

# Key to Speedy Success for Cyclistic



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# Table of Content

- Objective
  - Business Task
- Analysis
- Conclusion
- Appendix

# Objective

- Design marketing strategies aimed at converting casual riders into annual members.
- Why casual riders would buy a membership, and how digital media could affect their marketing tactics.

# Business Task

How annual members and casual riders differ?

# Analysis

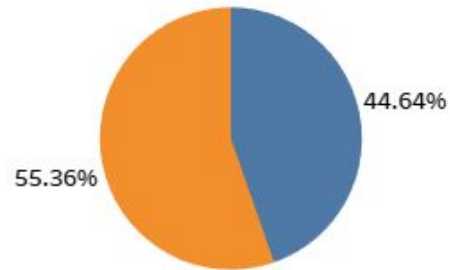
**Number of rides booked (%) per user category during 2021.**

Total Number of Rides (User Category)

Category

Casual

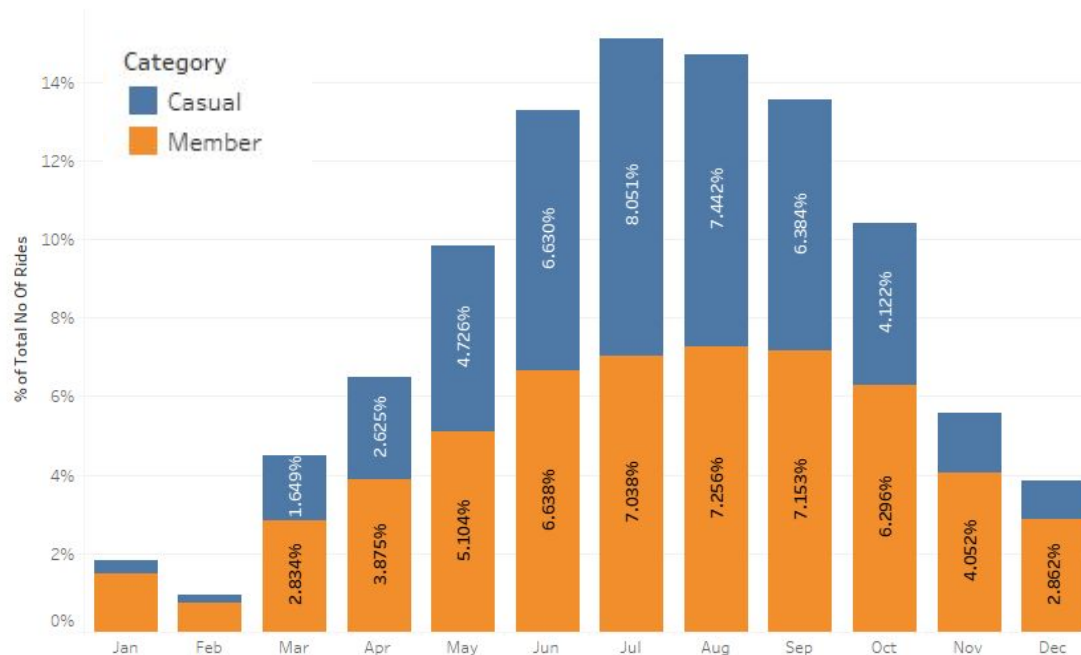
Member



# Analysis

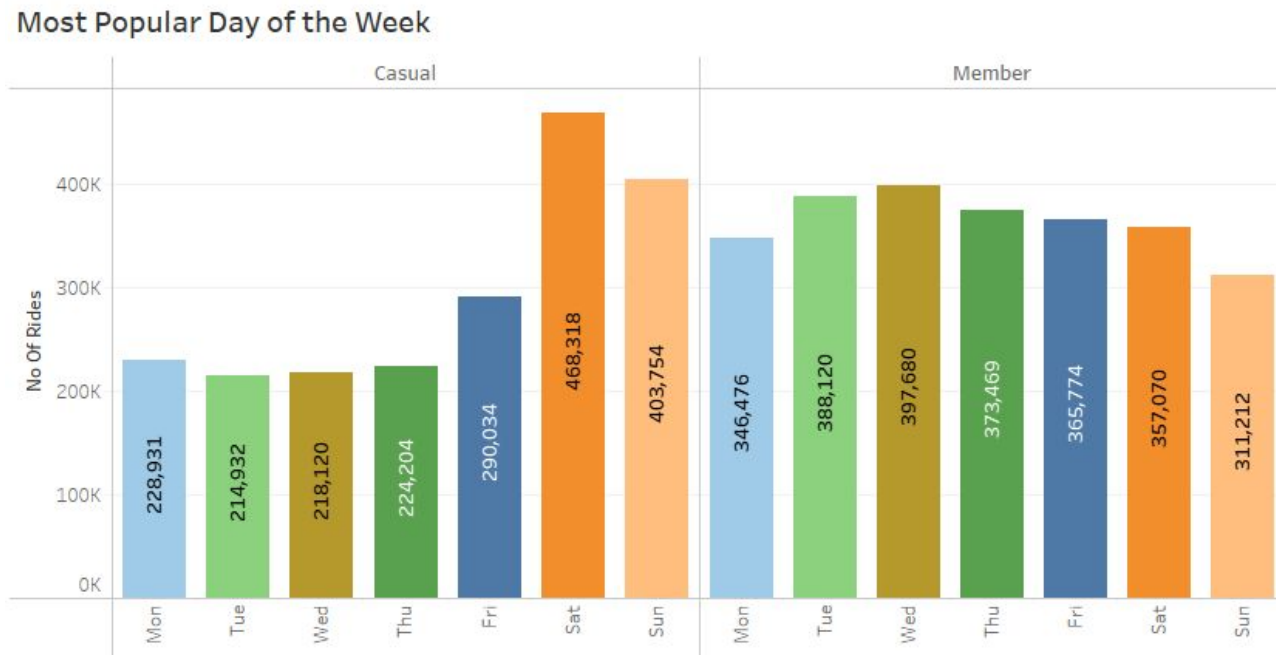
**Number of rides booked per month per user category during 2021.**

Number of Rides per Category (by Month)



# Analysis

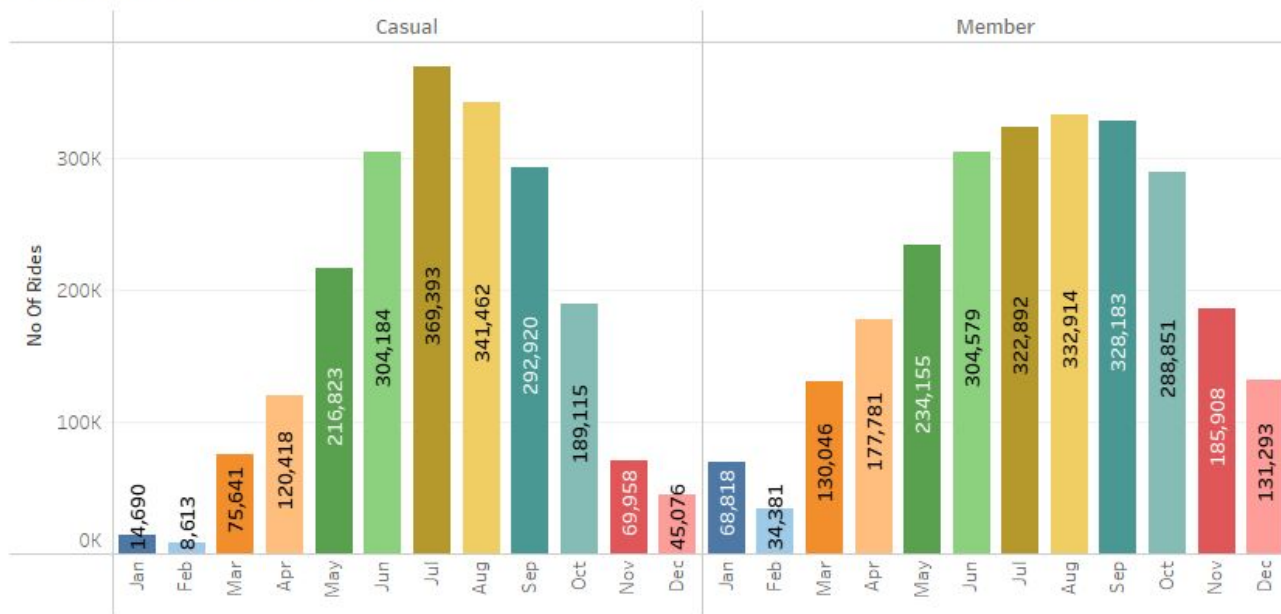
**Which day of the week is most popular among different category riders?**



# Analysis

Which month of the year is the most busy by different category riders?

Most Popular Month of the Year

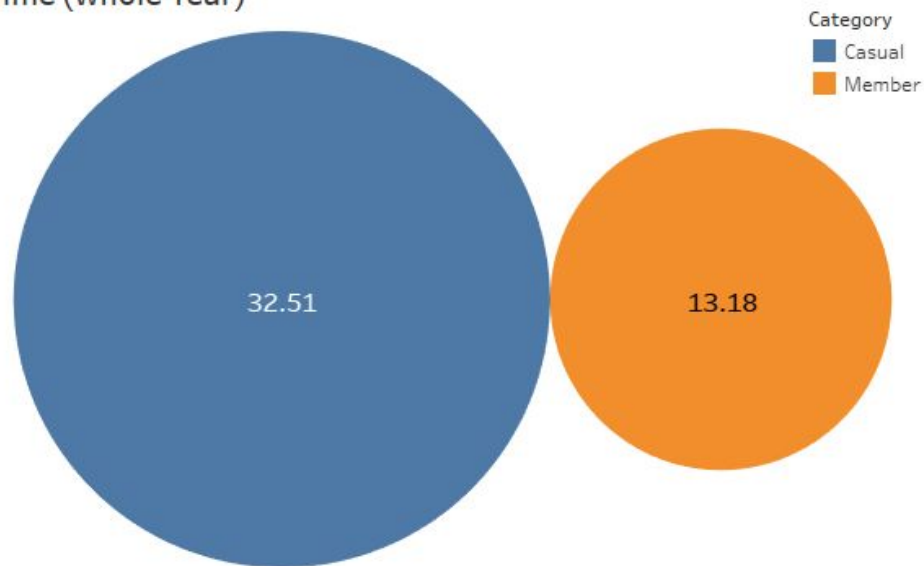




# Analysis

**What is the average ride time for different category riders, by year?**

Average Ride Time (whole Year)



# Analysis

**What is the average ride time for different category riders by month?**

Average Ride Time (by Month)



# Analysis

**Top 1,000 longest  
rides belong to which  
type of riders?**

Top 1,000+ longest bike rides belong to “Casual” category riders.

# Analysis

Top 5 stations as a starting point for “member” category riders?

## Top 5 Start Stations by Members

Category	Start Station Name	
Members	Clark St & Elm St	
	Wells St & Concord Ln	
	Kingsbury St & Kinzie St	
	Wells St & Elm St	
	Dearborn St & Erie St	

# Analysis

Top 5 stations as a starting point for “casual” category riders?

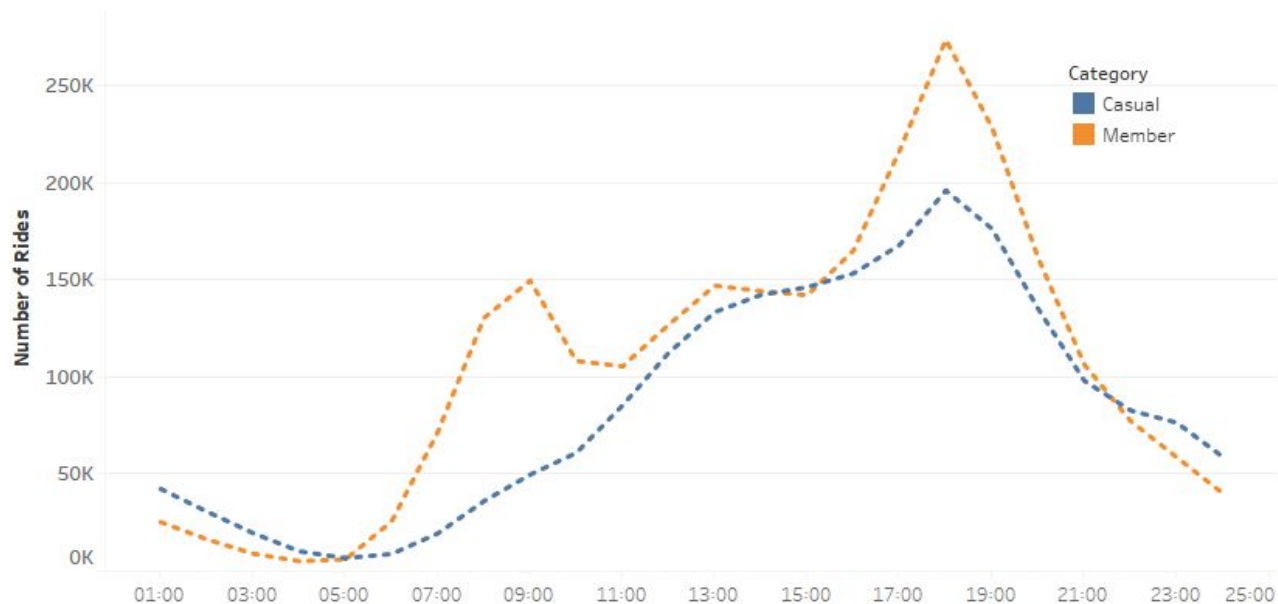
## Top 5 Start Stations by Casual Riders

Category	Start Station Name	
Casual	Streeter Dr & Grand Ave	
	Millennium Park	
	Michigan Ave & Oak St	
	Shedd Aquarium	
	Theater on the Lake	

# Analysis

**What time of the day,  
member and casual  
riders start their ride  
at?**

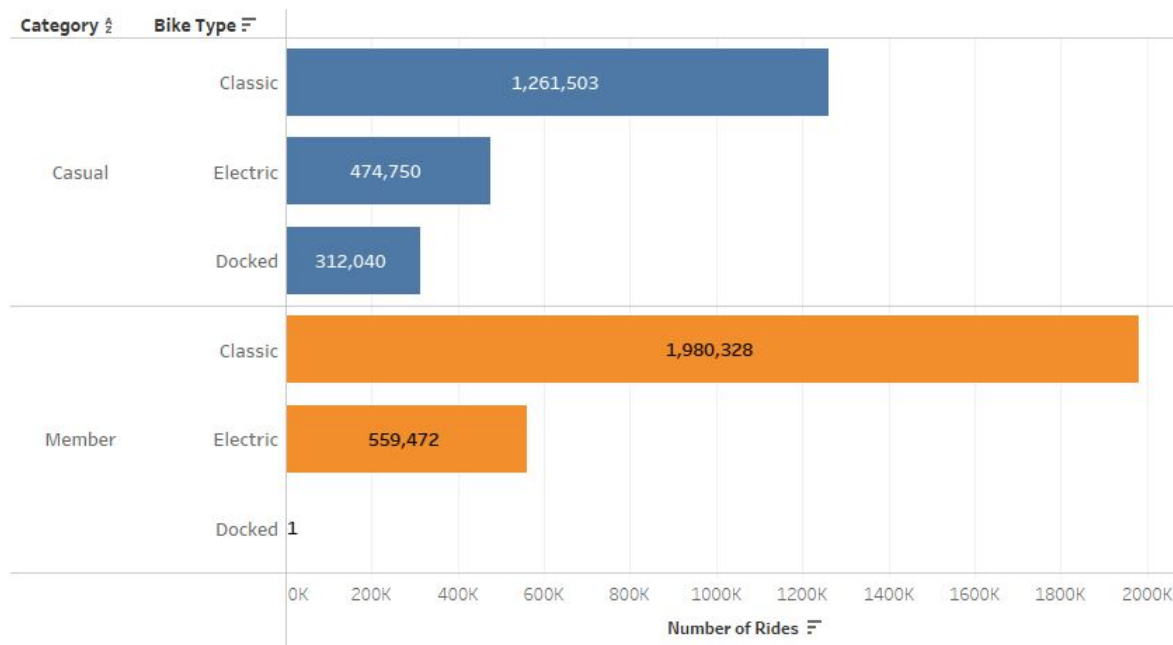
Starting Hour of the Day



# Analysis

Which bike type is most popular among different riders?

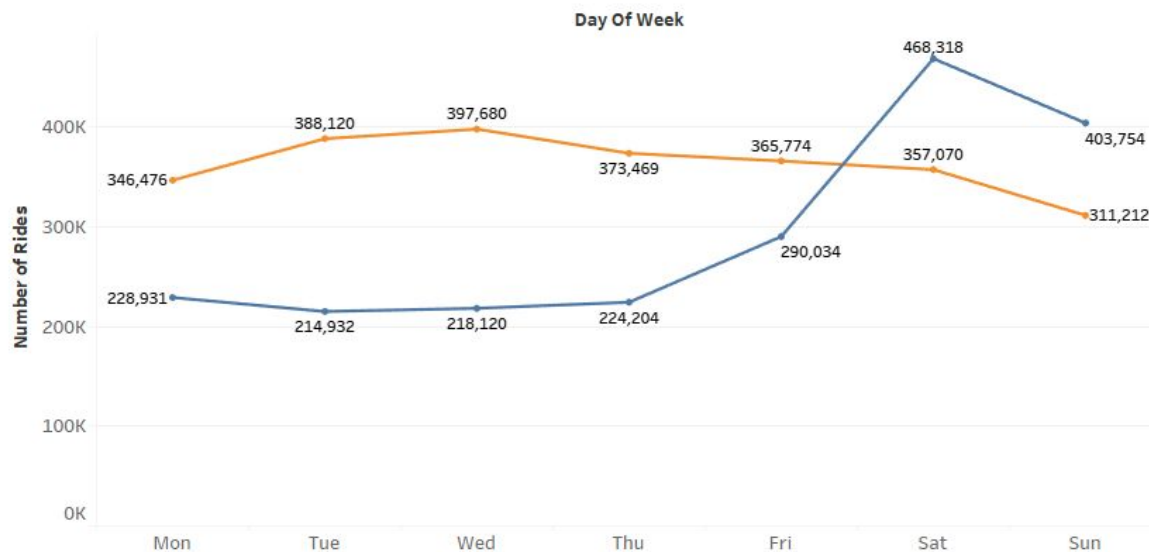
Most Popular Bike (by Category)



# Analysis

**Bike use by different  
category riders  
during working week  
& Weekend?**

Working Week vs. Weekend





# Conclusion

- We can safely say that the members book more rides as compared to casual riders.
- Percentage of booking rides by members, is more than casual riders, except for July and August. In July and August, booking of casual rides exceed member rides.

# Conclusion

(continued)

- Casual riders book more rides on Saturday and Sunday as compared to members. Members book more rides from Monday to Friday compared to casual riders.
- The month of July is the most popular month for casual riders, whereas July, August & September are most popular among member riders.

# Conclusion

(continued)

- Ride average time of casual riders is more than double of average ride time of members.
- The monthly average ride time of casual riders is always way more than the average monthly ride time of members throughout the year.

# Conclusion

(continued)

- Top 1,000+ longest bike rides belong to casual riders.
- Top 5 start stations of members are very different from the top 5 start stations of “casual” riders.
- Majority of the members start their rides at 6PM. But there is also a spike from 7AM to 9AM. Peak hour for casual riders is also 6PM.

# Conclusion

(continued)

- Classic bike type is most popular among both type of riders. Casual riders use other two types of bikes as well. Members do not use “Docked” bikes.
- Members book more rides than casual riders during the working week, i.e. Monday - Friday, and casual riders book more rides over the weekend as compared to members.

# Recommendations

- From the data, we know the most popular days of the week for casual riders are Saturday and Sunday, we should run a marketing campaign one or two days before the weekend highlighting member benefits.
- June-Sep are most popular among casual riders. We should focus these months of the year targeting casual riders.

# Recommendations

(continued)

- We know top starting points by casual riders, we can place billboards type marketing near these stations.
- Longest rides are booked by casual riders, we can run a campaign by highlighting cost and benefits of member subscription.

# Data Limitations

- Financial data is not available. I don't know how much revenue comes from members and casual riders.
- Availability of financial data would help me better answer this business task, and it also would help write even better recommendations.



# Appendix

- <https://docs.google.com/document/d/1vqEfNg6k6bJ4drIrPR2LyboLAyQNov6Nnywnq28wCpA/edit>
- [https://public.tableau.com/app/profile/kaleem.ullah6813/viz/CyclisticDataStory\\_16972137564230/CyclisticDataStory](https://public.tableau.com/app/profile/kaleem.ullah6813/viz/CyclisticDataStory_16972137564230/CyclisticDataStory)
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