

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