

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. Both are tilted at an angle.

# Analysis Findings for Bike-Share Customers

A case study by Russell Thigpen

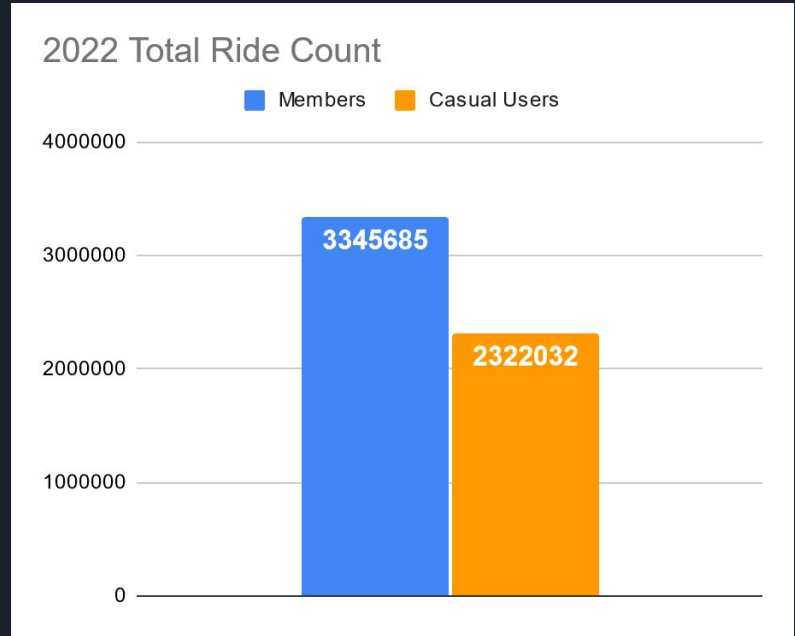


# Goals and objectives

- Top-level objective: help create marketing strategies for increasing Cyclistic's annual memberships
- Project objective: highlight key differences in ride usage among annual members and casual riders
- Examines monthly data from the year 2022
- Provide recommendations and future plans of action based on data-driven insights

# Data Overview

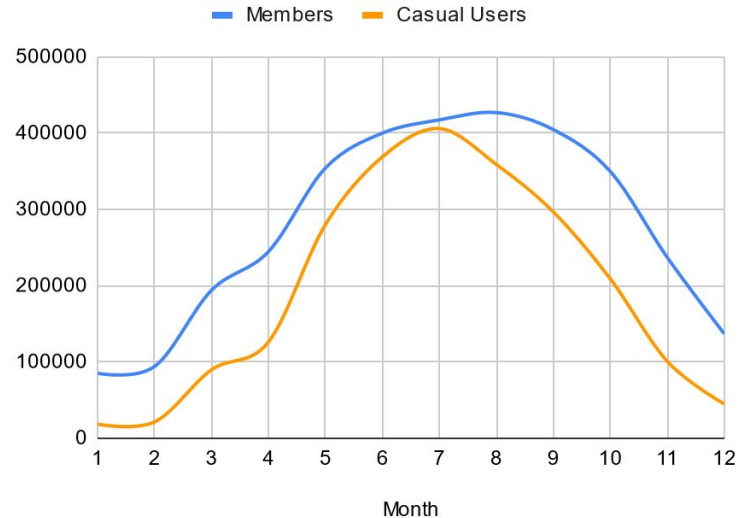
- Total number of rides throughout the year of 2022
- Roughly 3 members per 2 casual riders



# Monthly Ride Usage

- Highest usage during months of May - September among both groups
- Casual riders see sharper increase during summer months
- Lowest usage during months of December - February among both groups
- Strong correlation between ride usage and warmer temperature

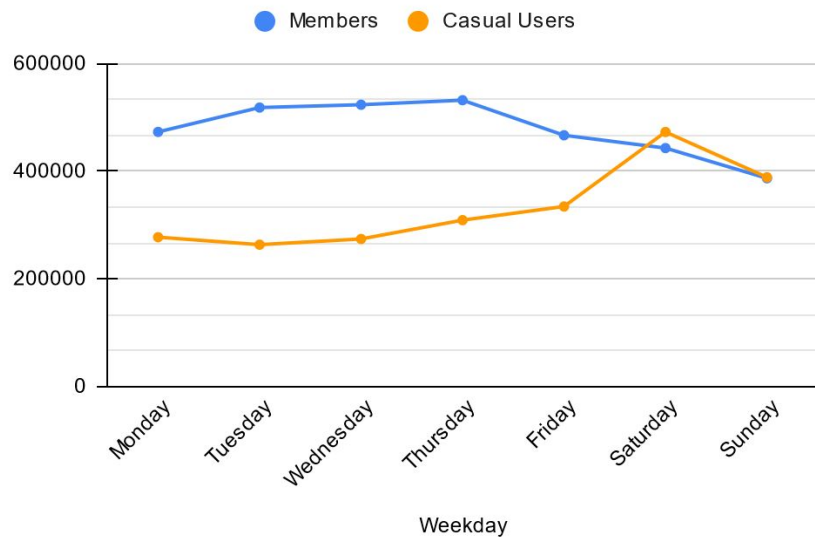
2022 Ride Usage Per Month



# Weekday Ride Usage

- Slightly higher usage among members during weekdays—likely accounts for the estimate that 30% of riders use Cyclistic for commuting
- Notably higher usage among casual riders on weekends, likely indicating rides for leisure

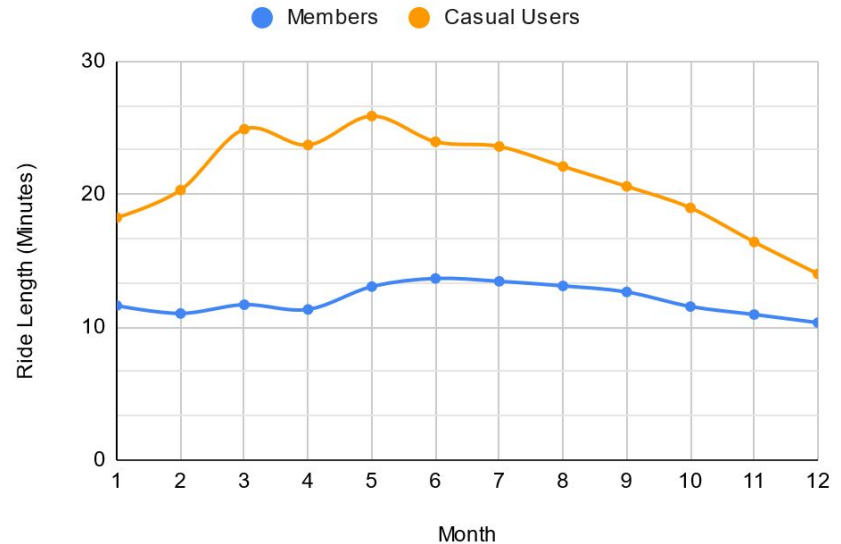
2022 Weekday Ride Usage



# Ride Length Per Month

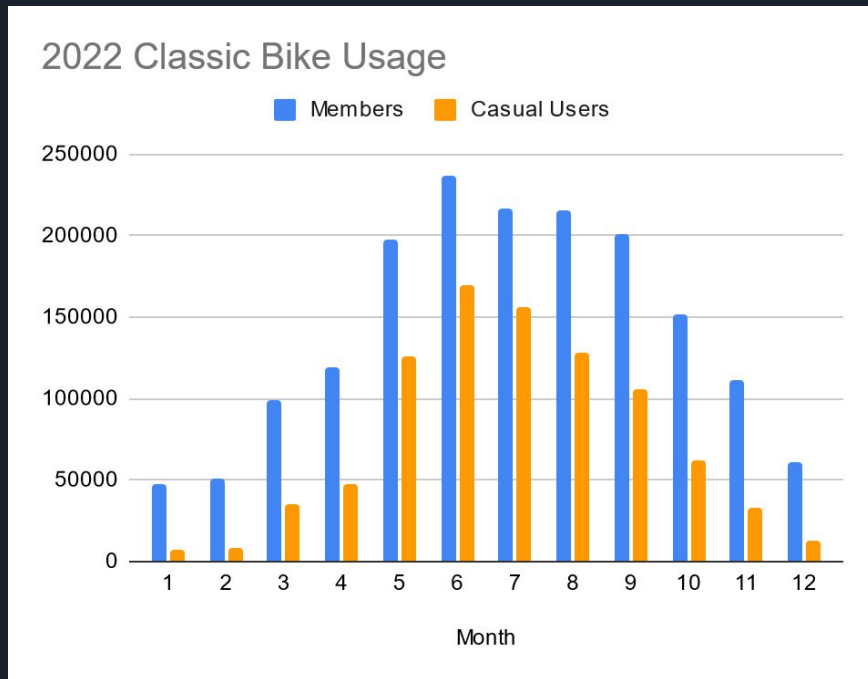
- Casual riders have notably longer average ride times over members
- Casual riders had longest average ride time during months of March - May, while members showed little difference throughout the year

2022 Average Ride Length Per Month



# Classic Bike vs Electric Bike

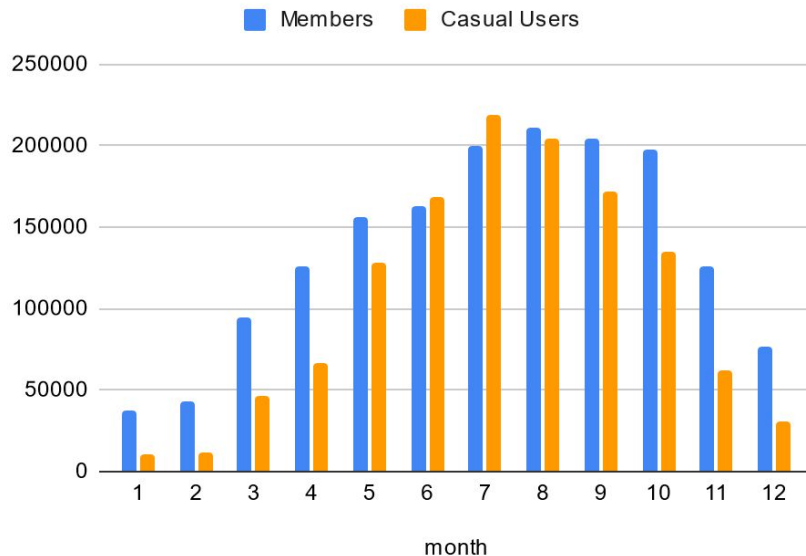
- Members demonstrated a stronger overall preference for classic bikes



# Classic Bike vs Electric Bike

- Meanwhile, casual riders demonstrated a stronger overall preference for electric bikes

2022 Electric Bike Usage







# Conclusions and Recommendations

- Both customer types had higher ride activity during warmer months, especially casual riders
  - Recommendation: targeted marketing campaign during those warmer months
- Casual riders were most likely to use bikes on the weekends and had longer average ride times, indicating leisurely activities
  - Recommendation: emphasize leisurely activities when marketing to casual riders
- Casual riders indicated a stronger preference for electric bikes
  - Recommendation: highlight and emphasize electric bikes to make membership options more appealing to casual riders

Thank you!

