

Cyclistic:

*Converting **Casual** **Riders** Into **Full Members***



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The following project was made as a final capstone project for the Google Data Analytics Professional Certificate

Company:

Cyclistic, a fictional Chicago-based bike-share

Goal:

Study **12 months of ridership data** to **analyze key trends** and **design marketing strategies** aimed at converting **Casual Riders** into **Full Members**

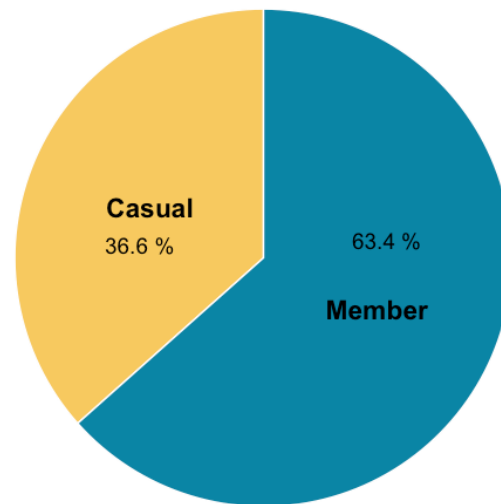
Process:

Data Cleaning: Joined and processed 12 months of ridership data, ensuring **accuracy** and **consistency**.

EDA: Explored filters and created supporting calculation columns to identify **patterns, correlations, and behavioural drivers**

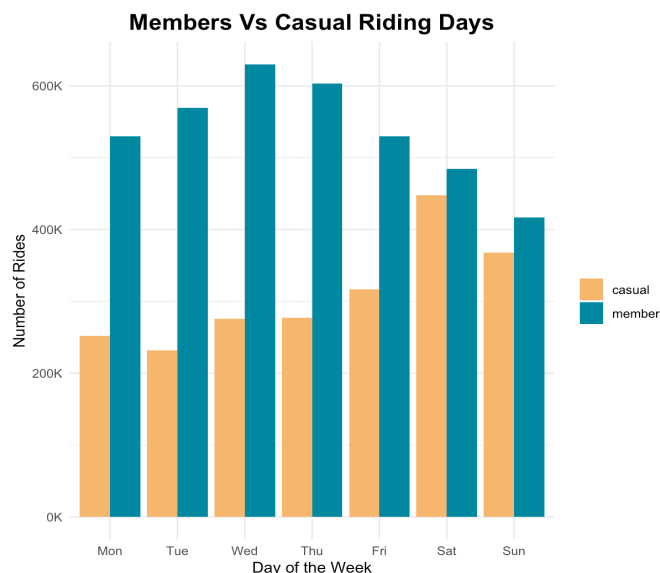
Visualization Created contextual **visualizations** to **communicate** insights effectively and clearly

Distribution of Casual Riders vs Members



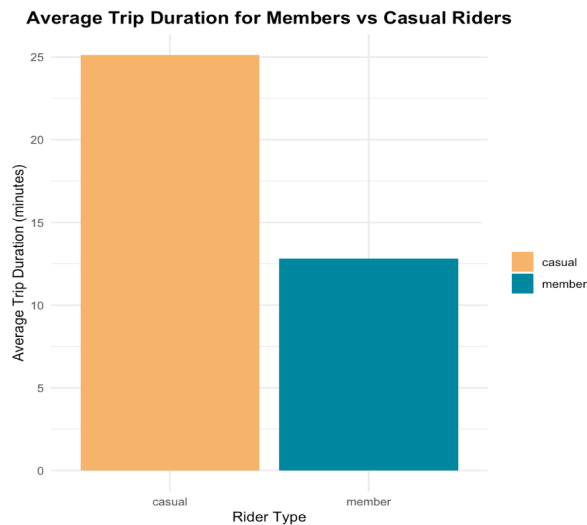
The first step was to establish the breakdown of users over the past 12 months.

We can see that **Full Members** are responsible for the majority (63.4%) of total rides taken.



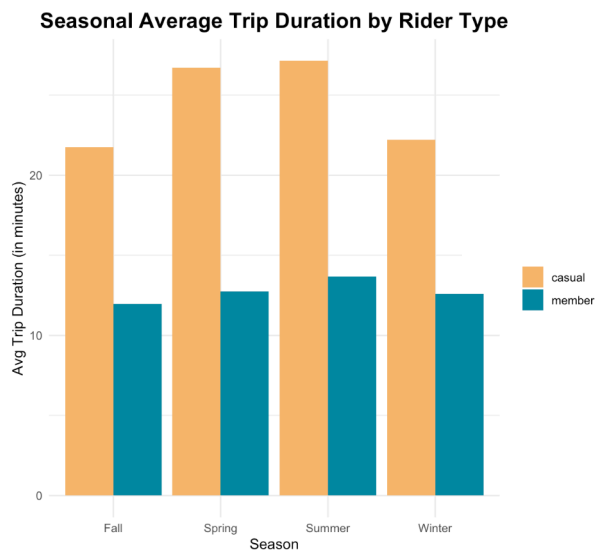
Full Members dominate weekday riding, but ride less on weekends.

In contrast, **Casual Riders** exhibit a sharp uptick on weekends, suggesting that while **Full Members** seem to rely on the bike-share service for their daily commute, **Casual Riders** may view the service as more of an off-day leisure activity.

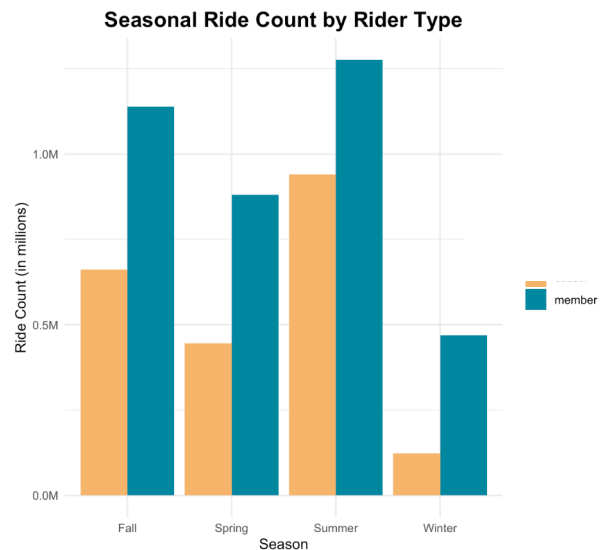


Interestingly, though **Casual Riders** take less trips overall, their trips are nearly twice as long as those of **Full Members**, which is in line with the notion that **Casual Riders** prioritize longer, leisurely trips rather than shorter, frequent commutes

It's also worth noting that **Casual Riders** are likely paying a higher per-minute cost, highlighting an immediate cost-savings benefit of converting to full membership.

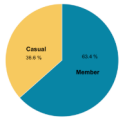


Casual Riders consistently ride for longer durations year-round.



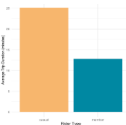
However, **Casual Riders'** usage of the service drops significantly during the hard Chicago winter, when leisure riding may be less feasible.

SUMMARY OF FINDINGS



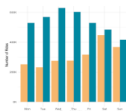
Higher Spend:

Full Members account for the majority of rides, but **Casual Riders'** trip durations are nearly twice as long, likely incurring higher per minute costs. A Cost Analysis should be conducted.



Longer Rides:

Casual Riders likely prioritize longer, leisurely rides, while **Full Members** use service more for shorter, frequent commutes. Distance or route limitations might prevent **Casual Riders** from daily use.



Marketing > Target Weekends:

Casual Riders ride more during weekends.

Data Limitations: Geographic data was unfortunately excluded due to too many inconsistencies. Also, more context surrounding pricing would be beneficial to analysis.

RECOMMENDATIONS

Cost Analysis:

Assess **profitability** of retaining **Casual Riders** as-is vs. converting them to **Full Members**. If conversion is still highest priority, consider

Cost Savings Messaging:

Highlight cost savings from upgrading to **Full Membership** fixed rates vs. per-minute charges

Weekend Promos:

Run digital ads and/or promotions specifically on weekends during peak usage.

New Membership Tier:

Test a "**Weekender**" membership plan. Conduct A/B testing to assess demand and conversion potential

Gamification:

Create **community-driven incentive model** and reward **distance travelled** or specific route completion, leaning into the riding behaviours of **Casual Riders**