

Cyclistic Bike-share Analysis

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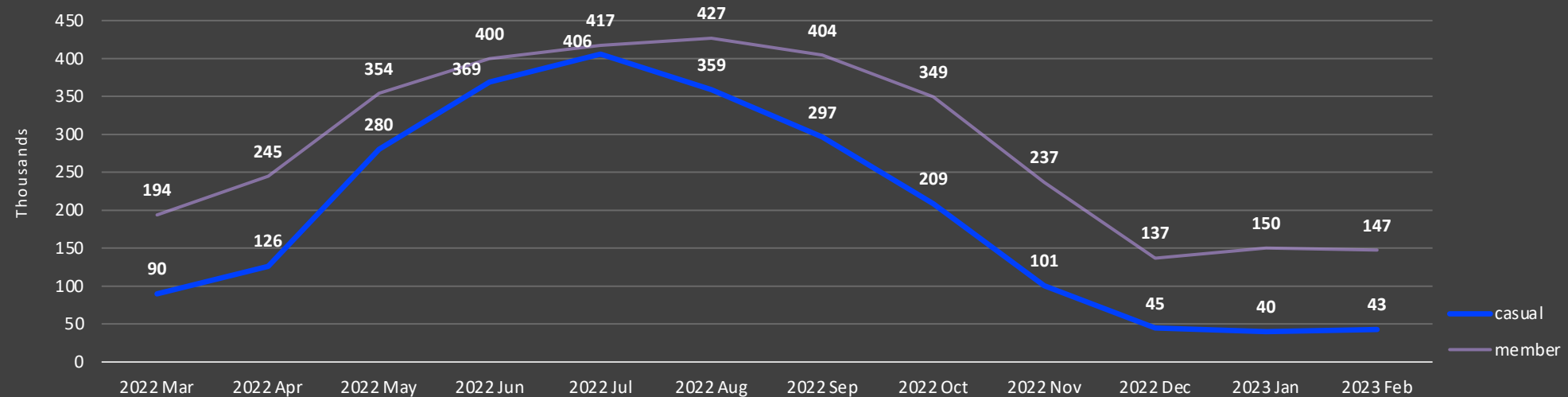
Maximizing Profit by Converting a Casual Rider to a Member

Cyclistic's analytics team wants to understand how casual riders differ from members in order to get insights and trends that may lead to converting Casual riders to members based on their behaviors and preferences.

- The main task is to analyze historical bike trip data to identify trends in how annual members and casual riders use Cyclistic bikes differently.

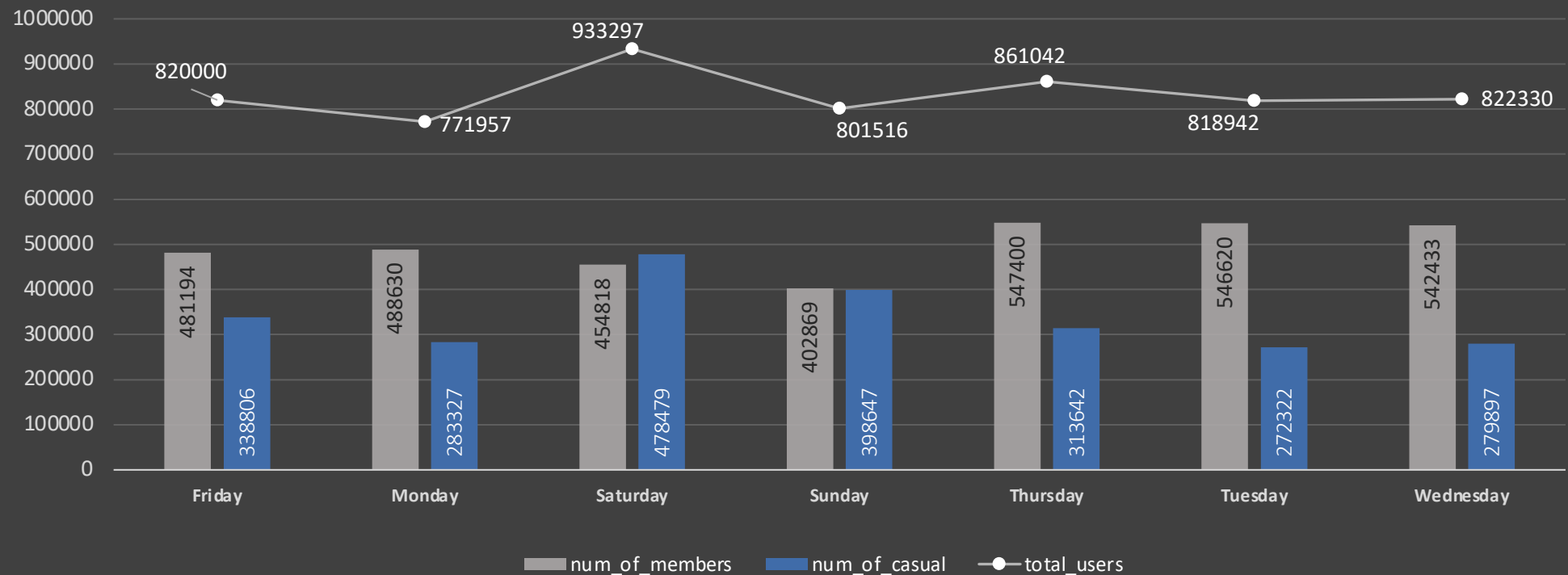
Bike Users for The Past 12 Months

Generally, bike users are found the most in the summer, unlike the rest of the seasons where the number of users decreased significantly. our casual users peaked in June–Aug, and they were almost the same number as member users.



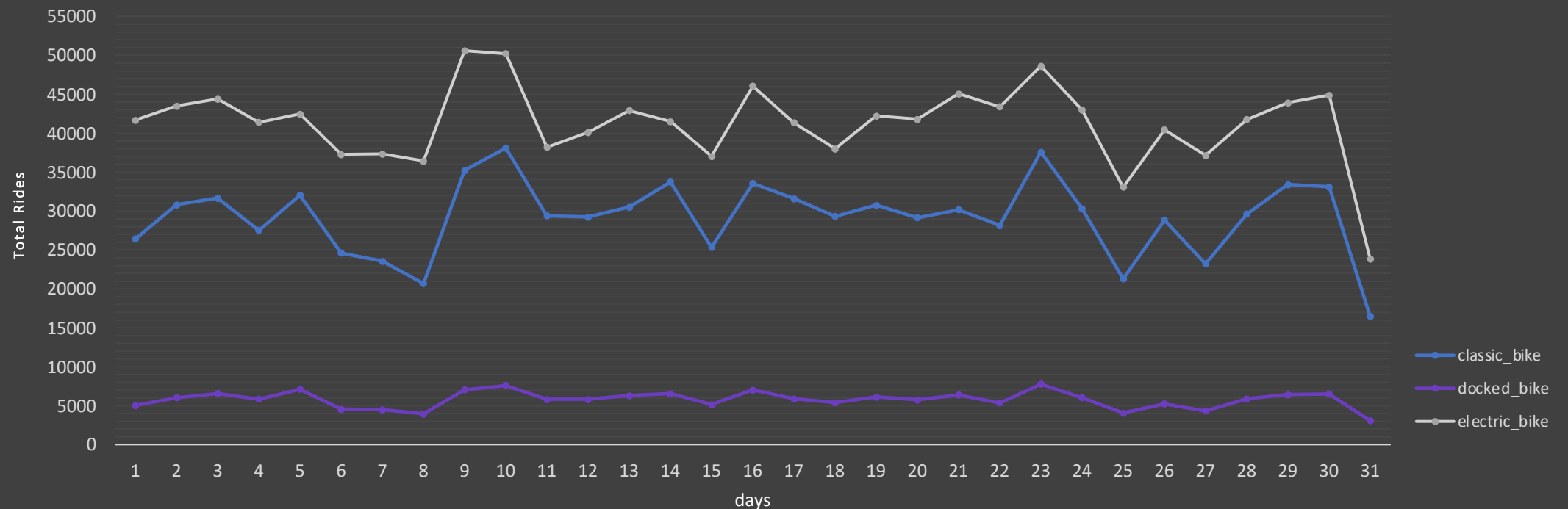
The Number Of Users Each Day Of The Week

Overall, casual riders had more appearances on weekend days(Saturday - Sunday) for the past 12 months, unlike members who actually appear much more on Tuesday – Wednesday.



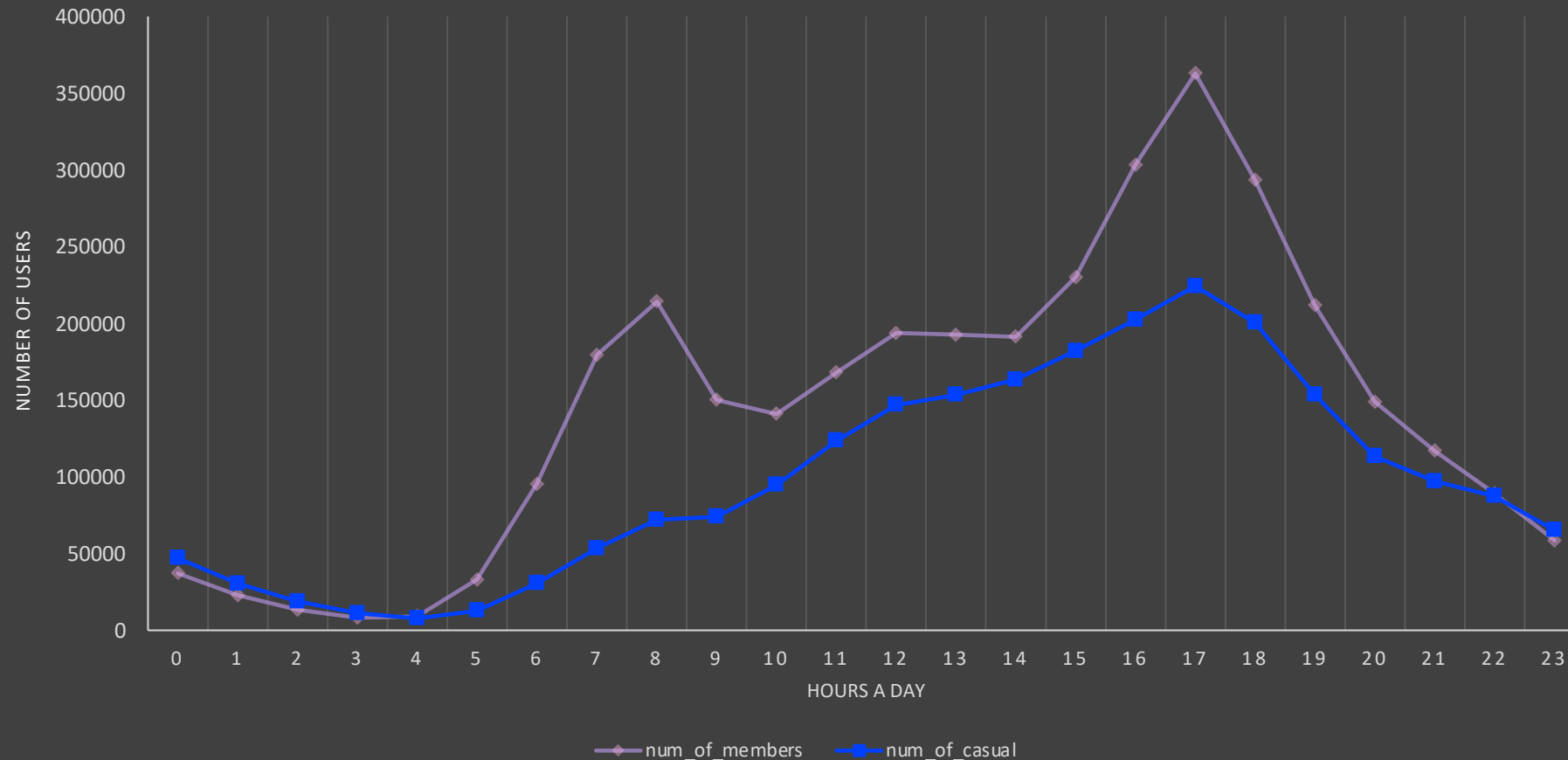
How The Number of Casual Users Change During The Month

Based on the line chart, it appears that the number of casual users rises every Wednesday to reach 87661 users on average, moreover, numbers grow on Monday and Thursday in some weeks. it drops sometimes on Friday, Tuesday, and Sunday.



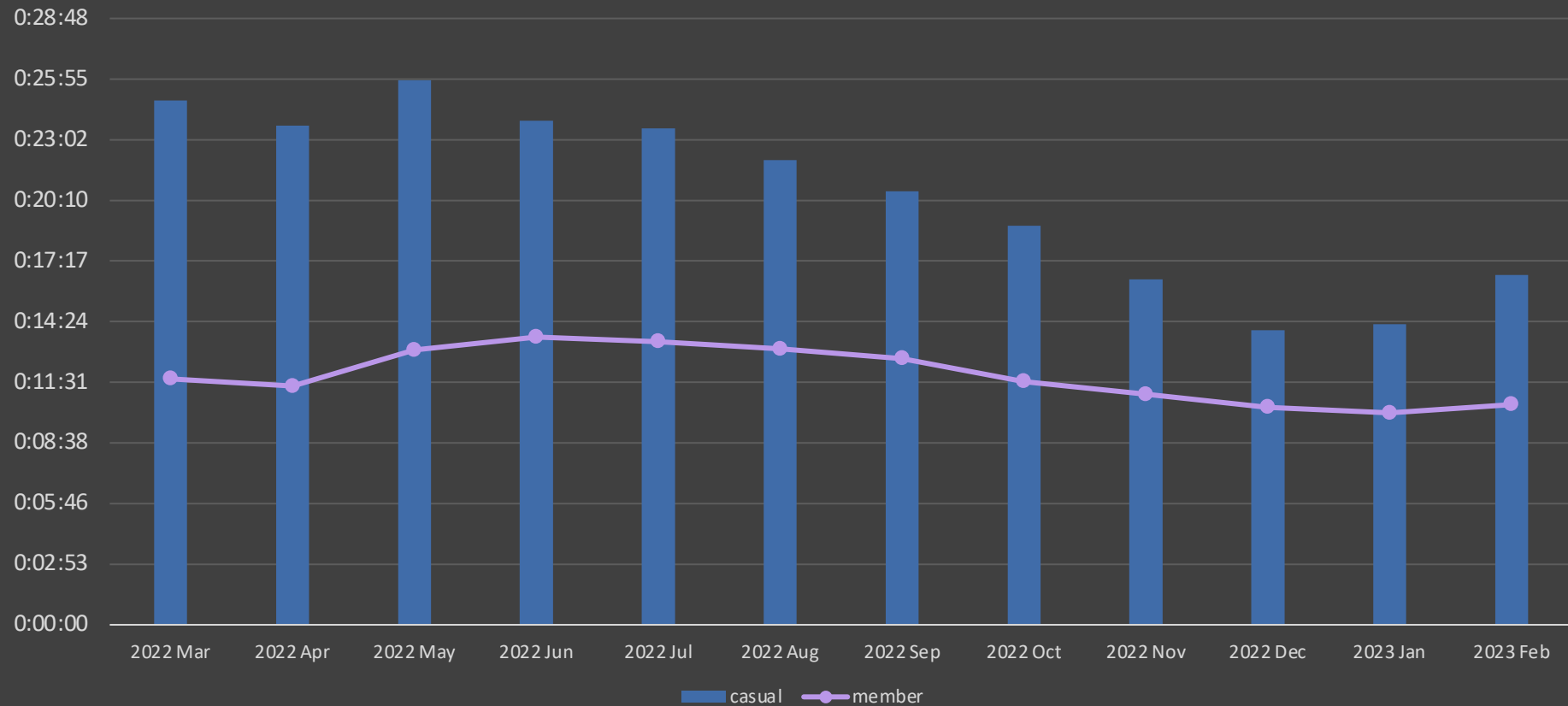
User Traffic Hours

High-traffic periods locate between 1:00 – 7:00 PM for the casuals and for members, it's between 7:00 – 8:00 AM and 3:00 – 7:00 PM. They both rise in the evening hours.



The Average Ride Length

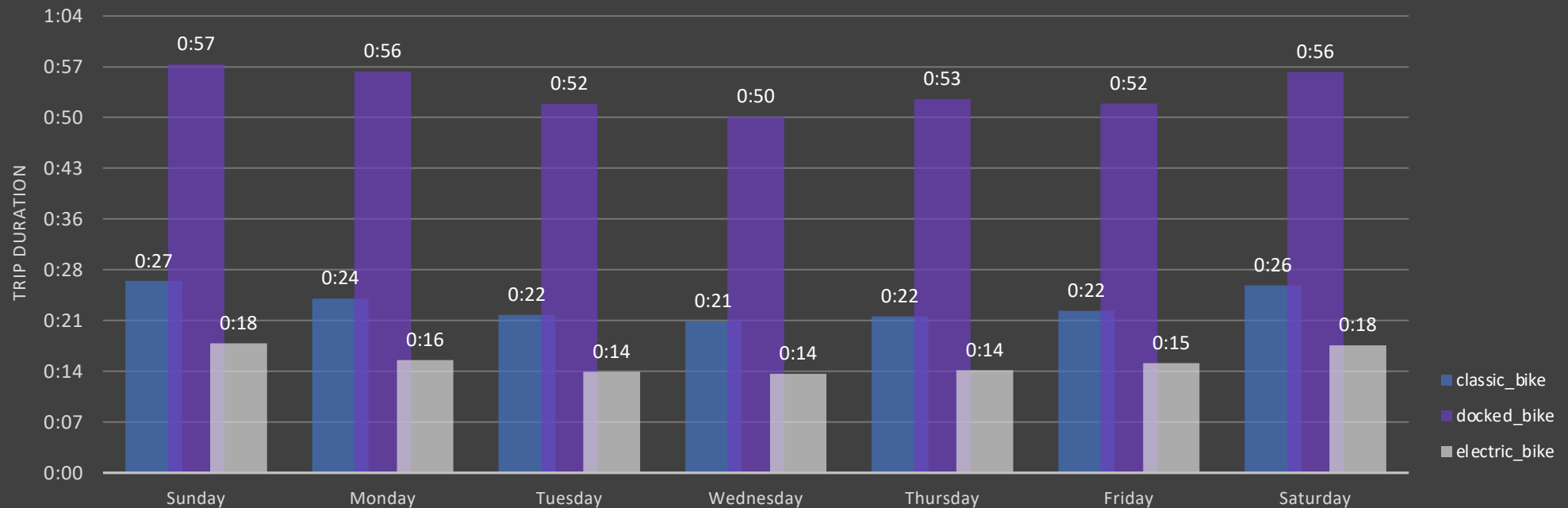
Ride duration for casual users takes 20 minutes on average, Which is almost twice the number of member duration time.



Average Trip Length Based On A Bike Type

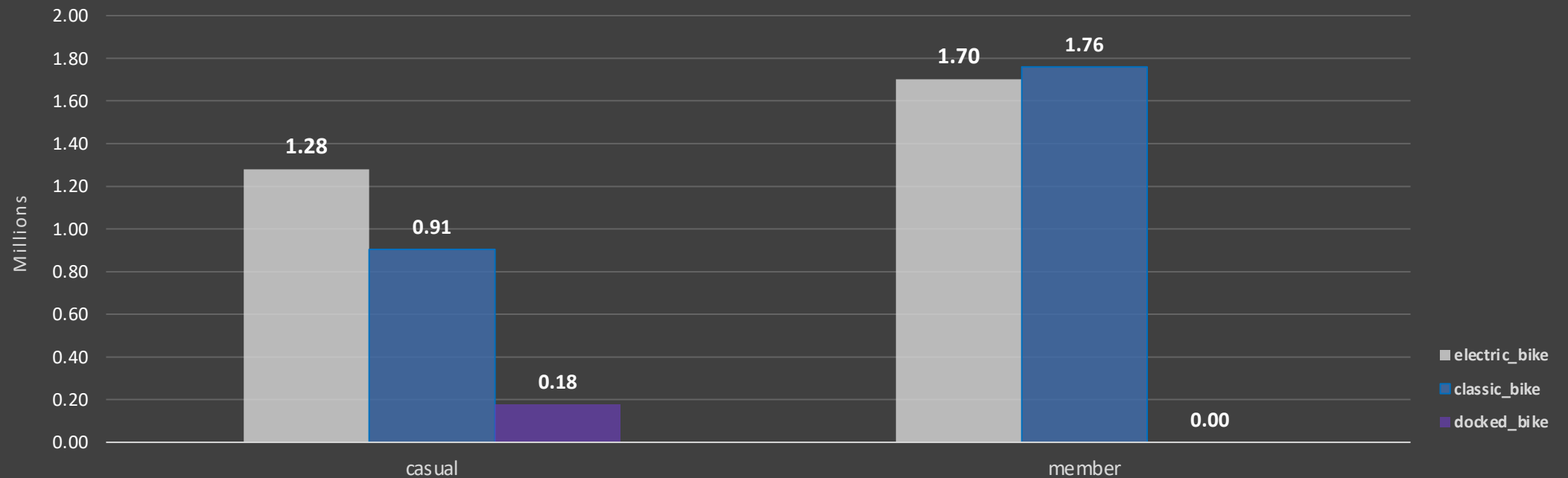
Two observations to be considered:

casual users are the only ones who use a docked bike, and they spend a longer time with it about 54 minutes on average, and less time on an electric bike. It seems that casuals increase their ride duration during the weekend just a little bit longer.



Most Used Bike by User

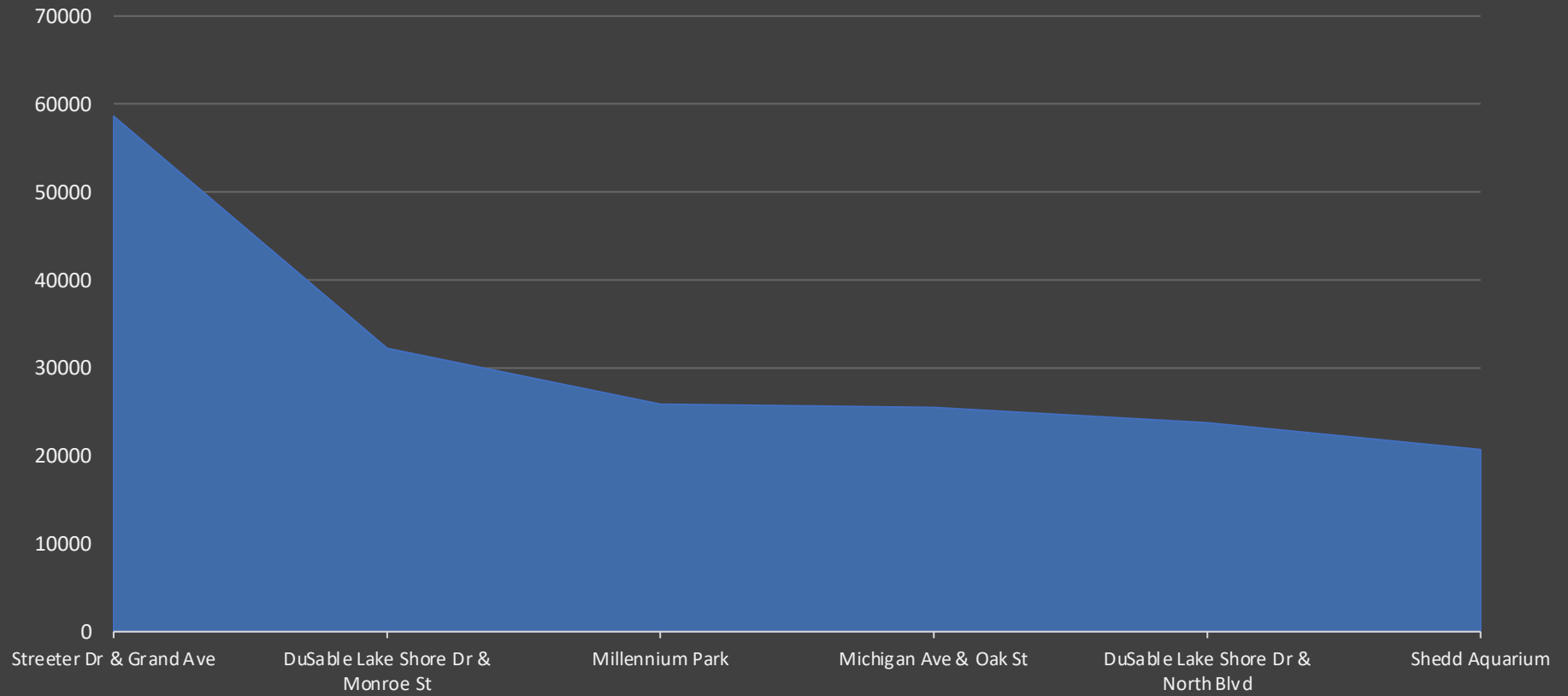
Electric bike users make up 54% of the total casual users, whereas member users ride both electric and classic bikes with a slight increase in the classic bike.



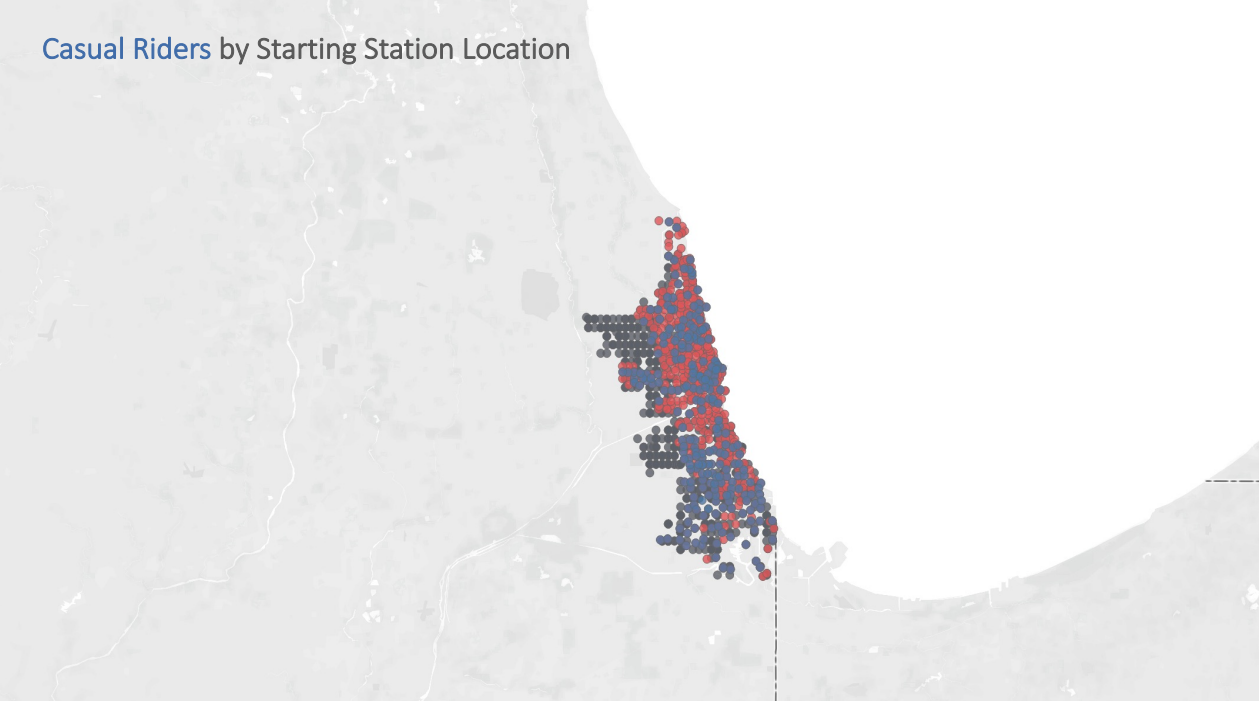
Most Popular Stations for Casual Users



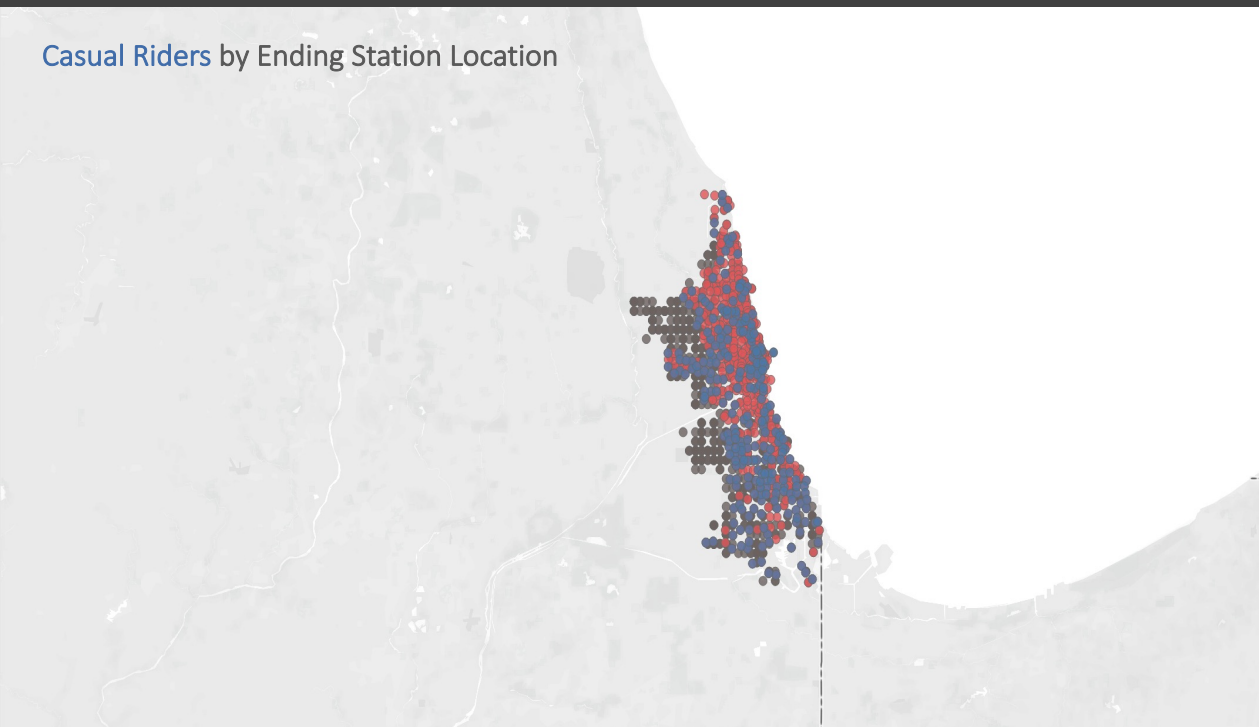
These are the most known locations where casual users start at



Casual Riders by Starting Station Location

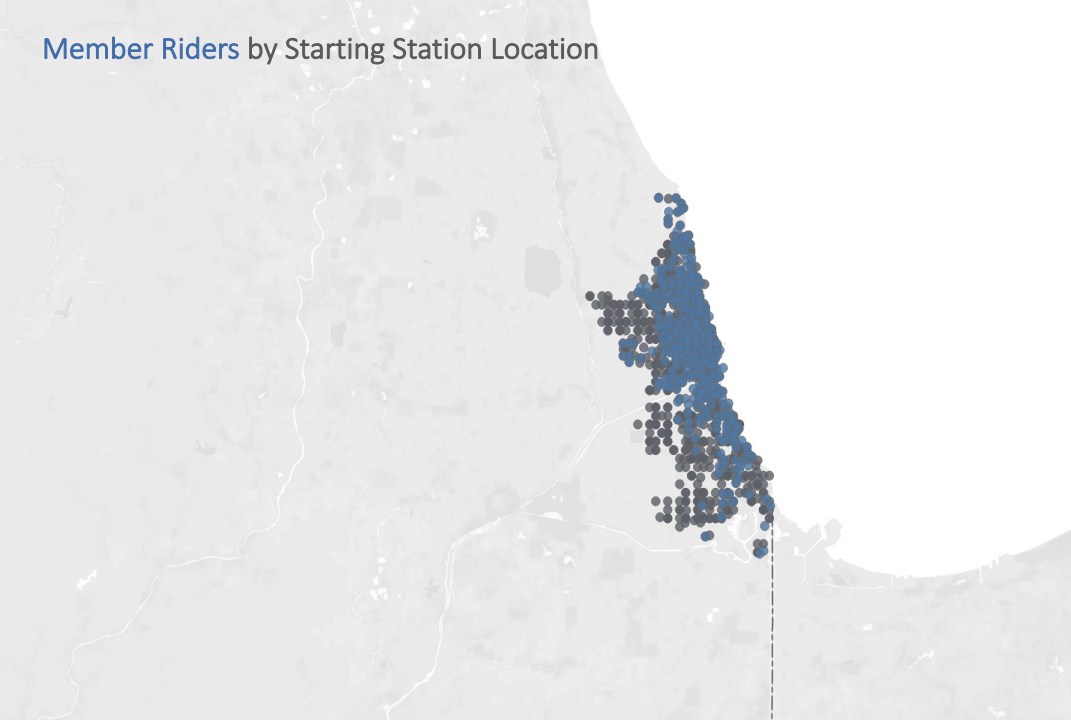


Casual Riders by Ending Station Location

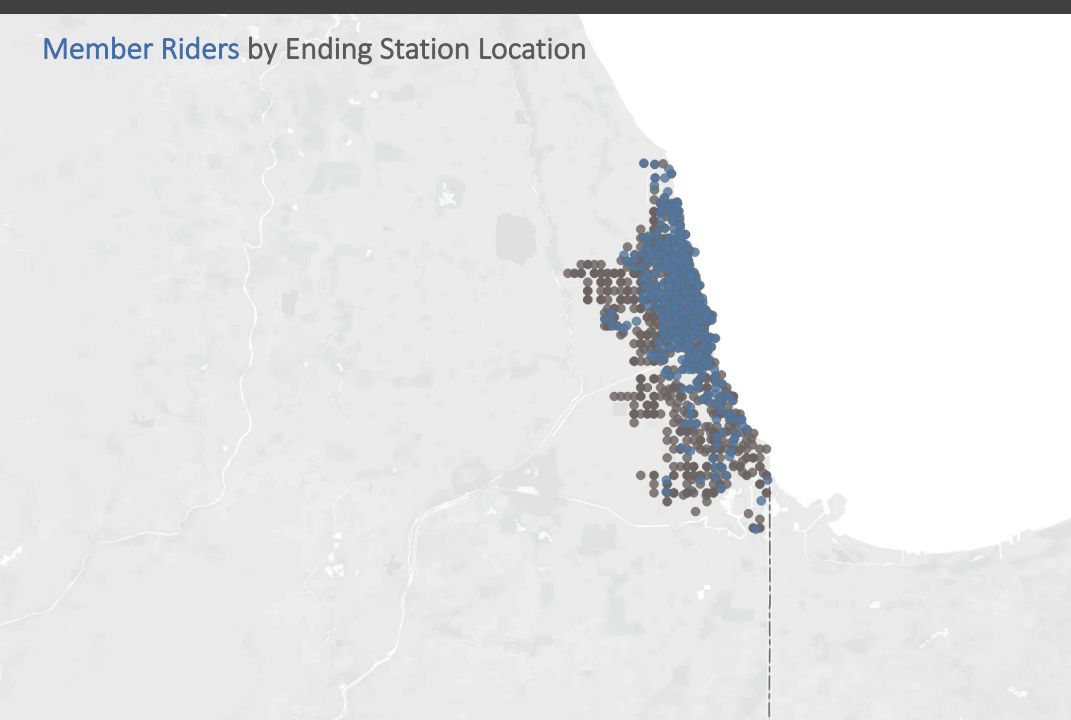


- ◎ Casual riders starting location and arrival location are both located in the coastal region. The map illustrates how docked and classic bike users are more in the coastal region side compared to electric bike users.

Member Riders by Starting Station Location



Member Riders by Ending Station Location



Seasonal Campaigns

- Seasonal digital campaigns should be considered especially in spring and summer, including big offers and discounts on dead seasons (autumn and winter) to encourage people to give it a shot during cold periods.

Customized Membership

- Offer a specialized package that exclusively includes different types and designs of electric bikes that may appeal the casual users since they use Ebike the most.
- Create and promote membership packages tailored to weekend activities and make them more affordable to get and try by casual riders.
- Consider modify our current membership plan to be more exciting like receiving weekly emails about exploring awesome places to have a ride in during weekends and weekdays, it may attract casual riders since they take longer rides than a member does, and we could achieve it through email campaigns.

Rewards Program

- Points Program: This program will reward casual riders who repeatedly interact with the brand, and they can redeem points to get discounts or free day rentals. The goal of this program is to get customers more engaged with the brand and motivate their behavior.

Others

- Expand bike stations across Chicago to attract potential members after studying and analyzing the area you are planning to launch in like general preferences of the population and the weather etc...
- Use occasion days or busy days of a month to plan festivals and bike activities held by Cyclistic, including challenges and Bike Bowling, and plan games and competitions that offer a potential free membership for a month, location should be in high-traffic areas.

- Morning Rides: Casual riders traffic significantly decreases during the morning, on other hand, member users are found in the morning hours, there is a good chance to change them to members by encouraging them to pay attention to morning rides by sharing awareness about morning rides boosting energy and strengthen the heart, mentioning how they naturally get their daily dose of vitamin D if they keep maintaining having morning rides, and we can achieve that through our website's blog and other social media platforms.