

# Bikeshare Case Study

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# Disclaimer

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CYCLISTIC, THE COMPANY IN THIS CASE STUDY, IS A FICTIONAL BIKESHARE COMPANY. HOWEVER, THE DATA IN THIS CASE STUDY IS REAL DATA PROVIDED BY THE CITY OF CHICAGO'S DIVVY BICYCLE SHARING SERVICE.

THE DATA HAS BEEN ANONYMIZED TO PRESERVE THE RIDERS' PRIVACY.

DUE TO THIS ANONYMIZATION, NAMES AND CREDIT CARDS CANNOT BE CROSS-REFERENCED TO FIND REPEAT CASUAL RIDERS, WHICH WOULD PROVIDE MUCH MORE INSIGHT INTO THE DATA.

# About This Case Study

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Cyclistic is a bikeshare company based in Chicago, IL that offers annual memberships as well as more casual options like single-ride and full-day passes.

The company has a total of 5,824 bicycles that are geo-tracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

The Cyclistic Financial Analysis Team has deduced that annual members are more profitable than casual riders, and therefore, advertising should be directed at converting casual riders to annual members, not acquiring new customers

# What do we need to know?

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In order to gain insight into how we might convert casual riders to annual members, there are a few key elements that we must first find out.

First, we need to look at how the bikeshare service is being used among both members and casual riders.

Next, we will need to look at what type of bike is being ridden the most and check for any weekly or annual fluctuation regarding the total number of rides.

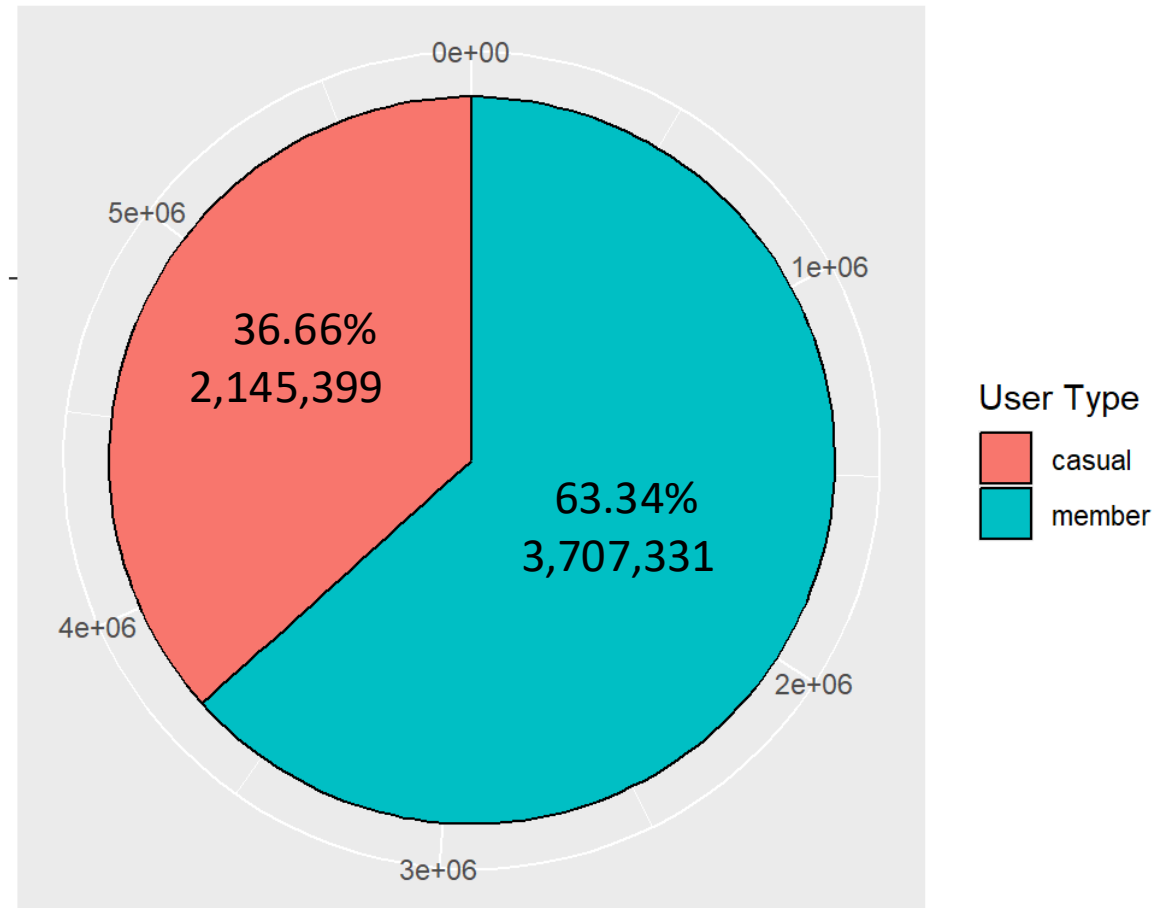
Lastly, we can get valuable information by checking the locations of the most used bike stations and comparing that with local hot spots to gain insight as to potential locations riders may be going.

## Who takes the most trips annually?

Annually, members account for nearly 2/3 of all rides taken.

2.14 million casual riders rented bikes in 2024, while 3.7 million members rented bikes.

Total Rides per Member Type



## Number of Rides vs Duration

Members experience a drop in rides on the weekend, where casual riders seem to increase.

Member ride duration throughout a typical work/school week (Mon-Fri) seems to remain level while casual riders have a much more dramatic increase on the weekend.

Overall, casual riders tend to spend much more time per trip than members.

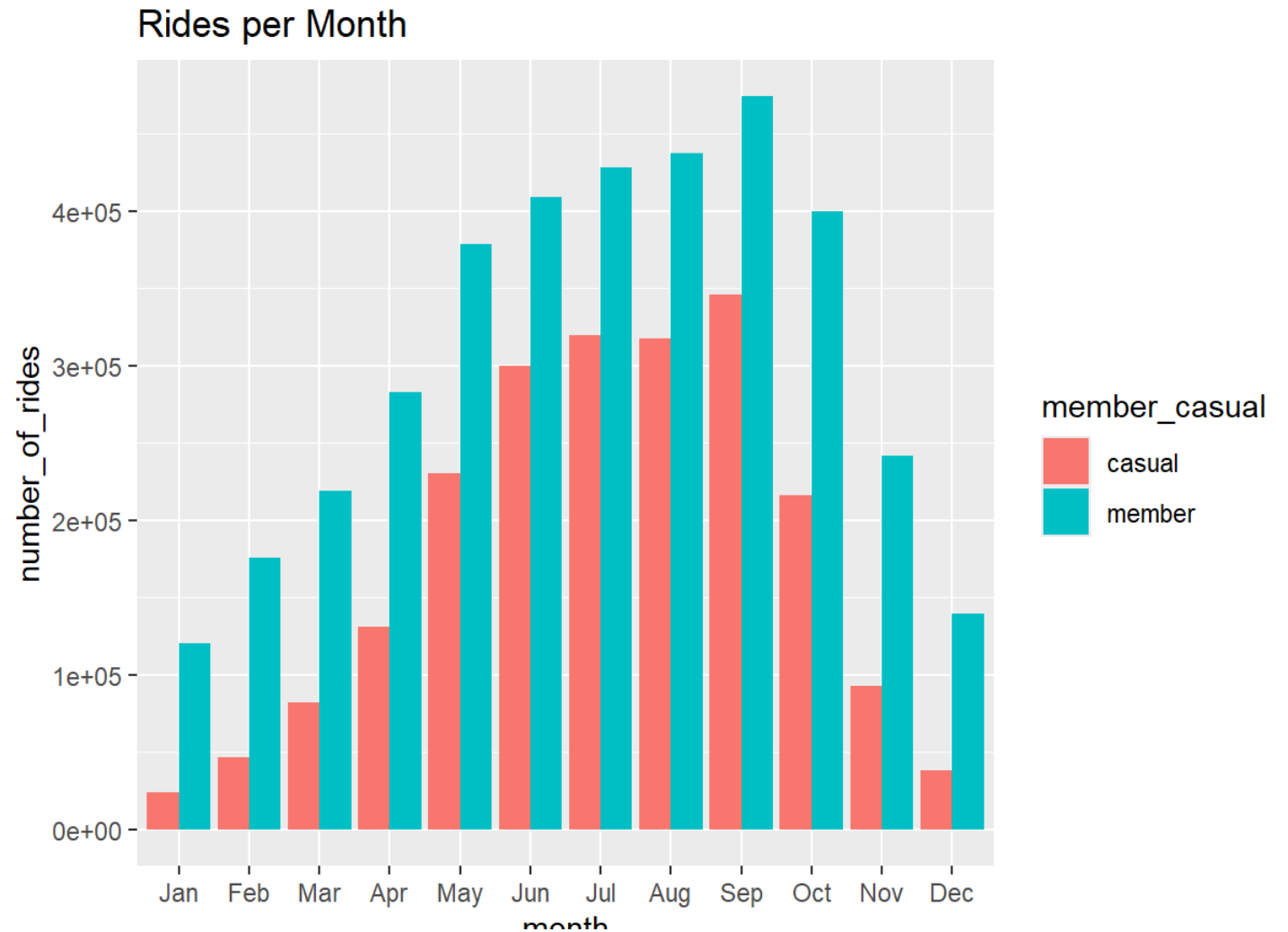


# Monthly Rides

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Both members and casual riders experience an increase in rides during typically warmer months of the year.

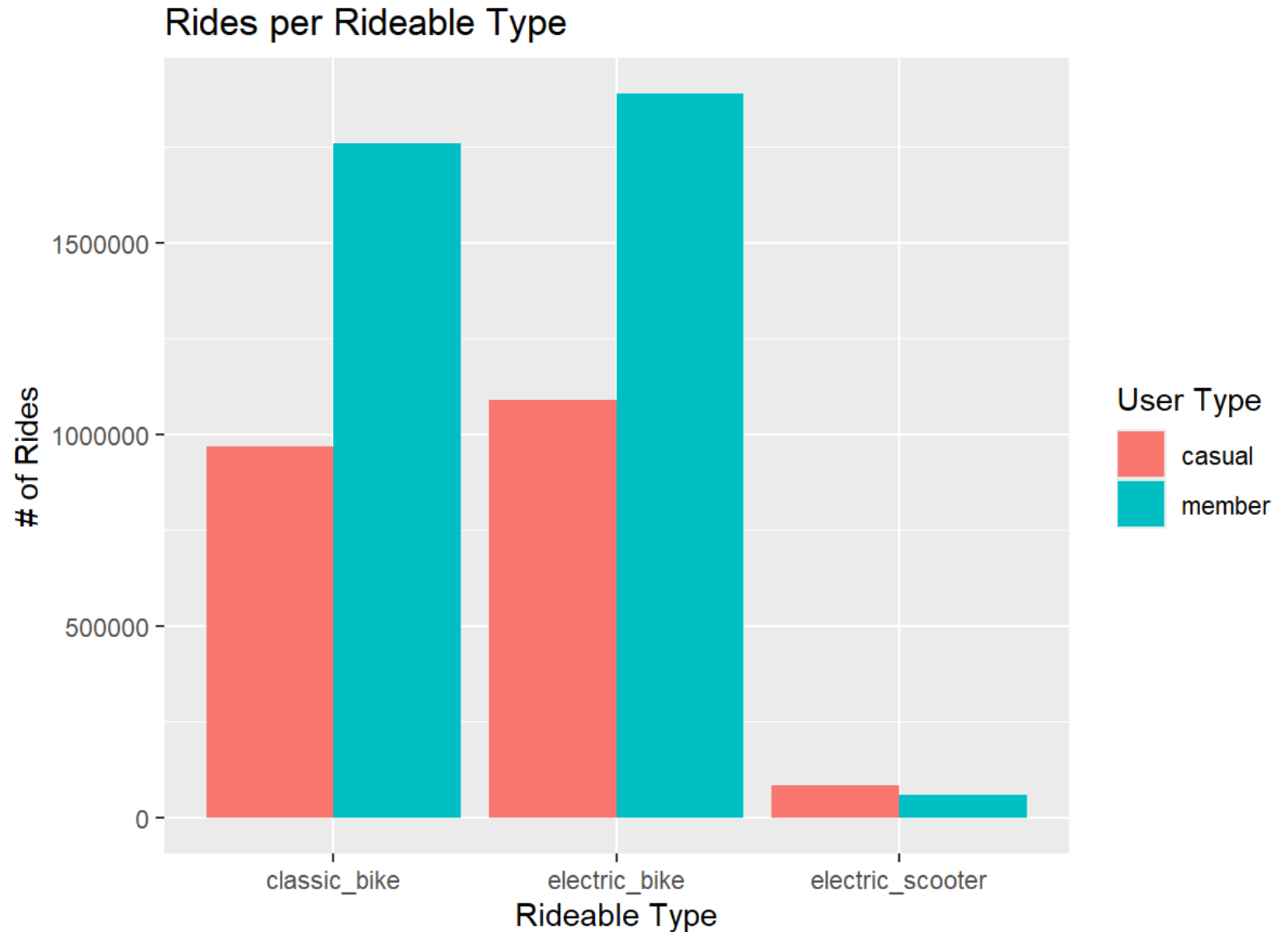
Increase in rides is likely due to change in weather.



# What is the preferred bike rental?

Across the board, customers prefer an electric bike to a classic bike.

\* The 'Electric Scooter' option has only been available since September 2024. These numbers may not be an accurate representation of their popularity in the future.



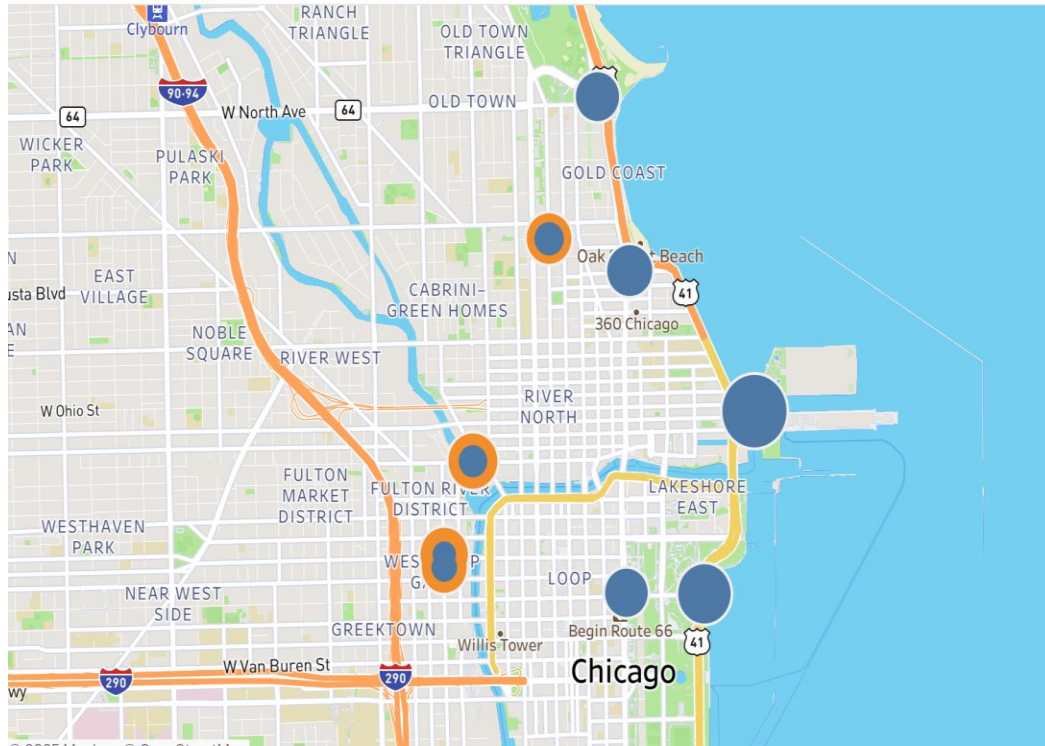


# What stations are used most?

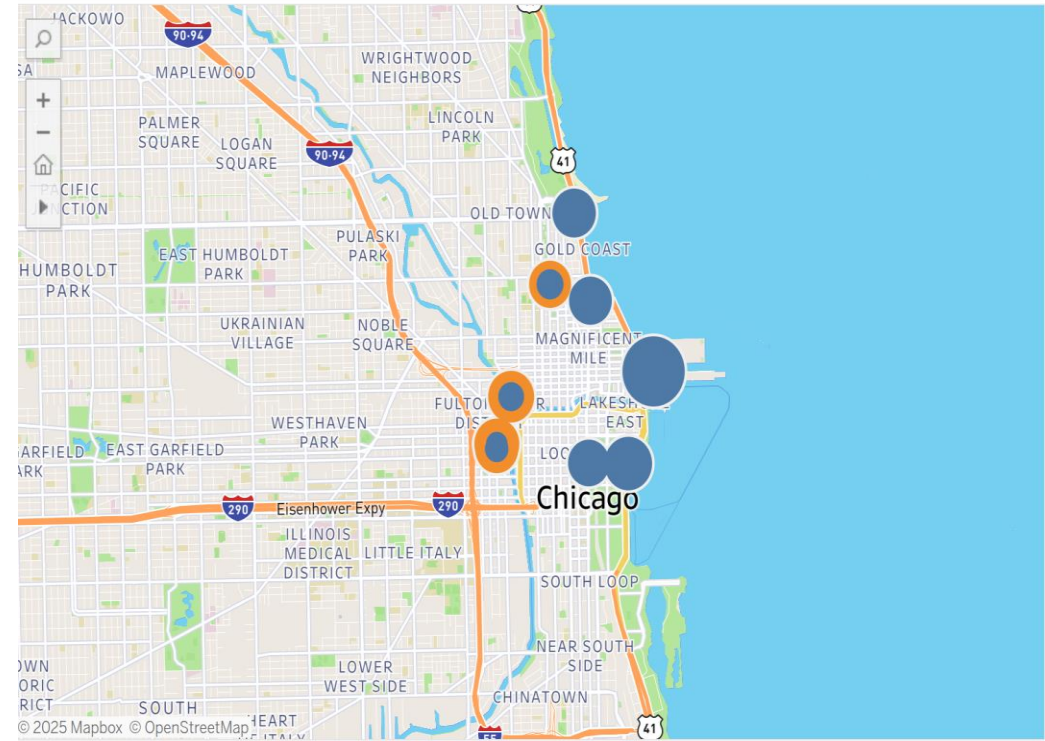
- The top 10 starting and ending stations are nearly identical, which would make sense considering that when a rider makes a trip, a return trip would likely often follow.
- The most frequently used stations are situated near major Chicago attractions. (i.e. Lincoln Park, The Bean, The Navy Pier, etc.)

*\*\*A list of the top 10 stations is provided on slide #11*

Top 10 Ride-Start Stations



Top 10 Ride-End Stations



# What did we find?

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Though members make up nearly 2/3 of Cyclistic's riders, casual riders spend more time overall than members do on bike rentals.

Members have a consistent rental rate and ride duration during weekdays which may indicate members primarily use bike rentals to get to and from work or school. Inversely, casual riders use the service much more and for a longer duration on the weekends. This could suggest more leisurely rides, possibly tourists coming to Chicago to see all of the landmarks, or just out for a night on the town.

Both members and casual riders use the service much more during the warmer months.

Electric bikes are preferred to classic bikes.

# What do we do?

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Based on the location of the most frequently used bike stations, a collaboration with local tourist spots, such as The Lincoln Park Zoo or The Chicago History Museum, to offer discounted rates to annual members might draw more attention to memberships from riders looking get the full Chicago experience.

Looking at the uptick in rides during the Spring-Summer season, offering discounted rates during this time of year to annual members may entice casual riders to purchase memberships.

All customers, annual and casual, prefer an electric bike to a classic bike. Offering a discounted rate for electric bikes to annual members may increase membership.

Physical advertisement, such as flyers and posters, should be erected at the most frequently used bike stations as well as surrounding tourist locales. (See next slide)

# Busiest Stations & Surrounding Hot Spots!

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**The top 10 stations in order are:**

1. **Streeter Dr & Grand Ave**, 2. DuSable Lake Shore Dr & Monroe St, 3. **Kingsbury St & Kinzie St**, 4. Clinton St & Washington Blvd, 5. **DuSable Lake Shore Dr & North Blvd**, 6. Clinton St & Madison St, 7. **Michigan Ave & Oak St**, 8. Clark St & Elm St, 9. **Millennium Park**, 10. Wells St & Concord Ln

Some of the bigger tourist spots near these heavy-traffic bike stations include:

- **Chicago 360 Observatory**
- **Chicago Sports Museum**
- **Chicago Murder Mystery Tour**
- **Lincoln Park Zoo**
- **Millenium Park (Home of "The Bean")**

These high-traffic areas would be ideal locations for flyers and posters as well as potential candidates for collaboration efforts mentioned previously.

Thank you!