Cyclistic User Analysis

Cyclistic marketing team

OUR TASK:

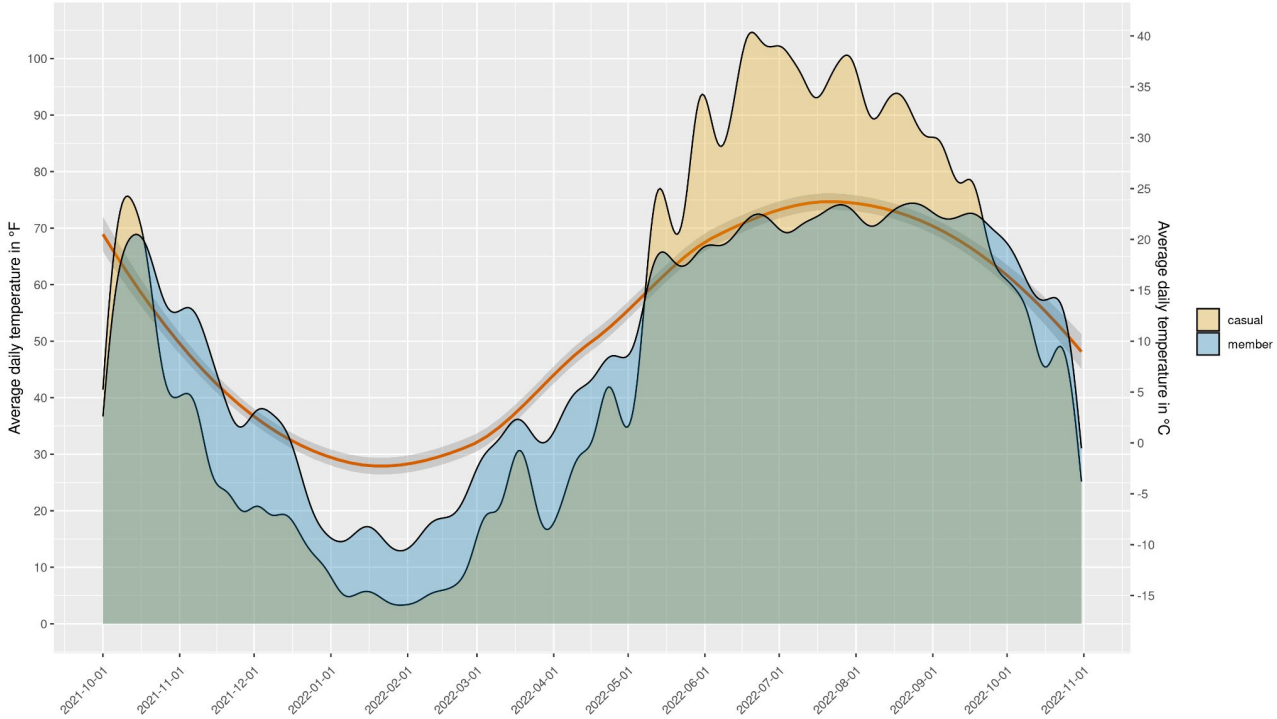
- How can we design a marketing campaign to convert casual users into subscribers?

- Looking at the usage data from the last 12 months, what insights can we gain to help us answer this question?

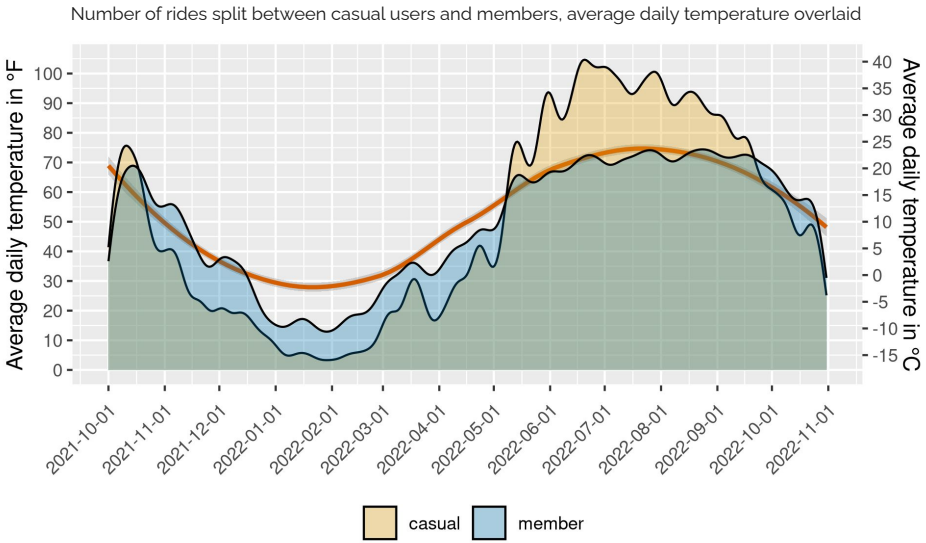
How do members and casual users use the service differently?

How does usage vary over a year?

Number of rides split between casual users and members, average daily temperature overlaid

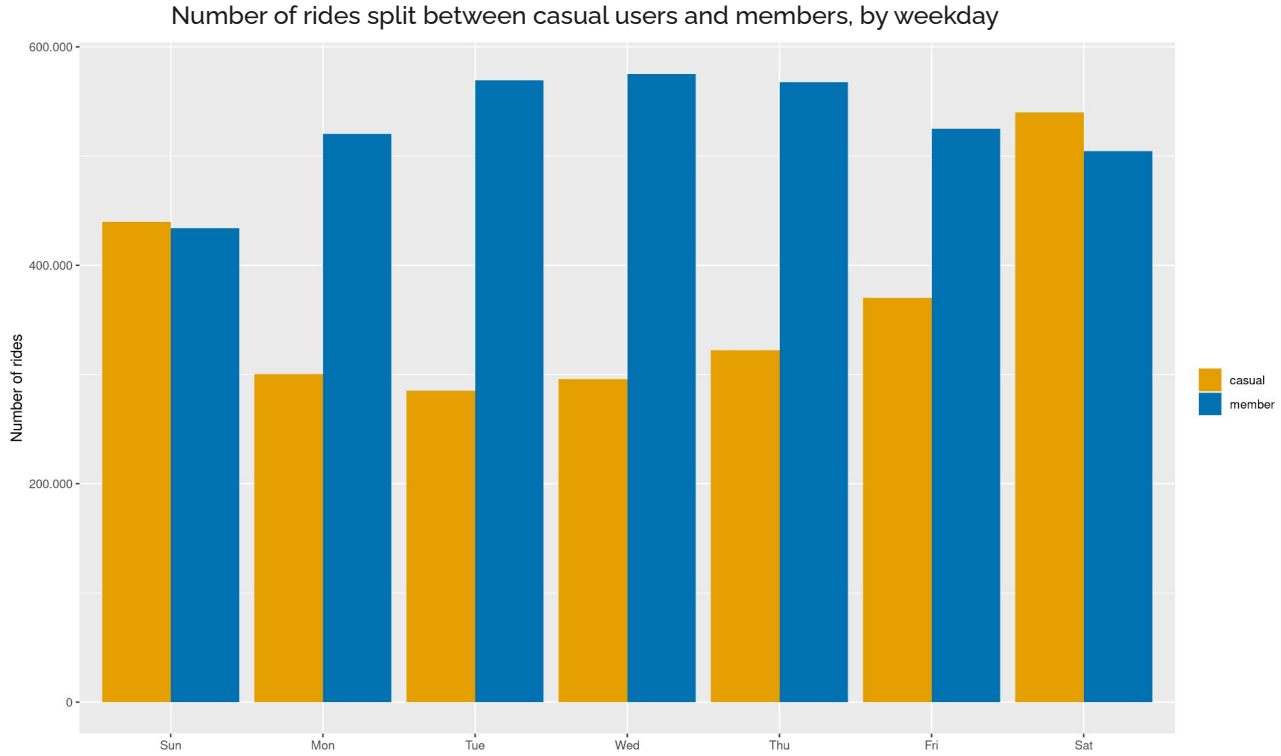


key insights



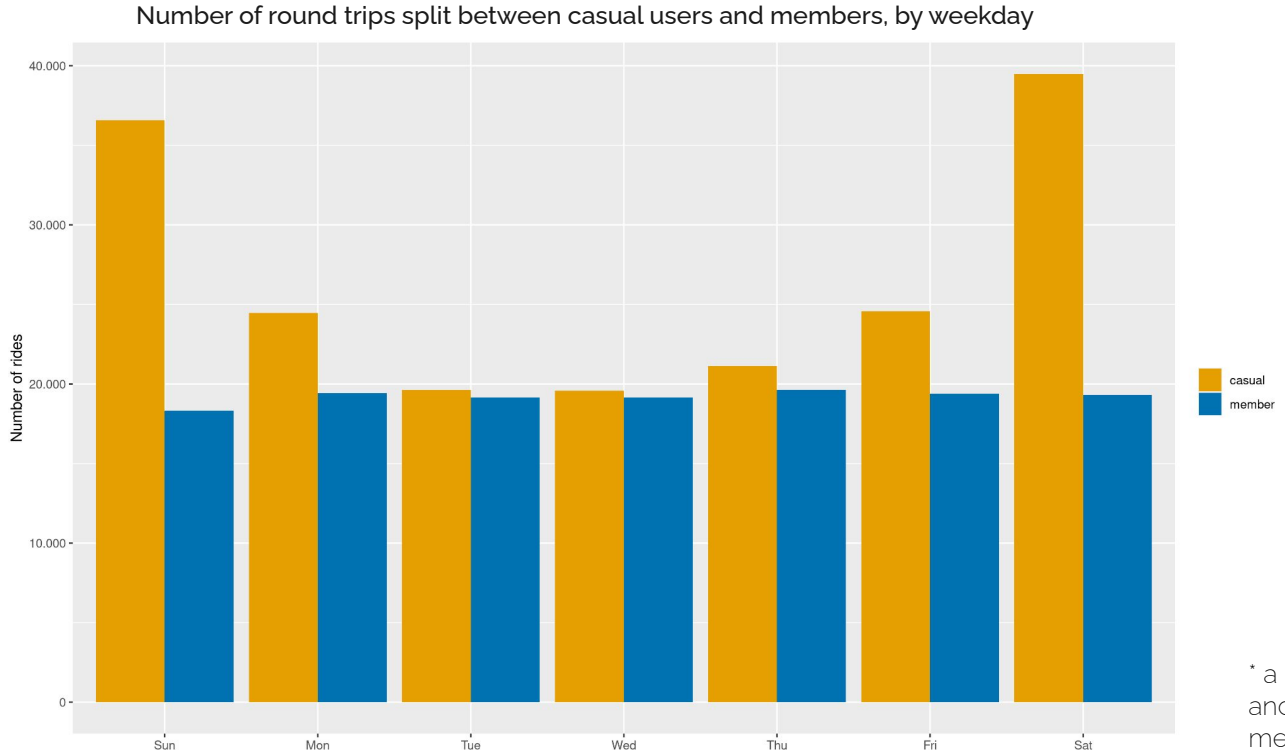
- usage of the **service in general** is **higher** when the **weather is good**
- when the weather is bad, more members use the service than casual users
- when the **weather is good**, **casual** users **outnumber members**

How does usage vary over a week?



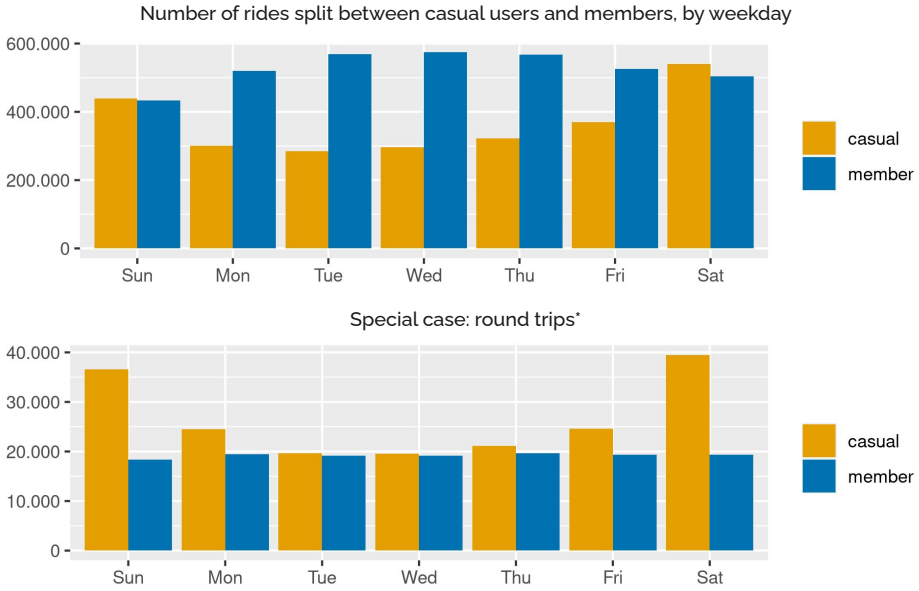
How does usage vary over a week?

Special case: round trips*



* a **'round trip'** begins and ends within 10 meters

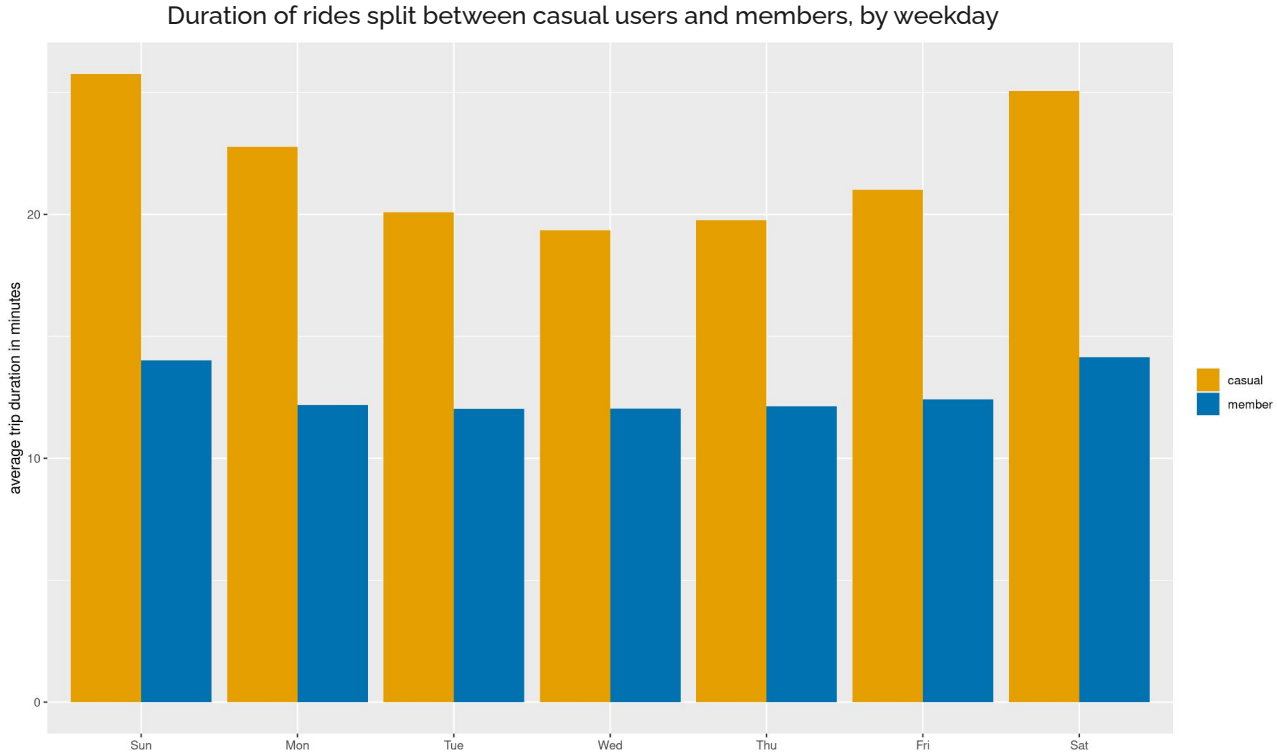
key insights



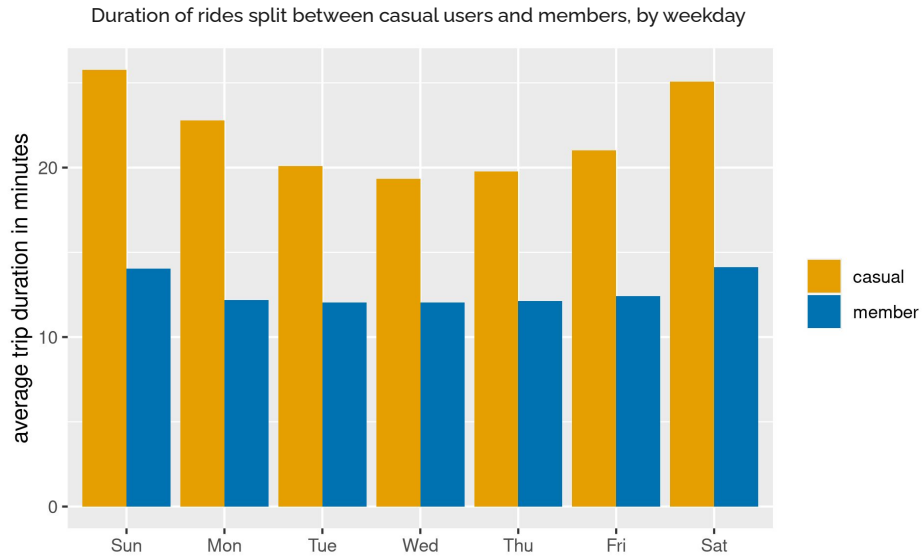
- **member** usage is relatively constant over a week, but lowest on **weekends**
- **casual** users prefer using the service on the **weekend**
- **casual** users take more **'round trips'***, especially on **weekends**

* a **'round trip'** begins and ends within 10 meters

How does usage vary over a week?



key insights



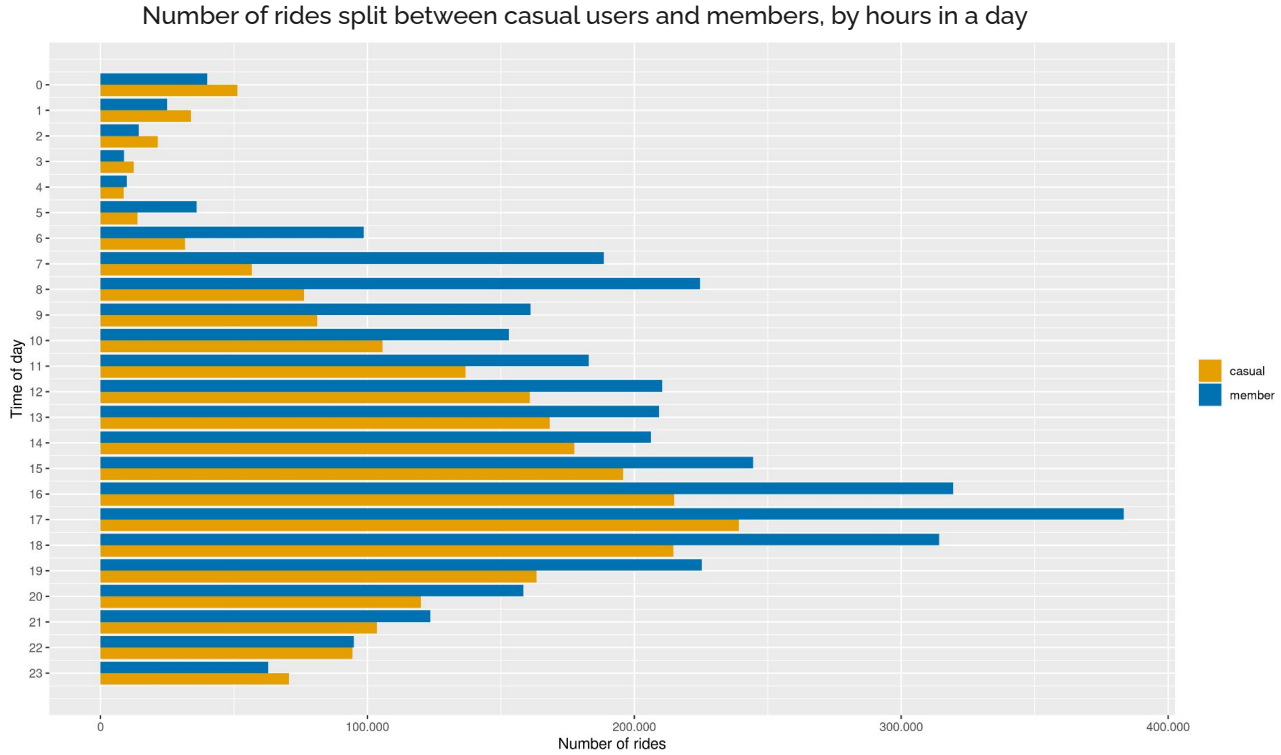
- **member**'s ride length is relatively constant

  mean : **12.7** minutes

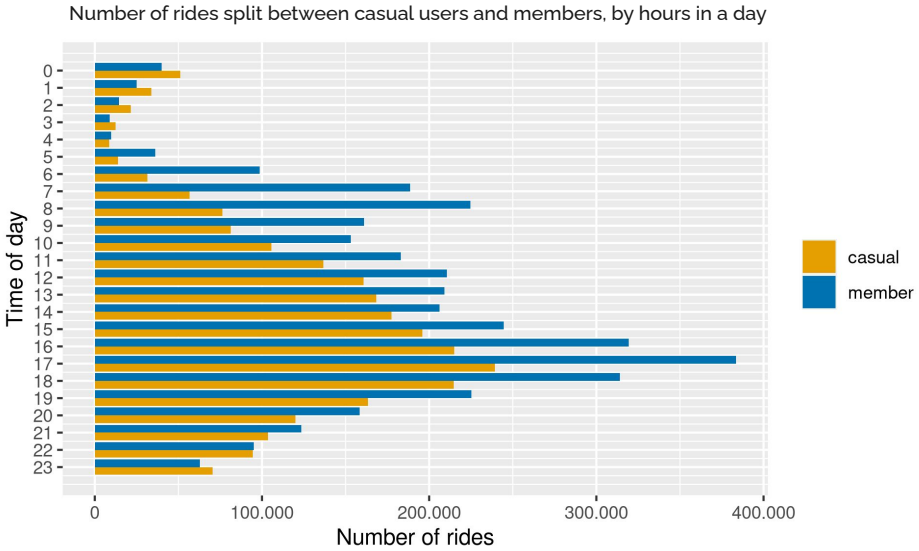
- **casual** users take **much longer rides** than members

  mean : **22.4** minutes

How does usage vary over a day?



key insights



- **member**'s cluster around the **morning** hours and in the **afternoon**, correlating with **commuting times**

- **casual** users are more prevalent in the **afternoon**, possibly suggesting more leisurely rides

key differences

members	casual users
Use the service for short rides, mainly during the week and during rush hours	Use the service for longer rides, mainly on the weekend or the afternoon

We can split casual users in two groups:

tourists	**casual local users**
Only use the service during their stay in the city	Use the service casually as a first time user or because it is cheap to do so and membership does not offer enough advantages
Will **never** become subscribers!	They **can** become subscribers!

Top three recommendations

for converting casual users into members

1. Make **longer rides more expensive** for casual users

2. Introduce a **bonus account system**, where the money spent as a casual user gets multiplied by x and added to your member account, should you subscribe (with an expiration period that is shorter than a chicago summer)

3. Introduce a '**surge pricing**' model, especially for afternoons, that only affects casual users

Questions?