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How Cyclistic users behave?

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Agenda

1) Present the objectives

2) Analysis

3) Findings

4) Recommendations

1) Business goal

MAXIMIZE ANNUAL MEMBERSHIPS

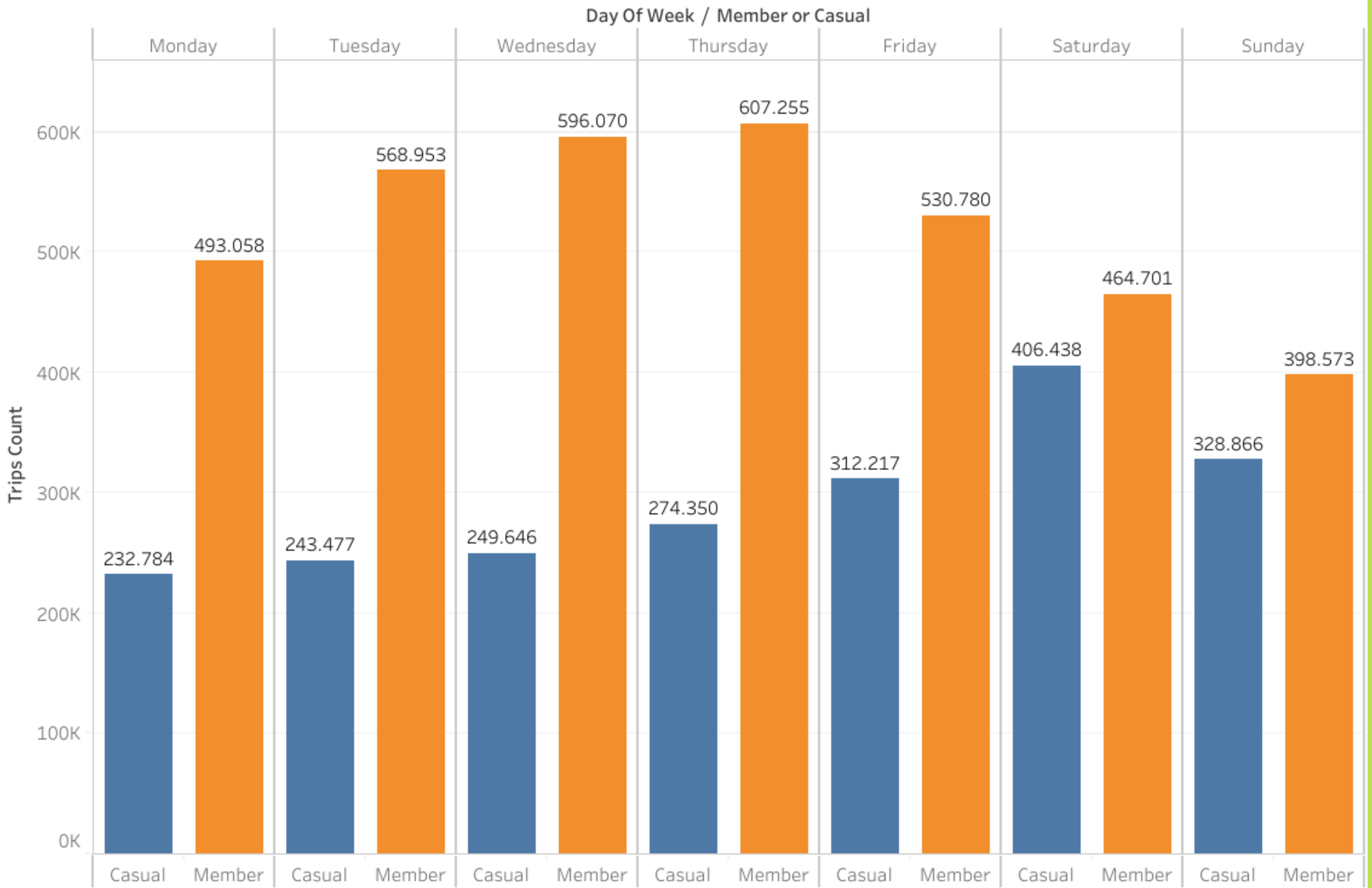
- Analyze consumption patterns among casual users and annual members.
- Convert casual riders into annual members.
- Source: Company records at this link
- Data from march 2023 to febraury 2024

2) Analysis

MEMBERS VS. CASUAL RIDERS

- Number of trips per day
- Average ride length per day
- Number of trips per season
- Most frequently used stations

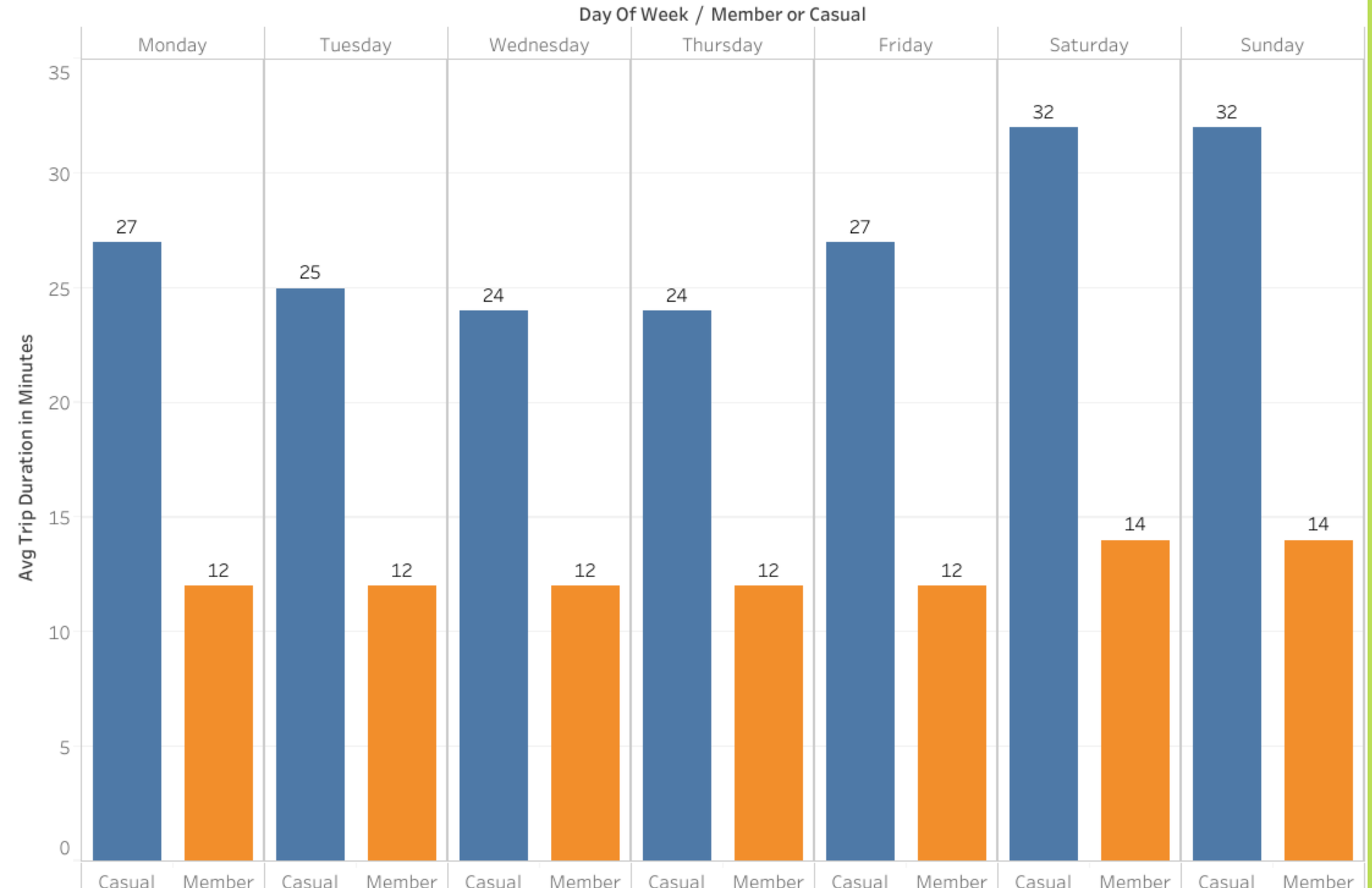
Trips per day



MEMBERS USE BICYCLES MORE ON WEEKDAYS

CASUAL RIDERS USE IT MORE ON WEEKENDS

Average ride length per day



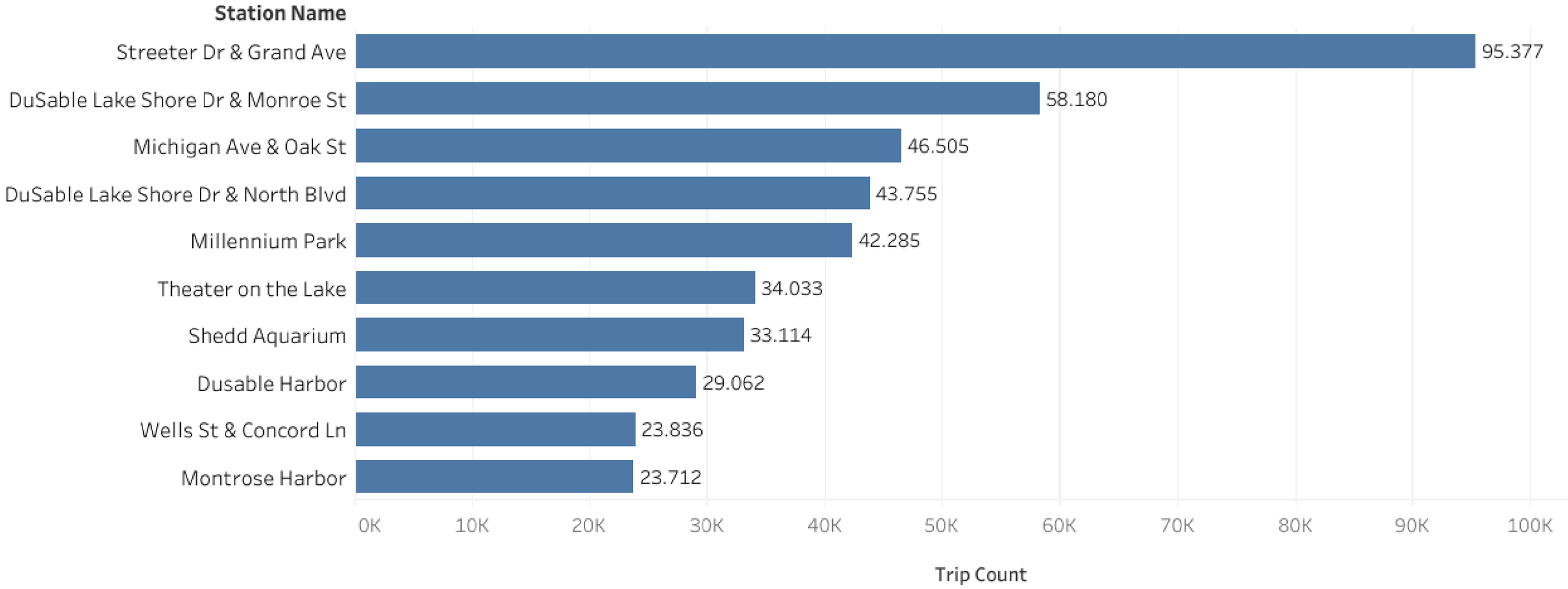
MEMBERS MAKE SHORTER TRIPS, PROBABLY TO MOVE FROM ONE PLACE TO ANOTHER OR EVEN TO GO TO WORK.

CASUAL USERS MAKE LONGER TRIPS FOR LEISURE AND FUN.

BOTH MEMBERS AND CASUAL USERS USE BICYCLES MORE IN HOT WEATHER.

HOWEVER, THE DIFFERENCE IS MORE MARKED IN THE CASE OF CASUAL USERS, WHO USE THEM FOR RECREATION.

TOP10 stations



Advertising opportunities

3) Findings

- Casual riders typically opt for more rides during weekends.
- Casual riders often choose longer trips for leisure and enjoyment.
- Casual riders prefer hot wheather.
- List of the top 10 most frequently utilized stations by casual riders.

4) Recommendations (part one)

LAUNCH A PACKAGE OFFERING UNLIMITED 30-MINUTE RIDES FOR MEMBERS FOR THE ENTIRE YEAR, AT A LOWER PRICE THAN THE ANNUAL PASS.

LAUNCH A PACKAGE OFFERING UNLIMITED 30-MINUTE RIDES FOR MEMBERS FOR SPRING AND SUMMER AT A LOWER PRICE THAN THE ANNUAL PASS.

4) Recommendations (part two)

PROMOTE THE NEW PACKAGES ON THE 10 MOST USED STATIONS BY CASUAL USERS

ENGAGE INSTAGRAM AND TIKTOK INFLUENCERS TO MARKET THE NEW PACKAGES ON SOCIAL MEDIA PLATFORMS.

Thank you!

Preparation, cleanup and analysis: BigQuery
Visualizations: Tableau Public
Presentation: Canva

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