

Cyclistic: a case study

Cyclistic: a case study	Business task	Number of rides by subpopulation	Number of rides: a time series	Aggregates by membership	Ride lenght distribution	Frequently used days
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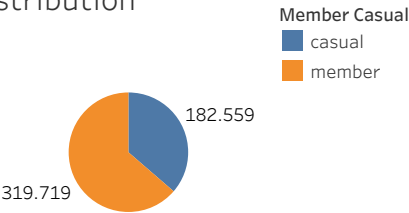
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- The Cyclistic bike service wants to increase its revenue
- Casual-to-member transitions are believed to increase revenue
- It is imperative to understand the differences, if any, between these two subpopulations

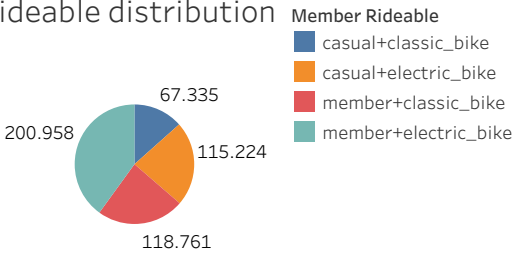
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Membership distribution

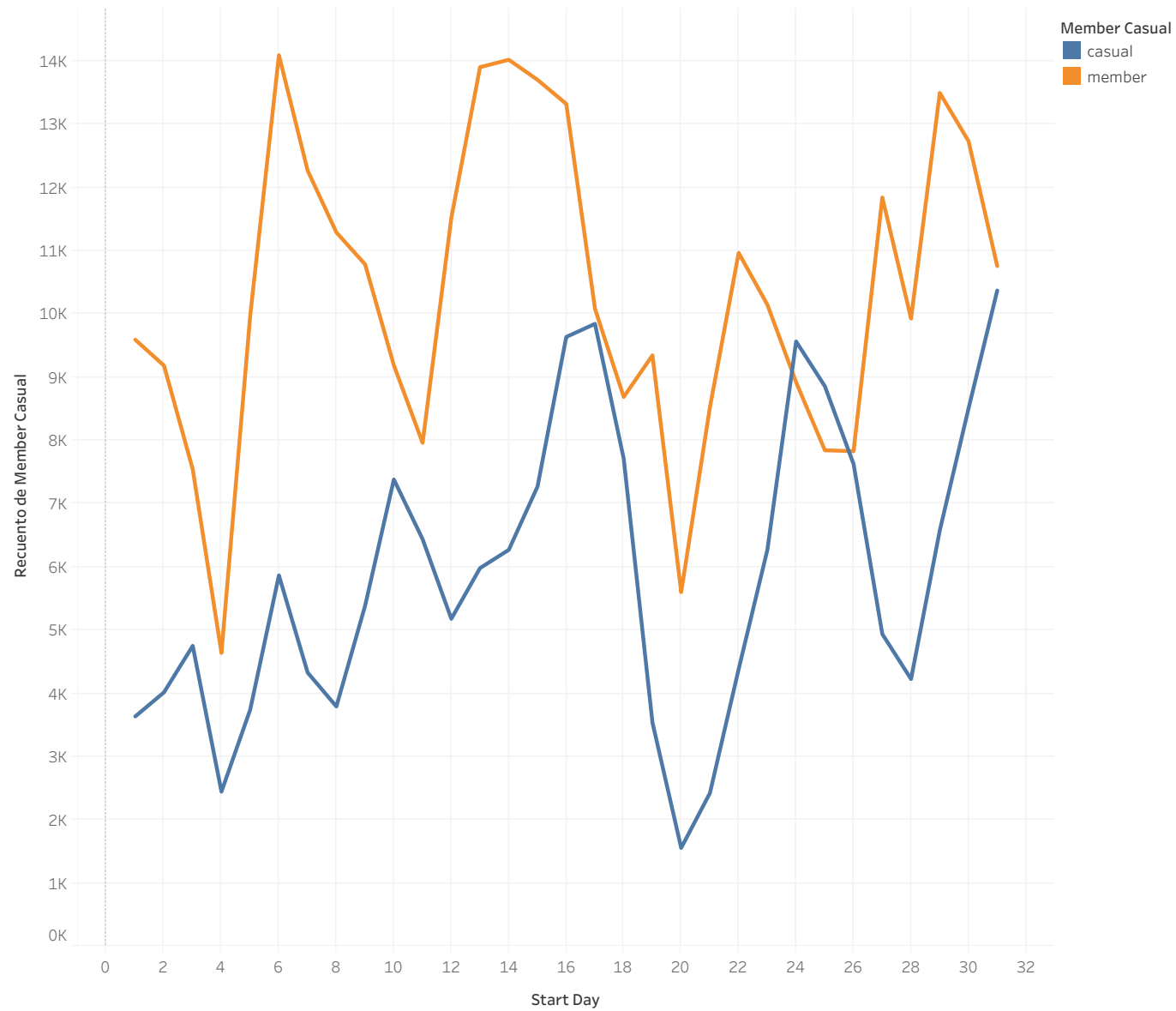


Membership+rideable distribution



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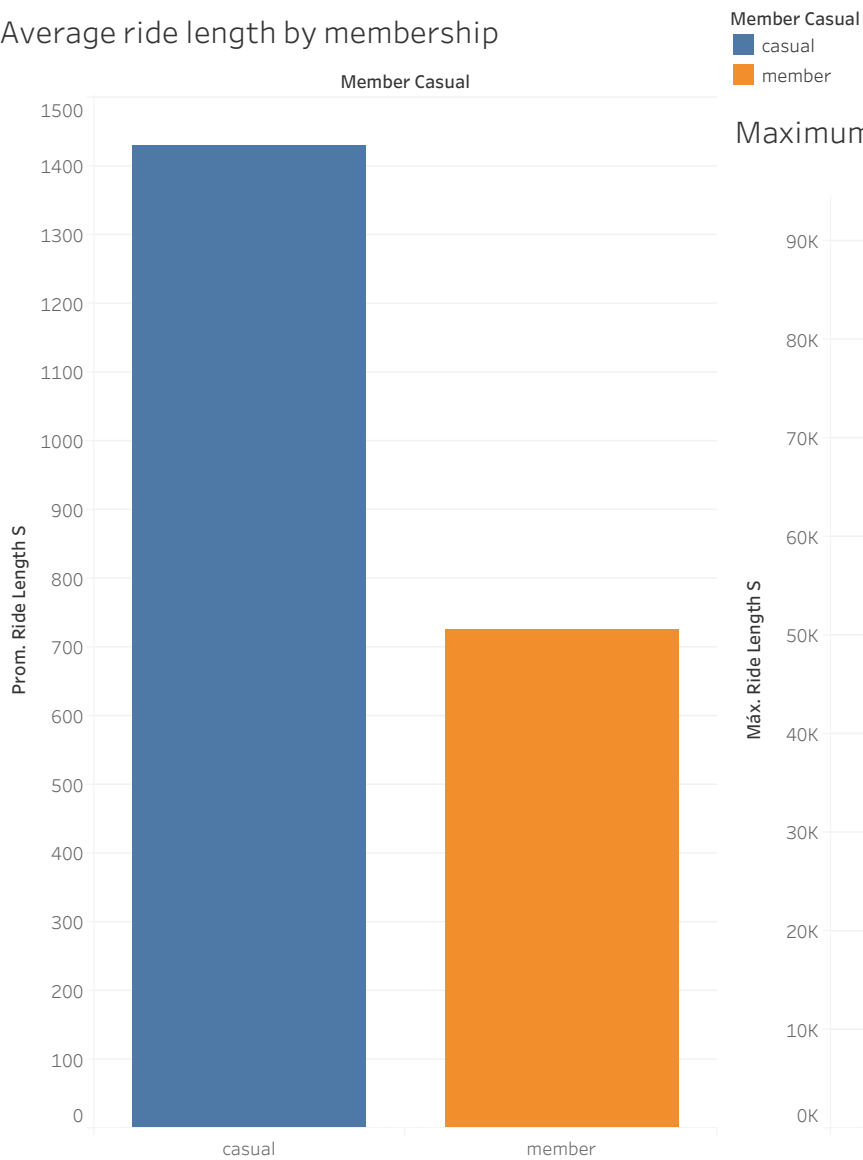
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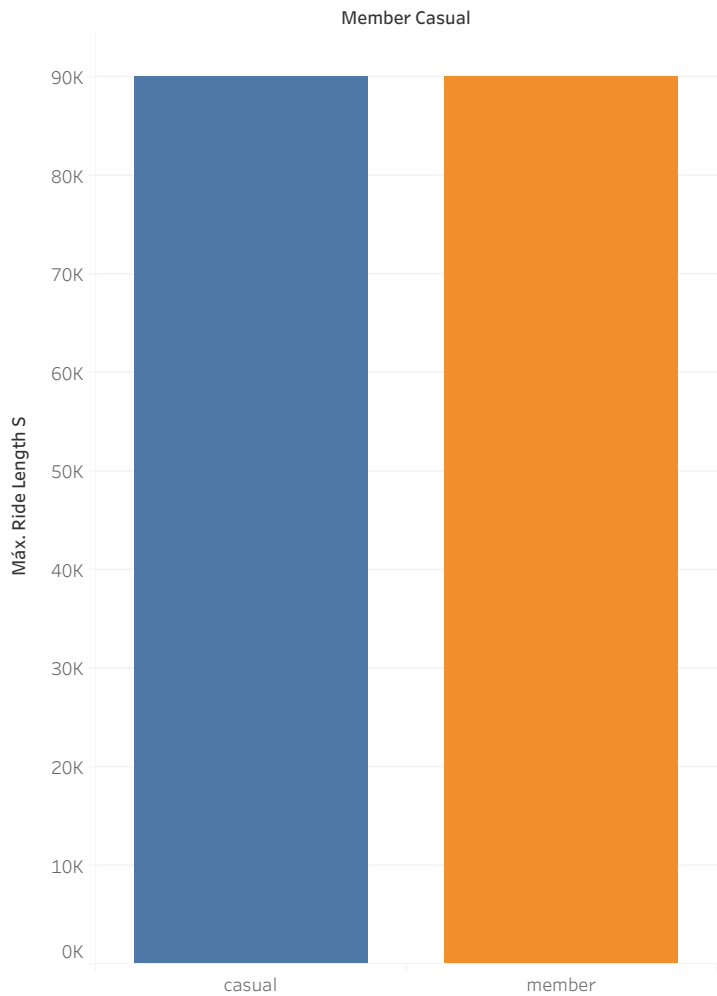
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Average ride length by membership

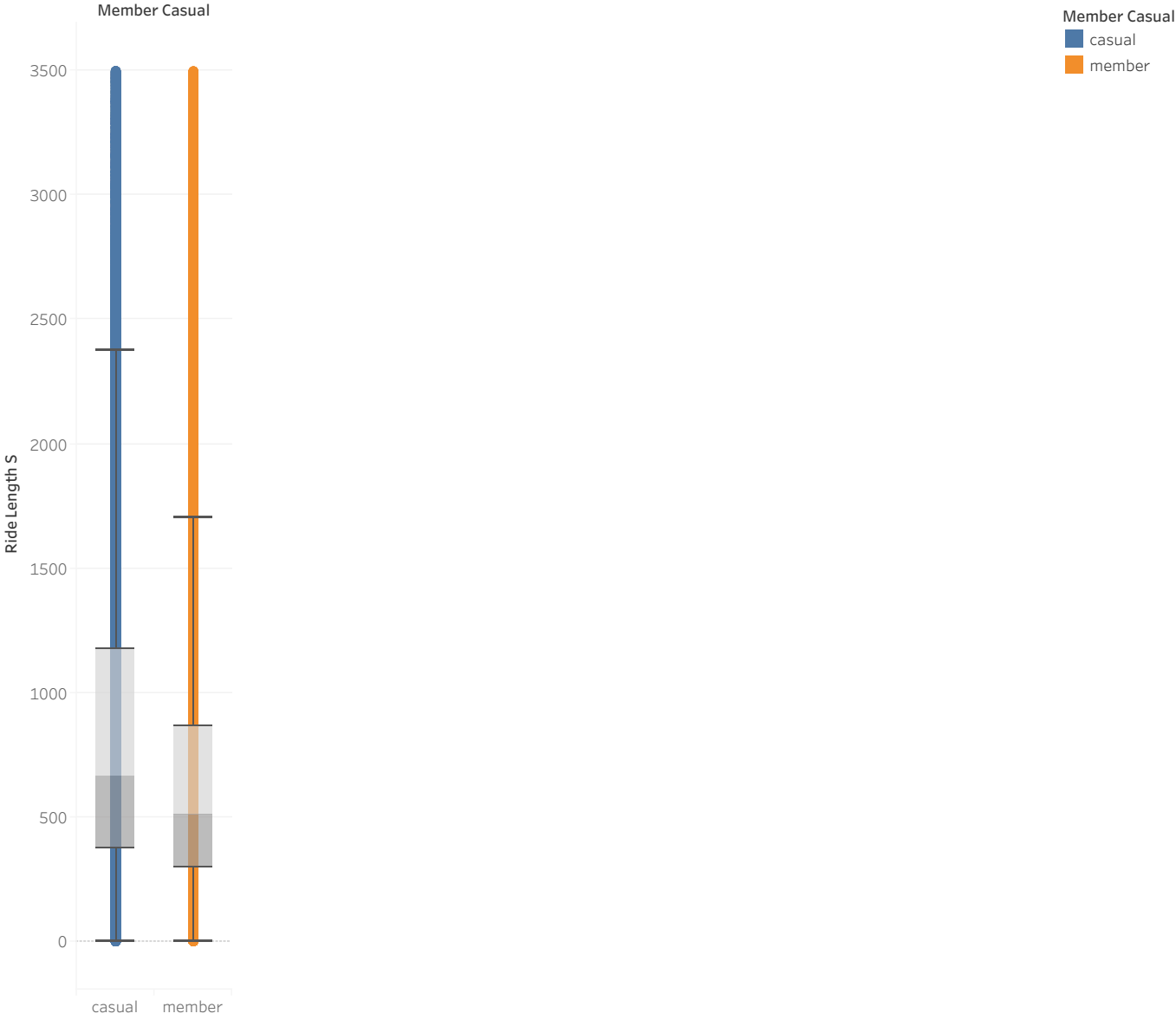


Maximum ride length by membership



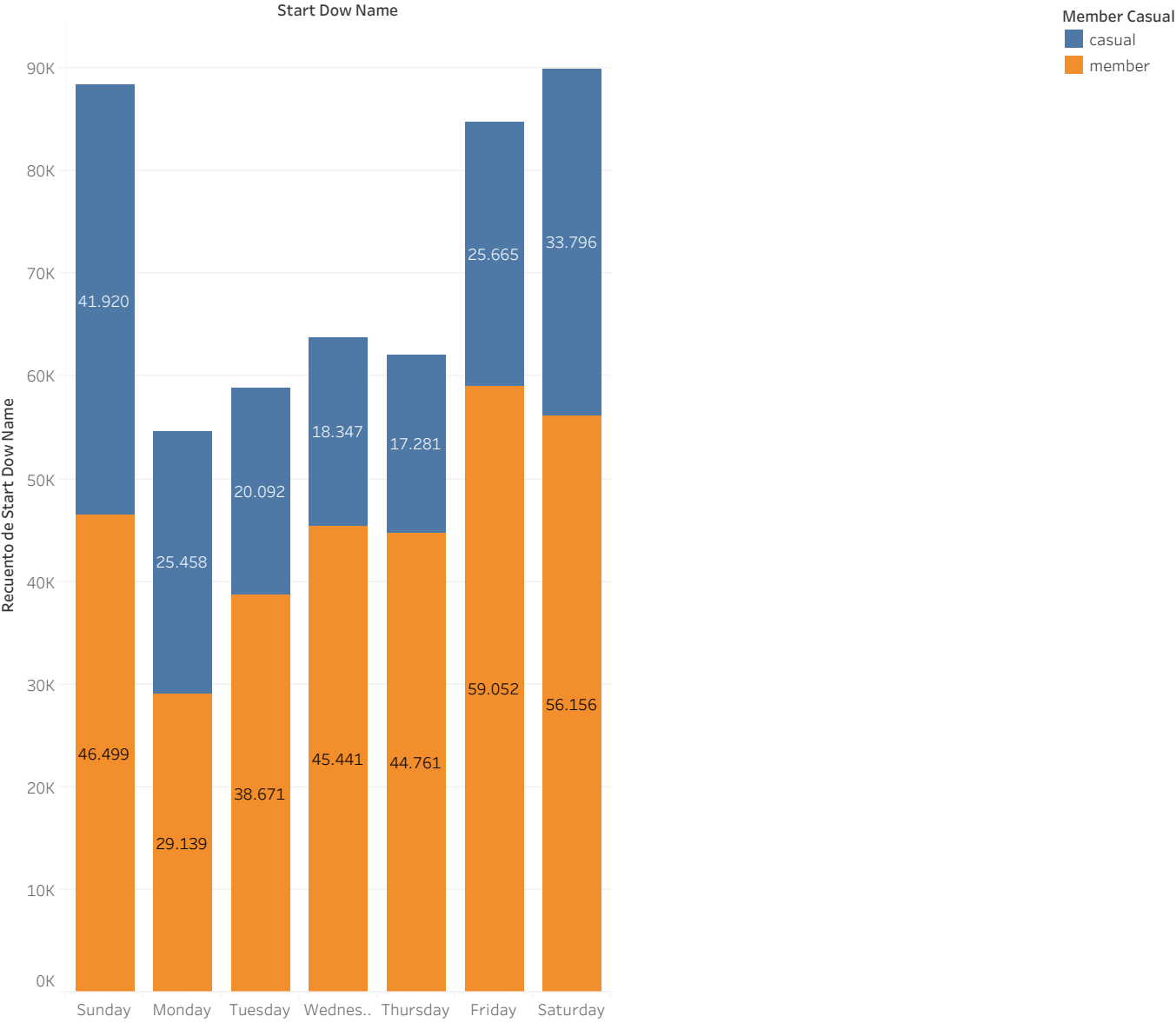
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Number of rides by subpopulation	Number of rides: a time series	Aggregates by membership	Ride lenght distribution	Frequently used days	Average usage by dow	Summary
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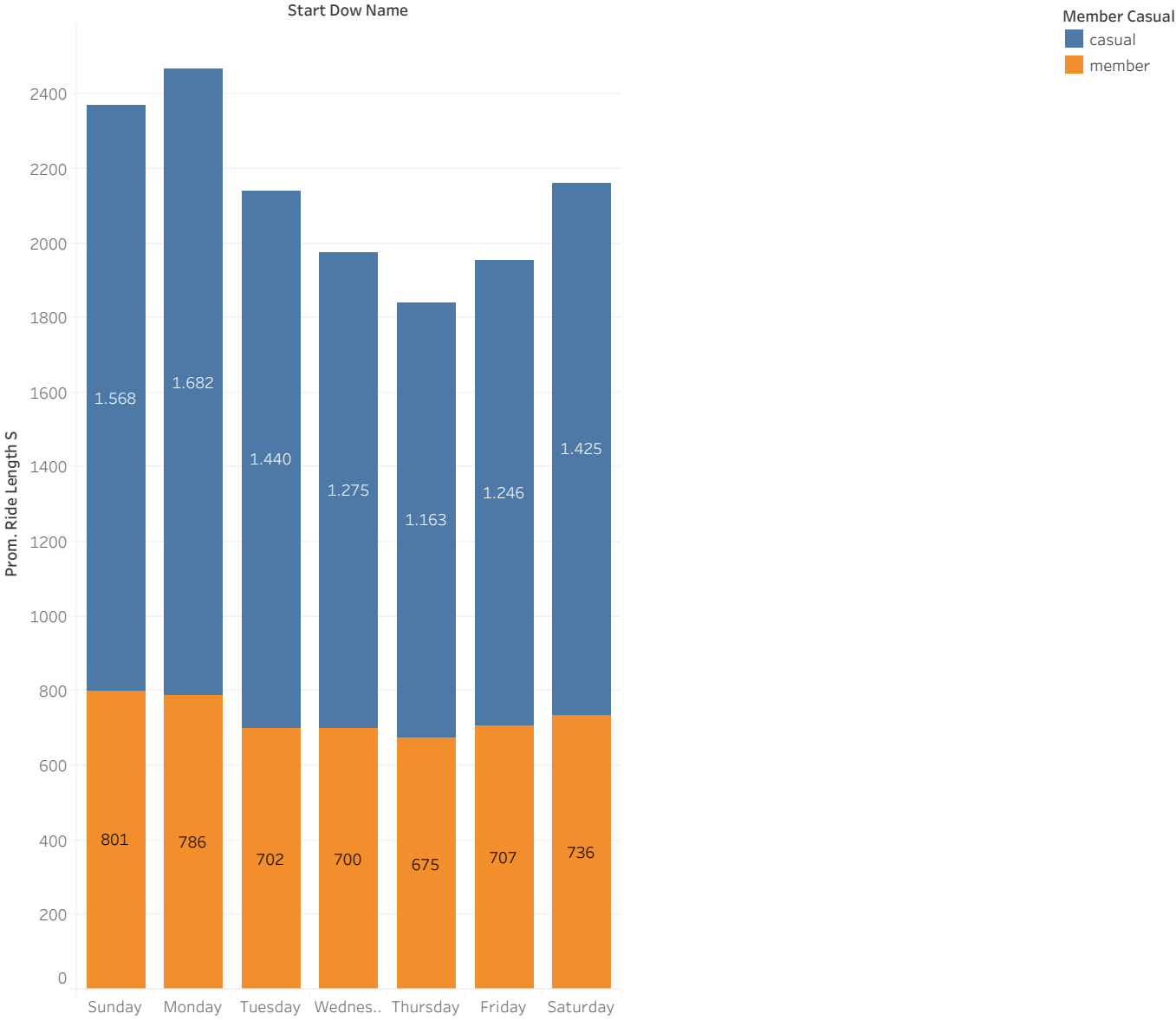
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Number of rides: a time series	Aggregates by membership	Ride lenght distribution	Frequently used days	Average usage by dow	Summary	Key takeaways
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Summary

- Casual and member users differ in size, volume, preferences, and usage patterns
- Although members are more numerous, ride lengths for casual users tend to be longer
- Total number of rides for casual users peak on Sundays and on Fridays for members
- Average length for casual users peaks on Mondays; for members, it is more homogeneous

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An impactful campaign could be designed to take advantage of casual users’ longer rides which peak on Mondays, possibly by offering them a set number of free weekend days during their first month of paid membership