Cyclistic bike-share

How do members and casual riders use Cyclistic bikes differently?

Luis Imlauer / March 8, 2023

Understanding our users

We can study the difference in bike usage by analyzing:

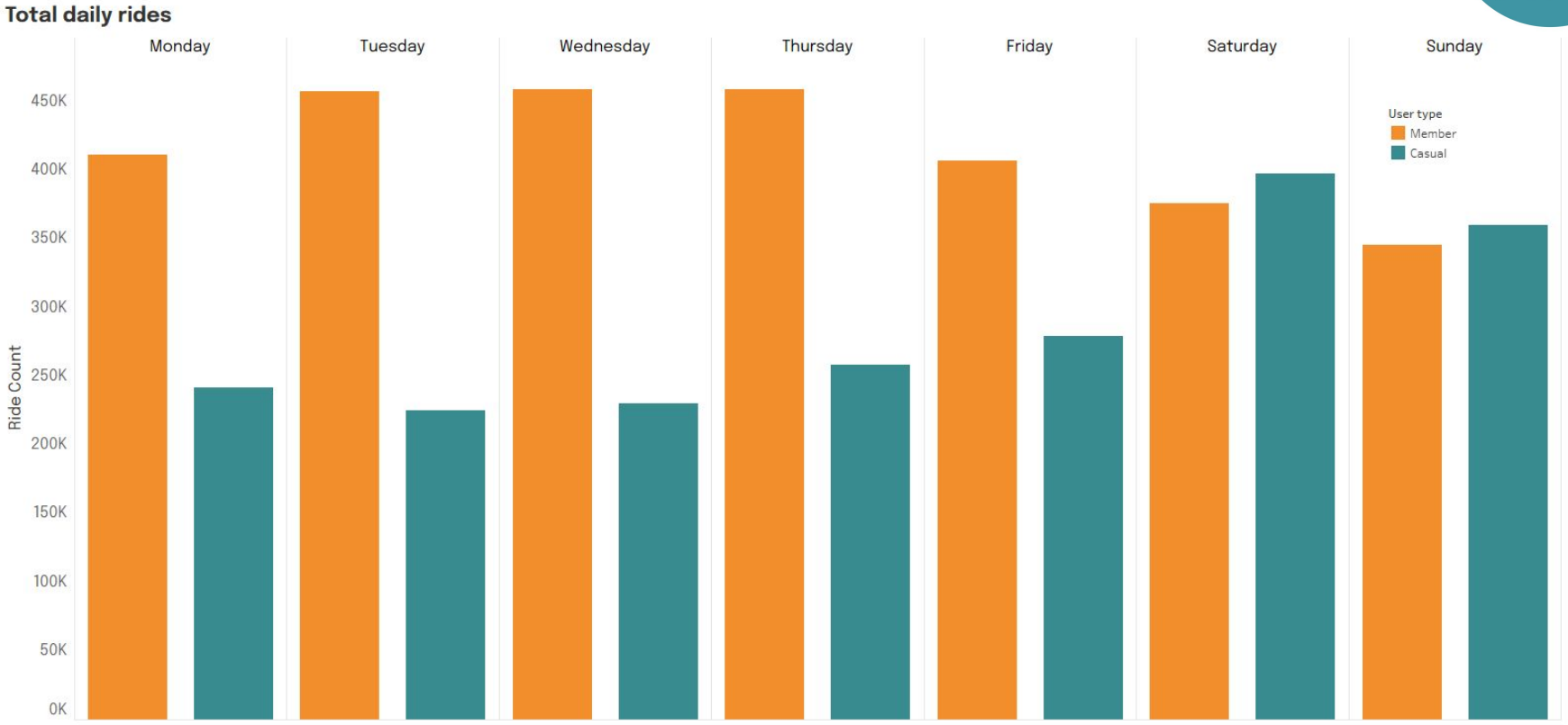
- Ride **count** and **length** of casual riders and members
- Effects of **low temperature seasons** on total rides
- Cyclistic as a **complementary** transportation method

So we can:

- Understand how members and casual riders differ in usage
- Turn casuals riders into annual members
- Reach new customers via digital media

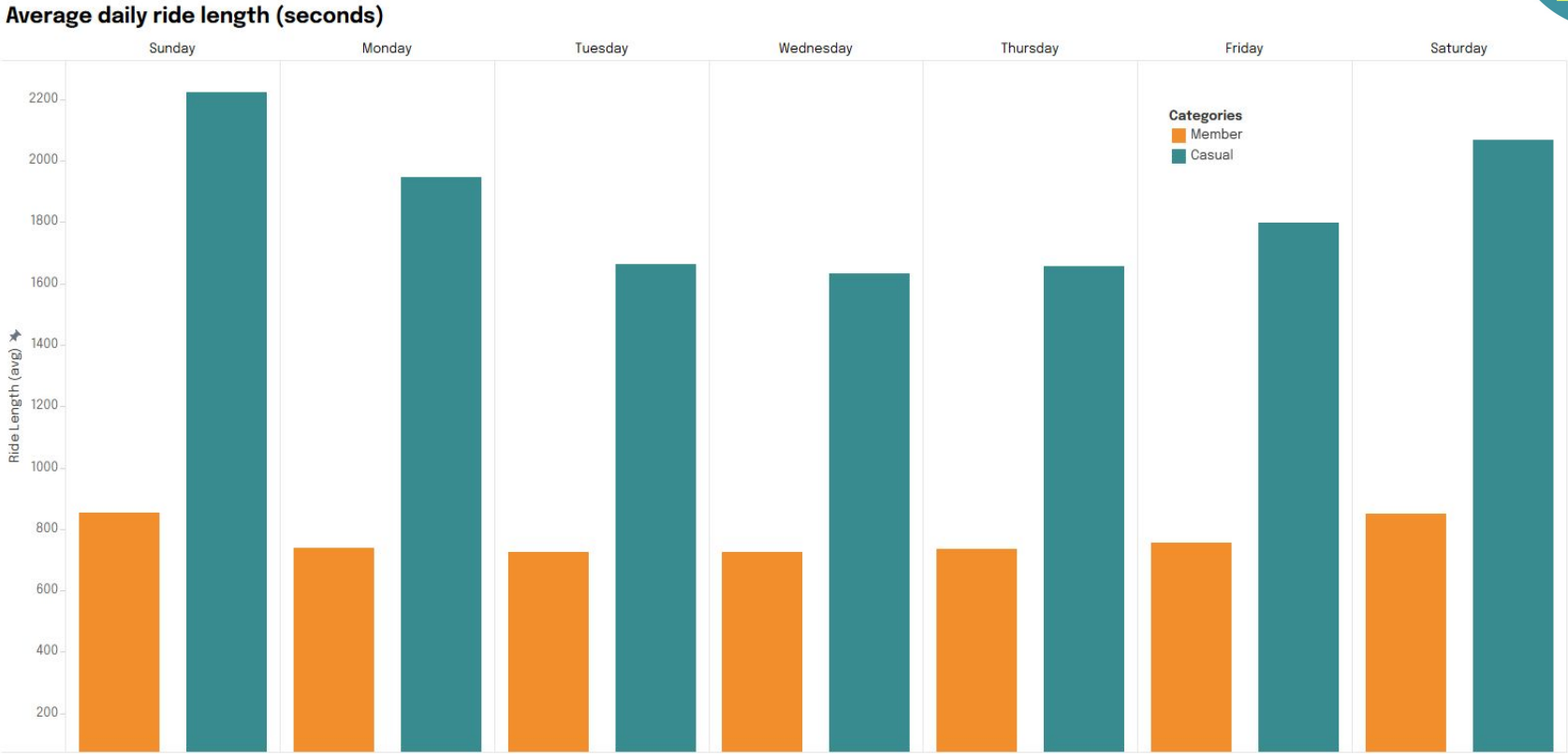
Ride count

Casual riders start more rides on weekends than members.



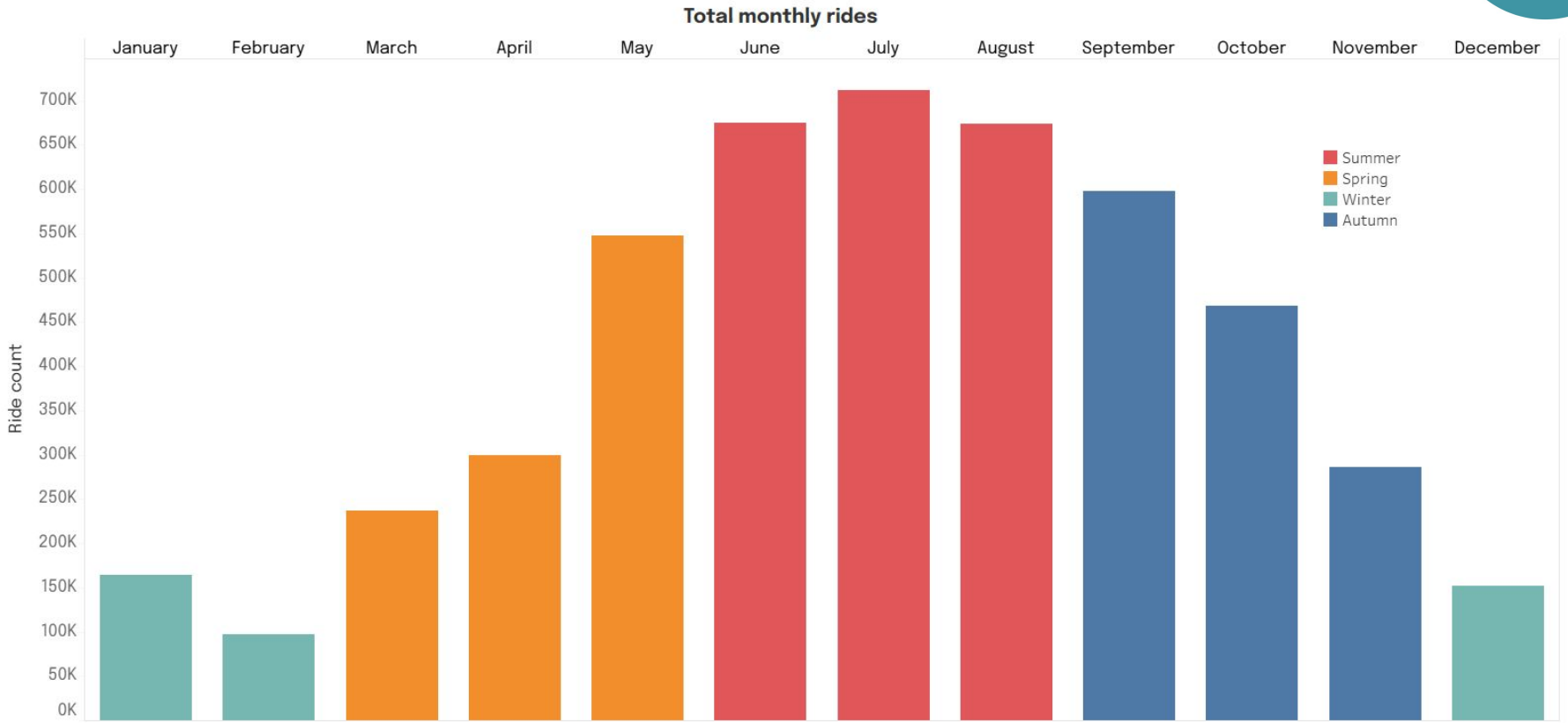
Ride times

On average, casual riders have longer rides.



It’s biking season

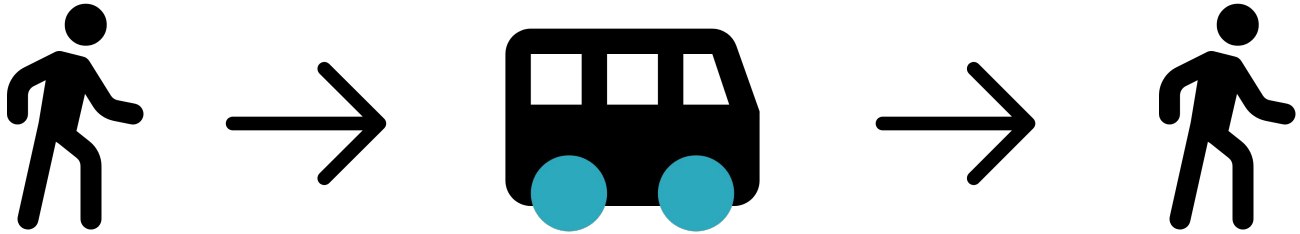
People prefer to bike in spring, summer, and autumn.



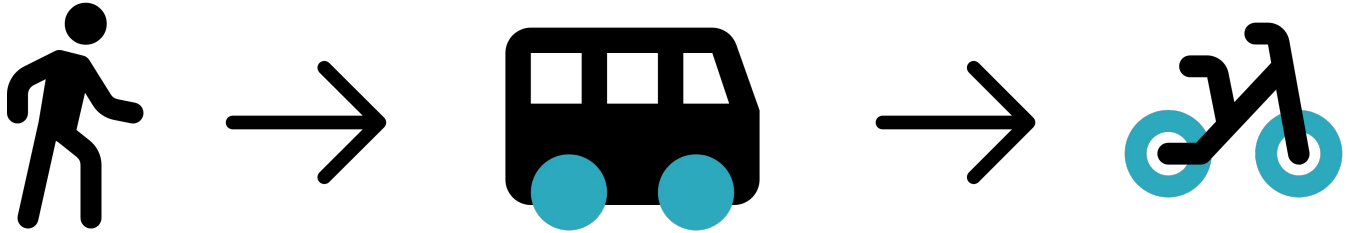
Other uses

Using cyclistic to start a route or finish it.

Switching from walking



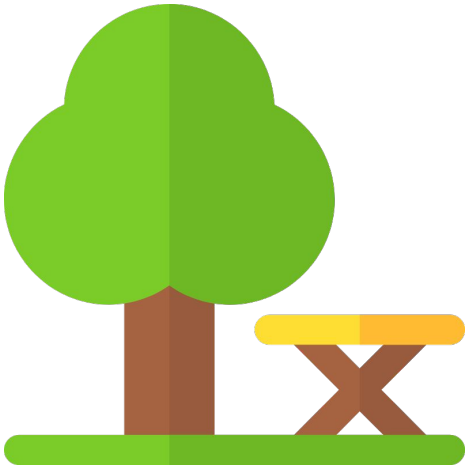
To biking



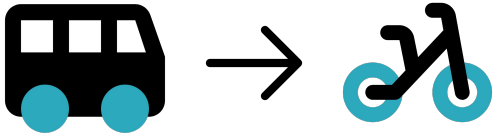
Key factors

To consider when transforming **casual riders** to **annual members**.

Weekend events and rides



Cyclistic as a **complement**

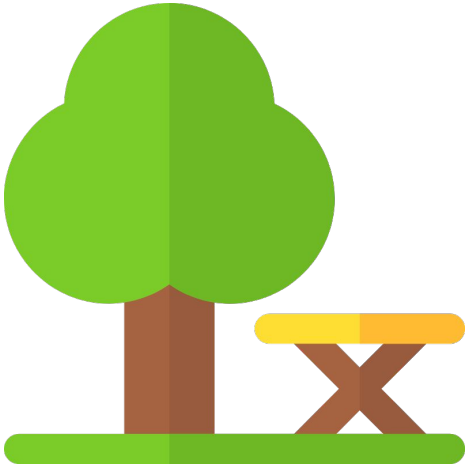


Sense of **belonging**

Next steps and recommendations

For the marketing team to explore.

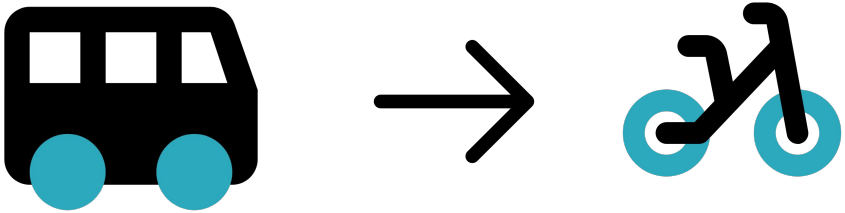
Weekend events and rides



Next steps and recommendations

For the marketing team to explore.

Start and finish your routes with Cyclistic



Next steps and recommendations

For the marketing team to explore.

Create a sense of **community** and **belonging**

Appendix

1. **Dashboard created with the cyclist data**
   a. https://public.tableau.com/app/profile/luis2877/viz/Cyclisticmembertypeanalysis/Cyclisticdashboard?publish=yes
2. **Information about the real company this data is from**
   a. https://www.youtube.com/watch?v=wZI8mx1g7Gg
   b. https://www.youtube.com/watch?v=mW8lfgVkaO8
   c. https://www.youtube.com/watch?v=_W1fmntUMos
3. **Data source**
   a. https://divvy-tripdata.s3.amazonaws.com/index.html
4. **Analysis explanation and source code**
   a. https://github.com/limlauer/cyclistic-analysis
5. **My portfolio**
   a. http://limlauer.github.io/