
How Does Cyclistic Navigate Speedy Success?

Done by: Hasnain Saifee
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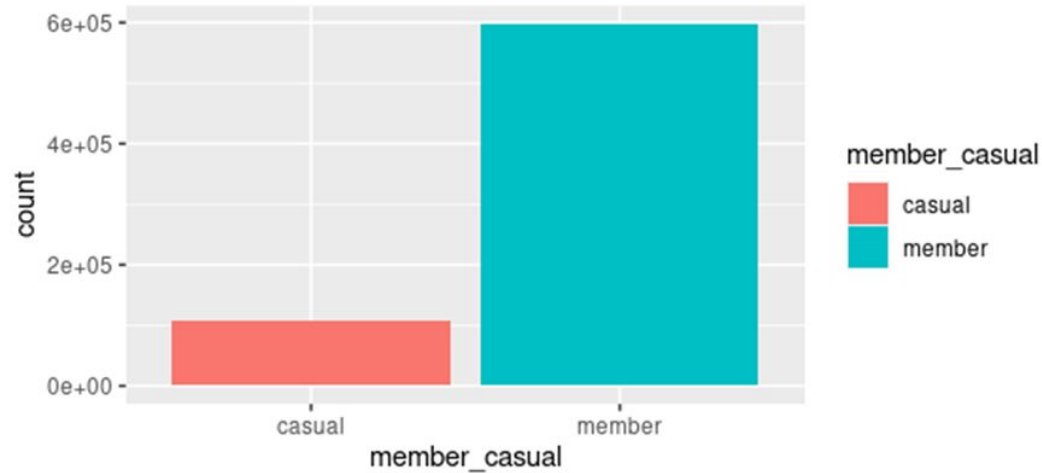




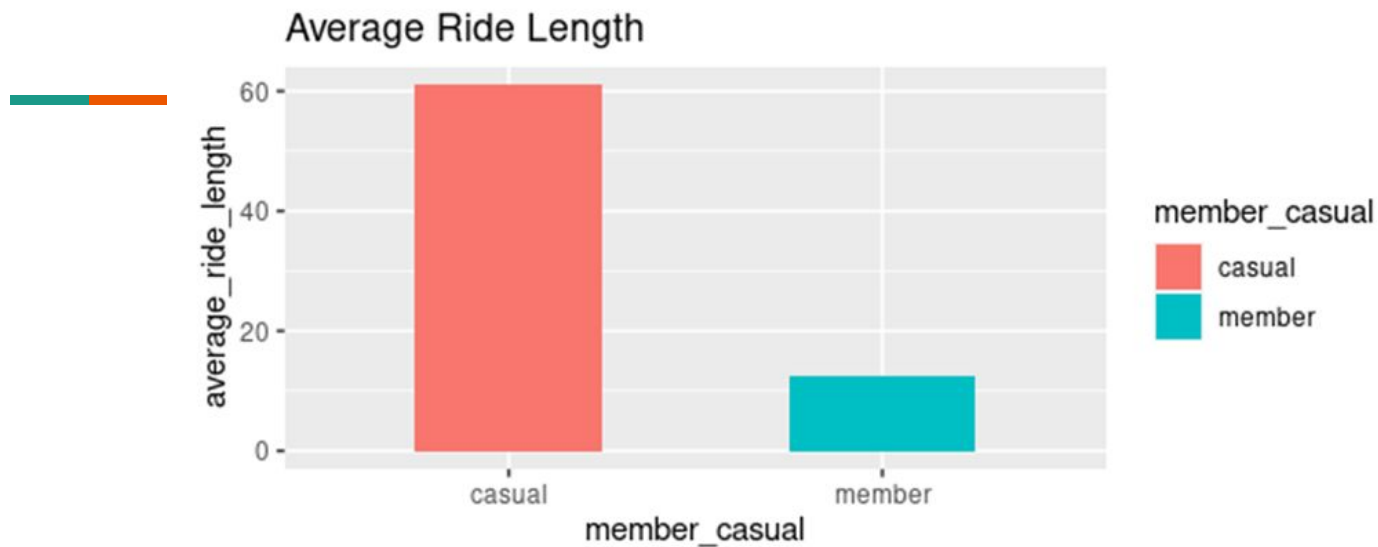
Business Questions:

- 1) How do annual members and casual riders use Cyclistic bikes differently?
- 2) Why would casual riders buy Cyclistic annual memberships?
- 3) How can Cyclistic use digital media to influence casual riders to become members?

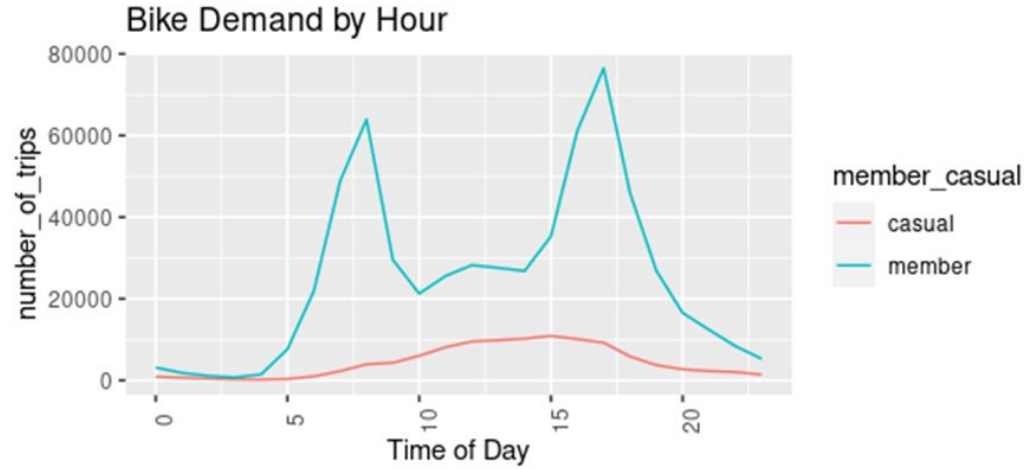
1) How Do Annual & Casual Members Use Cyclistic Bikes Differently?



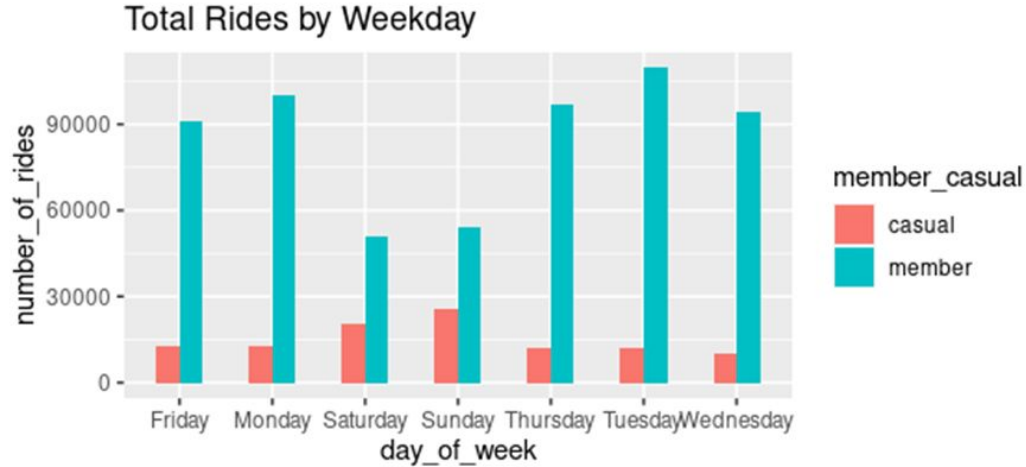
Members took up 85% of the total trips compared to casuals who took up 15% of the total trips.



- However, the **casual** riders have taken longer bike rides compared to the **members** between Oct - Dec 2019.
- Casual riders have taken on average **60 minutes** per bike ride compared to members who have taken less than a quarter of about **13 minutes** per bike ride.

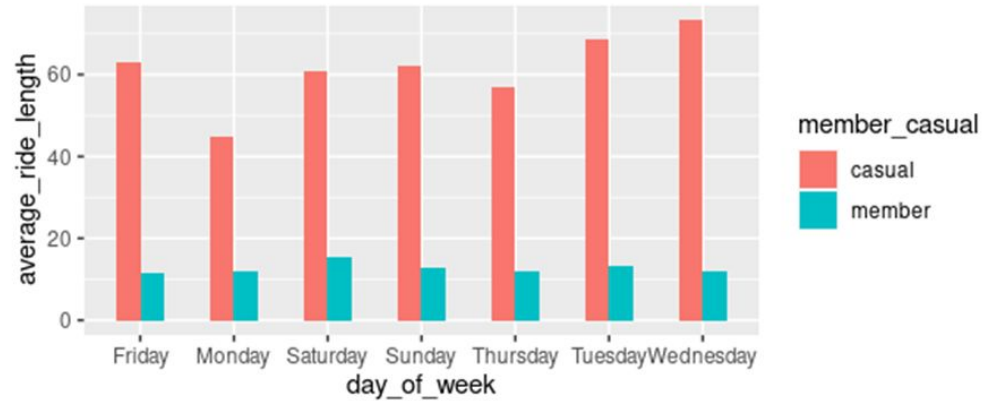


- The busiest time for **members** is between 4 - 5 pm compared to **casuals** which is stagnant throughout the day.

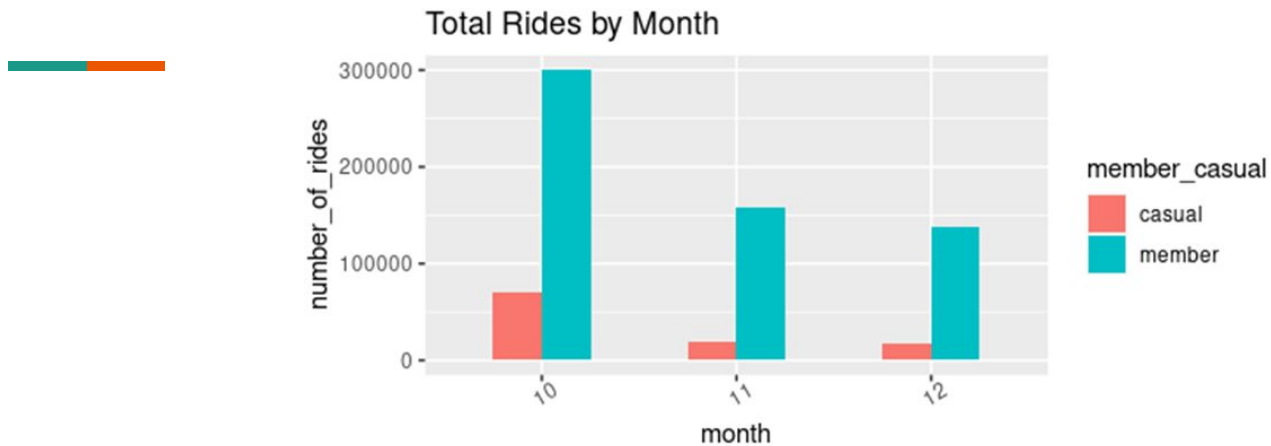


- Both **members** and **casuals** display a uniform distribution.
- The busiest day tend to be **Tuesday** for members compared to casuals which tend to be the **weekend**.

Average Ride Length by Weekday



- Casuals tend to ride about 60 minutes per day on average compared members who ride 13 minutes per day .



- The busiest month for **casuals** and **members** was October.

Recommendations:



- To increase membership, consider implementing a seasonal membership program. A program that includes discounts for new members and incentives for current members.
- Use digital media to promote the idea of cycling. Influencers on social media such as Instagram & TikTok can help display the ease of use and safety guidelines with the help of video ads.
- Events like bike marathon can help convince new riders to buy membership. Events can be of different types. For instance, halloween sale can help members rent more bikes, which helps to increase longer rides for the day/night. People prefer to ride bikes instead of taking cars to downtown on new year's eve to avoid traffic.

Requirements:

- Age group could be a factor. Different age groups have different uses of the cycles.
- Which areas of the city is the most popular? This requires data on which stations riders choose to start and end with.
- Are riders local residents or visitors of the city? This would require more data so that we can customize membership program.

Summary:

- Data suggests casual riders are more likely to be visitors who choose to rent bikes to ride to the most popular locations of the city. Member riders tend to take bike rides to and from work/school.
- Identify **local**, casual riders and offer discounted or seasonal programs to increase conversion rate.
- Social media influencers can utilize digital media such as Instagram & TikTok to promote ease of use of bikes & educate riders on safety guidelines to ensure longevity & satisfied members.

The End!

