

Analyzing Cyclistic Trip Data for 2022 Annual Members and Casual Riders

Cyclistic is a bike rental service that provides bikes for both annual members and casual riders. The purpose of this presentation is to analyze the differences in how these two groups use Cyclistic bikes and provide recommendations for improving the service. The data used in this presentation is based on Cyclistic trip data for 2022.

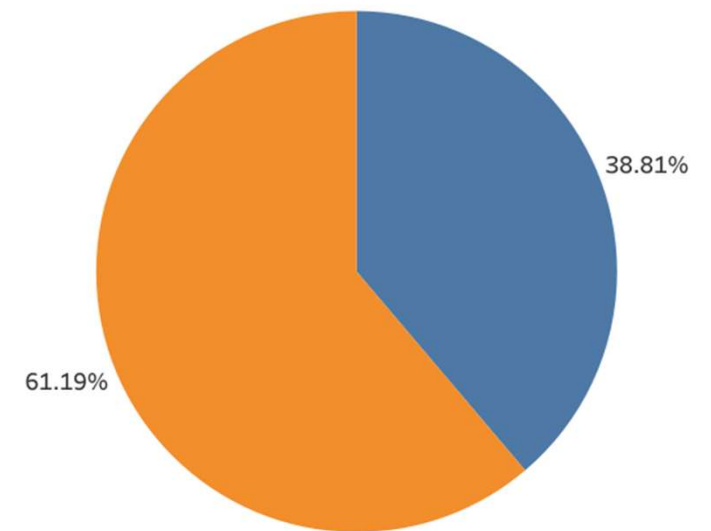


Annual vs Casual members

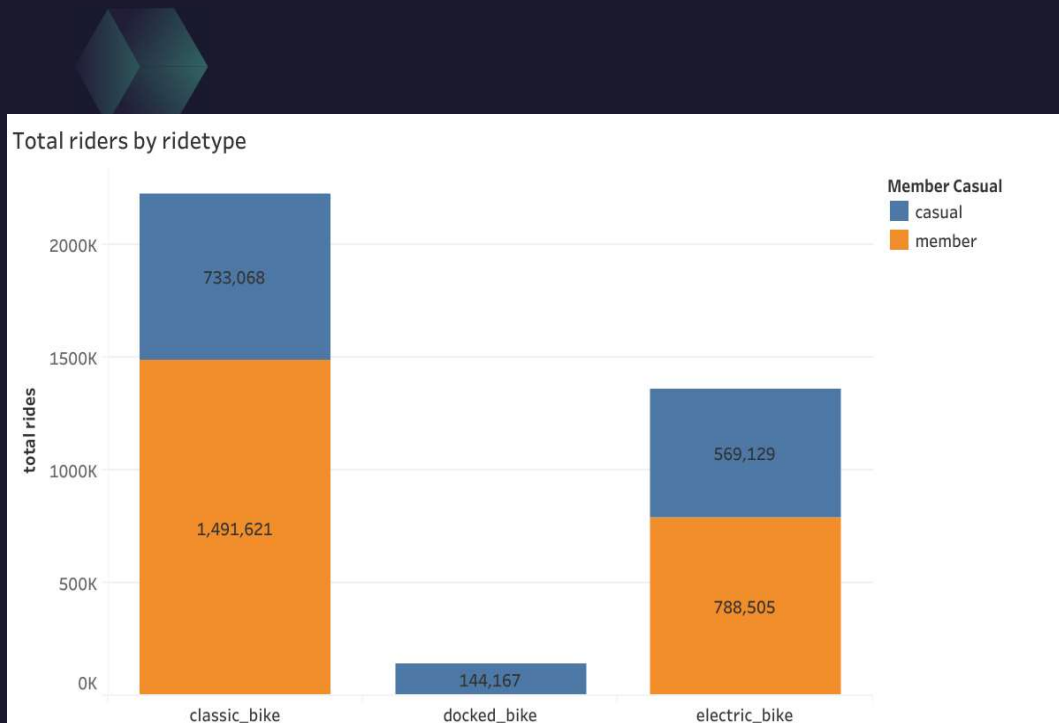
Annual members: Subscribers who pay an annual fee for the unlimited bike rentals
Casual members: Customers who pay a ride or purchase a day pass

Here the data contains 61.19% Annual members and 38.81% Casual members

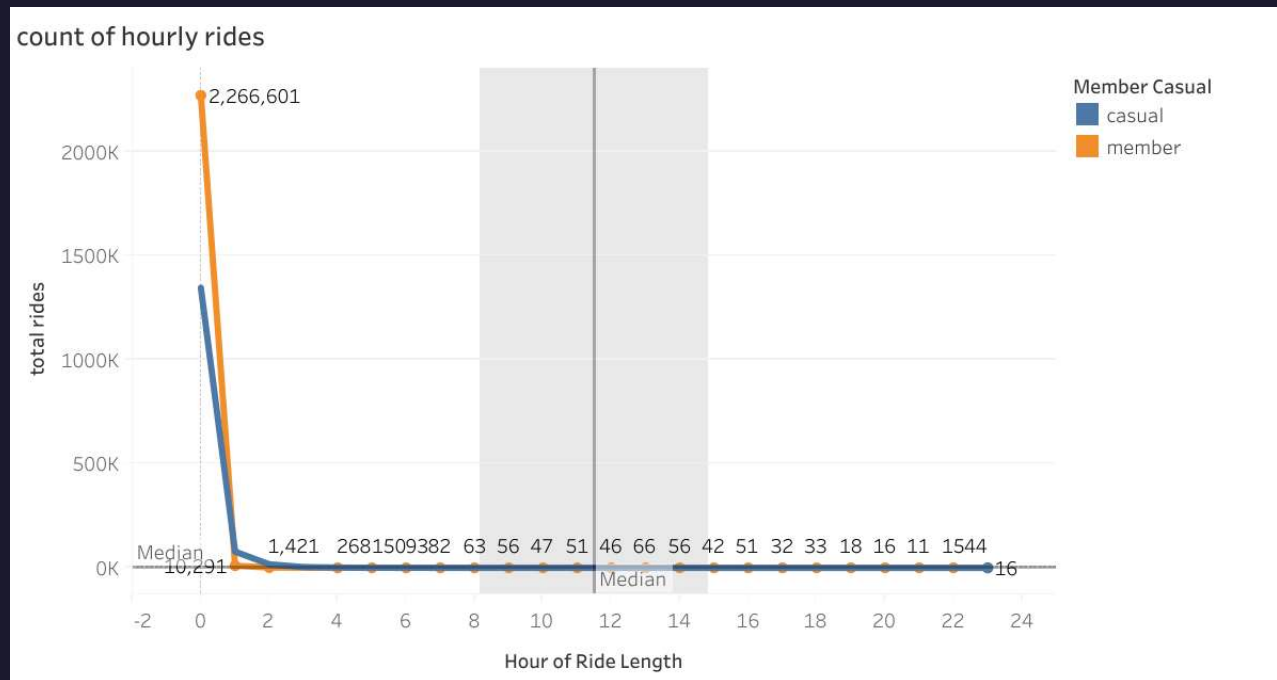
Total no. of riders



Different types of bikes using by customers



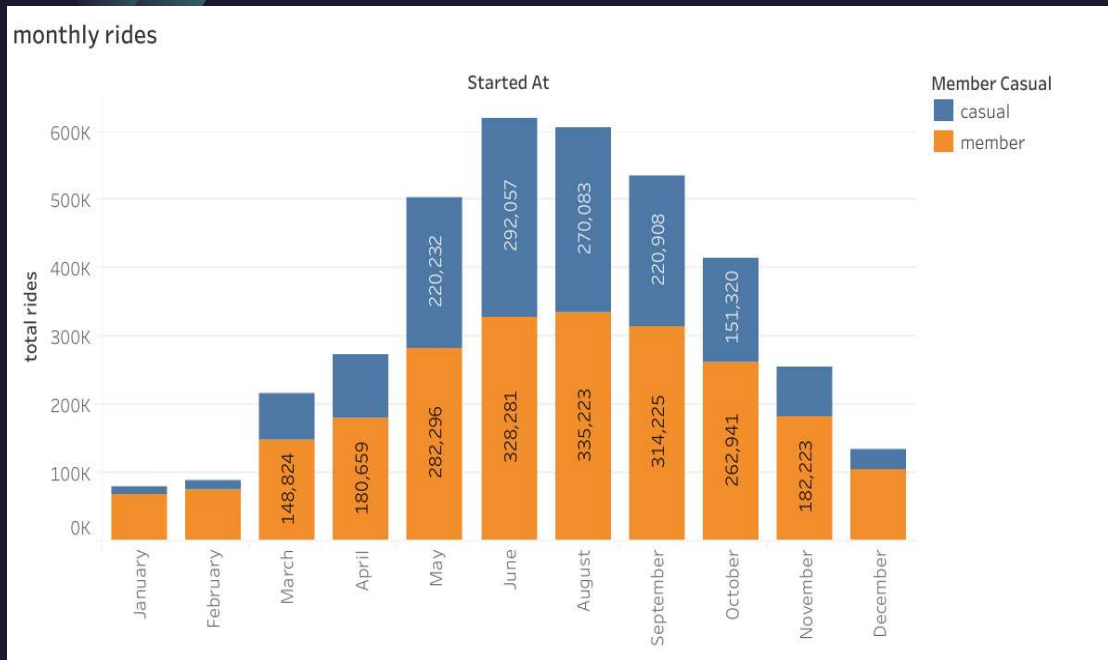
- Members are mostly interest in classic and electric bikes
- Docked bike are low popular than remaining



Ride length

- The ride length of the customers is less than one hour(<1 hr)
- The members are mostly giving ride >1 hr

Trip frequency monthly



- The month May to October has the highest number of rides
- Casual members are mostly preferring these months
- Subscribed members are same as casual but they actively riding every month May be because most of them are working professionals

Trip purpose

Weekly rides



MEMBERS ARE TRAVELLING HIGHLY ON WEEK DAYS AND LESSER IN WEEKEND DAYS ,SO THAT MEMBERS USING FOR COMMUTE TO WORK



CASUAL MEMBERS RIDING ON WEEKEND THAN WEEK DAYS



THIS MEANS WE CAN SAY CASUAL MEMBERS ARE USING CYCLES FOR MOSTLY LEISURE OR EXERCISE

Popular locations

- **Casual members**

1. **Top starting locations:** Streeter Dr & Grand ave,
Dusable lake shore Dr & monroe st, Millennium park,
Michen ave & oak st

2. **Top ending locations:** same as starting stations

Annual members :

Top starting locations: Kings bury st & kingi st, Clark st
& Elm st, well st & concord ln

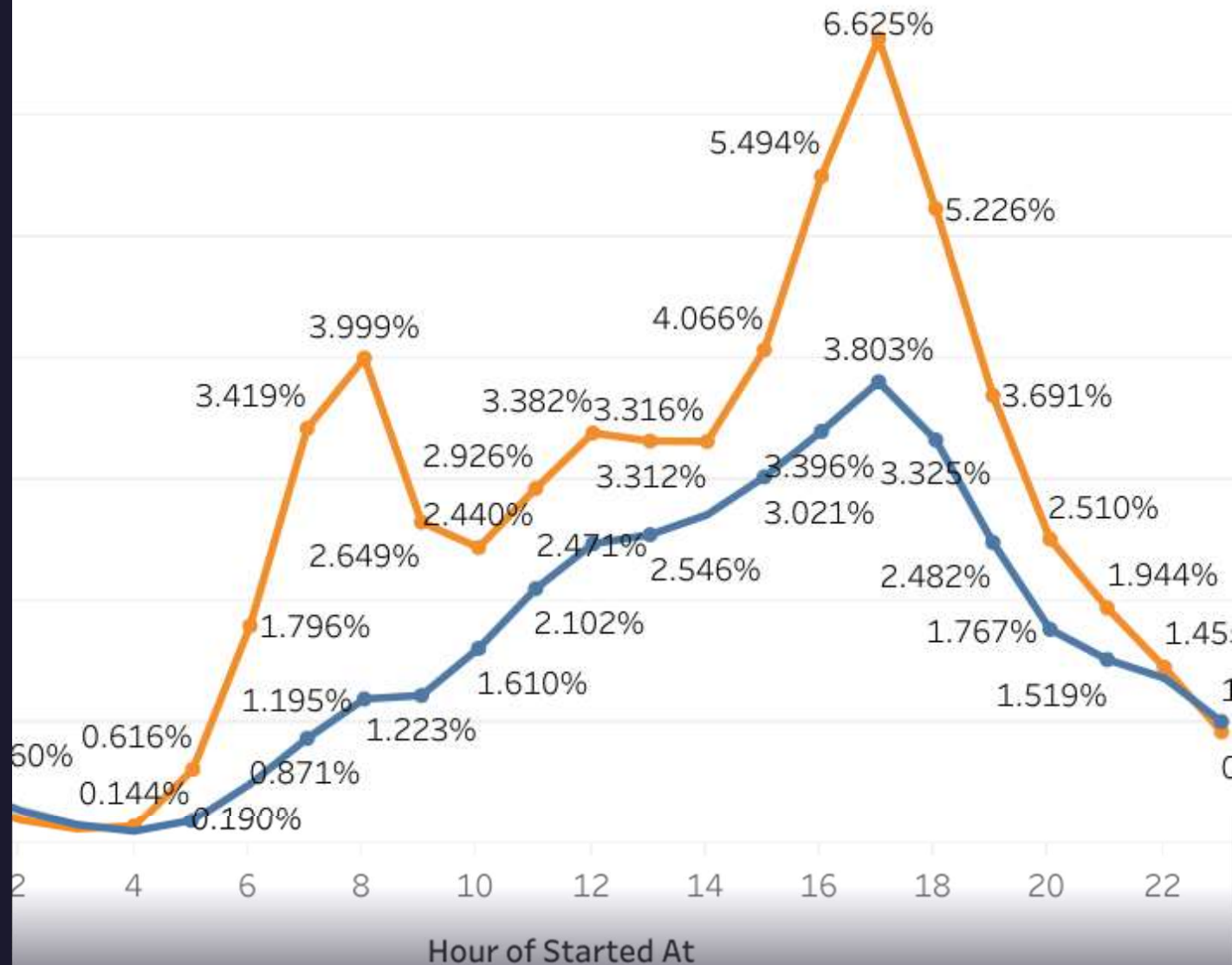
Top ending locations: same as starting locations

- I will insert a tableau link to understand picture friendly [cyclistic bike analysis-2022 | Tableau Public](#)



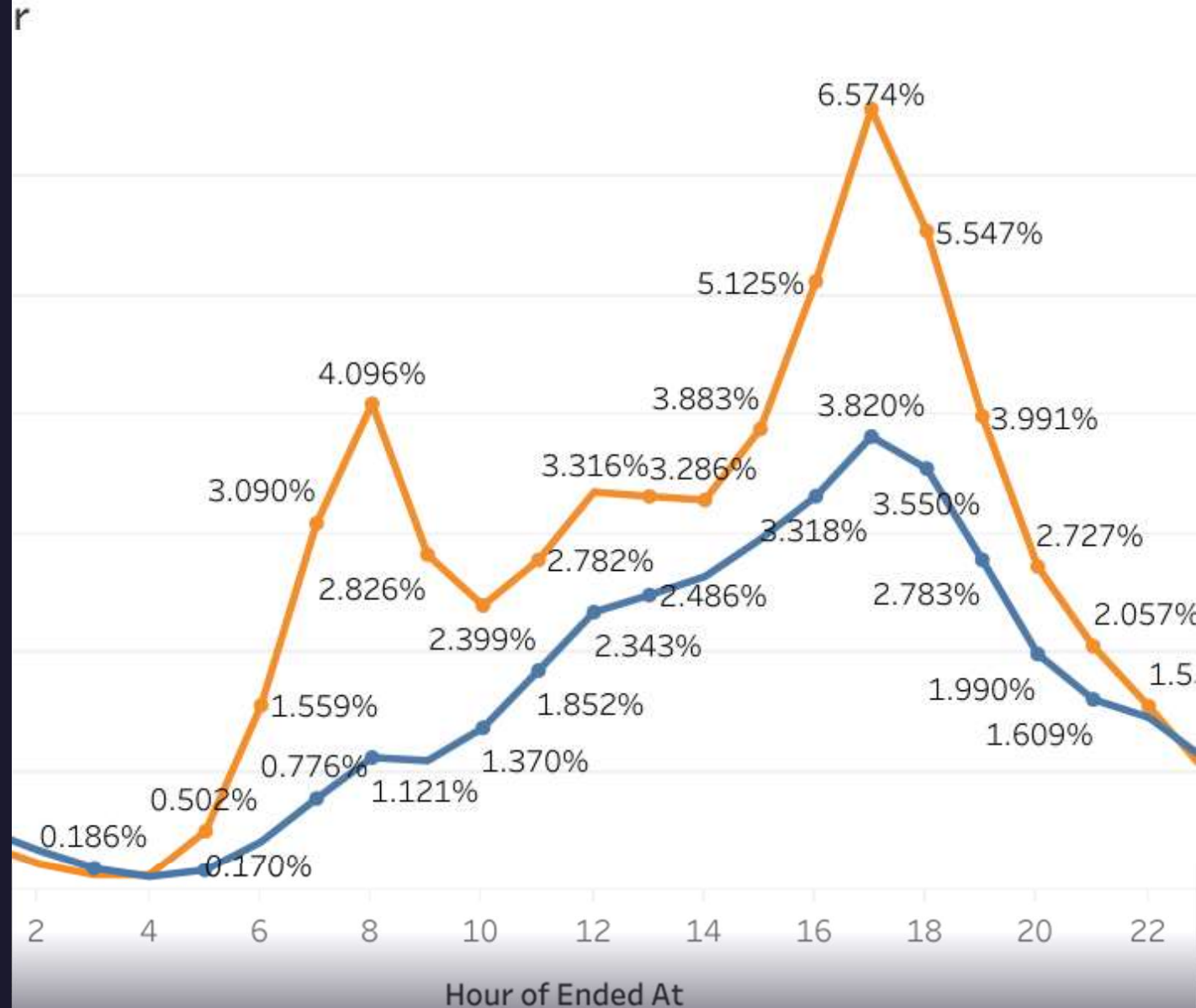
Ride starting time

- Annual members : Starting time of annual members are at 6 AM which is the highest peak and again at 4-7 PM
- Casual members: Starting time at 8 AM and increasing up to 6 PM



Ride ending time

- Annual members: Ending time is same as starting time
- Casual members: Ending is same as starting



Marketing strategies

- **Annual members:** Target young professionals and students with promotions and incentives

Promotions : Discounted annual membership and referral bonus

Incentives : Exclusive access to new bikes and features

- **Casual members** : Target tourists and occasional riders with seasonal promotions and discounts

Promotions : Summer discounts and holiday specials

Incentives : Free bike rentals for hotel guests and tour packages

Conclusion

- Annual members have more trips compared to casual riders
- Annual members use bikes more frequently for commuting while casual riders using for leisure and exercise.
- The classic bicycle was the most famous among both types of users. However, it is to note that the docked bicycle is much more prevalent among casual riders.
- Both users have the highest number of trips taken in the summer season from May to August. However annual members are consistently traveling the entire year, casual riders are frequently taking during summer
- To improve Cyclistic's bike rental services, Marketing strategies tailored to the different user groups.

Thank you

