



Cyclistics Riders Analysis

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Business Task

Cyclistic marketing team wants to design a new marketing strategy to convert casual riders into annual members

Business Task

How do annual members & casual riders use Cyclistic bikes differently?

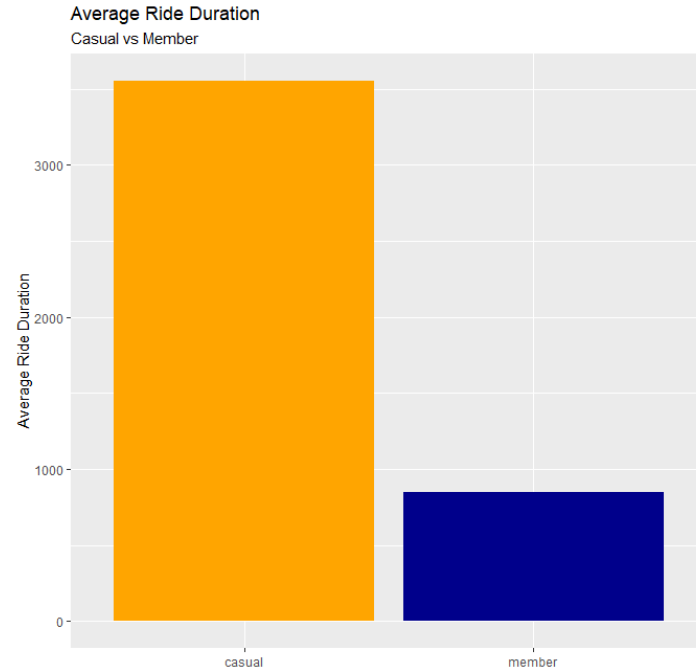
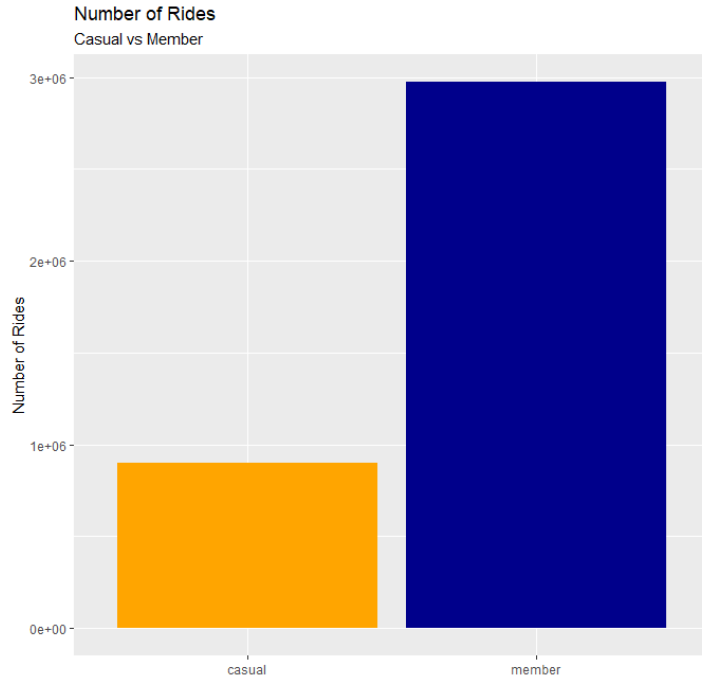
Data Set

- Divvy Trip Data: <https://divvy-tripdata.s3.amazonaws.com/index.html>
- Divvy_Trips_2019_Q2.csv
- Divvy_Trips_2019_Q3.csv
- Divvy_Trips_2019_Q4.csv
- Divvy_Trips_2020_Q1.csv

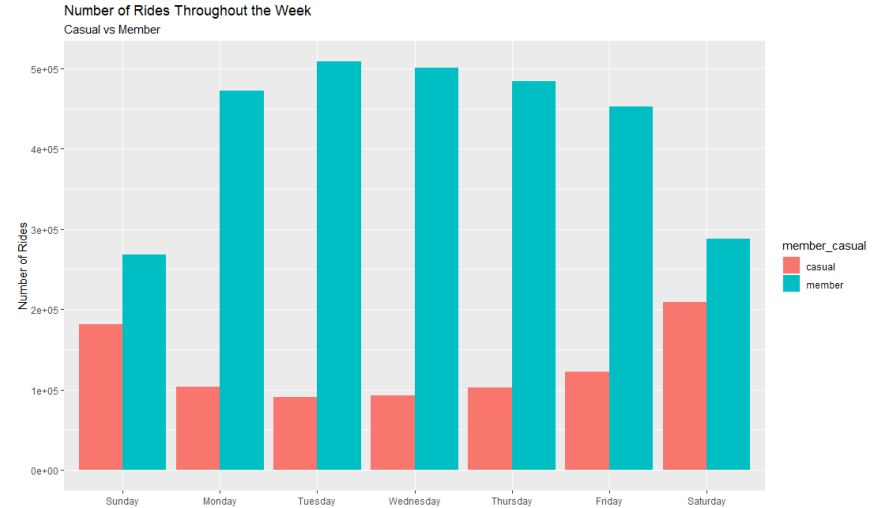
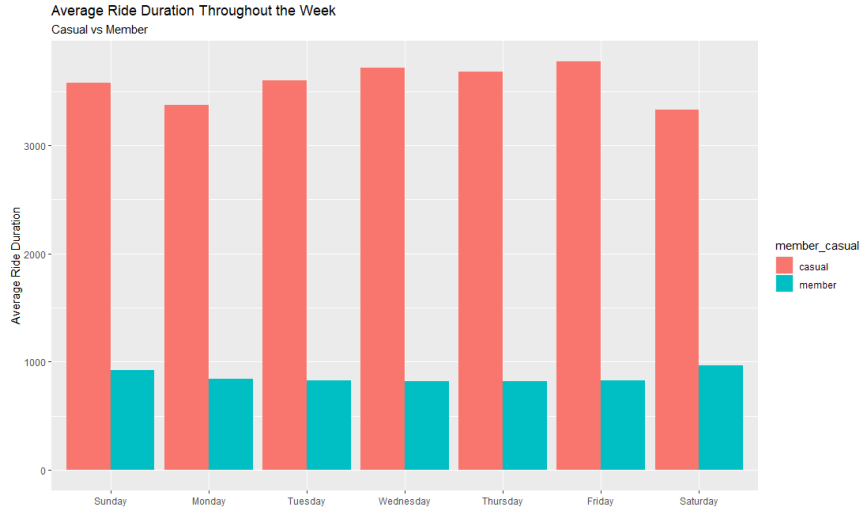
Tech Used for Analysis

- R
- Excel

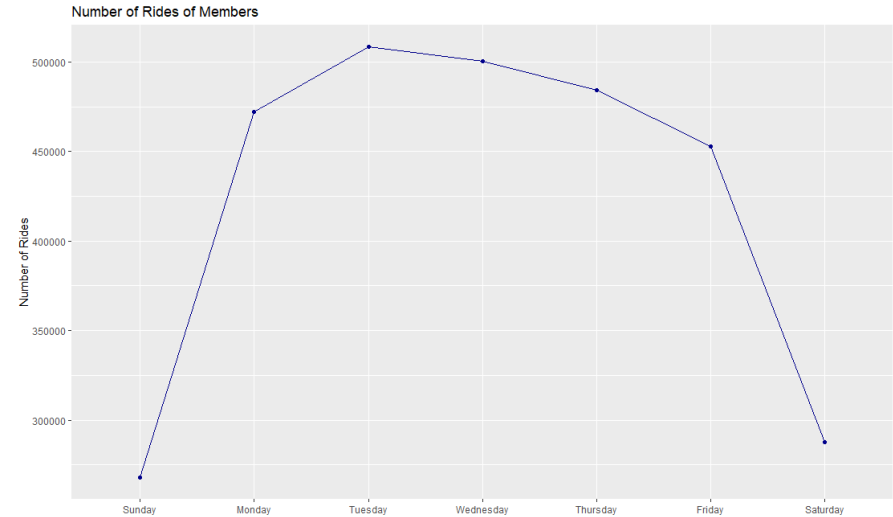
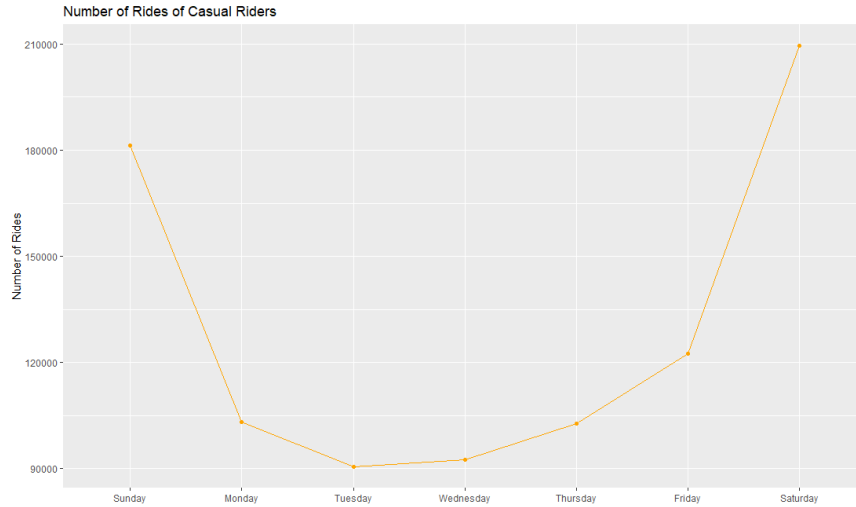
Comparing Average Number of Rides & Average Ride Duration between Casual Riders and Members:



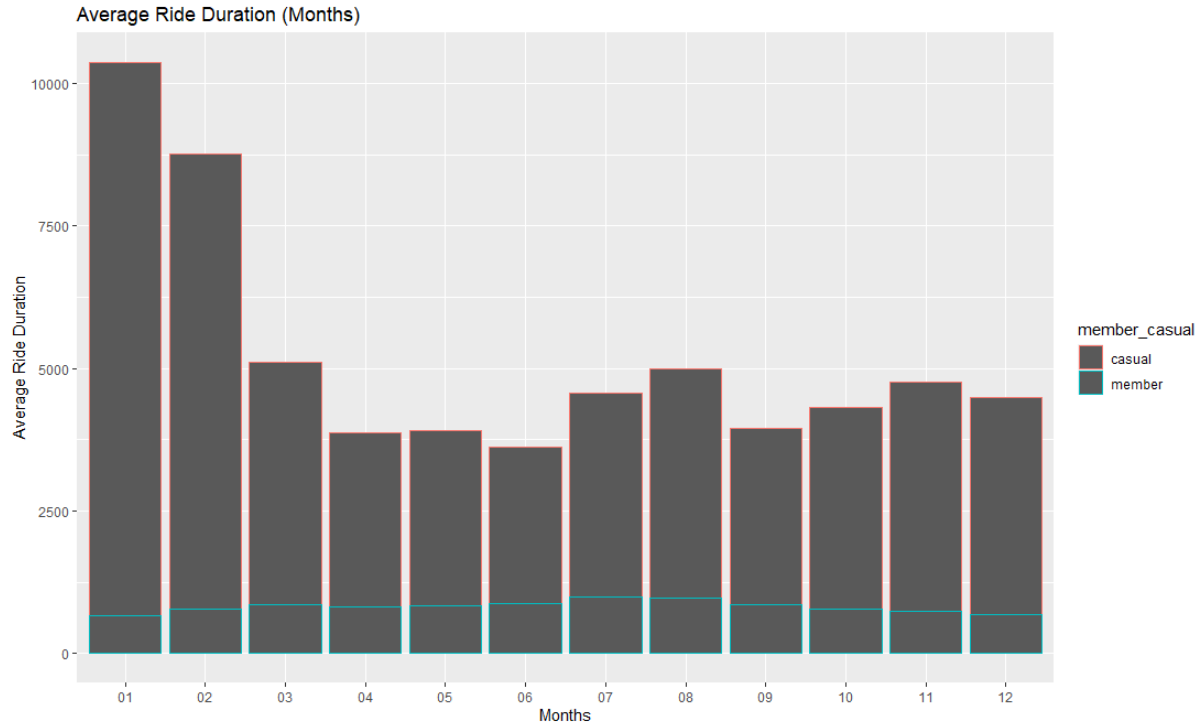
Average Ride Duration & Number of Rides by Type and Weekday:



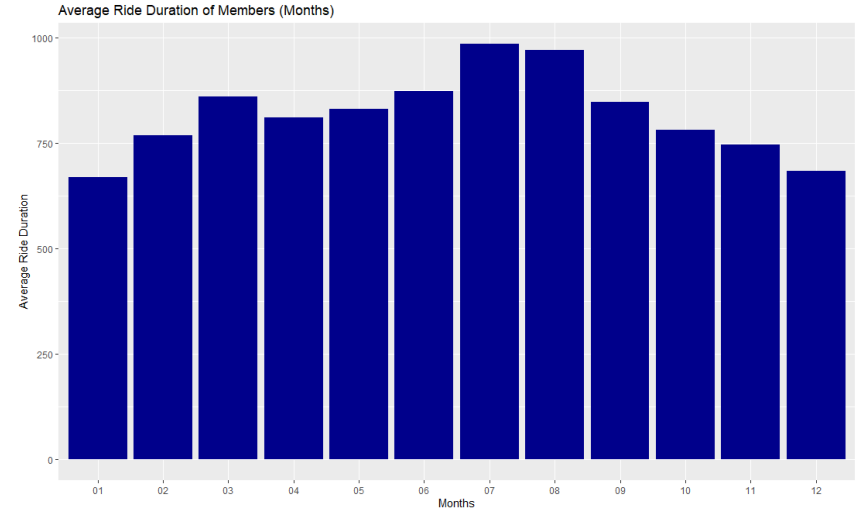
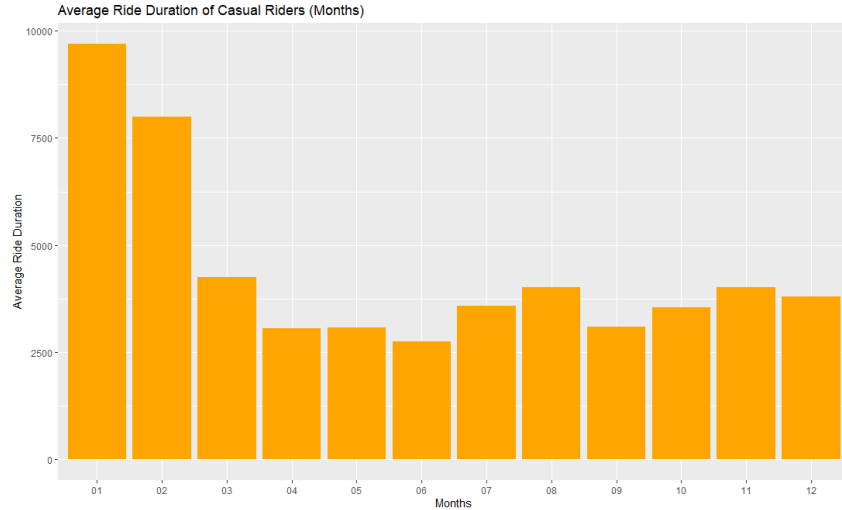
Number of Rides Trend for Casual Riders vs Members:



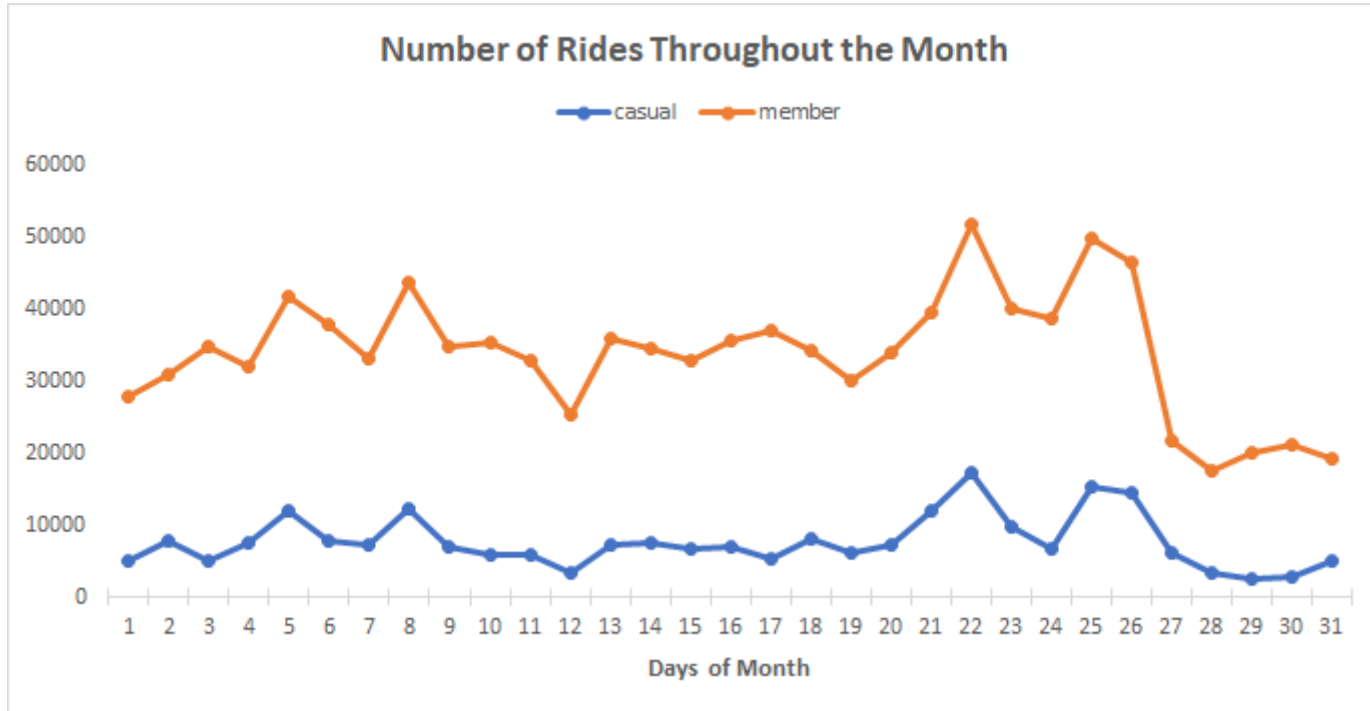
Average Ride Duration by Type and Month:



Average Ride Duration by Type and Month:



Number of Rides Throughout the Month:



Conclusion: Casual Riders

Reasons for Using Bikes:

- ▷ Relaxation & Bonding Exercise
- ▷ Meet New Year's Resolution

Riding Trends:

- ▷ Higher average ride duration than members throughout the week
- ▷ Use more often on weekends
- ▷ Use significantly longer in the first few months

Conclusion: Annual Members

Reasons for Using Bikes:

- ▷ Form of Transportation

Riding Trends:

- ▷ Use more compared to casual riders all together
- ▷ Use more often on weekdays
- ▷ Consistent riding duration throughout the year

Recommendations

1. Advertise during **New Year's period** to convince casual riders to convert to members.
2. Encourage casual riders to sign up for membership to use bikes as **alternative mode of transportation**, for **health and environment**.
3. Introduce an **exclusive members' community** with members' only **bonding and relaxation events/activities**.

Future Improvements

- ▶ Collect survey data for analysis to better understand the decision-making mindset of casual riders vs members.
- ▶ A larger data set can be used for analyzing longer term trends and behaviors of riders.
- ▶ The start and end stations can be analyzed to see if there are any particular areas that have more members and find the reasons for such occurrences.

Thank You!