

Cyclistic Bike Usage Analysis: Annual Members vs. Casual Riders

Data-Driven Insights to Enhance Member
Retention and Conversion

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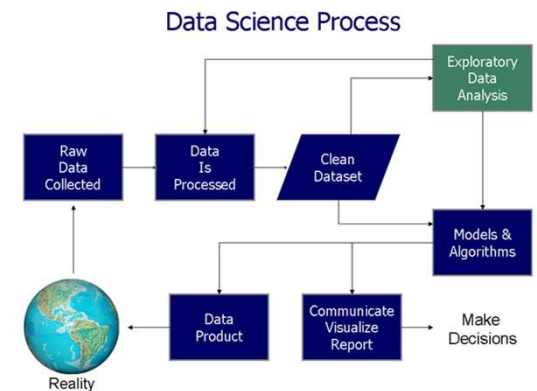
Introduction

- Brief overview of Cyclistic and the goal of the analysis.
- Business question: "How do annual members and casual riders use Cyclistic bikes differently?"
- Importance of the study for strategic decision-making.



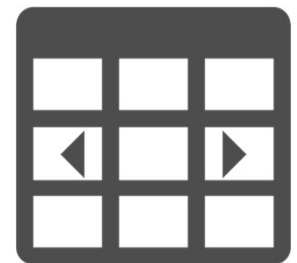
Data Preparation

- Data sources: Cyclistic ride data (2019-2020).
- Data storage and organization: Stored on Office 365, organized by year and month.
- Data cleaning process: Addressed duplicates, negative values, and ensured uniform column names.



Data Processing

- Tools used: Excel and R for data manipulation and analysis.
- Key data transformations: Added ride_length and day_of_week columns, handled missing values.
- Ensured data integrity: Verified and documented the cleaning process.



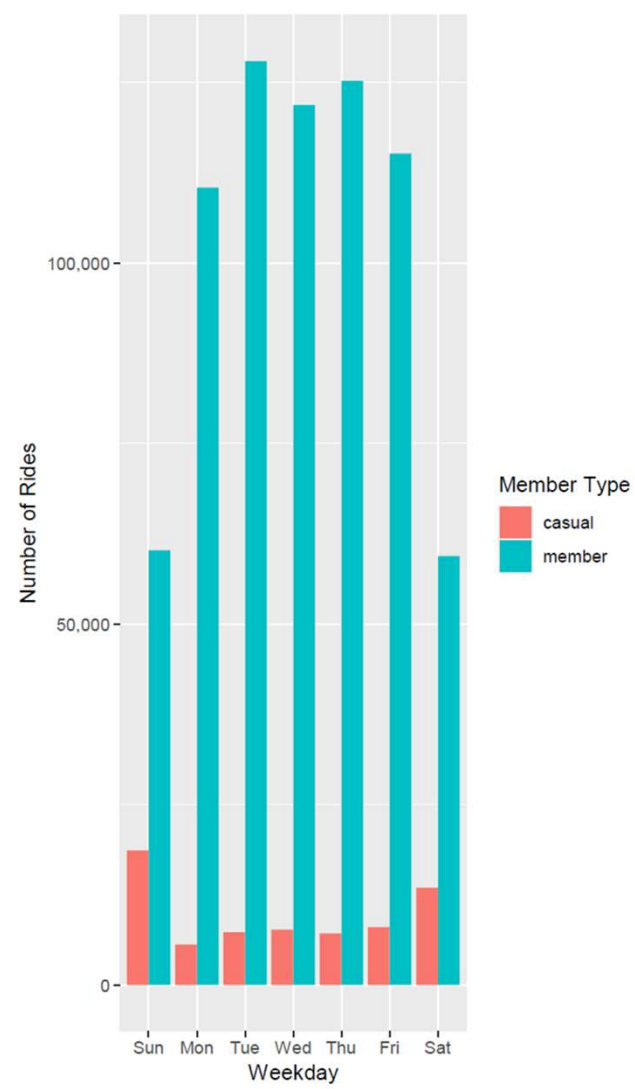
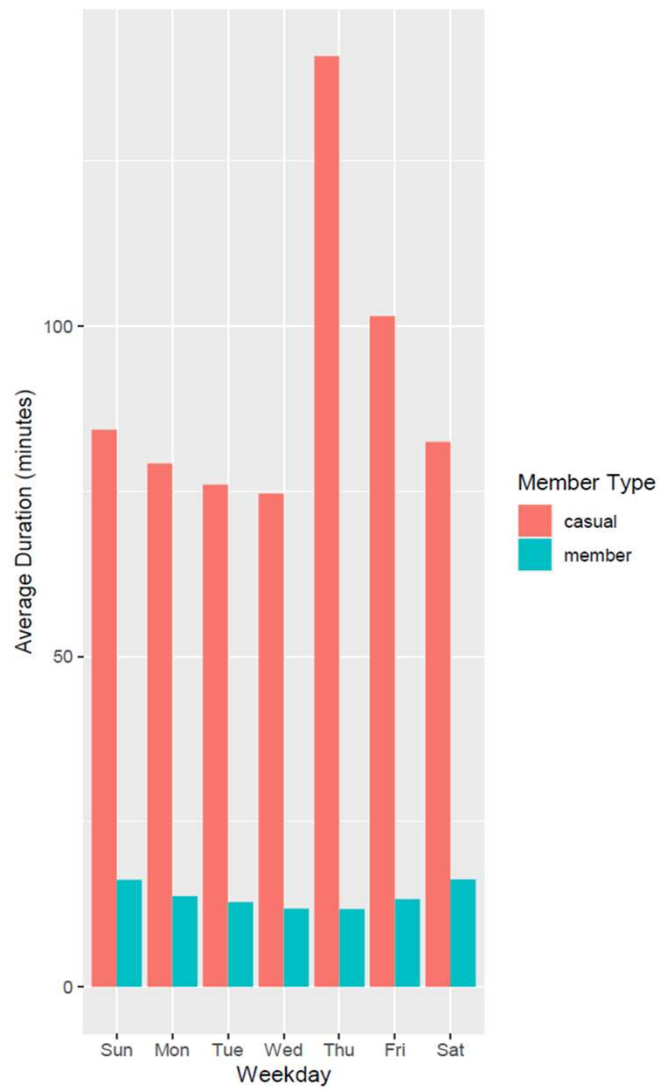
Analysis Overview

- Aggregated data for ease of analysis.
- Calculated key metrics: mean, median, min, max ride lengths.
- Comparison between casual riders and annual members based on ride frequency and duration.

	member_casual	weekday	number_of_rides	average_duration
	<chr>	<ord>	<int>	<dbl>
1	casual	Sun	18652	5059.
2	casual	Mon	5591	4751.
3	casual	Tue	7311	4561.
4	casual	Wed	7690	4480.
5	casual	Thu	7147	8450.
6	casual	Fri	8013	6089.
7	casual	Sat	13473	4946.
8	member	Sun	60197	972.
9	member	Mon	110430	822.
10	member	Tue	127974	769.
11	member	Wed	121902	712.
12	member	Thu	125228	707.
13	member	Fri	115168	797.
14	member	Sat	59413	974.

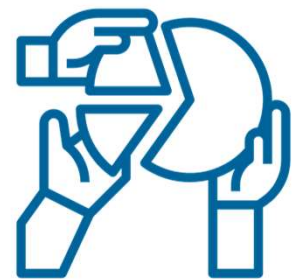
Usage Patterns & Insights

- Casual riders have a higher average ride duration compared to annual members.
- Subscribed members consistently produce the highest number of rides throughout the week.
- Peak usage days: Casual riders peak on Thursdays, annual members peak on weekends.
- Casual riders ride longer but less frequently.



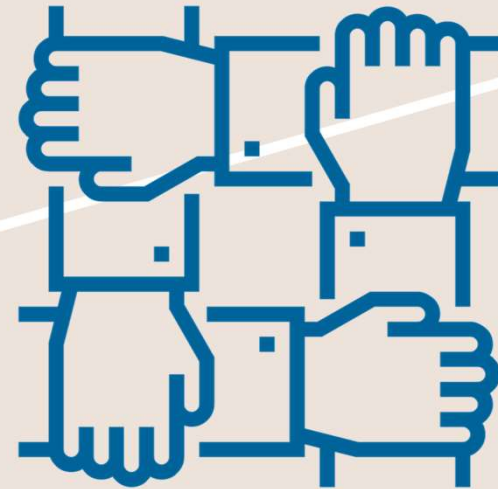
Recommendations

1. Implement a rewards program for casual riders to convert them into annual members.
2. Promote weekend biking events or incentives for annual members.
3. Consider targeted marketing campaigns based on peak usage times.



Conclusion

- ❖ Summary of findings: Different usage patterns between casual and annual members.
- ❖ How these insights address the business question and can drive strategic decisions.
- ❖ Next steps: Implementing recommendations and potential further data analysis.



Q & A

Open floor for questions from the executive team.

