

CASE OF STUDY

CYCLISTIC

This presentation showcases a case study applying the skills learned in the Google Data Analytics Professional Certificate. The recommendations presented are backed by thorough data analysis and professional visualizations to guide Cyclistic's future growth.

ABOUT OUR COMPANY

In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime. Until now, Cyclistic's marketing strategy relied on building general awareness and appealing to broad consumer segments.

One approach that helped make these things possible was the flexibility of its pricing plans: single-ride passes, full-day passes, and annual memberships. Customers who purchase single-ride or full-day passes are referred to as casual riders. Customers who purchase annual memberships are Cyclistic members.





ABOUT OUR COMPANY

Cyclistic's finance analysts have concluded that annual members are much more profitable than casual riders. Although the pricing flexibility helps Cyclistic attract more customers, Moreno believes that maximizing the number of annual members will be key to future growth. Rather than creating a marketing campaign that targets all-new customers, Moreno believes there is a very good chance to convert casual riders into members. She notes that casual riders are already aware of the Cyclistic program and have chosen Cyclistic for their mobility needs.

BUSSINES TASK

Analyze Cyclistic's historical bike trip data to determine how annual members and casual riders use bikes differently. This includes evaluating ride patterns such as trip duration, times of usage, and station preferences. These insights will help the marketing team design a data-driven strategy to convert casual riders into annual members.

COLLECTED DATA



The data for this analysis was obtained from Cyclistic's historical bike trip records, provided by Motivate International Inc. The dataset contains a year's worth of anonymized information on individual bike trips taken within Cyclistic's bike-share program in Chicago. This data is essential for understanding user behavior, particularly the differences between casual riders and annual members, to inform future marketing strategies.

INSIGHTS

Casual users tend to have longer ride durations than members, suggesting they may use bikes for leisure rather than commuting.

WEEKLY TRENDS

Members take more rides on weekdays, particularly Tuesday through Thursday, while casual users ride more on weekends, with a peak on Saturday

HOURLY TRENDS

Members' rides peak during commuting hours (7-9 AM and 5-7 PM), indicating work-related use.
Casual users ride more steadily throughout the day, with a small evening peak.

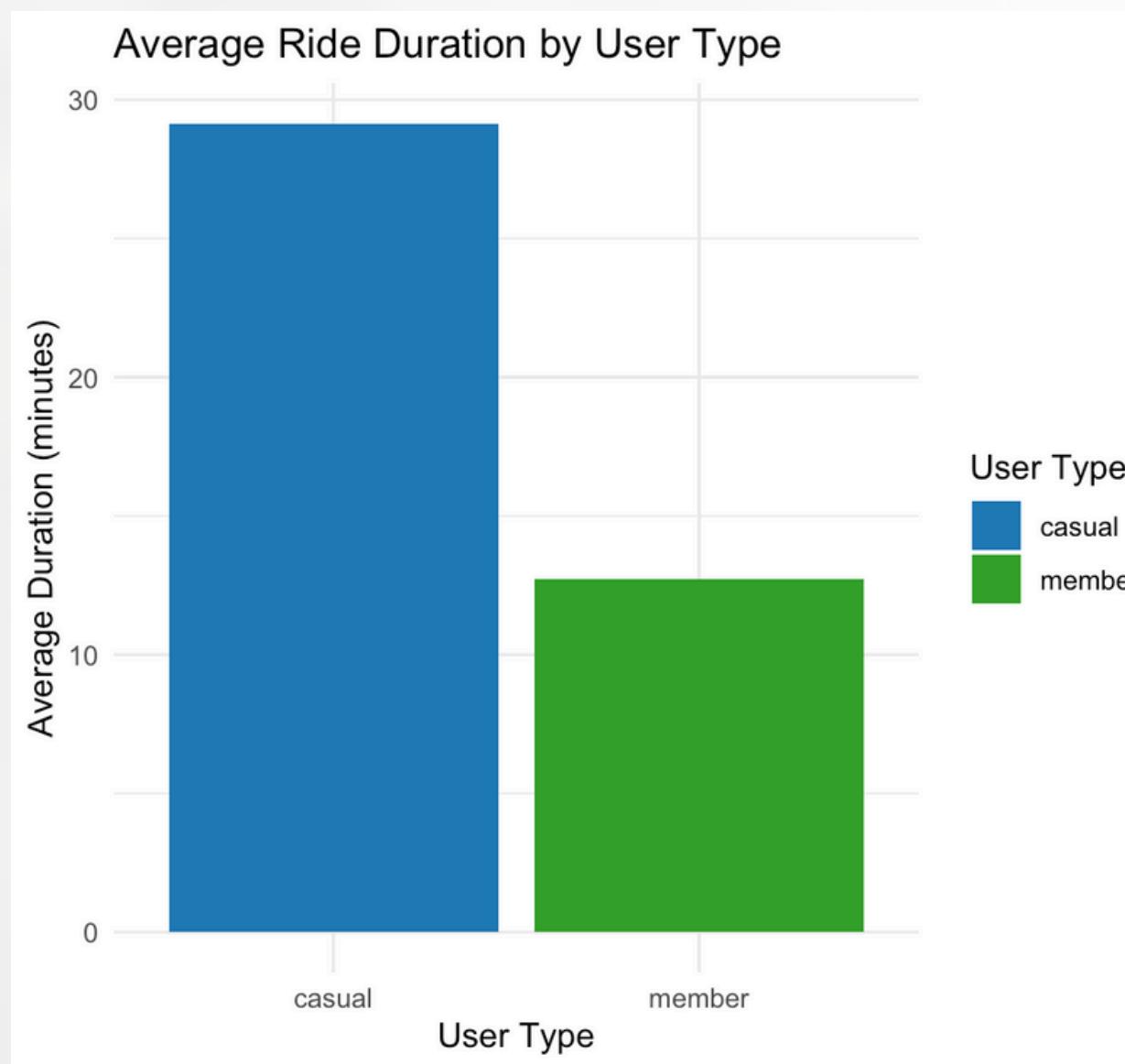
SEASONAL PATTERNS

Rides increase from spring, peak in summer (July and August), and decline in fall and winter. Casual users' ridership drops significantly in colder months, while members maintain a relatively stable pattern.

MARKETING STRATEGIES

Convert Casual Users into Members

Casual users take longer rides (29 min vs. 13 min for members).



1

Offer membership discounts to casual users who take frequent or long trips.

2

Provide a one-week free membership trial for casual users who have completed more than X rides in the last month.

3

Add extra perks for members, such as discounts at nearby cafés near key stations.

MARKETING STRATEGIES

Ensure bike availability at key stations during peak hours (7:30 AM - 9 AM and 4:30 PM - 6 PM).

1

Promote off-peak rides for casual users by offering discounts during less busy hours.

2

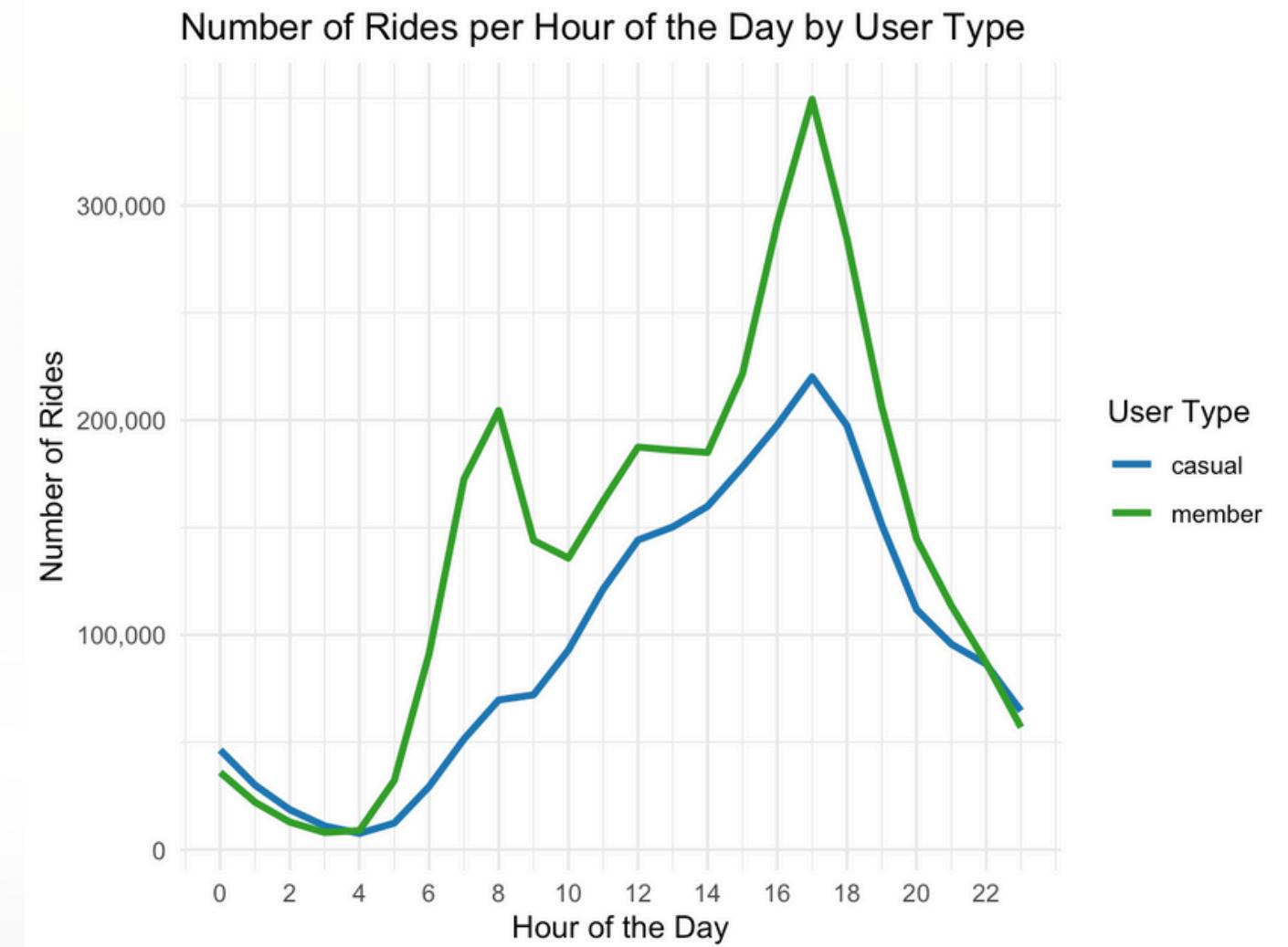
Implement dynamic pricing to encourage rides during low-demand hours.

3

Optimize Bike Availability During Peak Hours

Members use the service more during work hours (peaks at 8 AM and 5 PM).

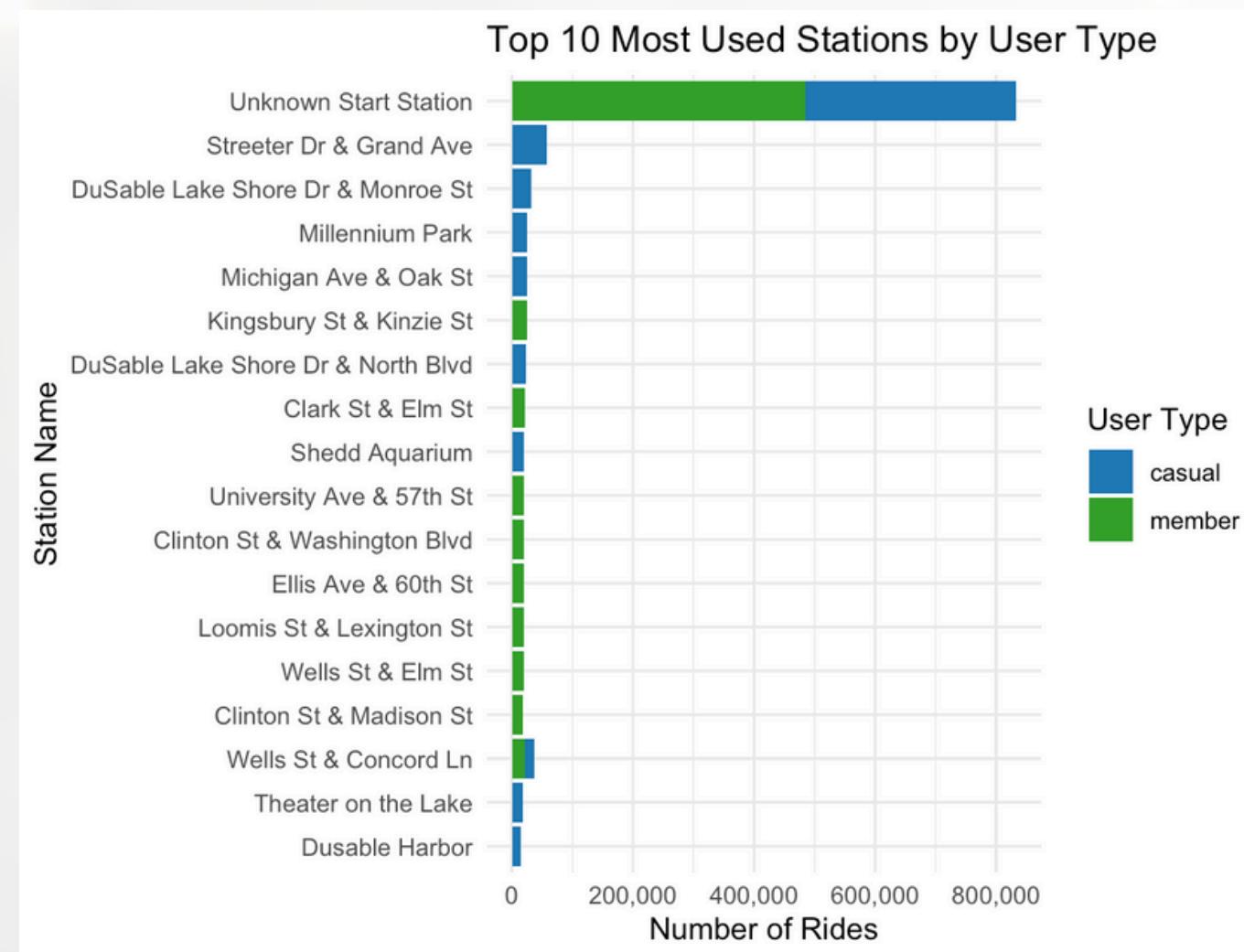
Casual users ride more in the afternoon (peak at 5 PM).



MARKETING STRATEGIES

Improve Experience at Key Stations

The most used station is "Unknown Start Station" (400,000 rides), indicating missing data or an unidentified key location.



1

Review and improve data collection to accurately identify the most used station.

2

Add signage or promotions at key stations to encourage more users to subscribe.

3

Enhance user experience at popular stations (better lighting, quick repair points, membership advertisements).

MARKETING STRATEGIES

"Discover the City by Bike" campaigns with recommended routes and discounts on long-term rentals.

1

Travel packs (e.g., "5 rides for \$X") to encourage frequent use.

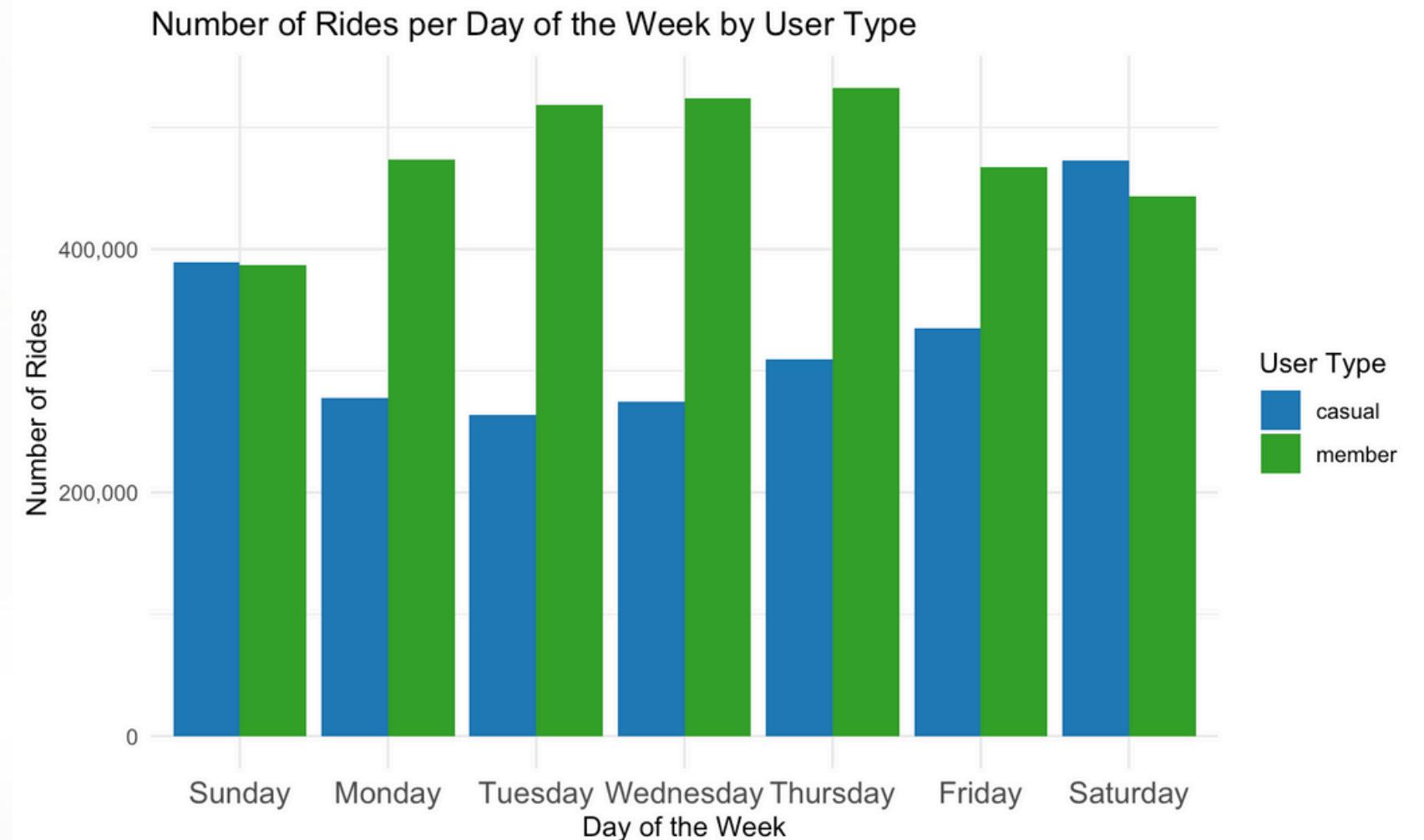
2

Partnerships with parks, cafés, or local events to integrate cycling into recreational experiences.

3

Promote Recreational Use Among Casual Riders

Casual users take longer trips, suggesting they use the service for leisure rides.

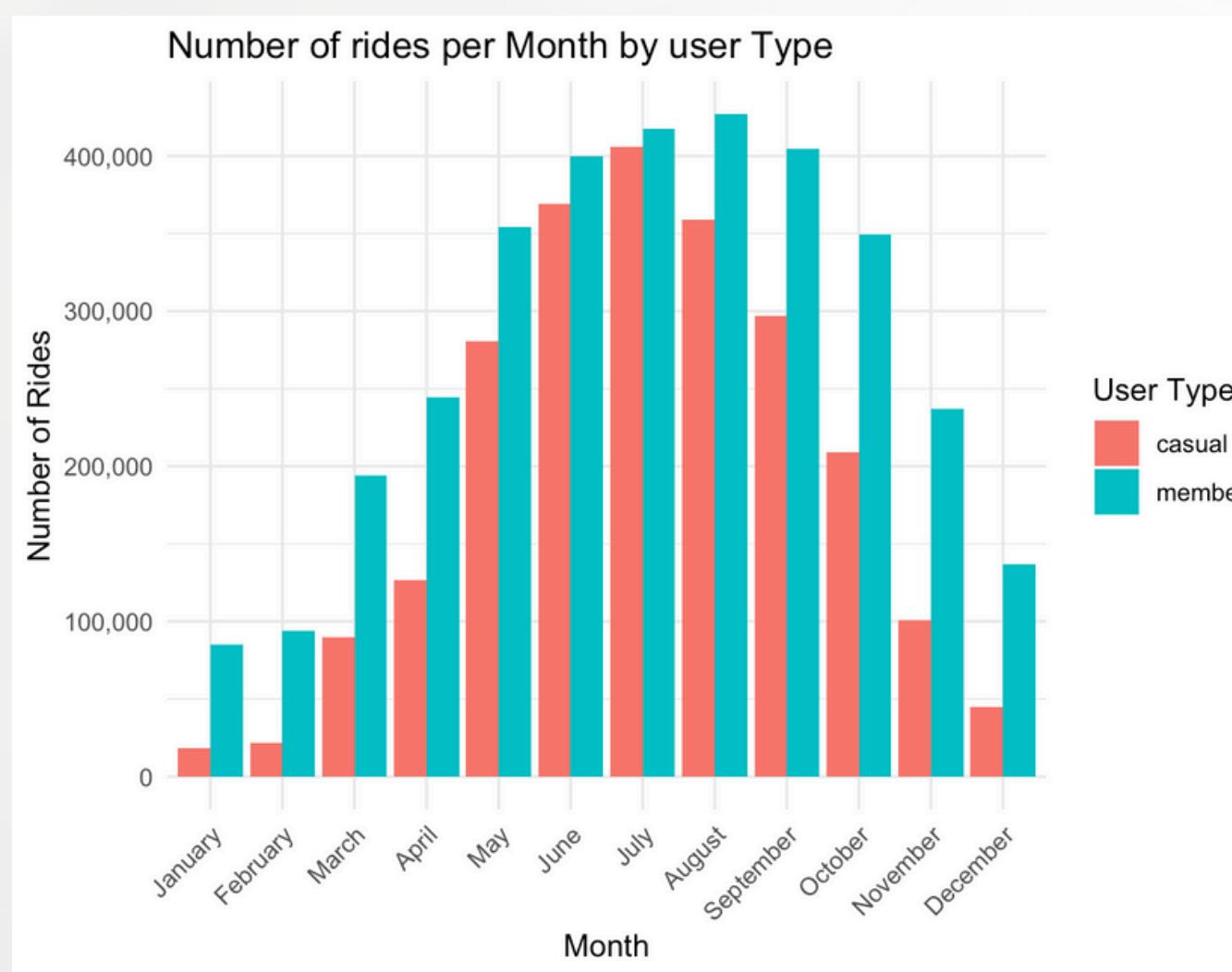


MARKETING STRATEGIES

Boost Ridership Year-Round

Rides peak in summer (July & August) and decline in fall and winter.

Casual users' ridership drops significantly in colder months, while members maintain a more stable usage pattern.



1

Offer a seasonal membership discount or a "Winter Warrior" challenge, rewarding casual users who continue riding despite the weather.

2

Sell discounted multi-ride passes to encourage casual users to keep riding.

3

Partner with cafés near key stations to offer free hot drinks for riders who take a certain number of trips in winter.

Run an early summer campaign offering first-month-free memberships to casual riders.

Encourage existing members to invite friends with discounts for both when signing up.



THANK YOU

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