



CYCLISTIC CASE STUDY

Google Data Analytics Capstone

By: Julius Neil Bigornia

10/2024

Who Am I?

My name is Julius Neil Bigornia.

Linkedin: www.linkedin.com/in/julius-neil-bigornia-59b97b113

Email: neil.bigornia@gmail.com

About Cyclistic

Company Growth and Operations:

- Cyclistic launched a successful bike-share program in 2016.
- It operates 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago.
- Bikes are flexible for unlocking and returning at any station

Marketing Strategy and Financial Focus:

- Cyclistic marketing strategy relied on building general awareness and appealing to broad customer segments.
- Pricing Plan includes single-ride passes, full-day passes, and annual memberships.
- Financial analysis shows that annual members are more profitable than casual riders.

Customer Types

- Casual Riders – Customers who purchase single-ride or full-day passes
- Cyclistic Members – Customers who purchased annual memberships.

Business Objective

- To convert casual riders to members to drive long term business success.
- To see how casual riders ride differently from members.

What is the Data?

- The data comes from Divvy & the City of Chicago and made available via Data License Agreement,
- Consists of 12 months of data from 01/2022 to 12/2022

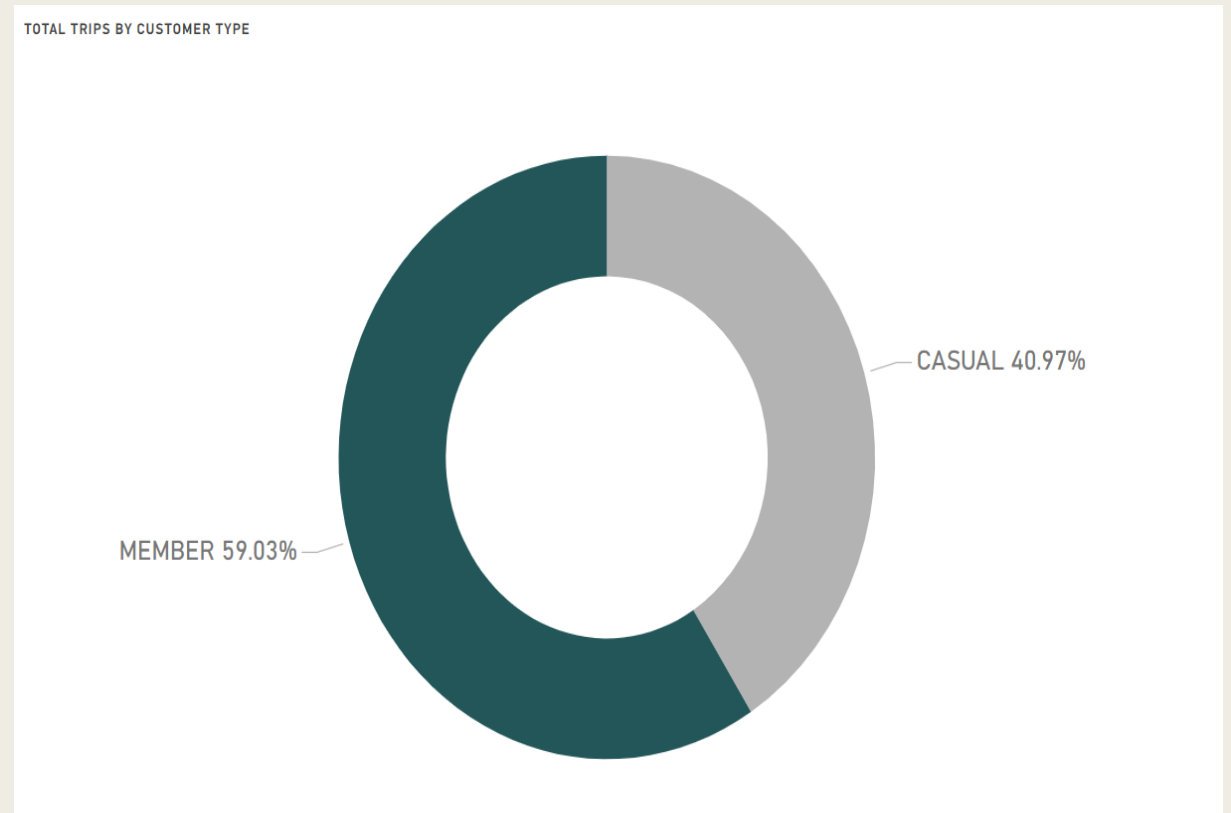
Tools that I used

- Microsoft Excel
- Microsoft Power BI

Total Trips by Customer Type

Insights:

- Annual Members has 59.03% trips from the total trips.
- Casual riders consists of 40.97% from the total trips.



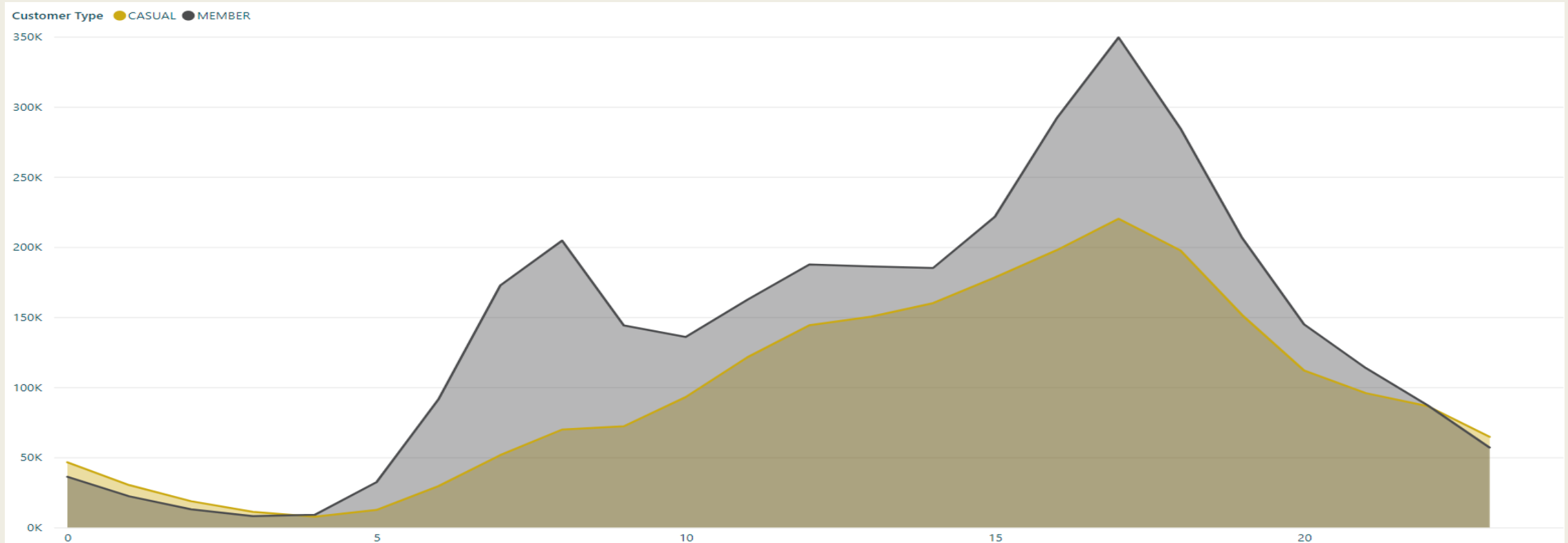
Average Ride Length

Insights:

- Casual riders has an average ride duration of 15.7 minutes.
- Member has an average ride duration of 11.1 minutes



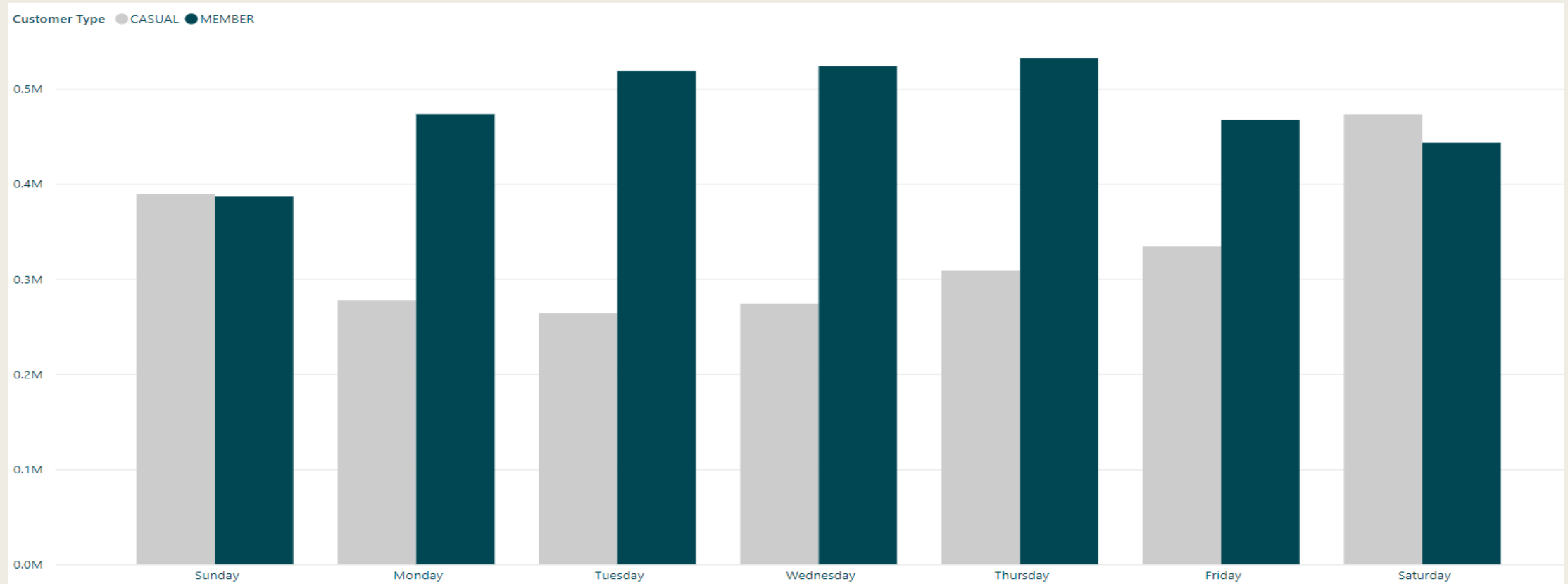
Rides per Hour



Insights:

The peak hours for both members and casual riders with the highest point at 5pm.

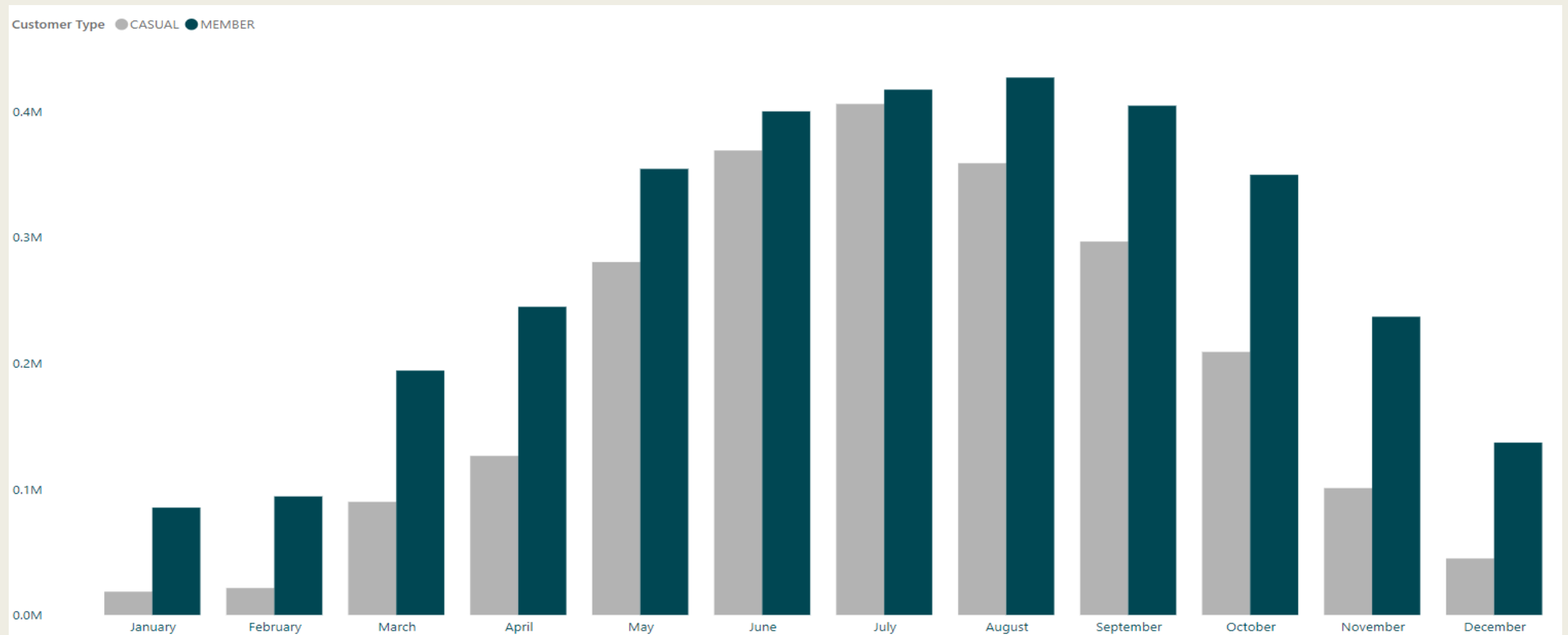
Rides per Week



Insights:

- Members are active during the weekdays
- Casual riders are active during the weekends

Rides by Month



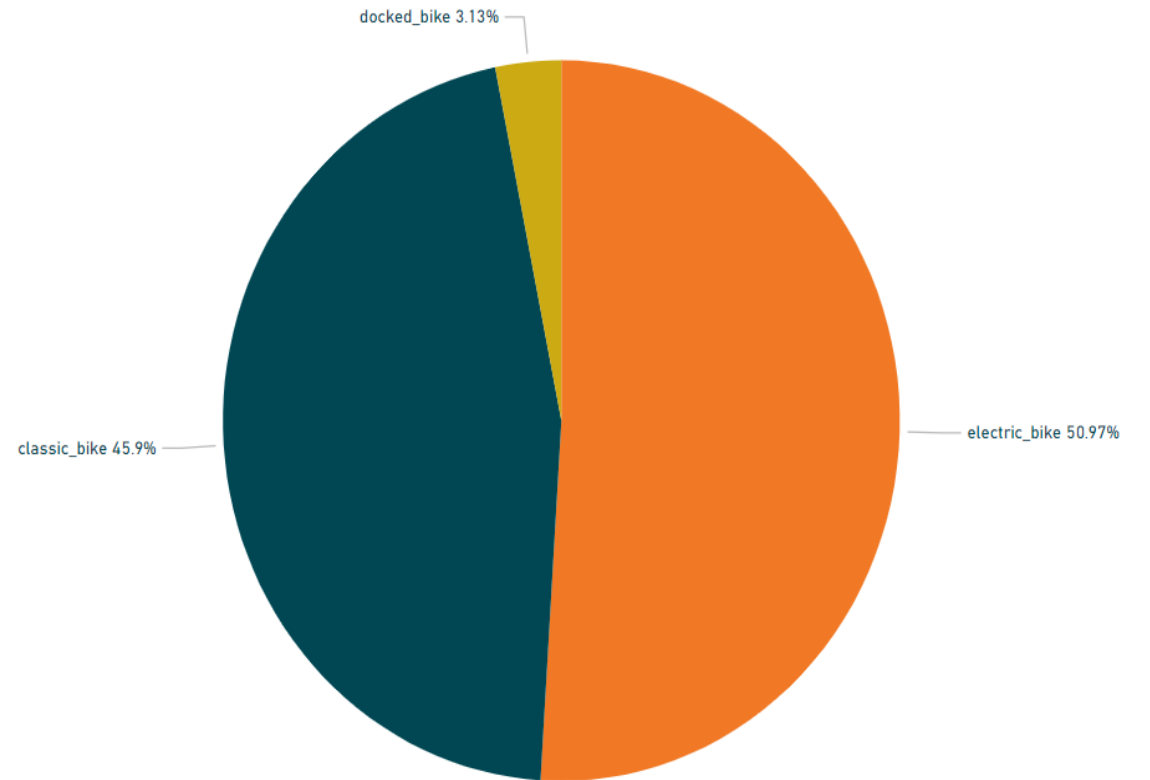
Insights:

- Both customer types has peak activity during the summer.
- Members has high activities from June to October.
- Casual Riders are high on June to August.

Popular Bike

Insights:

- The most popular bike for both customers is the electric bike that consists 50.97%.



Key Findings: Summary

- Casual riders are active more during the summer months in Chicago, from June to August.
- Casual riders spent longer time than the annual members.
- Casual riders are active mainly on weekend while annual members are active on weekdays.
- Both annual members and casual riders prefer electric bikes out of the three bike types.

Recommendations

- Consider specific plan in summer for casual riders. Start the marketing plans during winter season to ensure preparedness.
- Adjust the current payment structure by increasing the cost of single-passes and reduce the annual membership rate so that the casual riders will convert to annual membership rate.
- Promote the usage of electric bikes as it helps our environment clean and green

Source

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

Thank You!