

CYCLISTIC CUSTOMERS: CASUAL VS. MEMBER

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Cyclistic Case Study

Google Data Analytics Capstone



PREFACE

This case study was performed as the capstone for the Google Data Analytics Professional Certificate.

This document is a record of the data analysis process. The analysis follows Kevin Hartman's [Divvy case study](#) in its approach to wrangling this dataset and some of the basic exploratory data analysis.

The data has been made available by Motivate International Inc. under this [license](#).

AGENDA

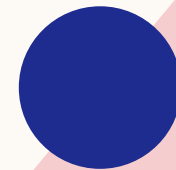
Introduction

Problem/Question

The Data

What I found

Recommendations



INTRODUCTION

Cyclistic's strategy reaching new customers until now has focused on raising consumer awareness and establishing Cyclistic as a major bike-sharing company in Chicago.

That strategy has worked: the data shows that Cyclistic customers have taken over 4.5 million unique trips on Cyclistic bicycles.



PROBLEM

That strategy now needs to change.

THE PROJECT

- Lily Moreno, director of marketing, has chartered a project to change Cyclistic's strategy
- A strategy of converting casual riders into members is now being explored.
- The data analysis I will share with you today is the first step towards developing that strategy.

MY GOAL TODAY

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

THE DATA

- To answer this question, I looked at Cyclistic's logs of every trip taken by our customers from September 2021-August 2022.
- The dataset comes from internally collected data, so the quality and veracity are very high.
- Additionally, because of consistent internal standards, the data was consistent and easier to harmonize across months.
- Considering of the size of the dataset, I decided to perform my cleaning and analysis in R.

THE BASICS

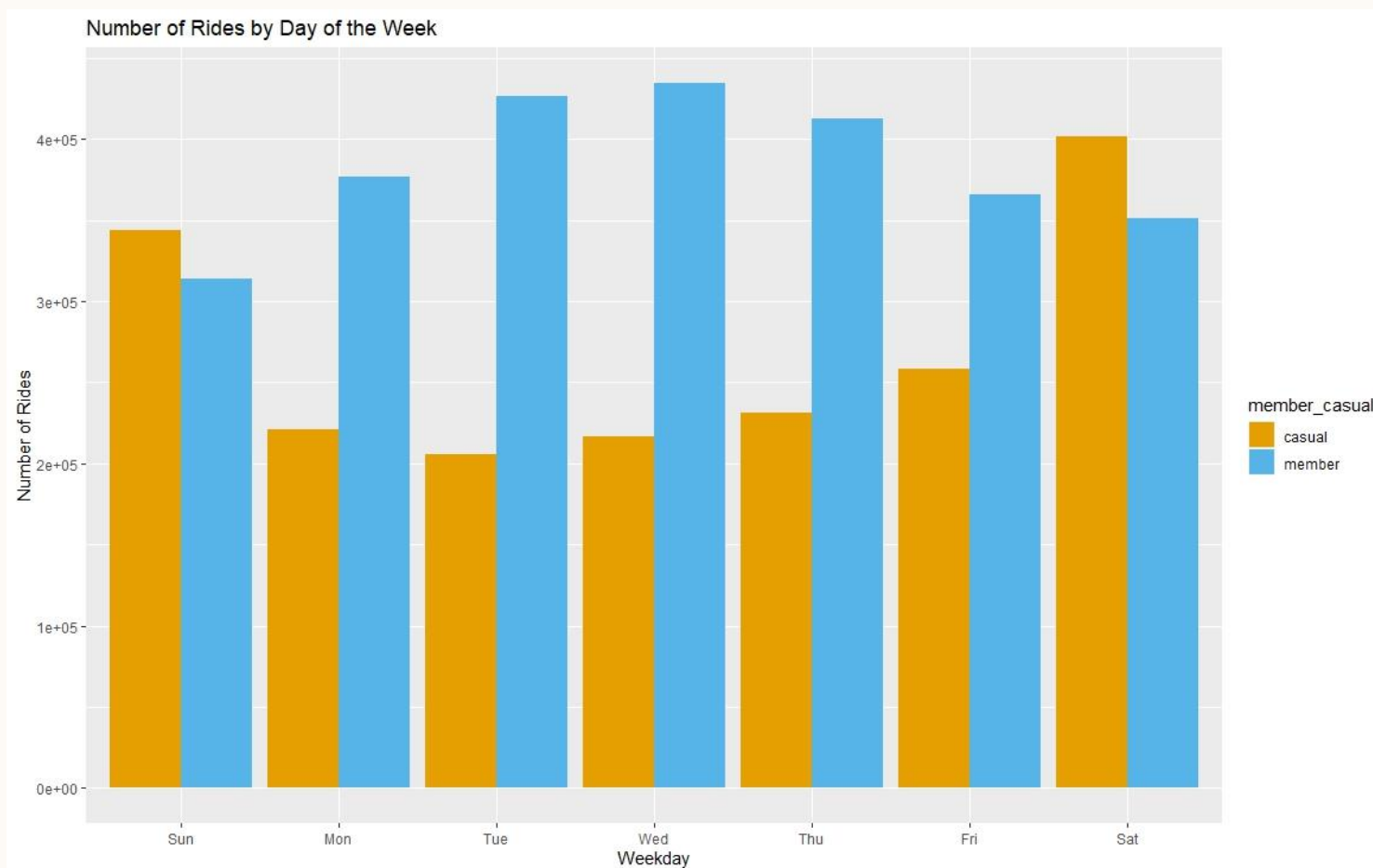
Number of Rides

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Casual	344,001	221,074	205,520	216,900	230,986	257,978	401,490
Member	313,832	376,560	426,887	434,711	412,980	365,703	351,425

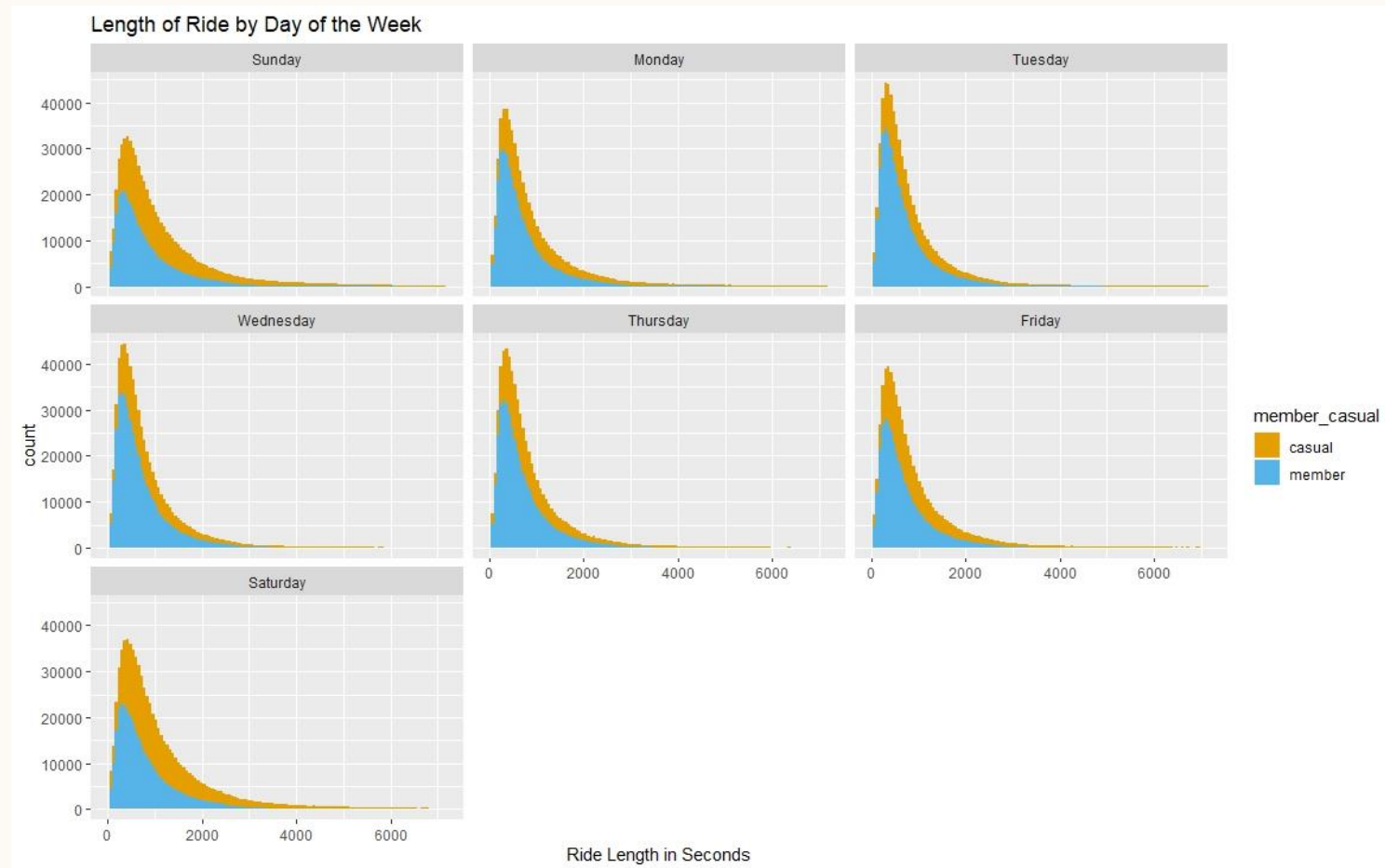
Average Length of Rides (Minutes)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Casual	29.72255	26.77665	22.57347	22.08239	22.77363	24.03008	28.38835
Member	14.13425	12.15973	11.81273	11.92040	12.04234	12.26818	14.08712

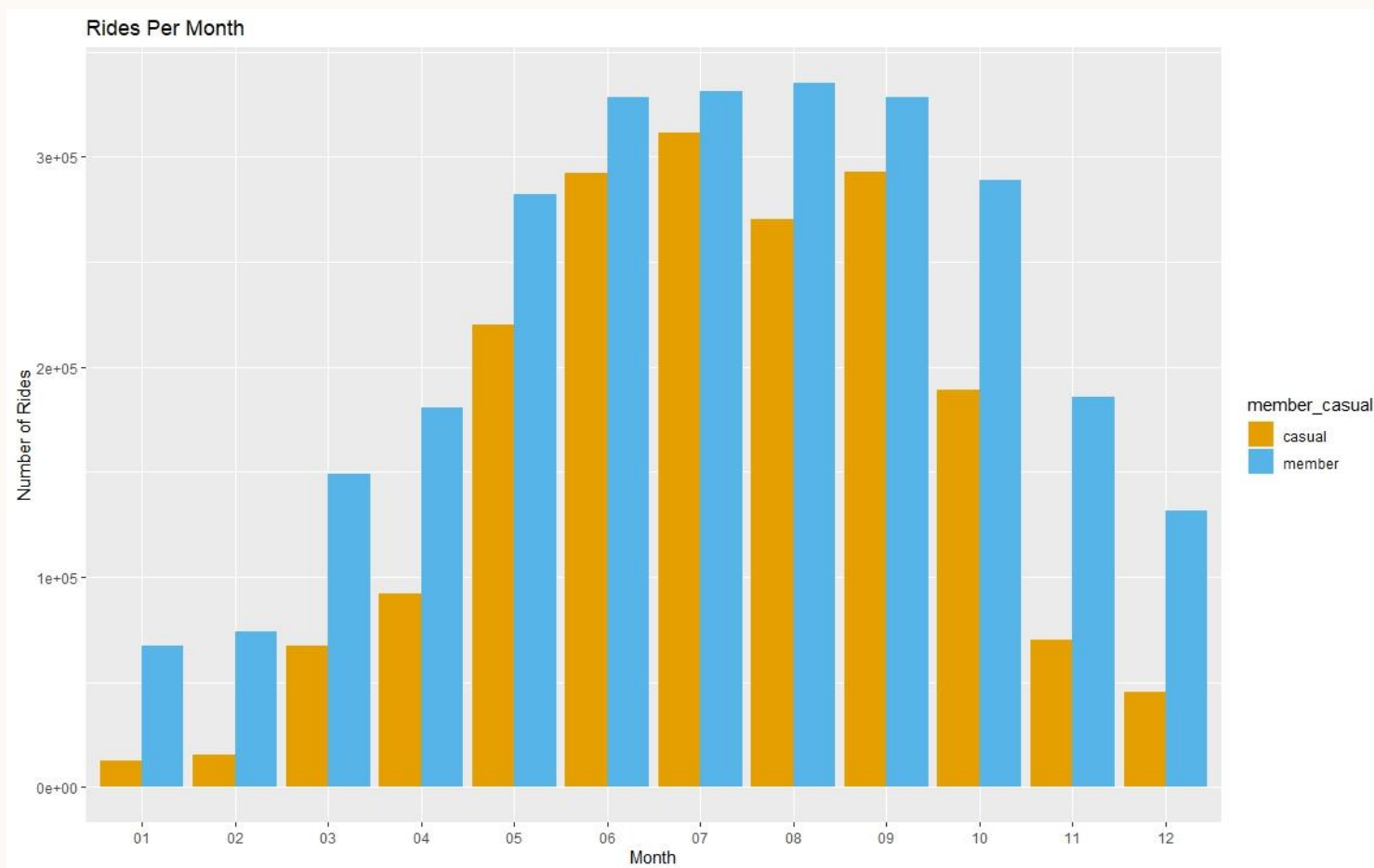
RIDE BY WEEKDAY



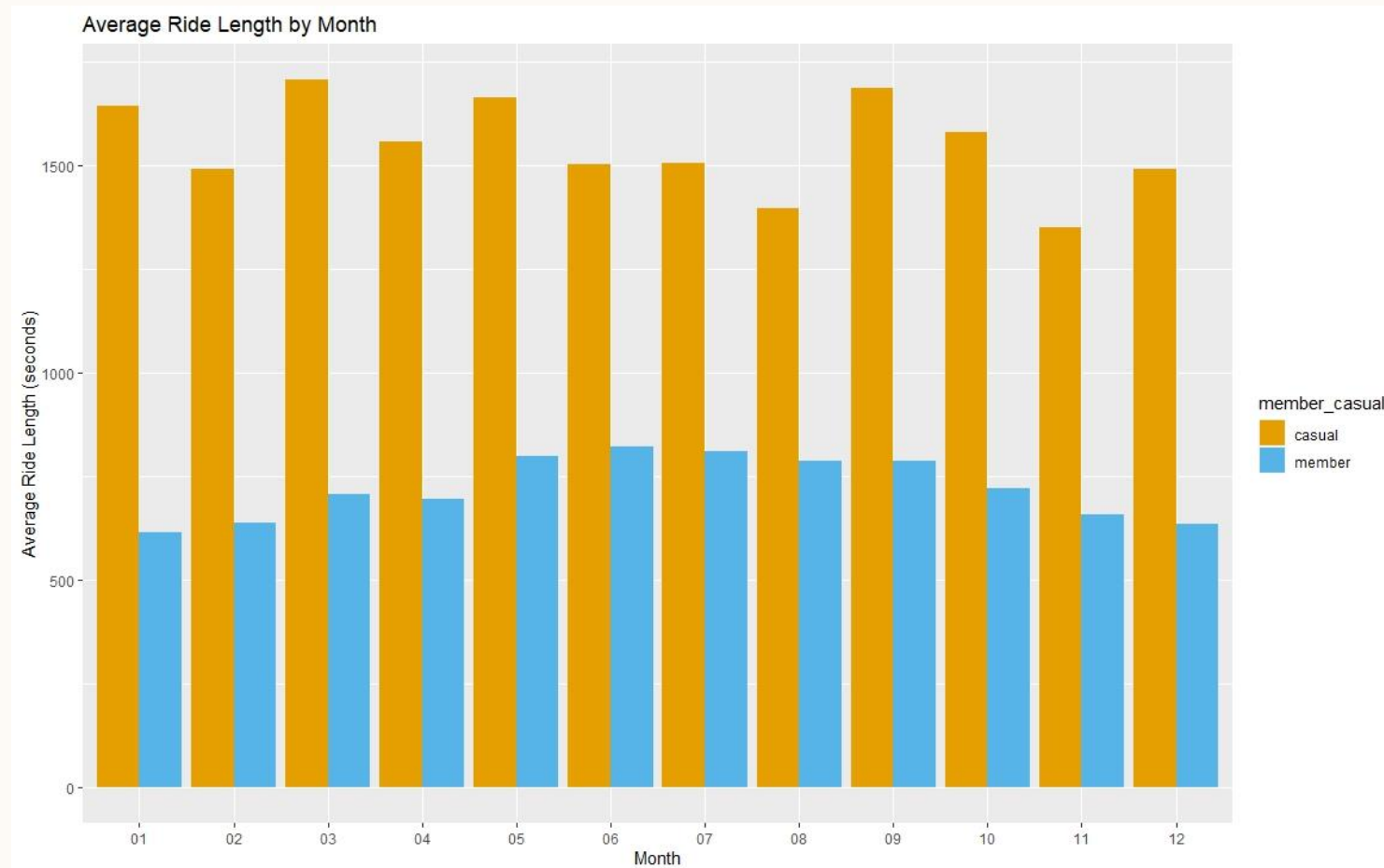
RIDE LENGTH: LONG TAILS



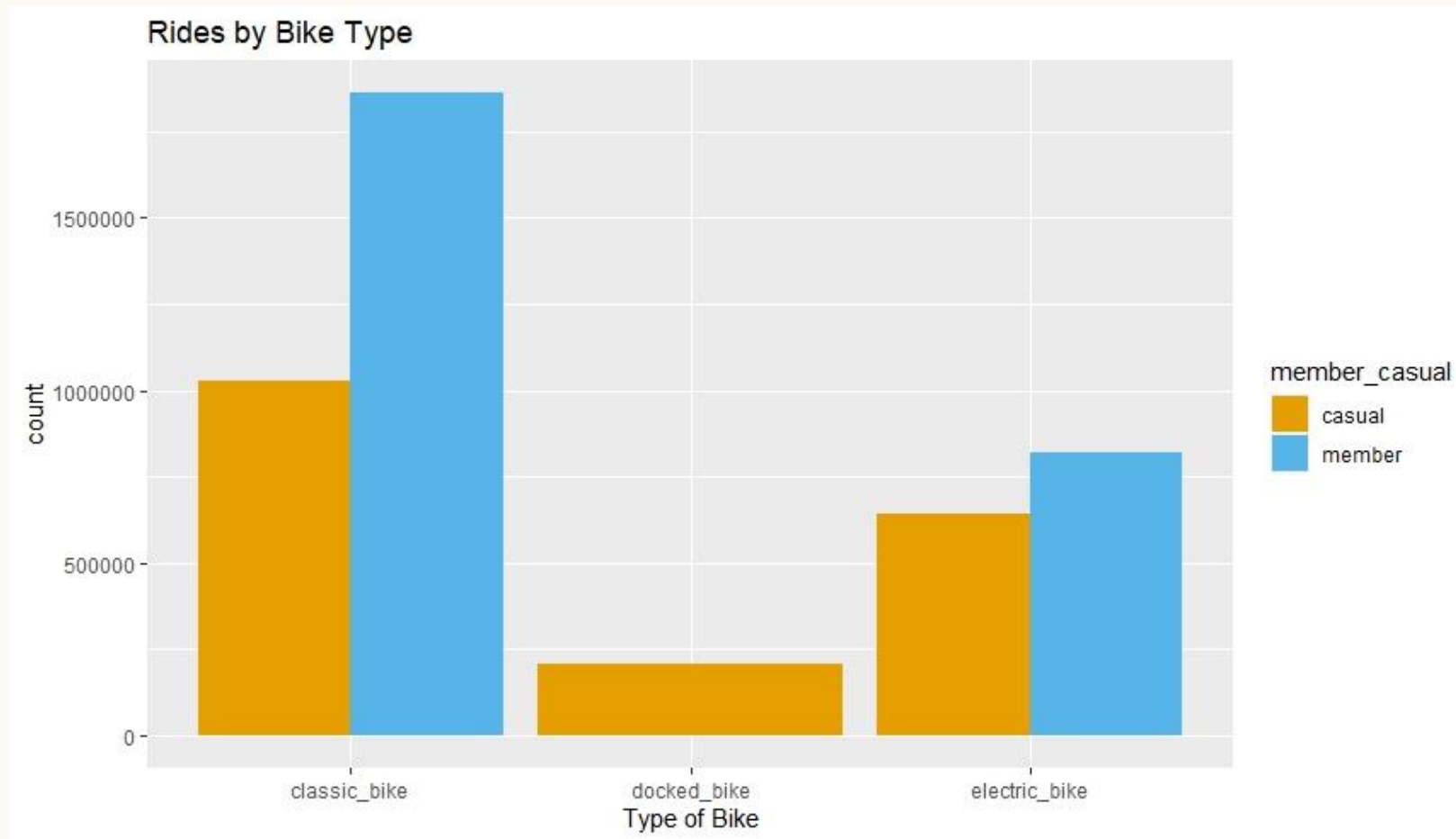
RIDES BY MONTH



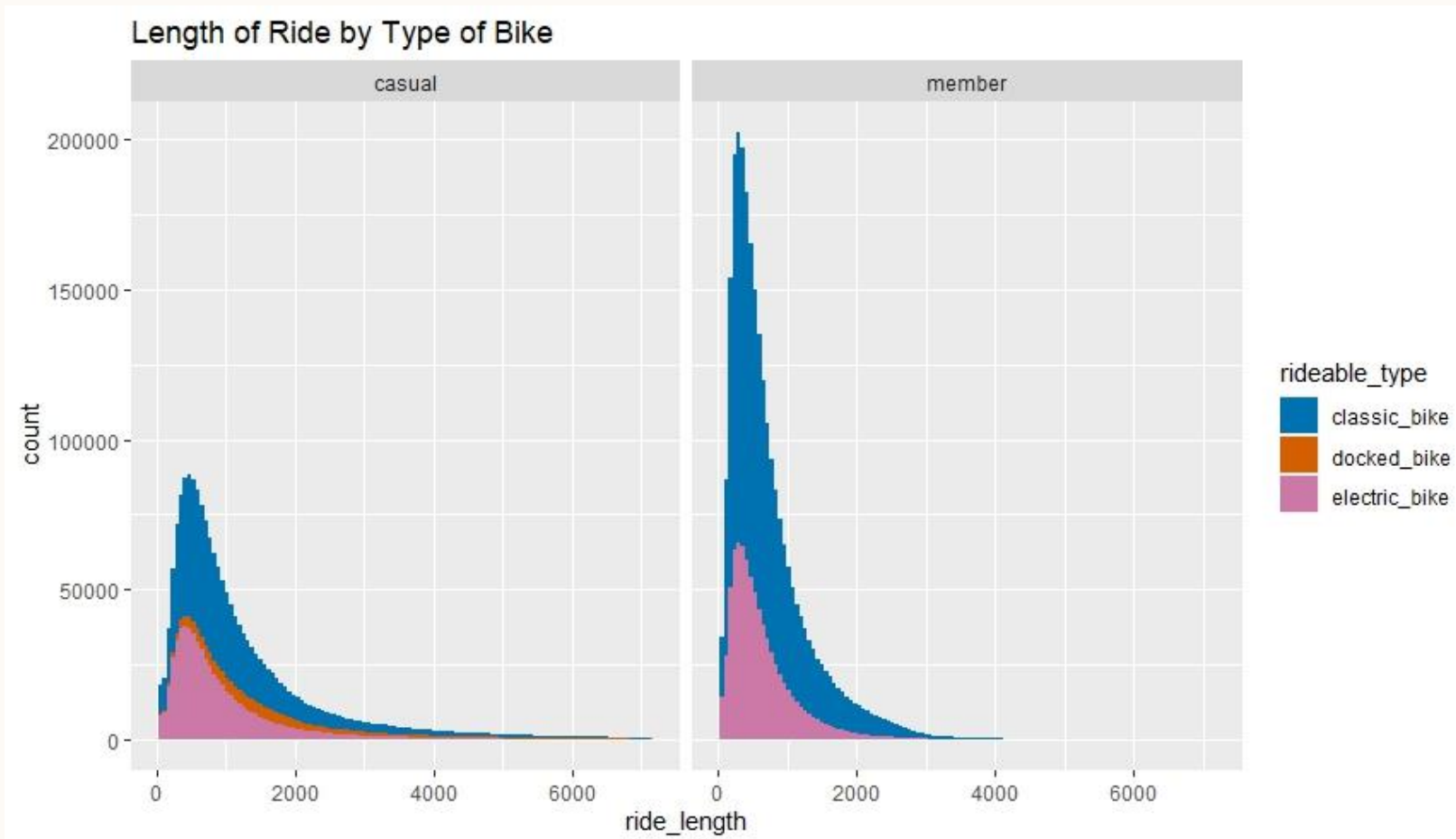
RIDE LENGTH BY MONTH



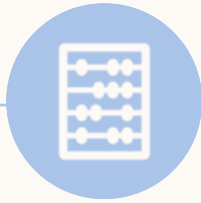
BICYCLE TYPE PREFERENCE



RIDE LENGTH BY TYPE



MY RECOMMENDATIONS



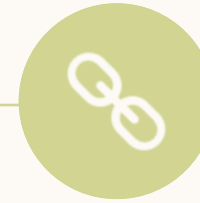
LAST-MILE TRANSPORTATION

- Highlight value of shorter trips to casual riders.
- Connect day-to-day tasks with cycling and Cyclistic.



FLEXIBILITY = ROI FOR CUSTOMERS

- Number of rides decreases for everyone in winter. Further research needed to explore if this is a factor specific to casual riders.
- Explore flexible options that allow customers to join and get the most out of their membership.



FOCUS ON FREQUENCY

- Selling our customers on shorter, more frequent trips is good for their budget, health, and the environment.
- This could be a way to encourage casual riders to more frequent, shorter rides on class bikes as well.



THANK YOU

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