

Name of Your Project: How Can Cyclistic Generate More Cyclistic Members?

2. What You're Analyzing

You are analyzing different strategies for Cyclistic, a bike-sharing company based in Chicago, to increase the number of annual members and drive profitability and future growth. The business objective is to identify strategies to convert casual riders into annual members.

- **Casual riders:** Customers who purchase single-ride or full-day passes.
- **Cyclistic members:** Customers who purchase annual memberships.

3. Key Insight

The marketing team believes that maximizing the number of annual members will be key to future growth. There is significant potential to convert casual riders into members, as many casual riders already exhibit frequent usage patterns.

4. Software/Applications Used

Microsoft Excel 365, WinZip, and Power Query.

5. Challenges Faced

Downloading all 12 datasets (202310-divvy-tripdata.csv through 202409-divvy-tripdata.csv) from [Divvy Trip Data](#). Cleaning the data to make it meaningful and actionable involved combining and creating new columns. Most of the 12 sheets, totaling over 1 GB of data, were irrelevant to the analysis. I used pivot tables to sort, filter, and condense only the essential information, then generated graphs and pivot tables to fulfill stakeholder requirements.

6. Outcomes or Expected Outcomes

- **Membership Trends:** Members consistently outnumber casual riders in usage from Monday through Sunday.
- **Peak Month:** September is the most frequent usage month for both casual and annual members.
- **Bike Preferences:**
 - Members use electric bikes more frequently.
 - Casual riders show a more balanced preference between electric and classic bikes, likely due to supply availability.
- **Usage Patterns by Day:**
 - Members ride more on weekdays (Wednesday being the most popular, followed by Thursday, Tuesday, Monday, and Friday).

- Casual riders are more frequent on weekends (Saturday and Sunday).
- **Trip Duration:** The majority of trips are under 30 minutes, indicating that most users take short rides.
- **Seasonal Trends:** Casual rider usage is lowest from October to April (7 months of the year).

7. Additional Insights

- **Why do fewer members ride in the mornings compared to peak hours?** Likely reasons include cold weather, preference for cabs or the metro, or commuting habits.
- **Potential Membership Packages:** Offering new packages, such as a one-week pass or weekend pass, could increase conversions from casual to annual members.
- **Survey Ideas:** Distribute surveys to hotels and promote the concept of a “Weekend Warrior Bike Pass” with brochures.

ASK:

1. How do annual members and casual riders use bikes differently?
2. Why would casual riders purchase Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence casual riders to become members?

Prepare

I used Cyclistic's historical trip data to analyze and identify trends. I downloaded the previous 12 months of Cyclistic trip data (10/2023-09/2024) from [Divvy Trip Data](#).

Process

I used WinZip to unzip the 12 .csv files because most were over 1 GB. I used Microsoft Excel 365 to download the datasets from 10/2023-09/2024. I used Power Query to clean the data by adding columns for month name, day name, and hour. I created a custom column for ride time with a formula: $([ended_at] - [started_at]) * 24 * 60$ to simplify timestamps. To simplify the start time and end time data, I created a conditional column to categorize ride times into four buckets: under or equal to 10 minutes, between 10-30 minutes, 30-60 minutes, and over 60 minutes. I deleted the start time, end time, and ride time columns. I used the Group By feature to count rows for columns like rideable type, member status, month name, day name, hour, and custom categories. This manipulation allowed me to use pivot tables to create charts and graphs.

Analyze

- September was the busiest month.
- May through September were the busiest months, while October to April were the slowest.

- Cyclistic members outnumber casual members.
- Electric bikes are popular with both Cyclistic members and casual riders.
- Scooters were first offered in 09/2024.
- Members are more active on weekdays, while casual members are more engaged during weekends.
- Most rides are under 30 minutes, categorized in this order: under 10 minutes, 10-30 minutes, 30-60 minutes, and over 60 minutes.

Share

I provided .xlsx files for all 12 months with data visualizations.

Act

Marketing Suggestions:

- **Tourist Engagement:** Chicago attracts many tourists, and annual memberships may not make sense for out-of-town visitors. Consider offering flexible membership options, such as two- or three-day passes, weekend passes, one-week passes, or one-month passes. These options could help capture value from tourists and encourage repeat use.
- **Promotional Efforts:**
 - Market through hotels, businesses, homes, and offices.
 - Use mailers and brochures.
 - Provide incentives for travelers, such as discounts on weekend passes.
 - Focus on summer promotion (May–September), the busiest months, or begin marketing in the months leading up to peak season (October–April).