

# CYCLISTIC

A bikeshare company  
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# Cyclistic Goal

**Purpose:** Increase number of annual member riders with digital media marketing.

**Agenda:**

- About our Riders
- Rider Comparison
- Strategic Recommendations
- Analytical Tools Used



# About our Riders at Cyclistic

## What's the difference?

- Casual Riders are individuals who purchase Cyclistic single-ride or full-day passes are referred to as casual riders.
- Member Riders are individuals who purchase Cyclistic annual memberships.





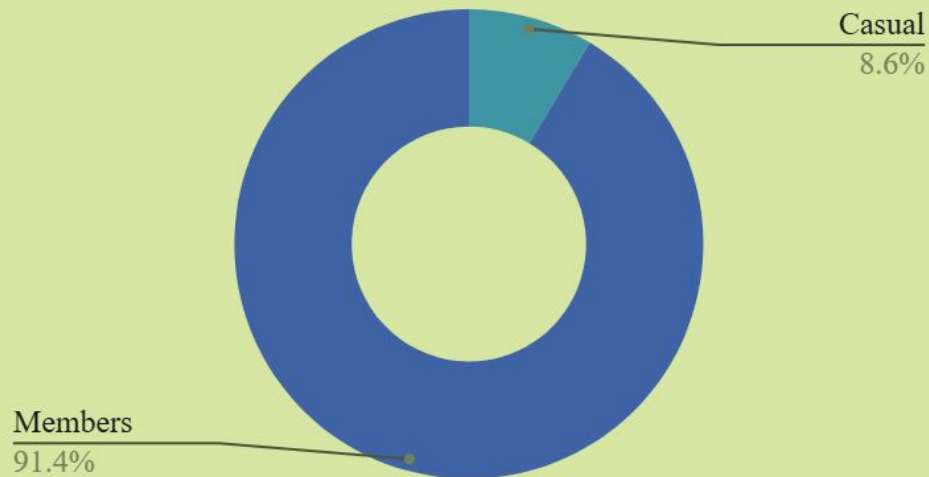
# About our Riders at Cyclistic

Total number of riders using Cyclistic: 788,189

Number of Casual Riders: 67,877

Number of Member Riders: 720,312

## Causal Riders vs Member Riders



# About our Riders at Cyclistic

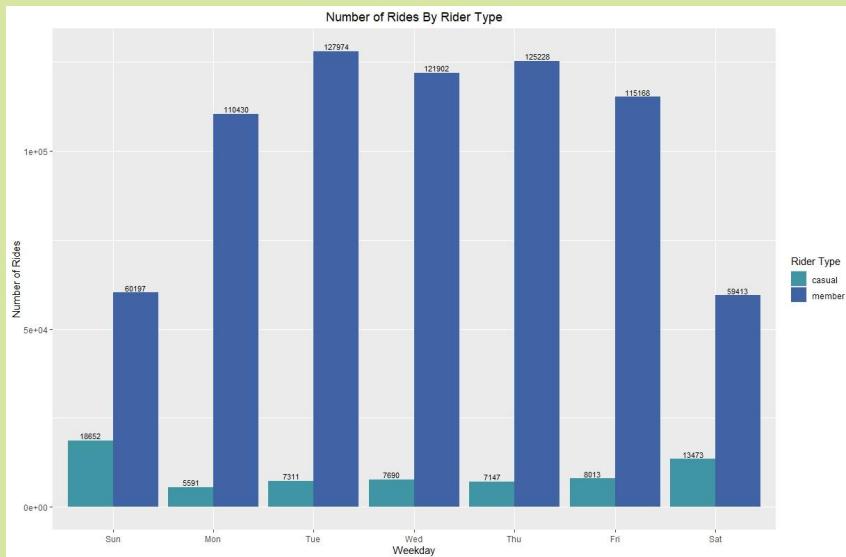
Total Riders in 2019: 388,232

Total Riders in 2020: 423,120

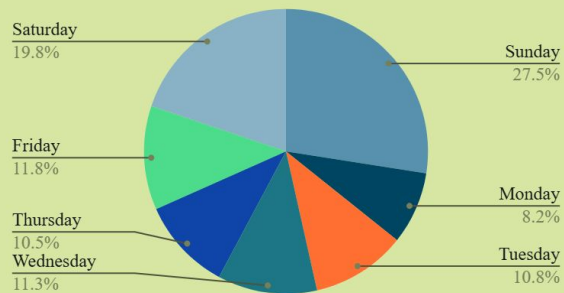


# Casual vs Members

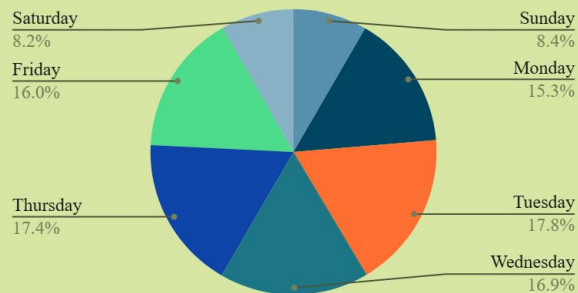
- Sunday is the highest number of rides for casual riders with a total of 18,652 rides.
- Tuesday is the highest number of rides for member riders with a total of 127,974 rides.



## Causal Riders

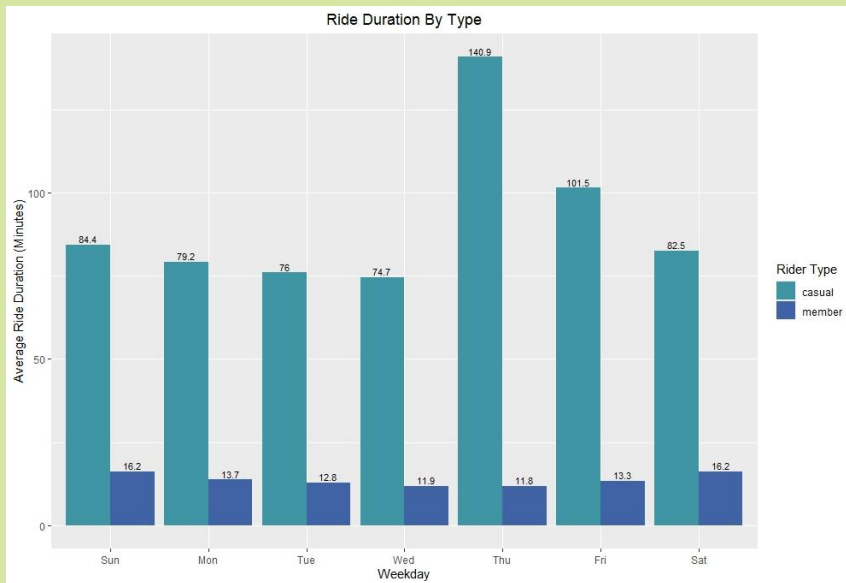


## Member Riders

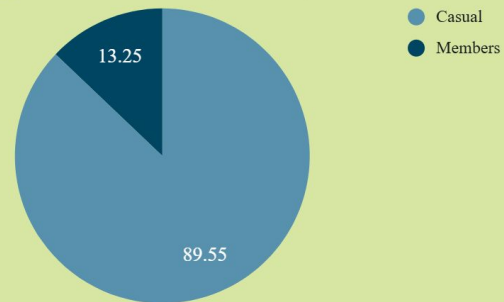


# Casual vs Members

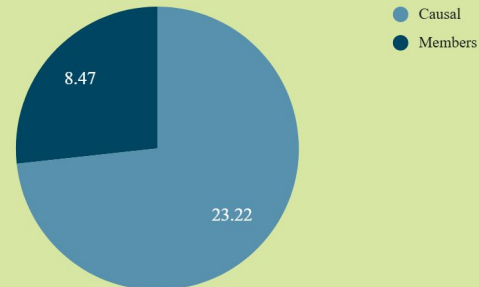
- Casual Riders have the highest average in ride duration of 140.90 minutes or 2.35 hours.
- Member Riders have the lowest ride duration of 11.78 minutes or .20 hours.



Average Ride Duration (minutes)



Median Ride Duration (minutes)





# Casual Riders to Members

## Why?

The marketing analyst team has concluded that casual riders consistently demonstrate higher ride duration than annual members, indicating strong engagement with Cyclistic serves. Converting casual riders into annual members through targeted digital marketing initiatives present an opportunity to strengthen customer loyalty, revenue growth and enhance Cyclistic's long term market position.







# How? Recommendations

## Digital Marketing Strategies

- Social Media such as Facebook, Instagram, TikTok, and Youtube.
- Incentives such as points system for the ride durations.
- Referral program for annual members such as a guest pass for a single ride given out a number a times per month.



# Analytics

## Analytics Tools

- RStudio and R programming
- Google Sheets
- Microsoft Excel

Github Link for Analytics in R: [https://github.com/szhangiv/bike\\_share\\_case\\_study](https://github.com/szhangiv/bike_share_case_study)

# END

Thank you

