Bicycle Riding

Feburary 2023

Sources

Website:

https://divvy-tripdata.s3.amazonaws.com/index.html

Data source name: 202212-divvy-tripdata.zip

Last updated Feb 7th 2023, 02:58:38 pm

Context

The company has decided to transform causal one time bicycle riders into members.
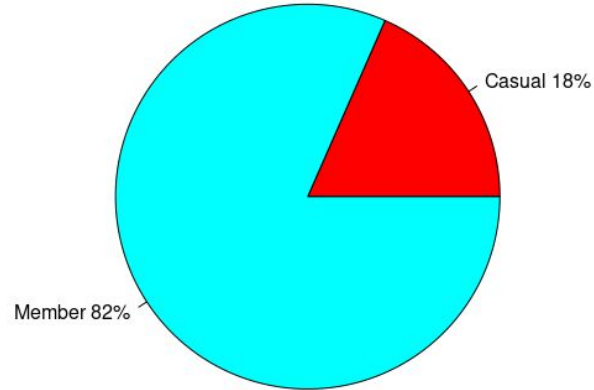
The objective is to find trends within the casual bicycle riders and focus on specific marketing strategies to convert them into members.
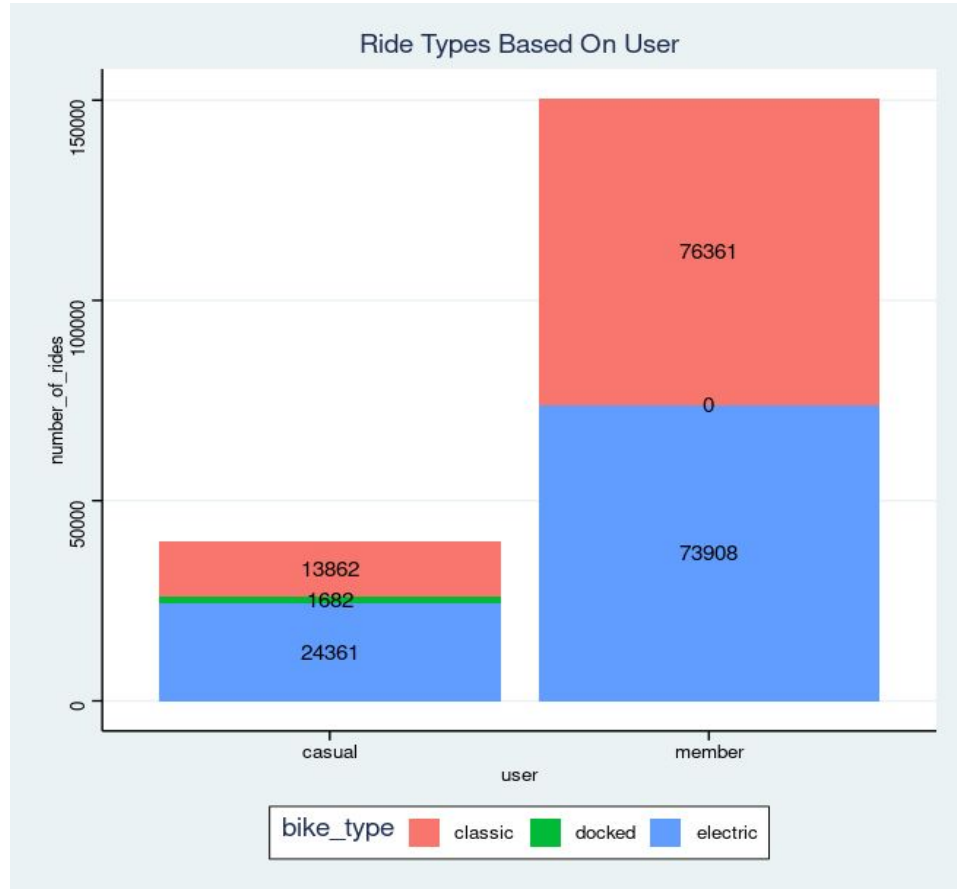
Main Idea

How do casual and annual members use the service differently?
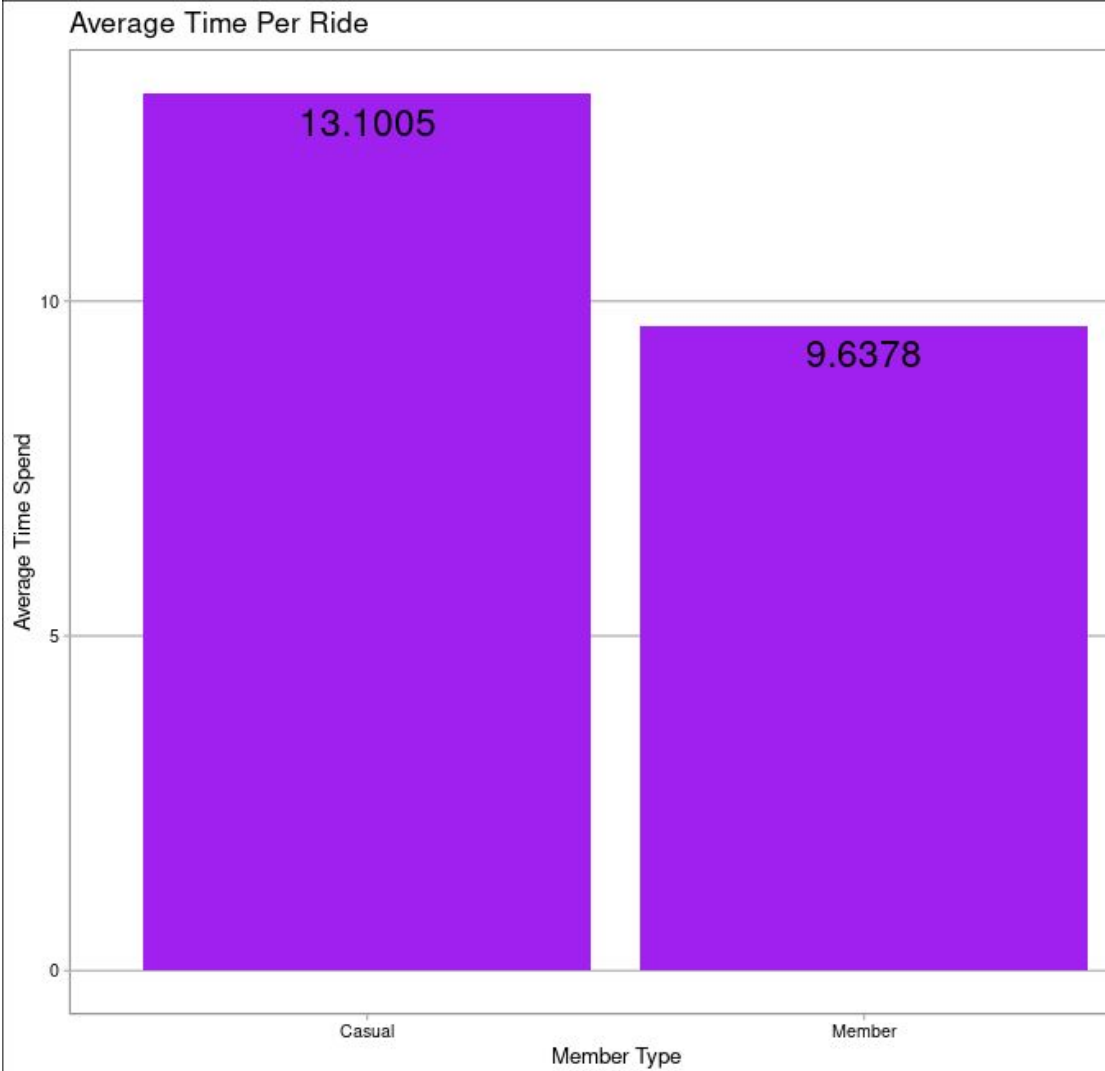
How many of each?

Representation of Users

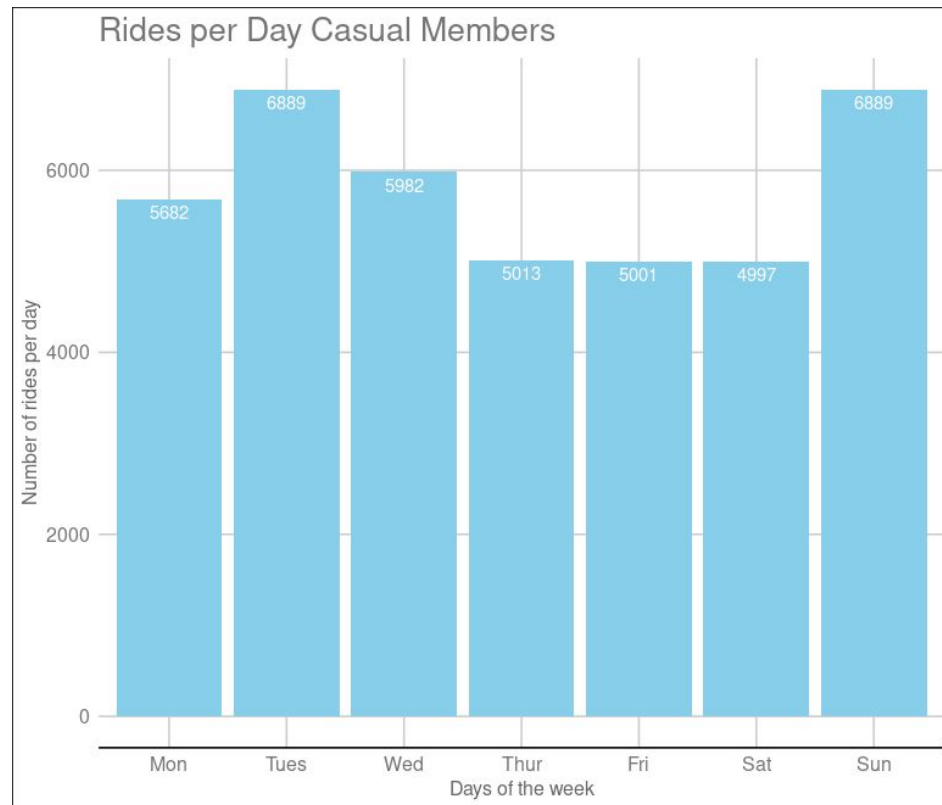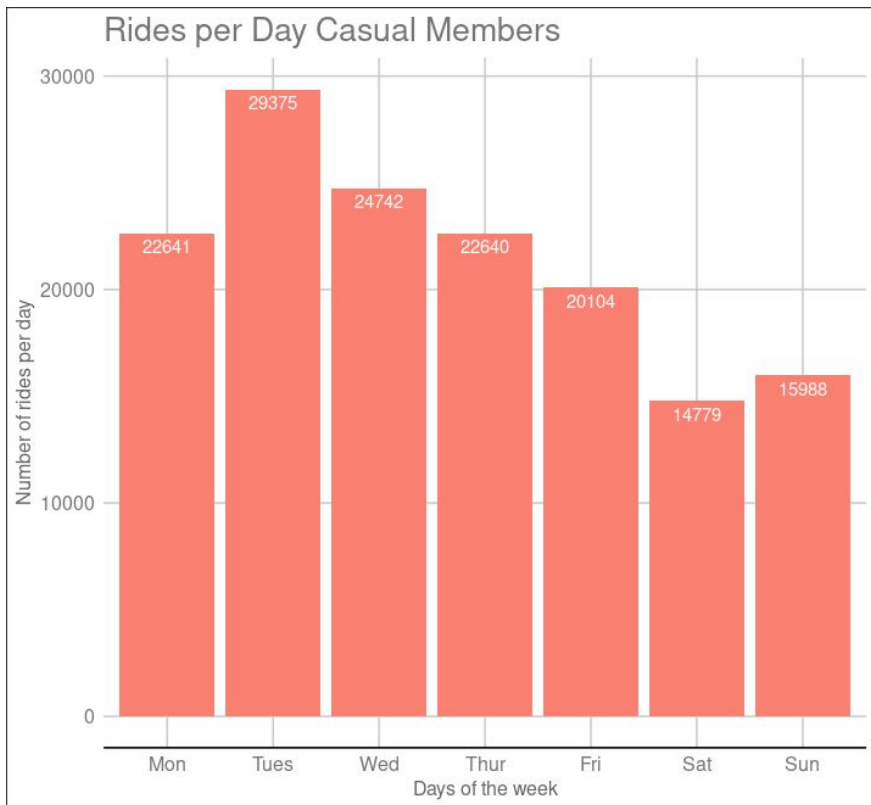# What are the different bikes each member uses

Average Time Spend Per Session

(MEMBERS)   Daily Rides   (CASUALS)

Rides per different times Members
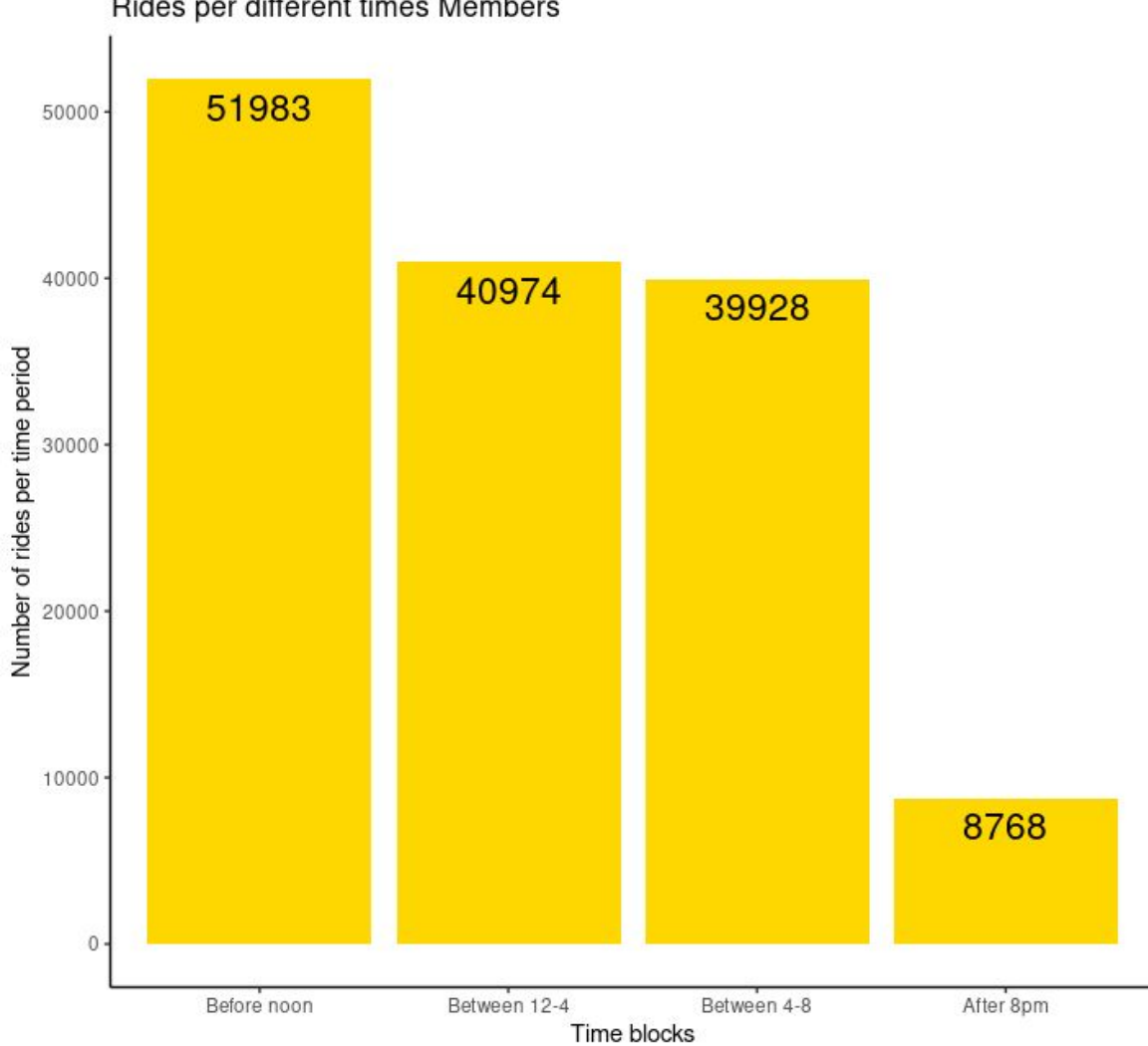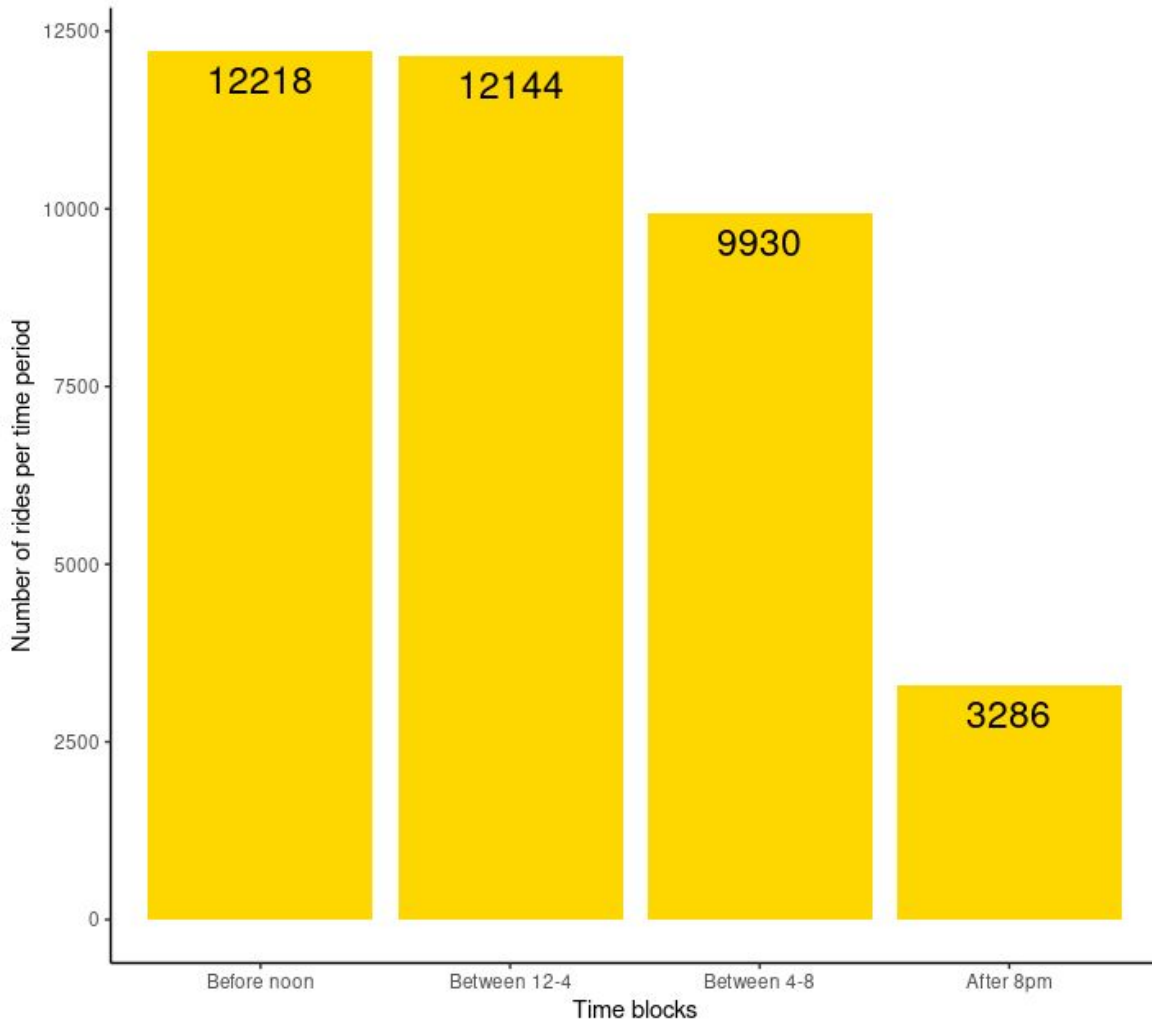
Different times of the day
MEMBERS

Rides per different times Casual Members

Different times of the day Casuals

Conclusions

Member riders choose classic or electric rides. They do not choose dock rides.

Members use the services more during the workweek and a dip occurs during the weekend.

With time of day showing more tendency to use the service more during typical commuting hours, rush hours.

Recommendations

Through the app ask members and casual riders their opinion on having dock rides available as members.

Focus on casual riders and giving them the idea of using the services as their main source of transportation to and from work.

What else we can do

Different things that we can do in a further analysis would be to figure out the price per ride. How the payment structure is set up.

Have a deeper look at the different time of the year and how many rides are there. To focus on knowing if there are peaks during for example vacation time or long weekend breaks.

Compare other years to see how the overall trend of the bicycle riding services is going.