Cyclistic Bike

A path to speedy success.

March 2022

Scenario

Problem:

Cyclistic's future success depends on maximizing the number of annual memberships (**members**).

Goal:

Convert **casual** riders to **members.**

Question:

What are the differences between how **casual** riders and **members** use Cyclistic?
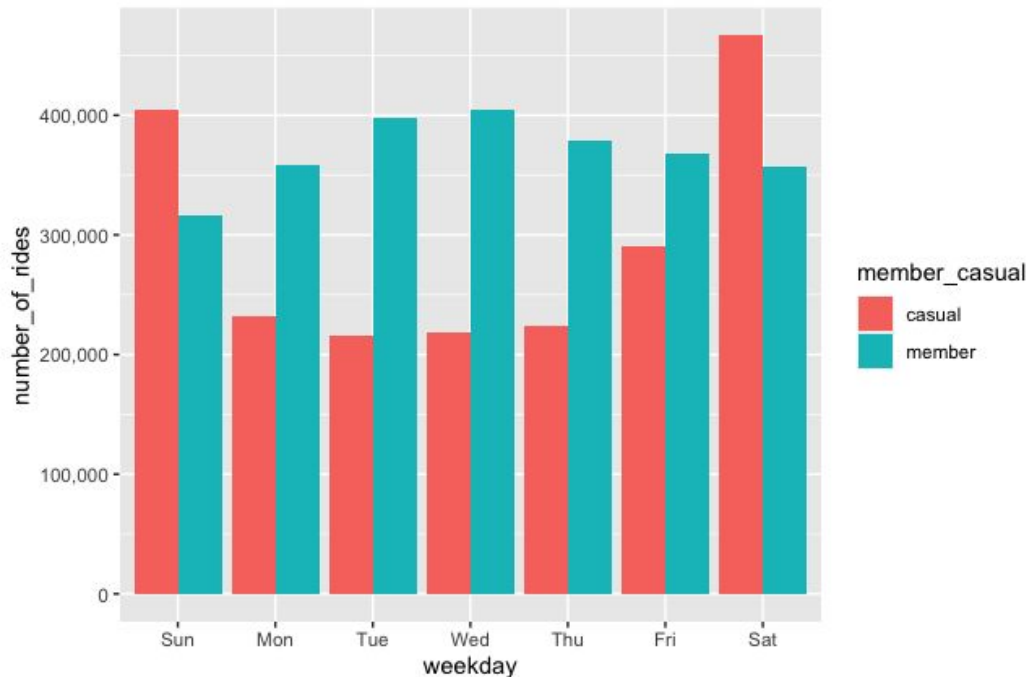
Analytical goals – Differences between member use

*Compare the <u>number of rides</u> between **members** and **casual** riders.*

MEMBER
The number of **member** rides is higher during the weekdays.

CASUAL
Casual member ride count is higher on Saturday and Sunday.

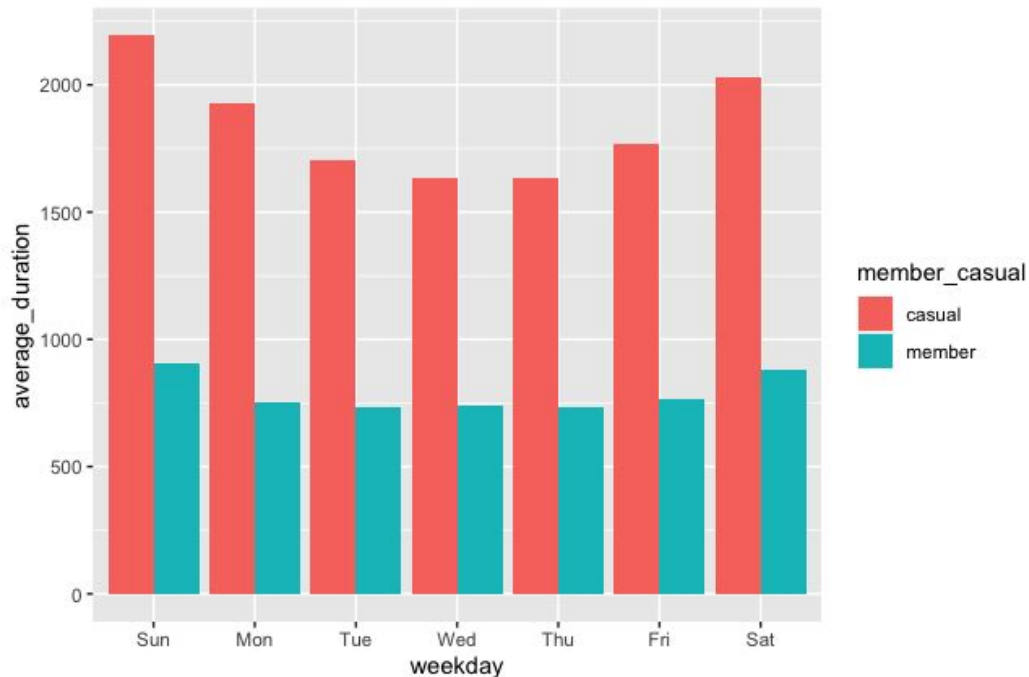# Analytical goals – Differences between member use

*Compare the <u>length of rides</u> between **members** and **casual** riders.*

Members
Average **member** ride duration is relatively consistent throughout the week.

CASUAL
C**asual** ride length is more than DOUBLE the **member** ride length every day of the week.
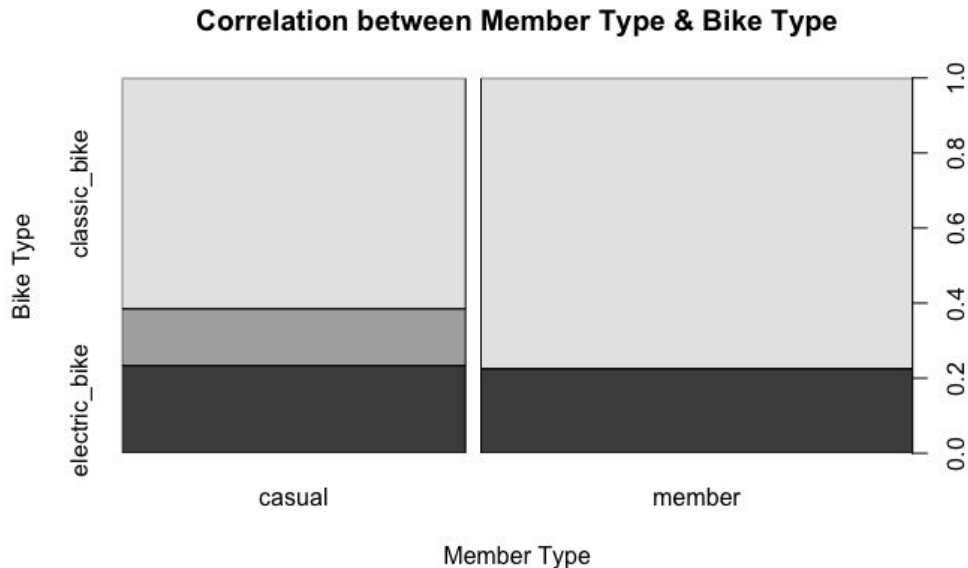
Analytical goals – Differences between member use

*Compare bike type usage between **members** and **casual** riders.*

MEMBERS
Members use only electric and classic bikes.

CASUAL
Casual riders use all three bike types: docked, electric and classic.

Correlation between Member Type & Bike Type

How do we convert casual riders to annual members?

If the chance to create a member account is being denied or passed over at the beginning of the process, offer another opportunity at check out to convert by subtracting the days fees from the overall annual price.

Follow Up

- Additional analysis needed to identify unique casual rider types in order to target conversion efforts. (ie repeat local user, one-time tourist, etc)

- Analysis on profitability of casual vs annual members to support conversion project.

- Additional insight into bike types: docked, electric, docked.