

Cyclistic's Road To Speedy Success

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August 2023



Outline of the Presentation



Purpose



Findings



Recommendations



Summary



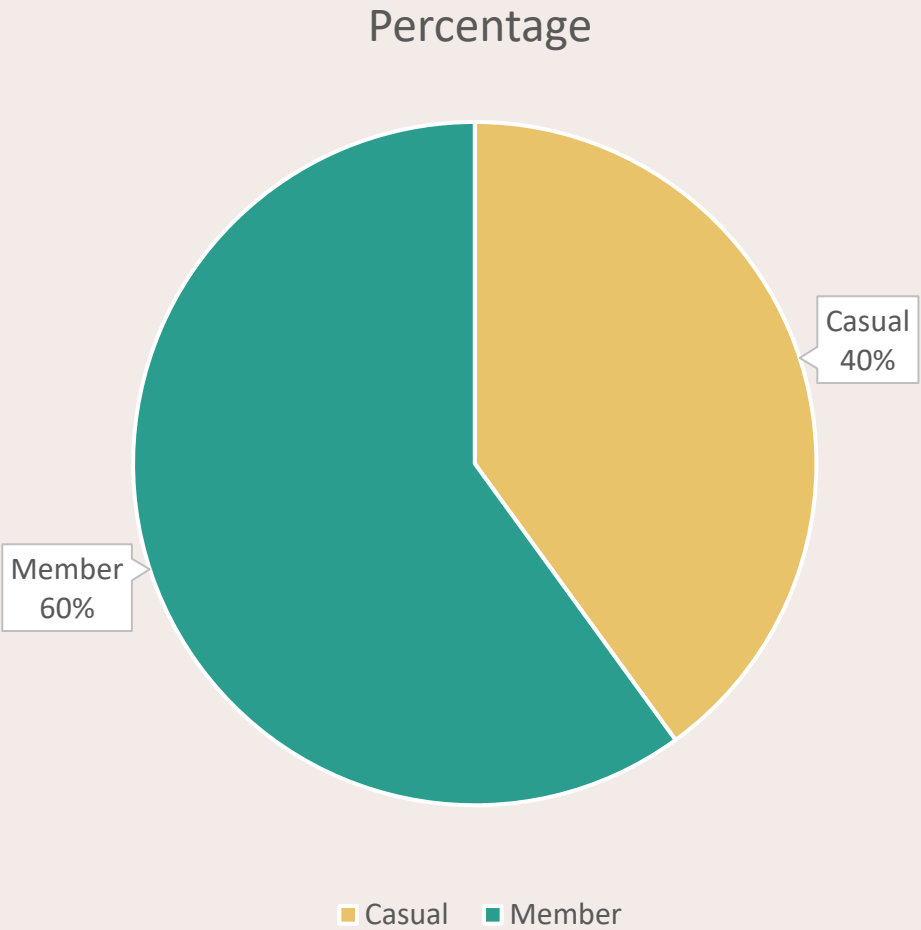
Appendix

Purpose:

Understand how **casual riders** and **annual members** use Cyclistic bikes differently. From these insights, design a new marketing strategy to **convert** casual riders into annual members.



Finding: Rider Types Percentage



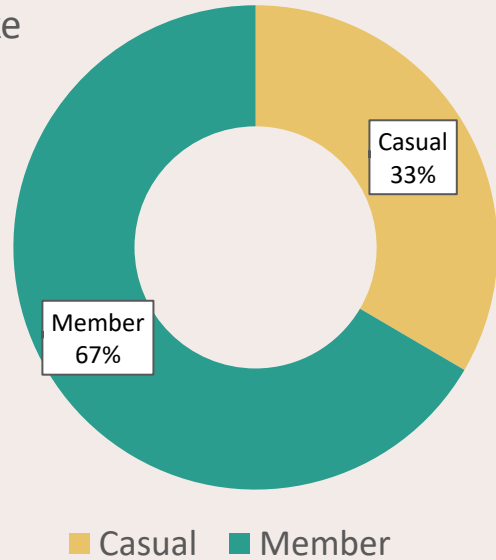
The total number of rides taken from June of 2022 to May of 2023 was 4226423.

Out of this 2541806 number of rides were from riders with annual membership, making up to 60% of the total rides taken.

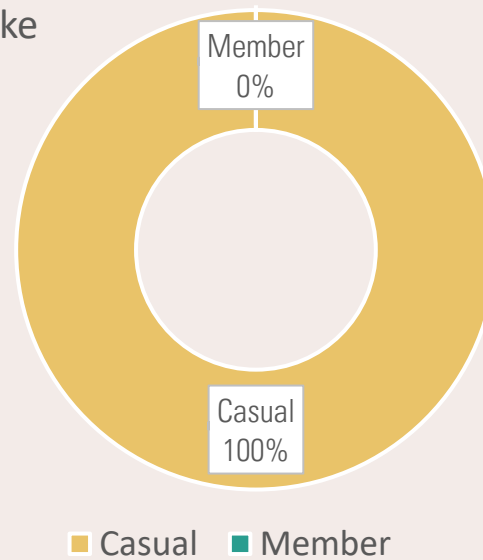
Most of the riders have annual membership.

Finding: Preferred Rideable Type

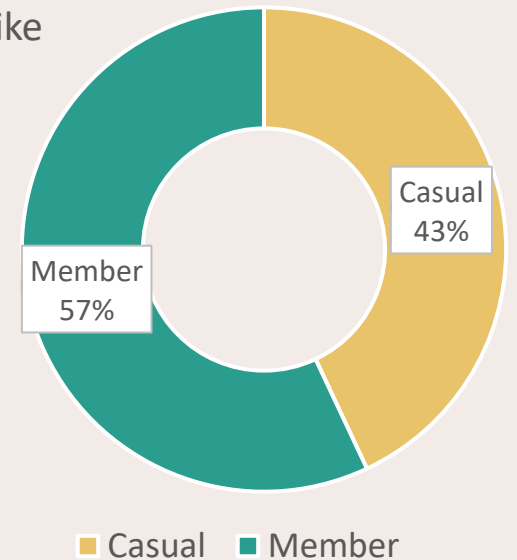
Classic Bike



Docked Bike



Electric Bike

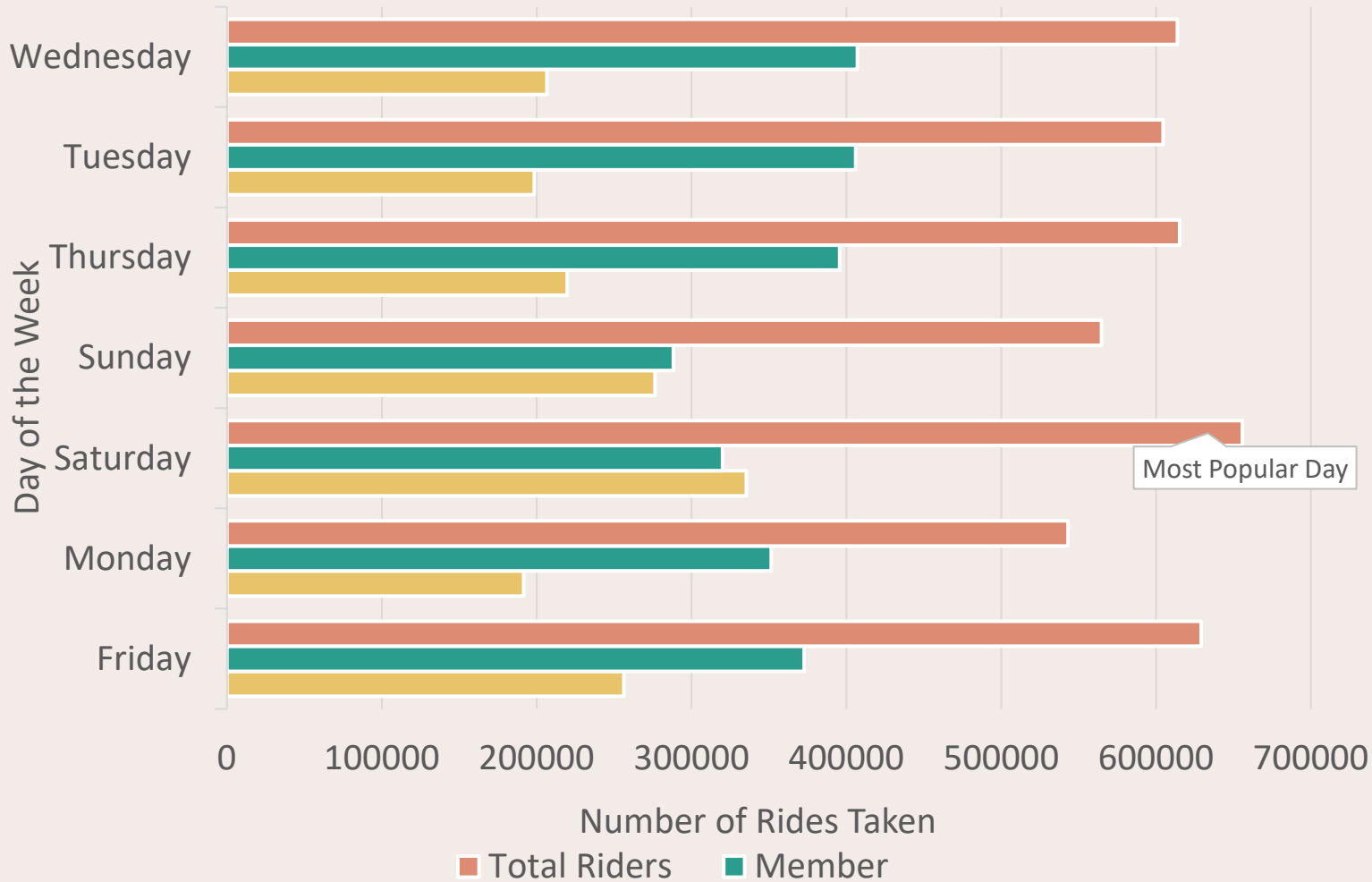


Classic bikes are the most popular rideable type. They are also the most popular rideable type among annual membership riders, followed by electric bikes.

Majority of the casual riders prefer to ride electric bikes, followed by docked bikes.

None of the annual membership riders prefer using docked bikes.

Finding: Popular Week Day For Riders



For casual riders, the most popular days are Saturday and Sunday, respectively.

For annual membership riders, the most popular days are Wednesday and Tuesday, respectively.

Overall, Saturday has the most number of total riders.

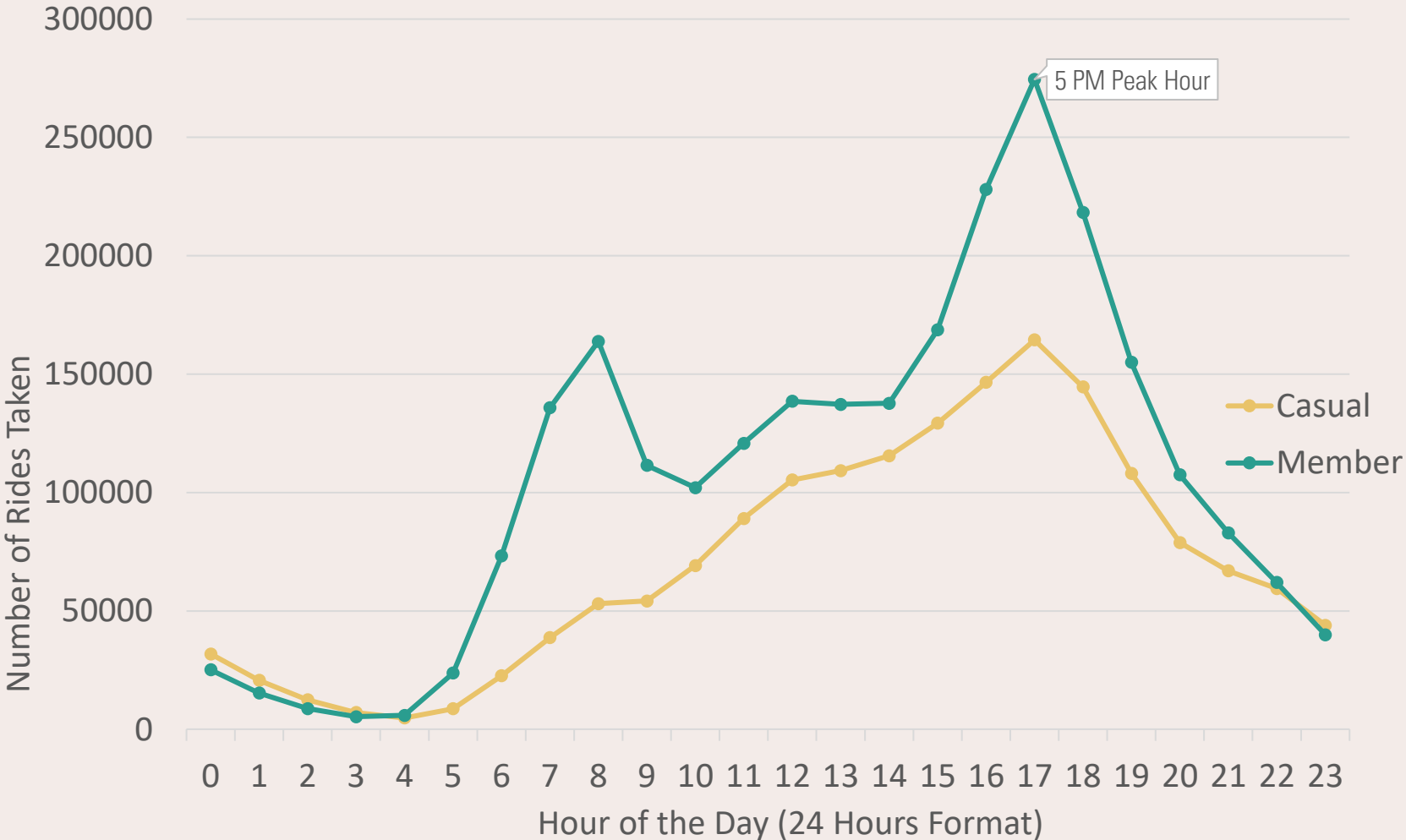
Casual riders mostly rent bikes on weekends while members use them consistently throughout the week.

Finding: Popular Hour For Riders

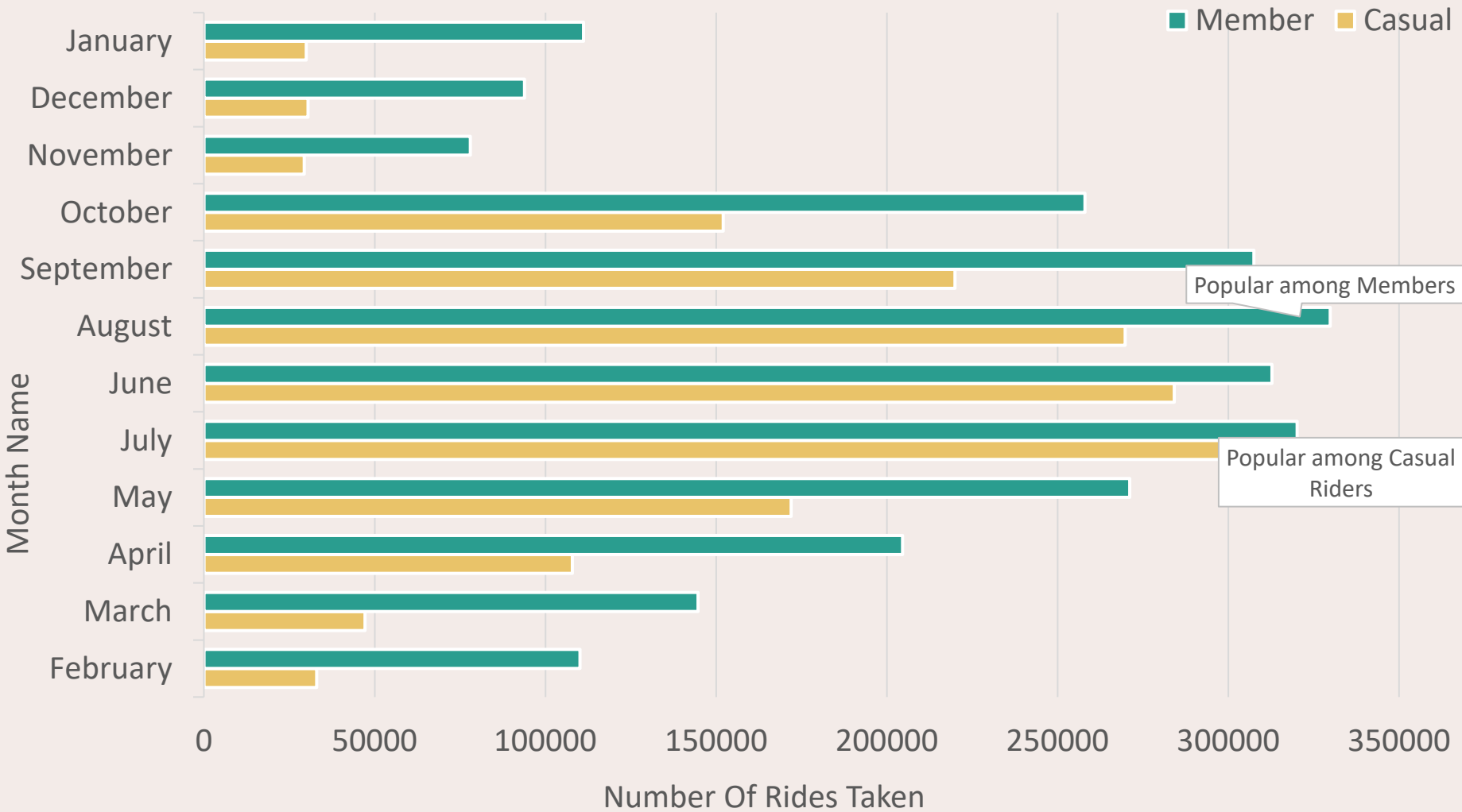
The number of bike rentals by both casual and annual membership riders peak at 5 PM.

The numbers of casual riders grows gradually throughout the day, peaking at 5 PM.

Whereas, there are significant peaks in the number of annual membership riders during the morning hours and later around 5 PM.



Finding: Popular Month For Riders

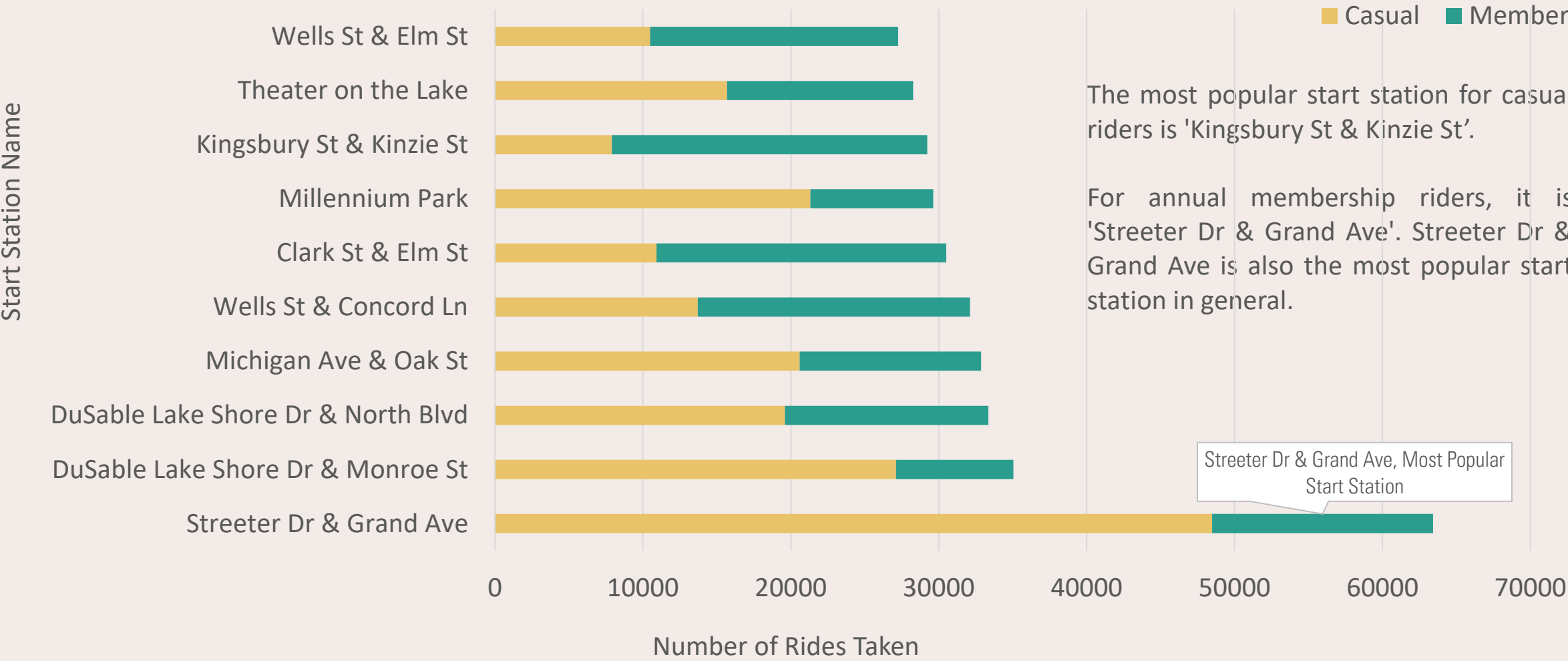


For casual riders, the most popular month is July.

For annual membership riders, the most popular month is August.

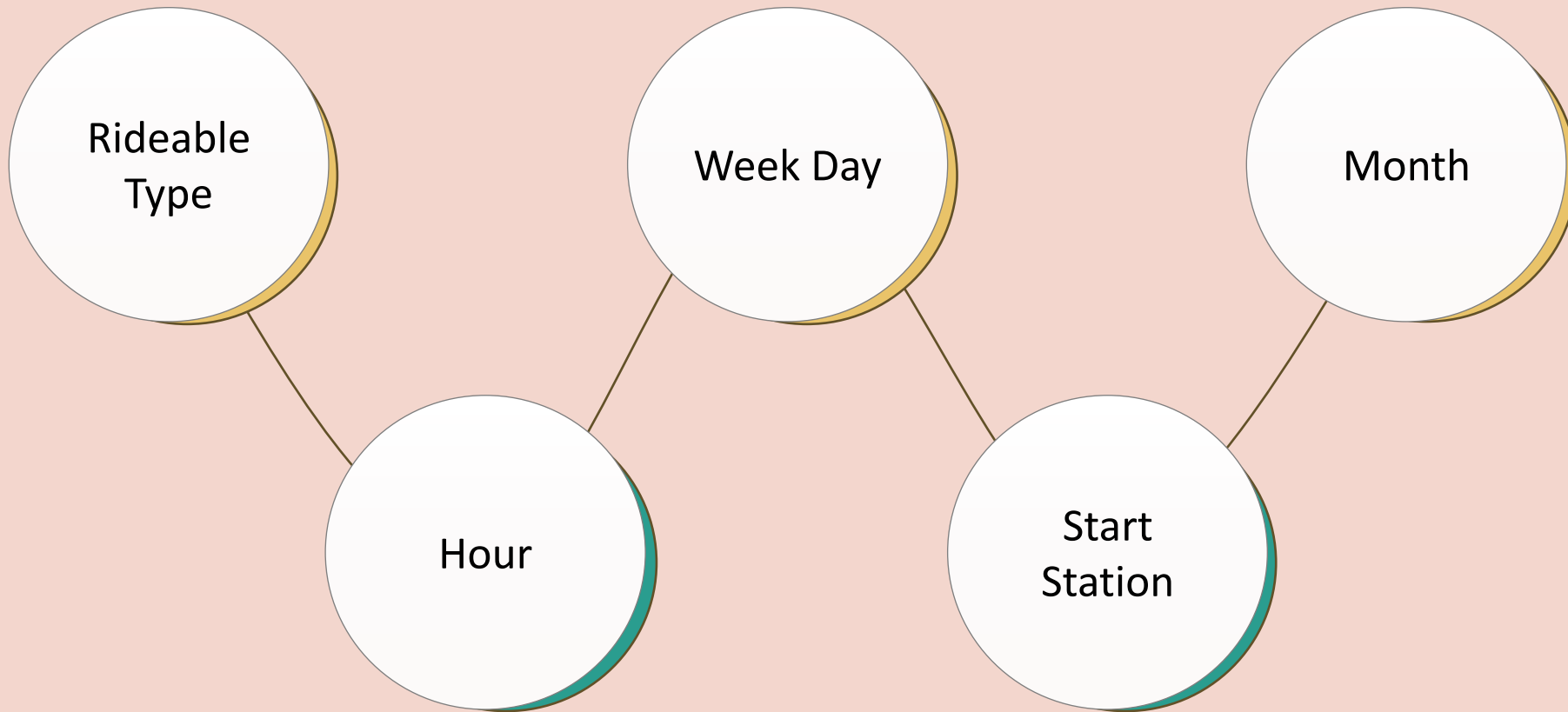
There is a clear rise in the number of rides taken in the months of summer.

Finding: Top 10 Start Stations



Findings Summary

What makes membership riders different from casual riders?



RECOMMENDATIONS

Electric Bikes

Most casual riders prefer electric bikes.

Offering subscriptions to electric bikes at a discounted price can encourage more casual riders to buy a membership.

Seasonal Membership

There is spike in riders during the summer months

Designing a different of membership plan for seasonal riders will help boost number of membership riders.

Similarly, a different plan for weekends can be created.

Popular Start Stations

Out of the top 10 start stations, only 4 have above 50% of the riders with an annual membership.

The other 6 stations should be targeted during marketing campaigns to increase the percentage of membership riders.



Summary

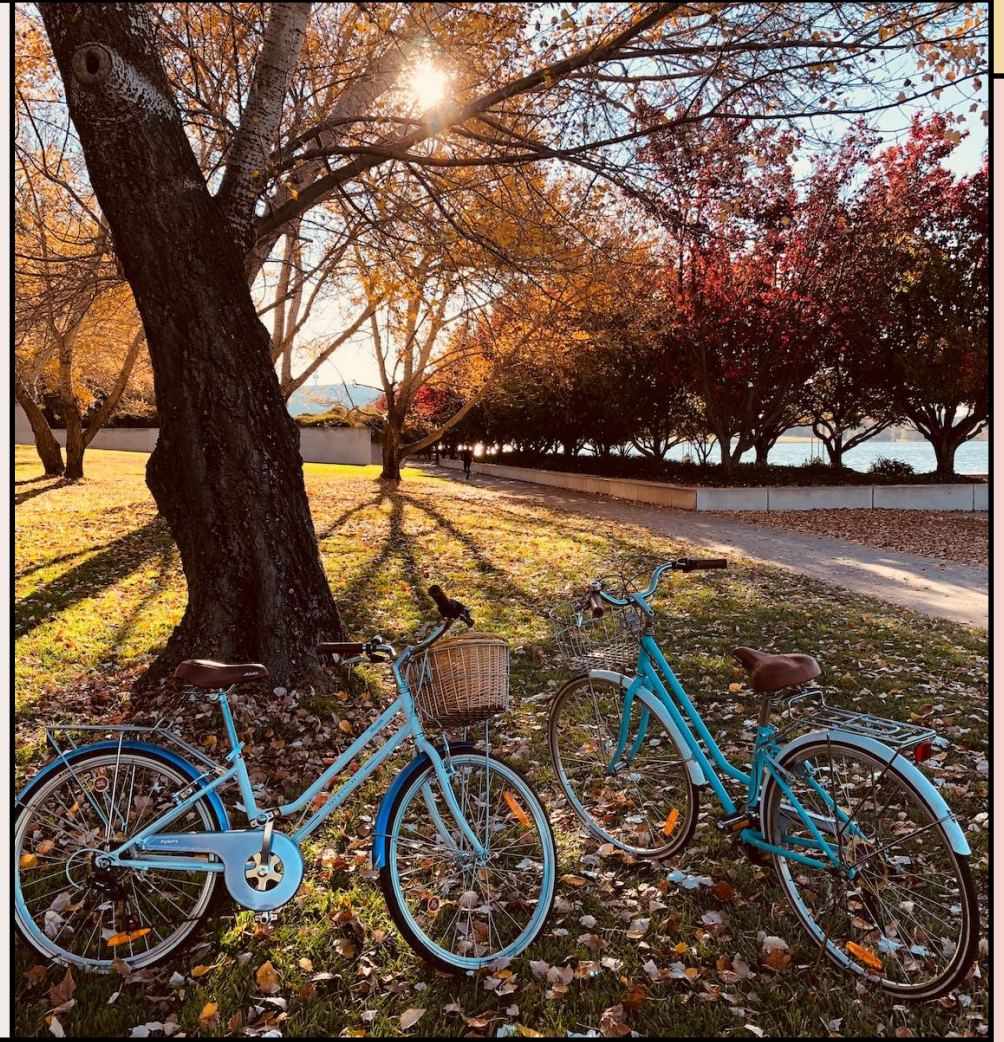
The casual riders will buy a membership if offered at an discounted price. Introducing new membership plans that cater to user preferences will also help in increasing the member count.

Emails and social media can be used to advertise the plans and discounts. Physical Ads can be placed at popular stations.

Thank you

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APPENDIX



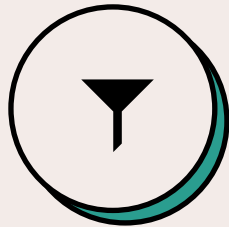
Data Source



Data Cleaning



Assumptions



Data Transformation



Improvements

APPENDIX

Data Source

Cyclistic Trip Data
(June 2022 To May 2023)

License

Data Cleaning

Irrelevant columns
dropped.

Null values and duplicates
removed.

Full Process

Assumptions

We assumed that it is
reliable, original,
comprehensive, current,
non-biased and was
collected ethically.

Trips with ride length zero
are considered as data
entry error and are
dropped.

APPENDIX

Data Transformation

Adding month, weekday, hour and other relevant data columns.

Transform data types.

Removing outliers based on calculation of ride length.

[Full Process](#)

Improvements

Demographic data like age, gender, location was not provided.

Adding this information can segment their customers into separate groups based on their habits, interests, and other important characteristics.