

Cyclistic Inc.

Members vs Casual Riders:
How are they using bikes
differently?

Divvy Data 2019 and 2020
(<https://divvybikes.com>)

Introduction

Cyclist Inc. wants to see if there is any possibility to increase the membership base.

I am assigned to analyze how different customers use bike riding services differently and recommend best marketing strategies based on data.



Objectives

Find and analyze the patterns casual and members use the bike riding service differently.

Identify and suggest best marketing strategies based on data.

Support the decision-making process by cleaning, analyzing and accurately interpreting the data.

Provide recommendations based on the hidden insights and findings.



Members Make

91% of the Total Trips

Short but Frequent Trips.

Most Trips on Thursday

Followed by Friday

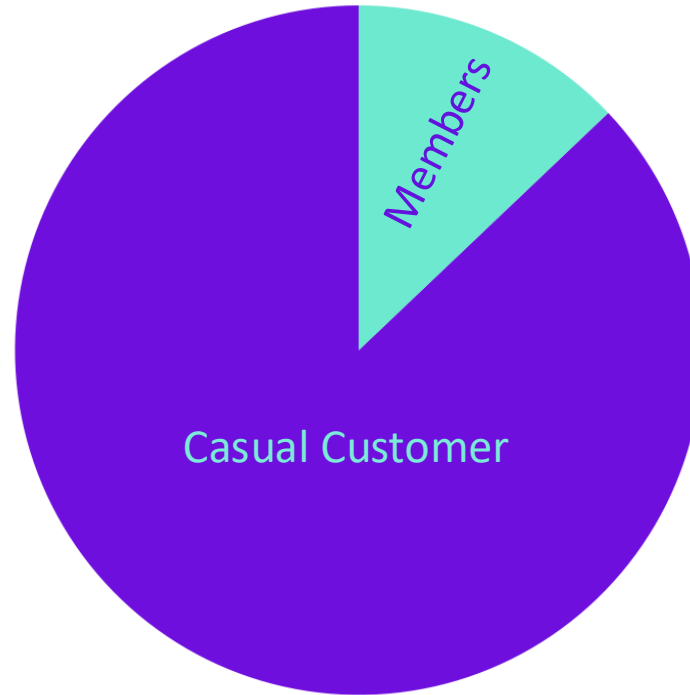
13 Minutes

Average Trip Time

Consistent

Numbers of weekday ride, less on weekends.

Average Trip Time by Customer Type



Casual Customers Make

9% of the Total Trips

Long but few trips.

Most Trips on Sunday

Followed by Sunday and Least on Monday

90 Minutes

Average Trip Time

High

Numbers of rides on Sunday followed by Saturday, least on weekday.

Male vs Female

Fewer female members than female casual riders.

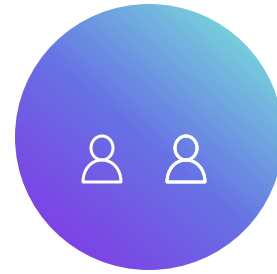
32% Female Casual Customers

Based on 2019 Data, 32% of casual riders are female



19% Female Member

Based on 2019 Data, only 19% of the members are female.



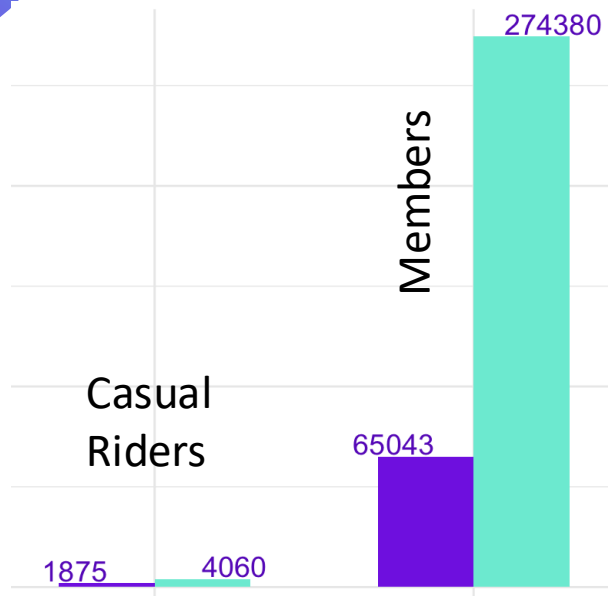
1.32 Miles / Casual Trip

Based on data from 2020, casual customers tend to use bikes for longer periods of time and travel longer distances.



1.15 Miles/Trip

Members are using the bikes for short trips but more frequently.



Distance based on shortest straight points between the latitude and longitude of the start and end point

Bike Use by Customer Type

There is a significant difference in the bike use patterns between the members and casual customers.



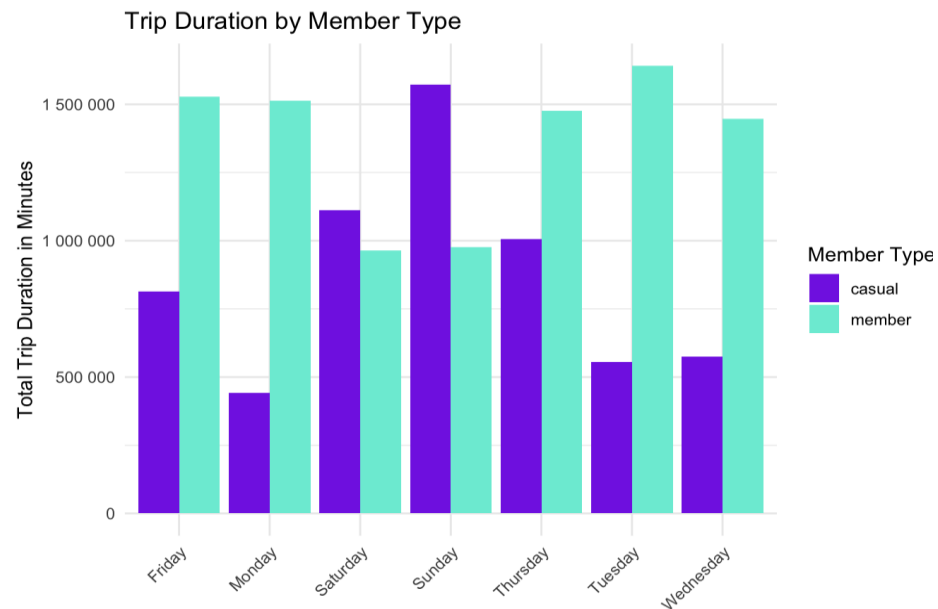
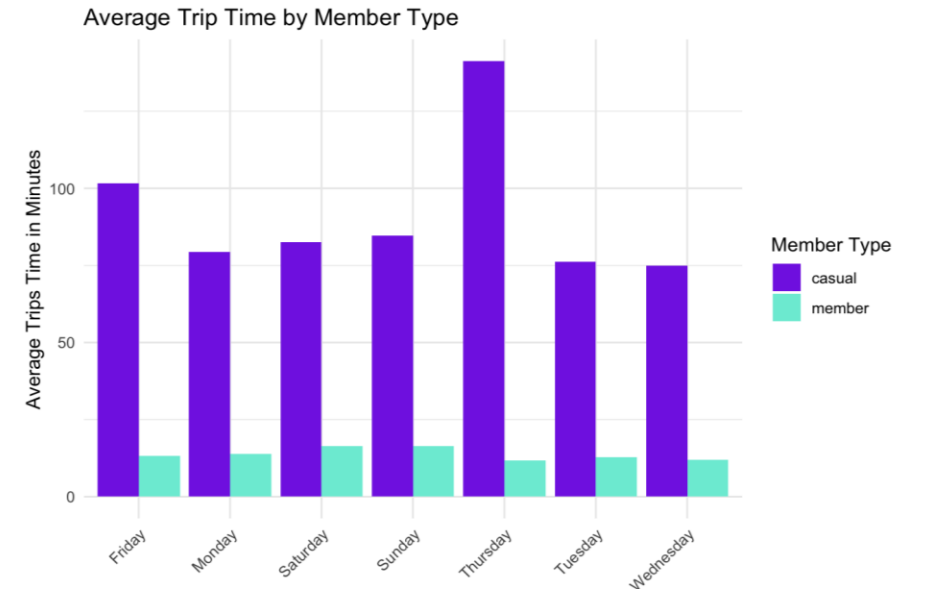
Casual customers are using the bikes for longer distances in average than members.



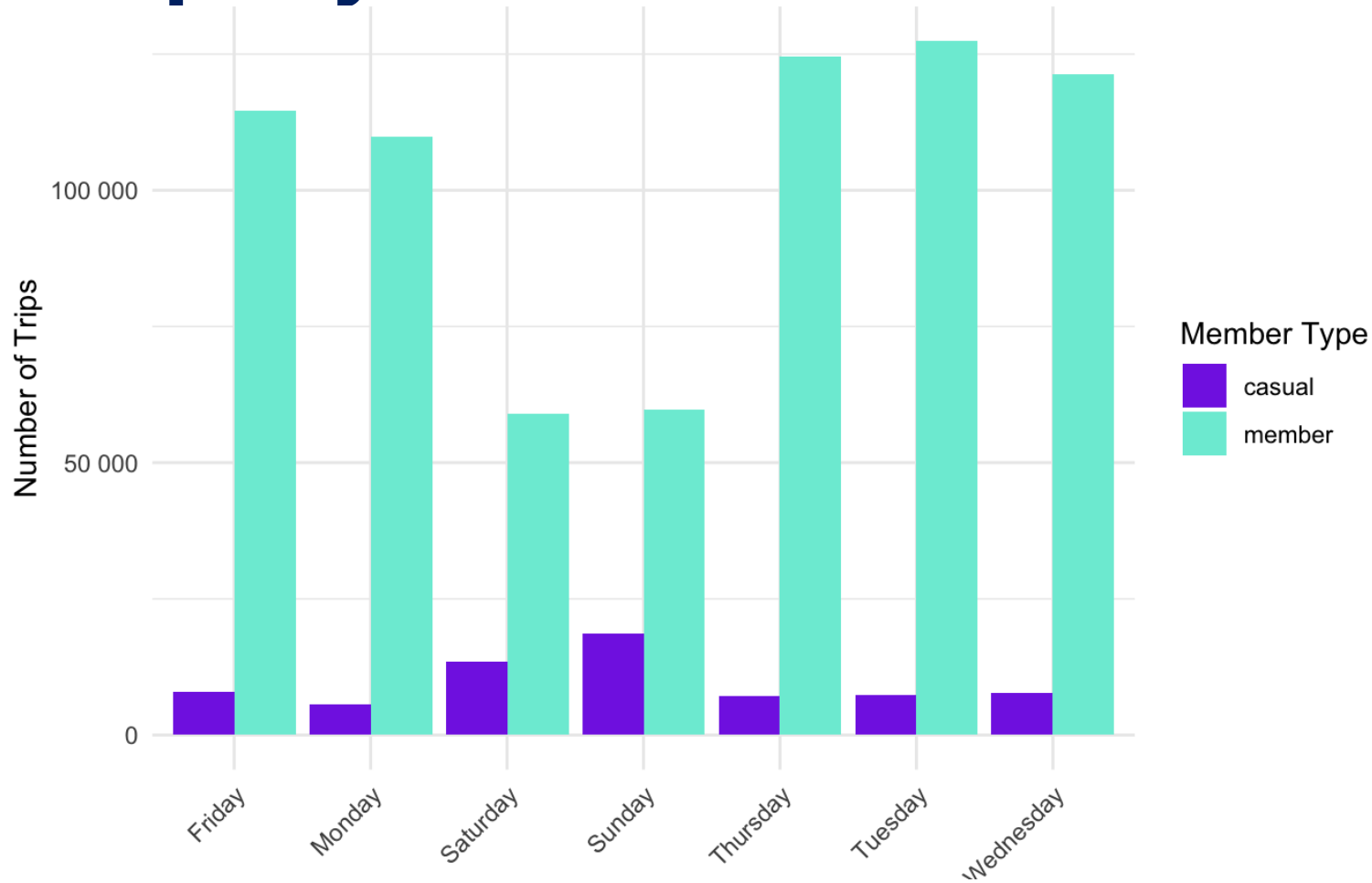
Members are using their freedom to use bike whenever needed without having to stay on longer trips.



Total bike used time by members exceeded every weekday to the casual customer and casual riders are exceeding on weekends.



Trips by Customer



- The chart shows only 9% of trips was made by casual customers.
- Even with higher profitability of getting a membership, there might not be a lot of opportunity to convince casual customers into being members.
- Members exceed the number of trips to casual riders everyday by more than double.
- Even with the high numbers of rides by casual customers in the weekends, a lot of bikes that could have been used are not in use.

Recommendation

Since members are more profitable and there is significantly low numbers of casual rides, I recommend advertisements focusing on new customers in addition to current casual customers.

Focus on weekday advertising for casual customers to upgrade to membership.

- Running female focused advertising can help attract more female members for memberships.
- Existing casual customers, with consistent from and to locations has higher chance of converting to membership.



Thank You

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March 3, 2025