



# Cyclistic Case Study:

## How do different user groups behave differently?

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# Agenda

- ❖ The business task
- ❖ What does the data say
- ❖ Recommendations



# The Business Task



# The Business Task

- ❖ **Goal:** design marketing strategies aimed at **converting casual riders into annual members**.
- ❖ **Question:** how do annual members and casual riders use Cyclistic bikes differently?



# What does the data say?

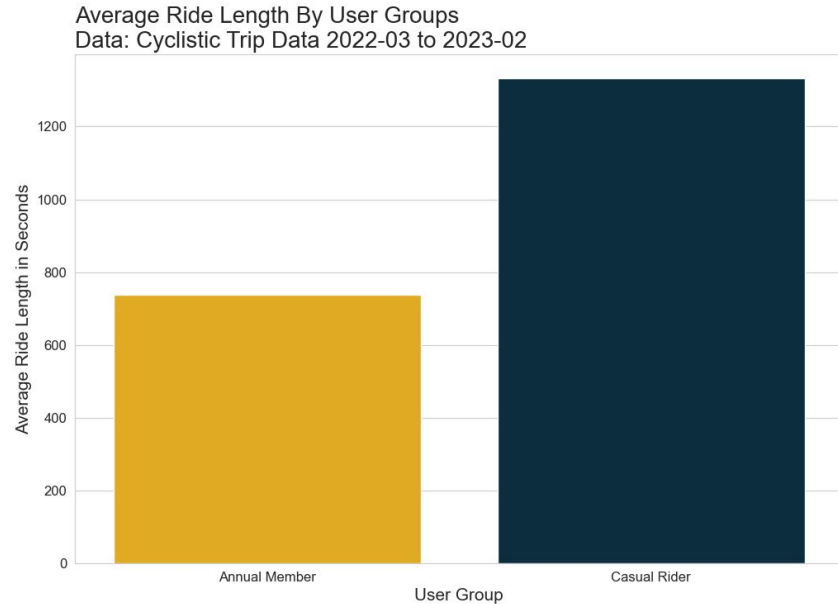


# The Dataset

- ❖ Cyclistic trip data including information about the trips and user groups
- ❖ Period: March 2022 - February 2023
- ❖ 5.8 millions of records
- ❖ 13 variables

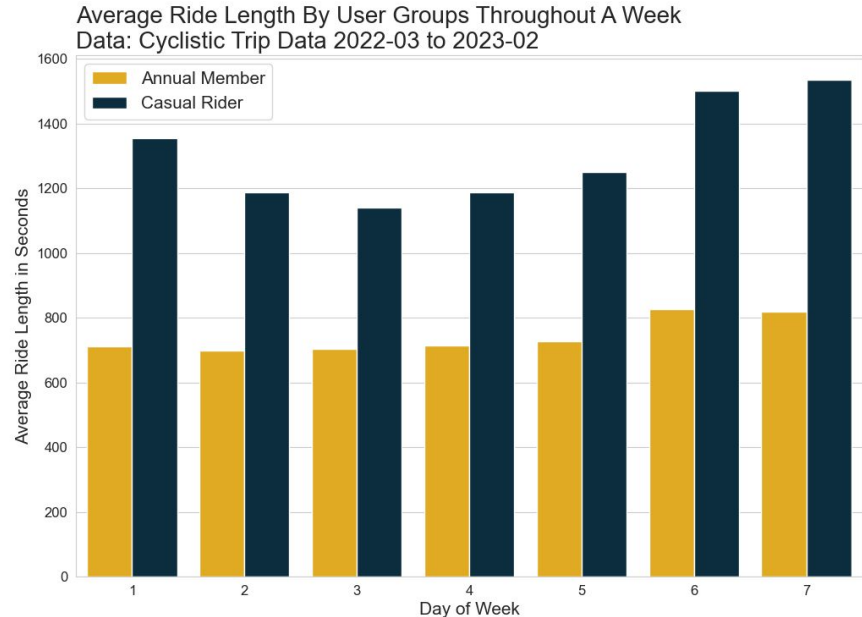
# User Group vs. Ride Length

Casual riders tend to have longer rides than annual members.



# Ride Length vs. Day of Week

Throughout the week, casual riders always have longer rides than annual members, and their ride length also varies more.

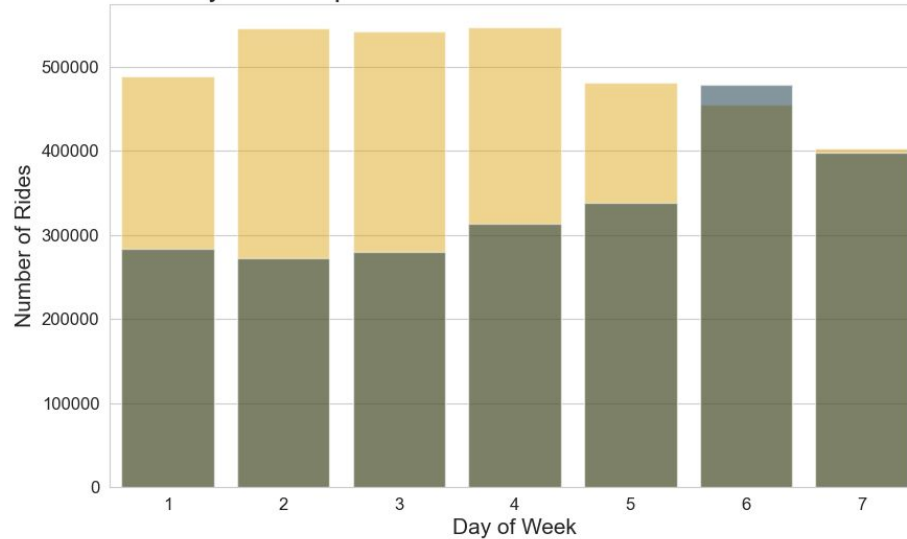




## Amount of Rides vs. Day of Week

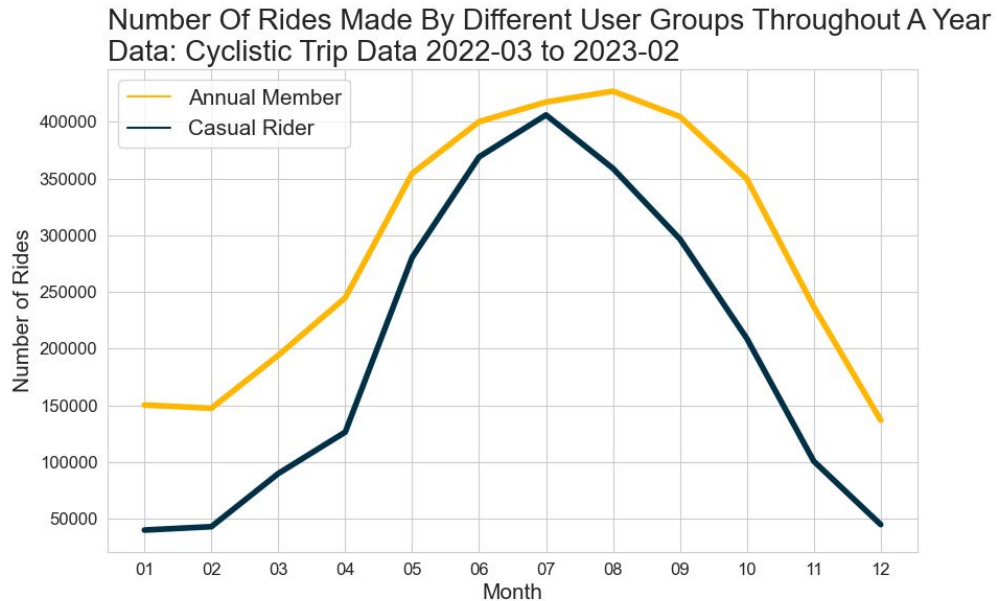
Annual members make much more trips during the week, whereas both groups conduct about the same amount of rides on the weekend.

Number Of Rides Made By Different User Groups Throughout A Week  
Data: Cyclistic Trip Data 2022-03 to 2023-02



## Amount of Rides vs. Seasons

Both group make way more trips during summer than winter.





# Recommendations



## Recommended Actions

### 1. Insight

Casual riders conduct significantly longer rides than annual members.

#### **Highlight the cost savings of annual membership:**

Casual riders who conduct significantly longer rides can achieve cost savings with an annual subscription.

### 2. Insight

Annual members use Cyclistic more often during the week.

#### **Offer incentives for weekday rides:**

offer incentives for casual riders to use the service during weekdays.

### 3. Insight

Both annual members and casual riders make more trips in summer and fewer in winter.

#### **Launch seasonal promotions:**

Launch seasonal promotions to encourage casual riders to become annual members during the off-season.



# Appendix



# Appendix

The [original dataset](#) used for this analysis project (Period 2022-03 to 2023-02)

The complete analysis steps can be found in [this Jupyter Notebook](#)

A [guide](#) for the case study is provided by the course.