Tanner Corn

Bike Company Capstone Project

2 | September | 2025
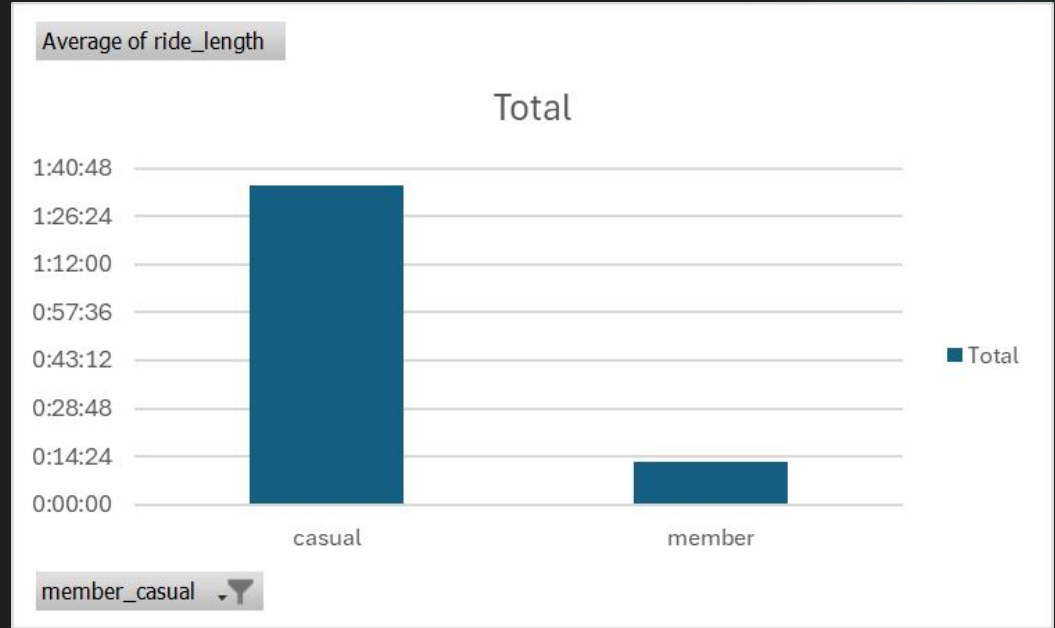
I am working at Cyclistic(a fictional bike company) as a data analyst. The director of marketing wants me to gather bike data to find the differences in how annual members and casual riders use their bikes. She will use this data to determined strategies on how to get casual riders to get an annual membership.
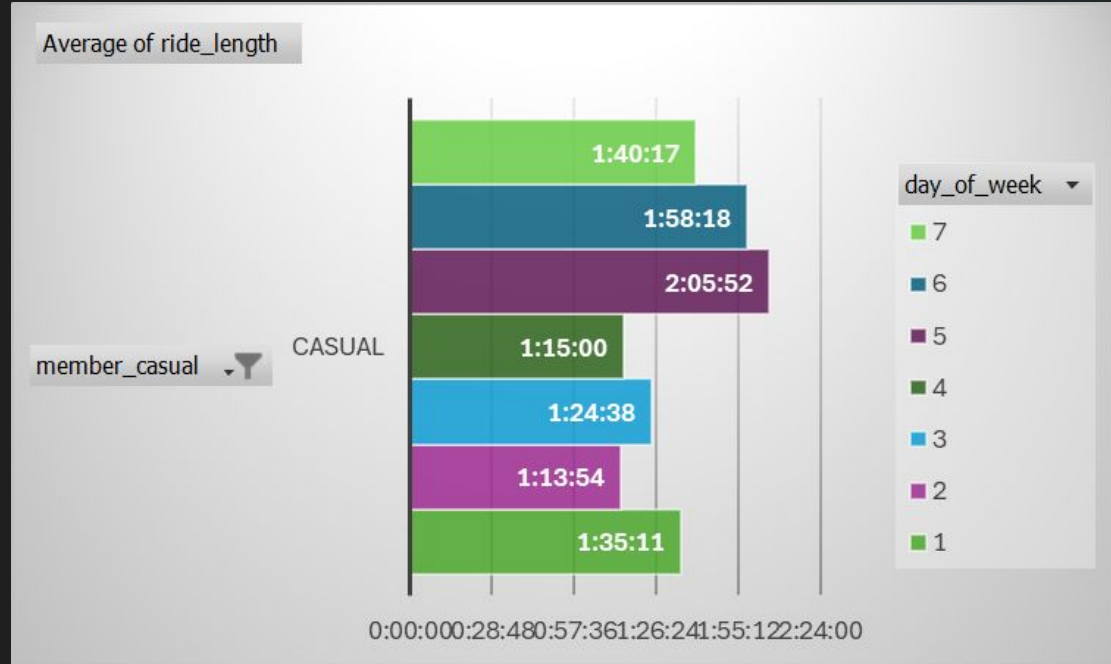
Casual vs Members average ride length

The average ride length for casual riders is 1:35:47 compared to annual members 0:12:41. The casual riders have a much higher average ride length. Possibly due to the annual member having easier access to the bike more often.

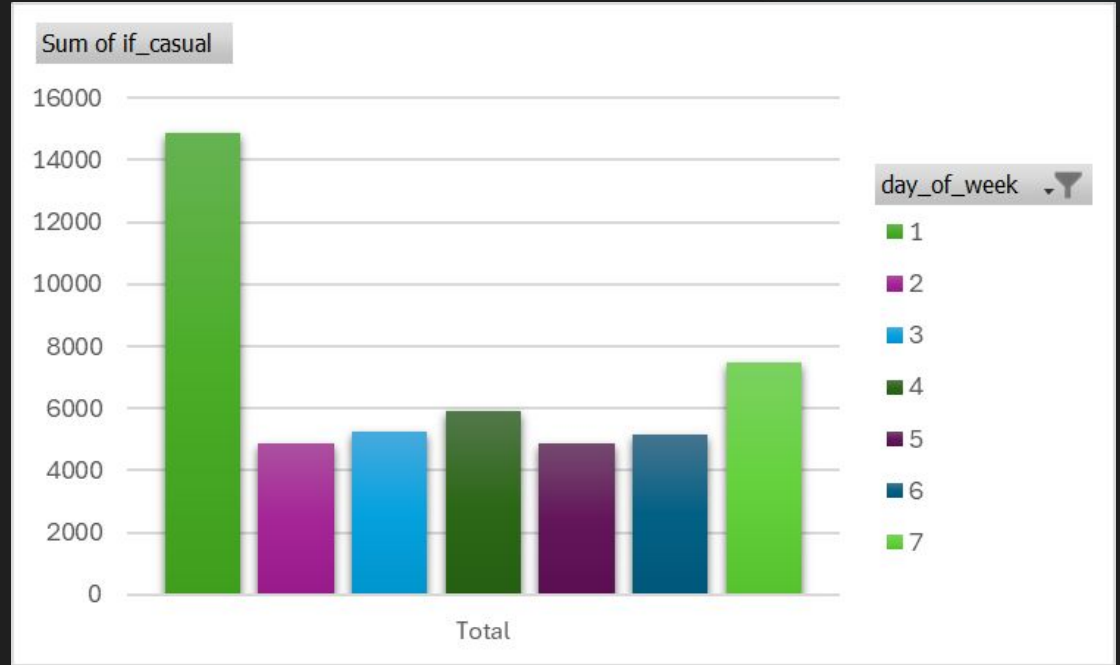Average of ride_length

Total

member_casual

Casual average ride length per day

The casual riders tend to have a longer bike ride on Thursday and Friday, moving down Saturday and Sunday, while having the lowest Monday-Wednesday.

Amount of casual riders per day

The amount of casual riders riding our bikes are all very similar of weekdays with a small rise of Saturday, but a very high jump of riders on Sunday.

Next steps

Option 1

Due to the average ride length of casual riders being much higher than annual members, we could create points system where annual members receive points for miles traveled and they can redeem the points for rewards.

Option 2

Since casual riders have the highest average ride length on Thursday and Friday, we could add a Thursday incentive. If they rider a certain amount of mile on Thursday they can receive a free ride or reward on the weekend.

Option 3

Since Sundays are when most people have the most free time, and when casual ridership is at its peak. We could introduce a special *Family Sunday Package* for members. This deal would give families a bigger discount on the busiest riding day, with the added benefit of kids riding for free.

Thank you!