



# Analysis of Cyclistic Riders

**How Does a Bike-Share Navigate Speedy Success?**

Hazwan M. | 12 March 2023

# Background

- Cyclistic is looking for ways to expand its number of annual memberships
- Analytics team is required to provide insights on how casual riders and annual members differ
- The insights will then provide direction for the new marketing strategy, to convert casual riders into annual members



**“How do annual members and casual riders use Cyclistic bikes differently?”**

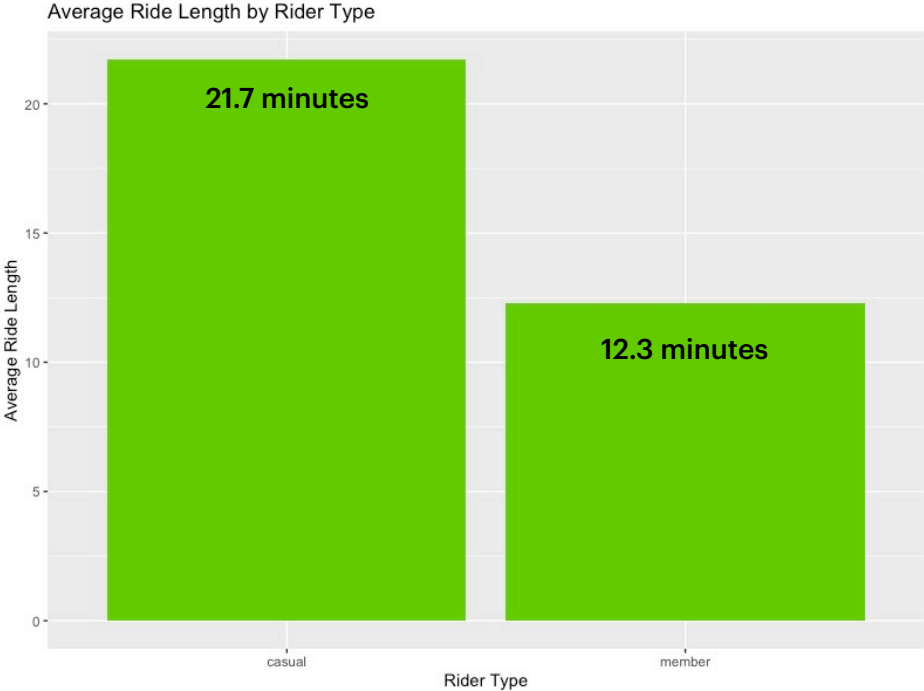
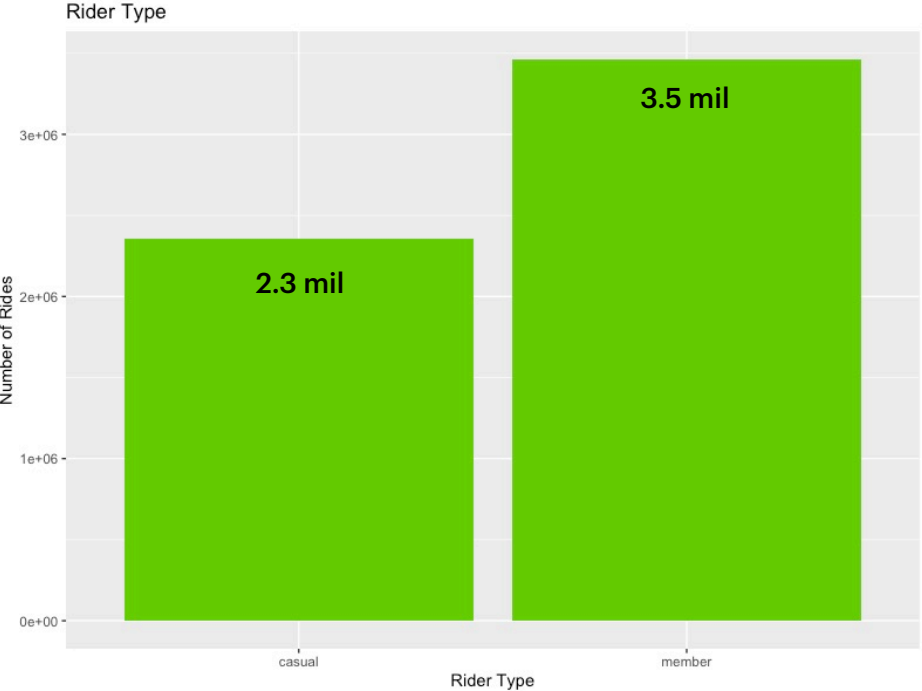
**Business Task**

# Executive Summary

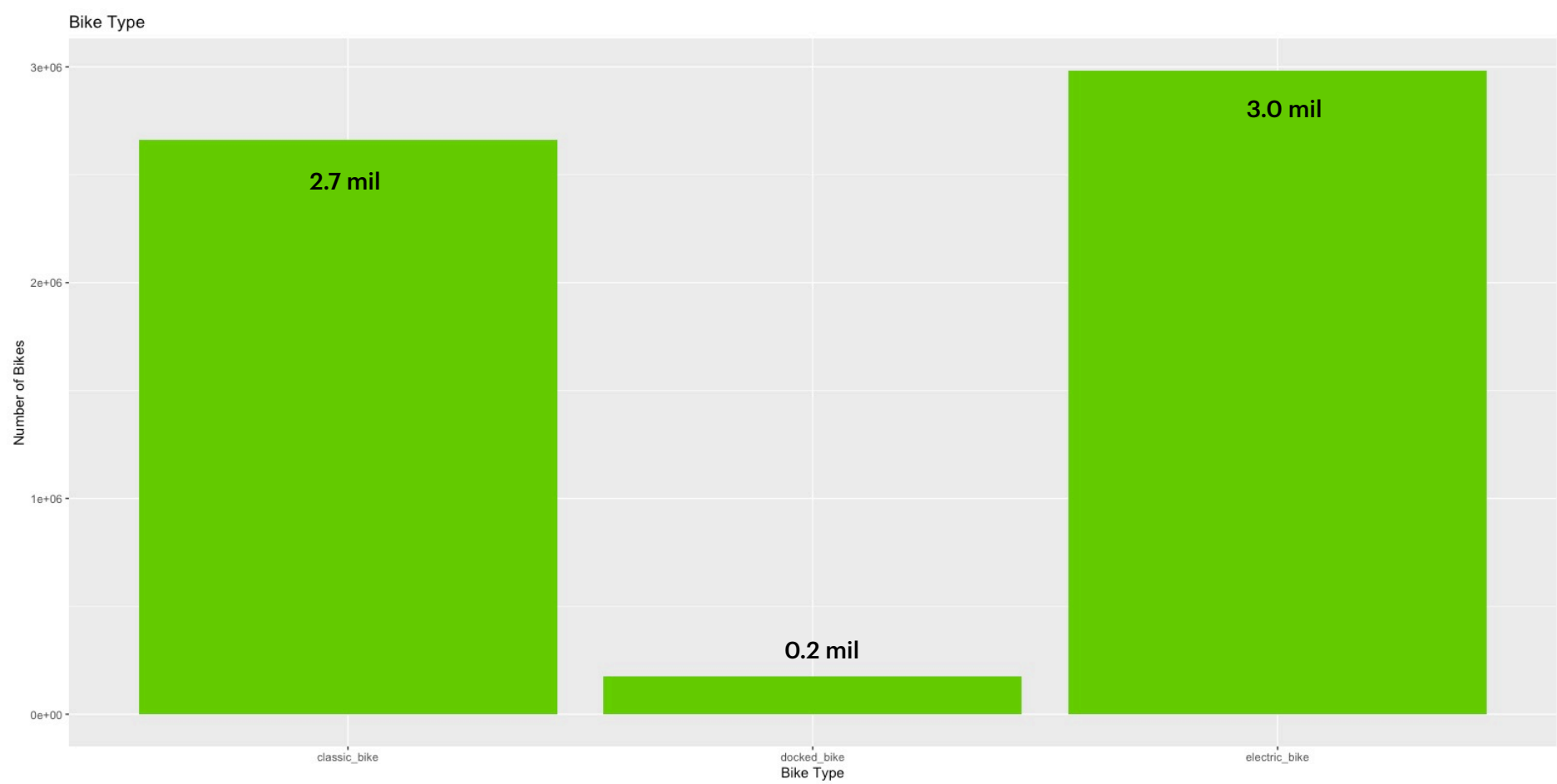
Analysis from Mar 2022 to Feb 2023

- Data shows that most rides are by **annual members**, at **59%**, which means that there is still a significant portion of casual riders to be converted to annual members.
- Casual riders on average have **longer ride length by 76%** compared to annual members.
- Of the 3 type of bikes offered, '**docked bike**' is the least popular, which accounts to only **3% of total rides**. This option can be further deliberated for cost-saving purposes.
- Over the year, ridership is at its **highest during Jun-Aug** period (most likely due to the warmer temperature. In day to day use, the **busiest period is in the evening (5-9pm)**).

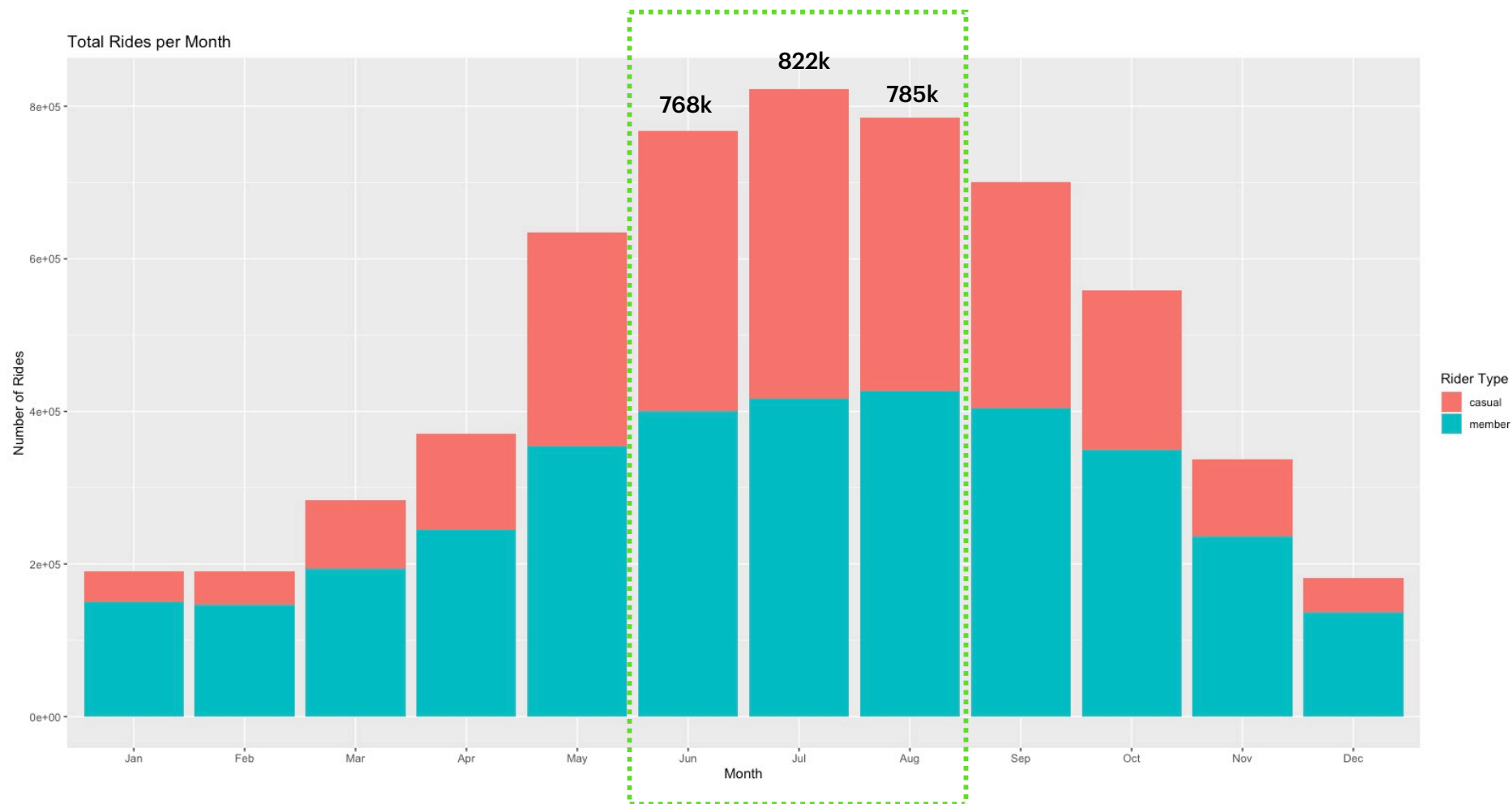
Riders are mostly annual members (59%), but casual riders have higher average ride length



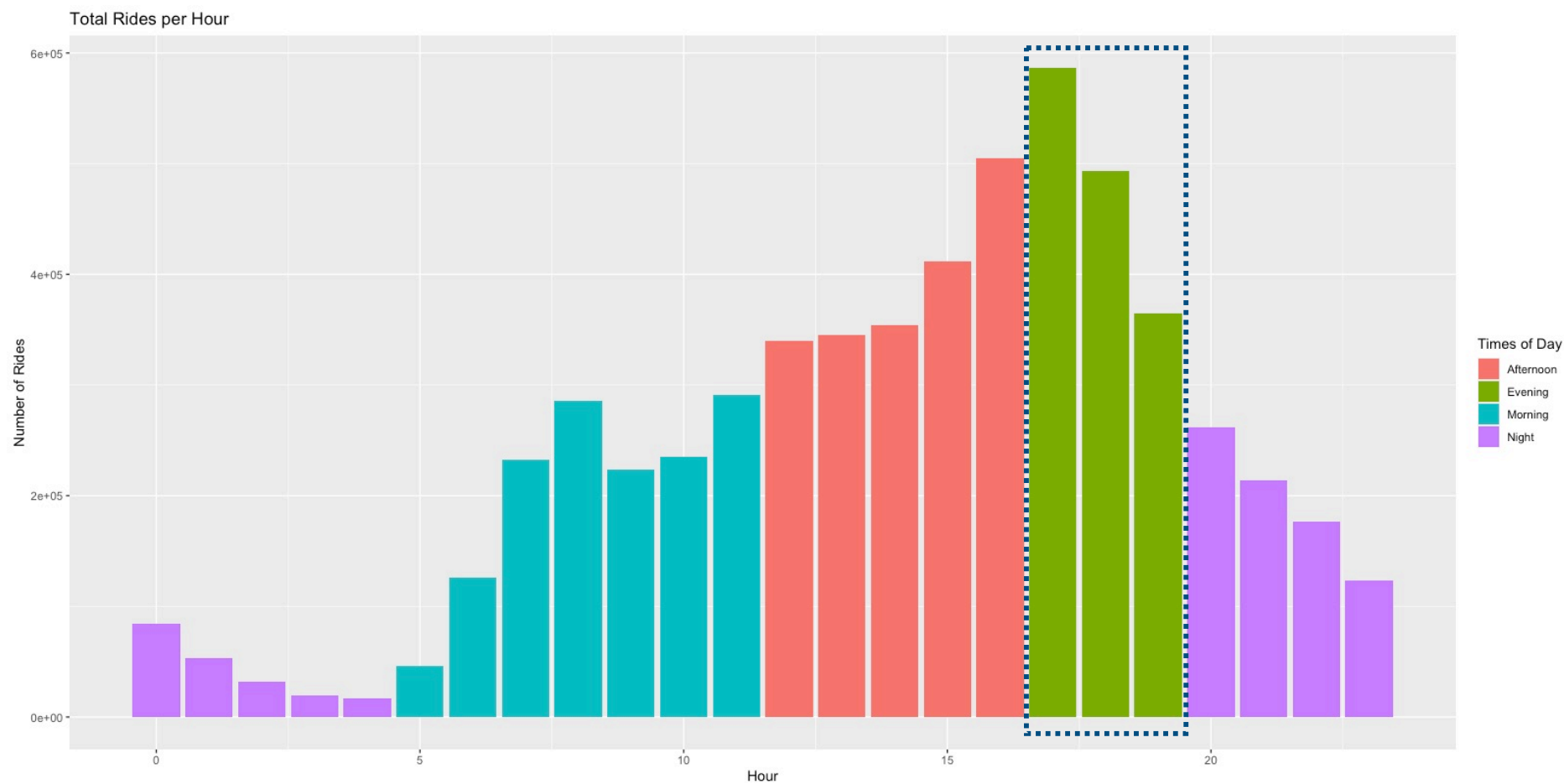
Of the 3 type of bikes offered, 'docked bike' is the least popular, which accounts to only 3% of total rides.



Over the year, ridership is at its highest during Jun-Aug period (most likely due to the warmer temperature)



In day to day use, the busiest period is in the evening (5pm-9pm)





## **Potential Cause for Higher Average Ride Length for Casual Users**

- Users that are not tied up with a subscription plan may tend to fully utilize every cents that they spend on the service.
- Company need to explore on a more flexible & affordable subscription plan to attract more casual users to become members.
- More data needed to be collected to test this potential cause.

# Way Forward

- Collect additional data on annual membership price and casual riders price for further analysis
- Identify competitors and their marketing strategy
- Relook on the necessity of the 'docked bike' options in the company's offerings.



Thank You