

Marketing recommendations for Cyclistic Bike-share

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Cyclistic Bike-Share Case Study

Introduction

Cyclistic bike-share is a bike sharing company based in Chicago

Business Task

Identifying key differences among annual and casual members of Cyclistic bike-share and recommending digital market strategies to increase annual subscription rate

*Data sourced from <https://divvy-tripdata.s3.amazonaws.com/index.html>



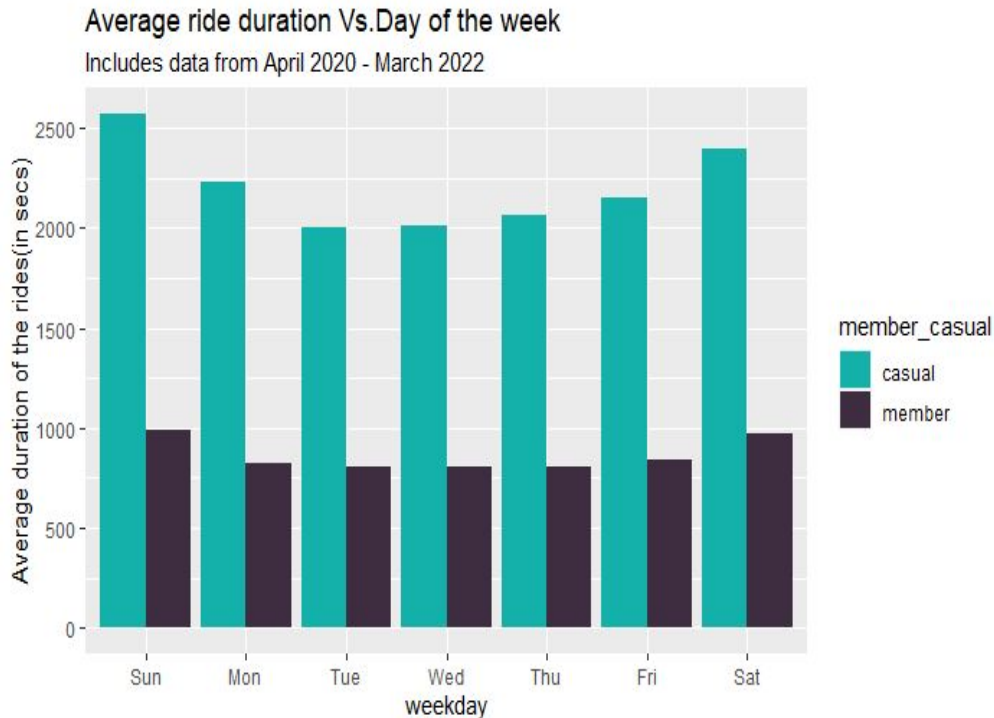
Gathered, processed and analyzed the data to derive insights using R studio

- Downloaded the ride data of previous ****23 months**** and combined them into a single file after thorough cleaning of the data
- Conducted descriptive analysis of the cleaned data
- Plotted the values to understand the relationship between different attributes

*Data included 7,891,994 observations of 20 variables

Average ride duration is higher during the weekends

- 1.The average ride length of the casual riders exceeds the average ride length of the members
- 2.Highest average ride length can be observed during the weekends,gradually plummeting inwards during weekdays
- 3.Change in ride length is drastic for casual riders than annual members

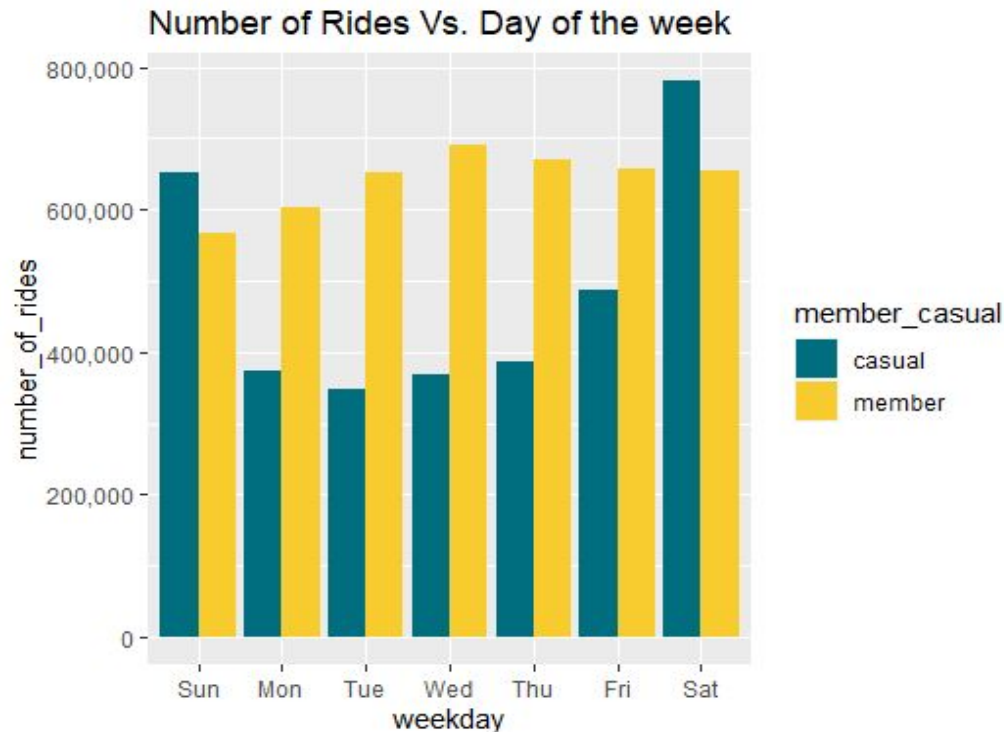


Average number of rides is highest during the weekends

1.The number of rides among the casual members is higher during the weekends

2.The number of rides among annual members is higher and consistent during the weekdays

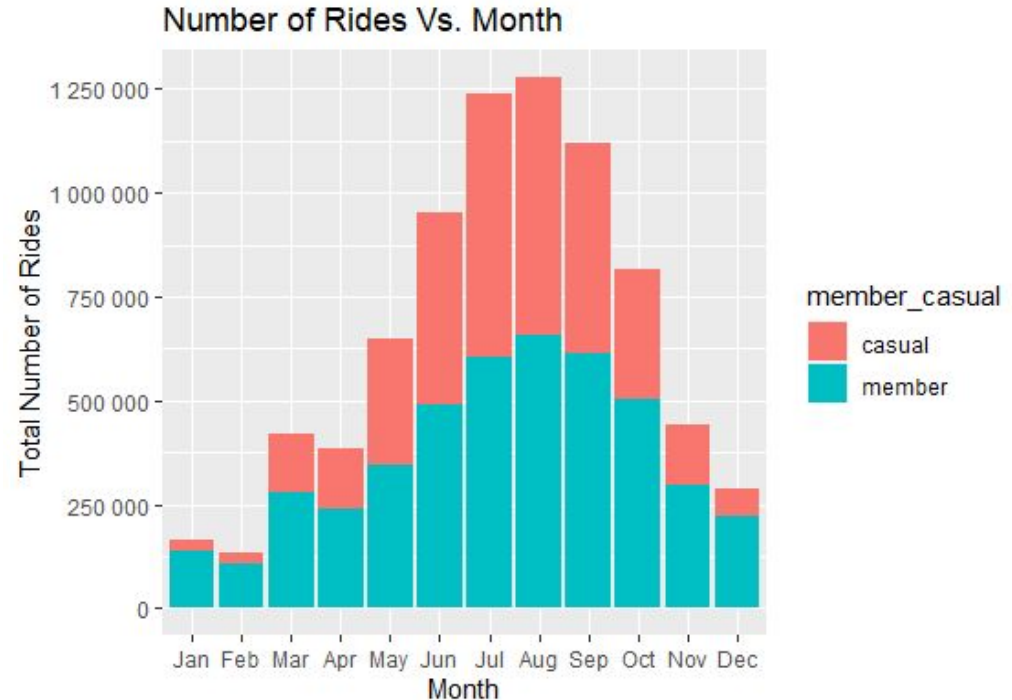
3.Change in number of rides is drastic for casual riders than annual members



Higher number of rides are observed during summer months

1.The number of rides peaks during the summer months of June,July, August and September

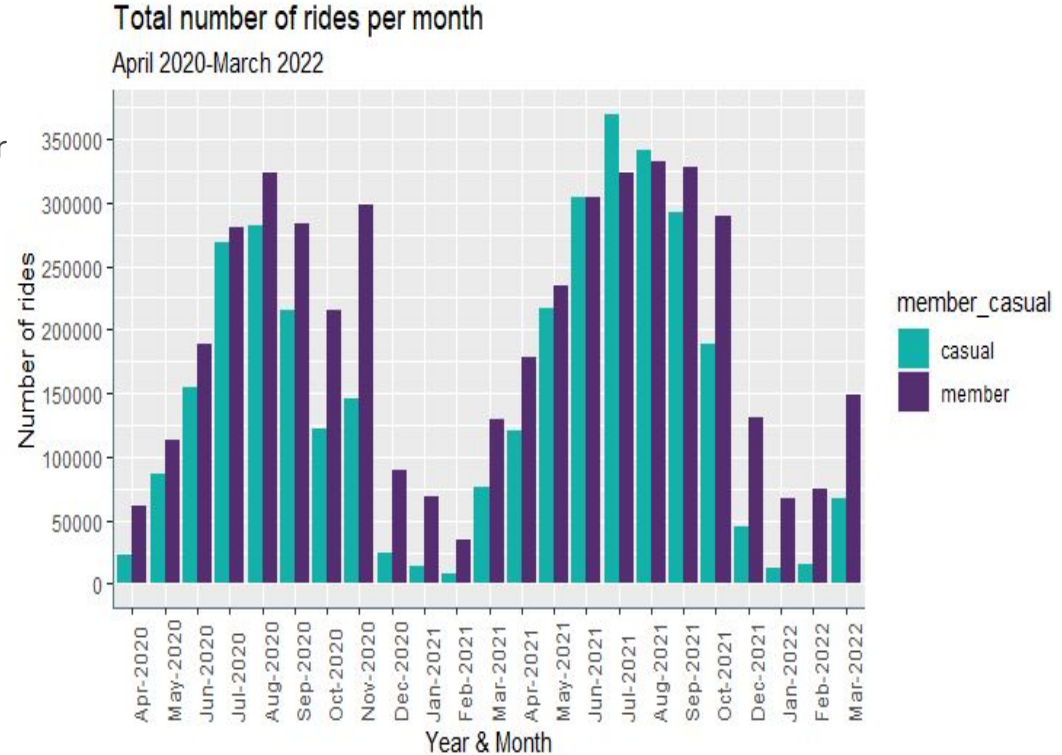
2.The number of rides plummets during the winter months of December,January and February,especially among casual riders.



Number of rides increased in 2021; highest growth seen among casual riders

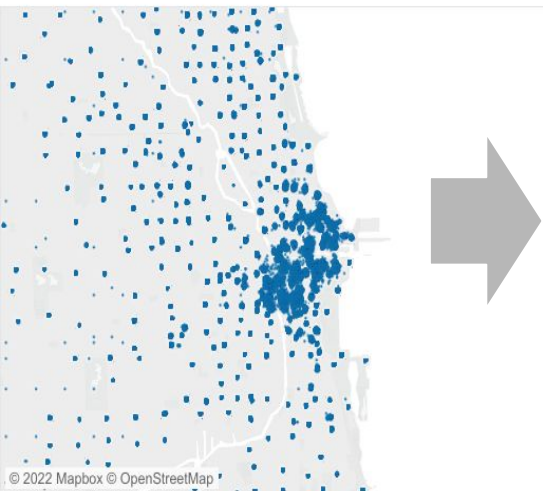
1. Cyclistic Bike-share has seen an increase in casual riders in the year 2021

2. The number of annual members remain the same in the year 2020 and the year 2021

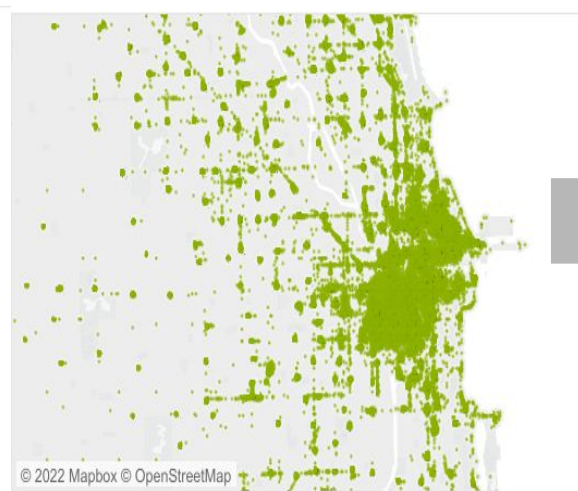


*visualization created using ggplot package in R

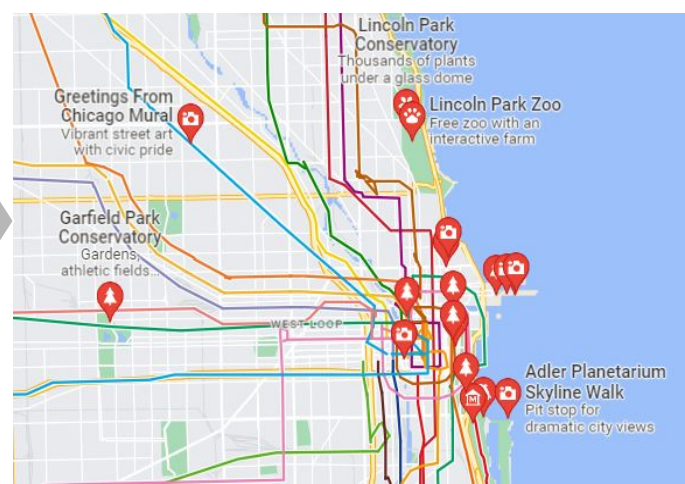
Start Stations used by casual riders



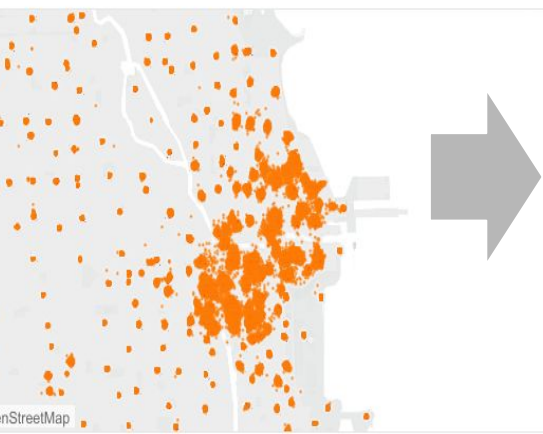
End Stations used by casual riders



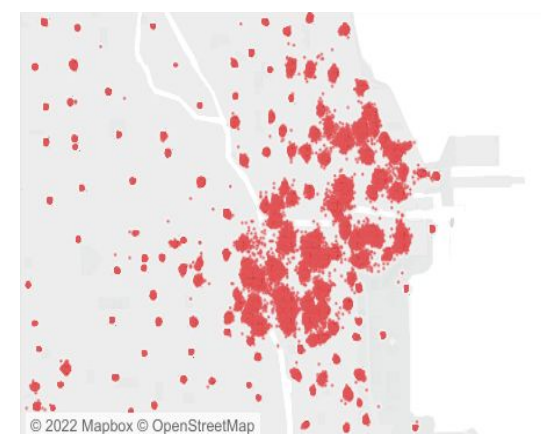
Tourist attractions and transit map - Chicago



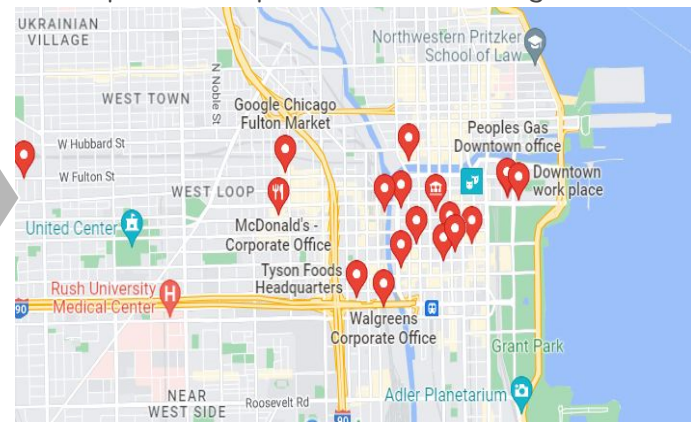
Start Stations used by members



End Stations used by members



Corporate and public offices - Chicago



*visualization created using Tableau



Inferences

Reasons why casual riders can be tourists:

- Peak in the number of casual riders during the spring/summer months and weekdays
- Start and end stations, among casual riders, clustered near public transit services and tourist attractions

Reasons why members are residents of Chicago:

- Uniformity in the number of rides and lower avg. ride duration during the weekdays, among member users, indicate they use the bikes to reach their offices / universities



Marketing recommendations for Cyclistic bike-share



Introducing spring/summer packages(prepaid) that give exclusive benefits to tourists will help with their conversion into members

- a. Variety in packages depending on the planned duration of usage(per hour/per day), type of user(single/couple/family) will lead to a higher conversion rate
- b. If the total number of hours used up by the user is lesser than what they paid for, certain amount can be refunded in terms of coupons for selected merchandise and souvenir stores
- c. Aggressive marketing highlighting the cost ,health and environmental benefits of using bikes will also help with increase in membership

