34% for casual. This further support our theory that members mostly use their bike for more purpose usage like transportation compared to riders who ride more for leisure and personal time.

Average Trip length

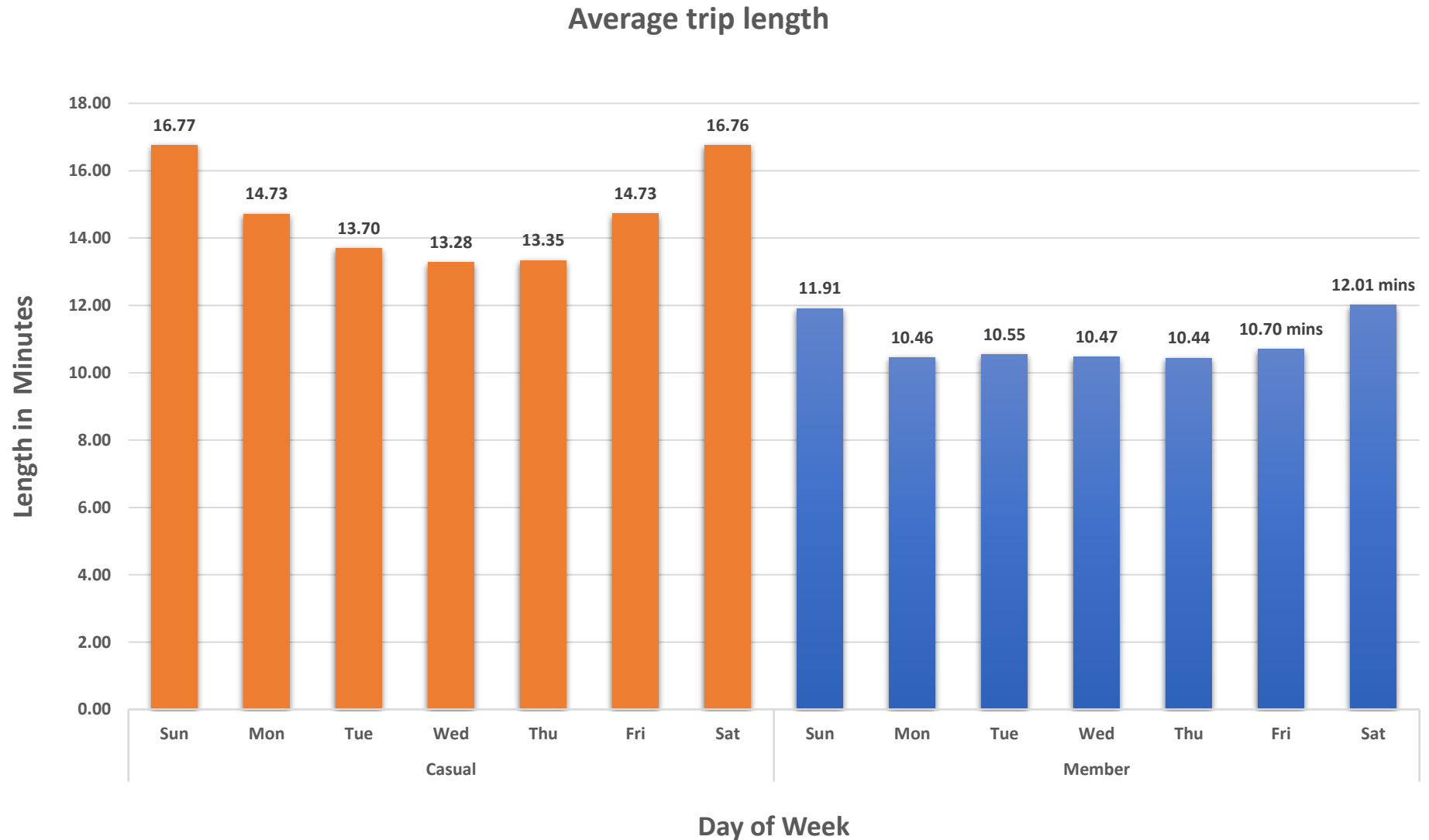


Trips per Year



## The data shows which day of the week riders take the longest ride

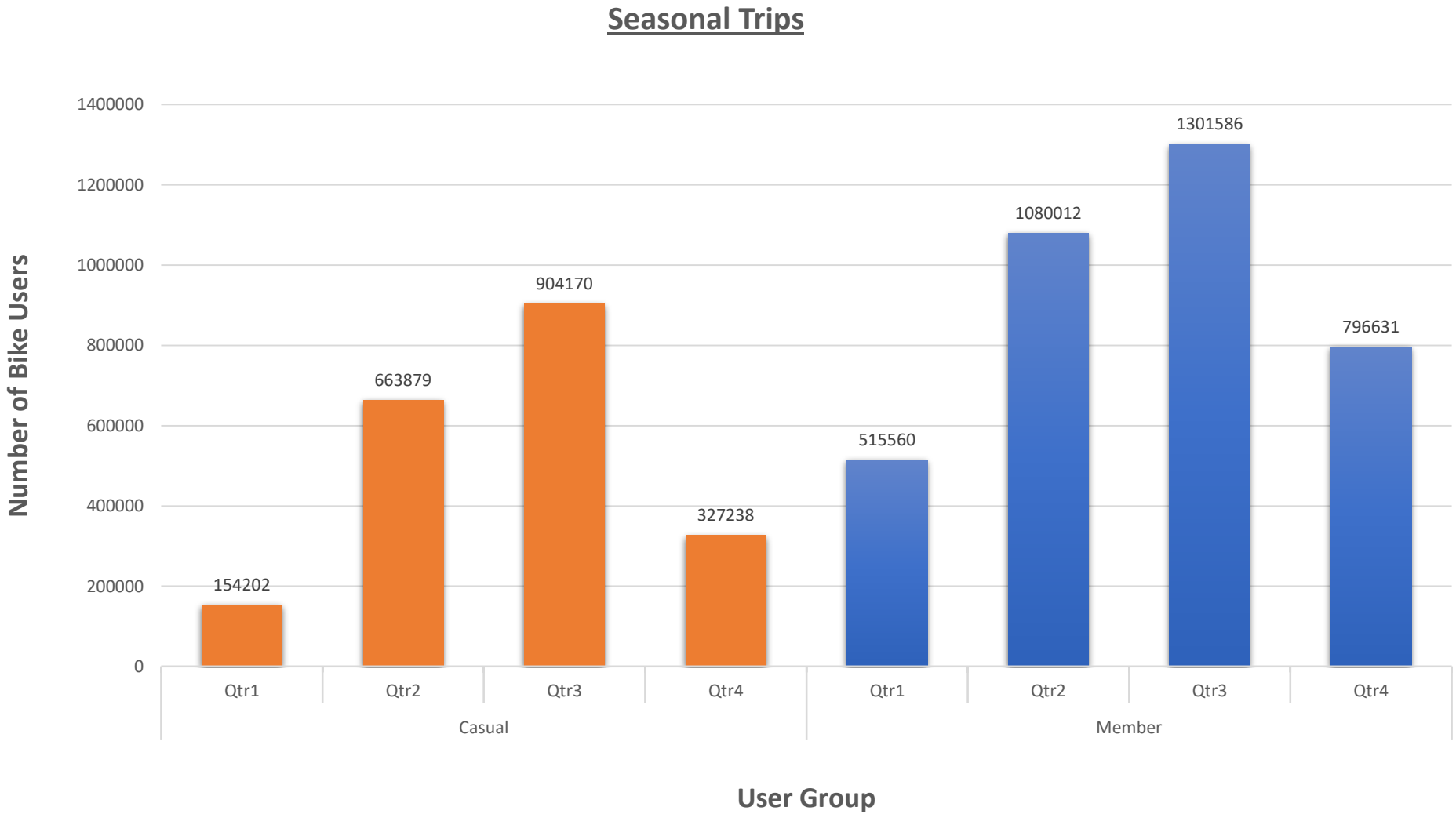
- The data shows both group of riders ride longer on the weekend
- Casual riders ride significantly longer each day of the week compared to members
- The volatility for ride length with casual riders is more compared to members whose ride length is almost the same daily.
- We can again assume members are using for transportations and riding the same or similar routes daily, hence their ride length does not change much.





Lets look at the number of bike users for each season of the year

- Members have a higher total number of users through the year.
- The Spring and summer time see a significant spike in usage in both Casual user and Members. We can attribute this to warmer weather.



## Summary of Analysis

- The analysis reveals that Cyclistic members utilize the bikes more frequently than casual riders. However, casual riders tend to take longer bike rides, particularly during weekends and the summer months
- Members typically ride for an average of 10 minutes daily, suggesting a specific purpose—likely work or transportation. Their ride durations vary by only 30 seconds during the week, reinforcing our hypothesis that members primarily use the service for transportation. In contrast, casual riders average a 15-minute ride, with a 3-minute difference between their longest and shortest rides. This variability could be attributed to casual riders using the bikes for a variety of reasons, including transportation, leisure, and exercise.

## Recommendations and Suggestions.

1. We propose implementing a pricing incentive to encourage casual riders to opt for annual memberships. Based on the data, it is evident that casual riders have significantly longer ride durations compared to members. Our approach involves educating casual riders about their riding habits and emphasizing the cost-effectiveness of an annual pass, given their frequent usage. By illustrating how the annual pass becomes financially advantageous after a certain number of rides, we can highlight the cost savings. Additionally, offering a reduced monthly fee for the annual pass will make it more appealing than daily payments
2. Present a compelling value proposition to casual users by highlighting the convenience of an annual pass. With unlimited rides and no need to pay each time they use it, the annual pass offers significant advantages. The data indicates frequent usage, making it worthwhile for casual users to opt for the annual pass. Additionally, we can enhance the appeal by introducing perks such as priority bike access during peak hours
3. We can also run time-sensitive promotions, such as early bird discounts, to incentivize annual pass sign-ups. Additionally, we can establish partnerships with businesses frequented by cyclists—such as coffee shops or other popular destinations—to offer joint discounts to our shared clientele

Thank you.