

Cyclistic Marketing Analysis

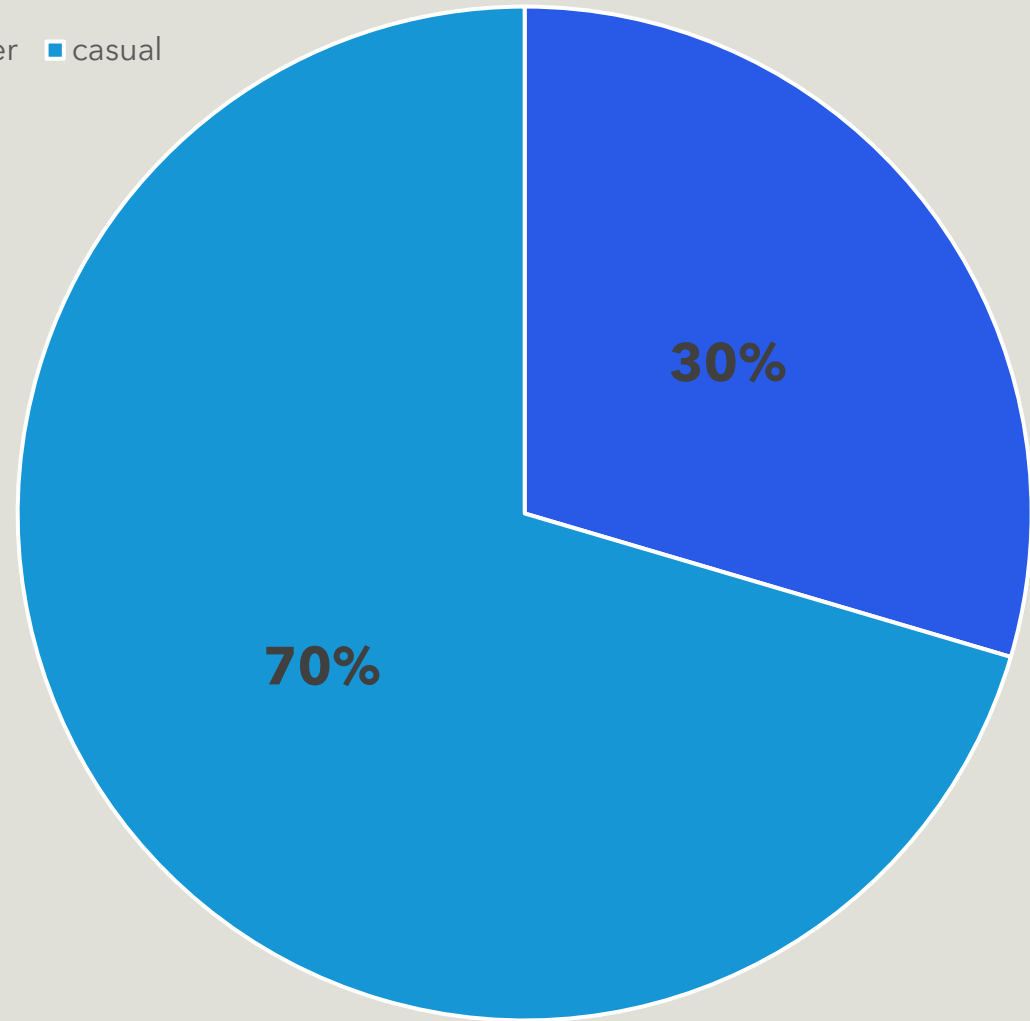
Shoba Solligi

June 16th, 2022

Casual riders have the highest percentage of ride length compared to the members of Cyclistic.

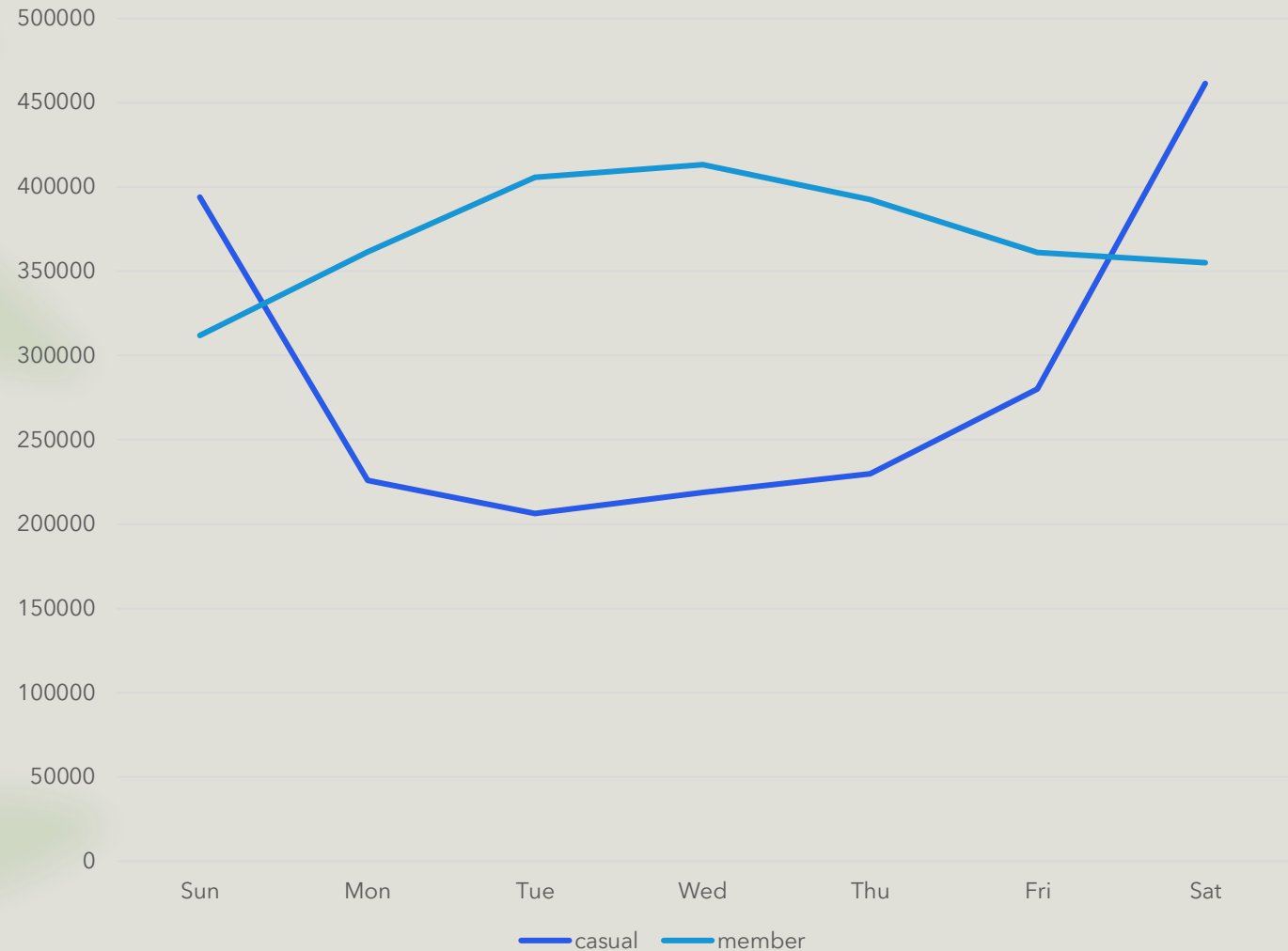
Percentage of ride length

■ member ■ casual



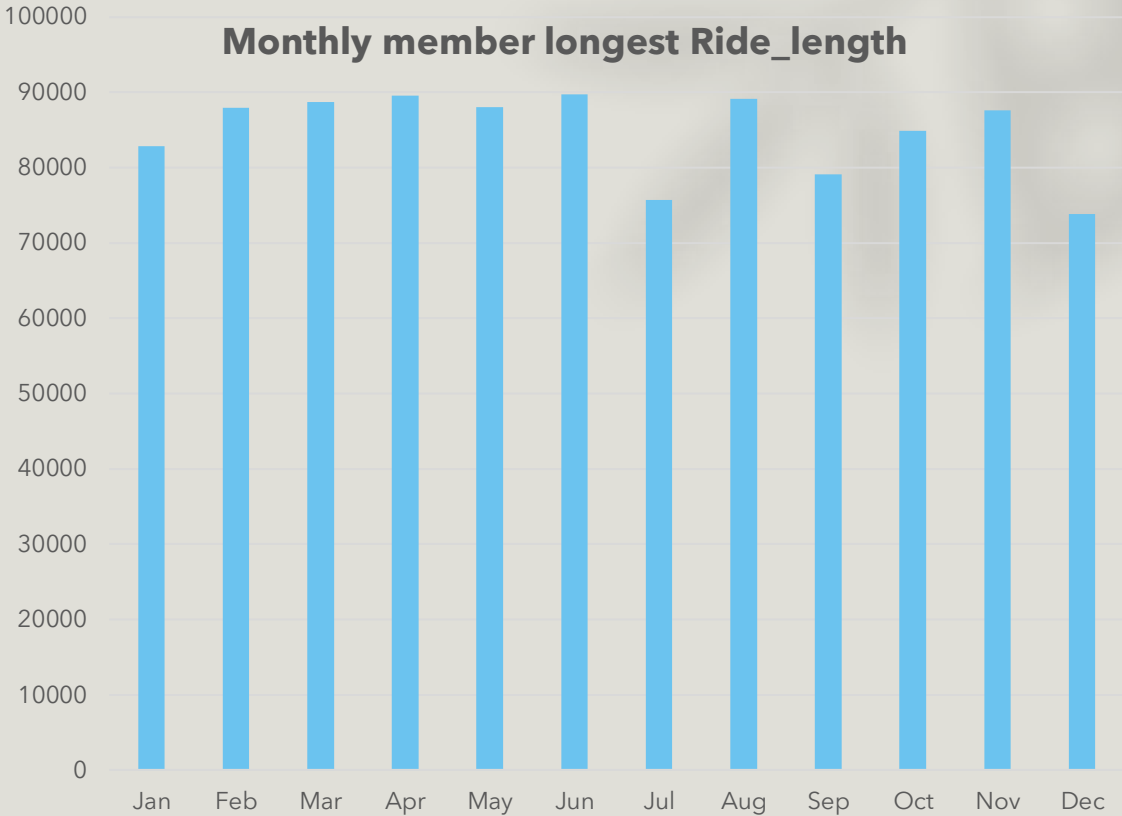
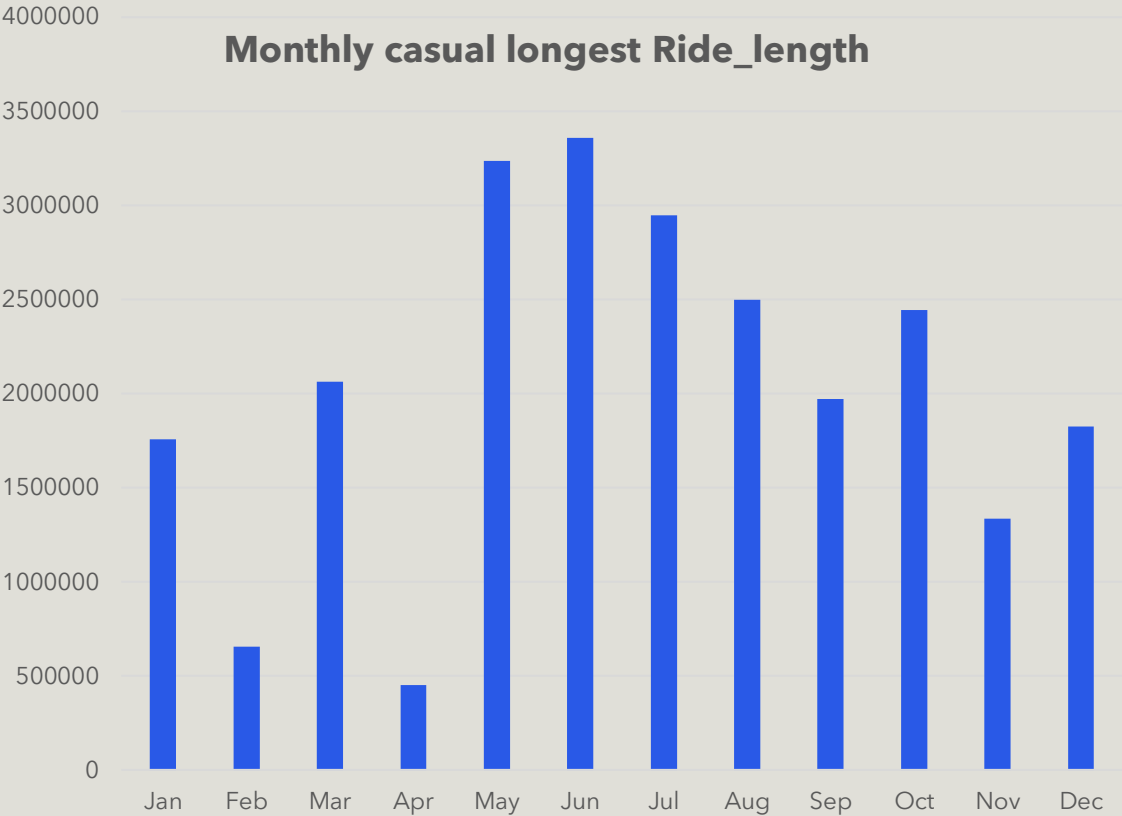
Weekly member & casual trends

Weekly member & casual rider trends

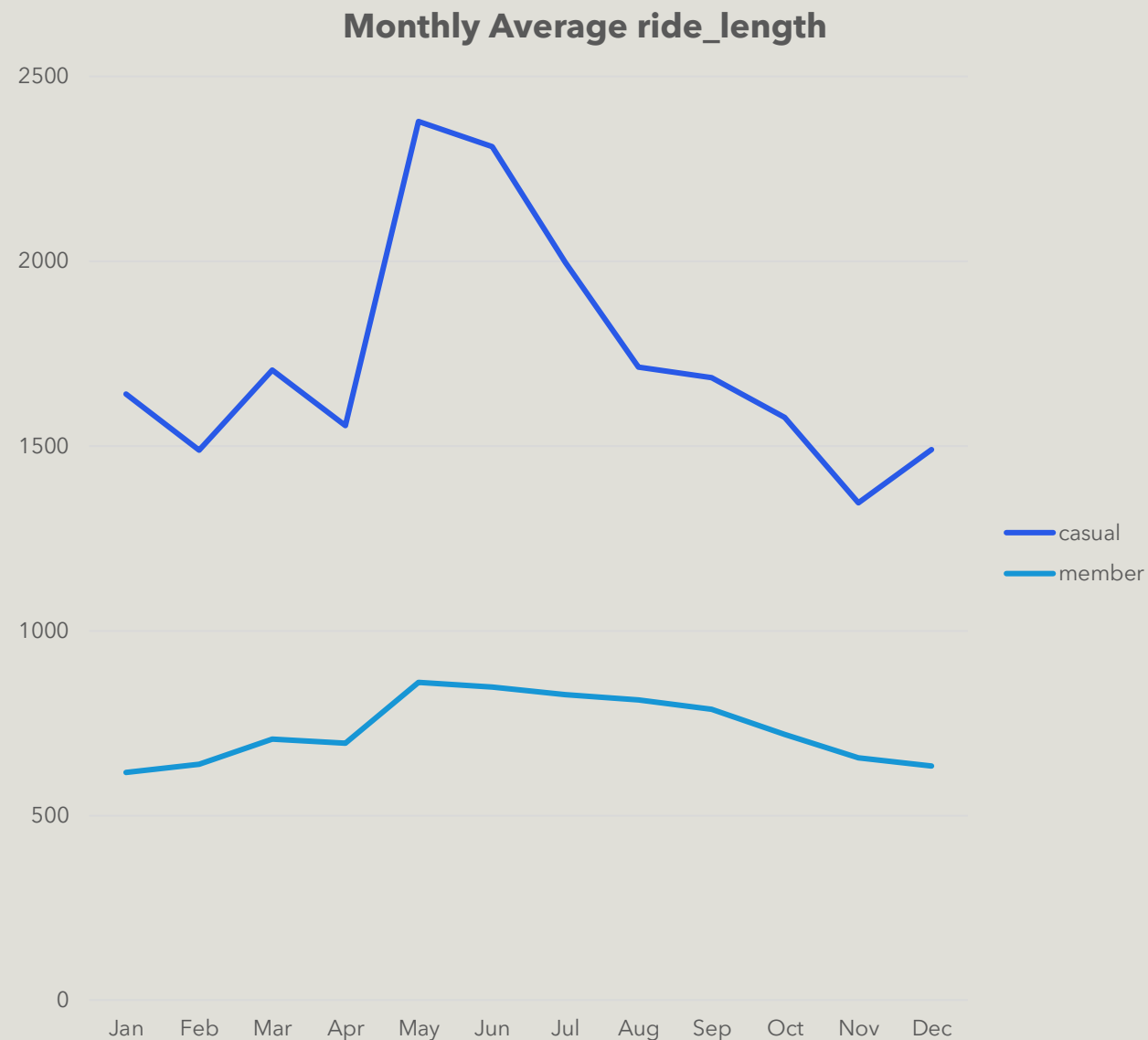


Compared to
Cyclistic
members,
casual riders
use more over
the weekends.

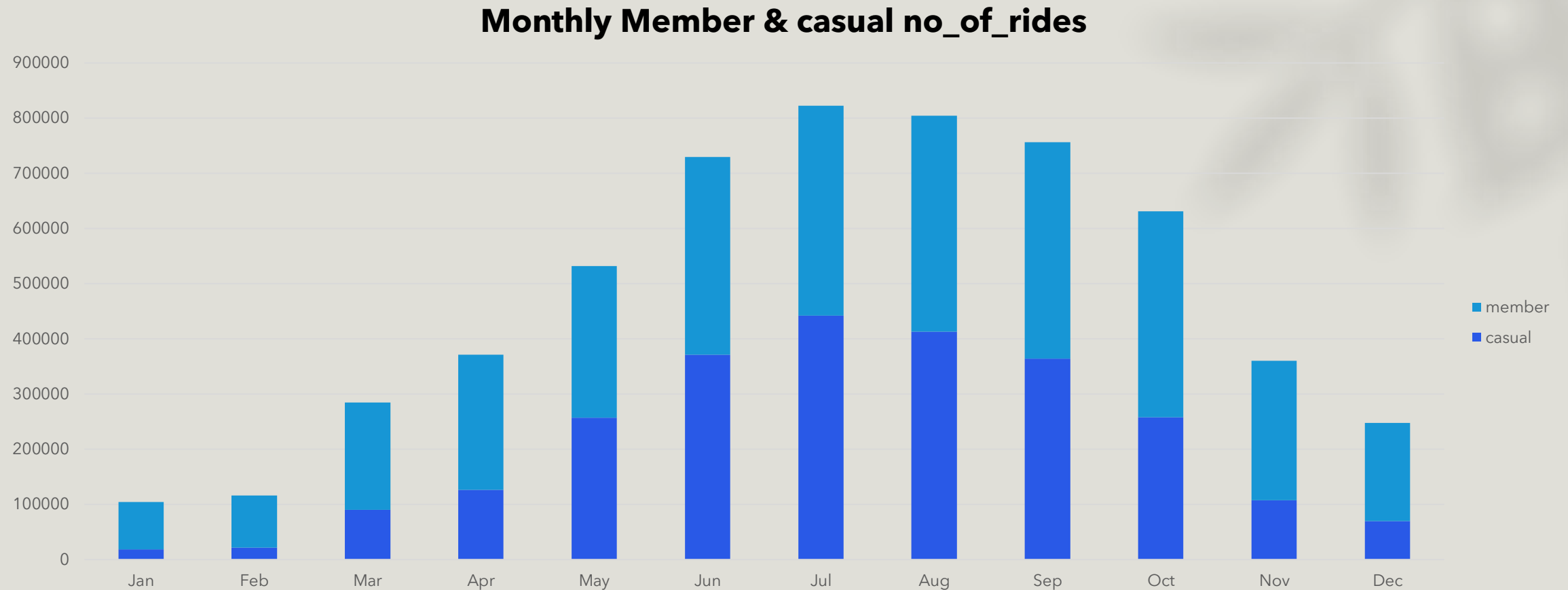
In May, June, and July, casual riders take the longest rides, whereas members take the longest rides throughout the year.



For casual riders,
the average ride
length is longer in
warmer months
and much shorter
in winter.

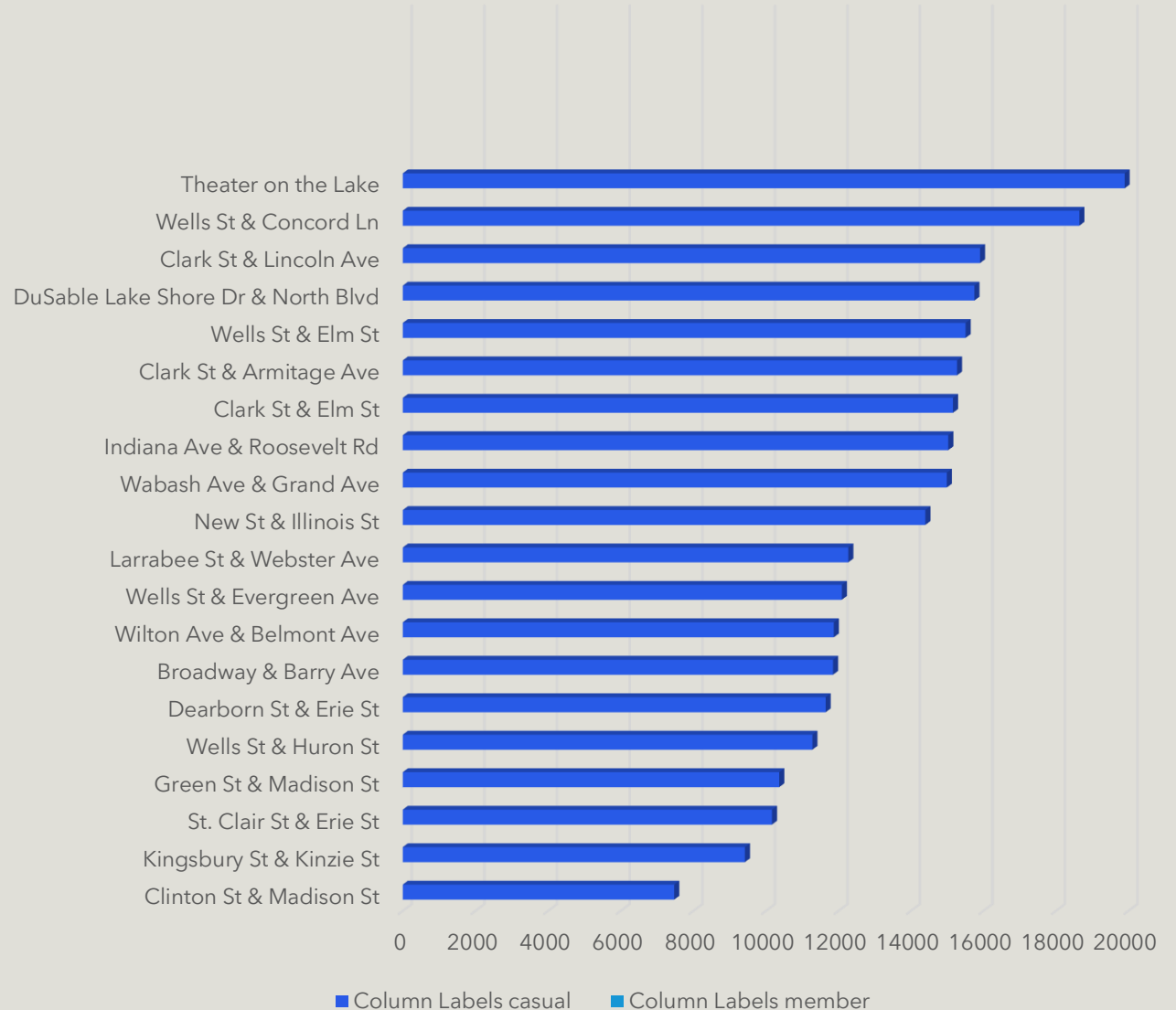


Warmer weather encourages casual riders than colder weather. There is year-round distribution of members.



These are the top 20 bike stations in the city most frequented by casual riders.

Top 20 stations for casual riders



Recommendations based on Key findings

- Offering monthly or quarterly memberships to casual riders instead of annual memberships.
- To encourage casual riders, provide discounted fares during the winter months.
- In comparison to weekends, give greater promotions over the weekdays to casual riders.
- Charge more for longer rides and encourage casual riders to become members.