

CYCLISTIC BIKE-SHARE

# CASE STUDY

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CAPSTONE PROJECT  
OF GOOGLE DATA  
ANALYTICS COURSE

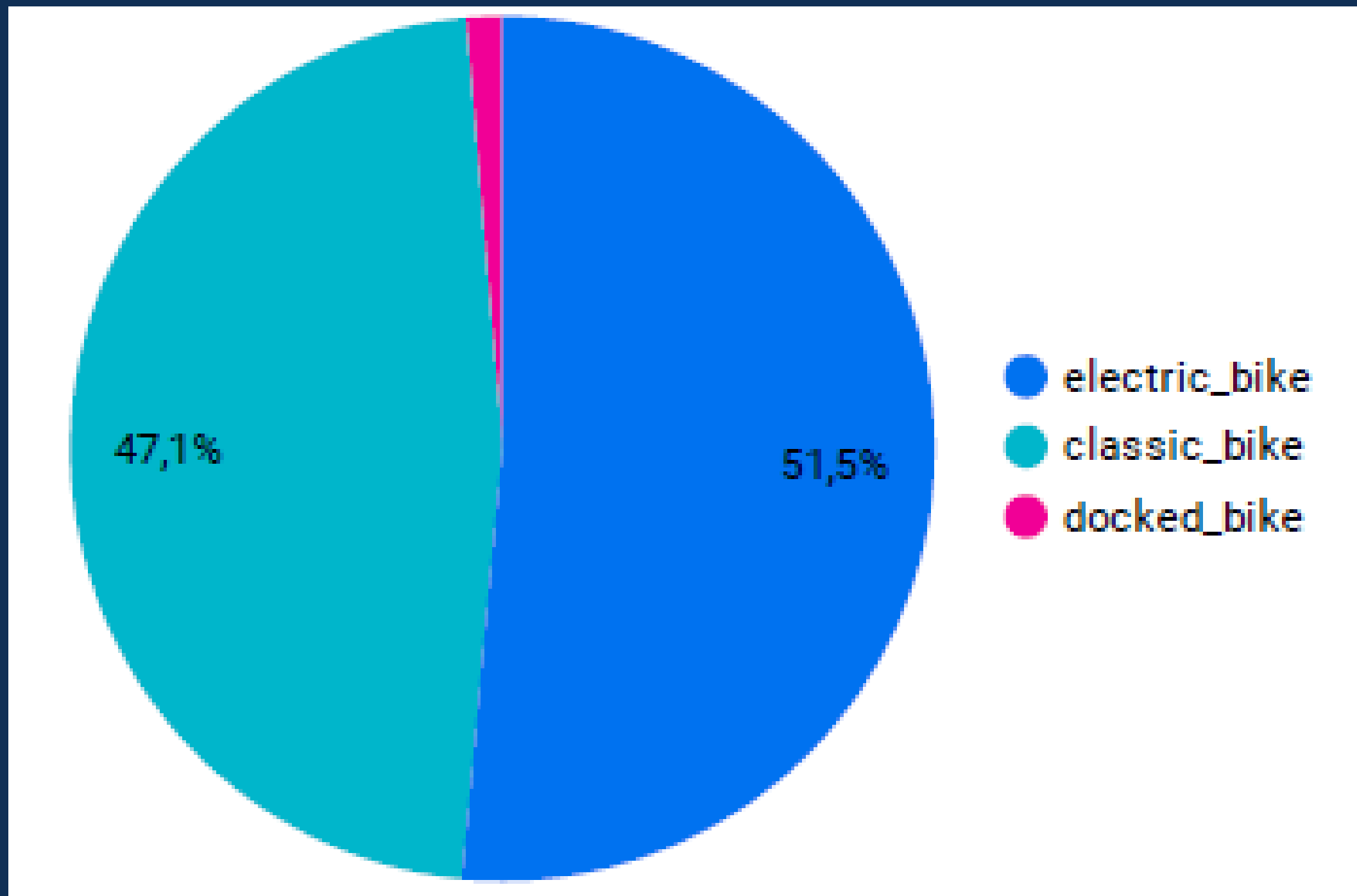
Presented to you by  
Baptiste Lombart



# 2023

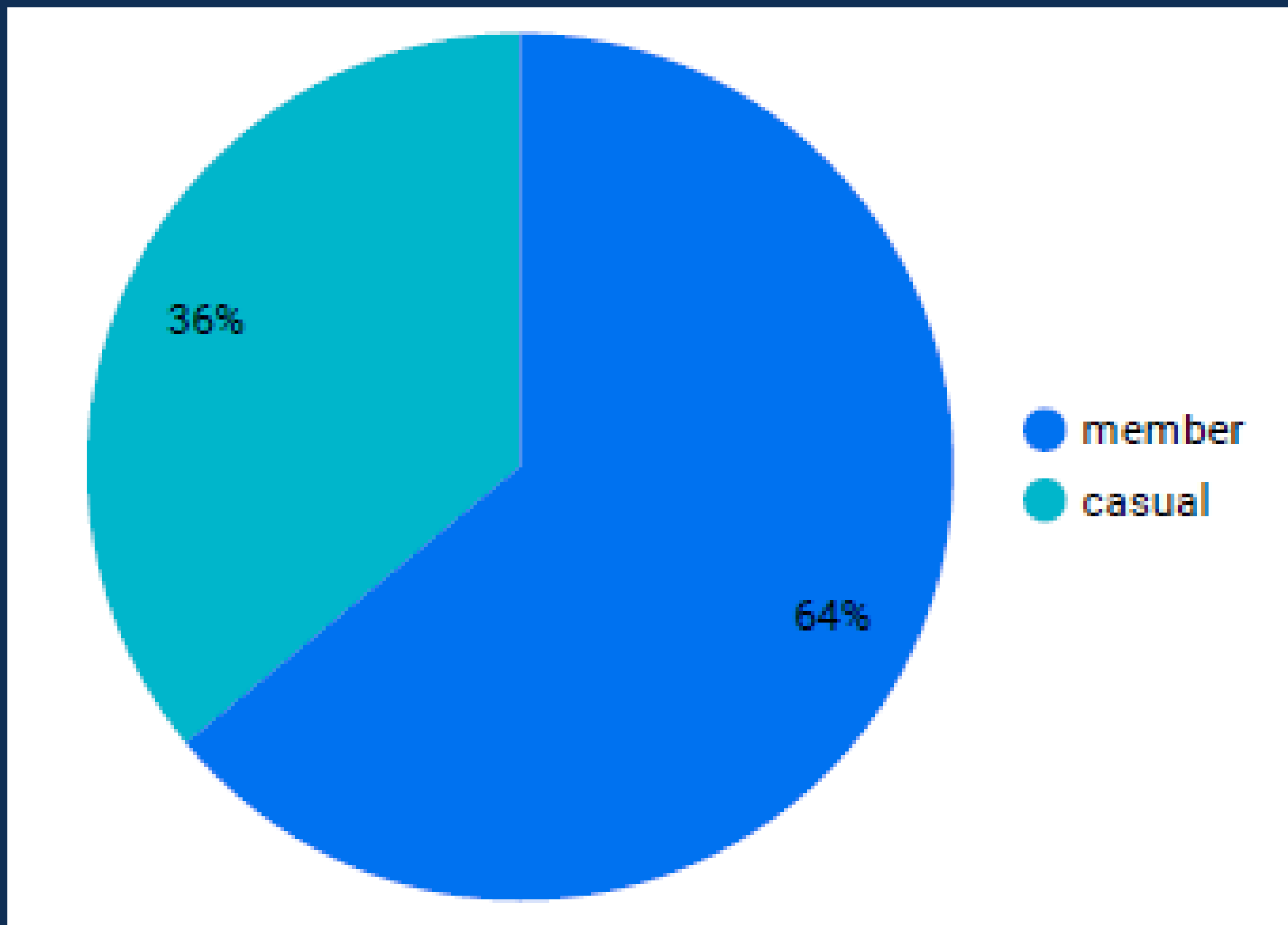
Record Count

5 719 877



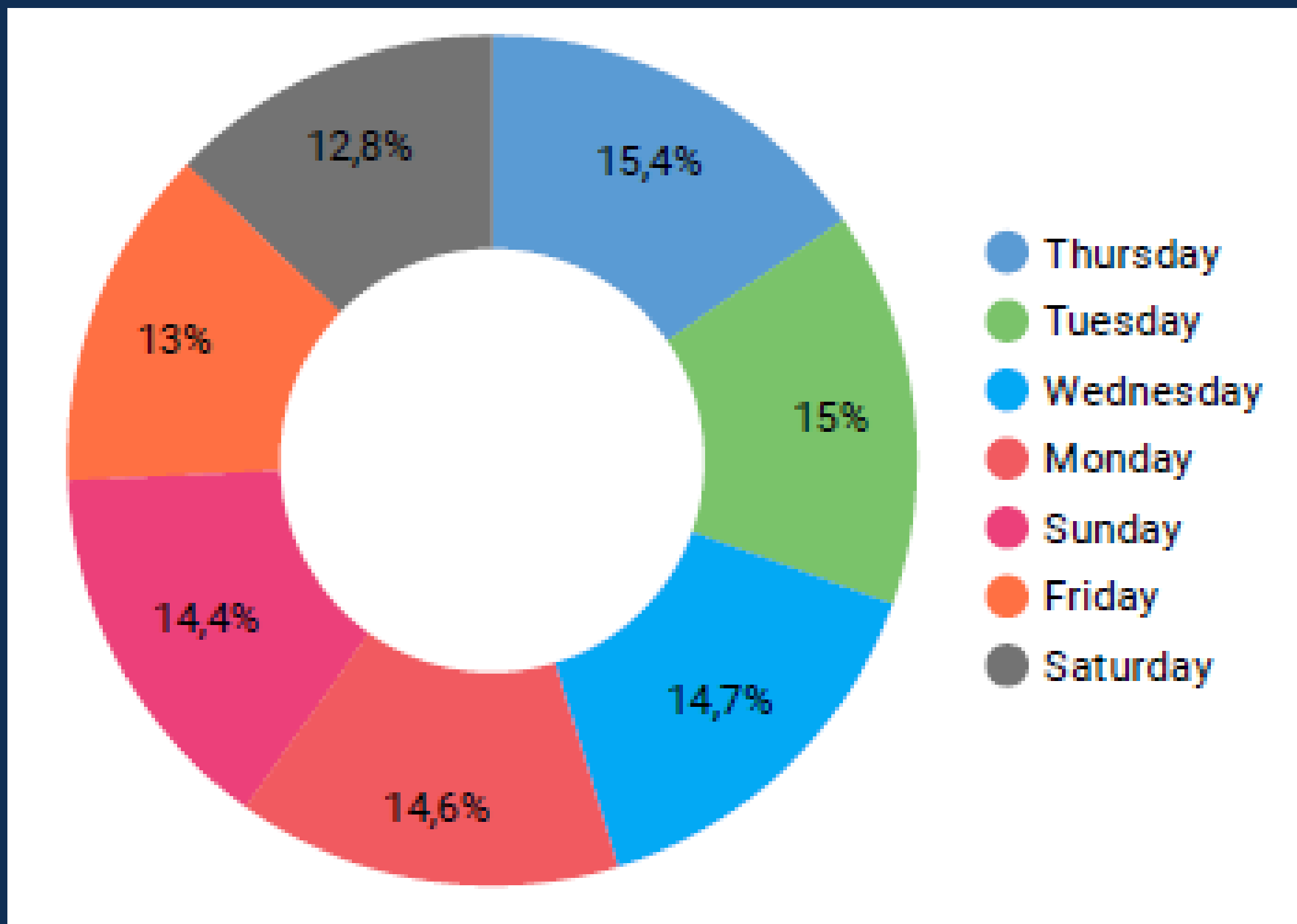
**A balanced distribution is observed among the number of users: 51.5% use electric bikes, 47.1% prefer classic bikes, and the remaining 1.4% opt for docked bikes.**

# 2023



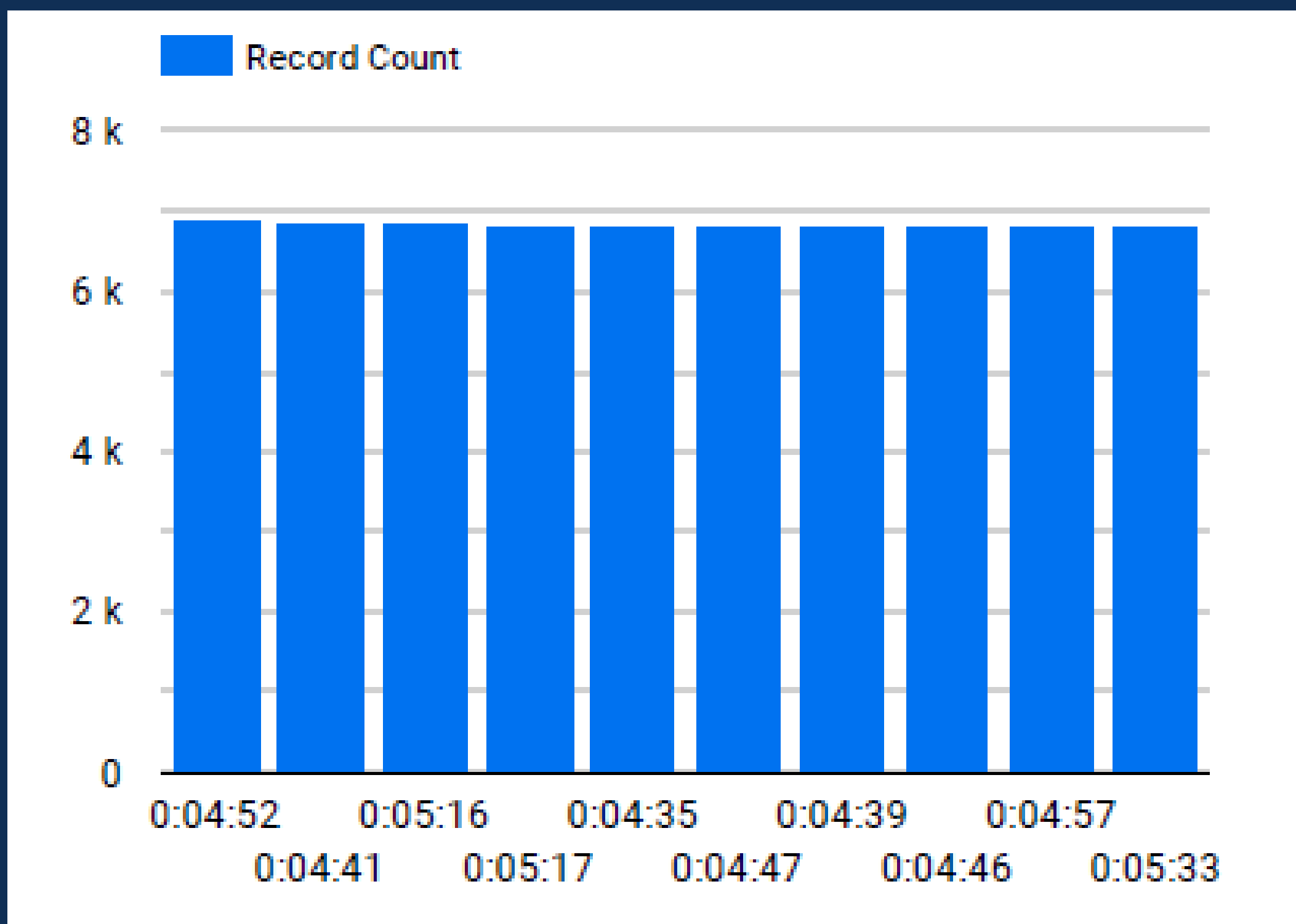
**A majority of users are actually members (64%) rather than casual customers (36%). This demonstrates that the customer loyalty strategy implemented by the company is effective.**

# 2023



**When it comes to determining which day of the week users ride their bikes the most, an even distribution can be observed with a slight predominance for Thursday (15.4%).**

# 2023

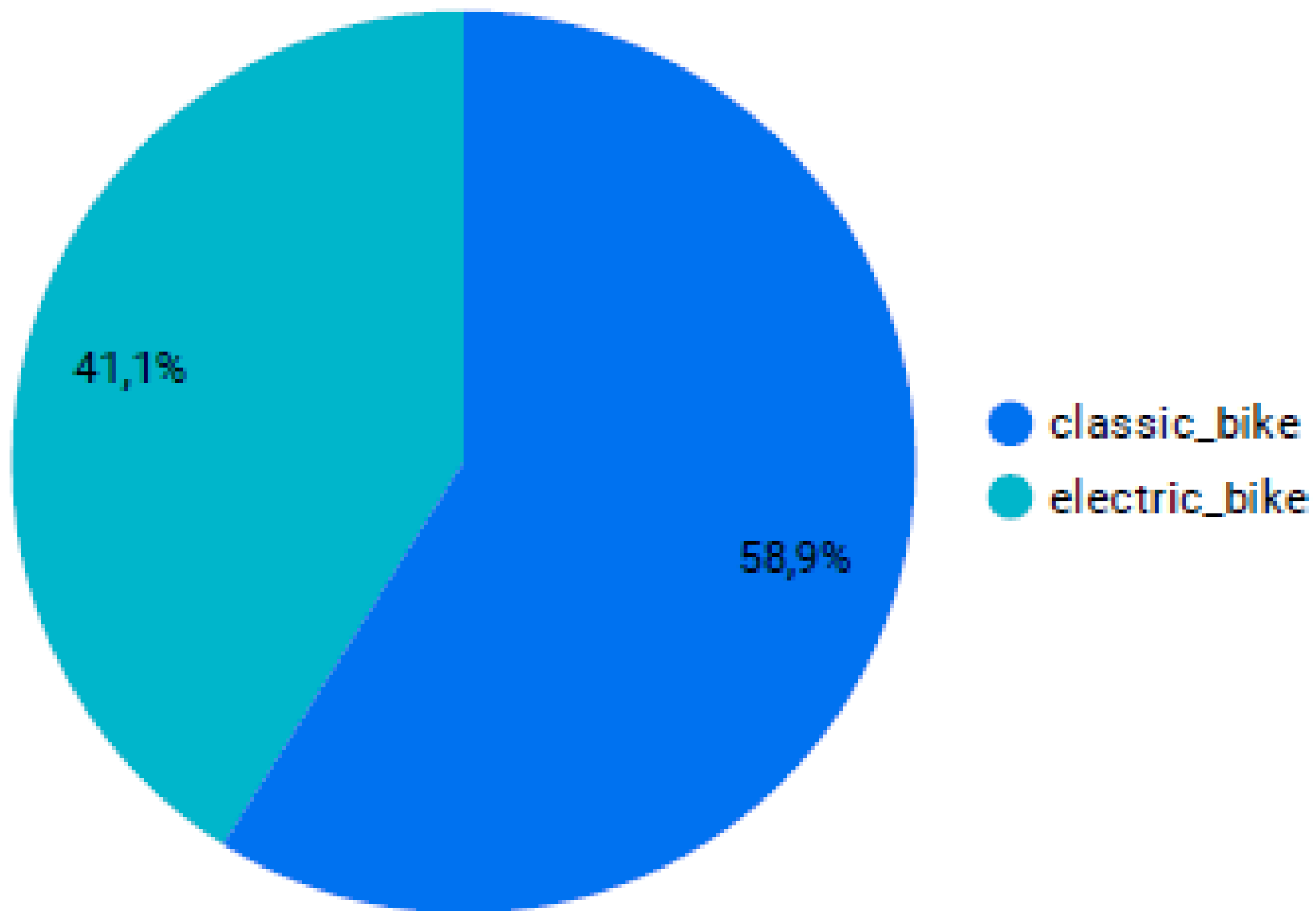


**Regarding the duration of the most trips, it ranges between 5 and 10 minutes, indicating that users favor using bikes for short journeys, such as commuting to work, for example.**

**2024**

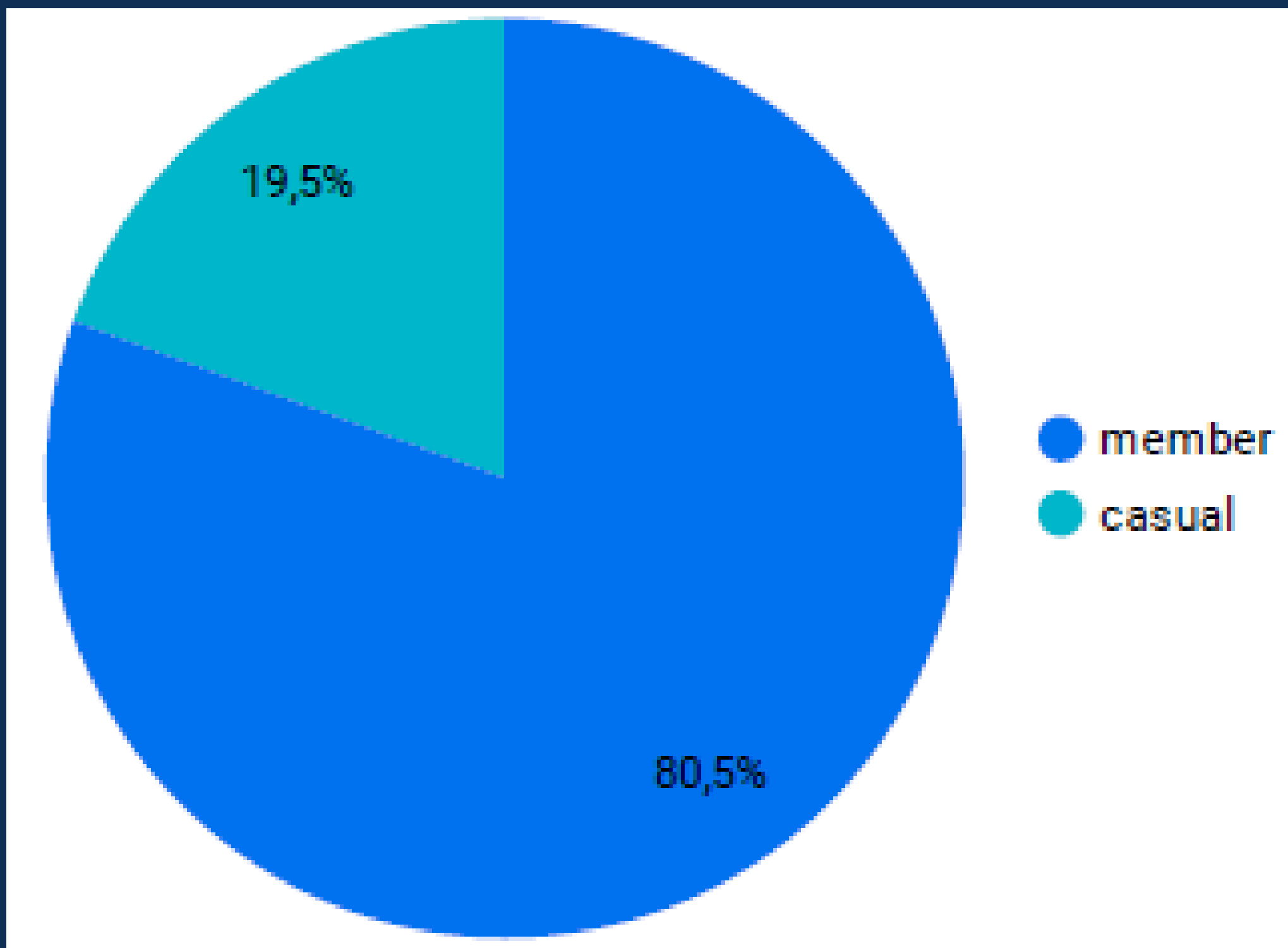
# 2024

Record Count  
368 037



**A slight upward trend for conventional bikes is observed at the beginning of 2024 (58.9% compared to 41.1% for electric bikes), which indicates a paradigm shift among consumers.**

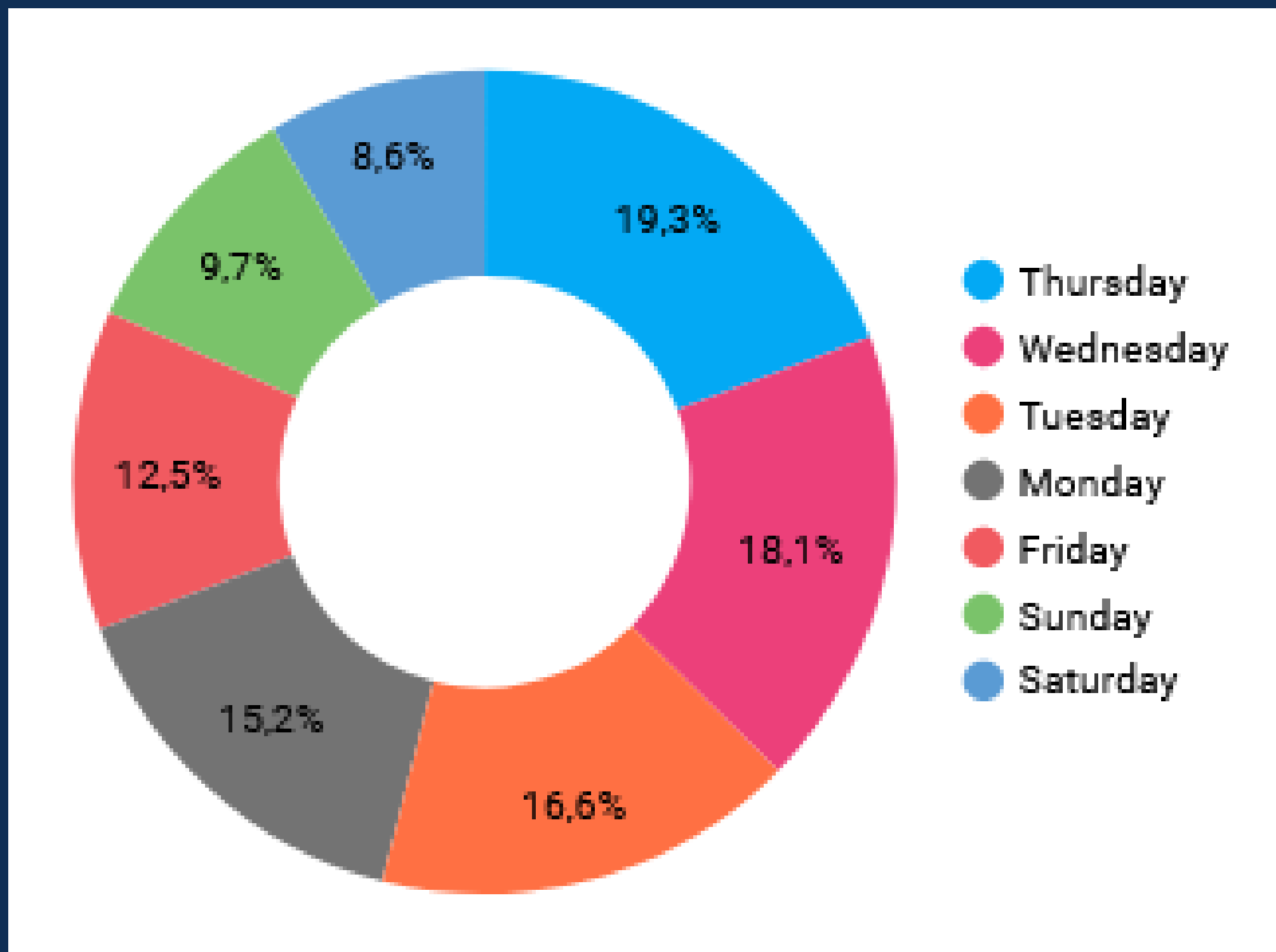
# 2024



**The trend continues to rise for the proportion of registered members. Indeed, 80.5% of users (compared to 65% the previous year) have opted for a subscription, versus 19.5% of casual users (36% last year)**

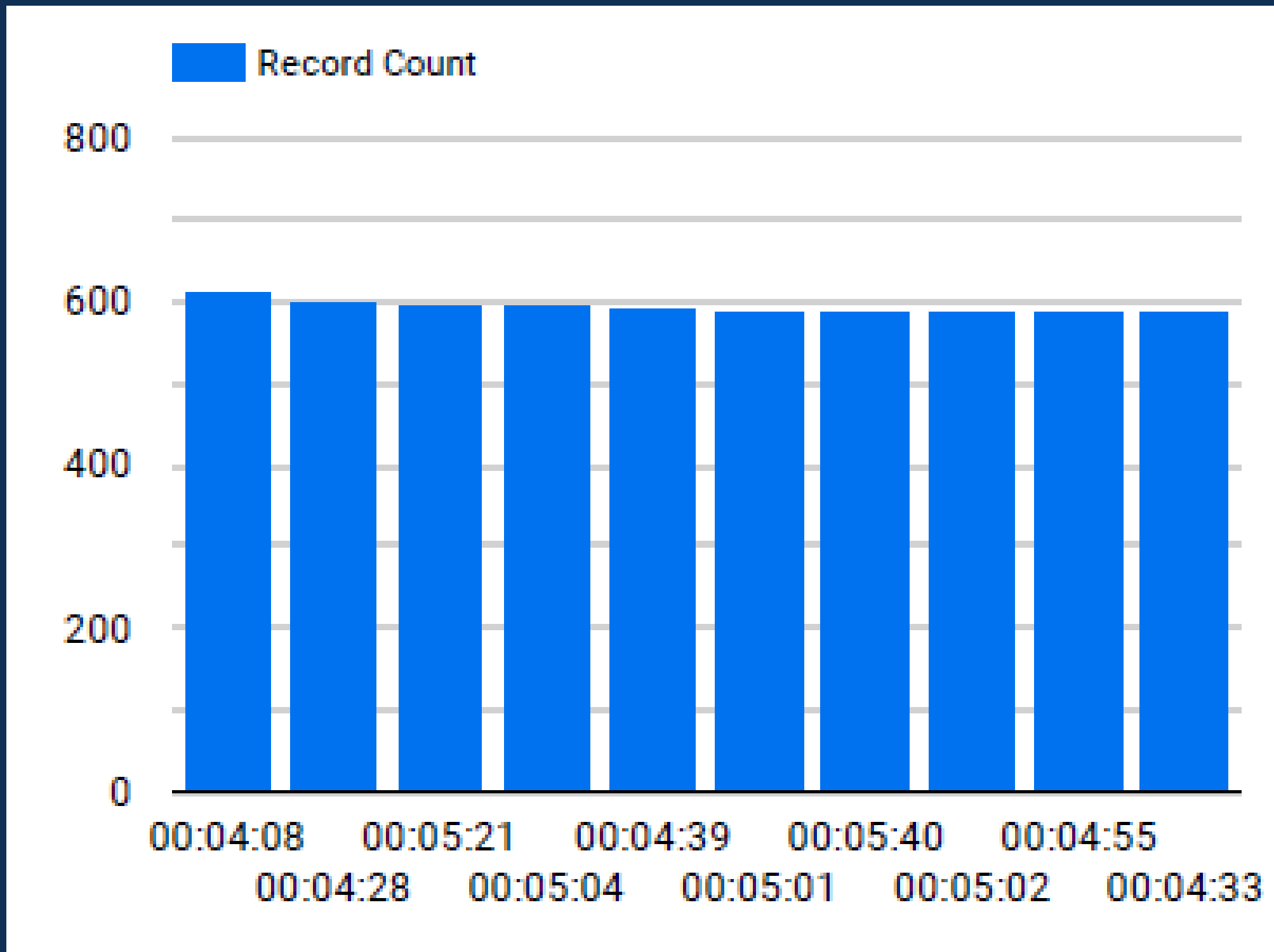


# 2024



**These data allow us to observe that weekdays appear to be more popular than the weekend, indicating a core target more among young professionals than tourists.**

# 2024



**Again, the data shows us that the majority of trips last between 5 and 10 minutes, suggesting that users prefer bicycles for brief commutes, like getting to work, for instance.**

**SUGGESTIONS**

**1)**

**Highlight the benefits of annual memberships to casual riders through targeted campaigns.**

**Emphasize cost savings, convenience, and additional perks such as members-only events or priority access to new bikes and features**

**2)**

**Introduce weekday incentives to encourage more consistent use of bikes, targeting young professionals who prefer cycling on weekdays and foster a sense of community among users by encouraging feedback and engagement through digital platforms.**

**3)**

**Partner with local businesses, health organizations, and environmental groups to co-create content that promotes the benefits of bike-sharing, reaching a wider audience and building credibility among casual riders.**