



Case Study: Cyclistic Bike-Share Growth Strategy

📁 Company Background

Cyclistic is a Chicago-based bike-share company with **5,800+ bikes** and **600+ stations**. Riders can unlock bikes at one station and return them at any other.

The company offers three pricing options:

- Single-ride passes
- Day passes
- Annual memberships

Riders using single-ride or day passes are considered **casual riders**, while riders with annual passes are **members**.

🎯 Business Challenge

Cyclistic's finance team has identified that **annual members generate higher long-term revenue** than casual riders. The marketing director aims to **convert more casual riders into annual members** rather than acquiring new users.

To support this initiative, leadership wants to understand how usage behavior differs between casual riders and members.

📌 Objective

Analyze historical ride data to answer:

How do annual members and casual riders use Cyclistic bikes differently?

Your insights will be used to design targeted marketing strategies to convert casual riders into members.

📋 Requirements

Your final deliverables should include:

- ✓ Clear business problem definition
- ✓ Description of dataset(s) used
- ✓ Data cleaning and preparation steps
- ✓ Exploratory data analysis and visuals
- ✓ Key differences between member and casual rider behavior
- ✓ 3 actionable recommendations to increase memberships

Key Questions to Guide Analysis

- What is the usage frequency of members vs. casual riders?
- How do trip duration and trip patterns differ between the two groups?
- Are there weekday vs weekend usage differences?
- What time of day/season trends exist?
- What insights can we leverage to convert casual riders into members?

Provided Data

Historic Cyclistic trip data(2019 &2020) including:

- Ride start & end timestamps
- Bike type and IDs
- Station names & IDs
- Rider type (**member vs casual**)

Note: Data is anonymized to protect rider identity.

Expected Outcome

Provide a concise **executive-ready summary** that includes:

Deliverable	Description
Business Insight Summary	Clear comparison of rider behaviors
Data Visuals	Charts to support conclusions
Dashboard (optional)	BI visualization for stakeholders
Conversion Recommendations 3 actionable marketing strategies	

 **Success Criteria**

Your solution will be evaluated on:

Focus Area	Expectation
Analytical thinking	Clear logic & structured approach
Data preparation	Clean, accurate dataset
Visual storytelling	Charts that communicate insights
Business impact	Practical, realistic recommendations
Communication	Ability to explain your findings like an analyst presenting to leadership