WHY CASUAL RIDERS CAN BECOME ANNUAL MEMBERS?

Ciclystic Co.

Data Analysis Project
Analysed and developed by Walber Rodriguez
Jun/2025

# DATA INFORMATION

- The data is located on cloud Amazon AWS of DIVVY Trip Data repository.

- For this analysis it was used data about rides from Jan,2024 to Jun,2024 (six months).

- For cleaning data it was removed all rows with NA information to any column information.

- Due to lots of rows, I declined to use MS Excel. For all processes I use Rstudio V.2025-05.0

- All processes done were descripted on R Script for documentation.

- It was created a R Markdown report for collaboration and sharing.

HOW DO ANNUAL MEMBERS AND CASUAL RIDERS USE CICLYSTIC BIKES DIFFERENTLY?

Ciclystic Company
Numbers of rides per Members
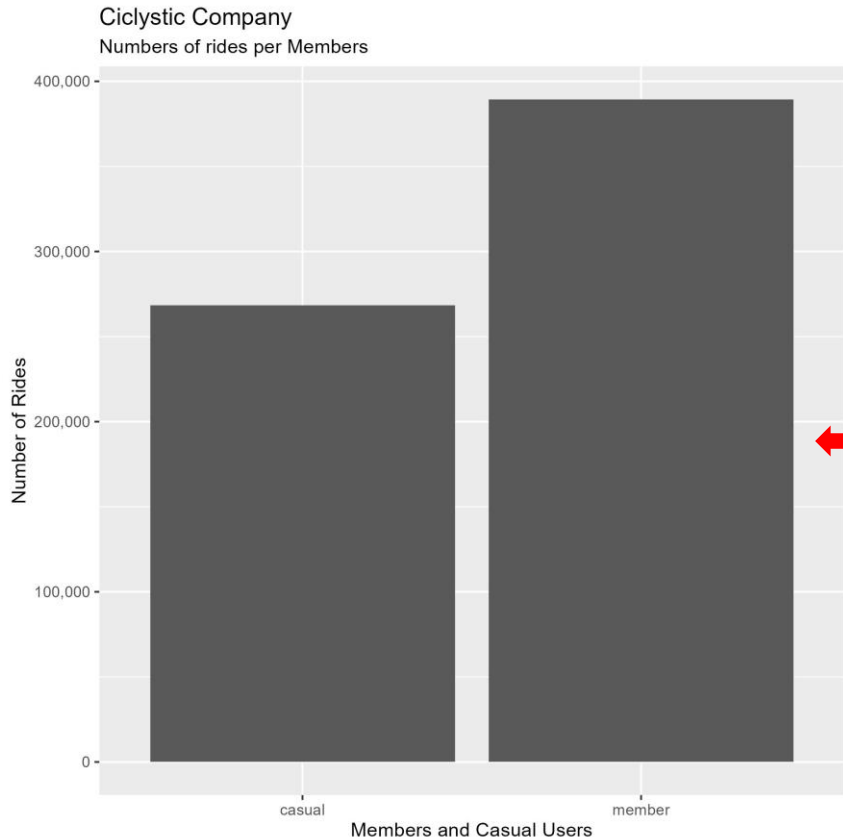
member_casual	rideable_type	num_rides
casual	classic_bike	126436
casual	electric_bike	142007
member	classic_bike	189394
member	electric_bike	199906

Ciclystic Company
Numbers of rides per Members and Rideable Types

There is a good amount of rides done by casual riders that can become annual members
&
There is no significant difference between the use of types of bikes by them
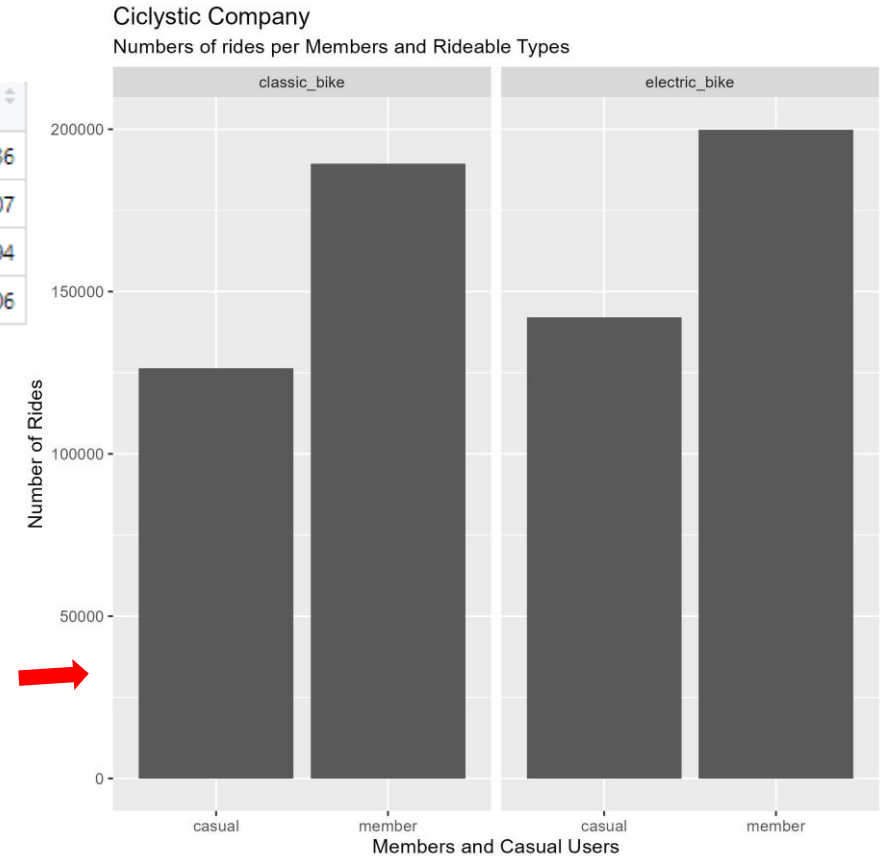
HOW DO ANNUAL MEMBERS AND CASUAL RIDERS USE CICLYSTIC BIKES DIFFERENTLY?

Casual users are expending much more time on using bikes than members, mainly classic bikes.

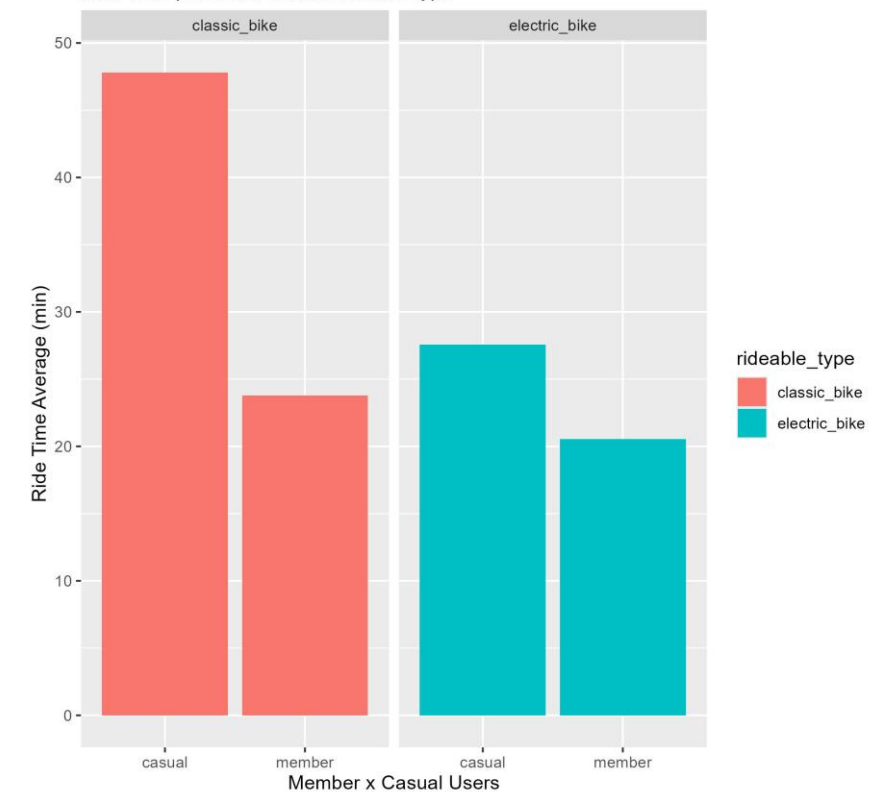| member_casual <chr>	ride_avg <time>
casual	37.09696 secs
member	22.11206 secs

rideable_type <chr>	ride_avg <time>
classic_bike	33.40331 secs
electric_bike	23.44713 secs

So, <u>the benefits of annual membership</u> could be a great option to convert <u>them on new members.</u>

Ciclystic Company
Ride Time per Member
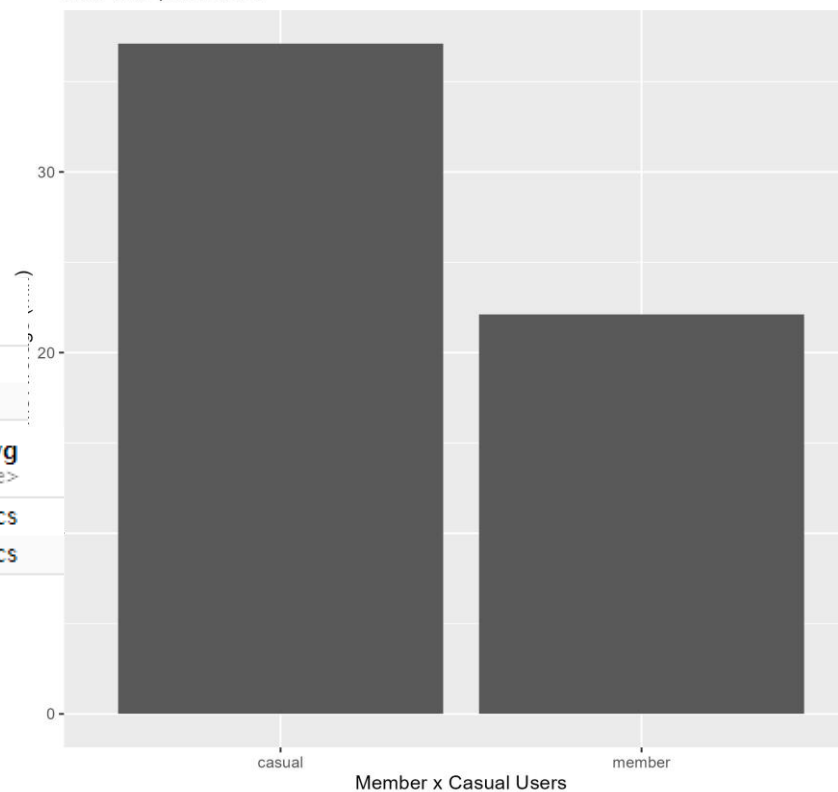
Ciclystic Company
Ride Time per Member and Rideable Type

HOW DO ANNUAL MEMBERS AND CASUAL RIDERS USE CICLYSTIC BIKES DIFFERENTLY?

On weekdays, there are lots of annual members using bikes. The casual riders can be incentivized to become annual members for using bikes to move around the town, as go to work, supermarket or shopping.
So, this is good opportunity to pay attention casual riders to become them on annual members whose have a conscious of a sustainable town.
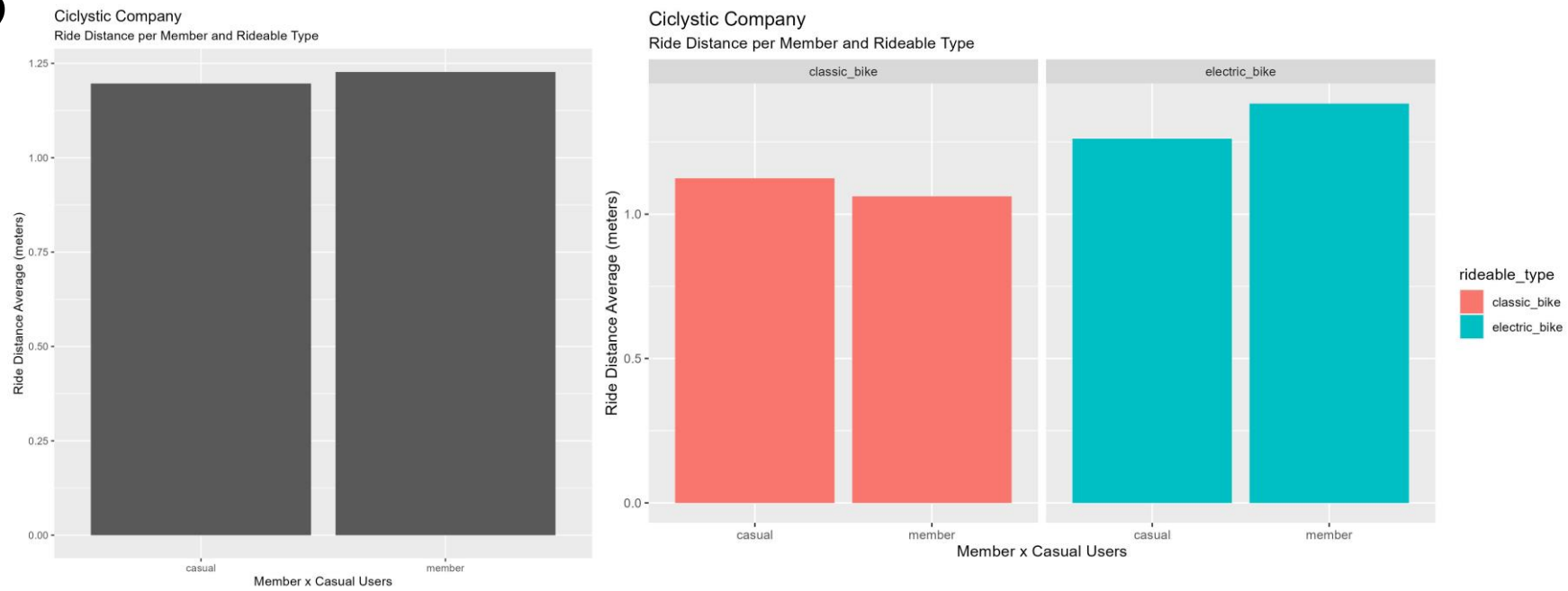
But, on weekends, both type of riders are using the service at a same level and the casual riders could be encouraged to enjoy family days out using the bikes such as annual members to enjoy the benefits of it.
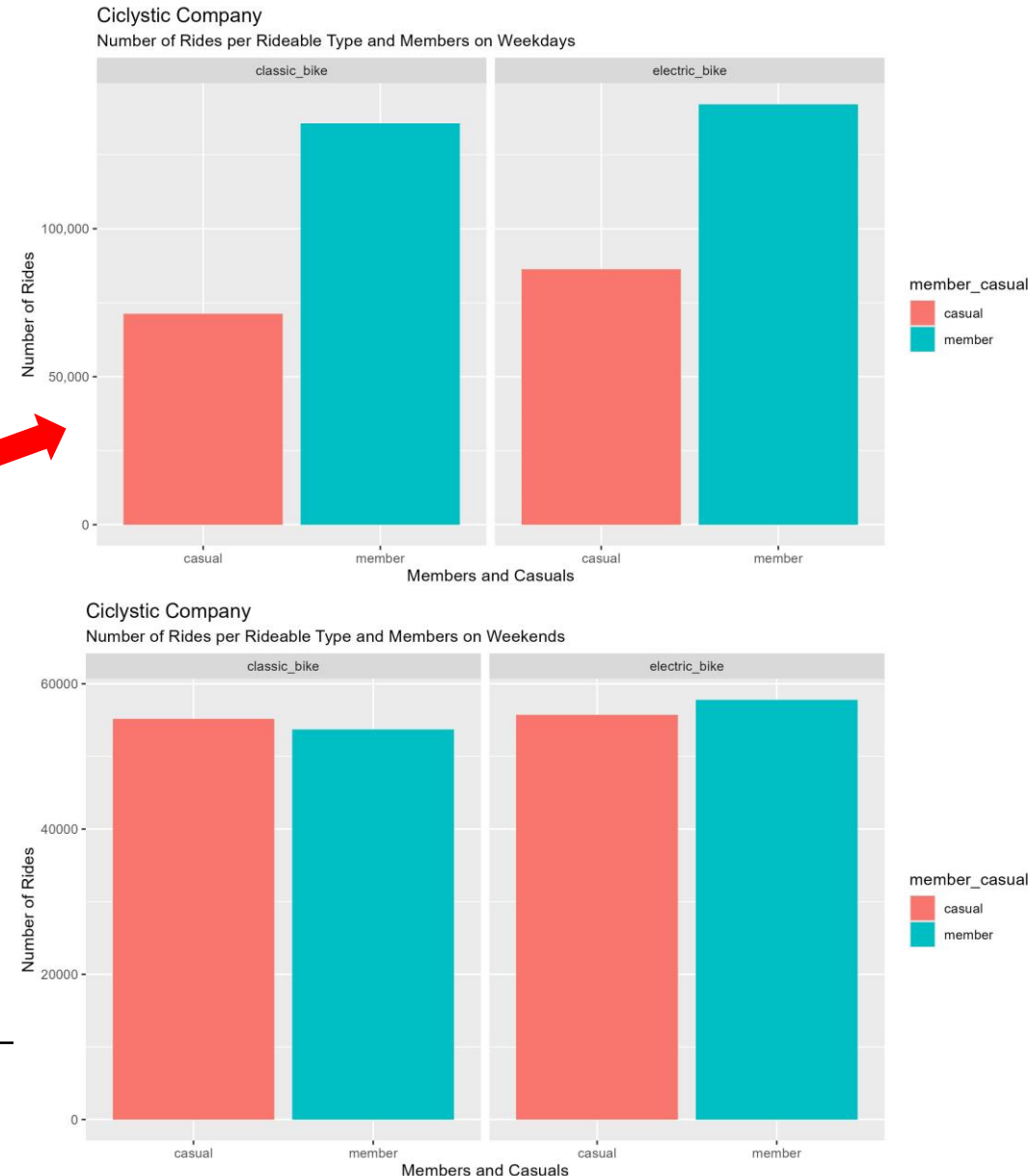
WHY WOULD CASUAL RIDERS BUY CICLYSTIC ANNUAL MEMBERSHIP?

Although casual riders are riding almost the same distance of annual members, they are expending more time on riding than annual members
And the riding time is high for riding the same distance on both bike types.
So, The expenses of casual riders can be reduced on becoming annual member

Ciclystic Company
Ride Distance per Member and Rideable Type

Ciclystic Company
Ride Distance per Member and Rideable Type

member_casual <chr>	rideable_type <chr>	avg_time <time>	avg_dist <dbl>
casual	classic_bike	47.81599 secs	1.124063
casual	electric_bike	27.55327 secs	1.261529
member	classic_bike	23.78167 secs	1.062298
member	electric_bike	20.53025 secs	1.383593

HOW CAN CICLYSTIC USE DIGITAL MEDIA TO INFLUENCE CASUAL RIDERS TO BECOME MEMBERS?

Casual Riders

- They have a good number of rides that could be done as annual member
- They are riding and covering almost the same distance of annual members but expending more time for riding than annual members and how much it cost? and how it can be reduced? Be annual member!
- On weekdays, they are using the service such as annual members and I believe they are conscious about your chose, using bikes as healthy and sustainable way, so why not become a member and enjoy more benefits?
- On weekends, are using the service at a same level of annual members and this is great, but why they are not a member?
- Maybe, they do not know the benefits of to be an annual member and,
- They need to be incentivized to maintain the thoughts about a sustainable and health life and they need to be encouraged to think and join an annual membership to enjoy all benefits.
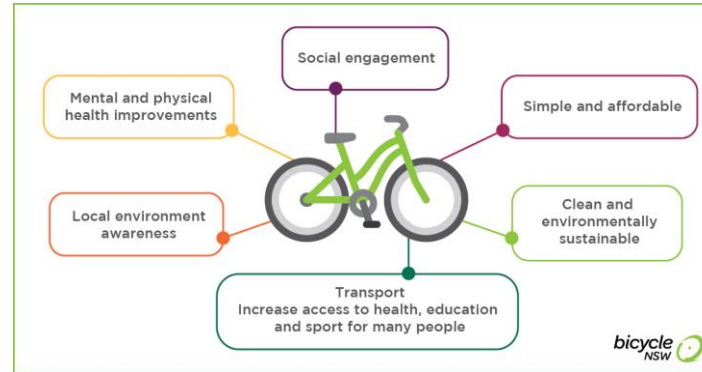
OUTCOME

Sustainable Transport

Bikes as a transport way reduce pollutants emission and contribute to ambient preservation

Ciclystic Co. has an ambient conscious and promote it of our town and for annual members.
Be a member too!

Social Benefits

Bikes promote a health and wellness of individuals, beyond to facilitate the access to different areas of the town

Being an annual member you can enjoy all benefits for your health life and you will have facility of mobility for all areas in the town.
Be an annual member!

Urban Transformation

Incorporate bikes to urban transportation can exchange the mobility and the life quality of the cities

As an annual member you will be contributing to a better urban transportation and the quality of life for you and the town.
Be an annual member!

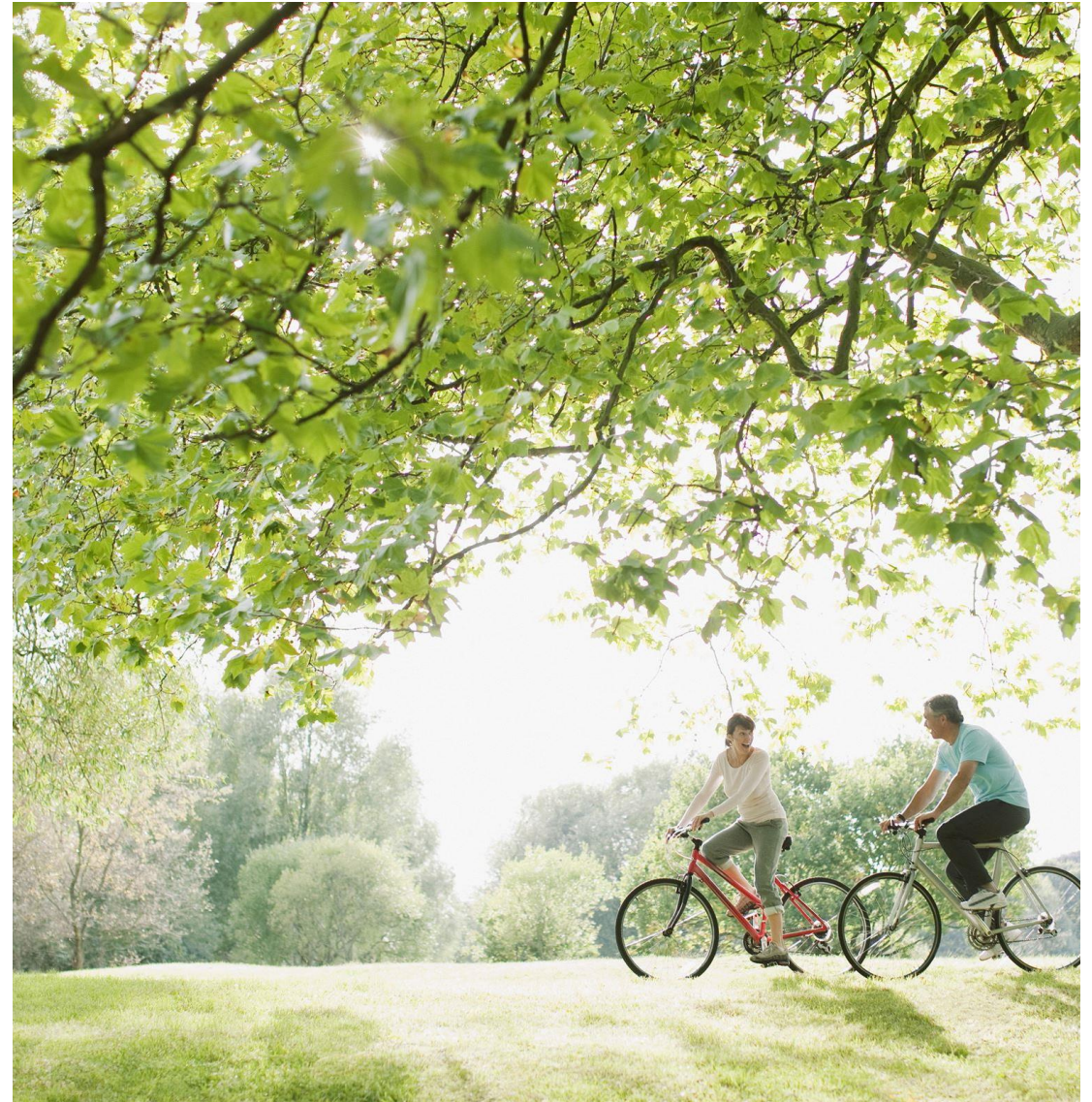# SOME SUGGESTIONS AND THOUGHTS TO CHANGE CASUAL RIDERS TO ANNUAL MEMBERS

SUSTAINABLE BIKES USE: WORK, LEISURE AND SHORT TRIPS

Exploring bikes for sustainable work and leisure

ENVIRONMENTAL AND SOCIAL BENEFITS OF CYCLING

REDUCING CARBON EMISSIONS

Benefits of Using Bikes

Using bikes for daily commuting significantly reduces greenhouse gas emissions, promoting a cleaner environment.

Climate Change Mitigation

Every kilometer traveled by bike represents a reduction in the use of motor vehicles, helping to combat climate change.

IMPROVED AIR QUALITY

Vehicle Reduction

Reducing the number of cars on the streets is crucial to improving air quality in cities.
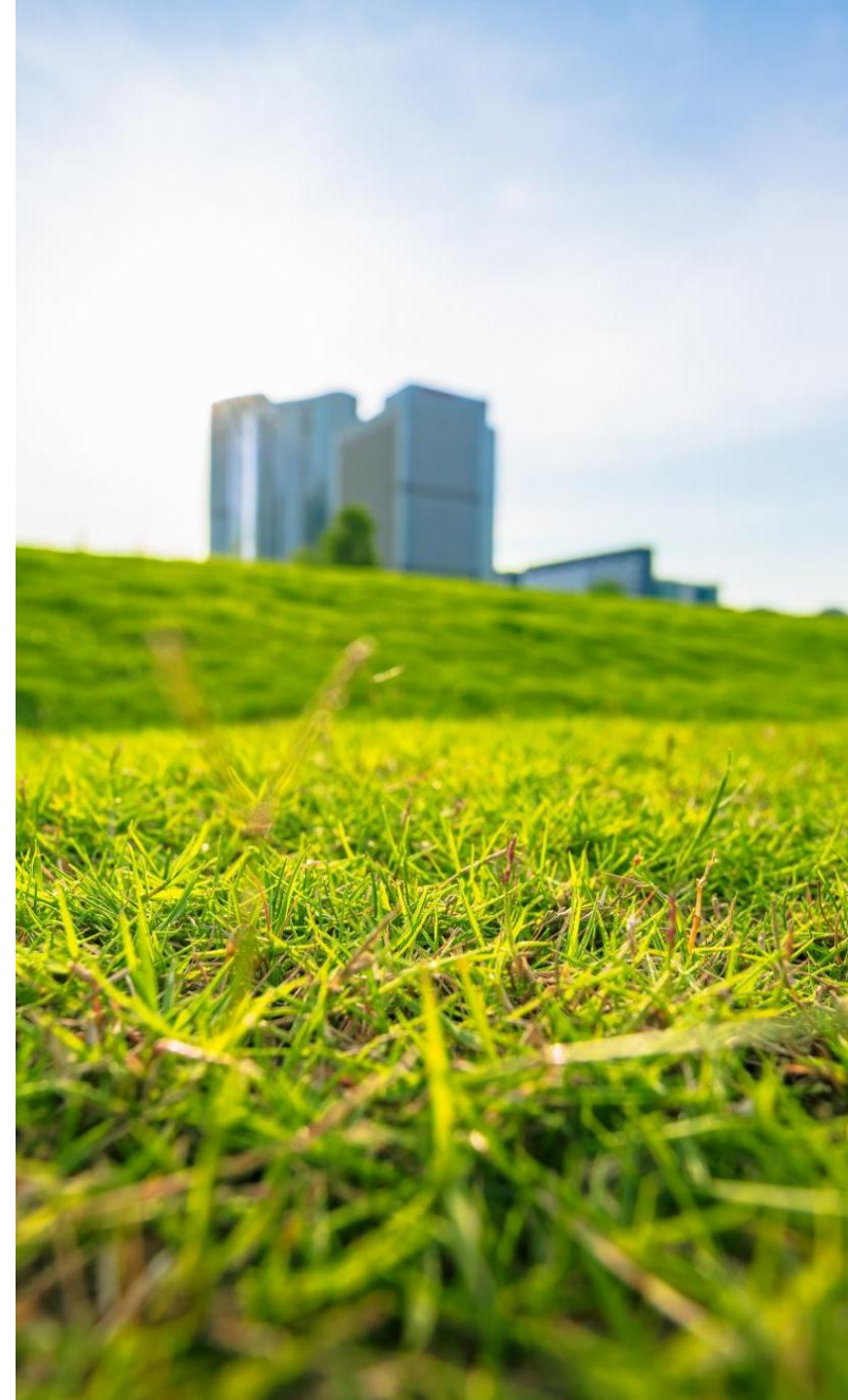
Less Air Pollution

Fewer vehicles on the streets results in a significant reduction in air pollution, making cities healthier.

Healthier Cities

Cities with better air quality provide a more pleasant environment to live and spend time in.

BIKES TO WORK: EFFICIENCY AND ADVANTAGES

COST AND TIME SAVINGS

Cost Savings

Using bikes eliminates fuel and parking expenses, resulting in significant financial savings for workers.

Rapid Displacement

Bikes enable faster travel, especially in urban areas, avoiding traffic jams and saving time.

POSITIVE IMPACTS ON WORKERS' HEALTH

Physical Health

Regular cycling contributes to physical fitness, improving cardiovascular health and worker endurance.

Mental Health

Cycling reduces stress and promotes a sense of well-being, positively impacting workers' mental health.

Productivity and Satisfaction

Increased physical activity, such as cycling, can result in greater productivity and job satisfaction, benefiting both workers and employers.

EXAMPLES OF COMPANIES THAT ENCOURAGE THE USE OF BIKES

Incentive Policies

Companies are implementing policies that encourage the use of bikes, promoting a healthy and sustainable lifestyle.

Share Points

Lots of bike share points is an effective way to encourage employees to use bikes to commute.

Bike Sharing Companies

Bike sharing companies are a great way to facilitate mobility and reduce dependence on motor vehicles.

LEISURE BIKES: FUN AND WELL-BEING

EXPLORATION OF NATURAL AND URBAN SPACES

Access to Remote Locations

Biking allows access to areas that are difficult to reach by car, such as nature trails and secluded parks.

Unique Experiences

Exploring by bike provides new experiences and discoveries, allowing a closer connection with the surrounding environment.

Urban Exploration

Biking in cities promotes exploration of urban environments, improving mobility and offering new perspectives.

PSYCHOLOGICAL AND PHYSICAL BENEFITS

Endorphin Release

Cycling stimulates the release of endorphins, which are neurotransmitters that promote happiness and well-being.

Reducing Anxiety

Regular cycling has been shown to reduce anxiety levels, providing a sense of calm and relaxation.

Keeping Stress Under Control

Cycling is an excellent way to relieve stress, allowing the body and mind to renew themselves.

SHORT TRIPS: CONVENIENCE AND SUSTAINABILITY

EASE OF MOVEMENT IN URBAN AREAS

Efficiency in congested areas

Bikes enable efficient mobility in urban areas, where traffic can be heavy and frustrating.

Agility and speed

Riding a bike allows people to move quickly, avoiding traffic jams and reducing travel time.

Sustainable transport solution

The use of bikes in urban areas contributes to more sustainable transport and reduces the carbon footprint.

REDUCING TRAFFIC CONGESTION

Benefits of Cycling

Encouraging the use of bikes for short trips can help reduce urban congestion and improve mobility in cities.

Improved Traffic Flow

With fewer cars on the streets, traffic flows more freely, resulting in fewer delays and more efficient travel.

Cleaner Environment

Reducing the use of motor vehicles helps reduce air pollution, creating a healthier urban environment.