



# **How members and casual riders differ?**

## **Cyclistic membership in 2021**

*A case study in Google Analytics Professional Certificate programme.*

# Summary of The Topic

Case Study Summary

Business Goal

Purpose of This Analysis

Behavior Trends Found

Solution Suggestions

# Case Study Summary

Cyclistic is a bike-share company in **Chicago** since 2016.

**5,824** bicycles

**692** stations

Pricing plans: **single-ride** passes, **full-day** passes, and **annual memberships**



# Business Goal

Maximizing the number of  
**annual memberships**



# Purpose of This Analysis


- Better understand how **annual members** and **casual riders** differ
- Why casual riders would buy a **membership**
- How **digital media** could affect their marketing tactics

# Behavior Trends Found

1. People ride more in **summer**, and a lot less in **winter**
2. **Casual riders** have **longer trip duration** than members.
3. **Casual riders** tend to ride on **weekends** while **members** ride more on **weekdays**



# Conclusion

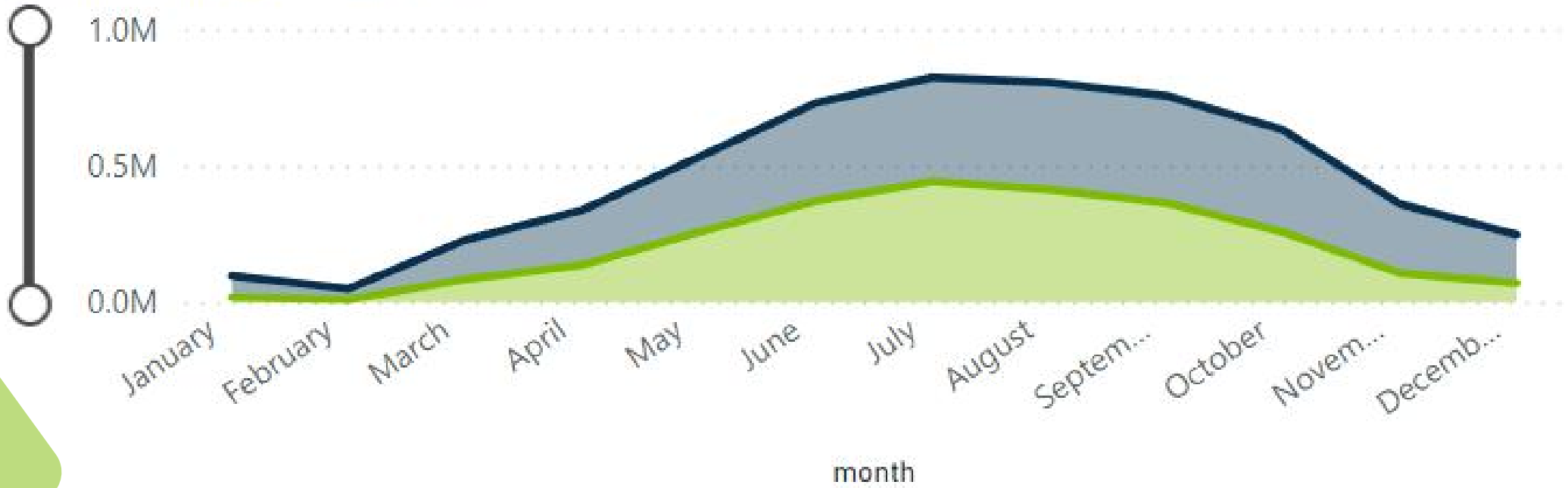
- **Casual riders** ride bikes as an **activity on weekends** around lake Michigan
  - While **members** are mostly **daily commuter**
  - The demand rises significantly in **summer** for both casual riders and members
- 

TOTAL NUMBER OF RIDES

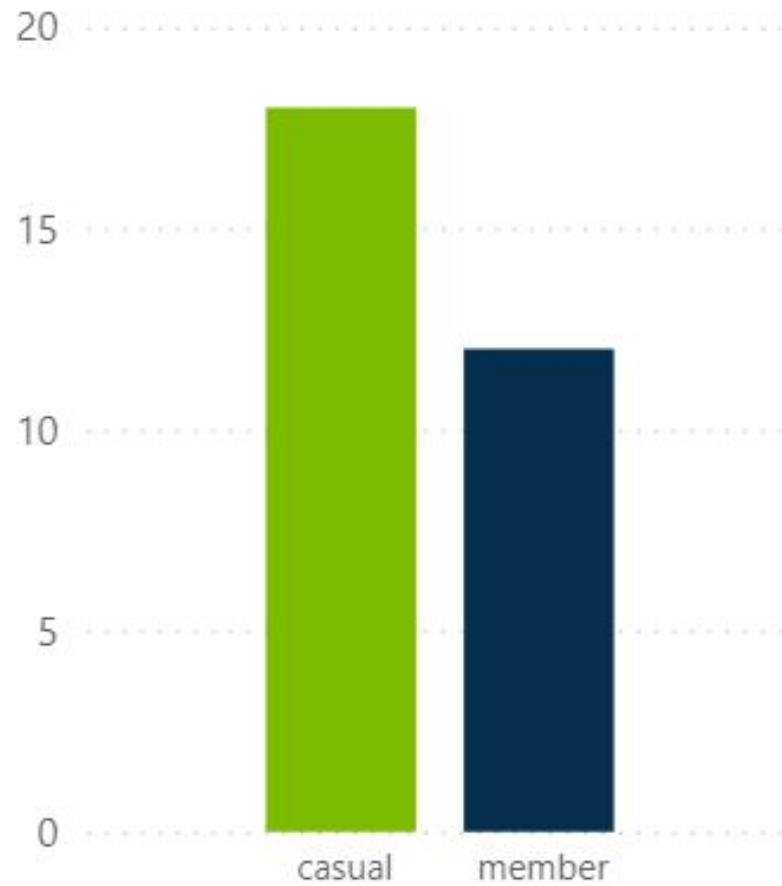
5.60M

MOSTLY IN SUMMER, ESPECIALLY JULY

Membership ● casual ● member







**Casual riders' average trip duration:**

**~ 18 mins**

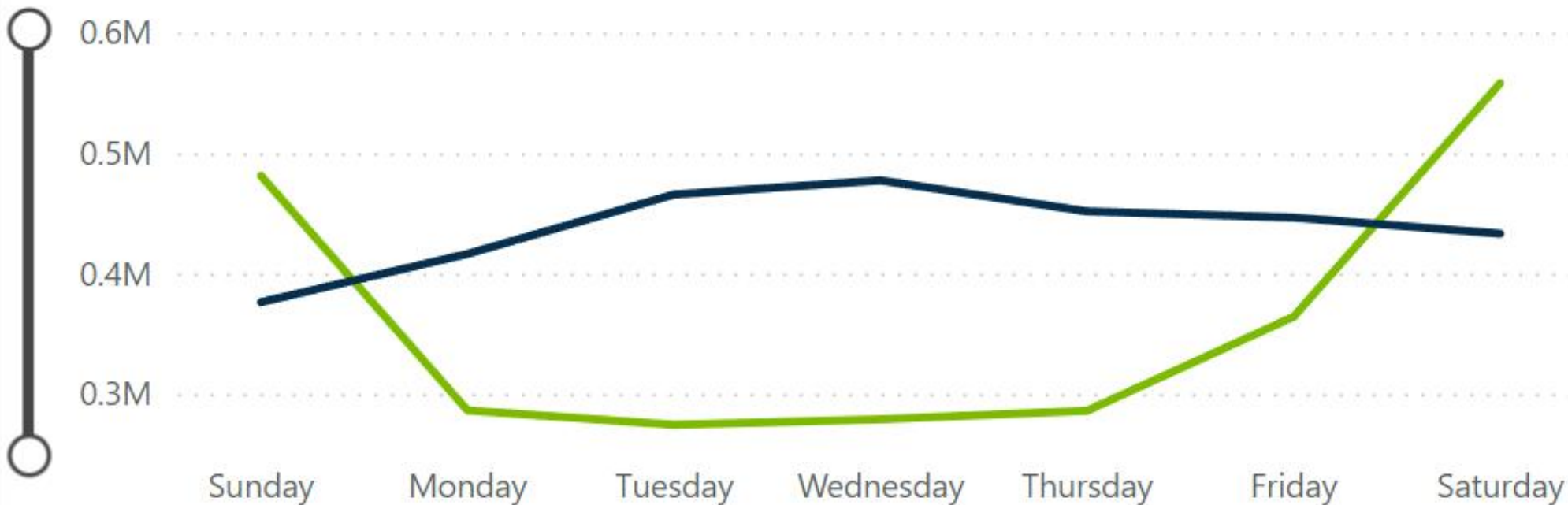
**Members' average trip duration:**

**~ 12 mins**



# Number of Ride by Day of Week

Membership ● casual ● member



# Solution Suggestions



Run marketing campaigns around **summer time**

**Lake Michigan**

Provide membership for shorter period of time (**3 months, 6 months**)

Raise the price of **single-ride passes** and **full-day passes**





**Thank you**