



Gabriel B. Elepaño | November 11, 2025

Cyclistic: Case Study

Agenda

Purpos

What's the goal of this analysis?

All about Data

Information about the data

Seasonal

Analysis split by season

Recommendatio

Recommendations from analysis

Sourc

Source of data, and license to use.

Profil

Get to know the presenter

Purpose

Understanding the behavior of Casual riders and Members to identify how the company will convert Casual Riders into Members.

Members - customers who purchase Annual Membership

Casual - customers who purchase Single or Full-day Pass

All about Data

Data Cleaning Process:

Tools used: R, & Spreadsheet

- Gathered sample size for each month in year 2022 using R. (98% Confidence Level, & 2% Margin of Error.
- Checked for duplicates in ride_id
- Cleaned blanks and data with wrong formats (e.g. id in scientific notation, id length is not equal to 16).
- Followed Data Cleaning process from: <https://www.divvybikes.com/system-data>

All about Data

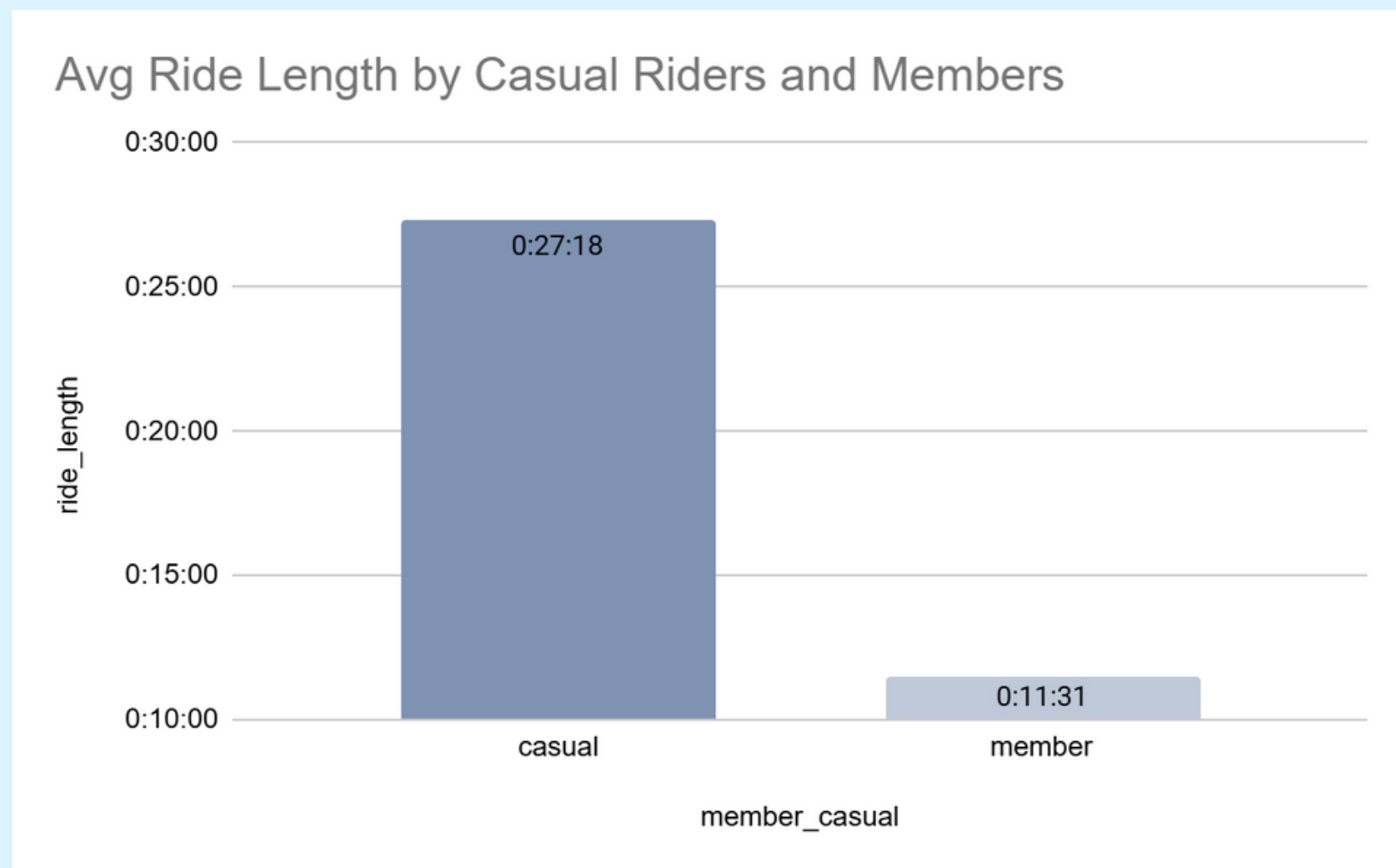
Data Manipulation Process:

Tools used: Spreadsheet, & Combine Sheets Extension

- Added ride_length and day_of_week columns.
- Combined all Month sheets using Combine Sheets Extension for year 2022 data.
- Combined Months depending on season using Combine Sheets Extension for Seasonal data.

Spring Analysis

March-April-May 2022:



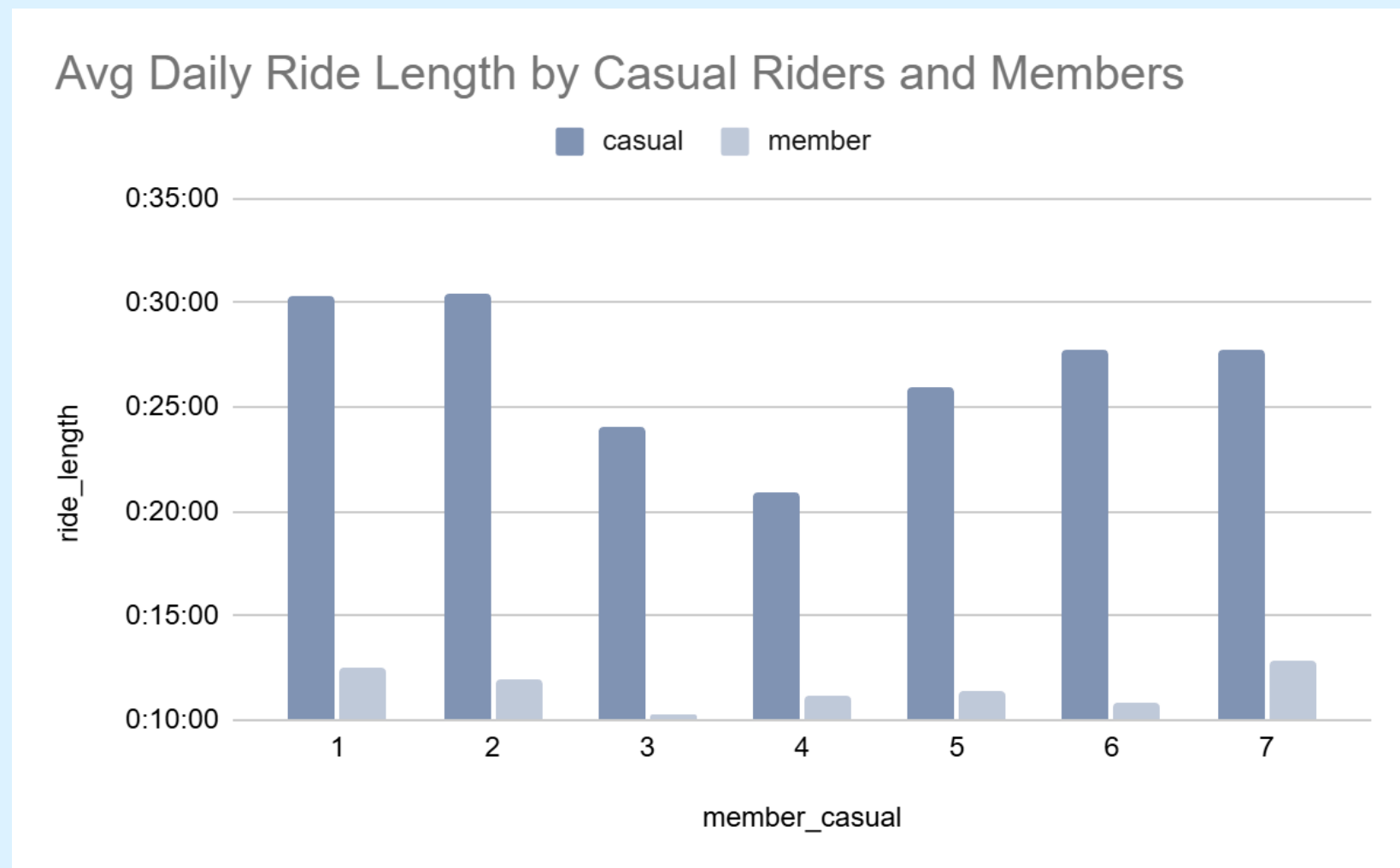
Casual Riders recorded the longest ride throughout the Spring season.

Number of Casual Riders: 2776

Number of Members: 4903

Spring Analysis

March-April-May 2022:



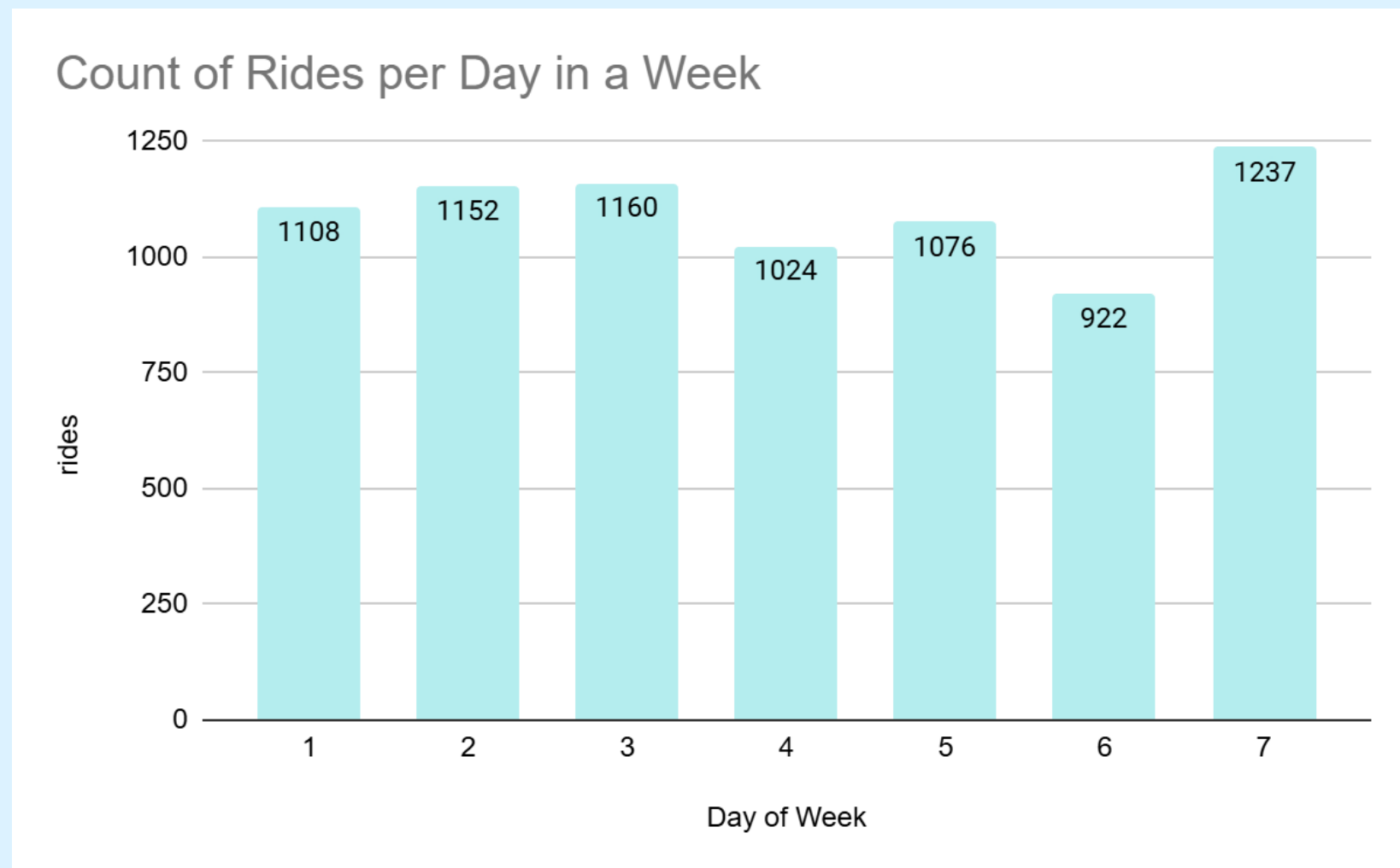
Throughout the spring season, **Casual Riders** tend to ride the longest on **Mondays**.

Number of Casual Riders: 2776

Number of Members: 4903

Spring Analysis

March-April-May 2022:



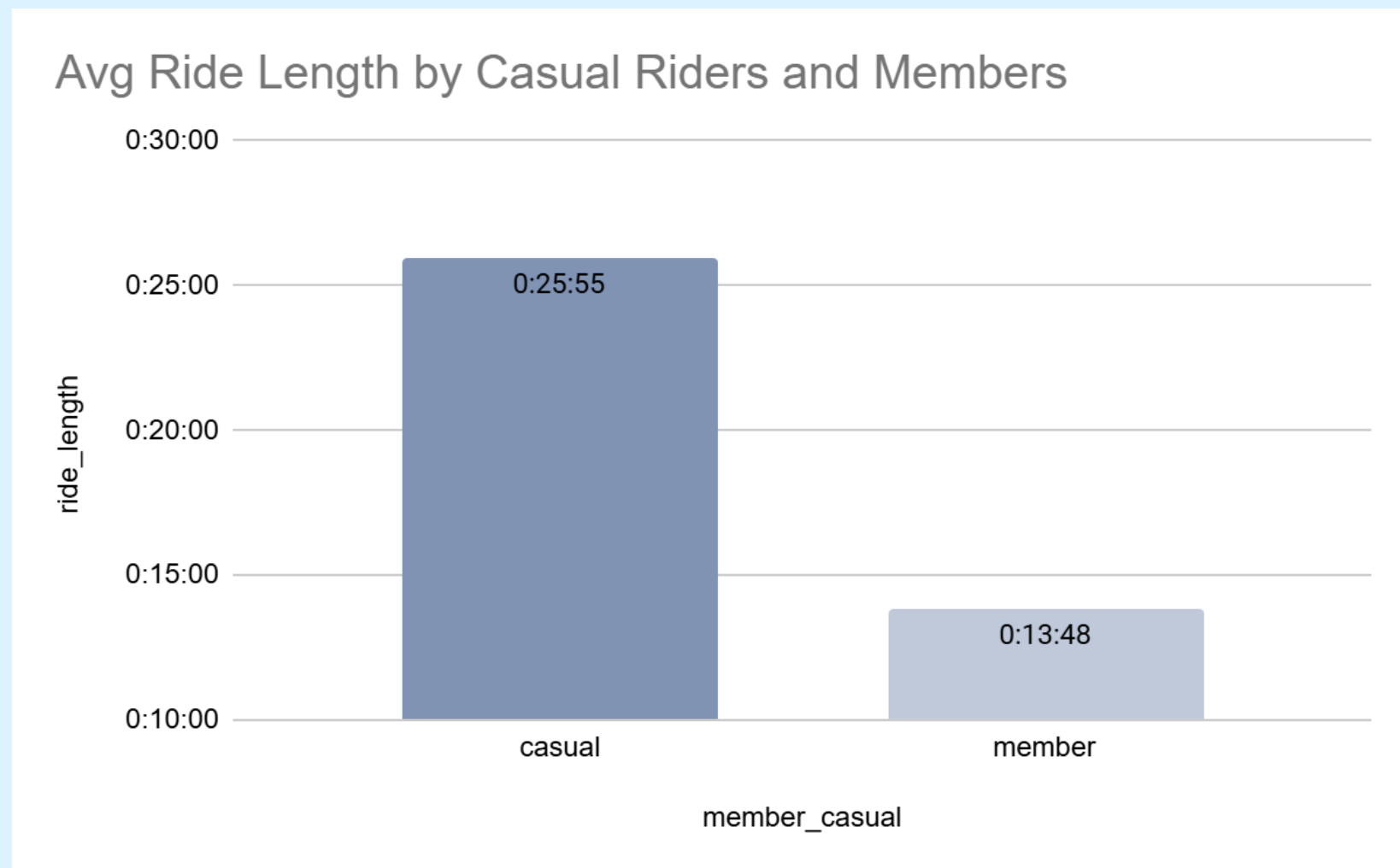
All riders tend to ride the most on **Saturdays**.

Number of Casual Riders: 2776

Number of Members: 4903

Summer Analysis

June-July-August 2022:



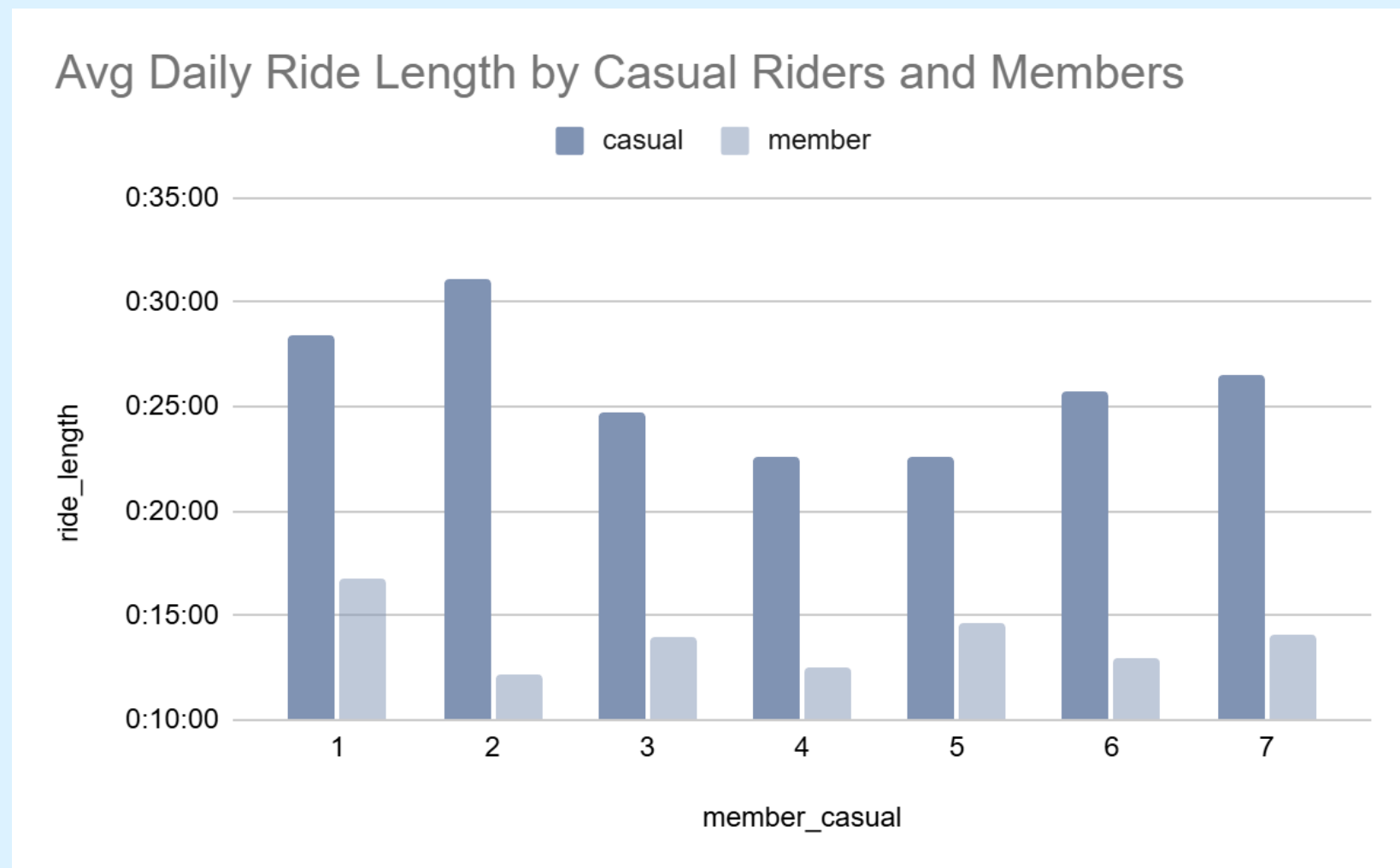
Casual Riders recorded the longest ride throughout the Summer season.

Number of Casual Riders: 3752

Number of Members: 4258

Summer Analysis

June-July-August 2022:



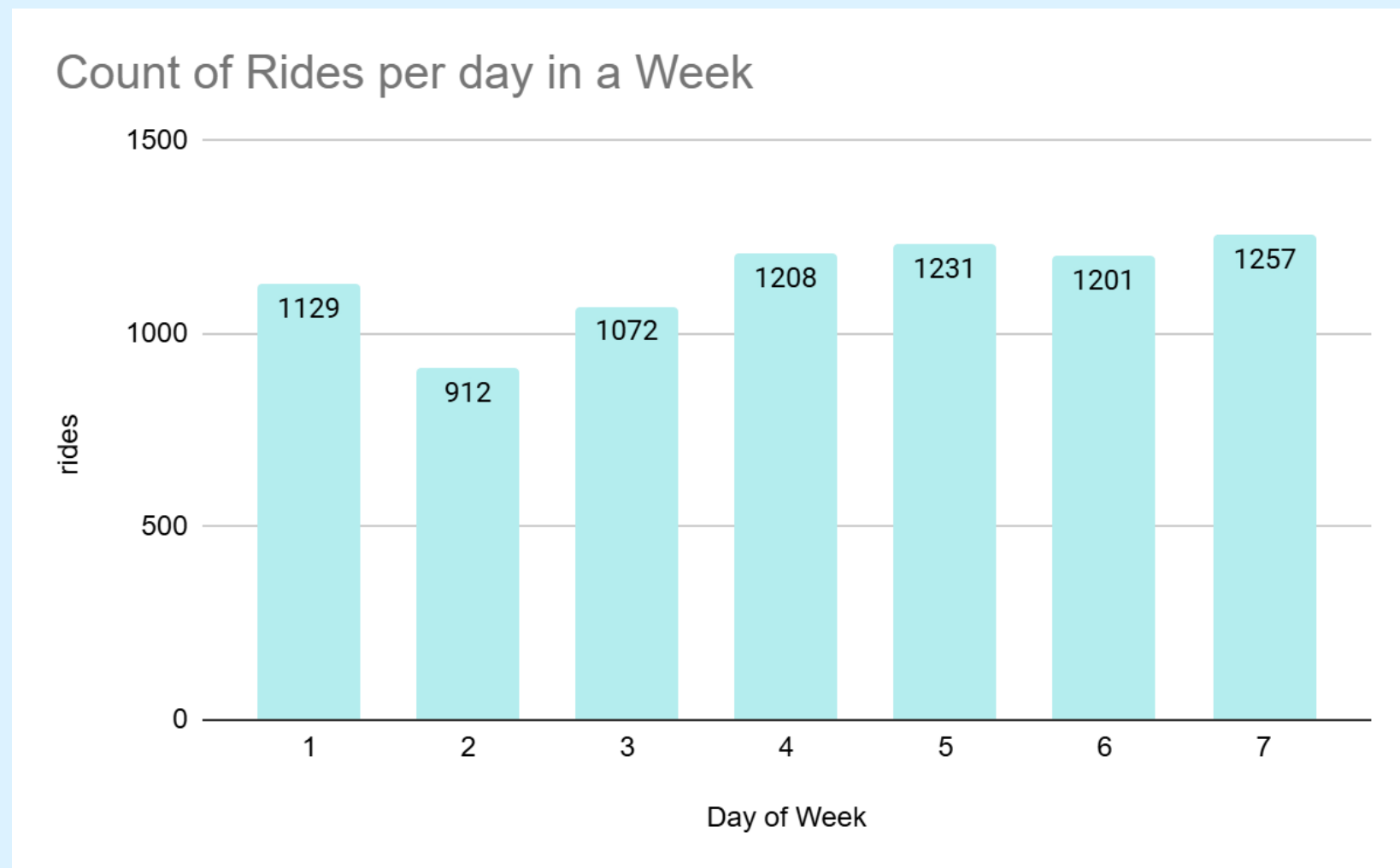
Throughout the summer season, **Casual Riders** tend to ride the longest on **Mondays**.

Number of Casual Riders: 3752

Number of Members: 4258

Summer Analysis

June-July-August 2022:



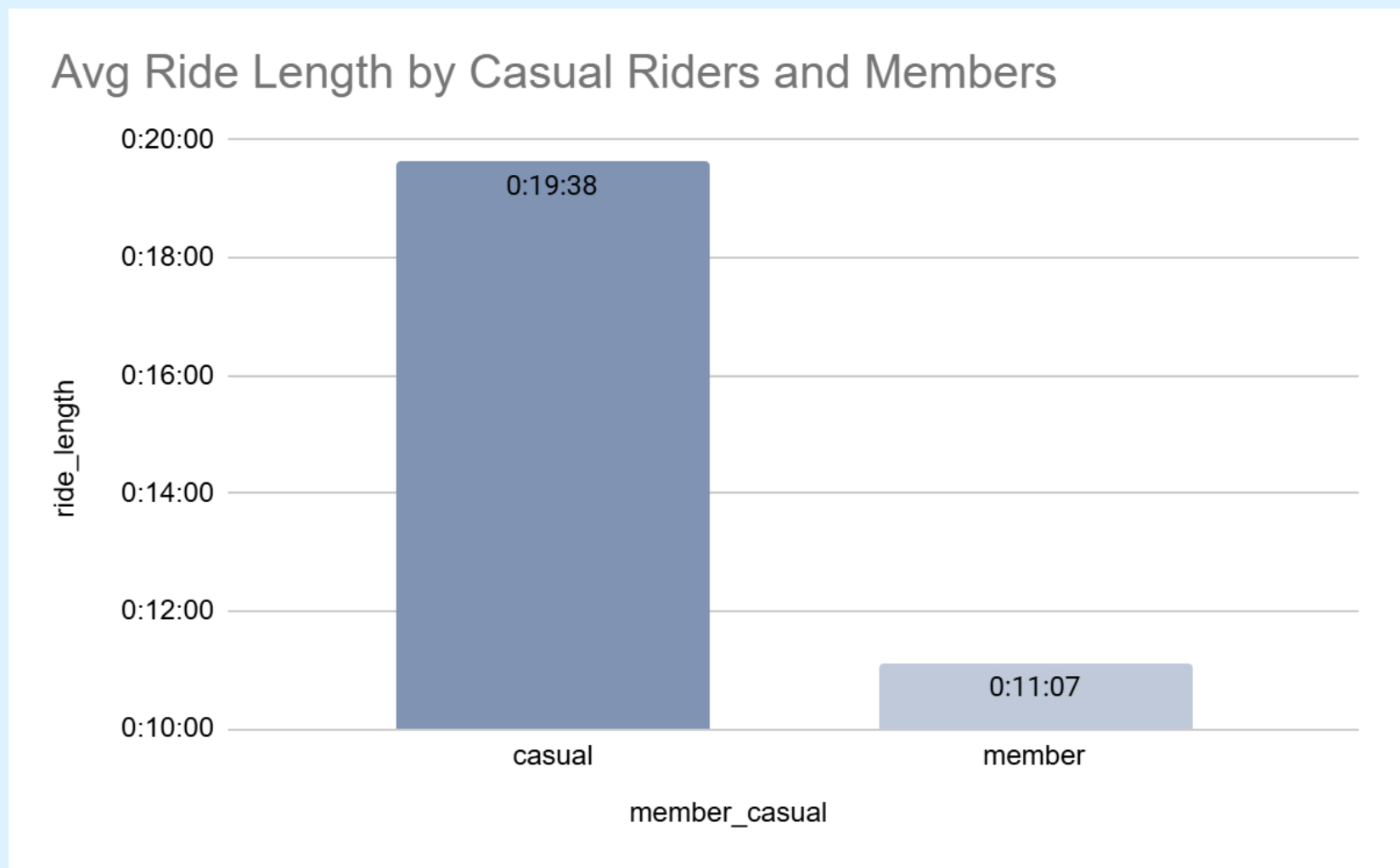
All riders tend to ride the most on **Saturdays**.

Number of Casual Riders: 3752

Number of Members: 4258

Autumn Analysis

September-October-November 2022:



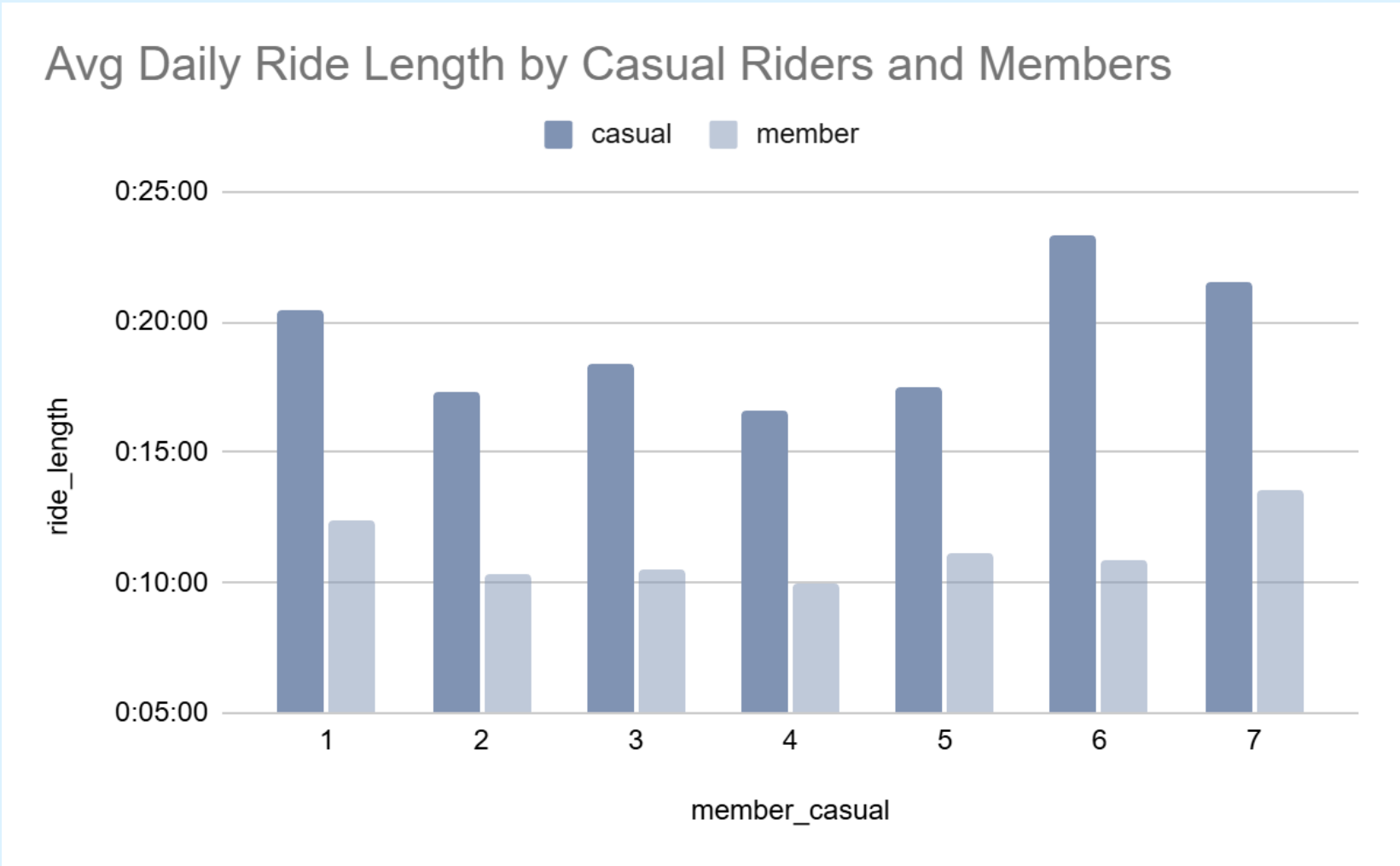
Number of Casual Riders: 2715

Number of Members: 4942

Casual Riders recorded the longest ride throughout the Autumn season.

Autumn Analysis

September-October-November 2022:



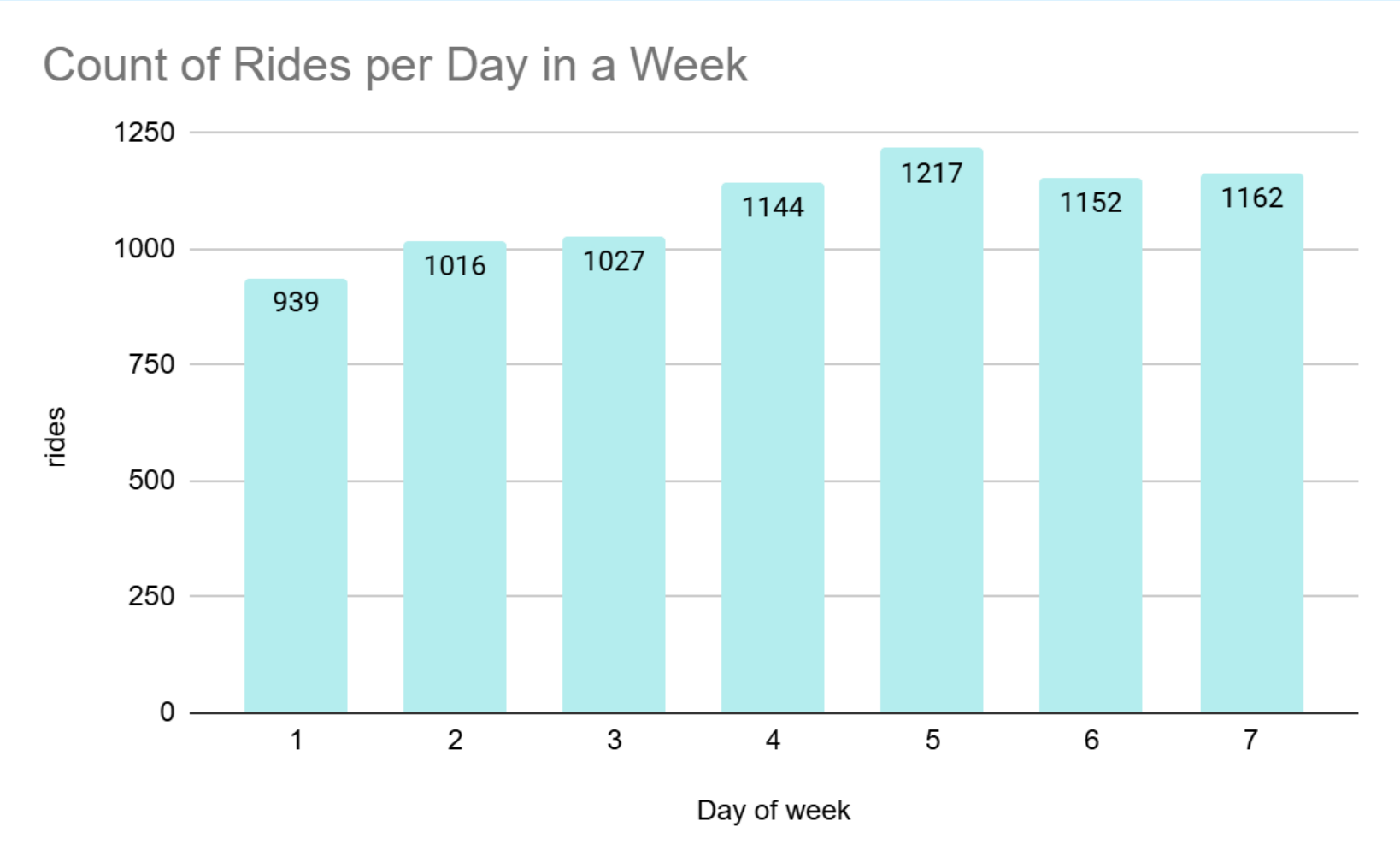
Throughout the autumn season, **Casual Riders** tend to ride the longest on **Fridays**.

Number of Casual Riders: 2715

Number of Members: 4942

Autumn Analysis

September-October-November 2022:



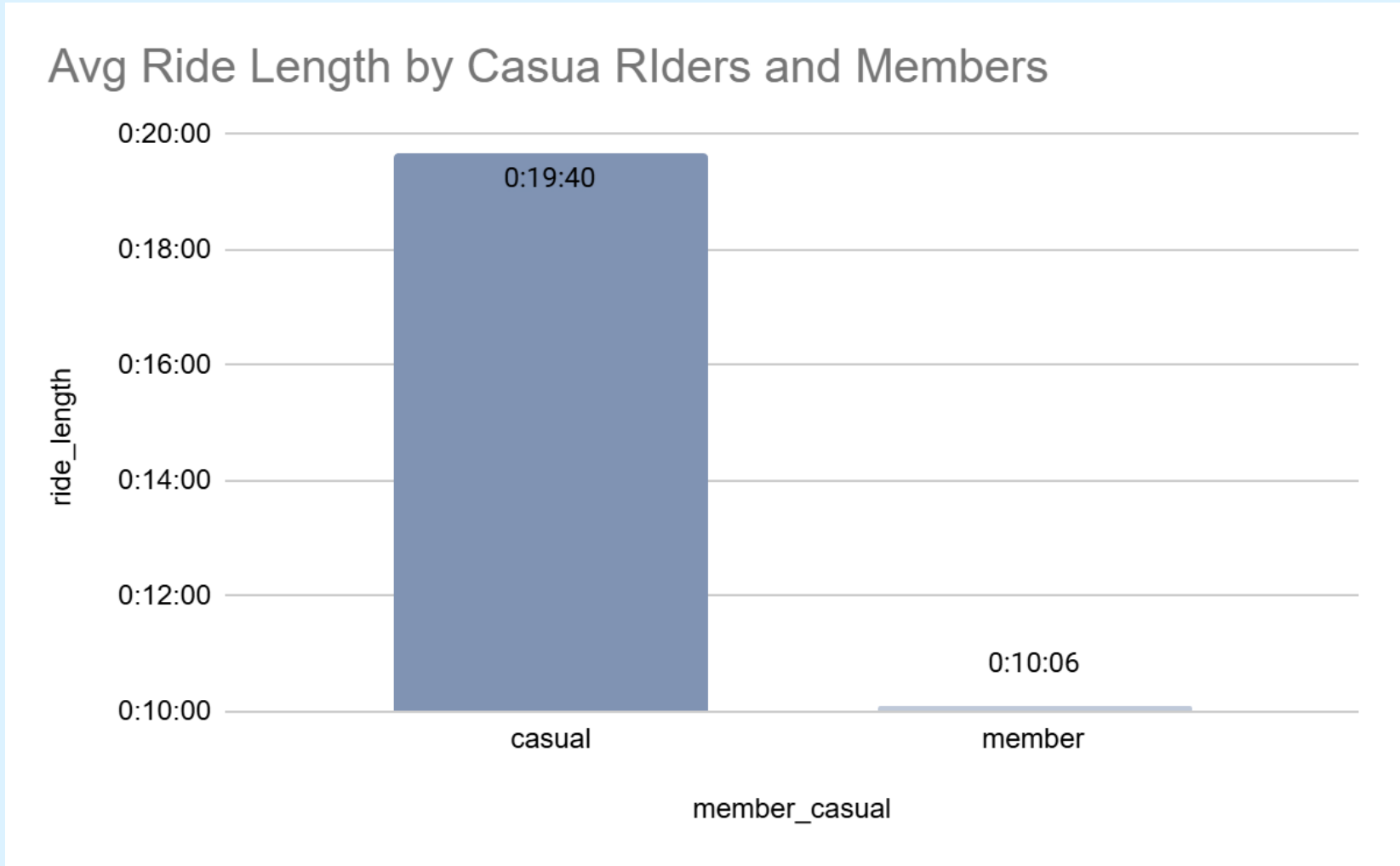
All riders tend to ride the most on **Thursdays**.

Number of Casual Riders: 2715

Number of Members: 4942

Winter Analysis

December-January-February 2022:



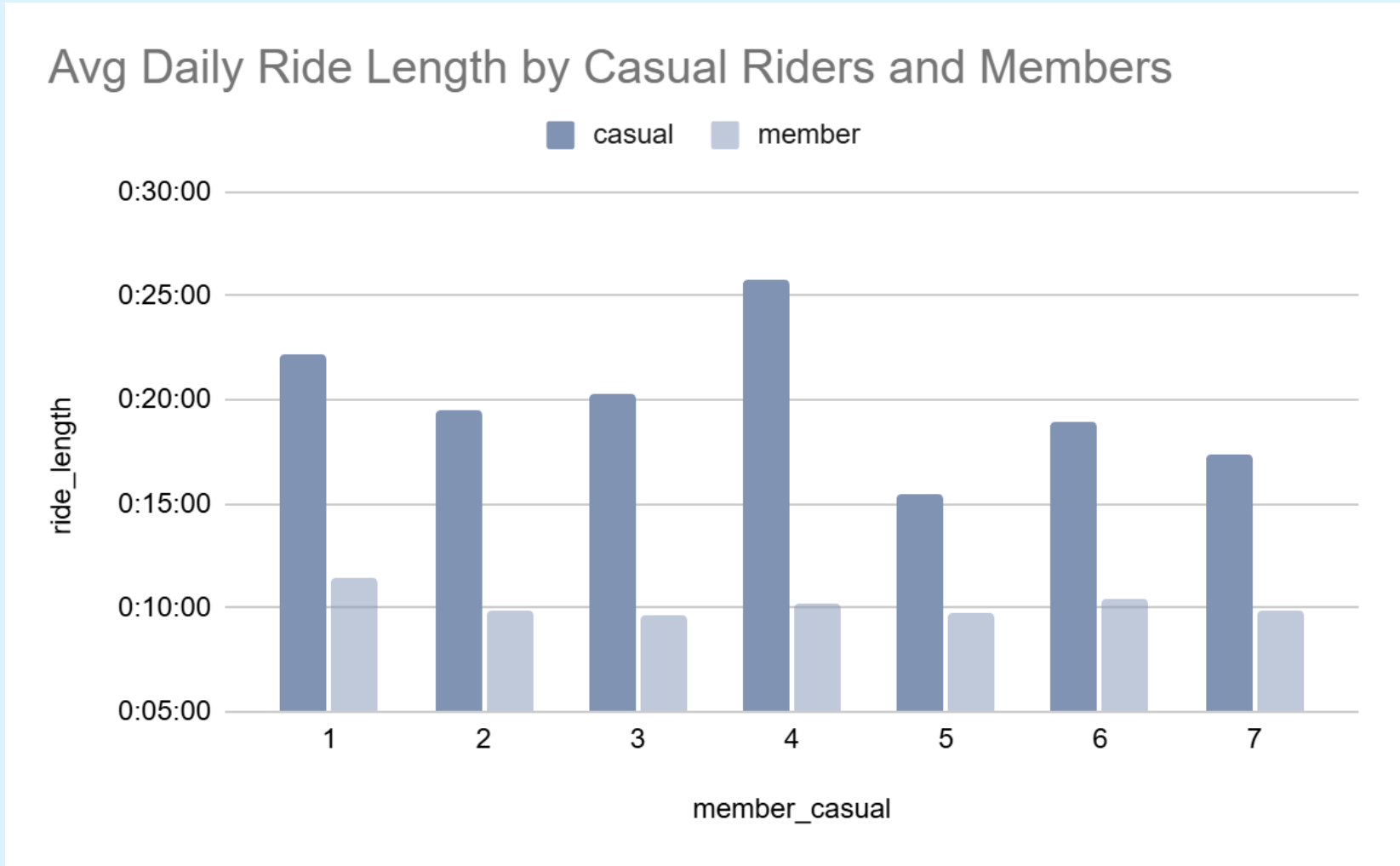
Casual Riders recorded the longest ride throughout the Winter season.

Number of Casual Riders: 1363

Number of Members: 6150

Winter Analysis

December-January-February 2022:



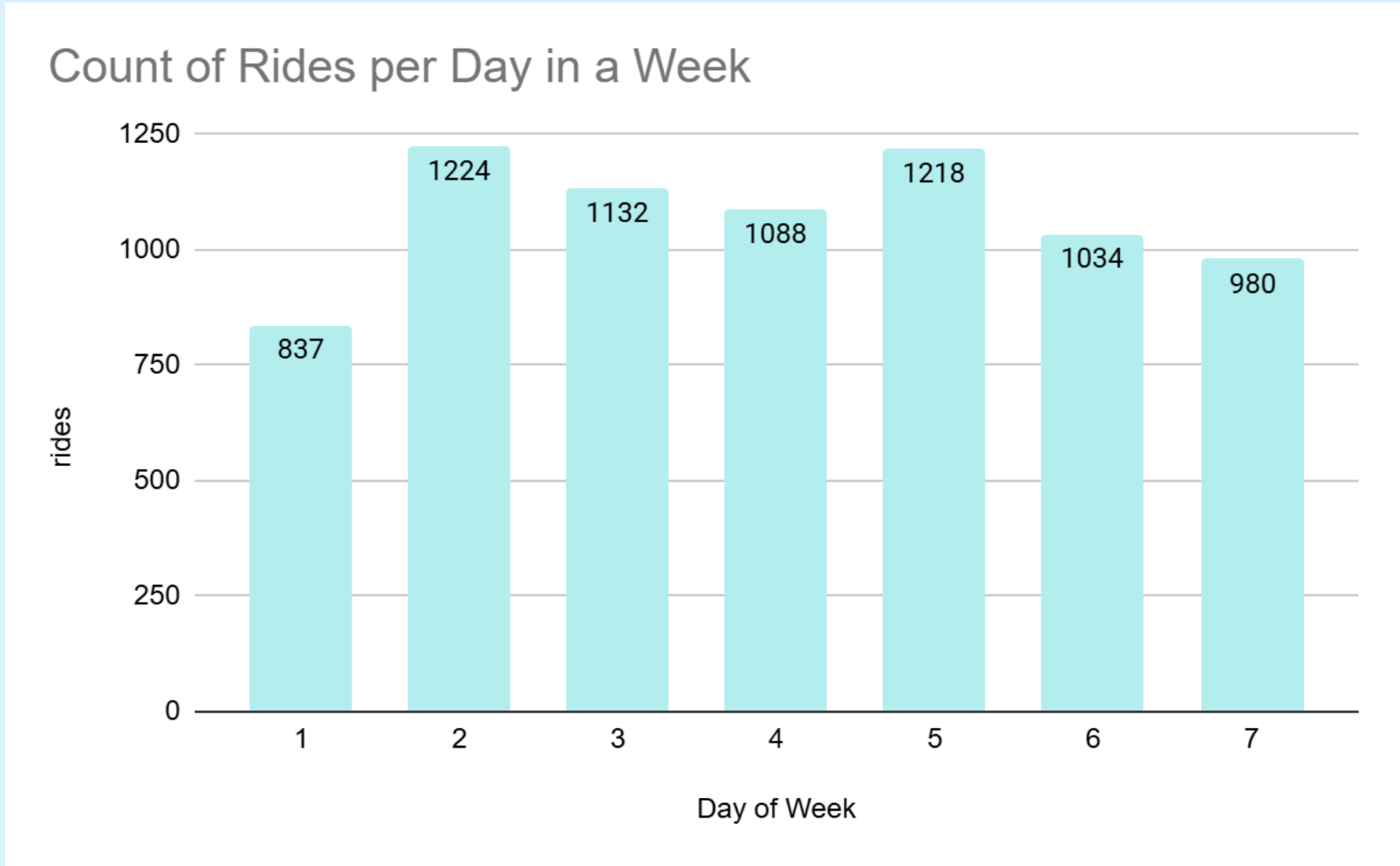
Throughout the winter season, **Casual Riders** tend to ride the longest on **Wednesdays**.

Number of Casual Riders: 1363

Number of Members: 6150

Winter Analysis

December-January-February 2022:



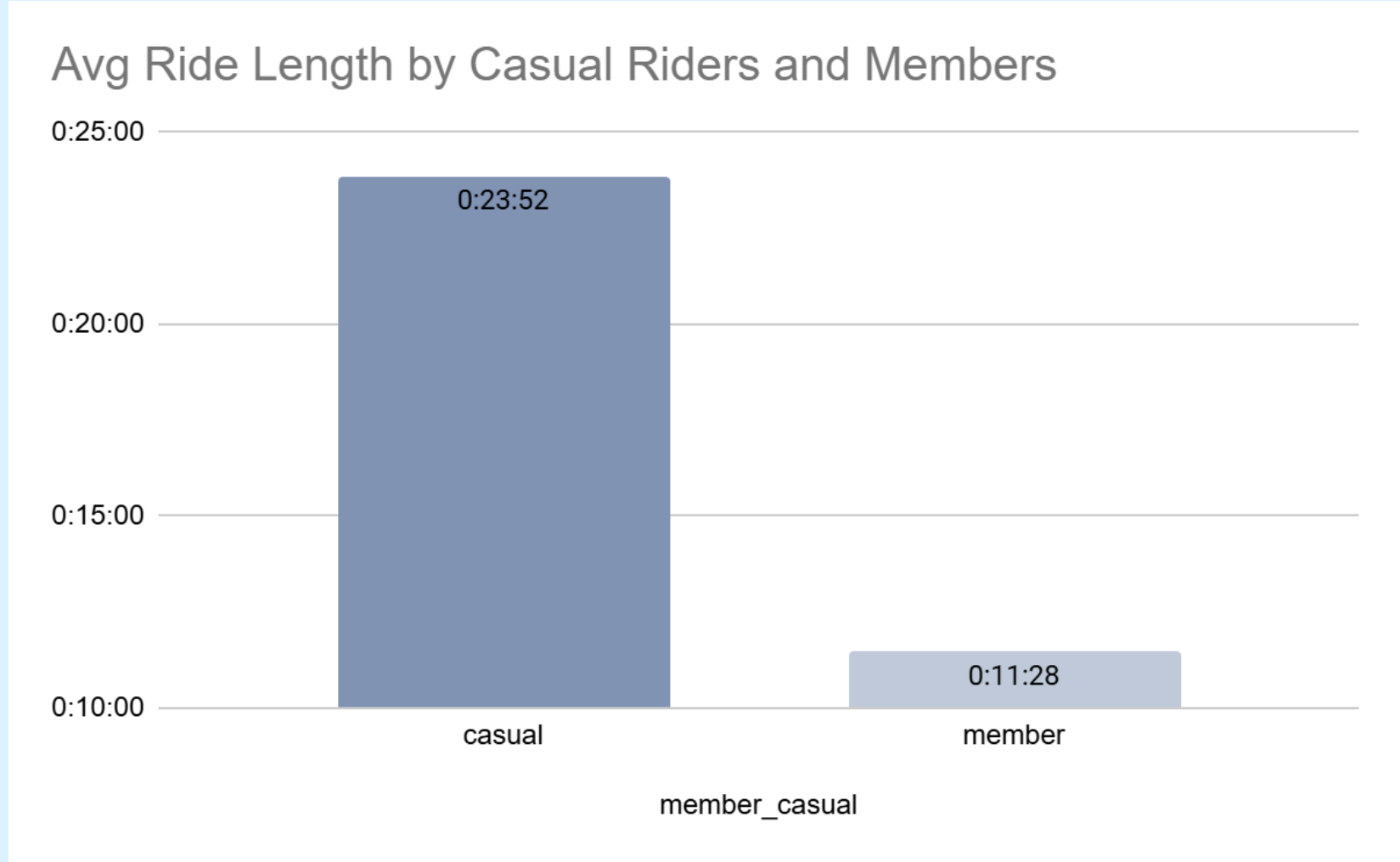
All riders tend to ride the most on **Mondays**.

Number of Casual Riders: 1363

Number of Members: 6150

Whole Year Analysis

Analysis for the whole year of 2022:



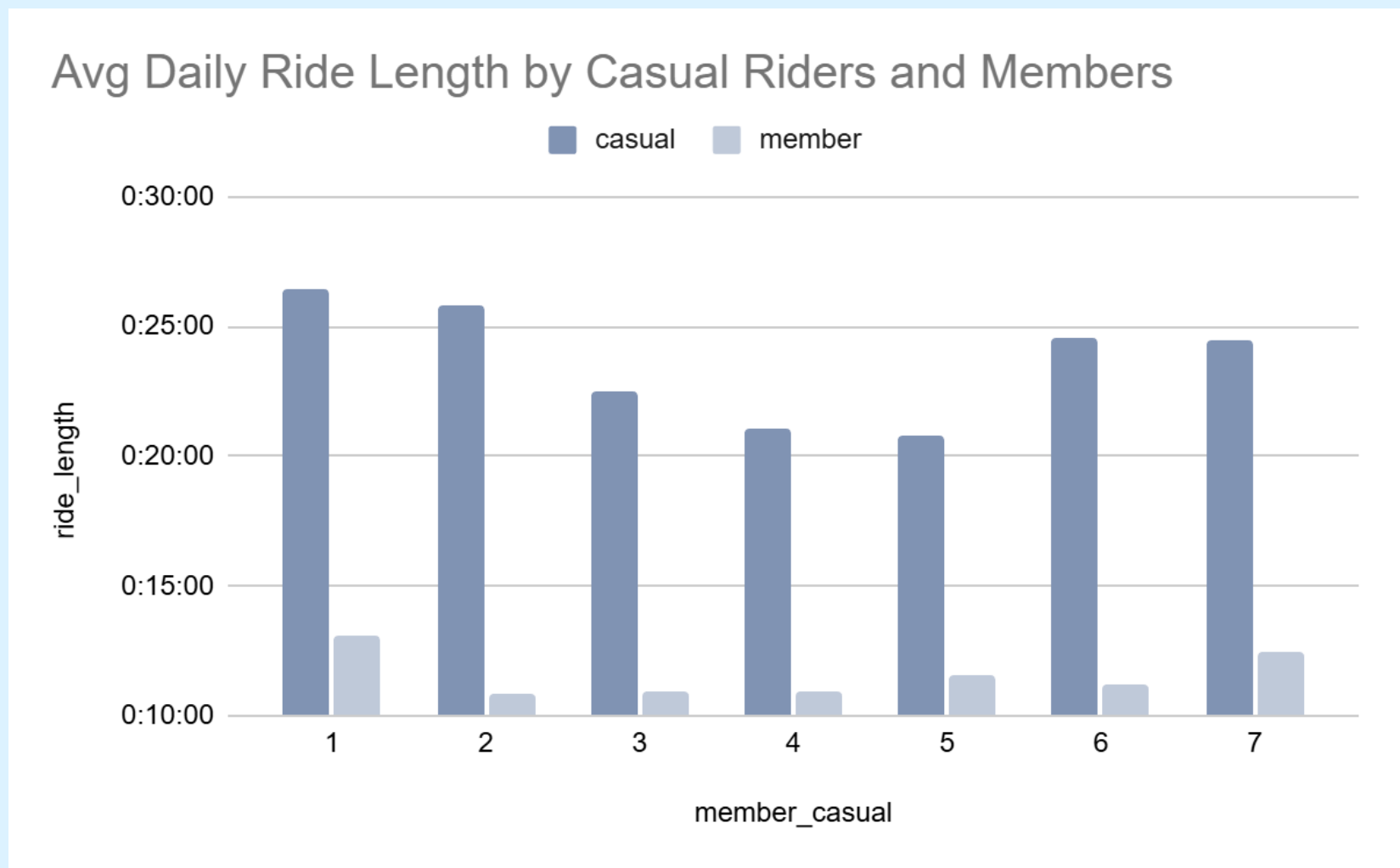
Casual Riders recorded the longest rides in 2022.

Number of Casual Riders: 10606

Number of Members: 20253

Whole Year Analysis

Analysis for the whole year of 2022:



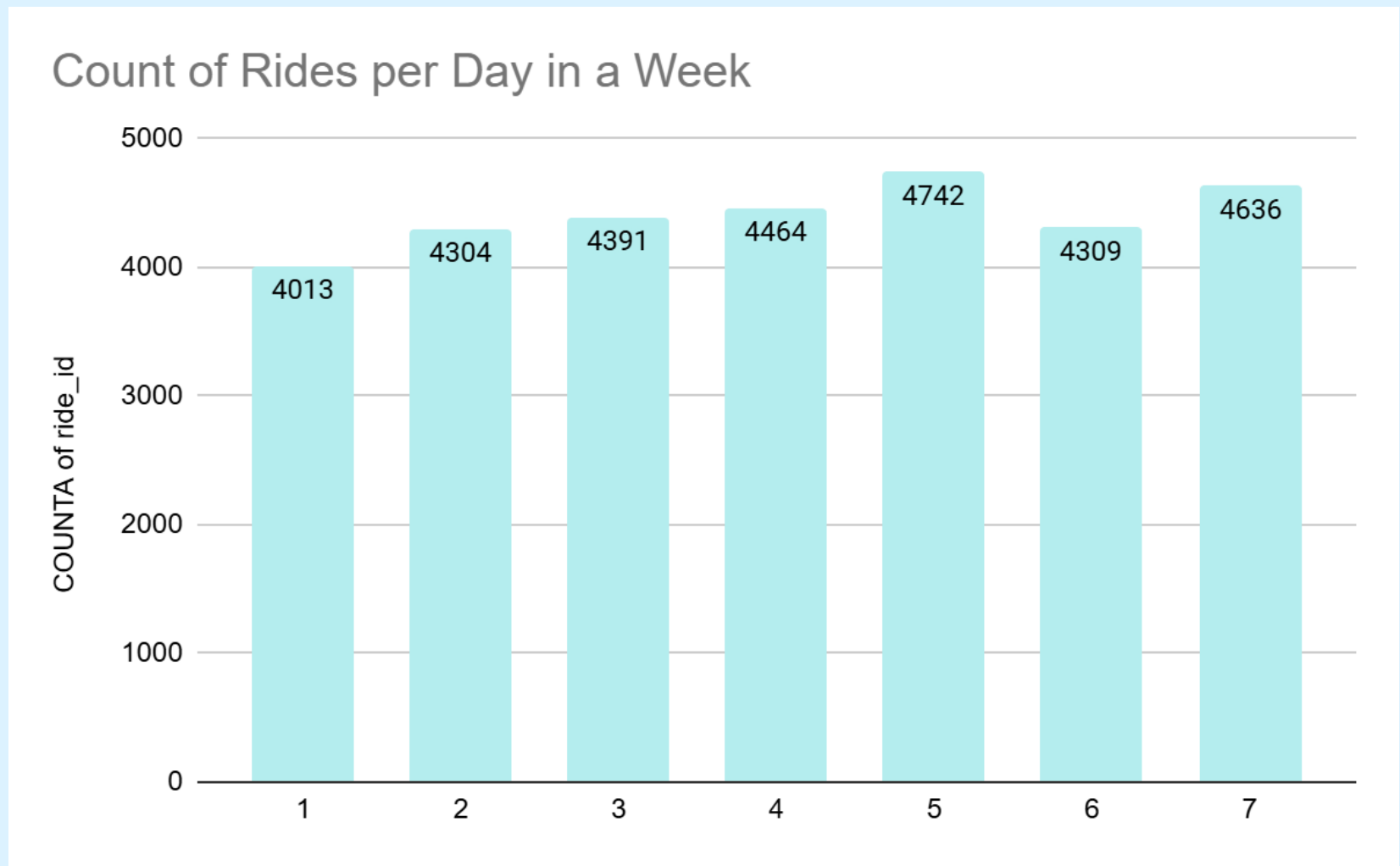
Throughout 2022 **Casual Riders** tend to ride the longest on **Sundays**.

Number of Casual Riders: 10606

Number of Members: 20253

Whole Year Analysis

Analysis for the whole year of 2022:



All riders tend to ride the most on **Thursdays**.

Number of Casual Riders: 10606

Number of Members: 20253

Recommendations

1. Target Casual Riders on Sundays

Casual riders use company services longer during Sundays. This means we can invite casual riders on Sundays by offering discounts, promos, and other benefits from the annual membership.

Recommendations

2. Enhance Summer Engagement

Summer is the season when the number of casual riders is at its highest. The promotional campaign can focus on this period to attract more casual riders. A special sale or membership promo during summer can also encourage them to become members.

Recommendations

3. Target casual riders on Mondays during Summer

Summer has the highest count of casual riders. During summer, casual riders tend to ride the longest on Mondays. Conducting promotional campaign during the said date can boost numbers of casual riders becoming members.

Recommendations

4. Highlight benefits of annual members

Highlight the benefits for casual riders by putting information about membership perks and exclusive advantages. This can include about member-only benefits such as discounted rides. Additionally, emphasize how becoming a member can lead to savings compared to frequent single-ride payments.

Recommendations

5. Improve Member Experience and Perks

Introduce new member-only benefits, such as priority access to stations, freebies for reaching ride milestone, and bonus ride credits. In addition, offer referral rewards for current members for every Casual rider they successfully invite to join, which encourage word-of-mouth promotion.

Sources

Data was obtained from:

<https://divvy-tripdata.s3.amazonaws.com/index.html>

License to use data:

<https://www.divvybikes.com/data-license-agreement>

Data gathered is from January 2022 - December 2022

Profile

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