Cyclistic: Case Study

GOOGLE DATA ANALYTICS CAPSTONE PROJECT

FINAL REPORT

Presented by Pranshu Jain

BUSINESS TASK

DESIGN MARKETING STRATEGIES AIMED AT CONVERTING CASUAL RIDERS INTO ANNUAL MEMBERS

- Casual Riders: Single-ride pass/ Full-day pass
- Member Riders: Member-ride pass

PROJECT GOAL

Decide whether to approve or reject the marketing team strategy aiming to convert casual riders to member riders using data-driven decision-making.

EXECUTIVE SUMMARY

- Member riders usage of bikes is steady and they probably use them to commute to work while casual riders for leisure

- More data collection and analysis are required to solve our problem and identify marketing opportunities.

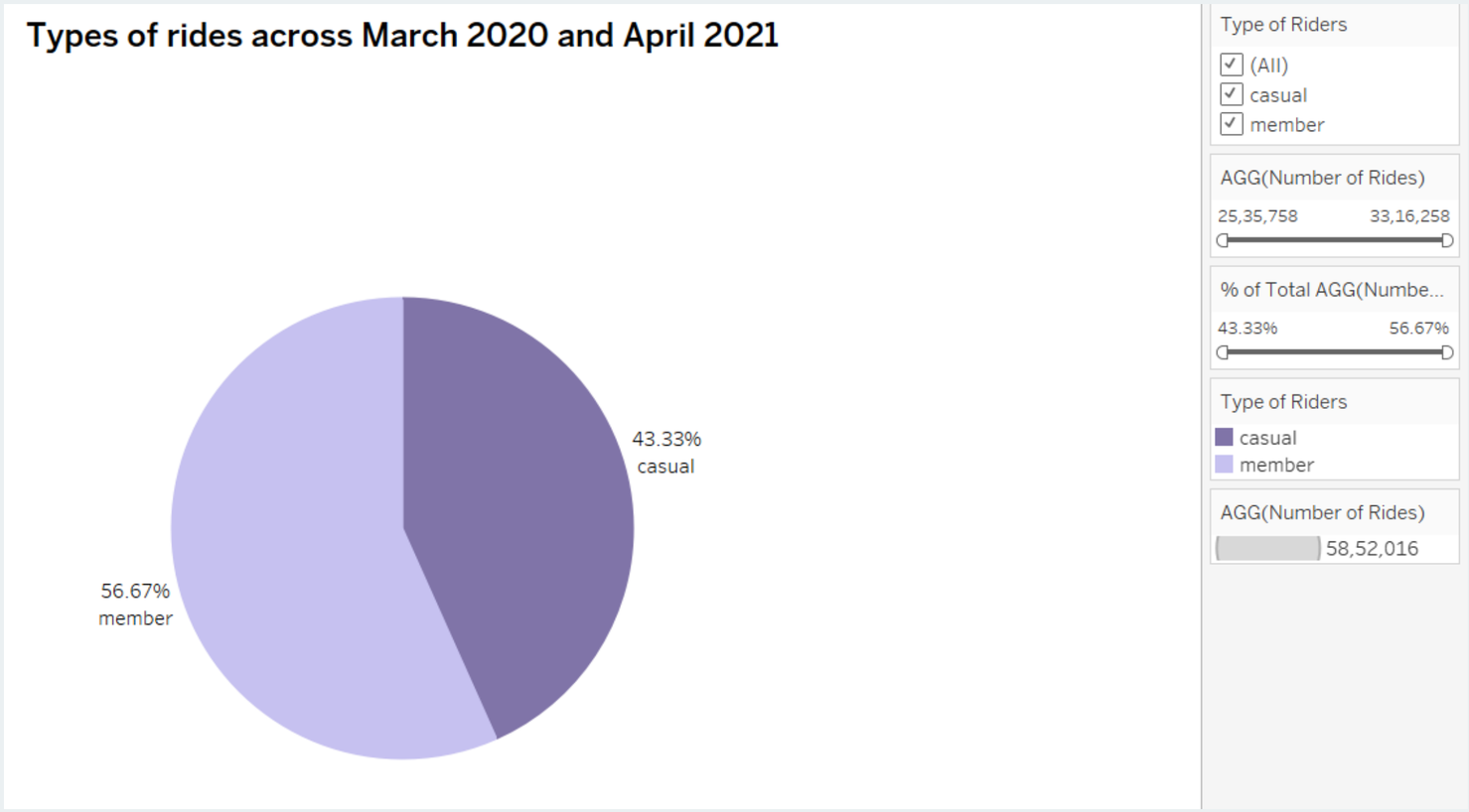
PLAN FOR EXECUTION

SHARE THE KEY FINDINGS

DISCUSS THE DATASET LIMITATIONS

DISCUSS ANY AREA FOR FURTHER EXPLORATION AND NEXT STEPS

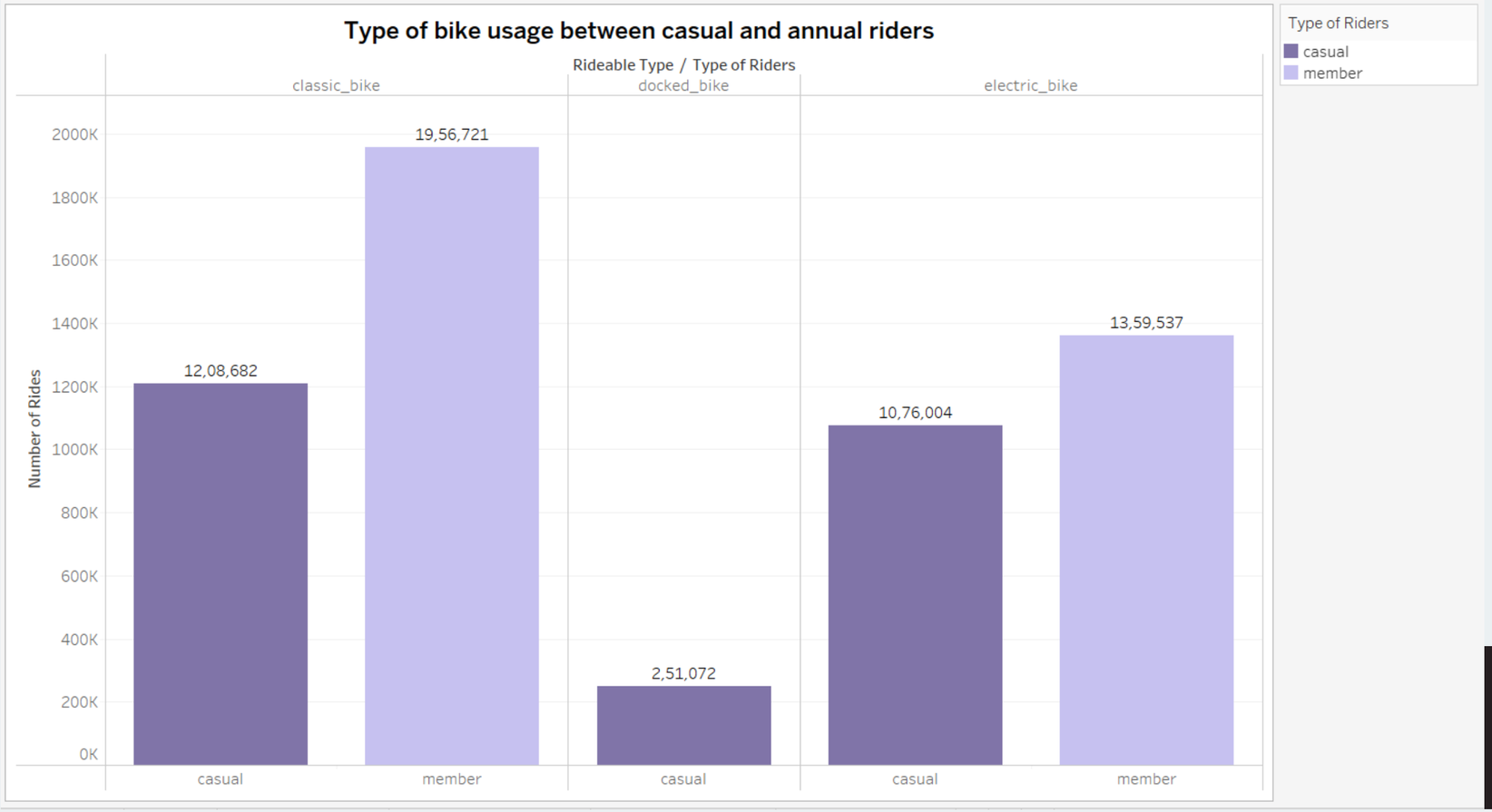
TYPE OF RIDES



- Distribution of trips between July 2021 to June 2022
- Members trips are slightly greater than Casuals

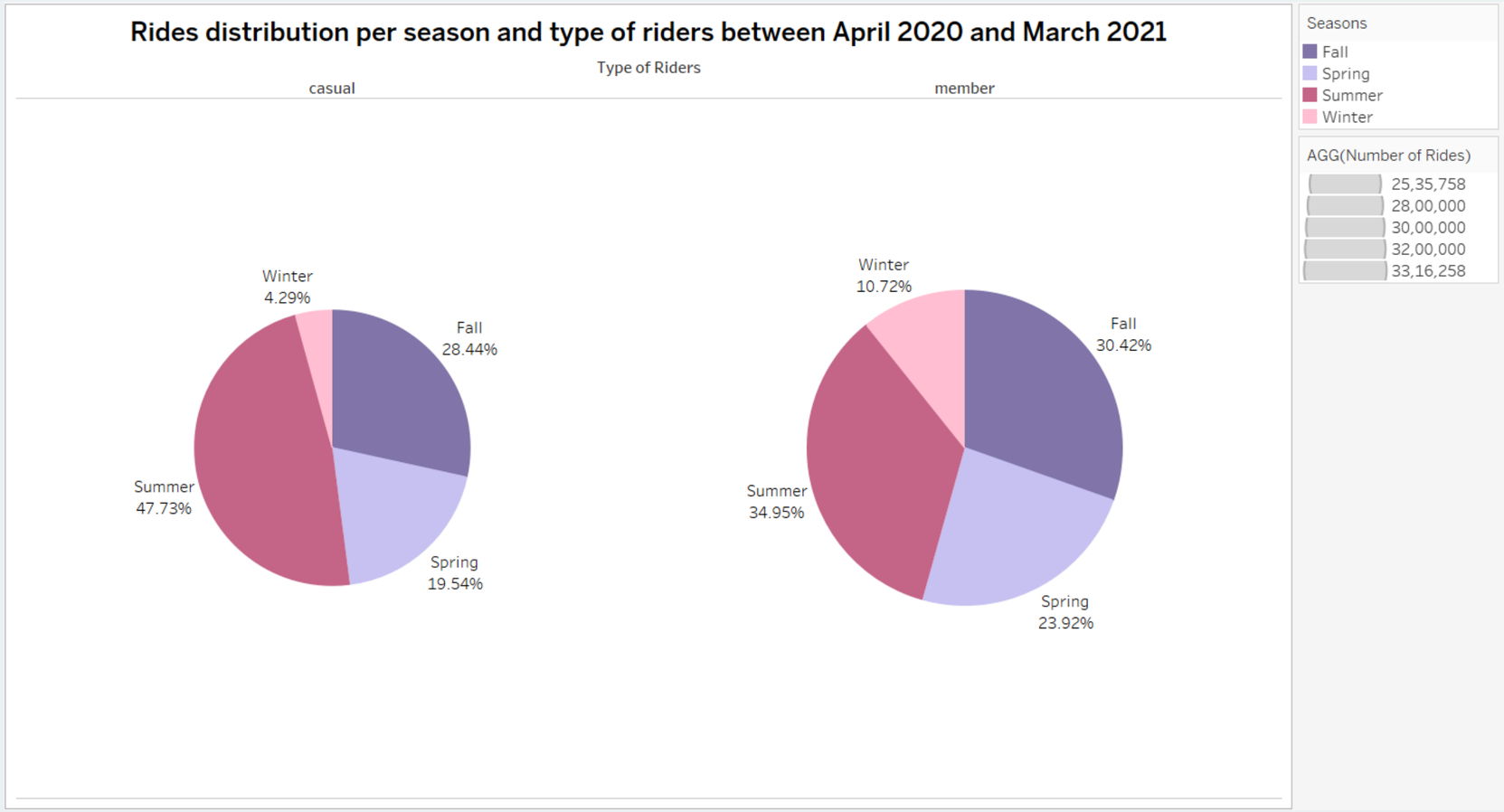
BIKE USAGE

- The dataset shows three types of bikes: classic_bike, docked_bike, and electric_bike.
- Classic bikes are more preferred by both groups.
- member riders didn't prefer docked bikes and even casual riders also prefer them less.

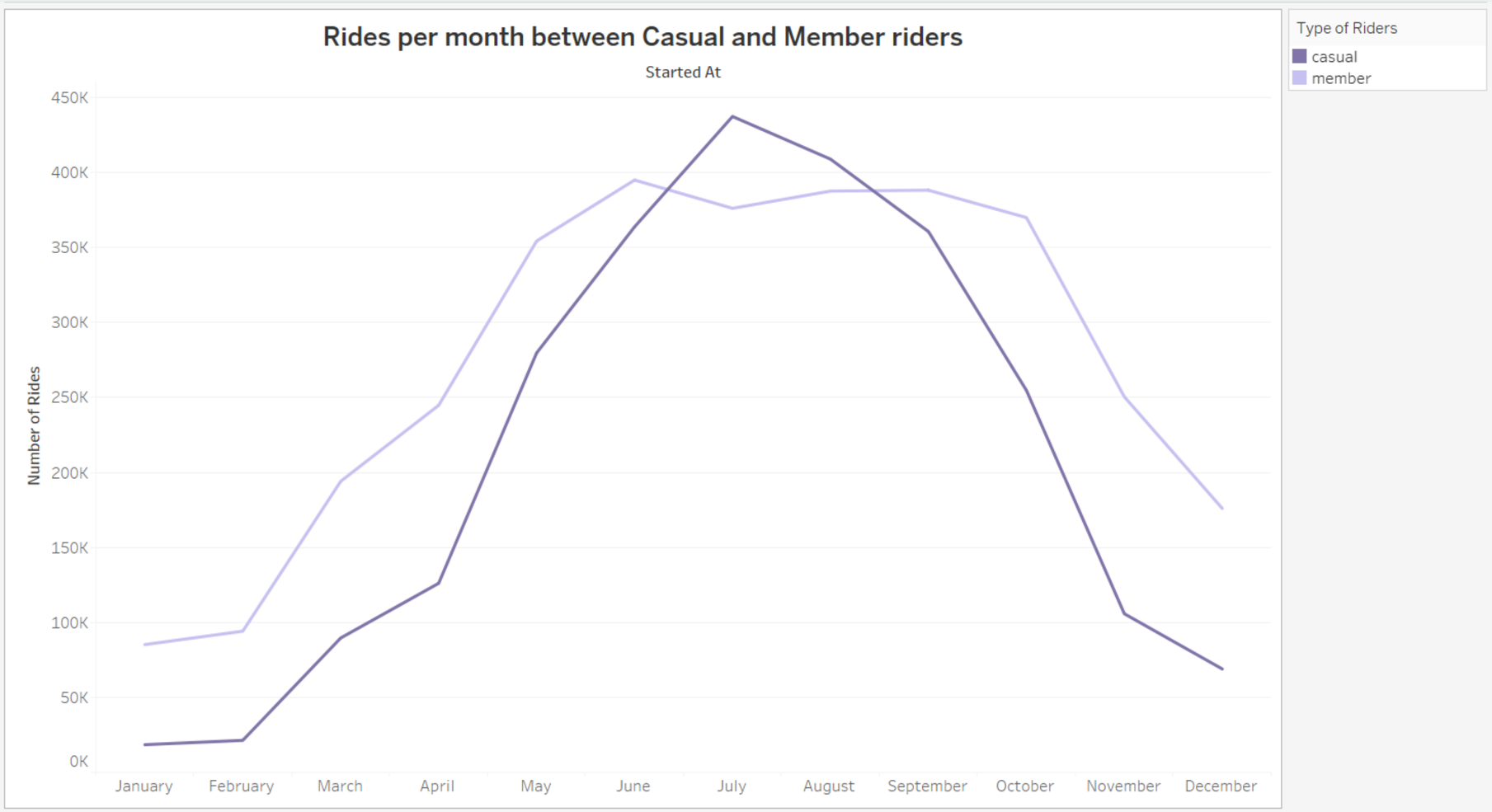


PREFERED SEASON

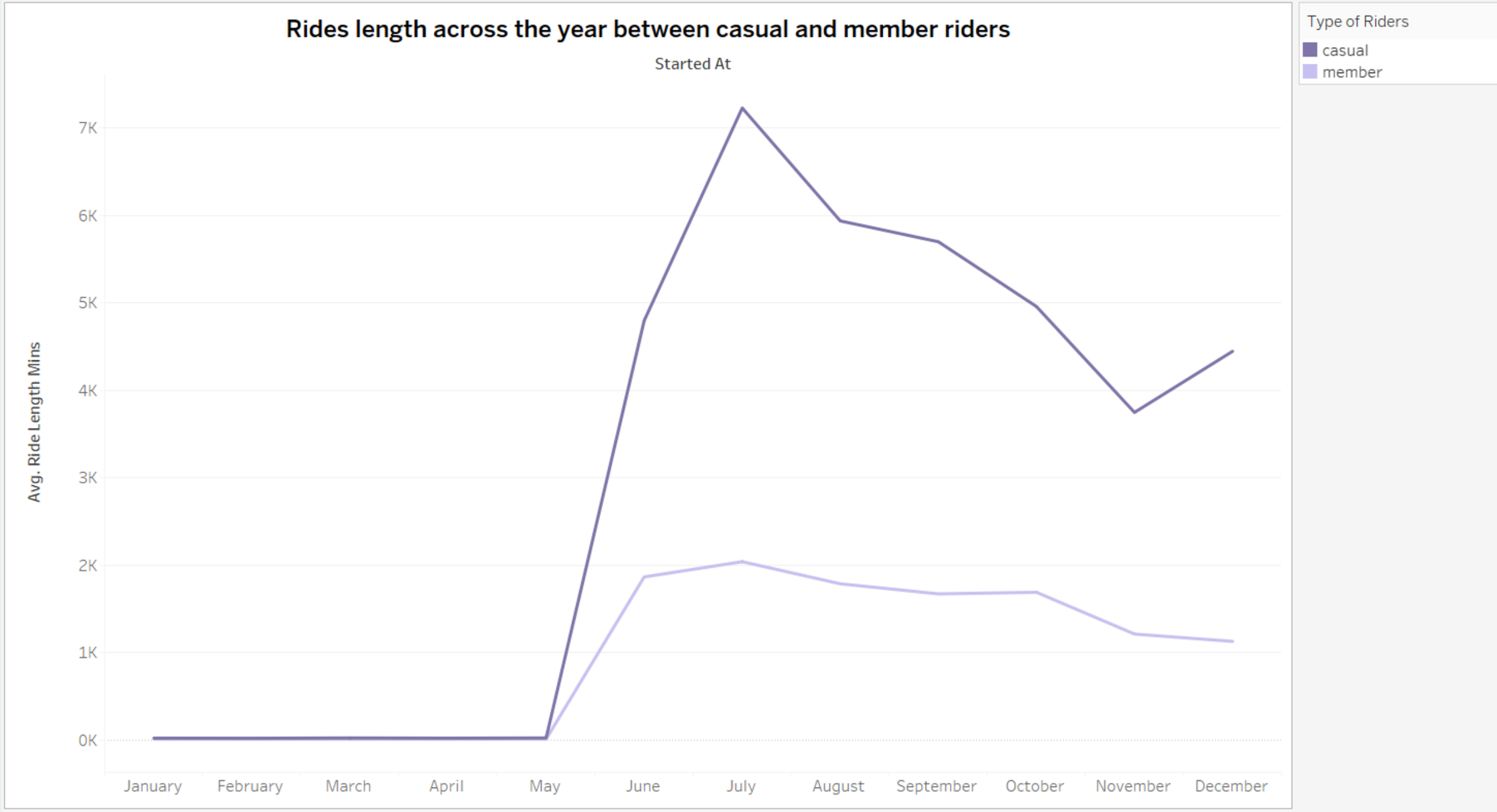
Summer is the most preferred season for both type of riders



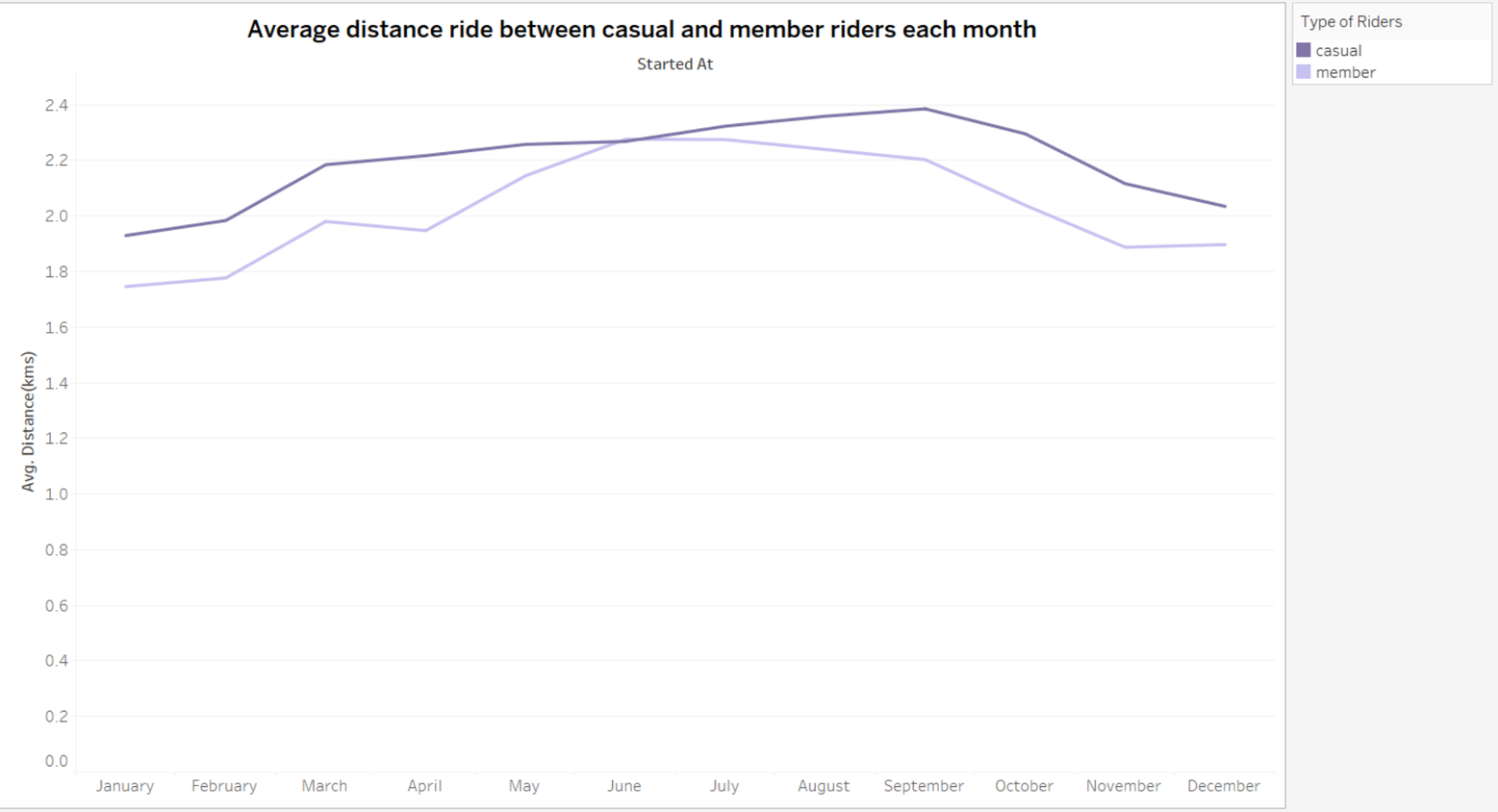
RIDES ACROSS YEAR



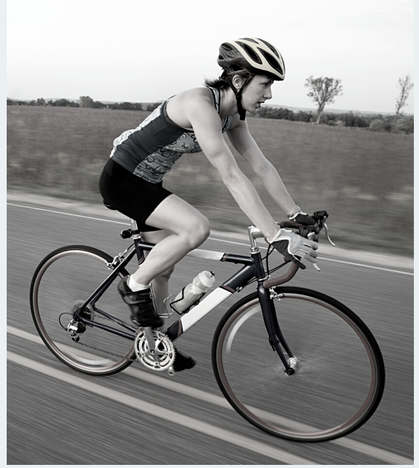
AVERAGE RIDE LENGTH ACROSS THE YEAR

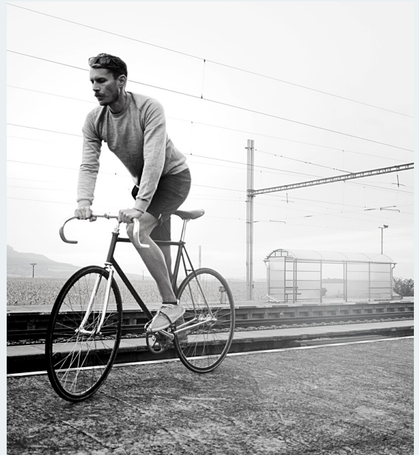


RIDE DISTANCE ACROSS THE YEAR



- This graph shows the average distance in Kms for both member and casual riders.
- The distance is calculated between start station and end station





DATA CHALLENGES

- THE DATA WAS TOO GENERAL
- TRIPS ARE NOT GROUPED PER USER, SOME OF THEM MIGHT HAVE RIDDEN MULTIPLE TIMES WHICH SKEWS THE RESULTS
- THE DATA CANNOT PROVIDE QUALITATIVE INFORMATION ABOUT USERS SUCH AS THE PURPOSE OF THE RIDE.

Next Steps

Conduct further exploration

PROS

The safest and most preferable option can lead to good marketing strategy.

CONS

Requires more time and resources.

Proceed using current findings

PROS

Doesn't require time and resources.

CONS

Risky and unpredictable.

Conduct further exploration

REDEFINE THE PROBLEM

Find the root cause of what makes both types of riders different.

COLLECT MORE DATA

- Financial information of users.
- Qualitative data about user's preferences.
- More details about each trip
- Other demographic/clinical data.

ITERATE THE ANALYSIS

SHARE NEW FINDINGS

PROPOSE NEW STRATEGY

Propose a new marketing strategy that is solid, consistent, and reliable.

Act based on current findings

- Offer other new pricing plans such as weekend plans and summer plans.
- Promote the benefits of riding and offer some gifts to new users.

RISKS TO CONSIDER

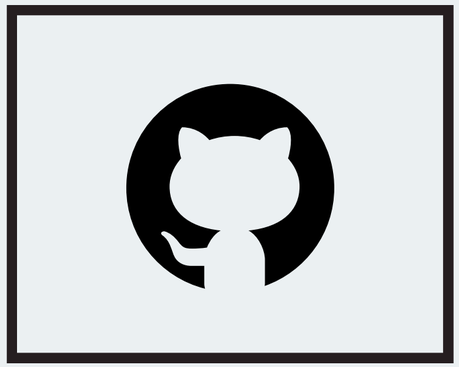
- Bike shortages.
- Angry and dissatisfied customers.
- Oversaturated stations.

CONCLUSION

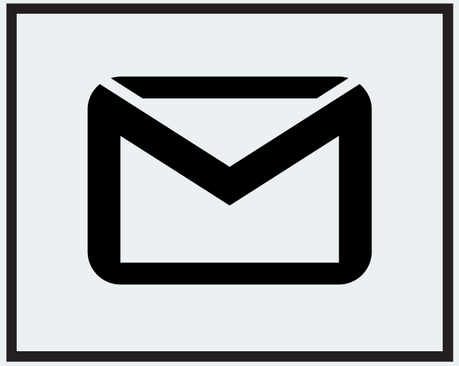
- WE DISCOVERED SOME DIFFERENCES BETWEEN CASUAL RIDERS AND MEMBER RIDERS BUT WERE UNABLE TO EXPLAIN WHY THEY ARE DIFFERENT.
- MORE DATA COLLECTION AND ANALYSIS ARE REQUIRED TO SOLVE OUR PROBLEM AND IDENTIFY MARKETING OPPORTUNITIES.
- THE BEST NEXT PHASE IS TO CONDUCT A PROFOUND ANALYSIS TO FIND THE ROOT CAUSE FOR THE GROUP DIFFERENCE.

CONTACT ME:

LINKEDIN



GITHUB



GMAIL

pranshu2105j@gmail.com

The link for documentation is here.
For Tableau visualization click -> here.