

# Contents of this template

This slide is to show technical information about the case study and is not part of the presentation.

<u>Technology used</u>	SQL SERVER
<u>Data resource</u>	<u>Cyclistic Data Source</u>
<u>Time period</u>	2024
<u>Data space</u>	1.1 GB
<u>Analyzed by</u>	Salman Aljbae
<b>Date of creation</b>	2025-08-20



# **cyclistic Members & Casuals**

---

Google Data Analytics  
Professional Certificate  
Capstone Project

## **Project & strategy**

**Encourage regular subscribers to switch to an annual subscription.**

## **Key Analytical Questions**

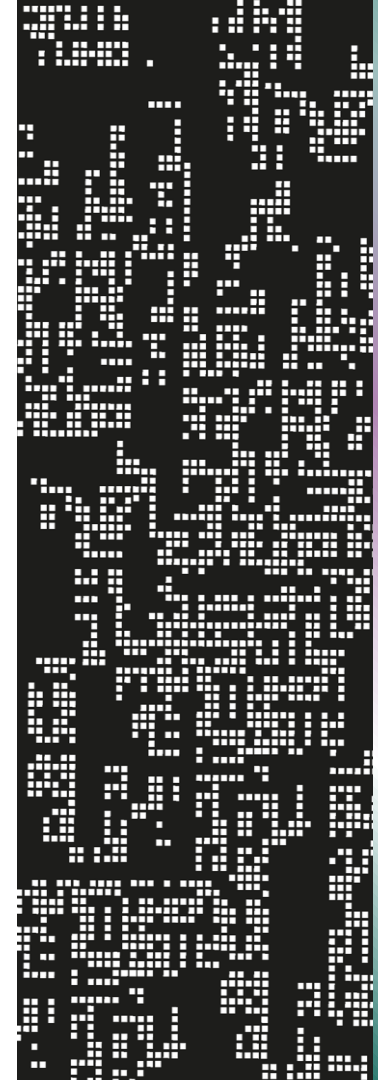
**What is the most frequently used paths by the casual users?**

**Are there certain seasons when regular subscriber usage increases?**

**How can we encourage casual users to subscribe?**



# What did the data reveal?

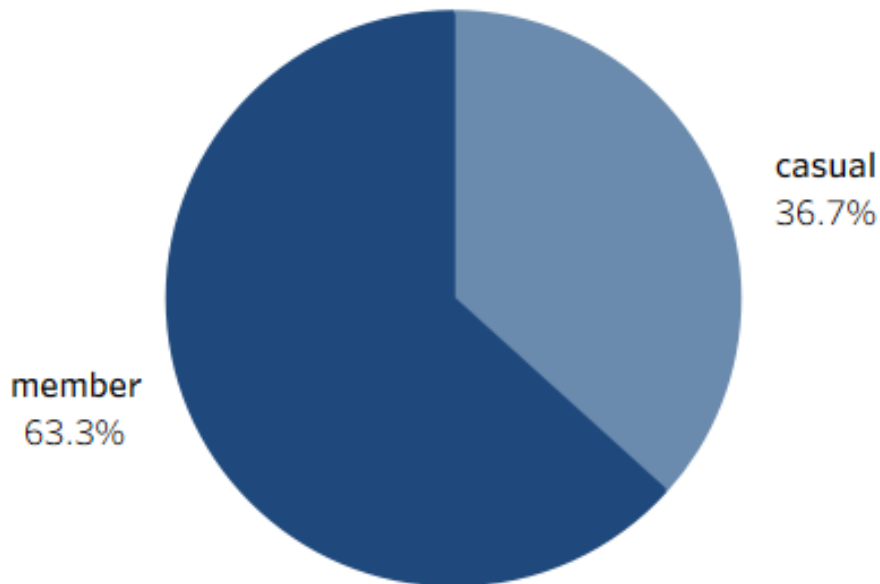


# Ratio of casuals to subscribers.

---

This percentage of subscribers represents a direct **growth opportunity**.

Converting this segment from casuals into subscribers will boost revenue and make it more stable.



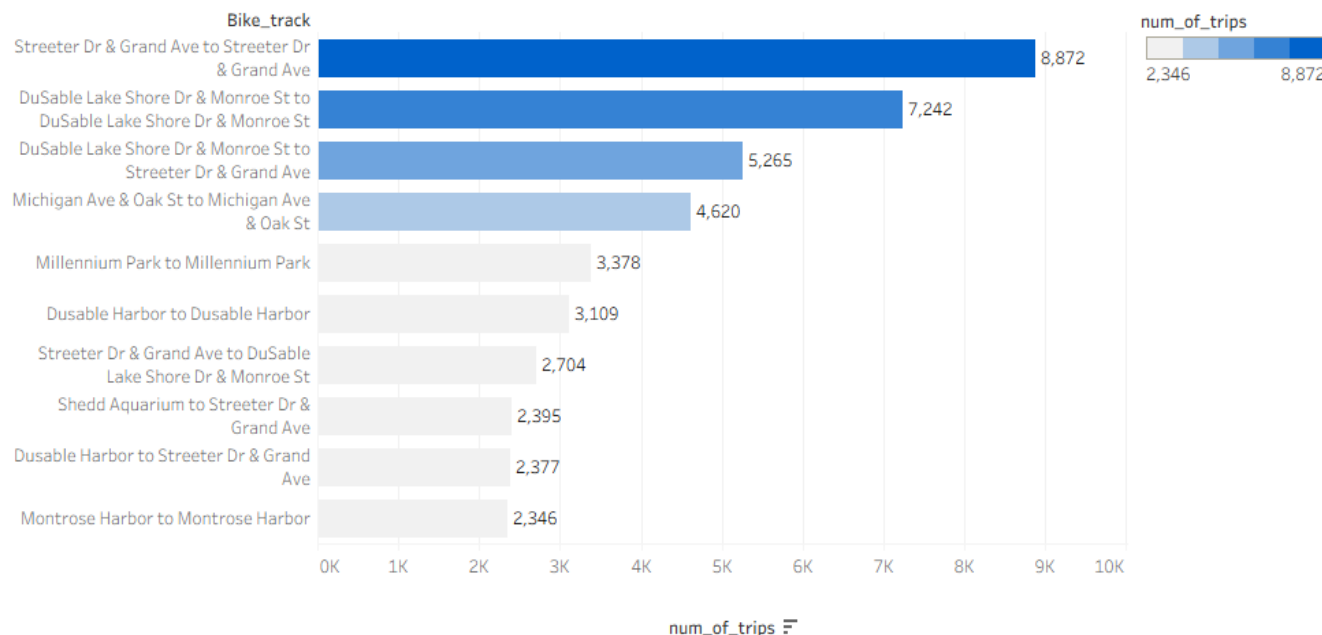
# The casuals most used Tracks

The analysis reveals that most trips take place in a loop around the **city's most prominent tourist and entertainment attractions** like:

- **Streeter Dr & Grand Ave**
- **Michigan Ave & Oak St**
- **Millennium Park**

Allowing us to identify the most frequently used paths by the casual users

The Most Used tracks

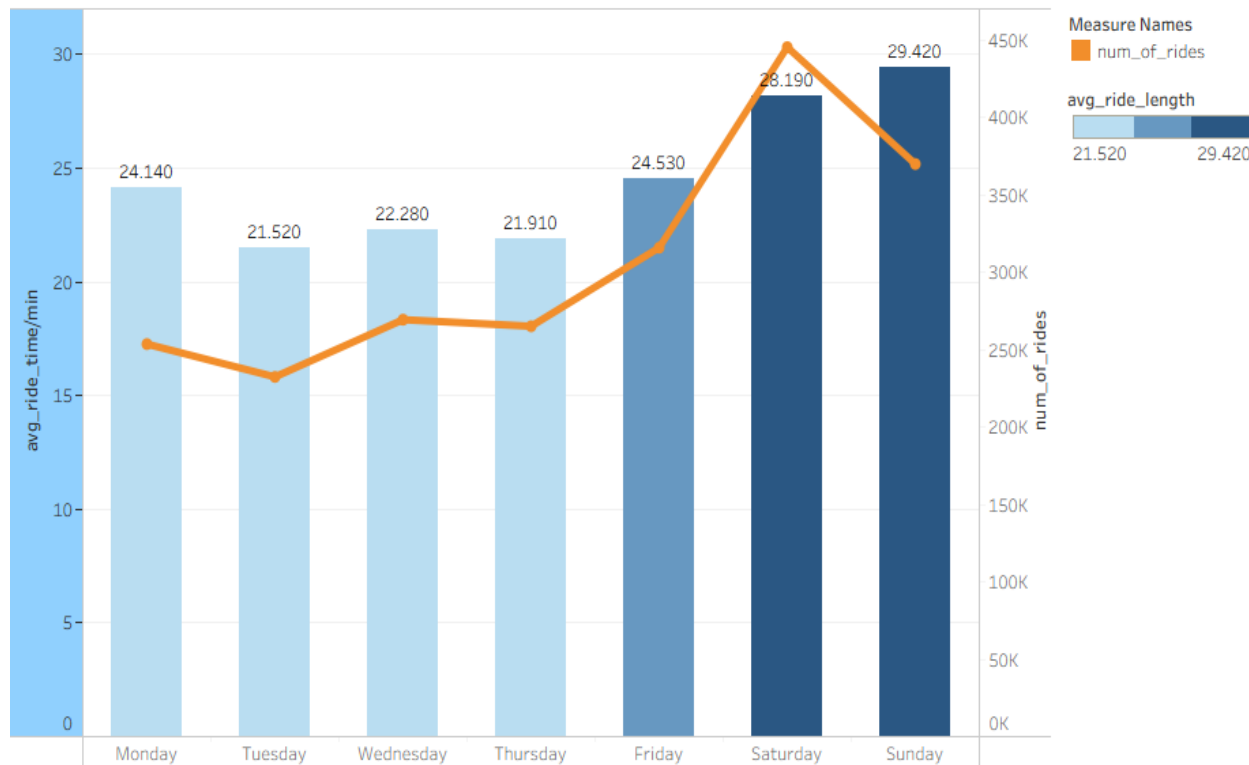


# The casual peak days of the week

The chart shows the days when both **demand** and the **average rental duration** reach their peak.

This period extends from the last day of the official work week (Friday) to the last day of the weekend (Sunday).

the peak days of the week

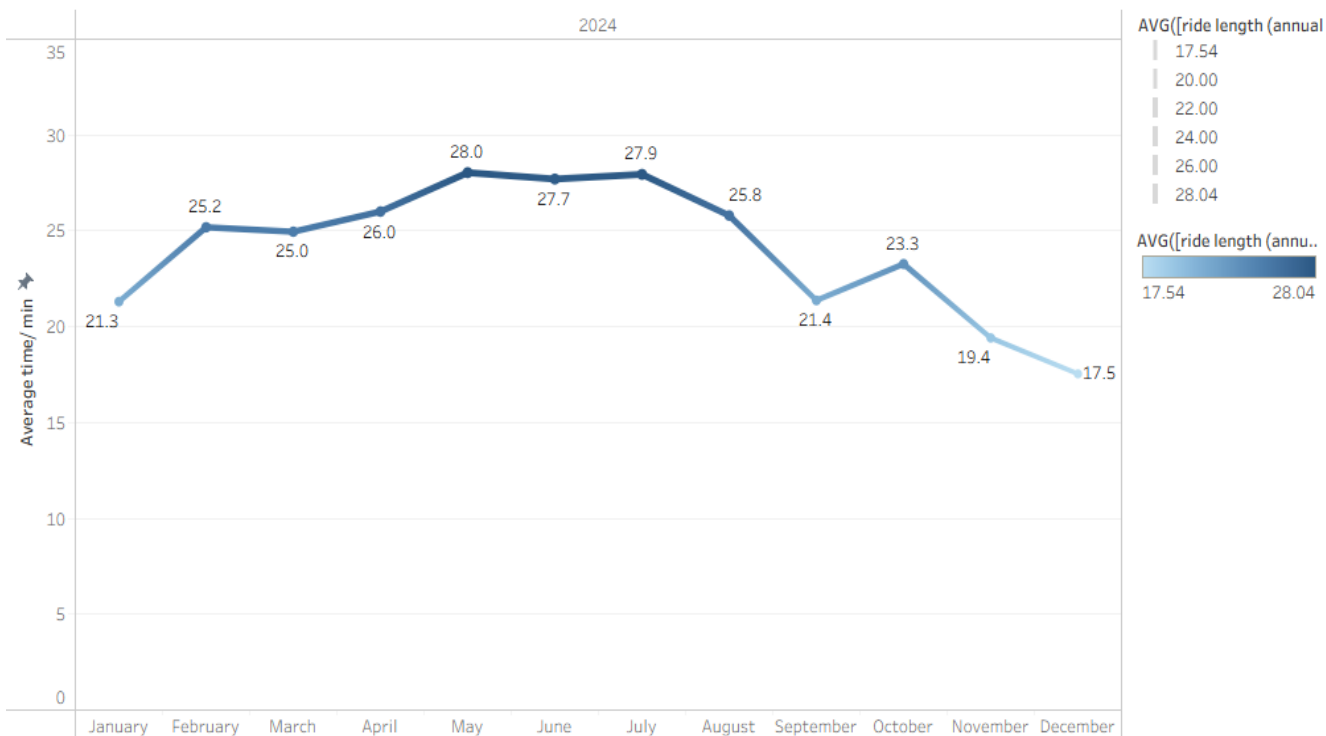


# Average driving time per month

We can see that the highest driving rates in the minute are from **April** to **August**.

Which helps us know the best targeted marketing periods.

Average driving time per month





**So, what are the main  
conclusions we can  
draw from all this  
data?**



# Key Takeaways

---

**From the previous analyses we can conclude the following:**

- 1- Trips are centered around attractions and entertainment, which determines where to place **marketing campaigns**.
- 2- Usage by casual users **increases** on weekends and in warmer months.
- 3- Casual Riders' usage patterns are different and require a completely different and **customized strategy**.

**Based on these  
findings, here are the  
suggested  
recommendations:**



# recommendations

---

From insights to action:

- 1- Develop customized **subscription offers** that are seasonal or weekend-specific.
- 2- Focus marketing campaigns on **summer seasons** and **entertainment** and **tourist sites**.
- 3- Implement **a Loyalty Rewards Program**, To earn points that give a discount on the annual subscription

**Thanks.**

