

Compare how Cyclistic Bikes Member and Casual riders use bikes

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Business Objective

To analyse how members and casual riders are using the Cyclistic bikes differently to determine best marketing strategy to convert existing casual members to annual members.

Data Used

- Data has been provided for Data Analytics Capstone project and made available by Motivate International Inc. Cyclistic is a fictional company but is appropriate to analyse the trend and patterns for the Capstone project.
- The Data is taken from February 2021 till January 2022.
- Accessed the server by using DataGrip and used PostgreSQL as the database to run the queries.
- Used PostgreSQL to clean, sort and filter data. Used Tableau to analyse and visualise data.

Limitations

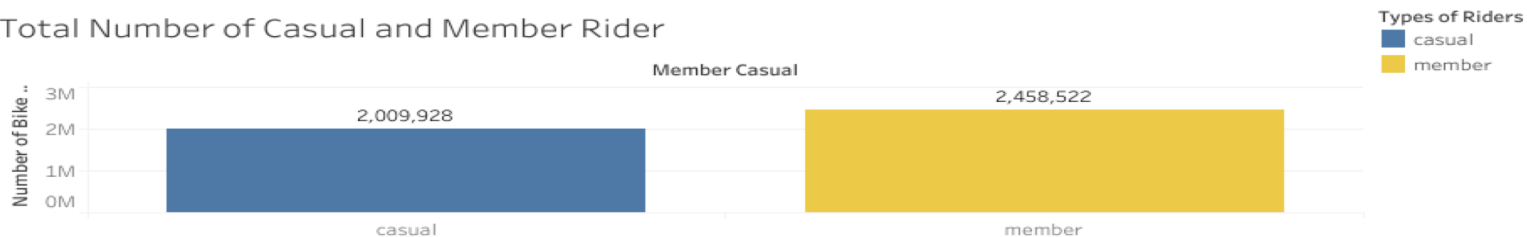
- Data-privacy issues prohibit from using riders' personally identifiable information. Thus, credit card numbers and how many times the same customer has made purchases are not available
- The minimum duration starts from 2 minutes and above

Findings and Analysis

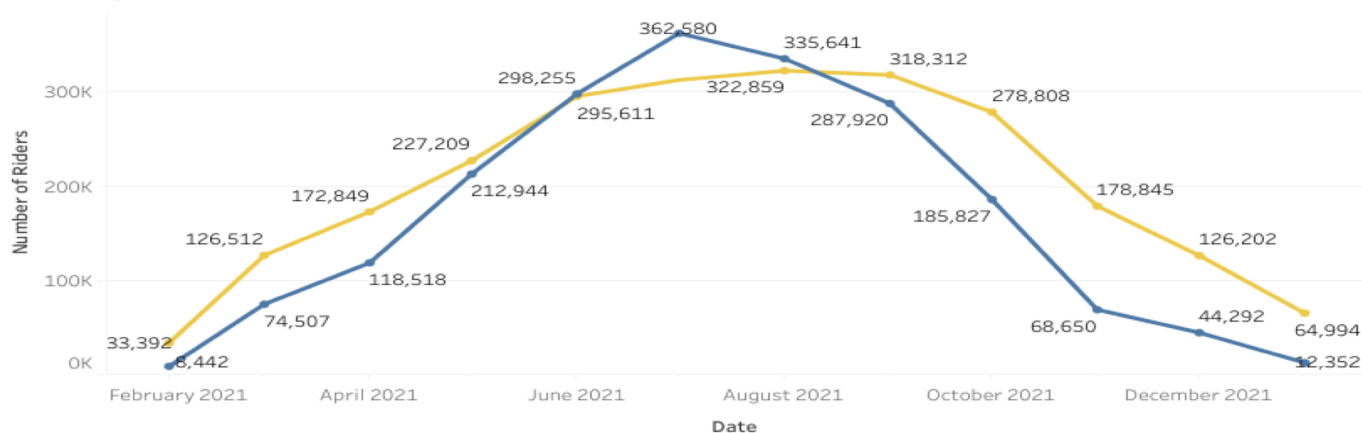
1. Total number of Riders (Yearly and Monthly)
2. Total types of bikes (Yearly and Monthly)
3. Bike usage in Days of the Week
4. Average duration of the rides (Monthly)
5. Frequently used start and end location

Dashboard 1

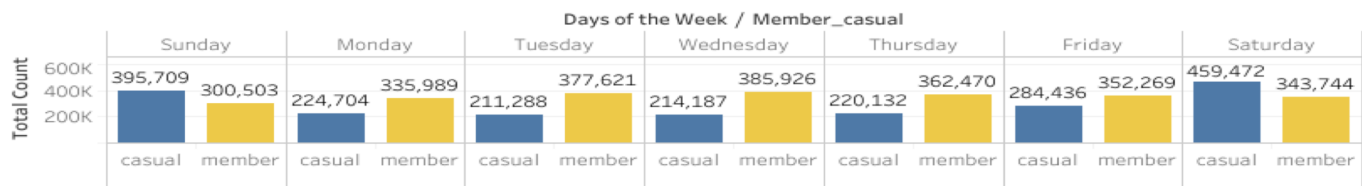
Total Number of Casual and Member Rider



Monthly Number of Riders



Increased Usage of Bikes in Days of the Week

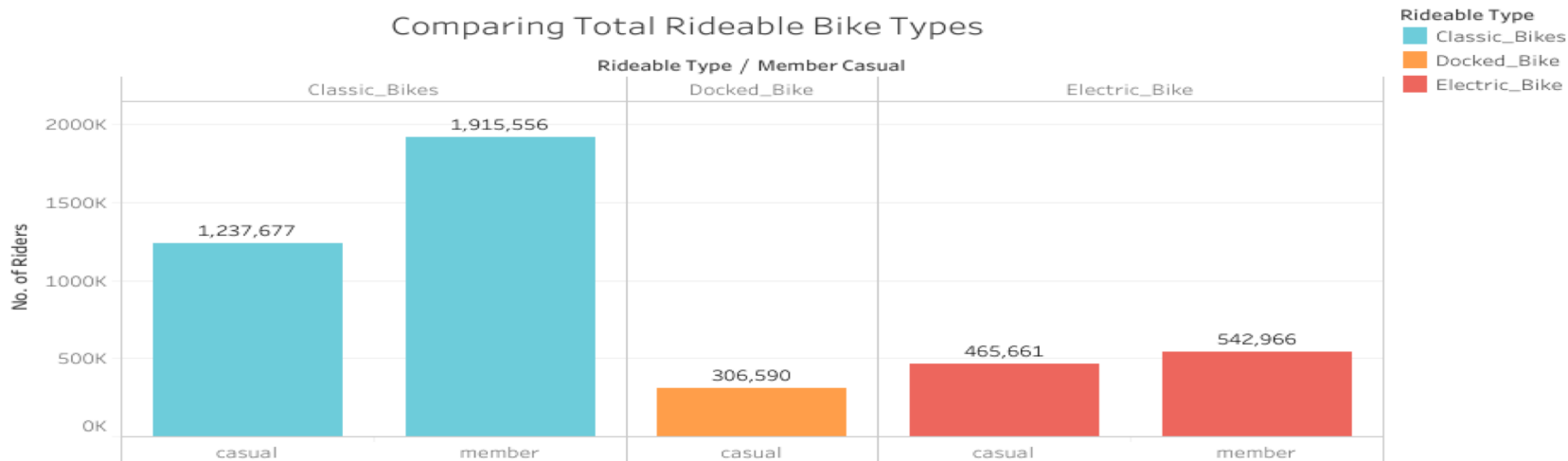


Findings from Dashboard 1

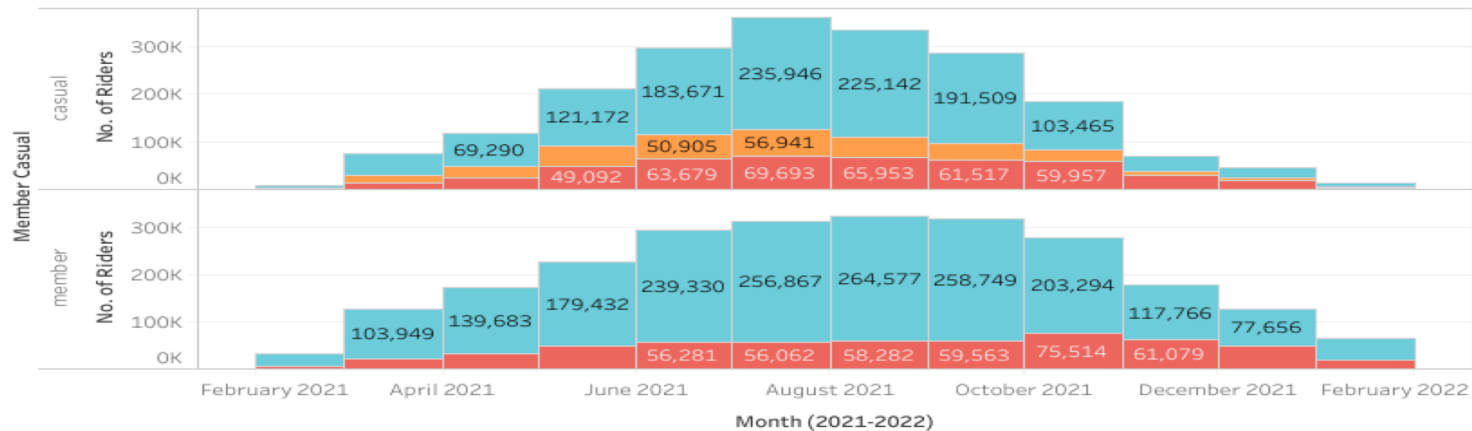
- Annually the total number of member riders are higher than casual riders by 10%
- The highest monthly bike rides for member riders were July, August and September and for casual riders were July and August (above 300K)
- For member riders, throughout the week the rides seem consistent whereas for casual riders, Saturday and Sunday were the peak days.

Dashboard 2

Comparing Total Rideable Bike Types



Comparing Monthly Rideable Bikes



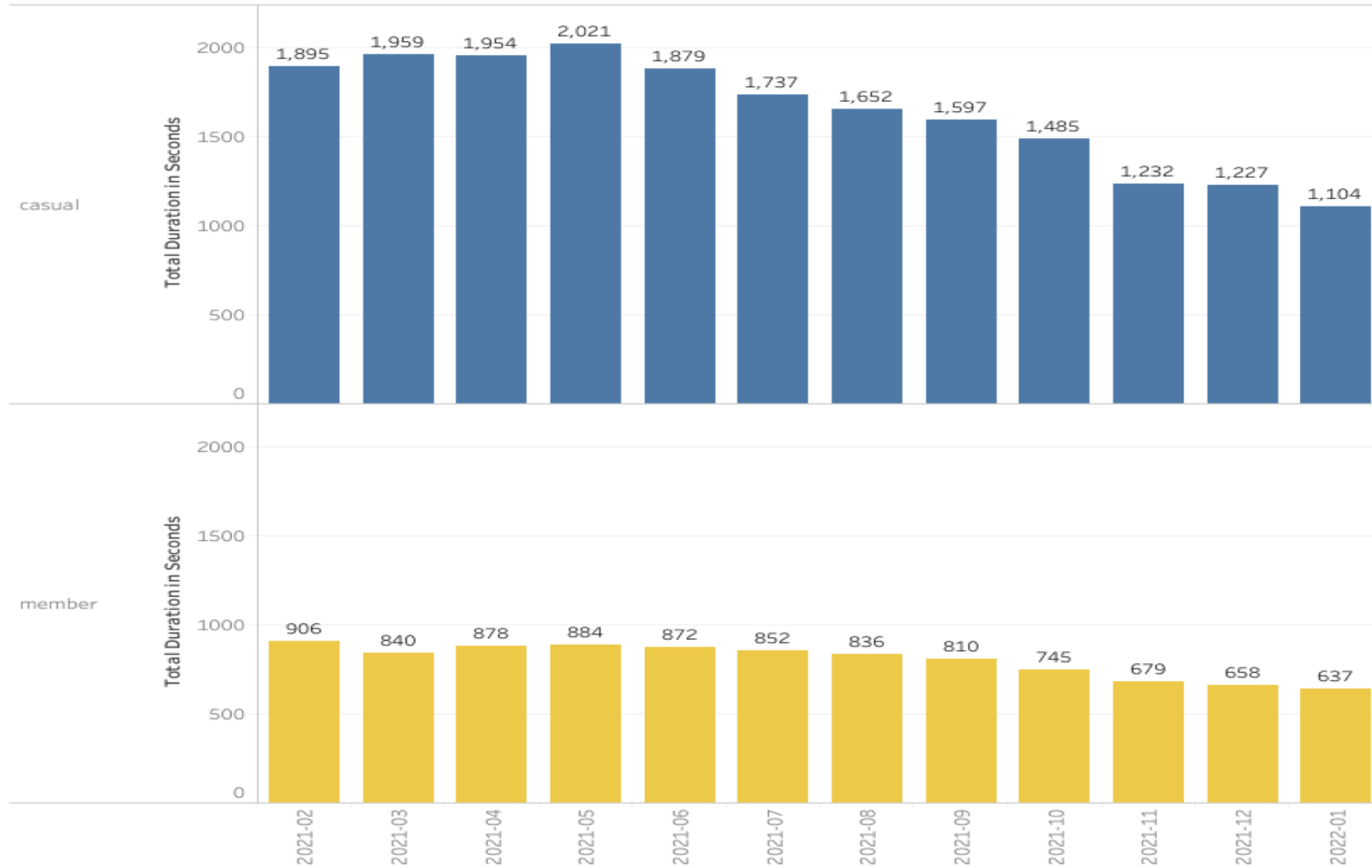
Findings from Dashboard 2

- Member riders seem to prefer riding Classic and Electric bikes whereas the Casual riders seem to ride all three bikes but both prefer the classic bikes the most.
- For members riders, Electric bikes are mostly ridden in the month of November and December whereas for casual riders, its ridden in the month of July till October.
- For member riders, Classic bikes are mostly used from June till October whereas for causal riders its mostly used in the month of July and August.

Dashboard 3

Average Duration Taken by Riders

Member or casual
casual
member



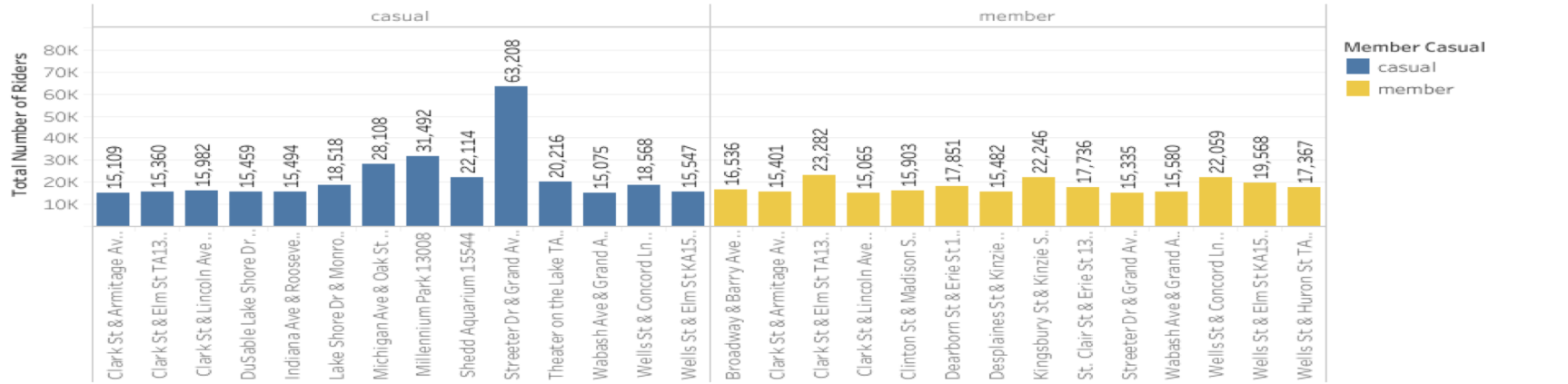
Findings from Dashboard 3

Note: The duration has been converted to seconds for calculation purpose.

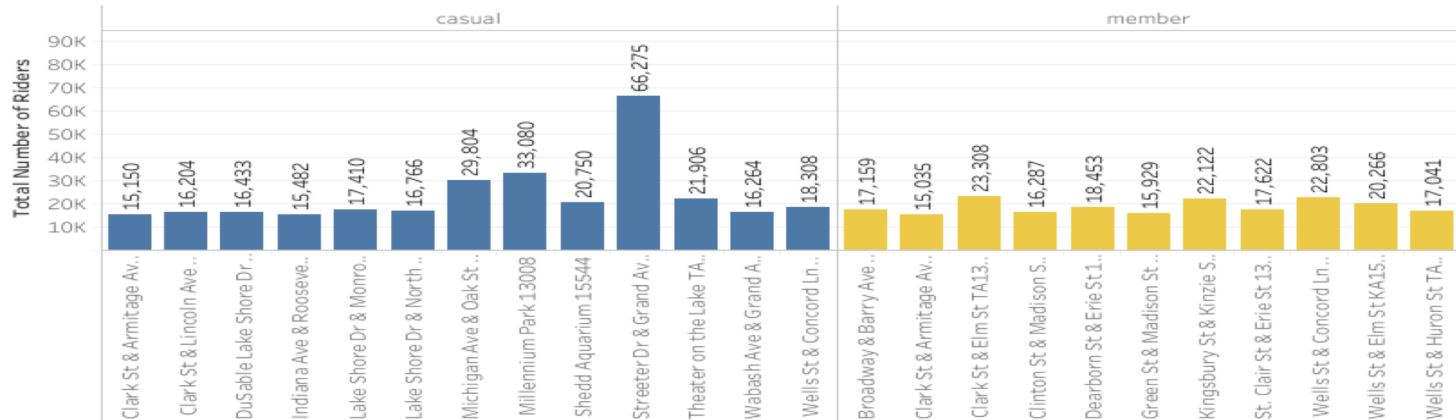
- The Casual riders take significantly longer time to ride especially in the month of May (above 2000 secs) whereas Member riders are consistent with their ride duration.
- The highest casual ride duration is 33 minutes 40 seconds whereas for member it is 18 mins and 24 seconds.

Dashboard 4

Frequently Used Start Location



Frequently Used End Location



Findings from Dashboard 4

- The top 3 most frequent used starting and ending location by Casual riders are:
 1. Streeter Dr & Grand Avenue
 2. Millennium Park
 3. Michigan Avenue and Oak Street

Recommendations

- Currently, there are more number of member riders than Casual riders.
- The peak season for Cyclistic casual bike riders is July and August so we need to aim to convert the casual rides to members before the peak season arrives.
- Since, weekend is the most popular time for casual riders, we should plan the marketing campaign around the weekend time for easy accessibility.
- Casual riders are comfortable using classic, docked or electric bikes but they use classic bikes often so the marketing focus should be on the classic bikes.
- The top three locations mentioned can be a place to start the Campaign or promotions.

Further Investigation

- Further investigation or surveys are needed to know the purpose for using single or full day pass by casual riders.
- This will help to know the characteristics and convince to convert the casual riders to members more easily.
- The start and end date and time should be more accurate so that we can avoid unnecessary anomalies.
- If there are riders who want to take the bikes for more than 24 hours then we can offer them a membership deal but we need surveys surrounding this area to further approach it.

Thank You!