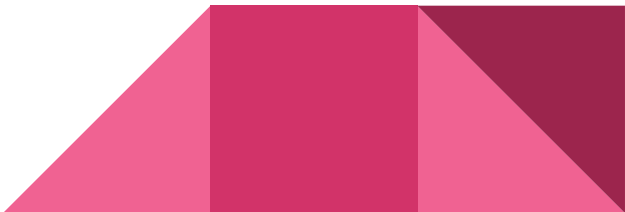# Cyclistic
Members and Casual Riders

Presented by Lyassiman Mukashev

Data as of August 22, 2024.

Business Tasks and Goals
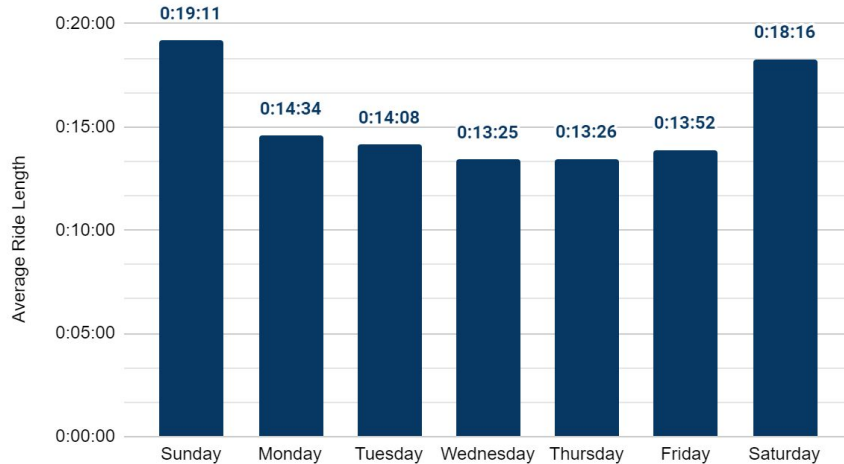
The **main** tasks of the whole process:

1. To find the **differences** and **similarities** between members and casual riders.

2. To gain **insights** and **trends** for a better understanding and improvement of existing marketing strategy of Cyclistic.

3. Give some **recommendations** and **conclusions** about the task and current business situation.
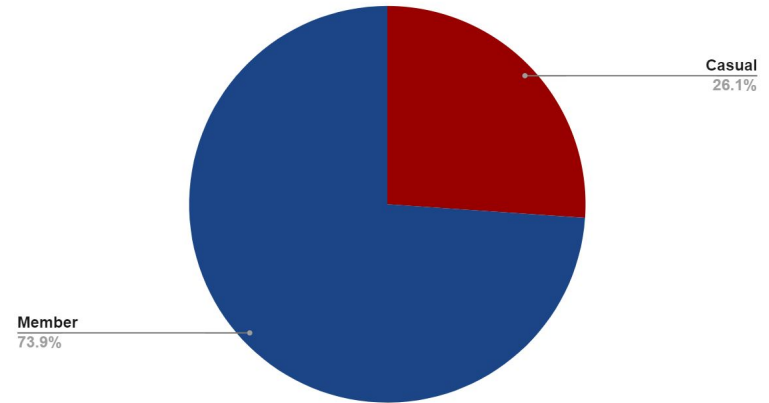
Company's Position and Status

The company has been offering the service to people for quite a long time. Data shows us very peculiar sights, overall **members** are the main riders of the company's bikes. Around **73.9%** of the entire customer base is composed of them.

Besides this, on **average** lots of people use bikes on the **weekends** for a more relaxing and helpful experience after a long workload week.

Average Ride Length (Days of the Week)

Day	Average Ride Length
Sunday	0:19:11
Monday	0:14:34
Tuesday	0:14:08
Wednesday	0:13:25
Thursday	0:13:26
Friday	0:13:52
Saturday	0:18:16

Number of Rides (November 2023 - April 2024)
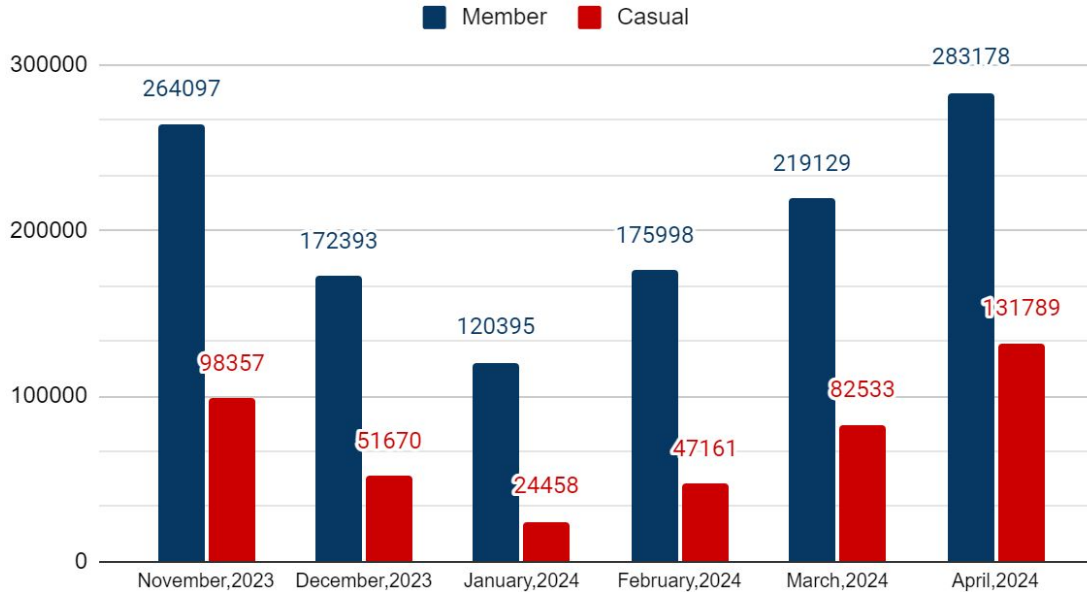
Casual 26.1%

Member 73.9%

Insight's about the data

Differences and similarities between the members and casual Riders are evident and sometimes very different.

1. Casual riders usually have **longer rides on average**, members on the other hand are more stable and don't have any favorite days of the week.

2. Casual riders tend to get more rides using the company's bikes **on the weekends**

3. **Winter season** is bad for both members and casual riders

4. There is a **trend** of **increase** in casual riders in the first months of **spring**.

Number of Rides

Legend: ■ Member ■ Casual

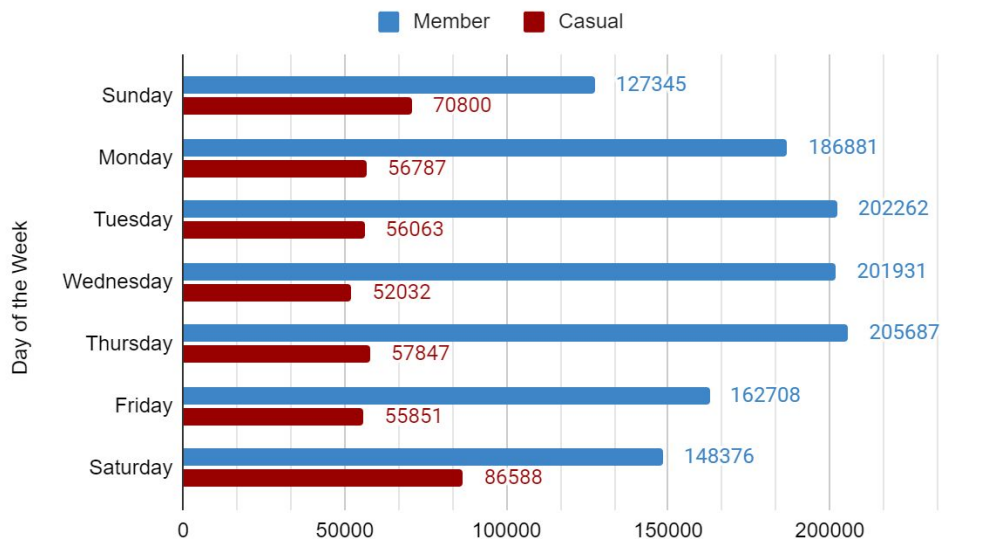| Month	Member	Casual
November,2023	264097	98357
December,2023	172393	51670
January,2024	120395	24458
February,2024	175998	47161
March,2024	219129	82533
April,2024	283178	131789

The number of rides of both types of riders is bad during the winter season.

The reason is simple, people don't use that because of bad weather and holidays.

Overall, member riders are twice times of a casual riders.

But we see a good increase in casual riders in the first months of the Spring. Meaning the increase in casual customer base and marketing opportunity.

Number of Rides (Days of the week)

Member ■   Casual ■

Day of the Week	Member	Casual
Sunday	127345	70800
Monday	186881	56787
Tuesday	202262	56063
Wednesday	201931	52032
Thursday	205687	57847
Friday	162708	55851
Saturday	148376	86588

Members and Casual riders also have different numbers of rides per day of the week.

Members are more active during the week, while **casual riders are more accustomed to riding on the weekends** and have the same numbers on other days of the week.

It's definitely connected with casual riders not using bikes regularly and actively.
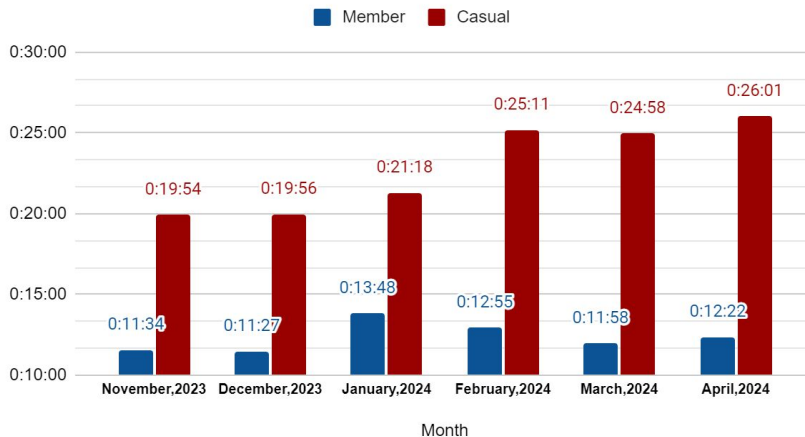
Average length of the ride

Ride length is also very different between members and casual riders.

The same trend goes for months. **Sometimes casual riders even double the average ride length of members.**
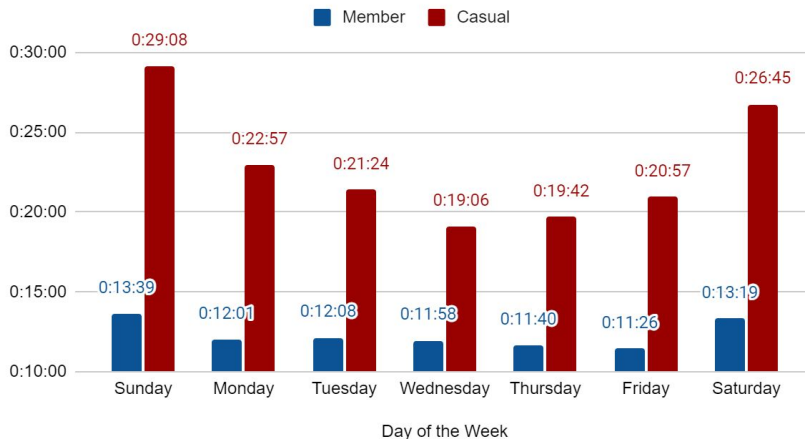
Days of the week also show the same trends and insights. Casual riders **tend to ride longer overall**, especially on the **weekends**.

It's surely connected with casual riders spending less time using bikes and doing rides in general. So they spend more time using it once, while members are using it regularly, so they spend time much less.

Average Ride Length (Monthly)

■ Member ■ Casual

Month	Member	Casual
November,2023	0:11:34	0:19:54
December,2023	0:11:27	0:19:56
January,2024	0:13:48	0:21:18
February,2024	0:12:55	0:25:11
March,2024	0:11:58	0:24:58
April,2024	0:12:22	0:26:01

Average Ride Length (Day of the Week)

■ Member ■ Casual

Day of the Week	Member	Casual
Sunday	0:13:39	0:29:08
Monday	0:12:01	0:22:57
Tuesday	0:12:08	0:21:24
Wednesday	0:11:58	0:19:06
Thursday	0:11:40	0:19:42
Friday	0:11:26	0:20:57
Saturday	0:13:19	0:26:45

Conclusion & Recommendation

There is a clear difference between the two types of company riders. One is using bikes more casually, like everyday experience. Others use it for a longer time and after a long tiring week.
I have a few recommendations that can help to improve our strategy and marketing ideas.

Casual riders tend to spend more time riding on the weekend. So it's good to use it in our way, by **paying more attention on these days to attract customers.**

It will be better **to make more awareness** about the company and service to the whole city. It's clearly showing that most of the rides are made by members. **So to create a bigger customer base and convert casual to members, we have to get a bigger audience.**

Winter season is an unprofitable season, so it's important to prepare for a spring season and ease marketing efforts at the beginning of winter.