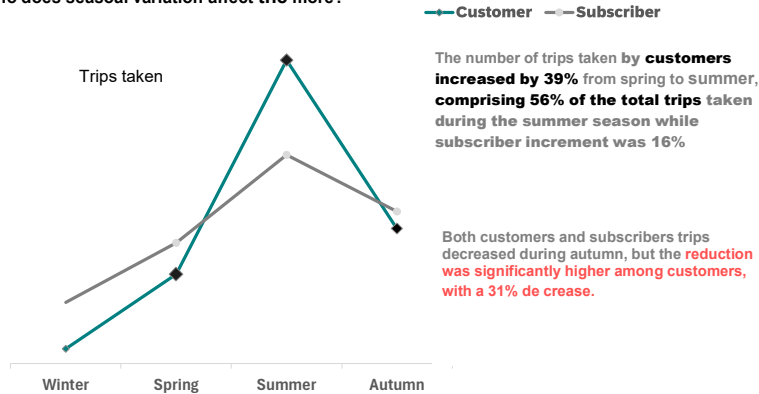




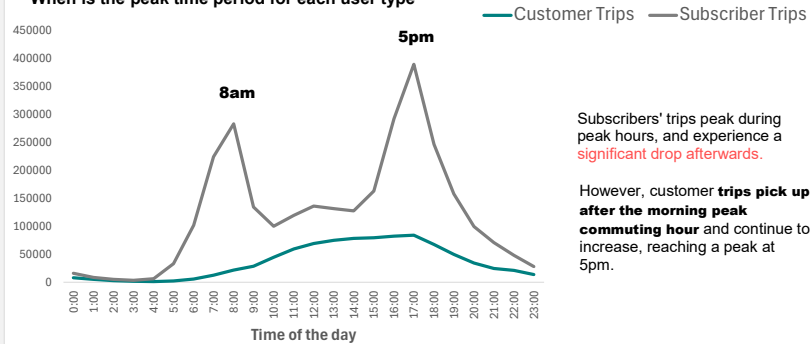
How Customers and Subscribers Use Cyclistic Bikes

How Subscribers and Customers Differ

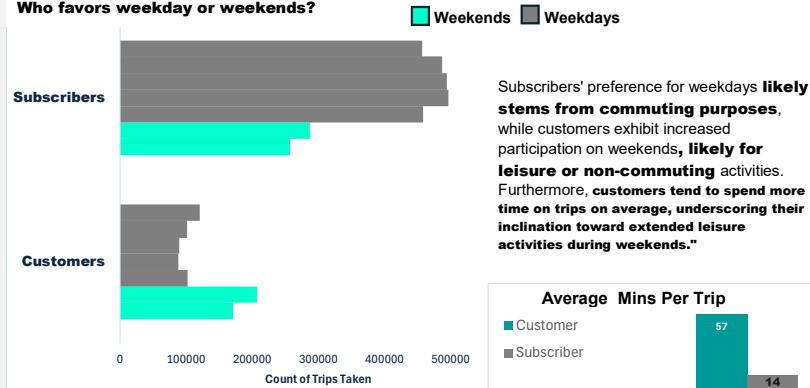
Who does seasonal variation affect the more?



When is the peak time period for each user type



Who favors weekday or weekends?



Why They Likely Differ

Age Group of Users

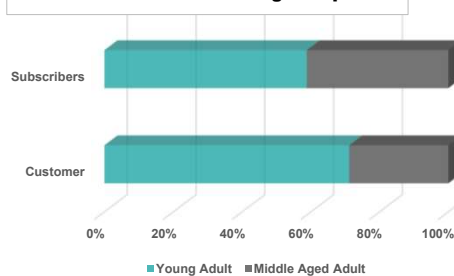
The higher representation of the younger generation in the customer group could be attributed to a preference for cycling for leisure and pleasure



Customer

Subscribers

Further Breakdown of Young Group



The higher proportion of young adults may account for the steady increase in trips after peak periods, while the young group of subscribers, likely comprising students and workers, could explain the spike in trips during peak commuting hours. The further decrease in trips during weekends further supports this observation

Recommendation

1. Introduce seasonal membership options specifically designed for Summer and Autumn, offering flexible pricing plans and benefits tailored to the needs of customers.
2. Provide discounted rates or limited-time promotions for these seasonal memberships to incentivize customer uptake.
3. Develop weekend packages targeting young adults.
4. Launch a youth-focused marketing campaign leveraging social media platforms, influencer partnerships, and targeted advertising to reach young adults .