

Cyclistic Bike Rental Analysis



LUONG QUANG TRUONG

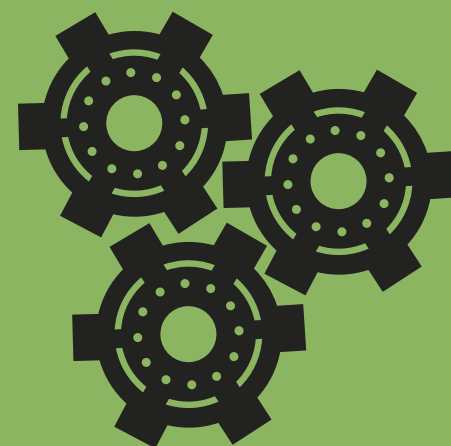
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I. INTRODUCTION



INTRODUCTION



ANALYZE THE
BIKE SHARING
HABITS OF
CYCLISTIC
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FIND THE
DIFFERENCE
BETWEEN THE
CASUAL
CUSTOMERS
AND MEMBERS

PROVIDE
SUGGESTION
FOR CYCLISTIC
BASED ON THE
FINDINGS

ABOUT CYCLISTIC



Cyclistic is a Chicago-based bike-share company with more than 5,800 bicycles and 600 docking stations.

Cyclistic sets itself apart from its competitors by providing its customers with options such as reclining bikes, cargo bikes or bikes for people with disabilities.



THE DATASET



The provided dataset gives the record of all rides made by the customers of Cyclistic in the year of 2023.

The customers are divided into two categories: the annual members and the casual riders.





BUSINESS TASK



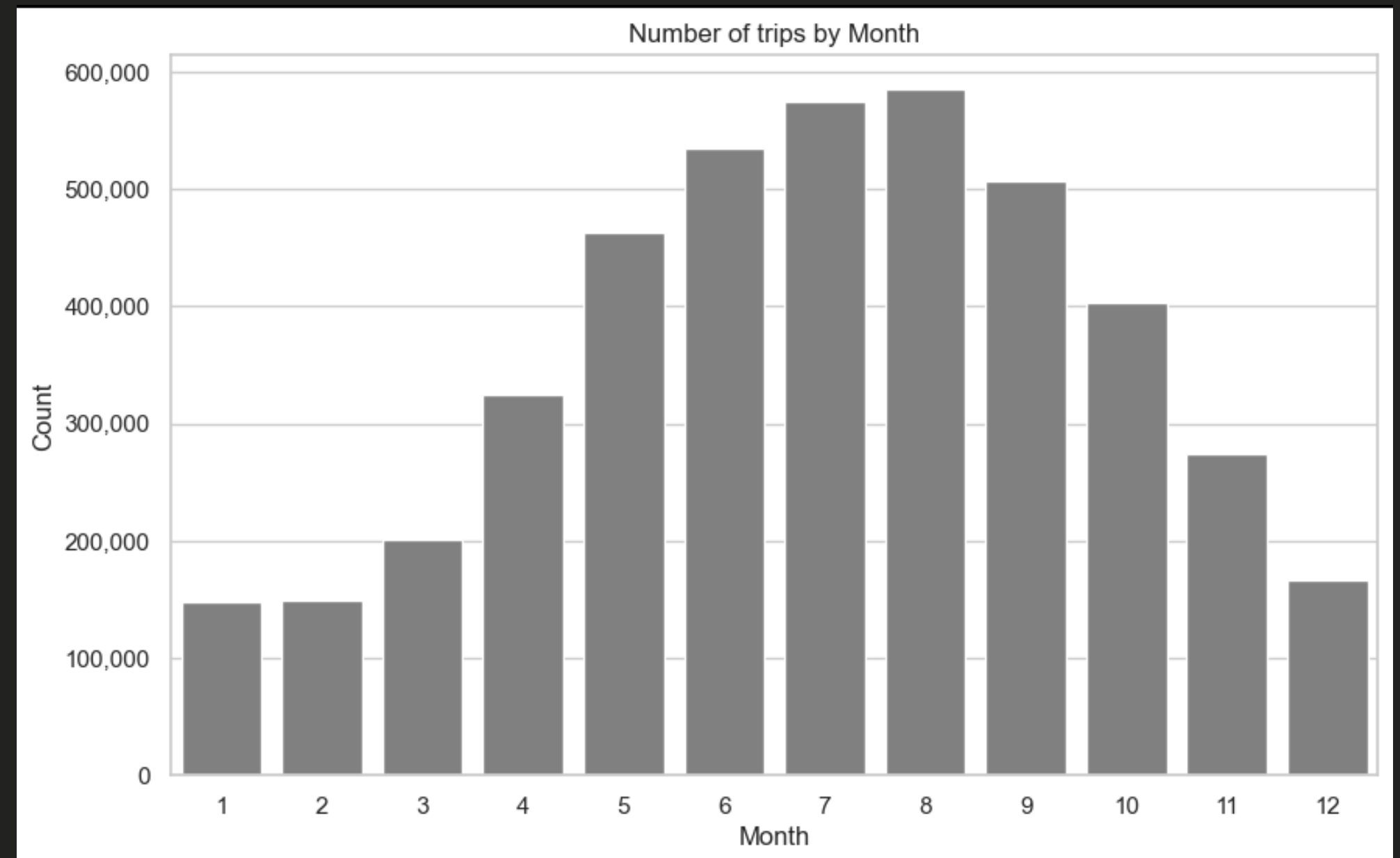
Finding out the difference between the way casual riders and annual members use Cyclistic's service and make the suggestions to gain more membership from casual riders based on those findings.

II. ANALYSIS



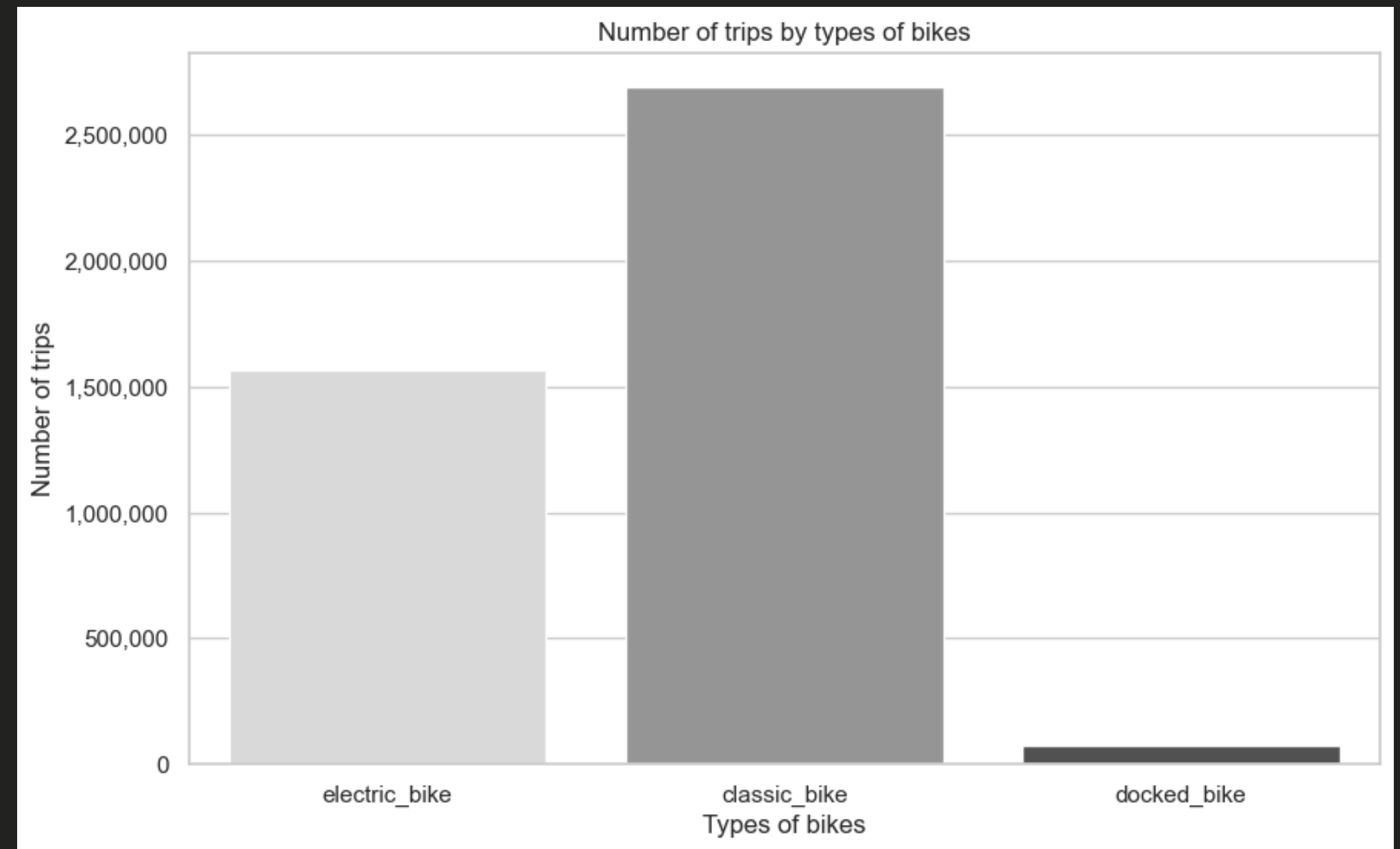
CUSTOMERS' BIKE-SHARING HABITS

- The months with the highest number of trips are in Summer and early Fall.
- This could be due the warmer weather being more suitable for bike riding.



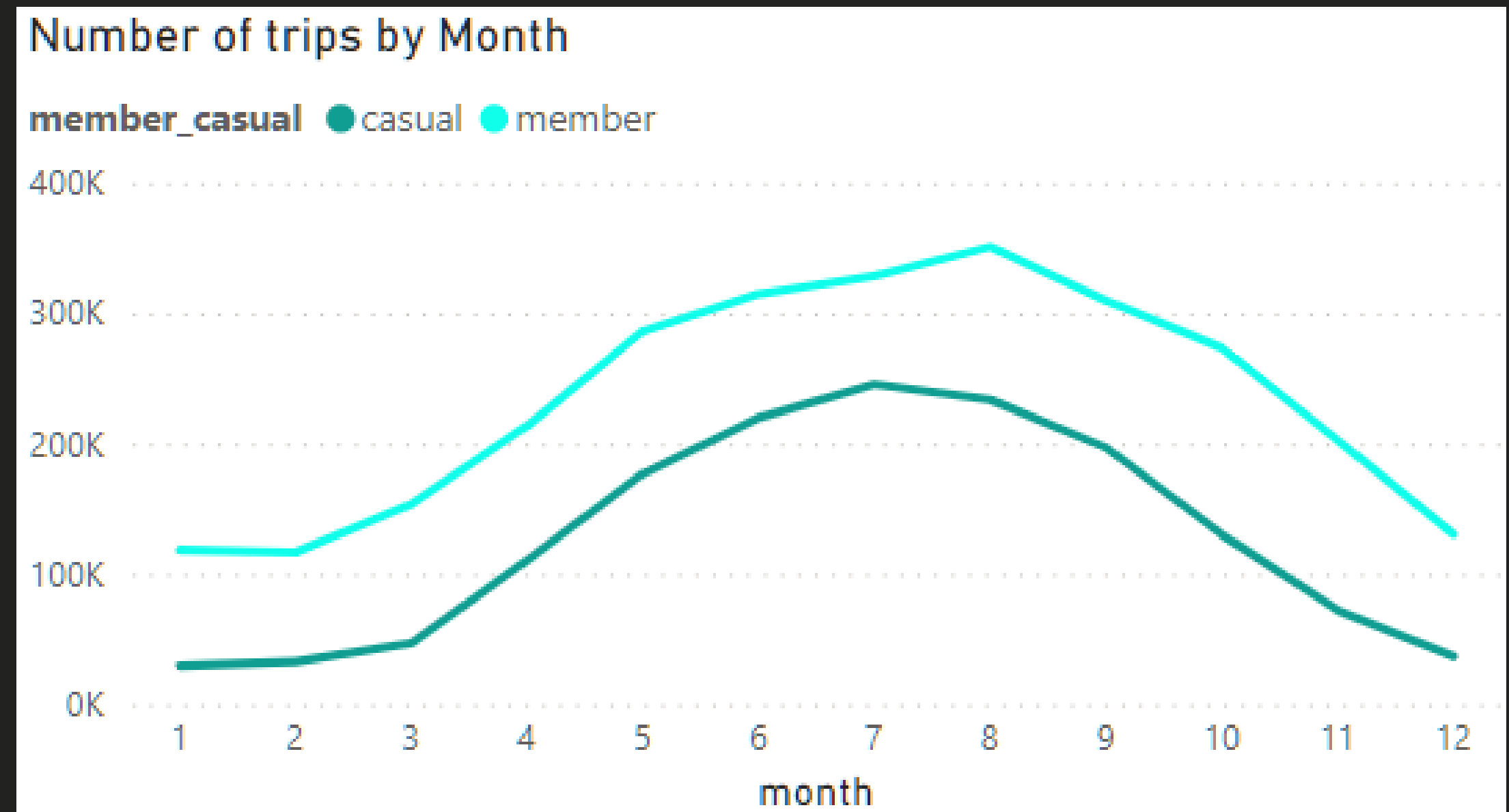
CUSTOMERS' BIKE-SHARING HABITS

- The most popular bike type among customers of Cyclistic is the classic type, followed by electric bike and the least popular is docked bikes.



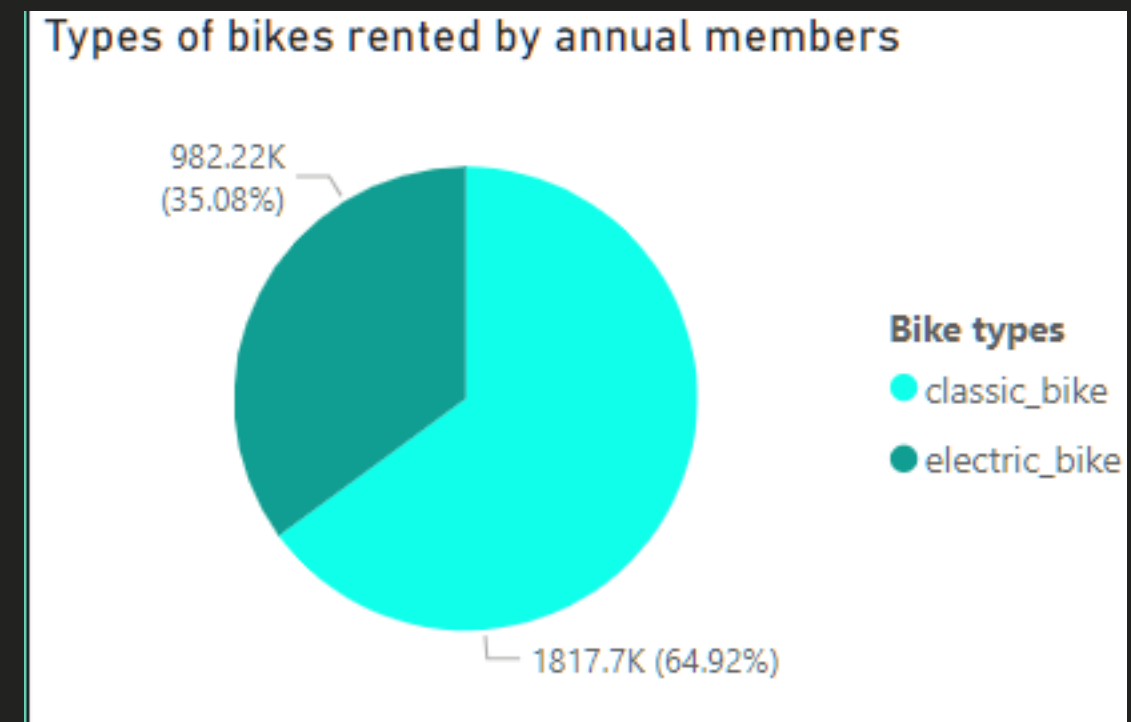
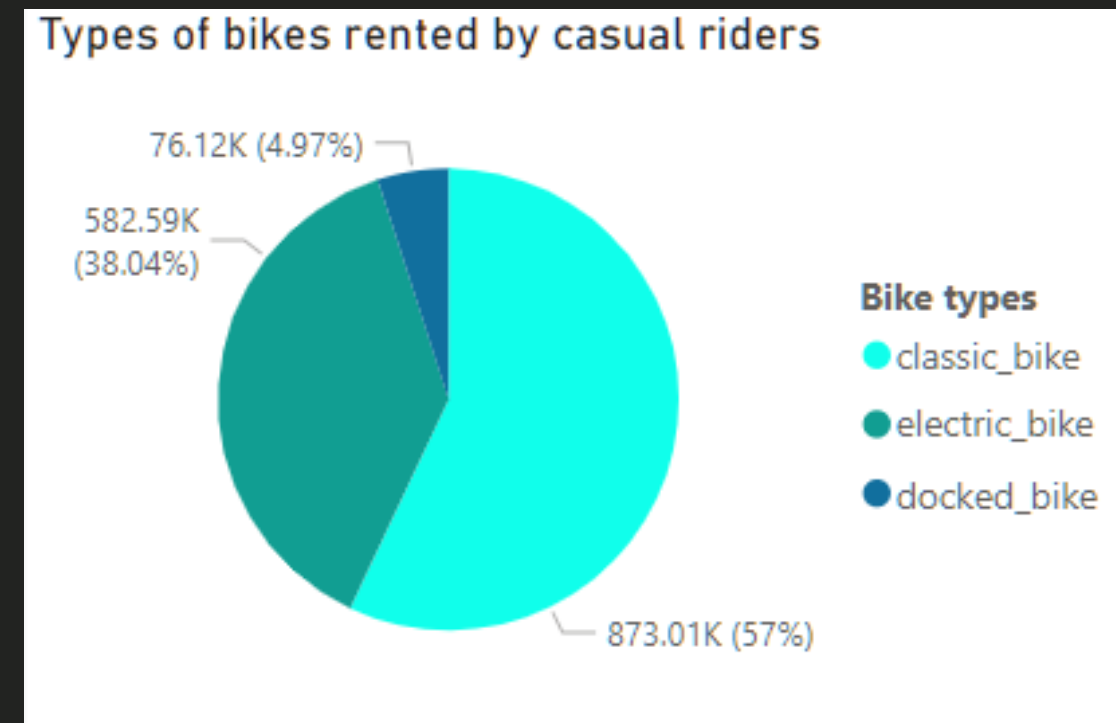
DIFFERENCE BETWEEN CASUAL AND MEMBERS

- The distribution of number of trips throughout the years for members and casual riders are quite similar.
- However, the number of trips overall made by annual members are greater.



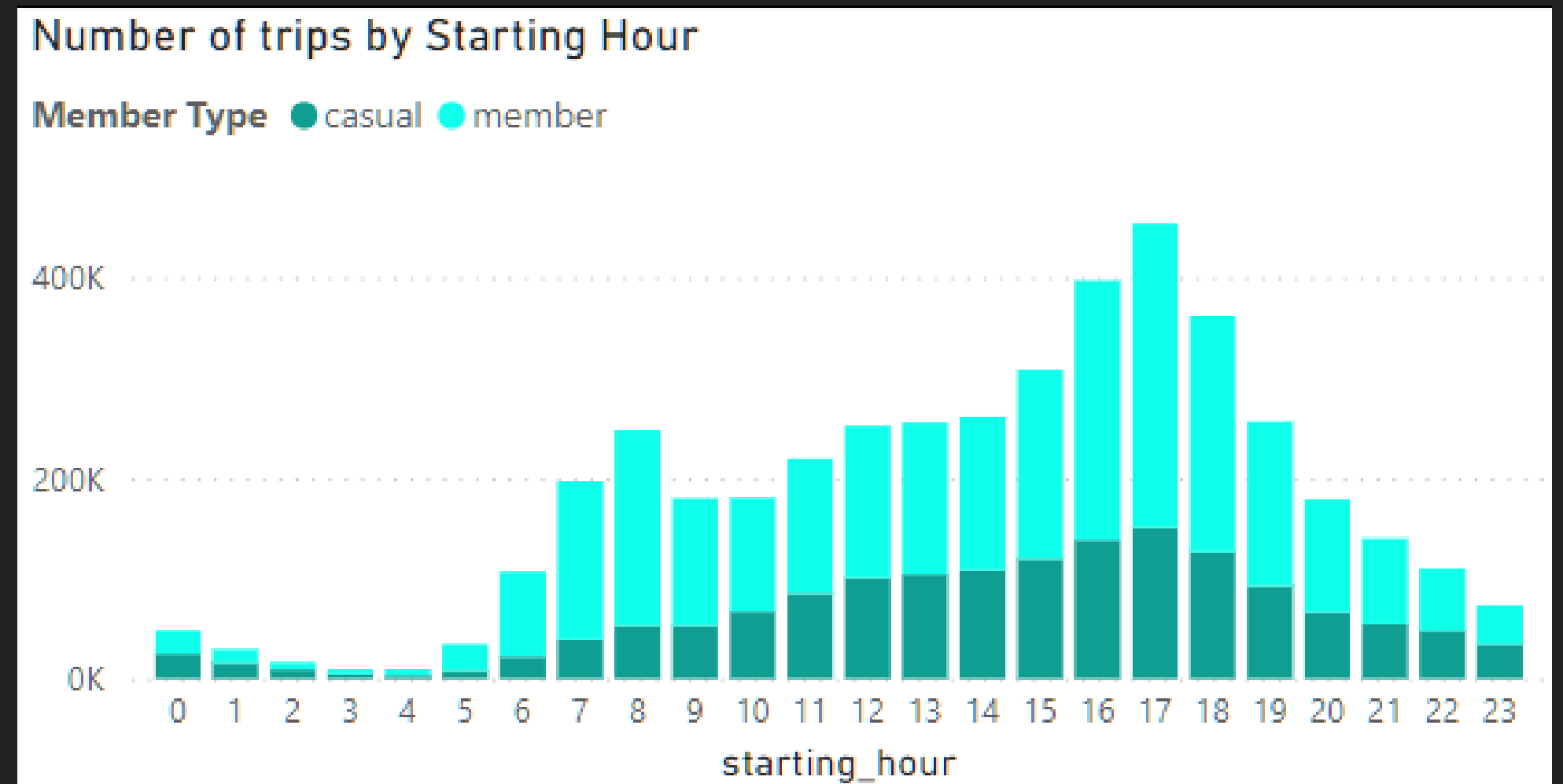
DIFFERENCE BETWEEN CASUAL AND MEMBERS

- Docked bikes are used by casual riders only.
- Both casual riders and annual members favor the classic bikes more than electric ones, however the difference between the popularity for annual members are far greater.



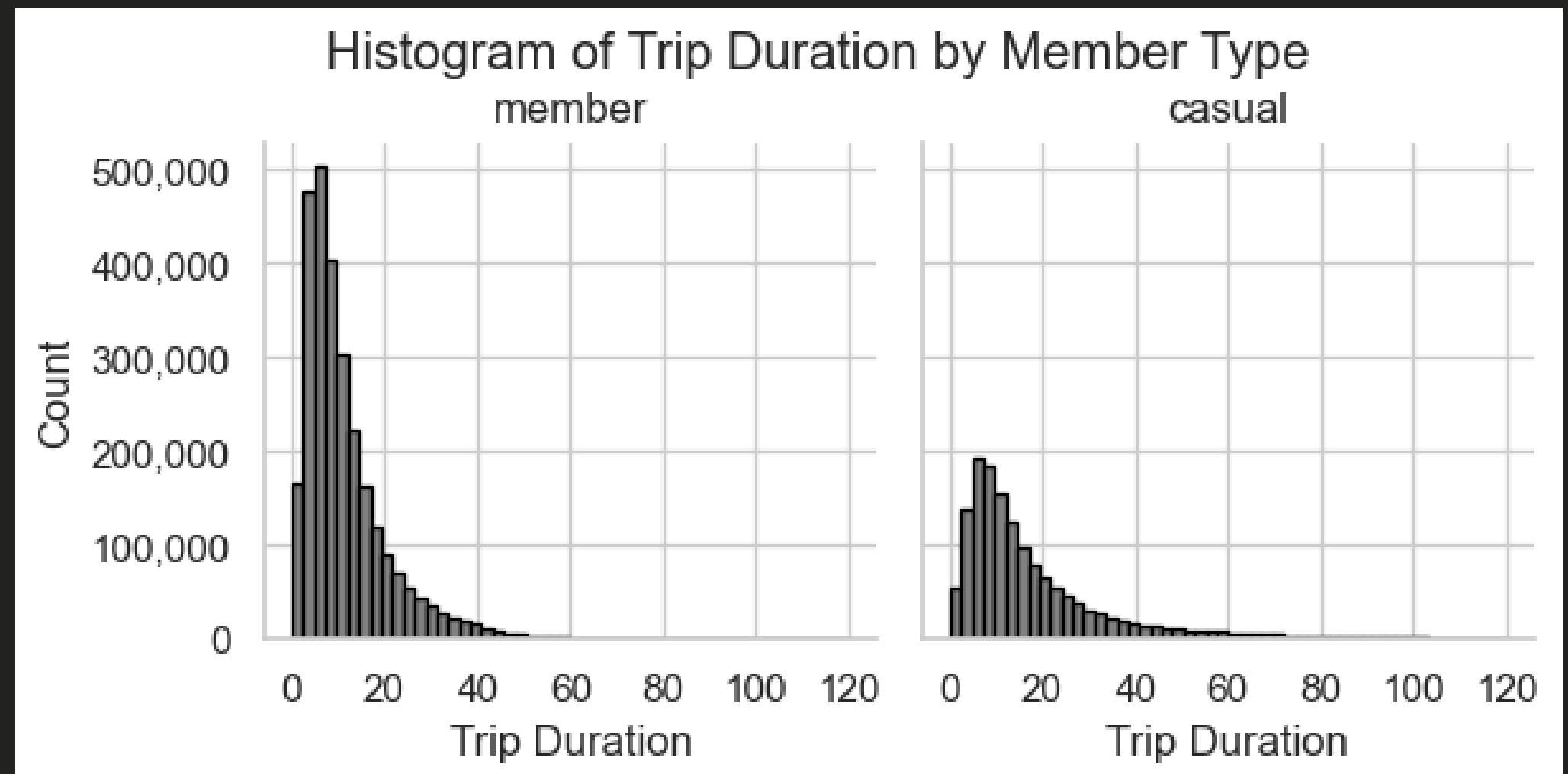
DIFFERENCE BETWEEN CASUAL AND MEMBERS

- The general trends of starting hours for both casual riders and members are similar where most of the trips started in late afternoon.
- Annual members more likely started trips in early morning for exercise or commute.



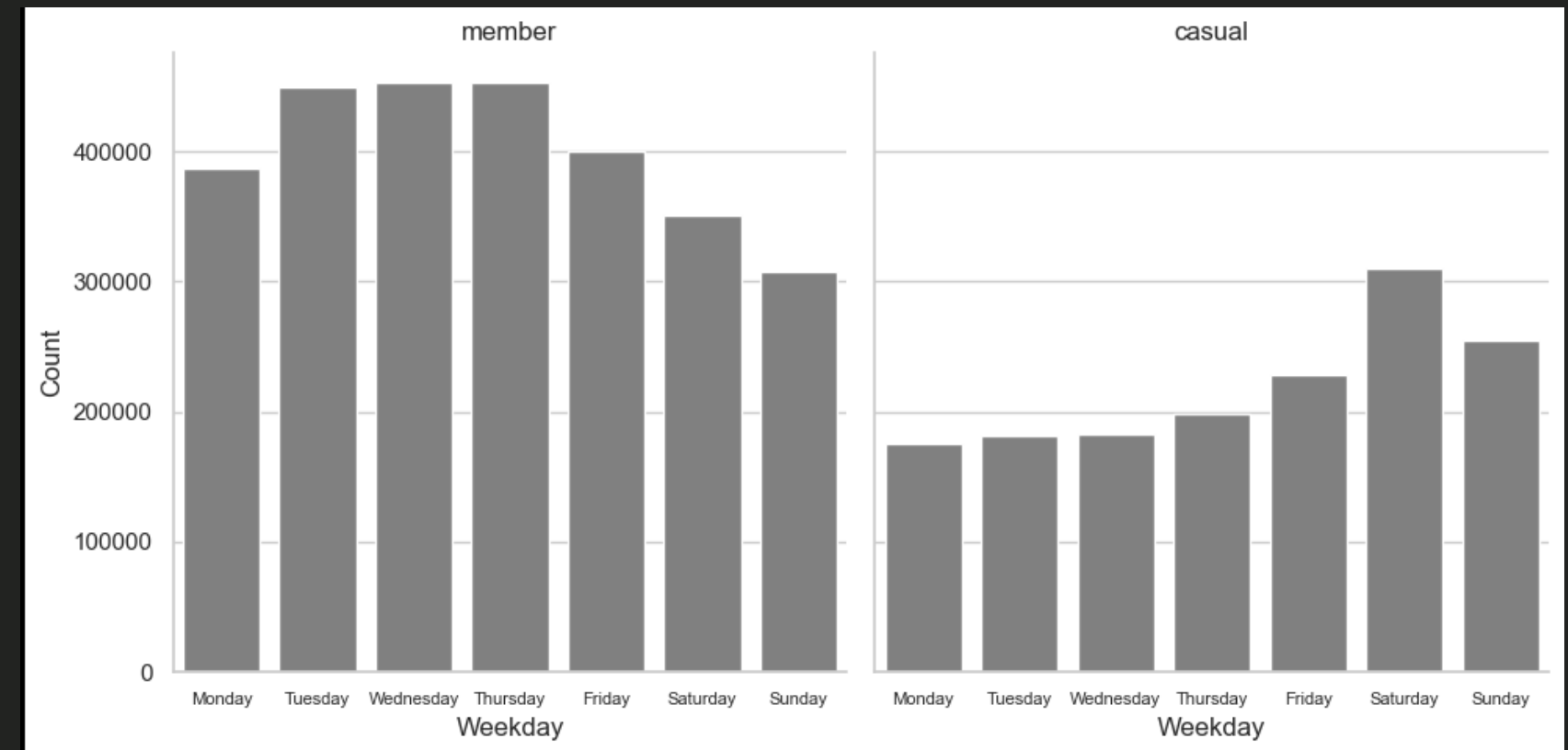
DIFFERENCE BETWEEN CASUAL AND MEMBERS

- The average trip duration for casual rides is 22.94 minutes, for members is 12.13 minutes.
- More casual rides last over 1 hour whereas members' mostly last under 1 hour.



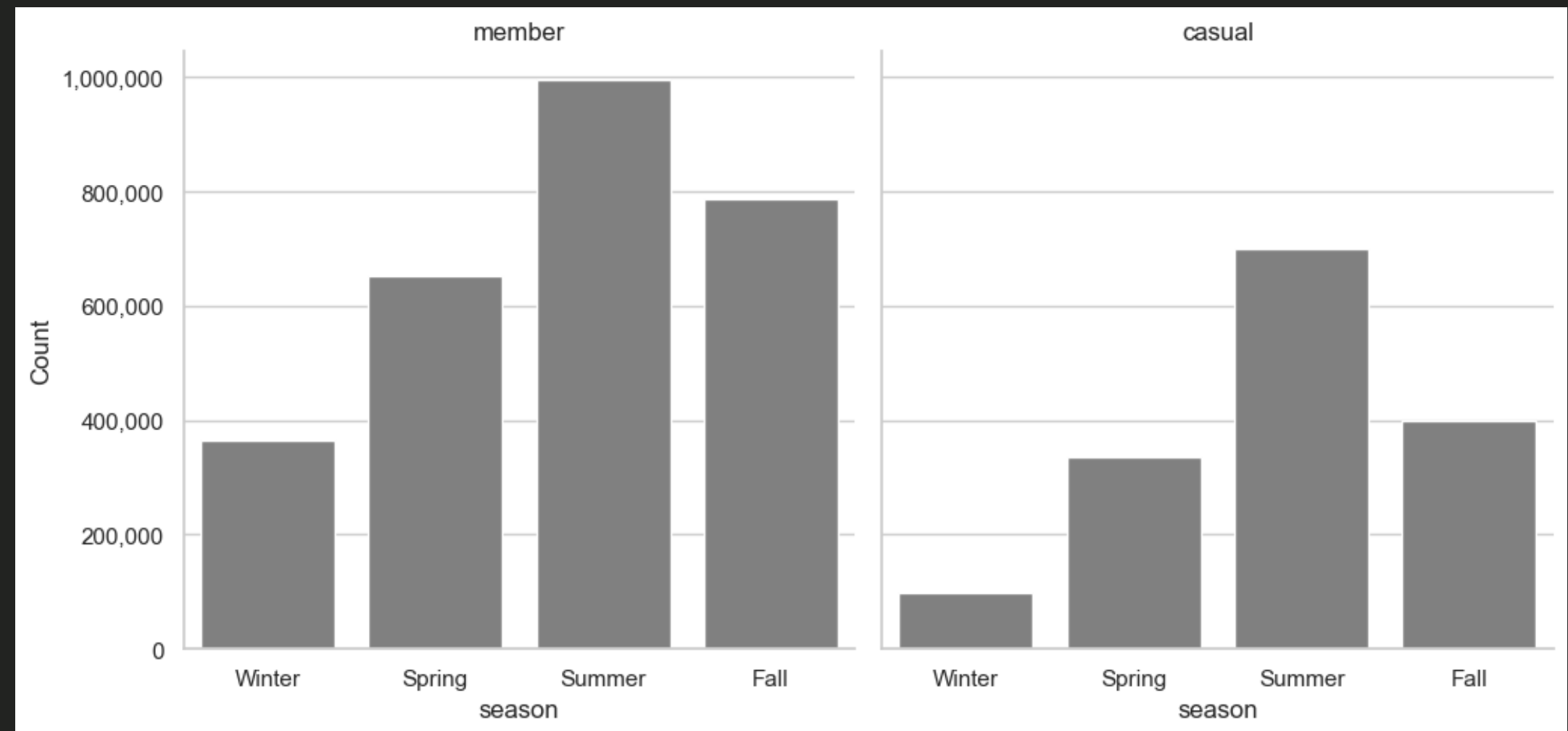
DIFFERENCE BETWEEN CASUAL AND MEMBERS

- Casual riders mostly rides on the weekend. Conversely, members rent more on weekdays.



DIFFERENCE BETWEEN CASUAL AND MEMBERS

- Both annual members and casual riders ride the most in the summer and warmer seasons.
- While the number of trips in winter of annual members is lower than other seasons, it is still high compared to those of casual riders.



III. INSIGHTS AND SUGGESTIONS



INSIGHTS



Most trips are made by annual members, the number for casual riders is much lower.



Annual members take more early morning trips during the week, while casual riders prefer to go in the afternoon and weekend.



Trips made by annual members are shorter than those made by casual riders.

SUGGESTIONS



With the findings, here are some suggestions to encourage casual customers to buy the Cyclistic membership:

- Introduce a quarter pass, this would greatly motivates the casual segment to cycle more in the summer as this is a popular time.
- Introduce more incentives for members on weekends such as discount, family activities, etc.
- Promote biking as a cheap and sustainable mode of transport.