



CYCLISTIC BIKE-SHARE

ACHIEVING SPEEDY SUCCESS

Google Data Analytics Capstone Project
May 2023

HYPOTHESIS AND ANALYTIC GOALS

Maximizing the number of annual members will be key to future growth.

01

How do annual members and casual riders use Cyclistic bikes differently?

02

Why would casual riders buy Cyclistic annual memberships?

03

How can Cyclistic use digital media to influence casual riders to become members?





GENERAL INSIGHT

The main difference between casual riders and annual members is in WHY each member type engages with the company's services.

The analysis suggests that casual riders seem to use our services for leisure / recreation, whereas annual members use our bikes as a means of transportation (commute / errands).

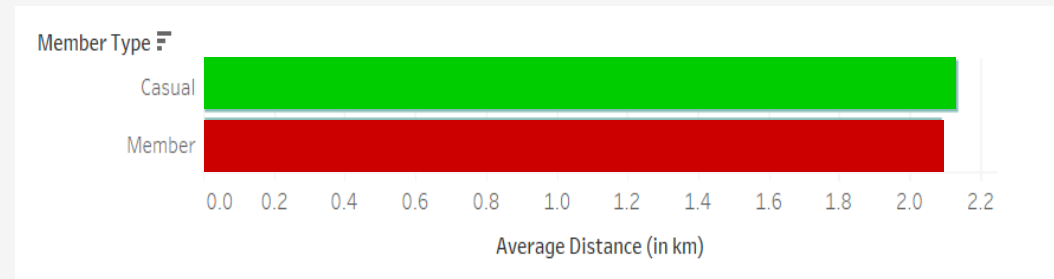
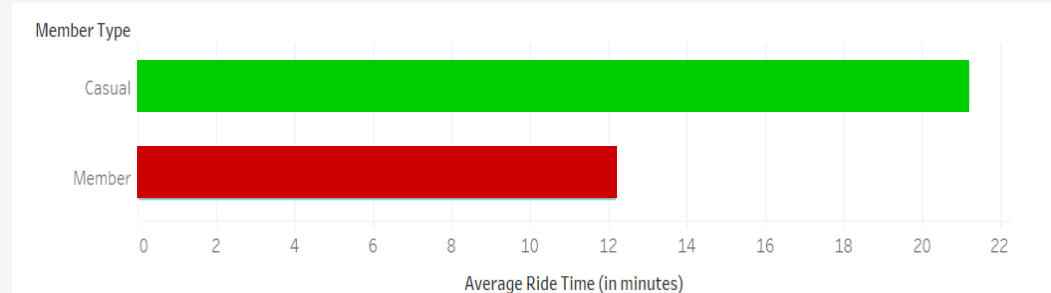


AVERAGE

Ride Duration vs. Distance

No significant correlation exists between average distance and average ride time for both member types.

This means that a longer ride time is not necessarily due to greater distances covered by the user.



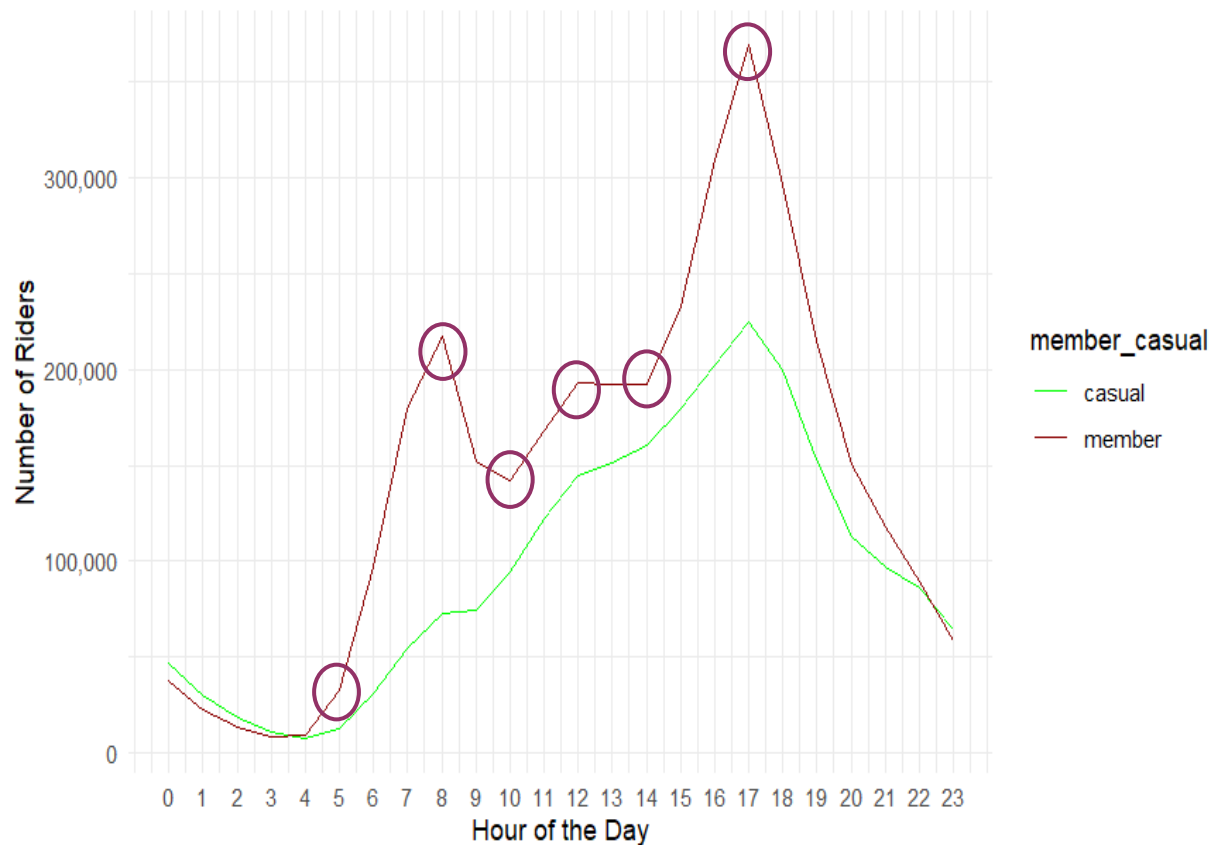
Casual ride times take almost twice as long as member ride times for approximately the same distance on average.



Ride Count

Per hour per member type

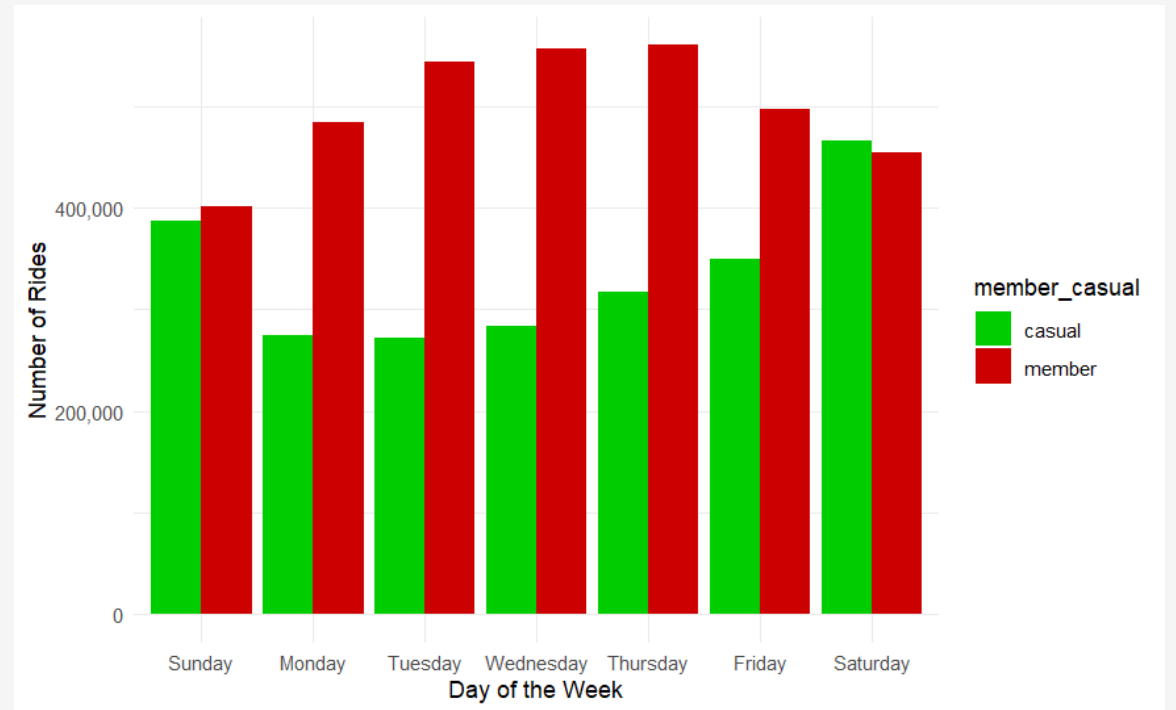
A predictable pattern in the peaks and troughs of **member**-users appeared, consistent with usual corporate rush hours throughout the day.



Ride Count

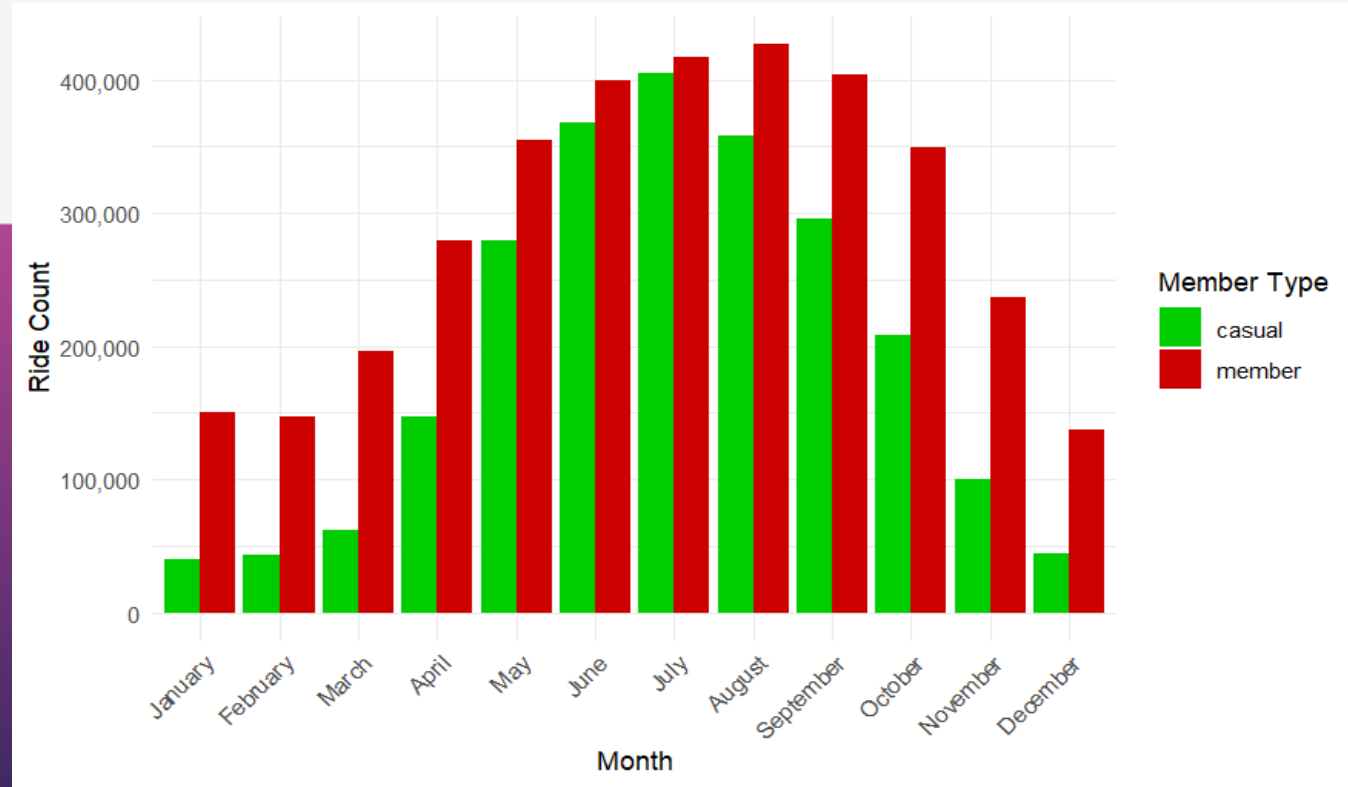
Per day per member type

Member-rides consistently outnumber **casual** rides, especially during work days. Casual rides only overtake member rides on Saturdays.



Ride Count

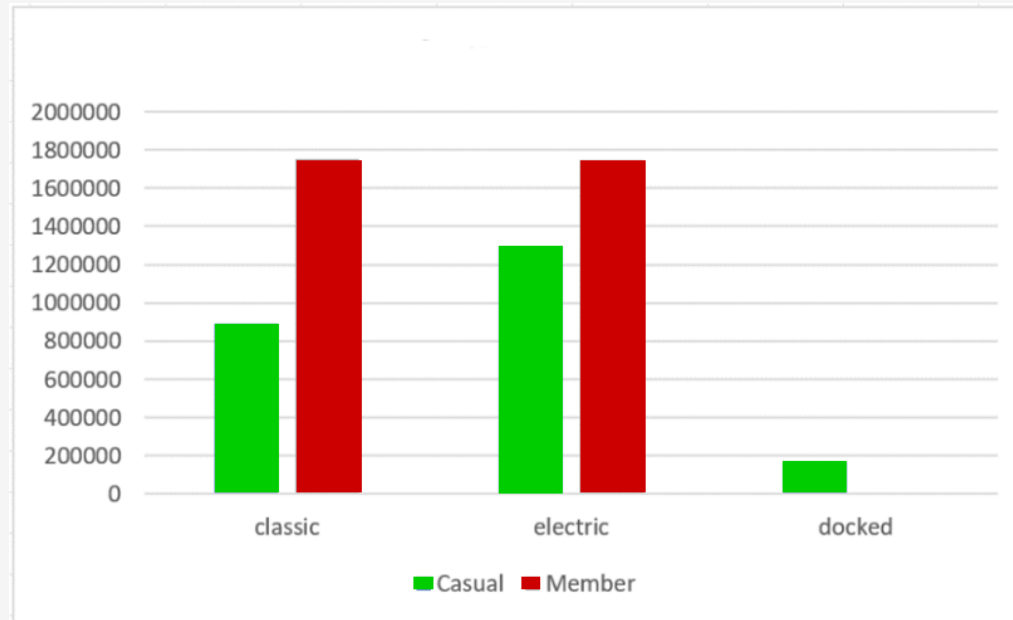
Per month per member type



Casual rides fluctuate (peaks around Spring – Summer), while member-rides are relatively consistent year-round (does not fall below 100k, even during winter).



Preferred Ride Type



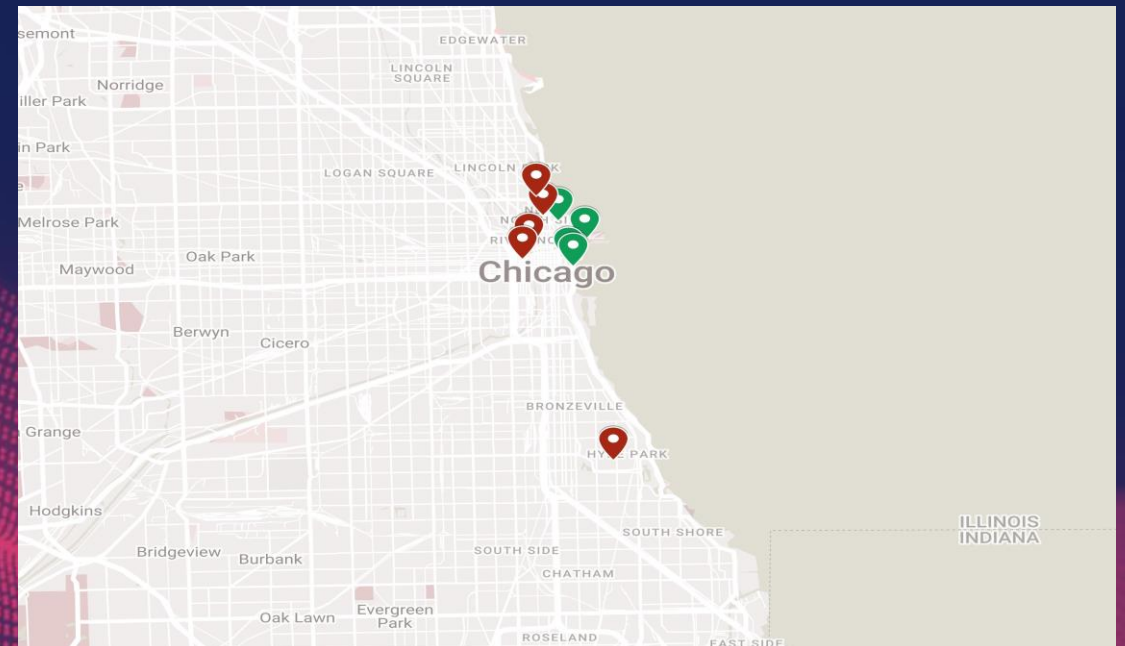
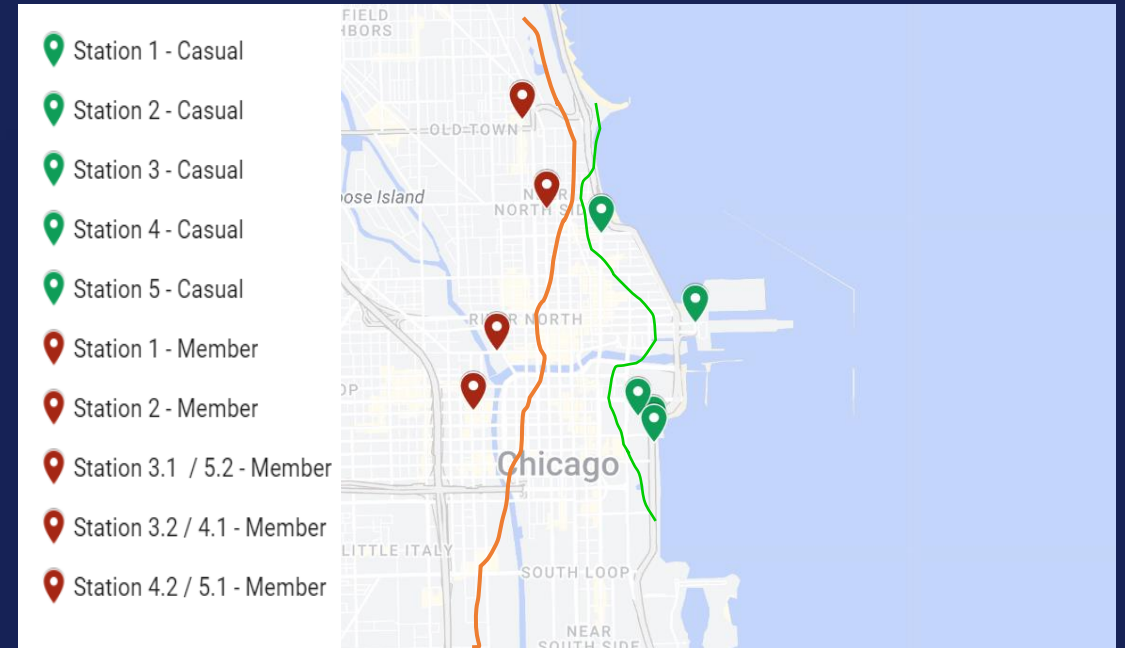
Casual riders tend to have more preference towards electric bikes, whereas the distribution among Member-riders is more even between electric and classic bikes.



Top 5 Start / End Stations

Looking into the top 5 stations in terms of ride count reveal that **casual riders** typically crowd along the pier or on the bike paths overlooking the coastal area.

Conversely, **member rides** appear to be more inland towards the city center, where employees normally congregate throughout the work day.



Insights and Recommendations

What have we learned from the analysis, and how did our analysis help answer the project's main business task?



OPTION 1

-Act on the results of the analysis-

- Conversion strategy for casual riders should focus on **incentivizing current behavior**, i.e., weekend passes, seasonal passes, location-based passes, or promos for electric bikes, to name a few;
- Based on current understanding of customer pain points, the company should **redefine its concept of an “annual membership”**, i.e., should annual members be limited to those with year-round subscription, or will weekend passes / seasonal passes count, too?;
- Coordinate with finance team to **assess financial viability of new pricing plans**; and
- Consider partnering with influencers **to market “leisure / recreational” bike areas and stations**.

OPTION 2

-Iterate the study and gather more data-

- **Gather additional data that is more specific towards casual riders**, rather than relying on generic, system-generated information;
- Data gathering may be through **survey questionnaires, focus group discussions, or in-person interviews**, whichever is most feasible; and
- Aim to develop **a deeper understanding of more specific customer pain points** to develop a more responsive conversion strategy,





GET IN TOUCH!

mannyaraneta001.github.io



info.ea001@gmail.com



linkedin.com/in/mannyaraneta

