

CYCLISTIC ANNUAL TREND

Member vs. Casual

September 9th, 2021

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• EXECUTIVE SUMMARY

- Introduction
- Methodology
- Visualizations
- Comparative Analysis
- Limitations
- Recommendations
- Appendix



• INTRODUCTION

- **WHAT:** User trends by client types
- **WHY:** To answer these questions
 - How do client types use our service
 - How to transform casual into members
 - How we could use digital media
- **HOW:**
 - Gathering Data
 - Cleaning Data
 - Analyzing Data
 - Tools



• METHODOLOGY

- Gathering Data

- CSV files for each month from
August 2020 to July 2021

- Cleaning Data

- Excel and SQL database to remove non relevant information
- Creating calculations;
time elaps, mean, max, min, mode

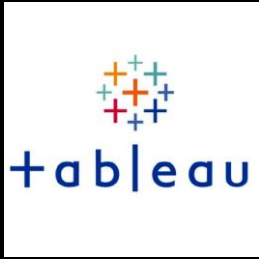
Creating Data Visualization

Excel, PowerBI, PowerPoint

- Analyzing results
- Presentation

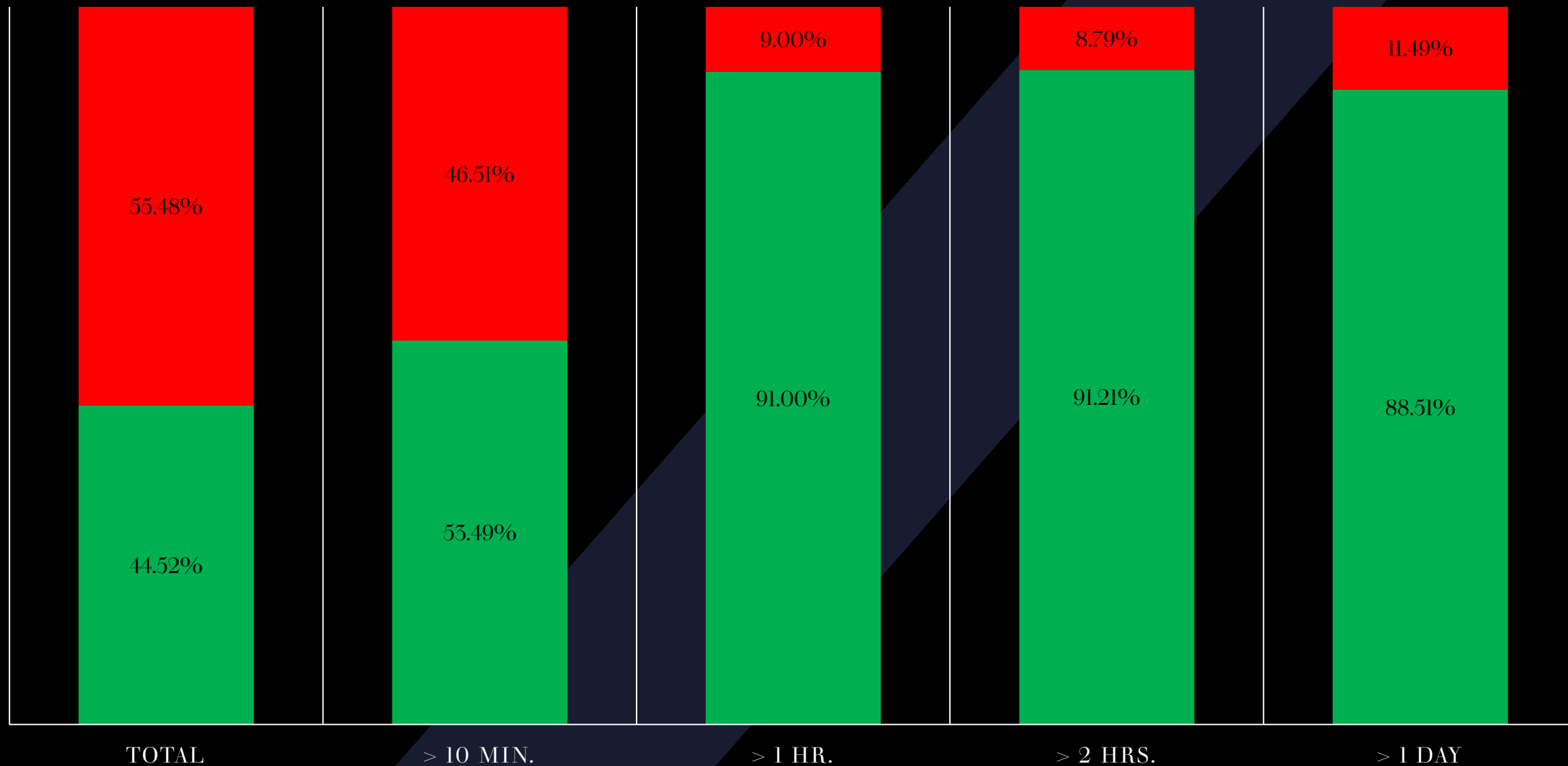


• METHODOLOGY - TOOLS

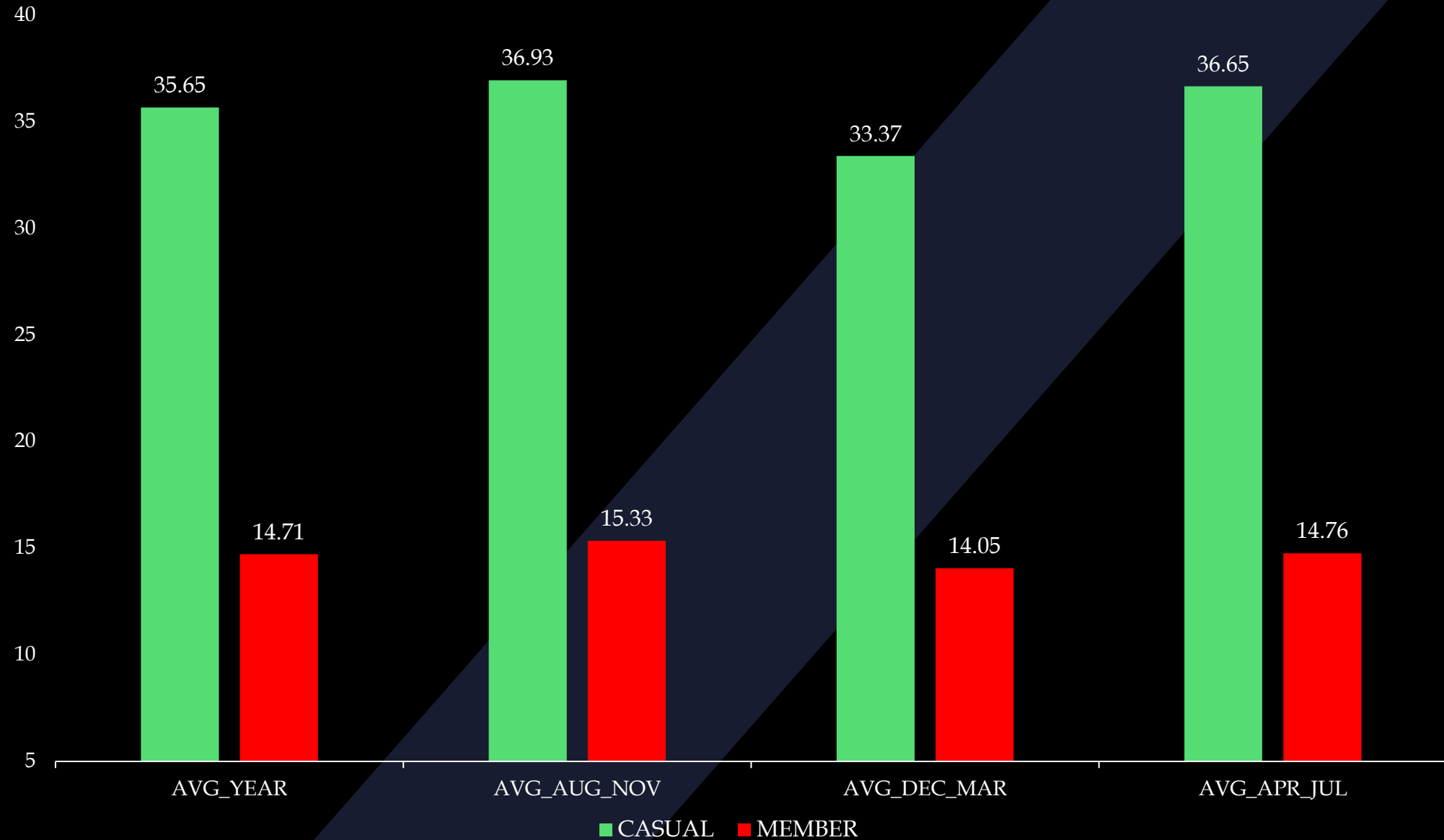


User type percentage by elaps time

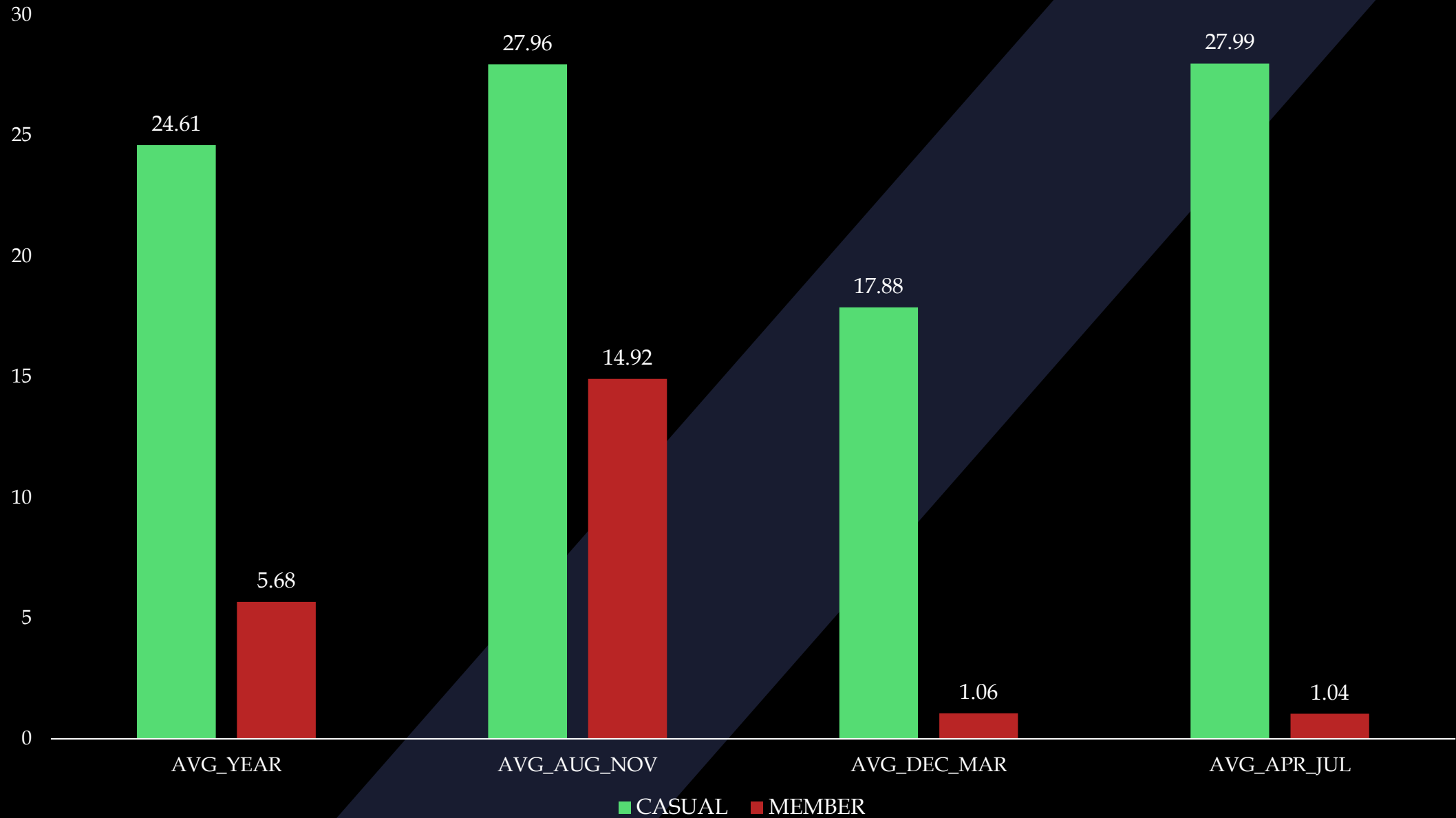
CASUAL MEMBER



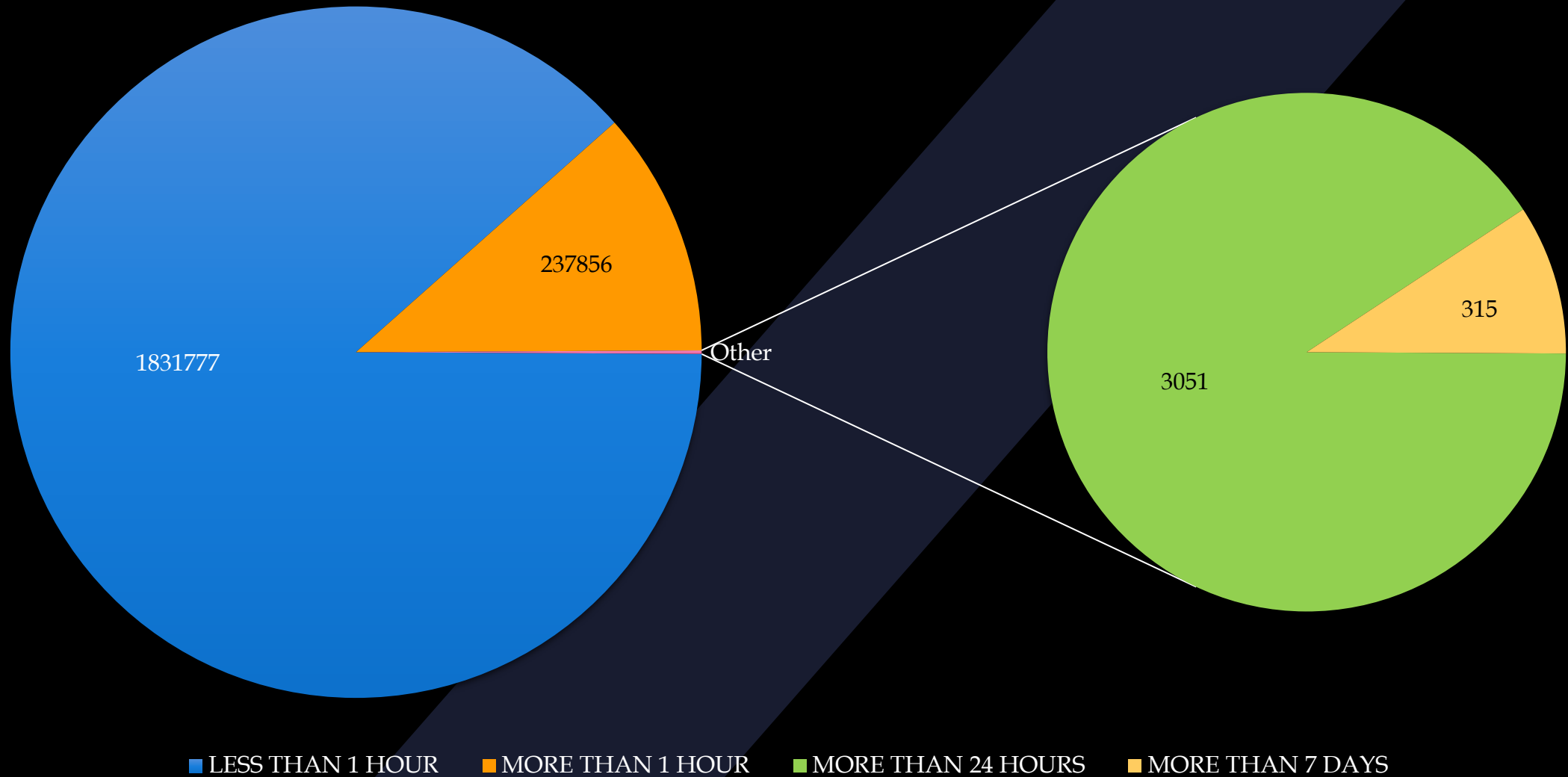
AVERAGE TRIP ELAPS by user type



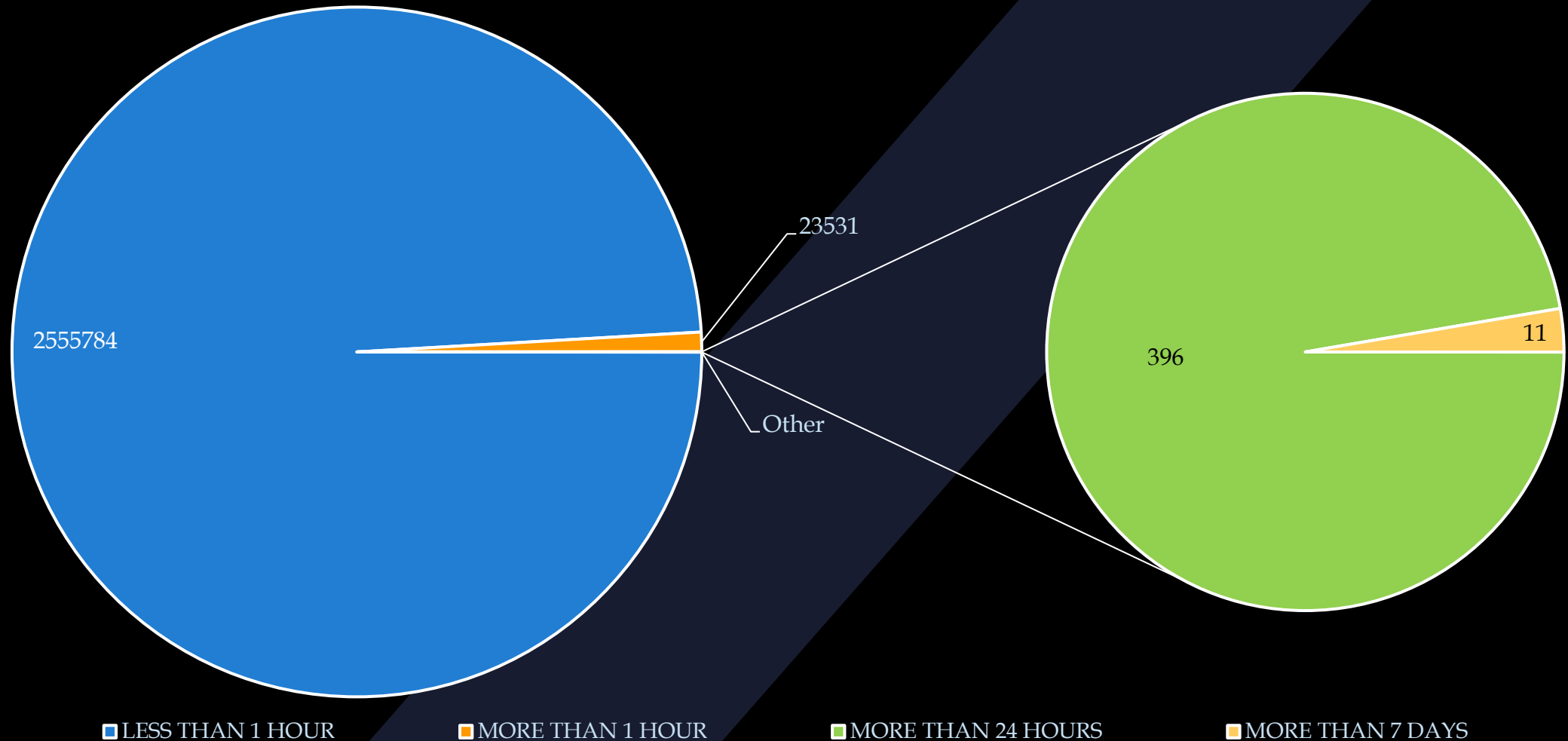
MAX TRIP ELAPS by user type



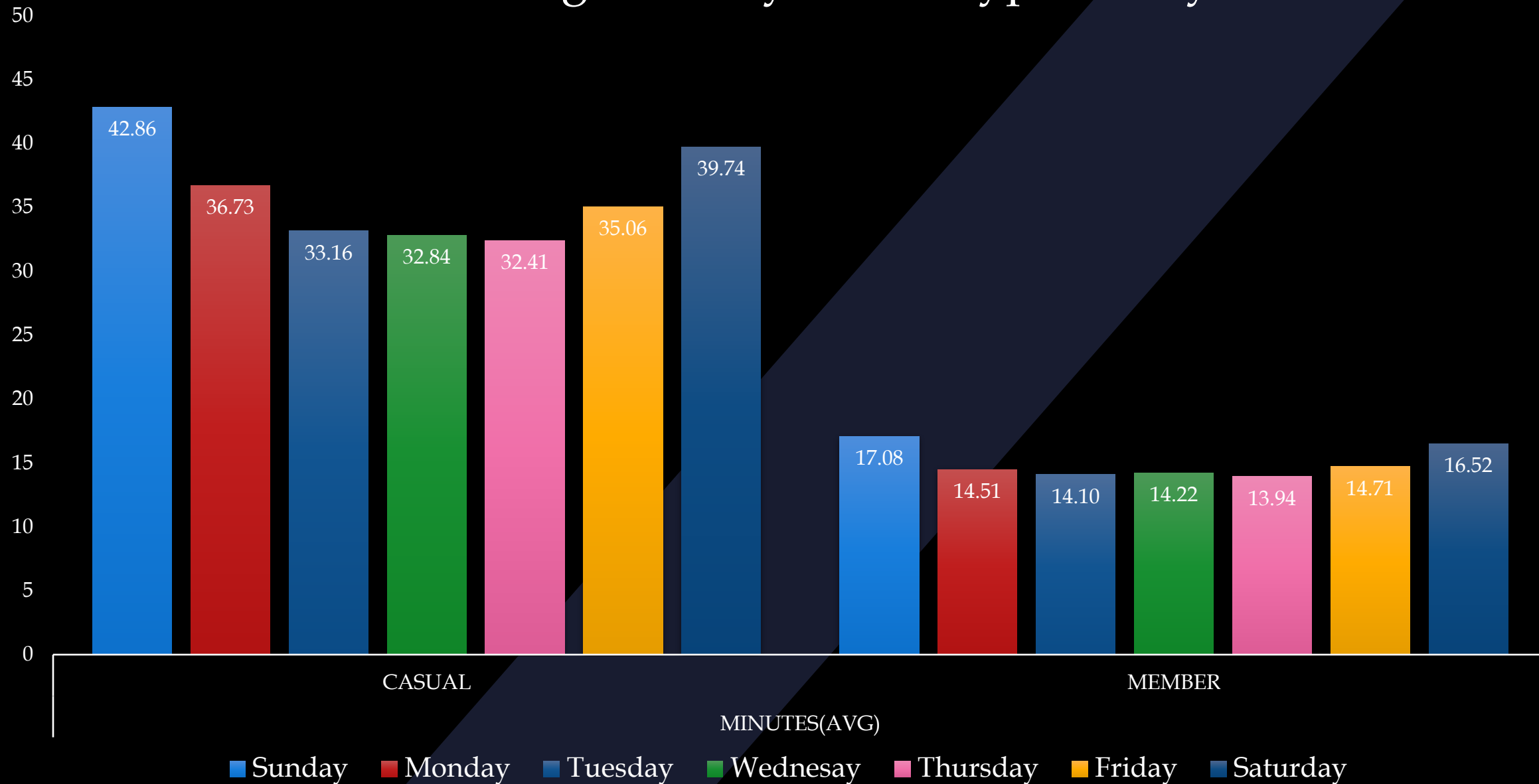
Count of Casual Clients by Trip Length



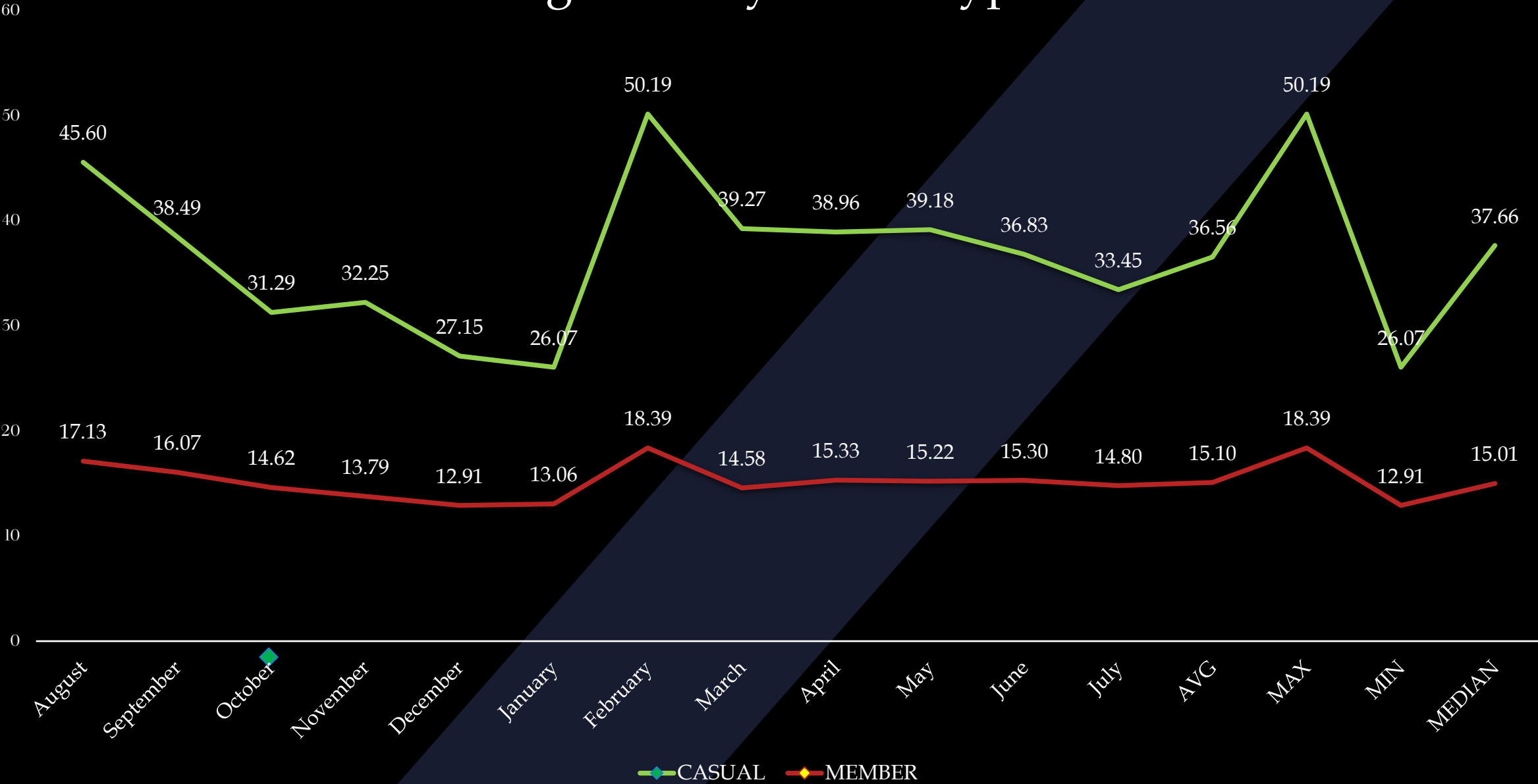
Count of Member Clients by Trip Length



Ride average time by Client Type & Days



Ride average time by Client Type and Month



Comparative Analysis

• CASUAL

- Use our services for longer period
- Use our service more during the month of February
- Use our service more on Weekend
- Represent 44,5% of our clients (per transactions) in total
- Represent more than 88% of our clients when trip length > 1 Hour

• MEMBER

- Represent 55,5% of our clients in general
- Represent only 12% of our client when more than 1 Hour trip
- Use for shorter period of time our service
- Like Casual rider, use the service more in summer and in Weekend

Limitations

• Cleaning Data

- We removed for the data:
 - 8140 rows because ended_at was before started_at
 - 73984 rows because ride_length was less than 60 seconds
 - Creating column for ride_length and separate in days, hours, minutes, seconds to calculate total_seconds
 - Creating Day_Of_Week column

• Missing Data

- Client Identifications; no way to know how many client we really have
- Distance travelled by trip or client
- Membership prices
- Casual prices by hours
- Age of our clients
- Email address of our clients

Recommendations

• Key Questions

1. How do annual members and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence casual riders to become members?

• Answers

1. Promote the annual membership as cheaper than casual fees all year long
2. To become members and save money. We could also give promotion apparel to members (cap, t-shirt, water bottle...)
3. We could target through social media our promotion to become member

Appendix & References

1. Excel workbook
 2. SQL Database
 3. Word Documents
- Origin of Data

