

Abstract geometric lines in black on a white background, forming various overlapping polygons and shapes, primarily concentrated on the left side of the slide.

# **CYCLISTIC BIKE- SHARE CASE STUDY**

How do annual members and casual members use Cyclicistic bikes differently?

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## BUSINESS TASK

Cyclistic wants to convert casual riders into annual members. To help with the goal, we analyzed the trip data to understand how annual members and casual riders use bikes differently

A decorative graphic consisting of two thin, dark gray lines that intersect diagonally on the left side of the slide. One line runs from the top-left towards the bottom-right, and the other runs from the top-right towards the bottom-left.

# DATA SOURCES

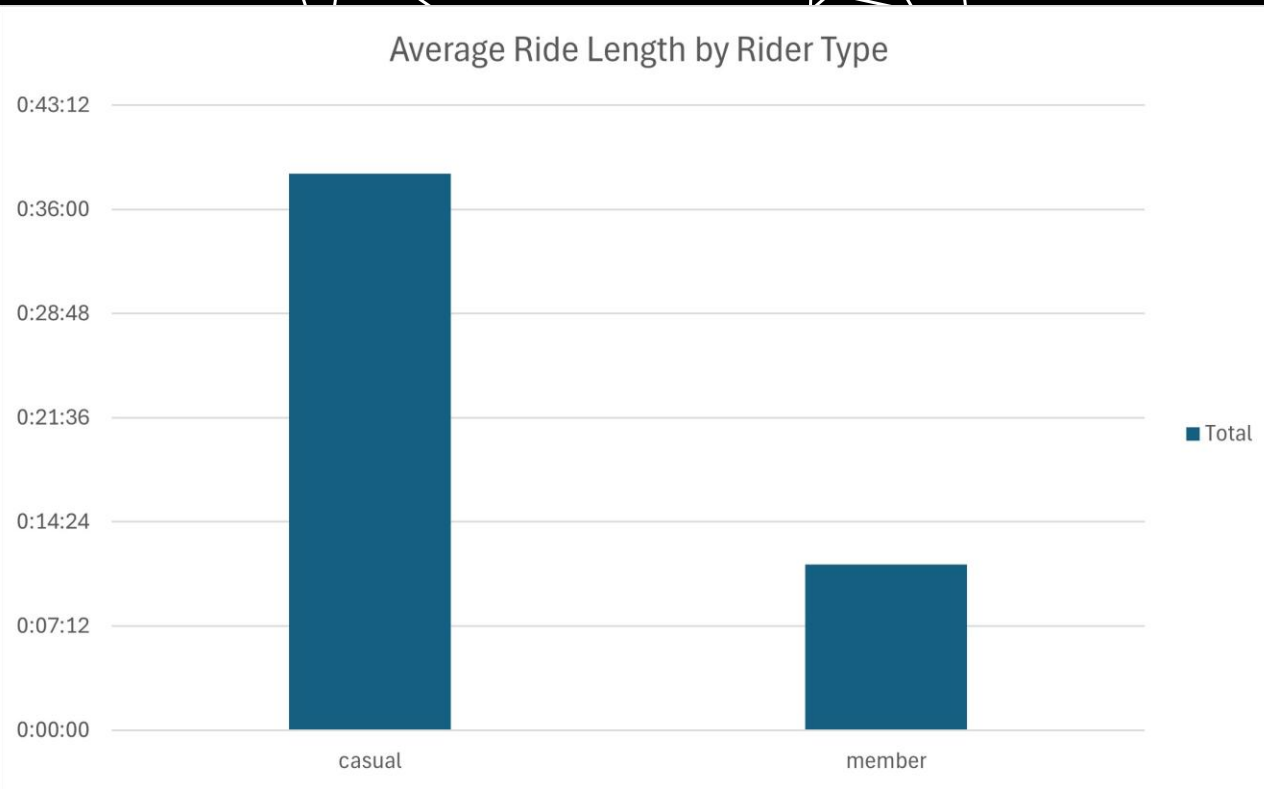
6 months of Divvy/Cyclistic data  
Public data provided by Motivated  
International Inc.

# PROCESS (DATA CLEANING & PREPARATION)

- Removed nulls, duplicates, unrealistic ride lengths (<1 min >24 hours)
- Standardized fields (ride\_length, member\_casual, day\_of\_week)
- Excel (Pivot tables, charts)
- SQL (queries)

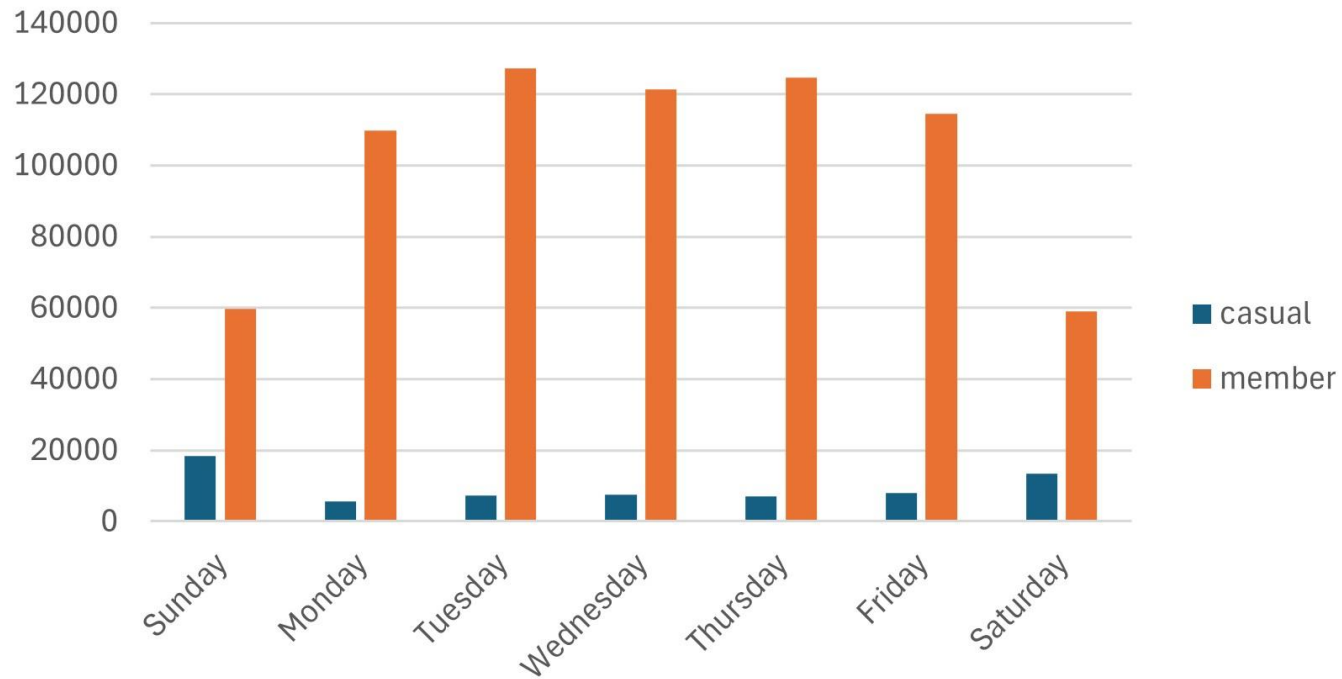
# #1

## AVERAGE RIDE LENGTH



- Casual riders average much longer ride lengths than members
- This suggests leisure (casual) vs commuting (member)

Number of Rides by Day of Week



#2

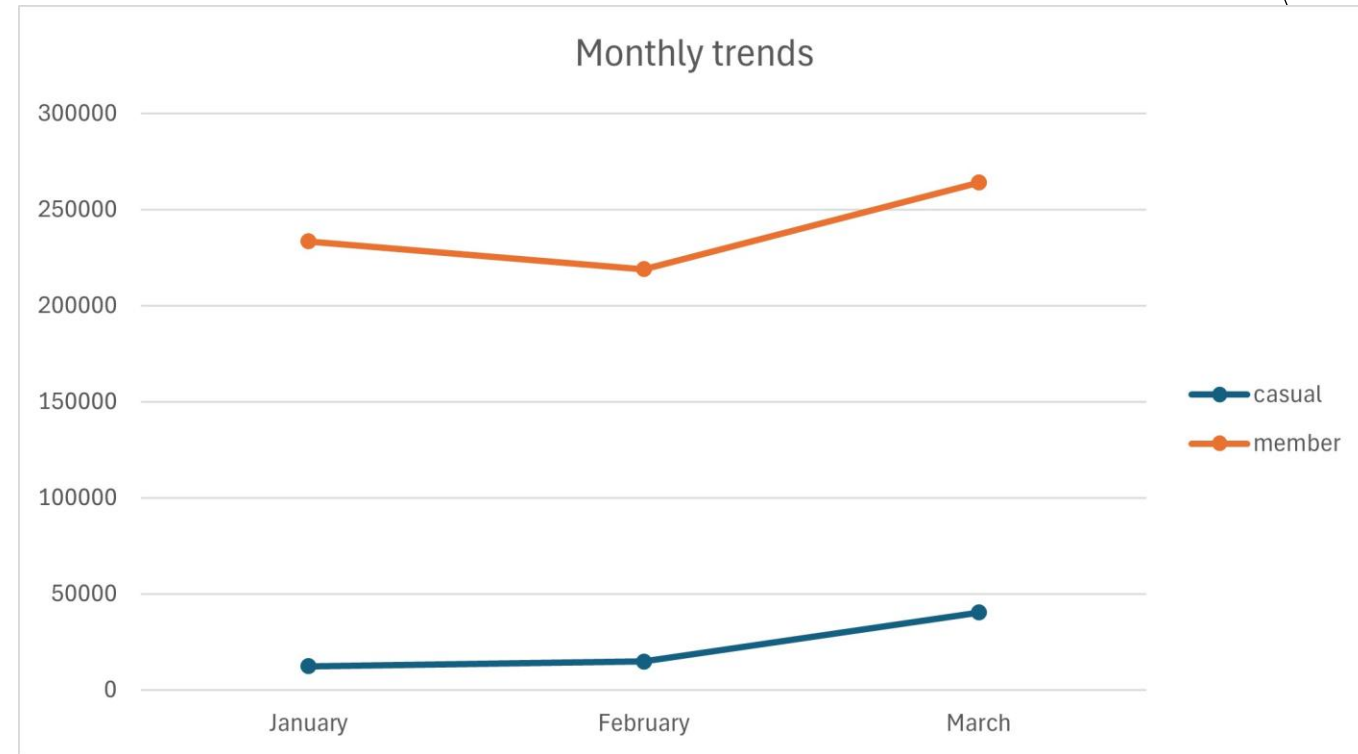
## RIDES BY DAY OF WEEK

- **Members ride more during weekdays (commuting patterns)**
- **Casuals ride more during weekends (leisure trips)**

# #3

## MONTHLY TRENDS

- Casuals ride peak in warmer months (March)
- Members ride is relatively steady year-round





# SUMMARY OF INSIGHTS

- Casuals: Longer trips, on weekends, leisure, seasonal
- Members: Shorter trips, weekdays, commuting, steady
- Clear behavioral difference → chance to convert casuals to members





# RECOMMENDATIONS

- Run seasonal promotions (summer → “upgrade to member and save”)
- Weekend membership plan
- Loyalty or rewards program (offer points or ride credits only member can earn)

# KEY TAKEAWAY

- Casual riders use Cyclistic bikes mostly for leisure.
- Members ride for commuting and consistent weekday use.
- By targeting casual riders with tailored campaigns, Cyclistic can increase profitability through membership growth.

Thank you