

# Cyclistic Bike-Share Case Study

## Executive Summary

Cyclistic, a bike-share company in Chicago, wants to increase the number of annual memberships, which bring more profit than casual passes. This study looked at historical ride data to see how casual riders and annual members use the service differently. The goal is to find simple actions that help turn casual riders into members.

Key Insights:

- Casual riders take longer trips (about 57 minutes) than members (about 10 minutes).
- Members ride more on weekdays (commuting).
- Casual riders ride more on weekends (leisure).

Recommendations:

1. Weekend Pass: Special weekend pass with unlimited rides, with option to move to membership.
2. Loyalty Program: Points for rides that give discounts on annual membership.
3. Digital Campaigns: Explain savings and value of being a member.

## Phase 1: Ask

Task: Find how members and casual riders use bikes differently. Stakeholders: Director of Marketing, Analytics Team, Executive Team.

## Phase 2: Prepare

Data: Public Divvy data (2019 Q1 and 2020 Q1). Reliable, no personal data. Files stored and organized.

## Phase 3: Process

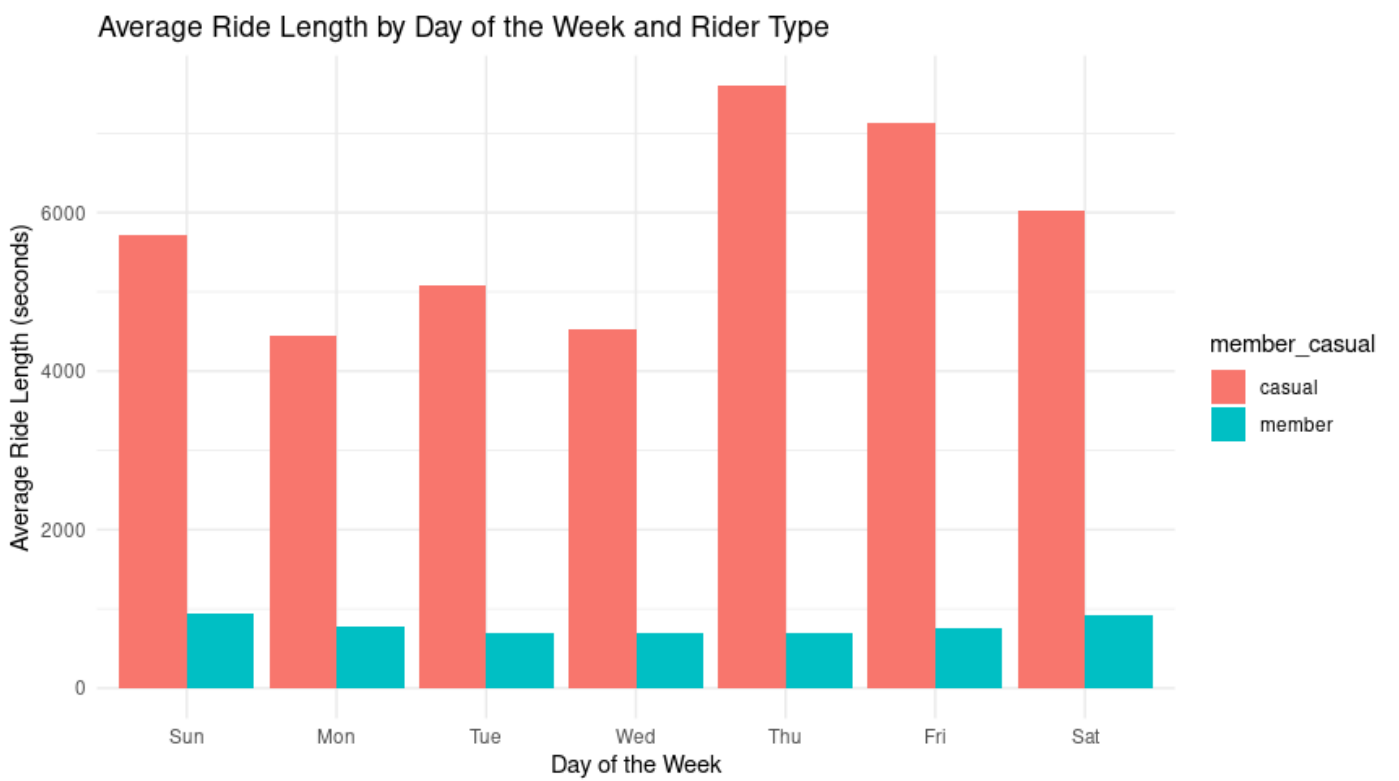
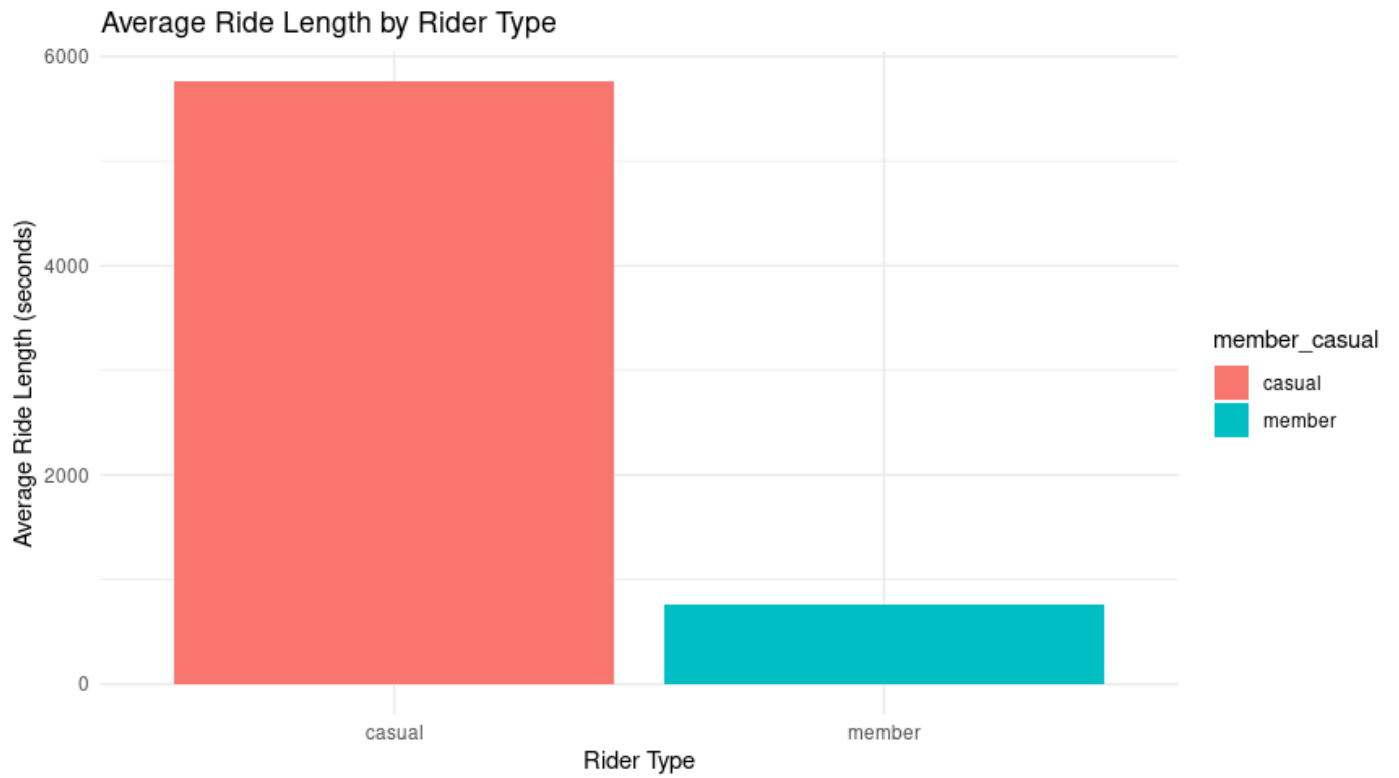
Steps: joined datasets, fixed date formats, created ride\_length and day\_of\_week, removed invalid or missing records.

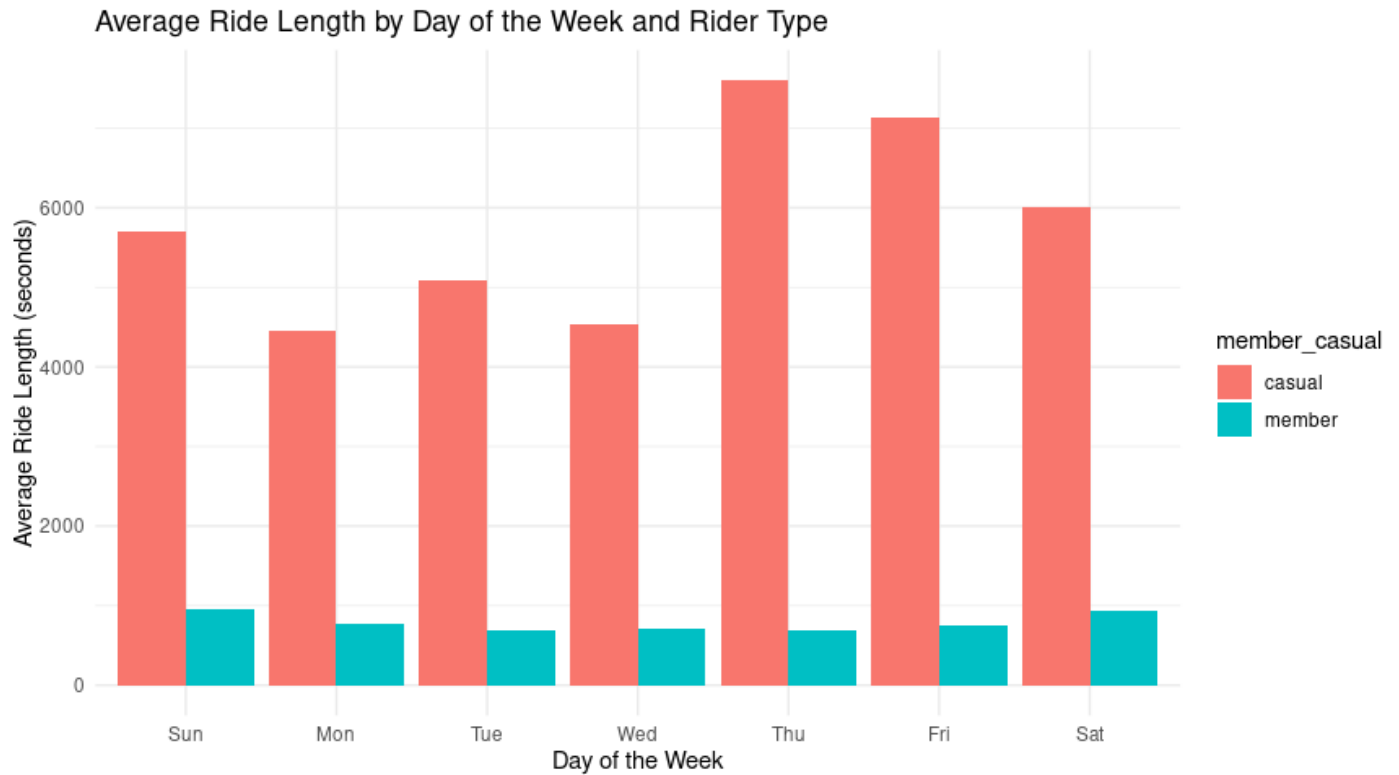
## Phase 4: Analyze

Findings: casual rides are longer; members ride on weekdays; casual riders ride on weekends; casual riders have longer rides on every day, especially weekends.

## Phase 5: Share

Charts that show the key patterns:





## Phase 6: Act

Actions: (1) Weekend Pass for casual riders; (2) Loyalty program with points; (3) Targeted digital messages that show value and savings.

## Conclusion

The study shows clear differences between casual riders and members. With offers and messages built for weekend and leisure use, Cyclistic can convert more riders into members and grow profit.