Cyclistics: an users overview

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Client: Cyclistics

Overview

-SCOPE OF WORK

The scope of this analysis is to identify the key differences between members and casual users to support the Marketing Department's strategy. The ultimate goal is to design a targeted marketing campaign aimed at converting casual users into annual members.

Analysis

-DATA CLEANING

-I extracted the raw data from the Cyclistic databases.

-I standardized the station IDs, as the older files contained inconsistent coding.

-I extract only the data that is meaning for the objective.

-I calculated the duration of every ride .

-I used aggregation function on the data for calculate average duration and total trip, divided for memebers and customer users.

-I create a new table with the measure i calculate for export it in Tableau.

-For more detail visit my github page on
https://github.com/francescodigangi993/Coursera_project.git

Preliminary advice

I measured the standard deviation of the rides duration, and I found that it is very high. For this reason I prefer to use the median instead of the mean. This allows us to focus on the most representative data by minimizing the influence of outliers.
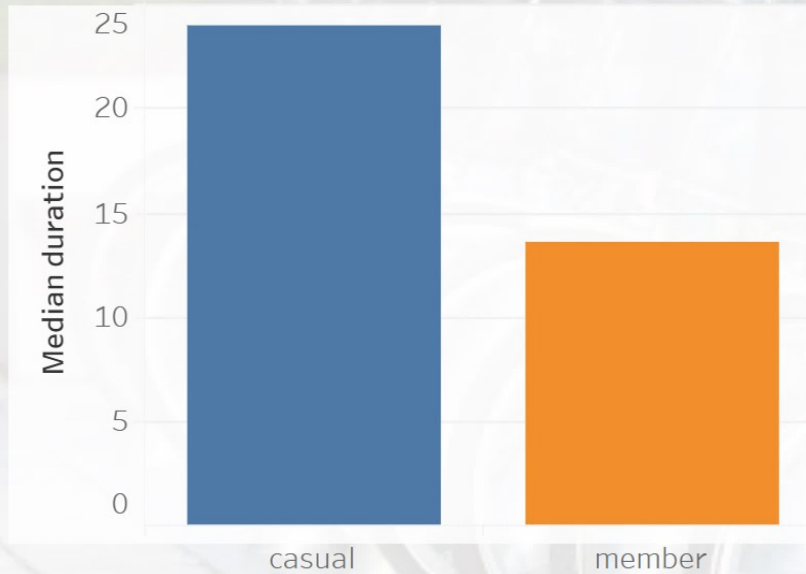
Standard Deviation

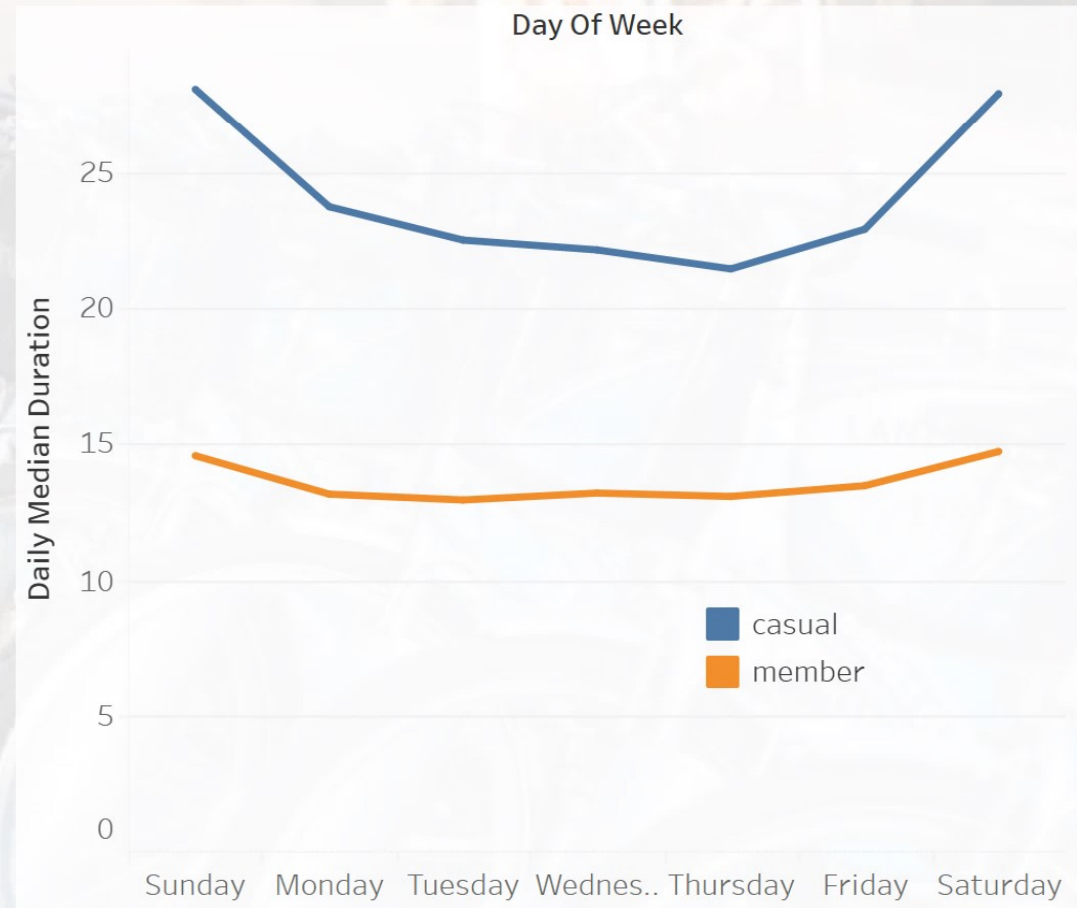| casual	member
416,0	39,9

Daily median rides duration
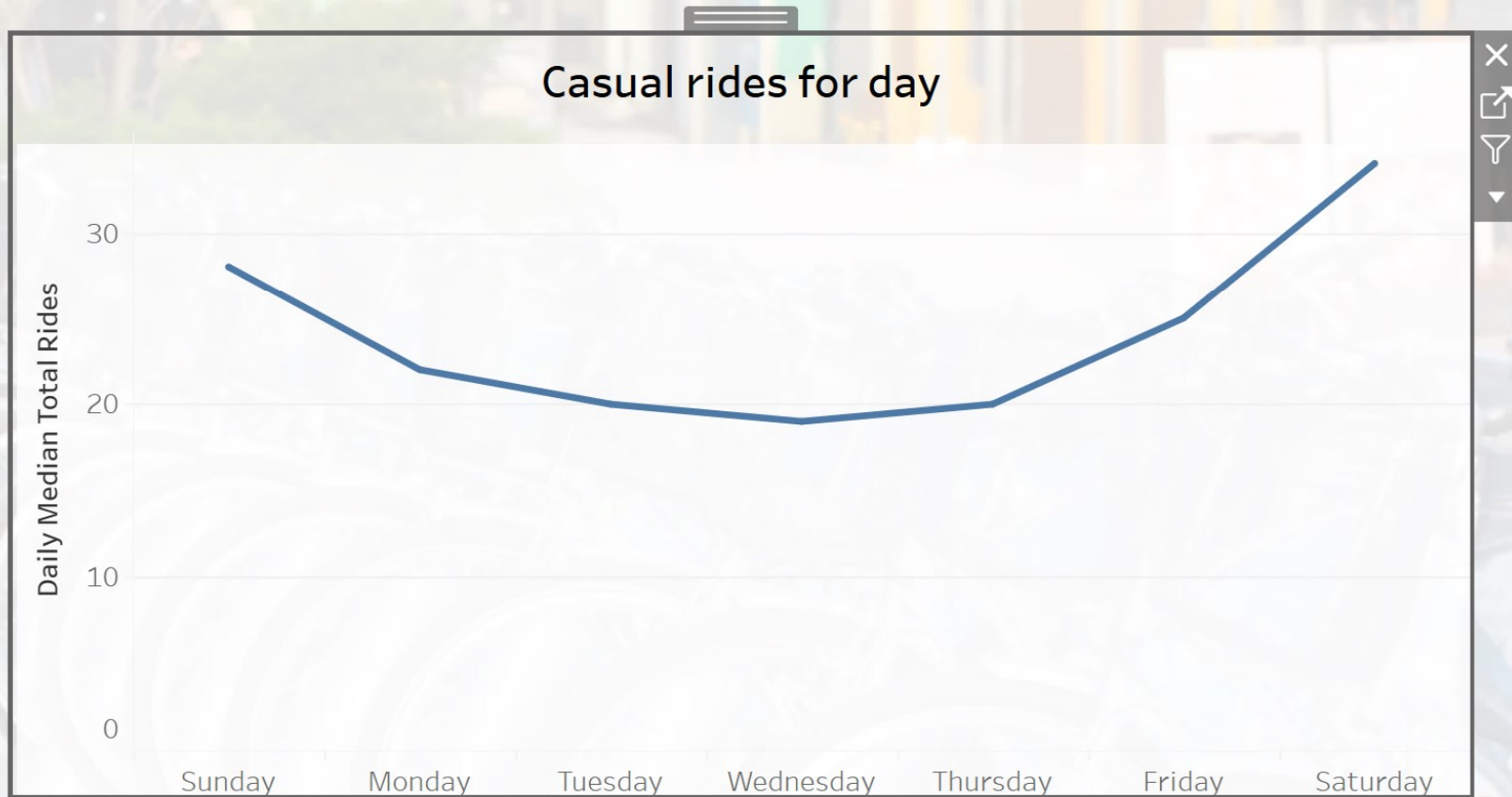
Daily median duration

Member vs casual median daily duration

Day Of Week

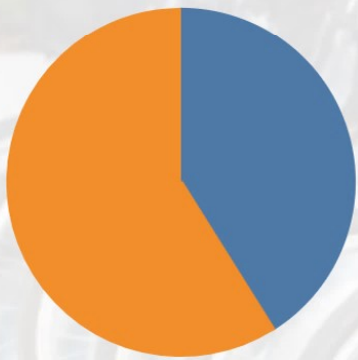

This graphs show that the casual have longer median ride duration

Daily median total rides

Casual rides for day

The data indicates that casual users' activity peaks significantly during the weekend.
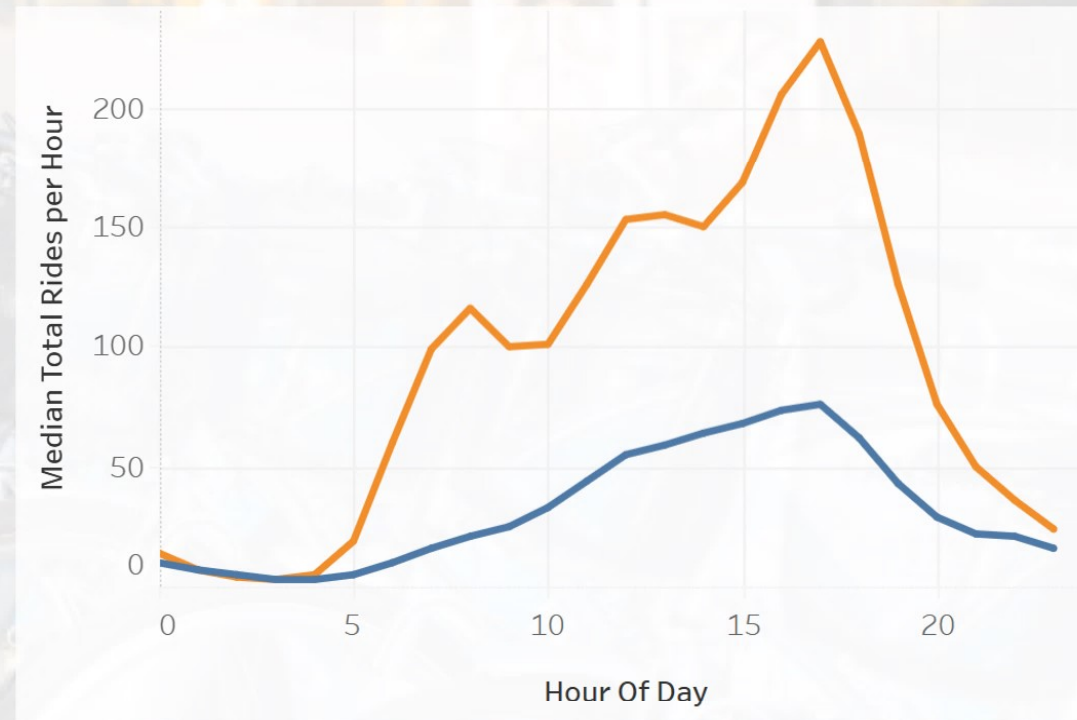
Hourly median rides

Member VS casual Total rides

This graph shows the total rides divided between members and casuals

■ casual
■ member

Total rides per hour

This graph illustrates that probably many members use the bikes for commuting. In fact we see two peaks - one at 8 a.m. an one at 5 p.m.- corresponding to the rush hours.

Conclusion

Given that casual users primarily utilize the service during weekends, I recommend introducing a 'Weekend Pass'. This option would be more affordable than an annual membership and would grant access from Friday through Sunday. This targeted offering aims to capture the high-volume casual market and provide a stepping stone toward long-term engagement.

An insight:

To provide a better analysis, I recommend enhancing data collection by including an User ID for every ride. Accessing pseudonymized user-level data would allow for a deeper understanding of user retention, frequency of use, and individual behavioral patterns, leading to even more precise and actionable marketing insights.