



CYCLISTIC

# Analyzing Customer Behavior

Presented by: Muhammad Azhar to the Marketing Team at Cyclistic.

A CASE STUDY TO UNDERSTAND CUSTOMER SEGMENTS.



# Agenda

- Problem Statement
- Executive Summary
- Analysis Approach
- Key Insights
- Recommendations
- Q&As

# Executive Summary



**Most casual users of our service use it on weekends.**



**Casual riders prefer stations close to recreational areas.**

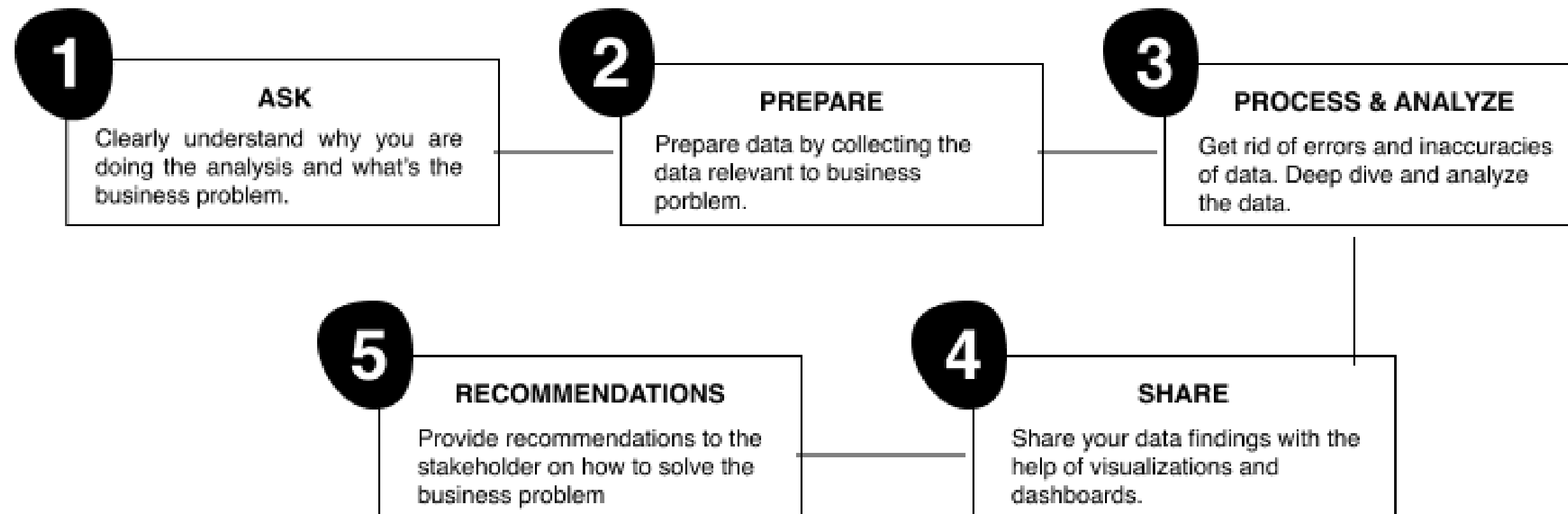


**Casual riders prefer Electric Bikes more than members.**



**Casual riders use our bikes for leisure purposes.**

# Analysis Approach





# Problem Statement

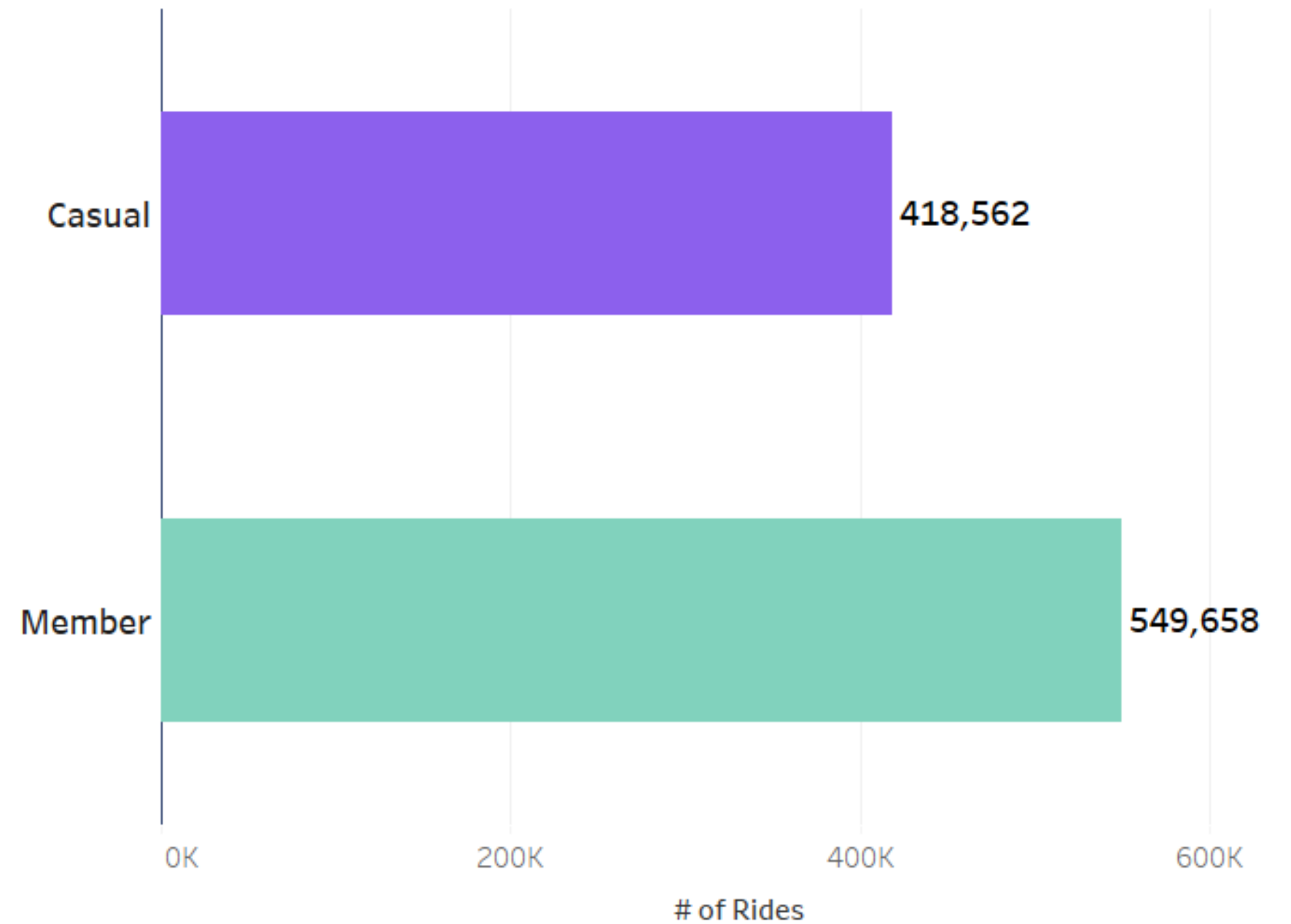
Analyze historical data to find differences between annual members and casual riders.

Recommend marketing strategies aimed at converting casual riders into annual members.

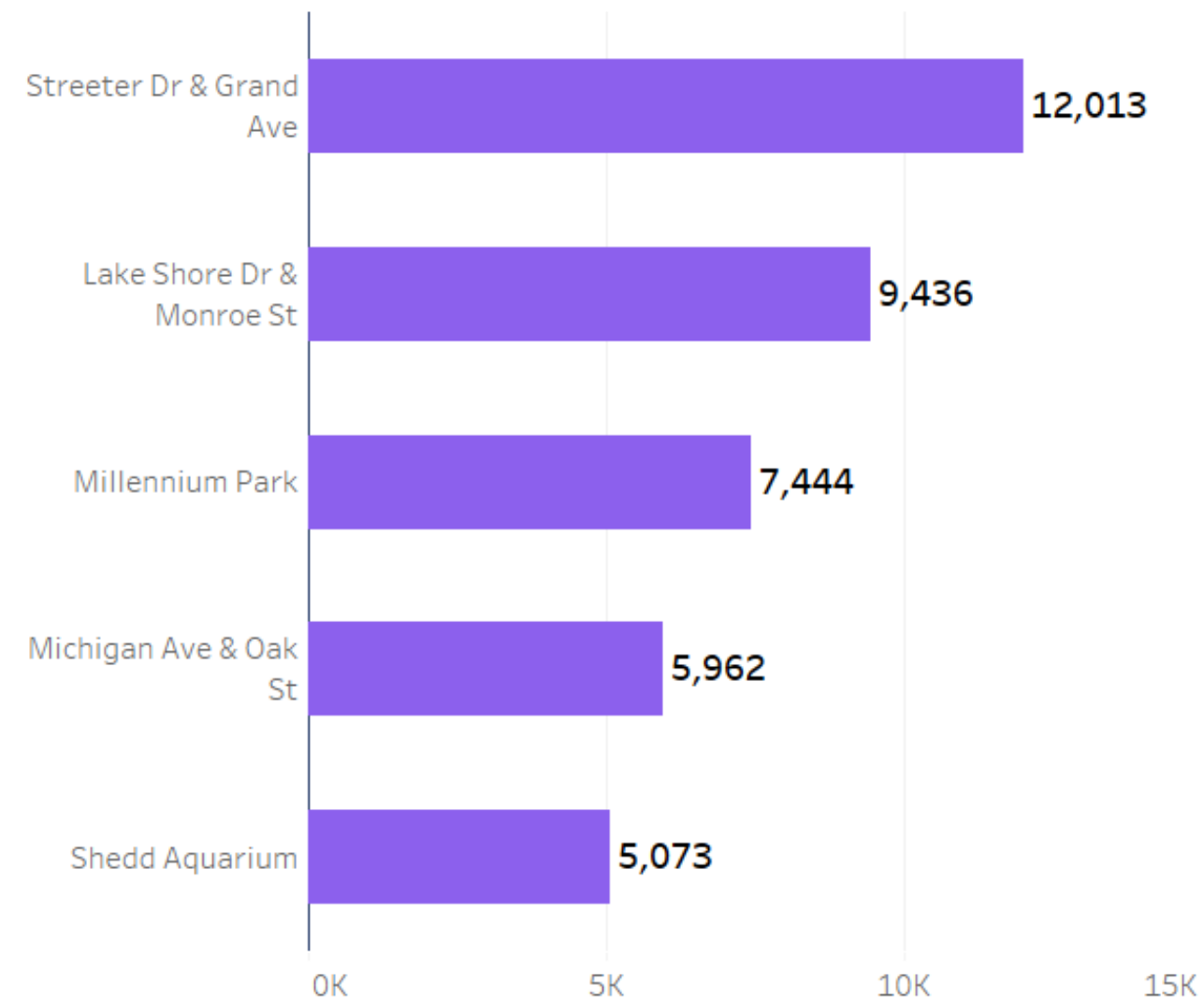
# Key Insight 1:

Our casual users make up about 44% of our customers.

Therefore, spending on marketing campaigns aimed at them makes sense.



**Top 5 Starting Stations for Casual (Users).**  
by number of rides.



# Key Insight 2:

**Casual riders prefer stations close to recreational areas.**

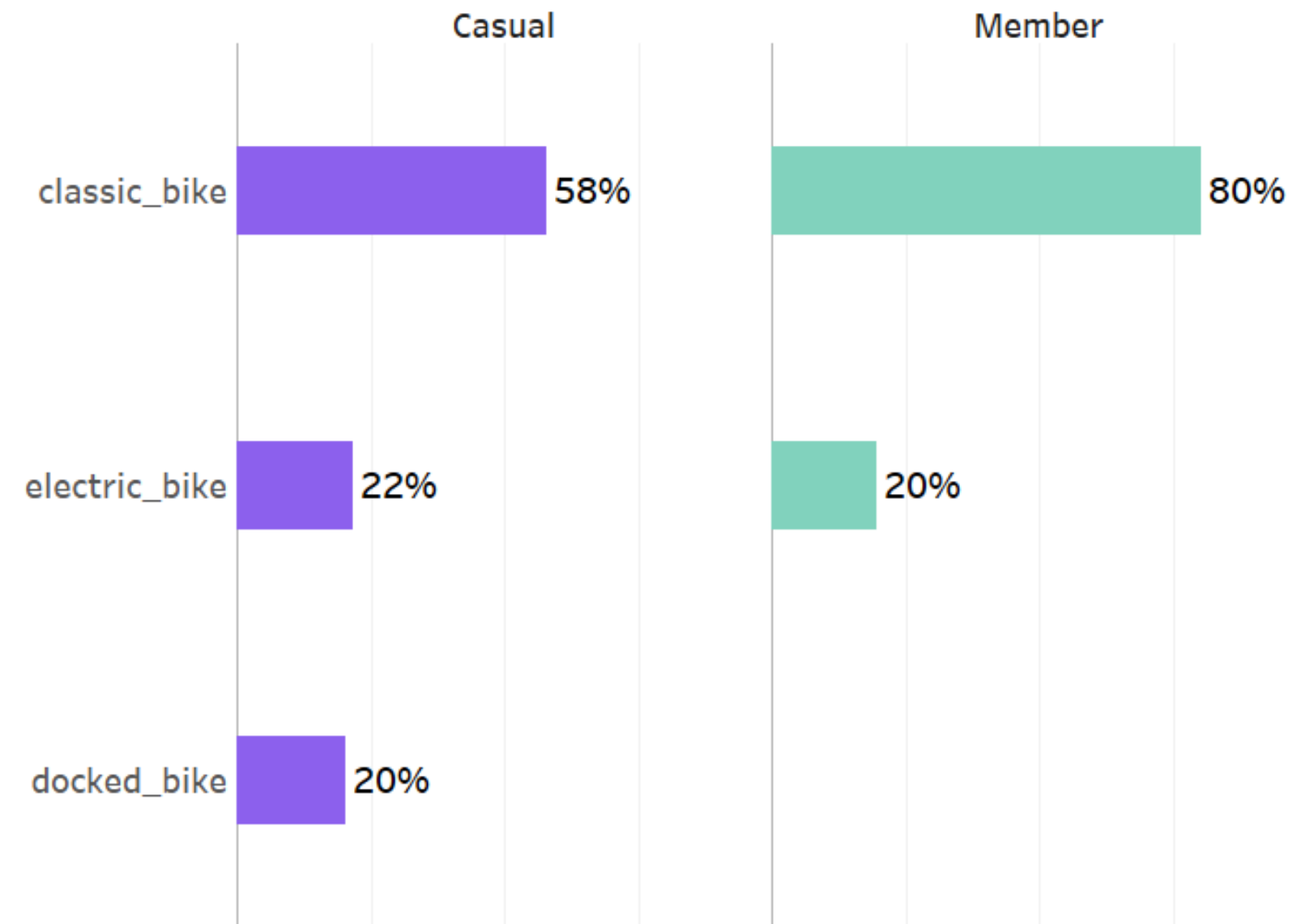
Top 3 Starting stations

- Streeter Dr & Grand Ave
- lake Shore
- Millenium Park

# Key Insight 3:

**Casual riders prefer Electric Bikes more than members.**

Classic Bikes are the most used by members and casual riders.

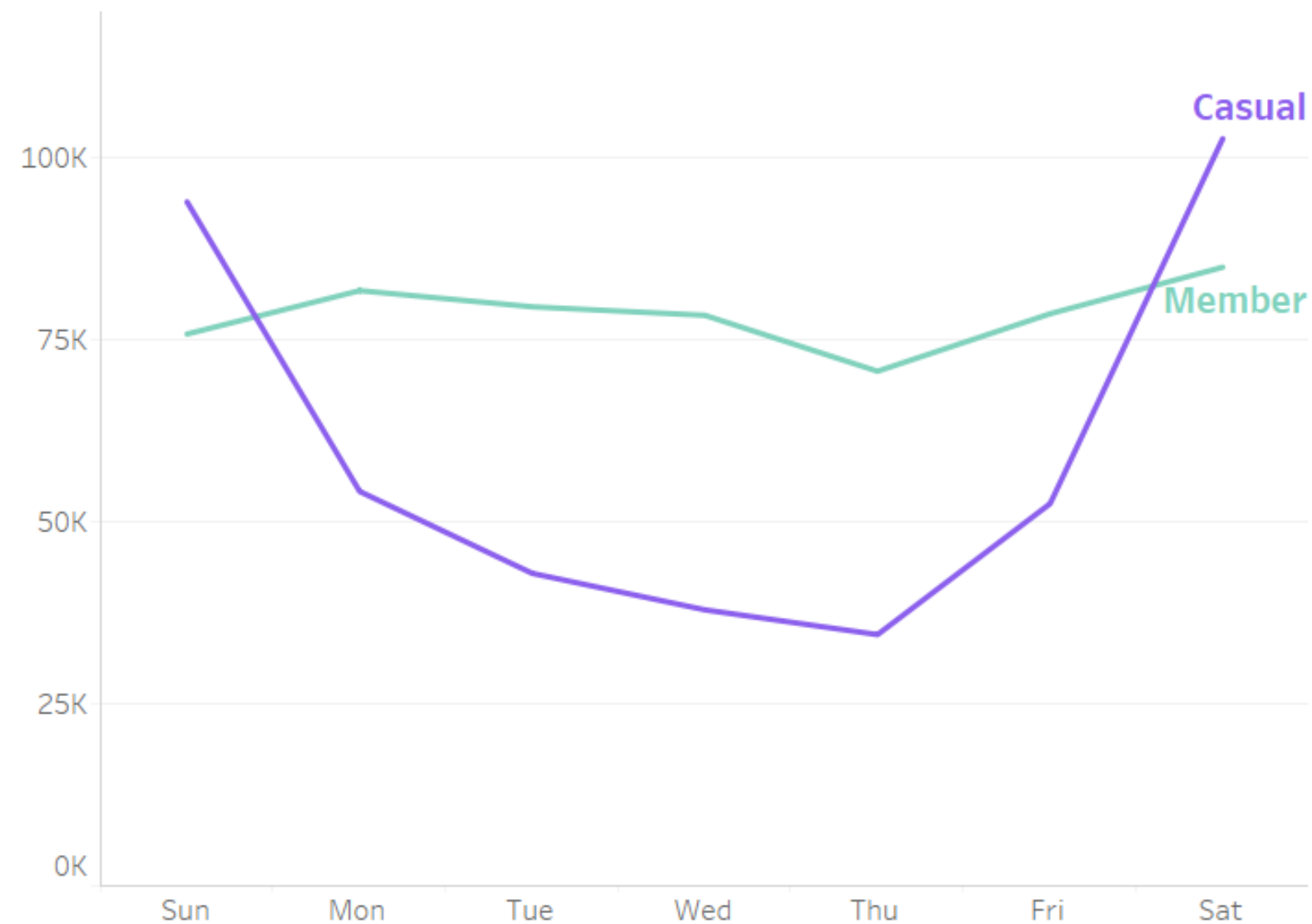




# Key Insight 4:

## Casual Riders prefer weekends.

Weekends see a dramatic increase in the number of rides taken by casual riders. While the number of rides taken by members shows a steady trend throughout the week.



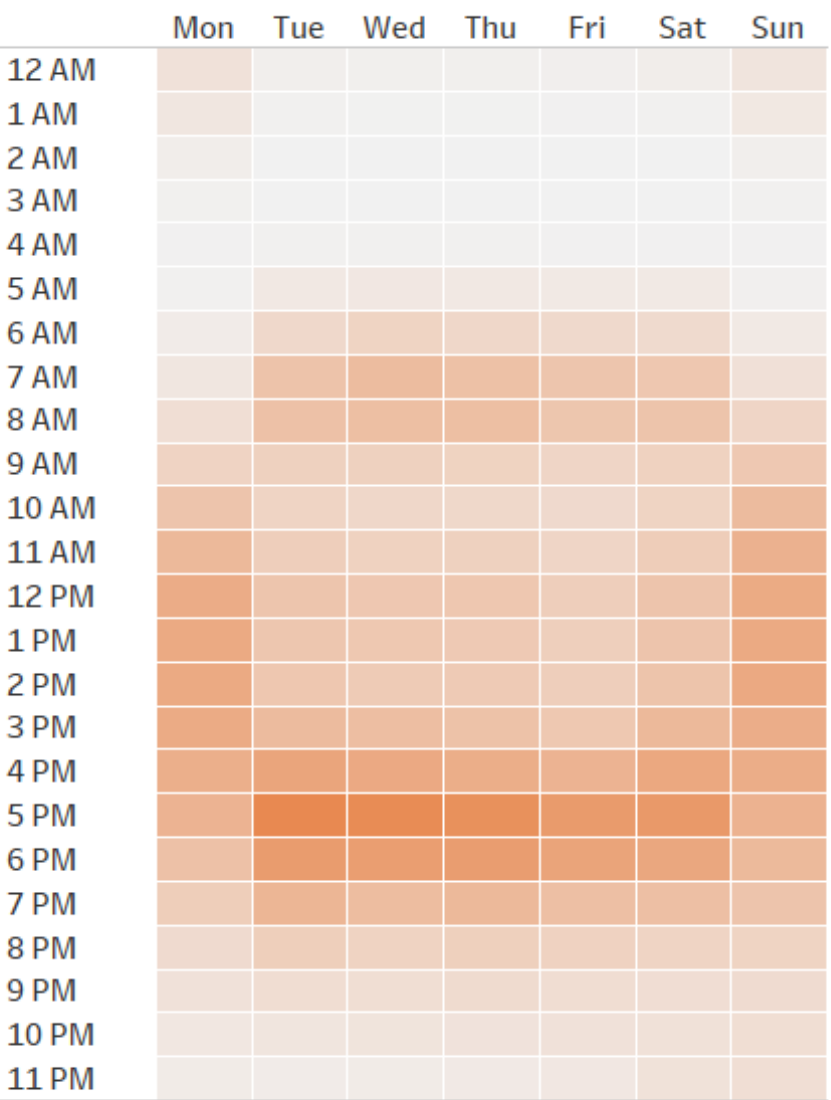
# Key Insight 5:

## Casual riders prefer Afternoons

11:00 AM to 05:00 PM sees a huge influx of casual riders on the weekends.

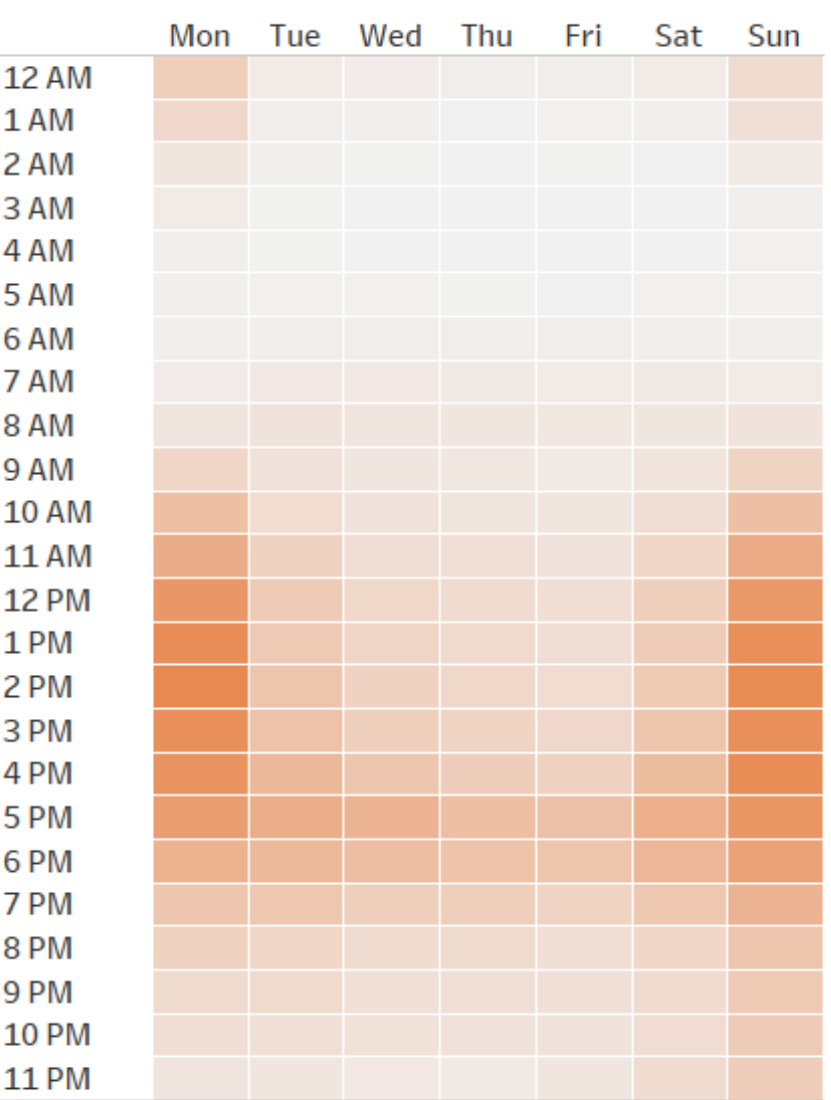
### MEMBERS USAGE

04:00 PM to 07:PM during weekdays.



### CASUAL RIDERS USAGE

11:00 AM to 05:00PM on weekends



# Recommendations



## **Weekend only membership plans.**

Most casual users of our service use it on weekends. Casual members mainly use our service in the afternoon. We can consider offering a special discount for that period.



## **Special offers for electric bikes.**

I recommend integrating promotions and special offers for electric bikes due to the growing interest in these vehicles among both groups, particularly casual users.



## **Target Recreational Areas**

Casual riders use our bikes near recreational areas — Parks, Lakes, etc. I encourage the team to target those spots for marketing campaigns.





**Questions?**