
Data Analysis Case Study: Cyclistic Bike-Share

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Business Objective:

Understand how members who use Cyclistic Bikes differ from those who use them casually to come up with ideas to convert casual riders to members.

Data Analysis

1. Statistical Analysis
 2. How Members Differ
 3. What Members Differ In
 4. When Members Differ
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Statistical Analysis: Ride Durations

Casual Riders:

- Mean: 1901 secs ~ 32mins
- Median: 814 secs ~ 14 mins
- Max: 2483235 secs ~ 28 days

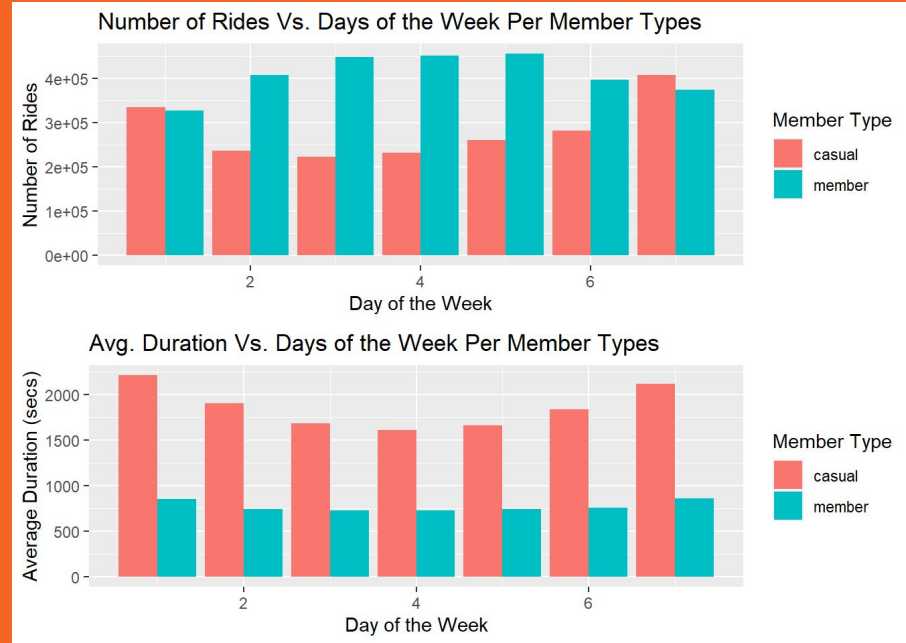
Members:

- Mean: 770 secs ~ 13 mins
- Median: 536 secs ~ 9 mins
- Max: 93594 secs ~ 1 day

Casual riders ride for longer durations than members do

How Members Differ

- Casual riders have less but longer rides
- Members ride more during the week
- Even on the weekends



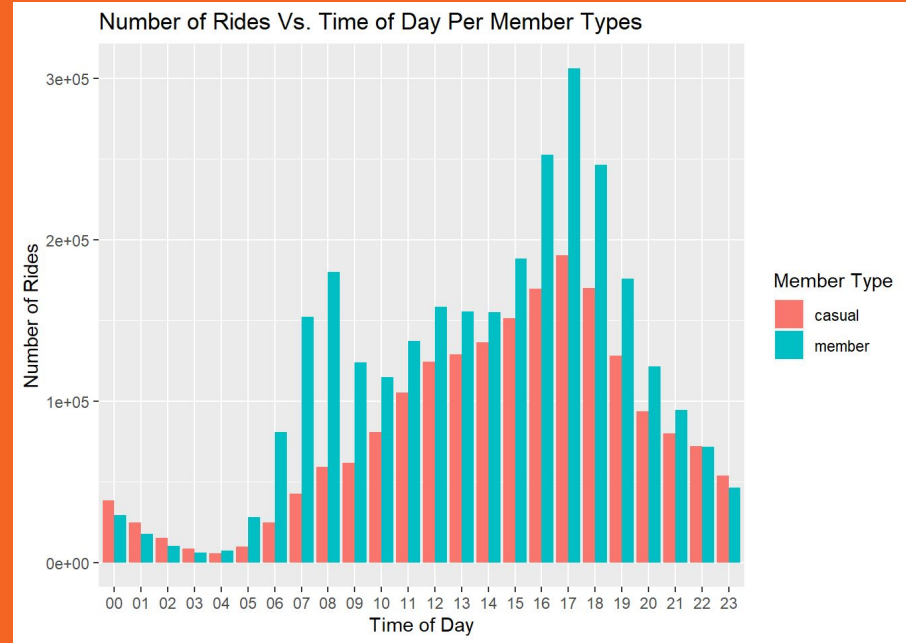
What Members Differ In

- Members prefer classic bikes and only use classic & electric bikes
- Casual riders does not have a preference
- Docked bikes are barely used



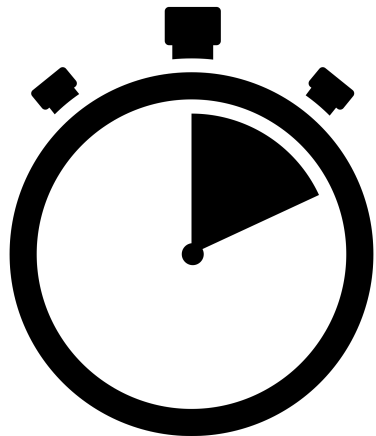
When Members Differ

- Members - To and from work riders
- Casual Riders - From work riders



Recommendations

1. Time-Based Charging Model
2. Incentivizing Morning & Evening Rides
3. Tiered Access to Bikes



Time-Based Charging Model

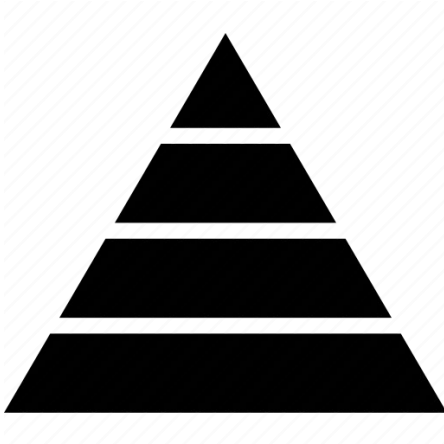
- Prolonged rides
 - Max casual ride duration was 28.7 days
 - Pricing model based on 15 minute intervals
 - Incentivize casual rider to opt for a membership
 - Highlights benefit of unlimited rides with membership
 - Ensure efficient bike utilization
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Incentivizing Morning & Evening Rides

- Existing riding patterns
 - Morning & Evenings
- Offer benefits for morning & evening riders
- Further enhances attractiveness of memberships

Tiered Access to Bikes

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- Brings additional benefit to members
 - Specialty/Higher End
 - Only Classic & Electric
 - Visual and material appeal

Conclusion:

- Casual riders ride less but for longer periods
 - Members are more consistent everyday
 - Aligning our actions with their behaviors will allow the company to further grow
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Thank you!
Questions?
