Client Report - Cyclistic

Capstone Project for Google Data Analyst Certificate

By Cless

Background

- Cyclistic is a Chicago-based bike-share program with over 5,800 bicycles and 600 docking stations across the city.

- The company offers reclining bikes, hand tricycles, and cargo bikes to make cycling more inclusive for people with disabilities and riders who cannot use standard bikes.

Our Users

Cyclistic customers fall into two main categories:

- Casual riders – users who purchase single-ride or day passes.

- Annual members – subscribers with yearly memberships.

Business Task/
Key Questions

First

The usage differences between casual and annual members.

Second

How those differences might inform conversion opportunities

Third

Which marketing strategies could support Cyclistic's overall growth

Data Source and Tools

- 12 months of data from October 2024 to September 2025
- Provided by Divvy, the public dataset used in the Google program
- With Excel and Power Query for data cleaning and transformation

Overview

- Annual members' ride length consistently exceeds casual riders throughout the year.
- Both groups show a seasonal decline from October to March, followed by recovery in spring.
- The gap between groups remains steady year-round.
- Peaks: October, July, August │ Lows: January – March

Yearly Trend of Ride Length

Month	1	2	3	4	5	6	7	8	9	10	11	12
Month	10	11	12	1	2	3	4	5	6	7	8	9
Total	616281	616281	178372	138689	151880	151880	371341	502456	678904	763432	790177	714759
Casual	216446	93078	38376	24153	27754	27754	109216	182637	292093	323337	337738	265461
Member	399835	241997	139996	114536	124126	124126	262125	319819	386811	440095	452439	449298

Yearly ride length trend showing seasonal up and down

We are using Ride Length data for both members during 2024-10 to 2025-09

Monthly Trend

Monthly and weekly trend analyzation

Monthly Trend

Late Autumn to Winter

- Casual riders show higher activity on weekends and lower activity on weekdays.
- Annual members display the opposite tendency, with slightly higher weekday activity.
- Both groups experience a significant decline compared to the previous months.

Winter to Spring

- During this period, casual rider activity drops significantly compared to annual members, with no strong weekly pattern.
- Annual members maintain an average monthly ride count above 10,000.
- Casual riders remain below 5,000, with no clear trend visible.
- April–June 2025 (Spring to Summer)

Spring to Summer

- During this period, casual rider activity drops significantly compared to annual members, with no strong weekly pattern.
- Annual members maintain an average monthly ride count above 10,000.
- Casual riders remain below 5,000, with no clear trend visible.
- April–June 2025 (Spring to Summer)

2025/04/01	1	2	3	4	5	6	7
Series1	17437	14063	15953	13503	13236	15633	19391
Series2	25969	38079	50965	43108	39535	34857	29612

2025/05/01	1	2	3	4	5	6	7
Series1	25463	20096	18362	17288	25680	33807	41941
Series2	29148	38679	45455	44774	59071	56178	46514

2025/06/01	1	2	3	4	5	6	
Series1	55220	37061	32029	25937	37932	41198	
Series2	51387	65282	59686	48000	58759	52791	

Summer to Autumn

- Casual rider activity continues to rise, peaking in August and tapering slightly in September.
- Annual member activity remains steady throughout this period.
- Interestingly, in October, annual member weekend activity increases compared to July and September.

Insights

Big Trend

oth rider types show strong seasonality, likely influenced by weather and temperature.

Peak of the trend

Both groups show notable peaks in July and October, possibly tied to favorable weather and outdoor activities.
In August, ride length rises for both groups on weekends — likely due to summer vacations and beach season.

Annual members

Annual member rides increase on weekdays, suggesting they use Cyclistic primarily for commuting.
Throughout the year, annual members contribute most to total ride length.

Casual Members

Casual rides increase on weekends, suggesting more leisure and recreational use.

Conclusion

- Annual members use Cyclistic more frequently and appear to rely on it for commuting and everyday travel.
- Casual riders primarily use Cyclistic for weekend or seasonal leisure, especially during warmer months.
- Weekly fluctuations may also be influenced by traffic patterns and urban living habits.
- Both groups' activity is strongly influenced by weather and temperature.

Recommendation

Conduct an in-depth survey to collect demographic data (age, gender, occupation) to inform targeted marketing strategies.

Based on current patterns, it may not be effective to focus solely on converting casual riders into annual members — their usage behavior reflects different needs.
- Annual members are motivated by commuting convenience.
- Casual riders are motivated by leisure and flexibility.

Consider performing a geographic analysis to identify areas with strong and weak member engagement, then tailor marketing efforts accordingly.

Instead of forcing conversion, consider attracting new members or offering a "weekend annual plan" to appeal to leisure-focused users.

Thank You

If you have any questions please contact
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