How casuals and members use Cyclistic bikes differently

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Outline

- Purpose Statement(What are we talking about)
- Introduction
- Methodology
- Results
- Conclusion

What are we talking about

Objective

- Identify if there is any difference between members and casuals in using Cyclistic bikes that contribute to converting casuals into members.

Note: Customers who purchase single-ride or full-day passes are referred to as casual riders. Customers who purchase annual memberships are Cyclistic members.

Introduction

My Story will tell you three important factors (for each type of customer) that contribute to converting casuals to members:

1. Preferred time
2. Largest start and end stations in users
3. Preferred types of bikes

Methodology

About Data

- I used the historical data of Cyclistic for the previous 12 months from April 2022 to March 2023.
- I found that it has over 800K missing values in station names and most of them are from electric cars. I removed them from the data because I can’t fill them and They didn’t impact my analysis except when I wanted to know the largest start/end stations in users.

Variables Selection

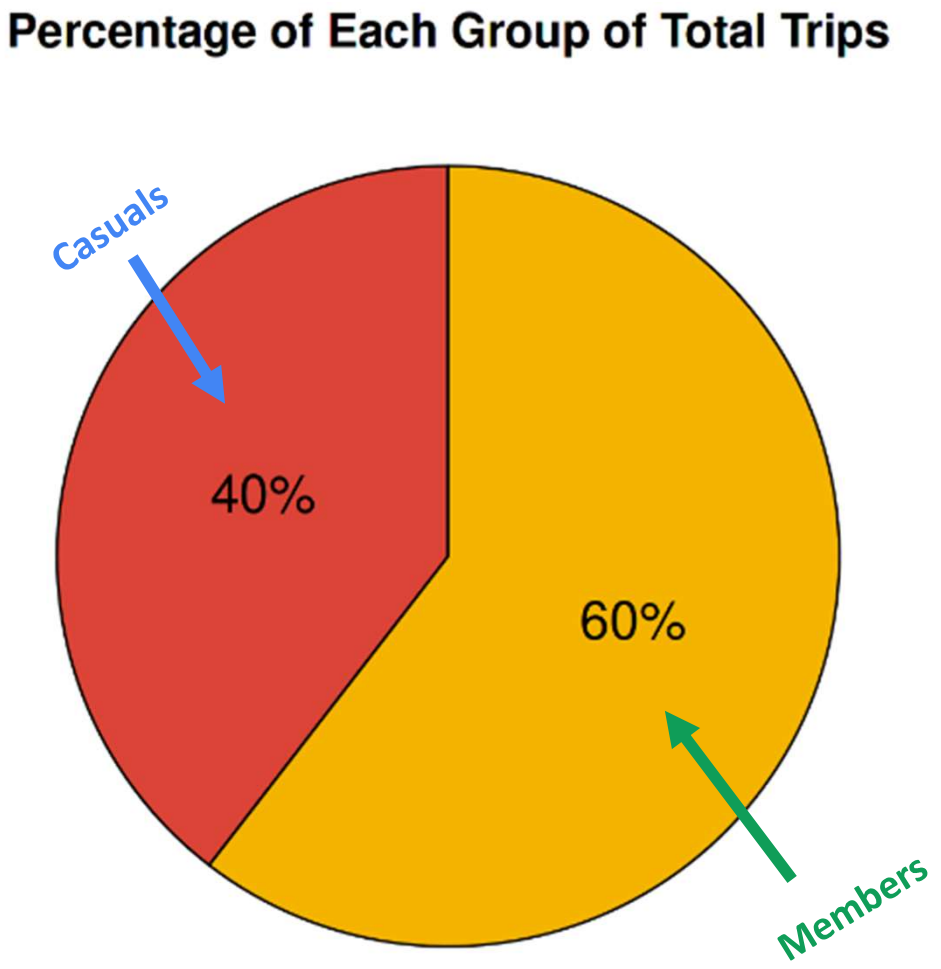
- When I was preparing the data for analysis I selected a subset of the variables and they are:

Rideable_Type:	To know the preferred types of bikes
Start_Station_Name: **End_Station_Name:**	To find out the largest start/end stations
Start_Lat: **Start_Lng:** **End_Lat:** **End_Lng:**	To draw the largest start/end stations on the Chicago map
Member_Casual:	To know the type of the user
Ride_Length:	**To know the ride length of each ride**
Time: **Day_of_Week:** **Month:**	**To know the best hour/day/month to make the marketing campaign**

Results

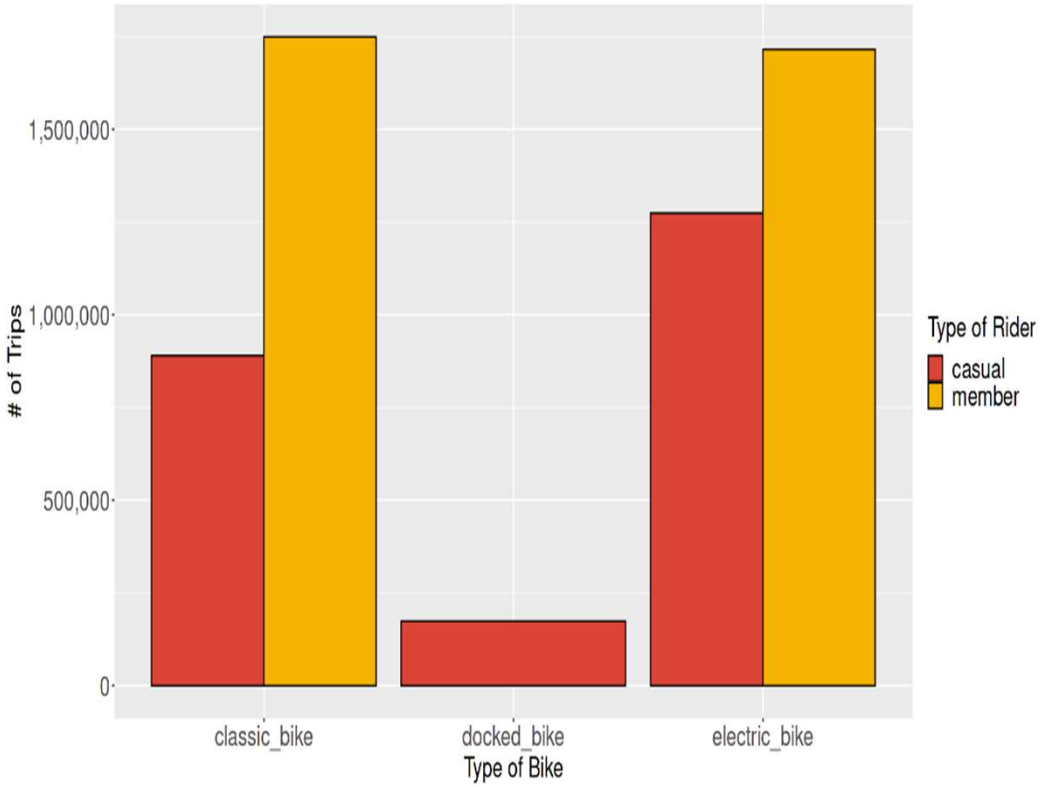
How many casuals and members do we have

- Our goal is to convert 40% of customers to members and they are approximately equal to ***2.3M*** customers



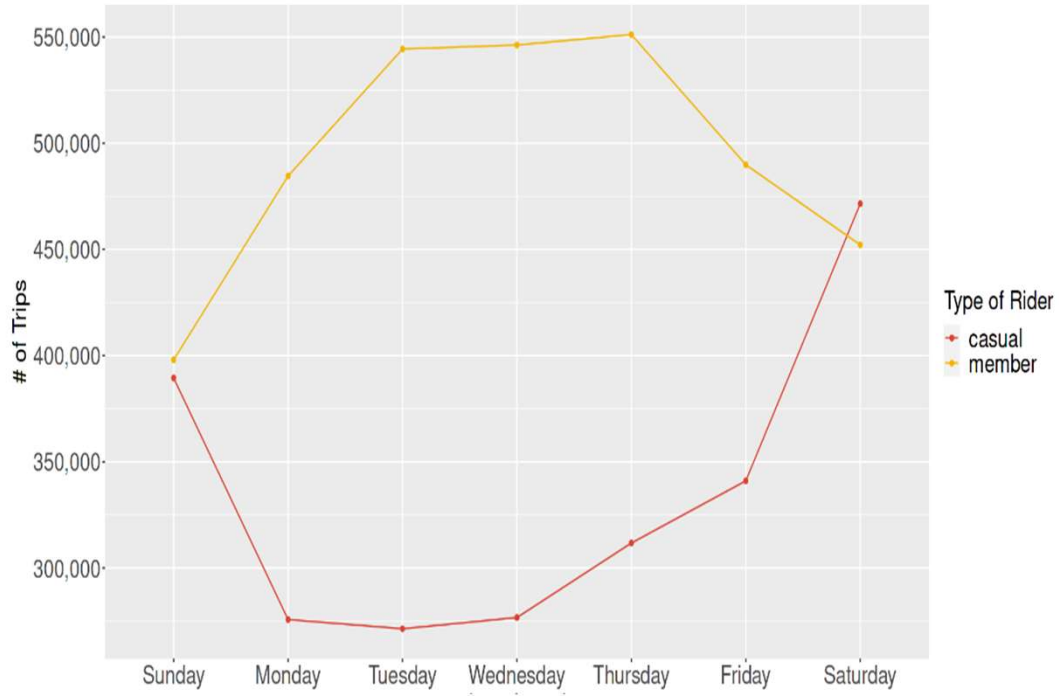
Preferred Types of Bikes

- 100% of docked bike customers are casuals
- Casuals prefer to use electric bikes more than other types



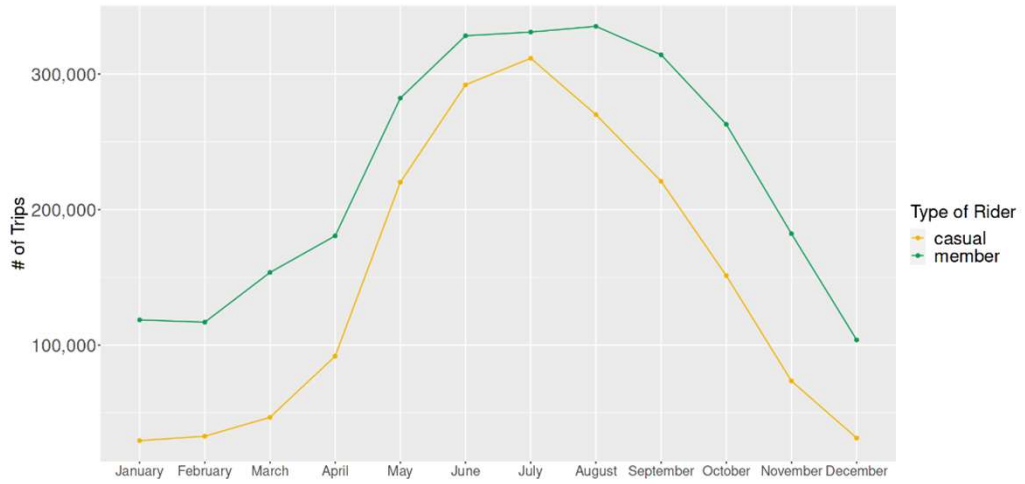
Preferred Days

- Casuals prefer to use bikes on weekends and vice versa for members
- On Saturday is the best day of the week for targeting casuals because the number of casuals is bigger than members.



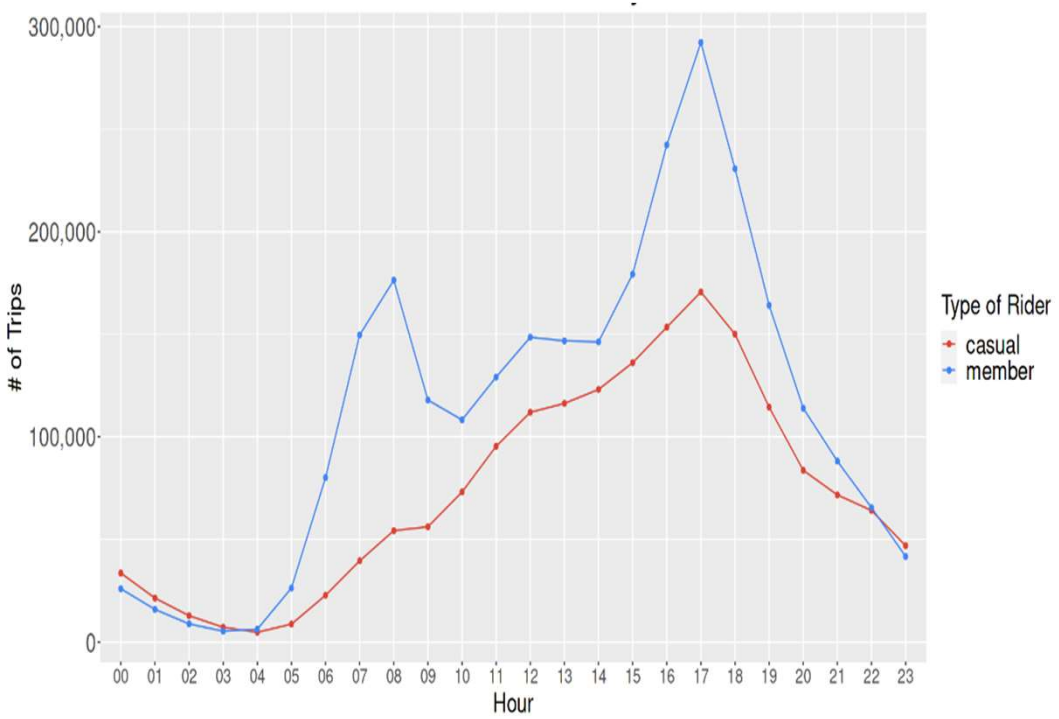
Preferred Months

- Casuals prefer to use bikes in the summer season, especially in July



Preferred Hours

- Best time to target casuals is between 10 am to 3 pm



Cyclistic Dashboard | Segmentation Analysis

April 26, 2023

Type of Rider
- casual
- member

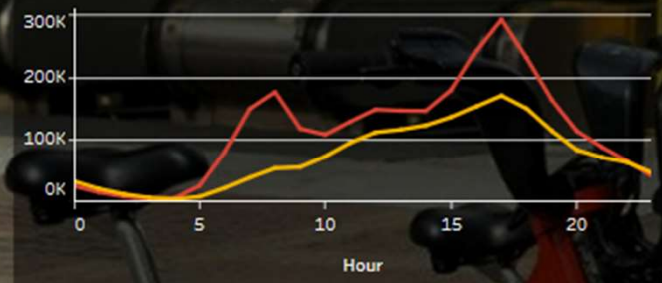
Number of Riders

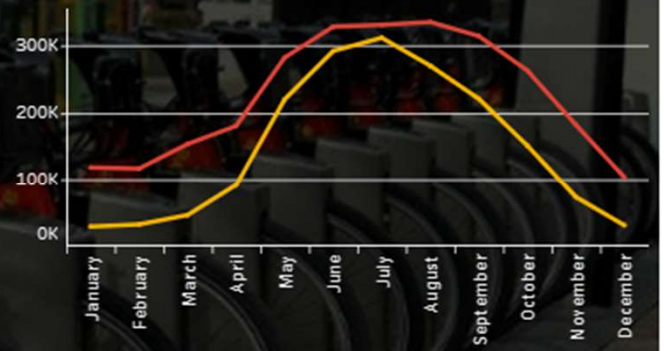
casual	member
1,772,541	2,710,067

Total Hours

casual	member
25,790,370	37,790,848

Compare the number of riders over hours /weekdays/months





Filters

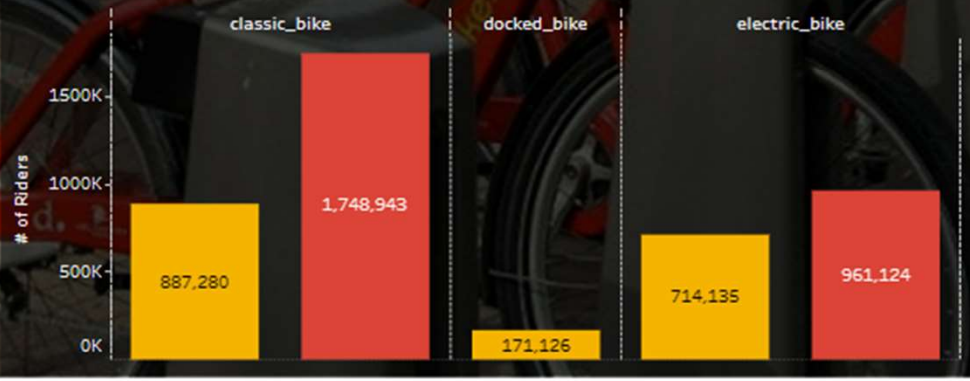
Type of Rider
(All)

Rideable Type
(All)

Month
(All)

Day Of Week
(All)

Preferred Types of Bikes



Five-number summary of ride length(mins)

	casual	member
Minimum	0	0
Q1	7.680	5.100
Mean	23.33	12.27
Median	13.500	8.870
Q3	25.18	15.07
Max	32,035	1,498

Conclusion

All docked bikes customers are casuals

Casuals prefer to use electric bikes more than other types

The best hours/days/months to target casuals are On Saturdays in July from 10 am to 3 pm

Thank You