

Cyclistic Bike Share Case Study

Business Task

Cyclistic - The Bike sharing company aims to grow further by maximizing its annual memberships. This can be done by converting the casual riders to annual members. To accomplish this, the marketing team needs to design focused marketing strategies. Hence, the task is to analyze the company's user data to understand how the casual riders use the bike-sharing service differently than the annual members.

Data Information

- The data used for the analysis is Cyclistic's historical trip data for 12 months, ranging from November 2020 to October 2021.
- It is distributed under a [license](#).
- The data is stored externally on the [cloud](#).
- There is no Personally Identifiable Information (PII).
- First-Party data, hence, original, and reliable.
- The data is downloaded and stored appropriately in a folder.

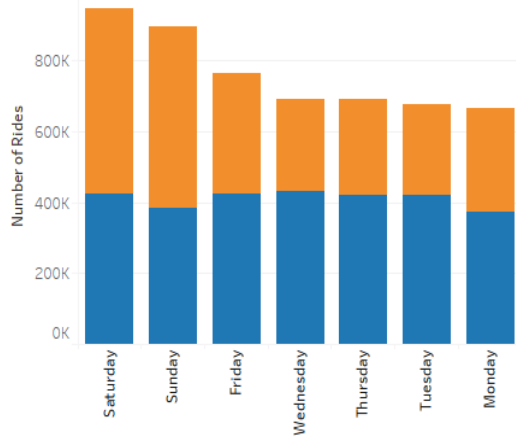
Data Processing

- This is the stage to check the data to ensure integrity, completeness, correctness, relevance; and to perform data cleaning.
- **Tools:**
 1. Spreadsheets – Perform initial data inspection and get an overview.
 2. RStudio – Develop script to clean, transform, organize, and summarize the data.
 3. Tableau – Create Visualizations and Dashboard for final presentation.
- **Data Documentation** – [Kaggle Notebook](#)

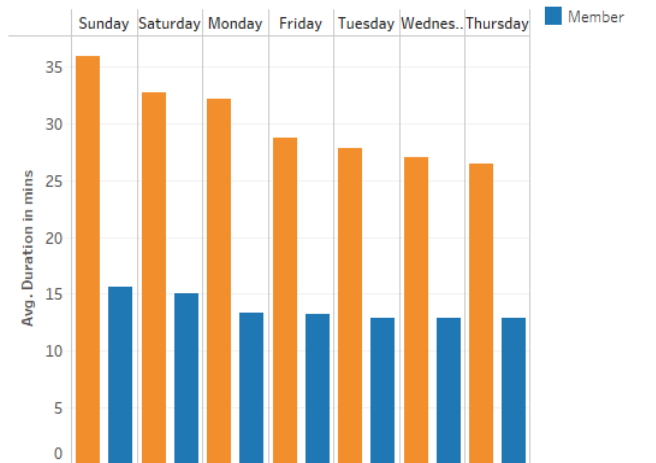
Data Visualization in Tableau

➔ [Tableau Link](#)

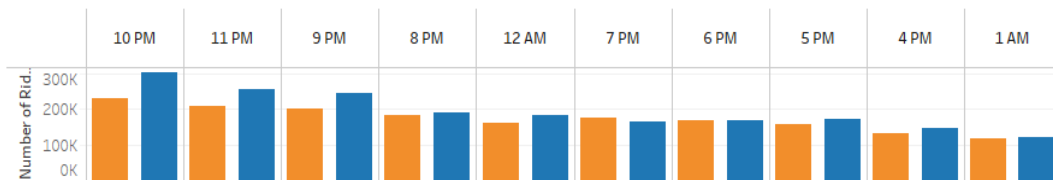
Total Rides By Weekday



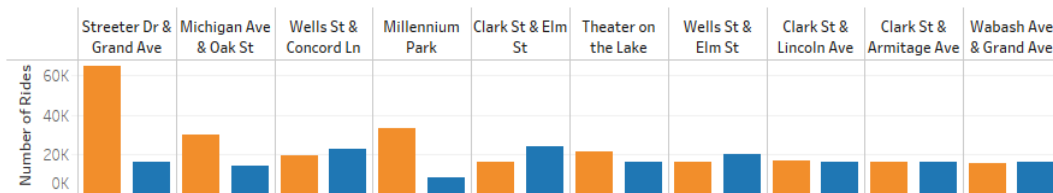
Average Ride Duration By Weekday



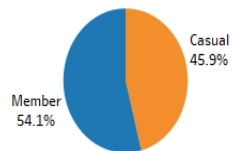
Top 10 Busiest Hours



Top 10 Popular Stations



Types of Users Using the Service



Casual

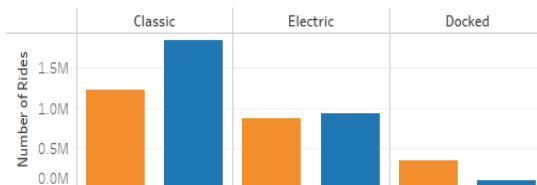
24,51,701

Member

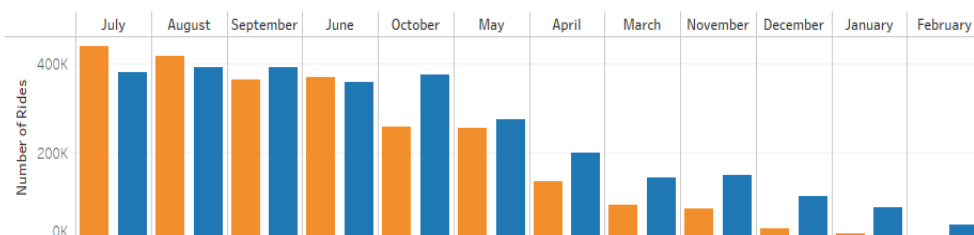
28,84,057

Member Casual
Casual
Member
Highlight Month of Date
No items highlighted

Popular Bike Types



Total Rides By Month



Summary

- The difference between the number of annual members and casual riders using the bike-share service is less than 10%.
- The casual riders ride for more durations, compared to annual members.
- The late spring, summer and fall months, see the highest number of rides during the year, while, the colder months see the least number of rides.
- The riders, especially the casual riders like to ride more during the weekend.
- Both the users tend to ride during evenings ranging through late at night.
- The Classic bike type is the most popular type of bike amongst both the users.

Recommendations

- Special membership offers or plans for summer and fall months.
- Reward points-based system for discounts and coupons.
- Marketing efforts on the most popular 10 bike stations.
- Partnership offers, deals, gift cards, etc.
- Special plans or offers for weekends.
- Free extra days for annual membership passes.