



# Cycling CASE STUDY

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*Last updated in: 15/12/2022*

# The problem and the objective

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- ❖ The company's future depends on **maximizing** the number of annual memberships.
- ❖ The **objective** is to understand how annual **members and casual riders** use the bikes differently.

# THE DATA

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Data was collected between 2021/12 and 2022/11;

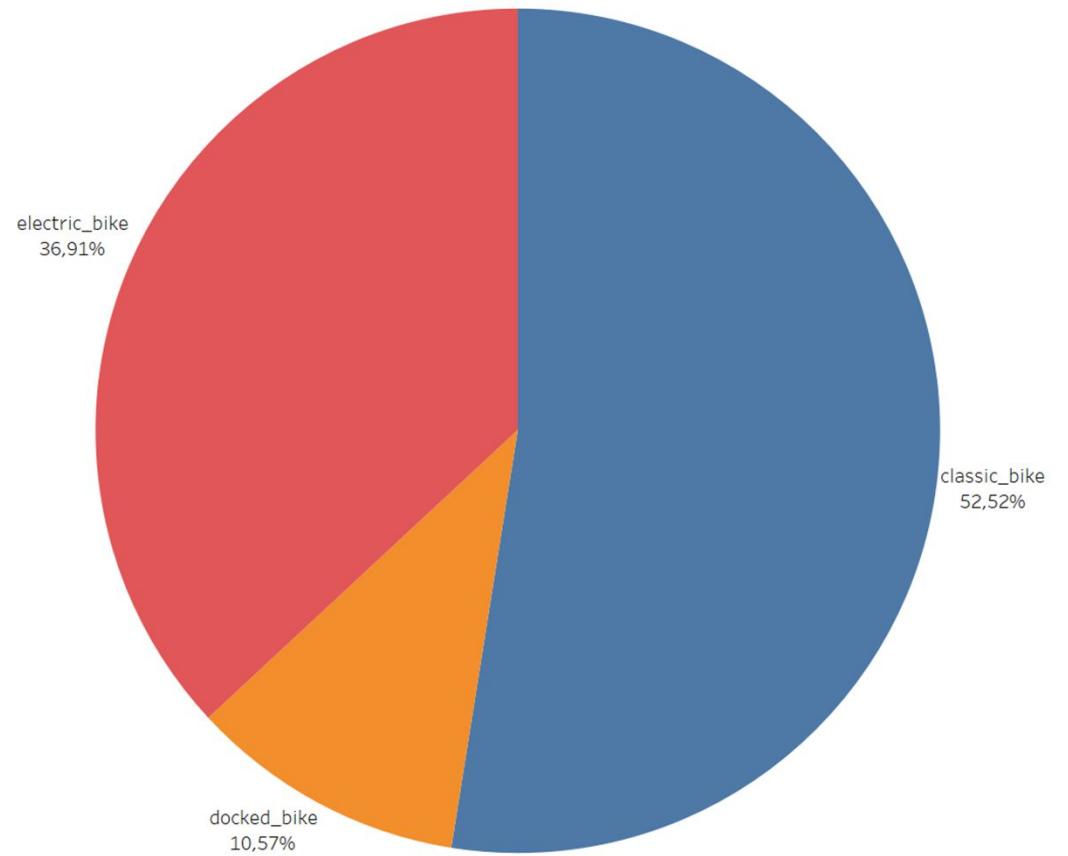
Duplicate, invalid, incorrect and blank Data was removed/corrected;

Data format and type was corrected;

THE CLASSIC BIKE IS THE MOST POPULAR  
AMONG CAUSAL RIDERS;  
ELECTRIC BIKE IS VERY POPUALR TOO;  
DOCKED BIKE IS THE THE LEAST USED;

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**Casuals favourite ride**  
Types of rideables used by non-members



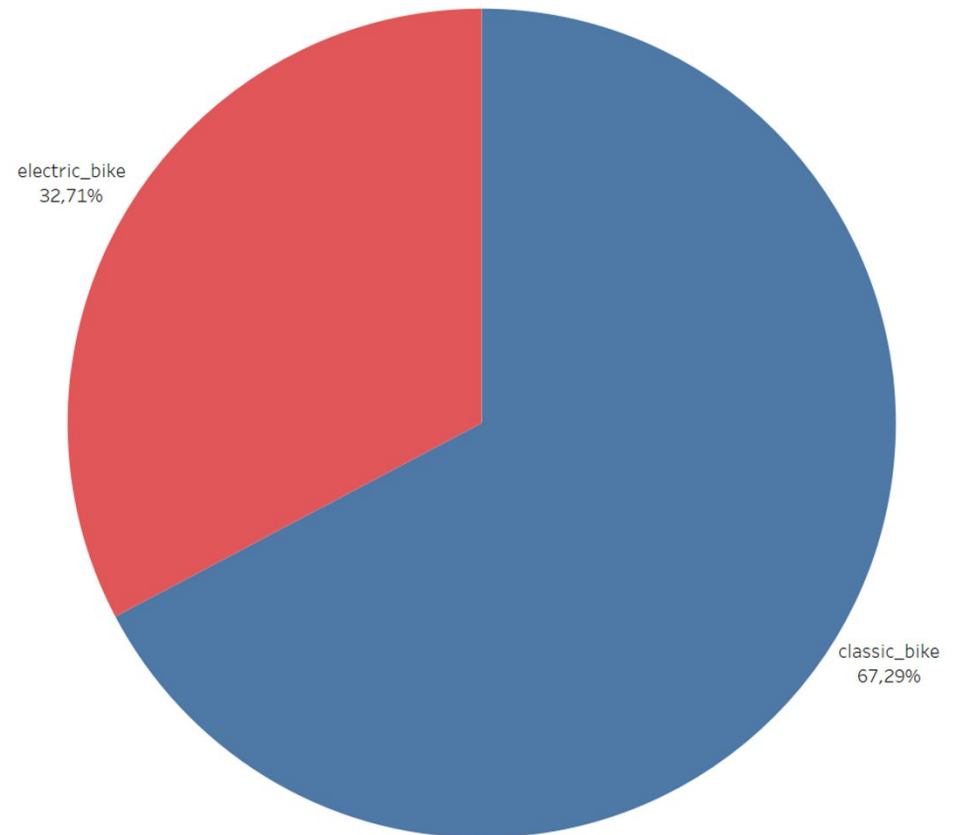
THE MAJORITY OF RIDES BY MEMBERS ARE  
WITH CLASSIC BIKES;

ELECTRIC BIKES ARE USED IN A LITTLE  
MORE THAN A QUARTER OF THE RIDES;

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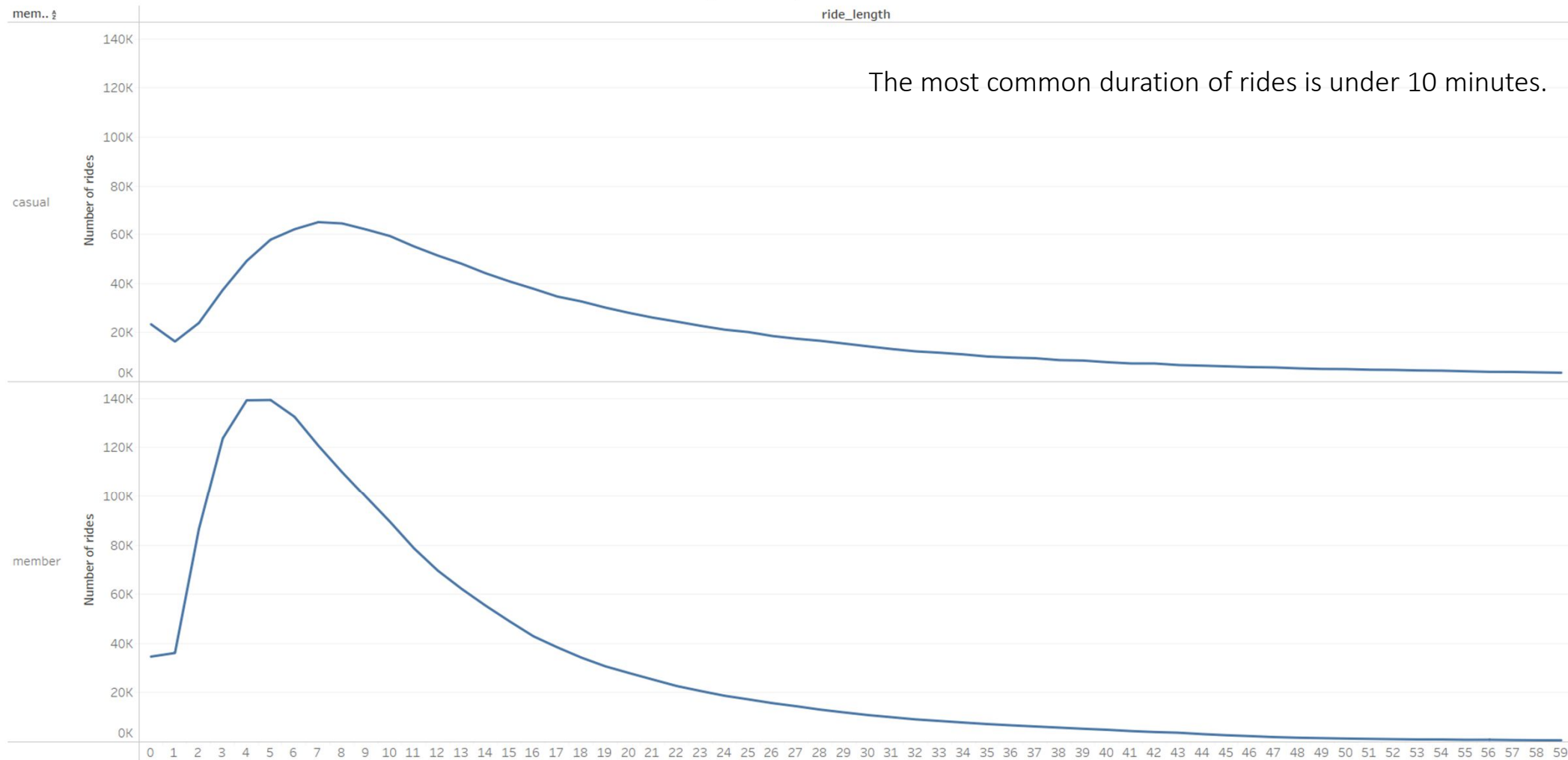
## Members favourite ride

Types of rideables used by members



## Duration of the rides

Duration of the rides (in minutes) of members and non-members



## Duration of the rides

Duration of the rides (in hours) of members and non-members

ride\_length

The most common duration of rides is under one hour

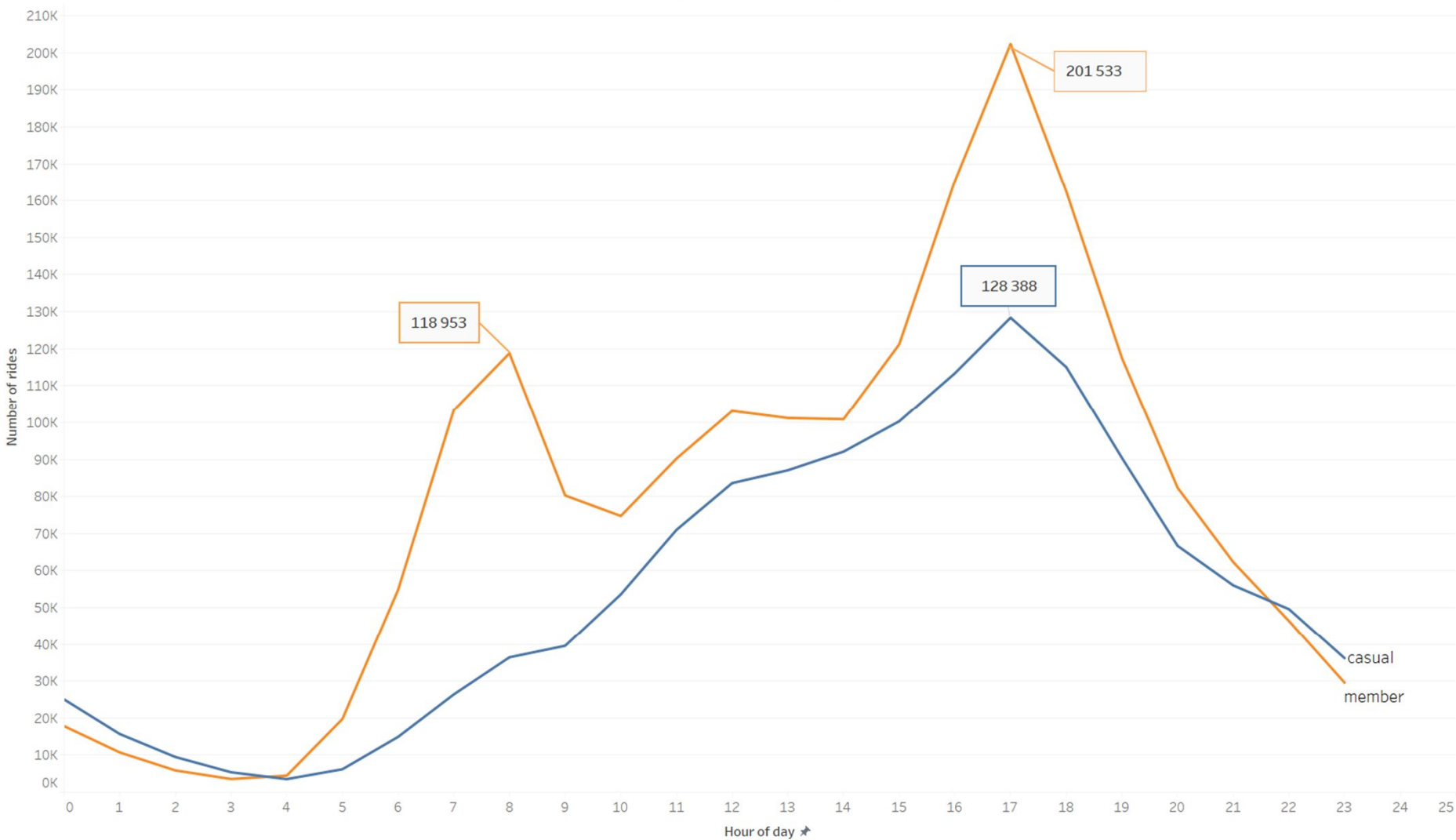
Number of rides

Number of rides

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Rides by hour of the day

member\_casual  
casual  
member





# Summary

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- We know some differences on the use of members and non-members;
- We can't know why members and non-members use the bikes differently
- We can't understand why would someone buy a membership, with only this data;
- The evidence it's not conclusive enough to make a big move;

# Next steps

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- Get data that is more relevant to the business task
- Use the insights we got to initiate the process of increase membership;

# Get more data

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- Collect qualitative data by surveying the users, members and casual riders;
- Collect users income Data;
- Collect users fitness data;
- Get user unbiased feedback about the service;

# Initiate the process

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- Consider a monthly subscription;
- Consider casuals needs and act on it;
- Reward more expensive offerings;

# Conclusions

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- We know how casual and members are different but not why
- Consider casuals needs and act on it;
- Reward more expensive offerings;