

# Data Journal: Cyclistic Case Study

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

In 2016, Cyclistic launched a bike-share offering. The program now have 5,824 bicycles that are geo-tracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

Customers of Cyclistic *who purchase single-ride or full-day passes are referred to as **casual riders** and those who purchase annual memberships are **Cyclistic members**.*

Until now, Cyclistic's marketing strategy relied on building general awareness and appealing to broad consumer segments. However, it is time to change marketing strategy now! Why?

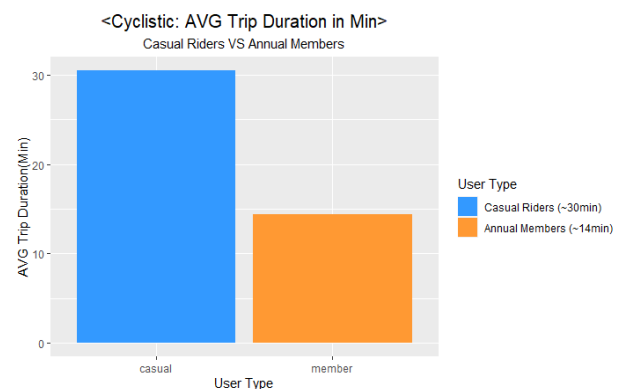
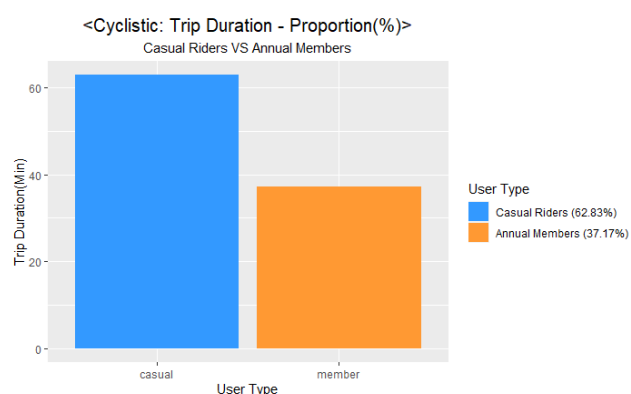
## Why change marketing strategy now?

Ms. Moreno, the marketing director, believes that **maximizing the number of the annual members will be key to future growth** because *Cyclistic's finance analysts have concluded recently that **annual members are much more profitable** than casual riders.*

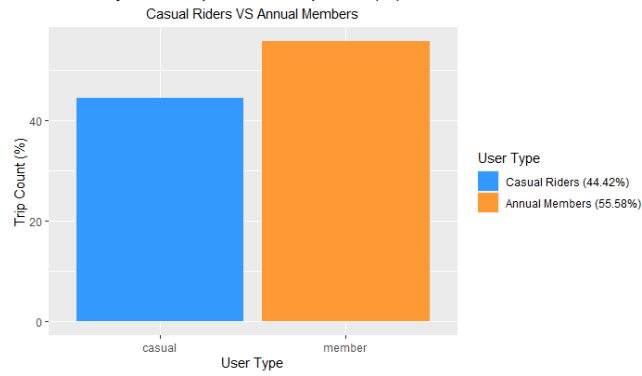
Also, rather than creating a marketing campaign that targets all-new customers, **there is a very good chance to convert casual riders into members** because *casual riders are already aware of the Cyclistic program and have chosen Cyclistic for their mobility needs.*

## Casual riders enjoy longer bike trip than annual members

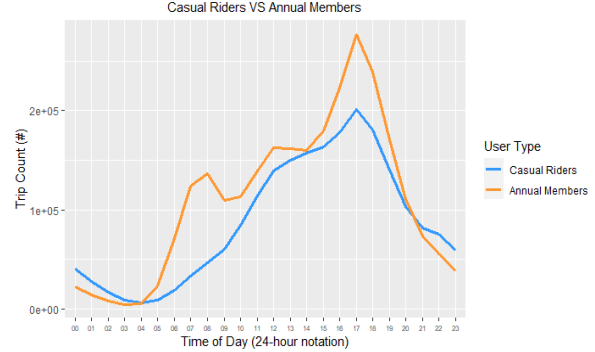
**Analysis:** Casual riders make up 62.83% of the total trip duration and ride for about 30 min per ride, mostly in the afternoon. However, the actual trip count is only 44.42% from the total trip count which is less than the trip count of annual members. Annual riders tend to have short trips with less than 15min per ride between 6am and 9am, 11am and 1pm, 4pm and 6pm which may indicate they ride, not for leisure, but to commute.



<Cyclistic: Trip Count - Proportion (%)>



<Cyclistic: Trip Count - Hourly Trend>

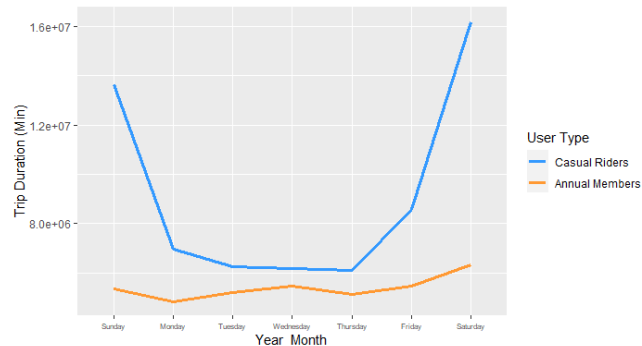


**Insight:** Casual riders enjoy bike rides, probably in the afternoon on a sunny day. They ride at least 30 minutes or more. If they really ride bikes for leisure, they most likely will ride with family or friends. *If annual memberships have features that will benefit those who ride more than 30 minutes or if members can invite guests to join with them for free or with discounts, such membership features will surely attract casual riders to get membership.*

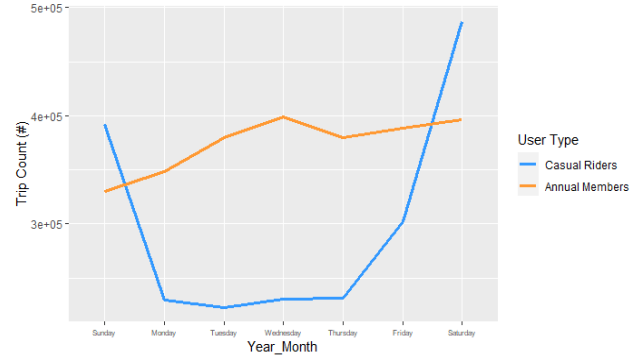
### Majority of casual riders ride on the weekend

**Analysis:** The majority of casual riders on the weekend in terms of trip duration and trip count. However, annual members consistently maintain trip duration and trip count throughout the week. This factor confirms again that casual riders ride for leisure but annual member ride to commute.

<Cyclistic: Trip Duration - Days of Week Trend>  
Casual Riders VS Annual Members



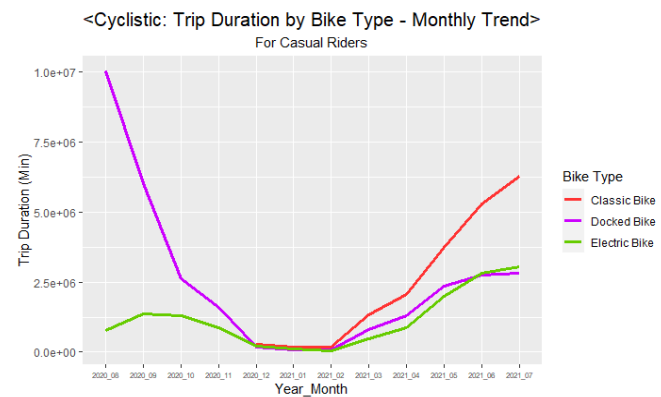
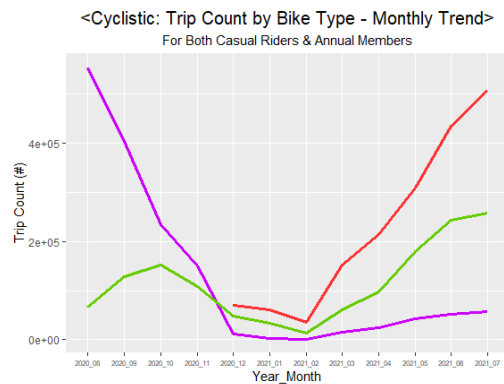
<Cyclistic: Trip Count - Days of Week Trend>  
Casual Riders VS Annual Members



**Insight:** Casual riders clearly ride for leisure, especially on the weekends. Imagine *if there are special benefits for members who ride on the weekend with family and friends*, they sure will consider to get the membership.

### Classic bike is casual riders' favorite bike type

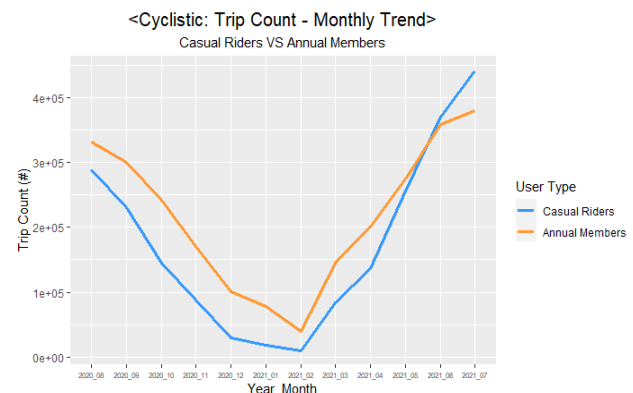
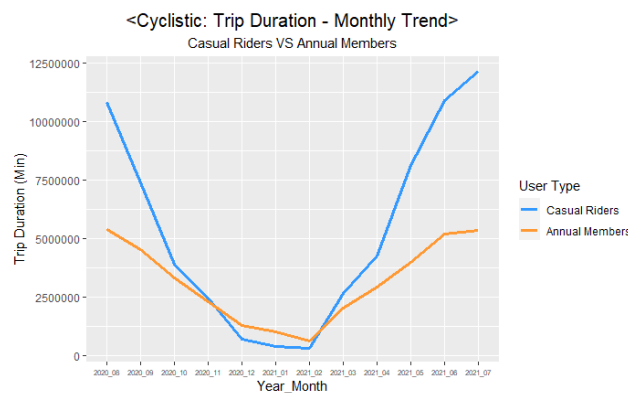
**Analysis:** Both casual riders and annual riders enjoy riding classic bike. At first, casual riders favored docked bikes. However, ever since Cyclistic introduce classic bike, many of casual riders switched over to classic bike. Now, they favor classic bike the most!



**Insight:** Casual riders enjoy riding classic bike more than any other bike type for leisure. Although both user type favor classic bike, *if annual members have clear advantage of using classic bike than casual users, those who enjoy riding classic bike with family and friends sure will consider to get the annual membership.*

### On-season starts in April and preseason starts in February

**Analysis:** The bike usage of both casual riders and annual members start to decline noticeably in *October* and hit the lowest in *December*. In *February*, the usage started to pick up and noticeably picks up in *April* and reach its peak in *July*.



**Insight:** Cyclistic's bike share program is based and operated in Chicago. It is expected to have lower usage rate toward the winter season. Understandably, the usage picks up after winter and hit the highest usage rate in summer. It is safe to say, *the preseason starts in February and the on-season starts in April. Therefore, it will more most effective if the marketing campaign starts in February, the preseason.*

### Top three recommendation to help convert casual riders into annual members

#### Recommendation 1: Targeting average trip duration for casual riders

- Casual riders make up 62.83% of the total trip duration and ride for about 30min per ride. Therefore, *if there is an annual membership features that will benefit leisure riders who ride over 30 minutes per ride* surely will appeal many of casual riders to get the membership.

## **Recommendation 2: Targeting *weekend* casual riders**

- Casual riders tend to ride bike in the afternoon on the weekend, most likely with family and friends. Therefore, *if there is an annual membership features that will benefit leisure riders who ride on the weekends with family and friends* surely will appeal many of casual riders to get the membership.

## **Recommendation 3: Targeting *favorite bike type* for casual riders**

- Casual riders favor classic bike. Therefore, *if there is an annual membership features that will benefit leisure riders who enjoy riding classic bikes* surely will appeal many of the casual riders to get the membership.

## **Conclusive insight from the analysis**

*Casual riders are leisure bike riders. They enjoy riding bike with family and friends in the afternoon on the weekend, most likely on the sunny day.* Contrast to casual riders, annual members ride to commute to work or to school. Current annual membership features probably appealed them because there are merit in frequent bike usage.

*If additional features that will benefit those casual riders who ride for leisure be added to the membership, many more casual riders will get membership and the trip duration and trip count on the weekends will surely be increased drastically for annual members.*

