



# 2019 Q1 Members vs Casual Riders

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## Business Task

- Analyze provided data to compare and contrast casual and member riders.
- Determine the best way to convert casual riders into members of Cyclistic.



## Data Sources

- I used data from the first financial quarter of 2019.
- The data has been licensed for use by Motivate International Inc.
- The data has been checked for duplicates, missing values, etc.
  - Multiple rows are missing gender and birth year values.

# Findings

- Customer average rides for each day of the week were around three times as long as Member rides.
- The average Customer time was 37:04.
- The average Member time was 11:30.

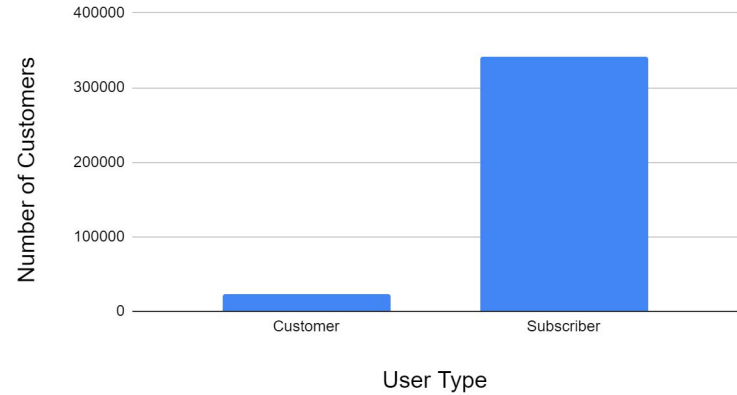
Customer vs Subscriber Average Ride Time



# Findings

- The number of Customers was 23,163.
- The number of Members was 341,906.
- There is nearly 15 times more Members than Customers.

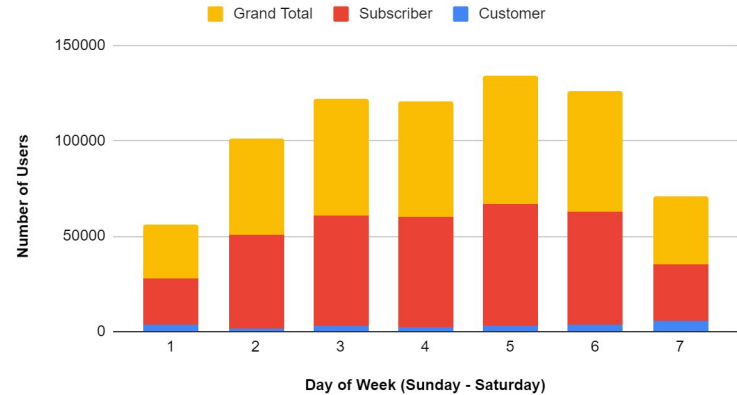
Number of Users per Customer Type



# Findings

- The most active day was on Thursdays.
  - There were a total of 66903 users on Thursdays throughout Q1.
- The days in order of use from greatest to least are as follows:
  - Thursday
  - Friday
  - Tuesday
  - Wednesday
  - Monday
  - Saturday
  - Sunday

Users by Day of the Week





## Conclusions

- While Customers generally went for longer trips, they were outnumbered by Members' overall trips.
- It would appear many people are using the service to get to and from work seeing as there is a major drop off in users during the weekend.



## Next Steps

- Knowing the price of a membership verse a single trip would be useful in order to consider why so few people are subscribing to the service.
- It would also help to know how bike friendly of a city this is all taking place in.
  - This could be a factor as to why so few people are subscribing.
- The strange uptick on Thursdays could hopefully be explained by further research.
  - For example, is there a deal on Thursdays?