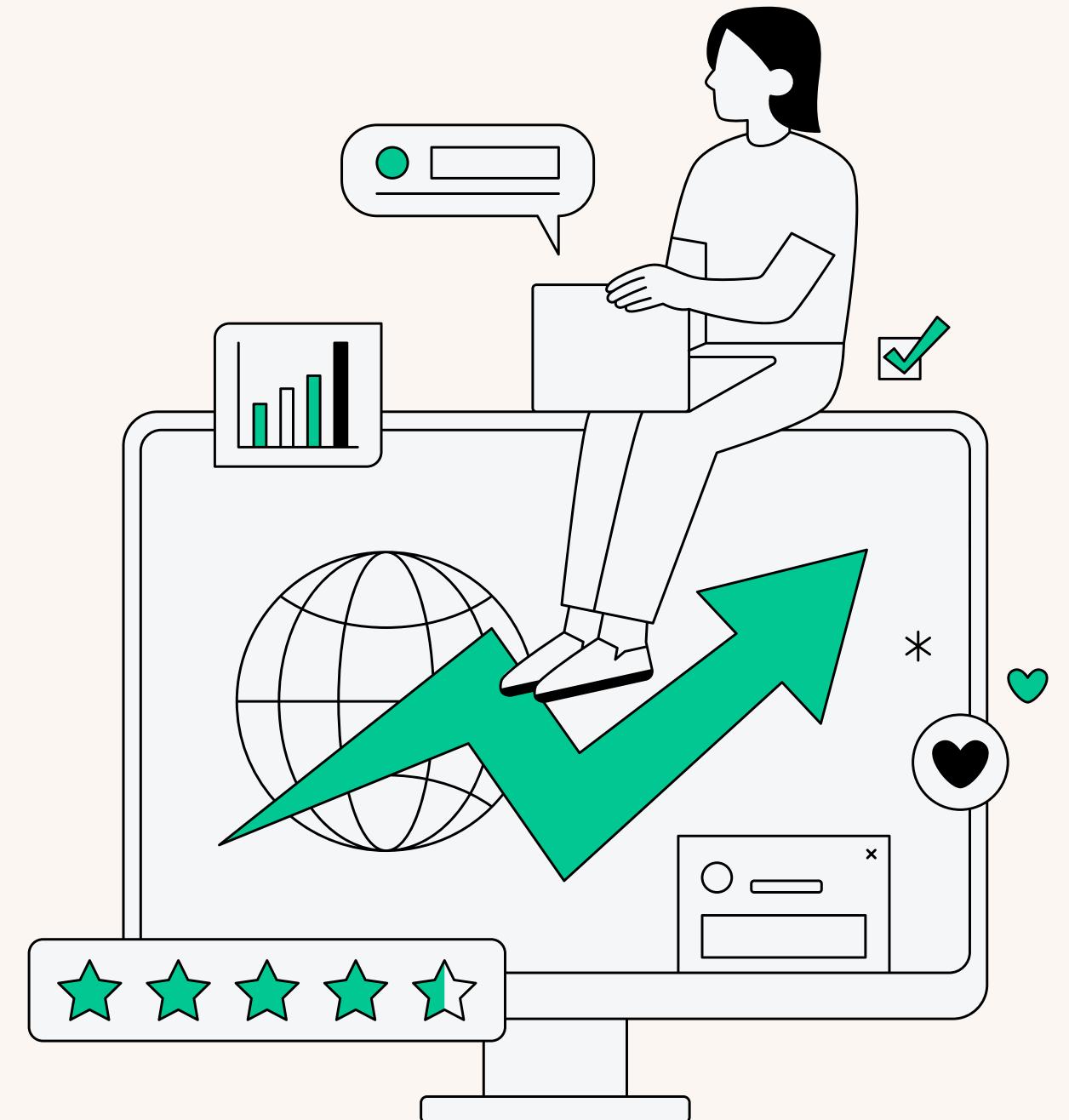


Converting Casual riders To members

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Last updated: 05/Mar/2024

Data provided by Google and Coursera's Data analytics
course



Overview

01.

Business task: Convert casual riders to members of Cyclistic Bike Shares. Introduction to the data used and its sources.

02.

Analysis and trends: Showcase findings and trends relating to both casual and member riders to provide context for solutions.

03.

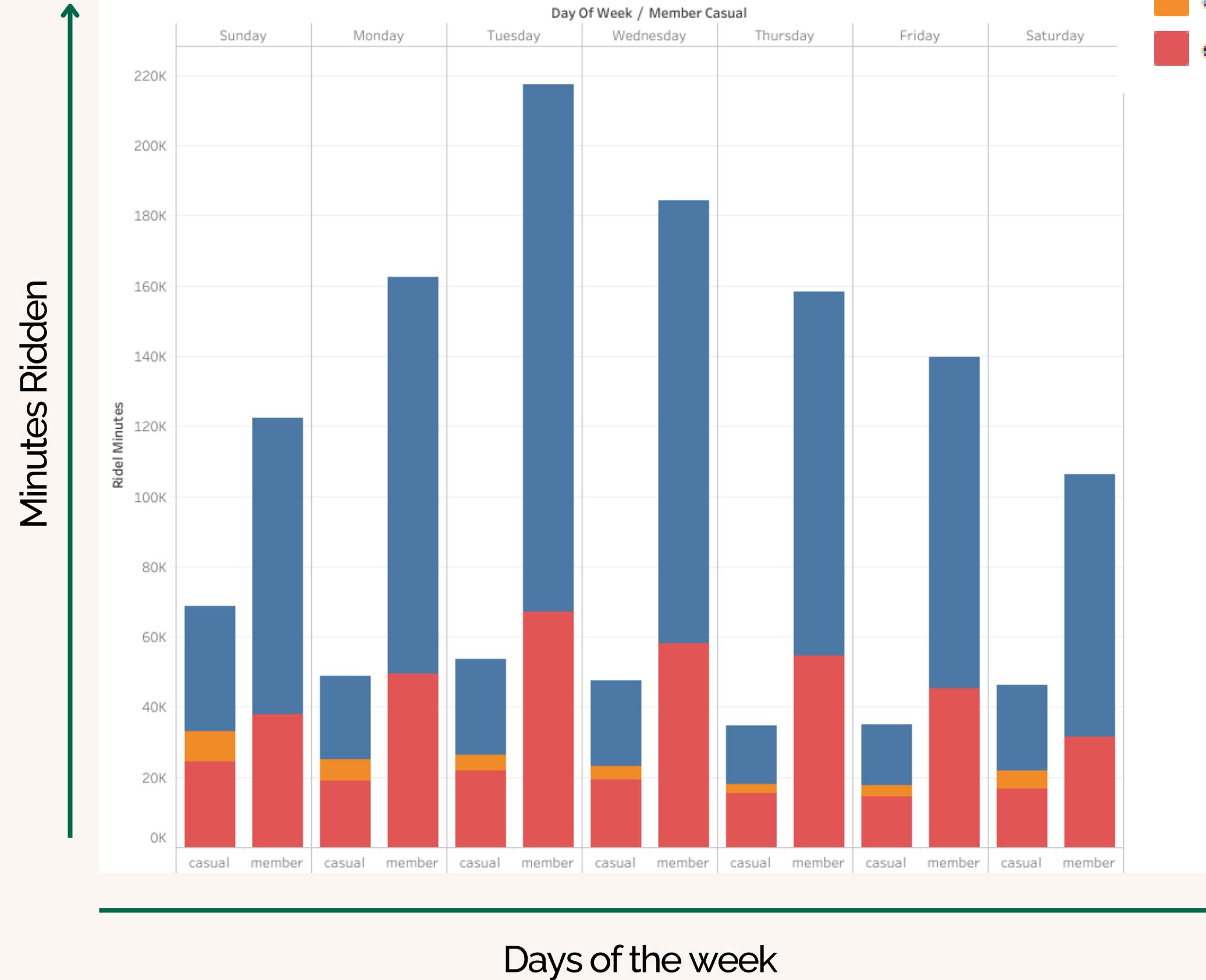
Solutions moving forward: Providing suggestions on where to look into when converting casual riders to members.



Rideable Type

- classic_bike
- docked_bike
- electric_bike

January March Cyclistic Data



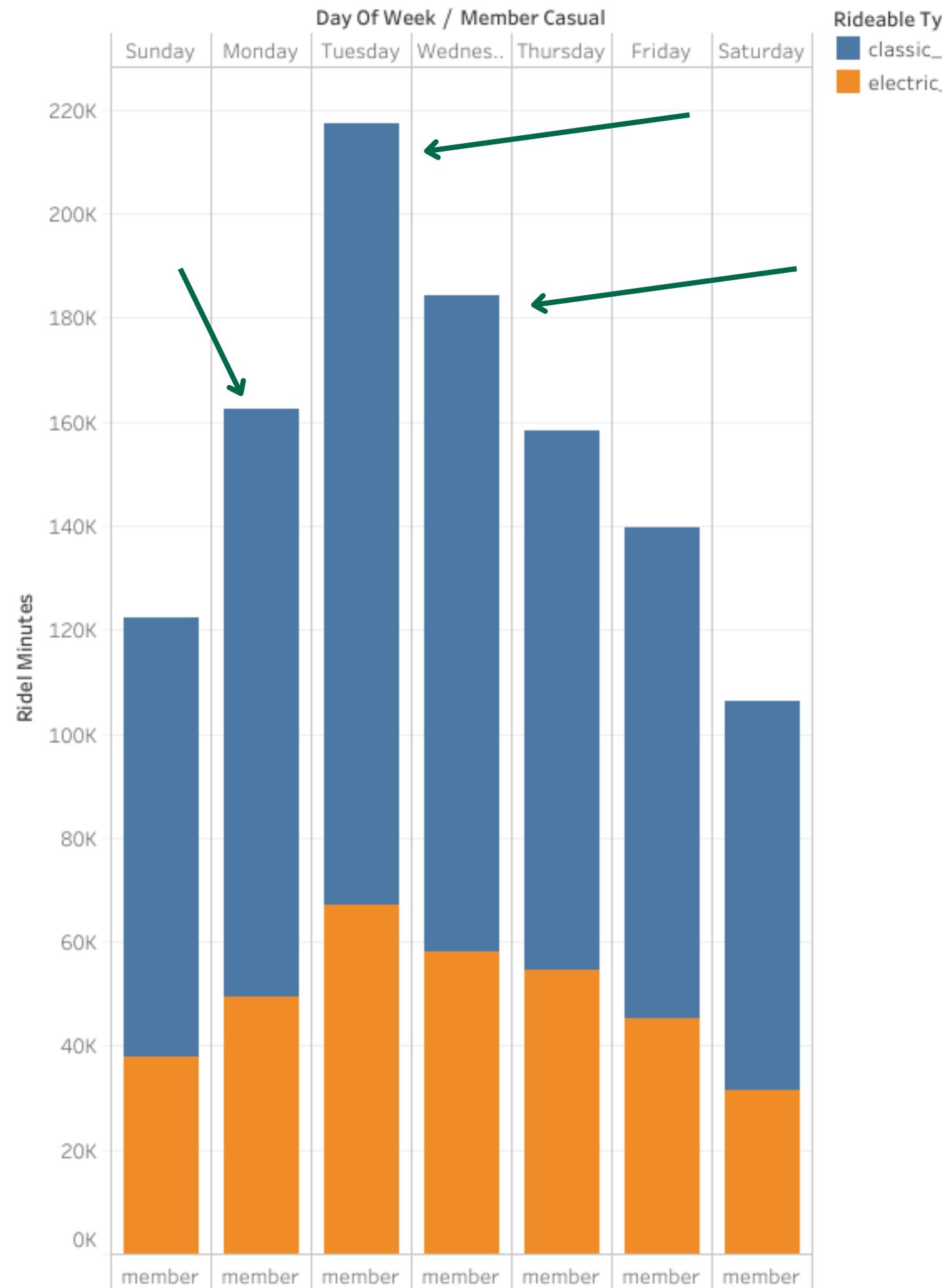
About the data

- Our data shows all rider's preferences in the form of bike types, day of the week, minutes ridden. From **January till March of 2023**
- The data is provided by **the Google Data Analytic's course in Coursera**.
- The **Y axis** showcase **minutes ridden** and the **X axis** displays **days of the week and member type**. The **color segments** represents **bike types**.



Overview of trends



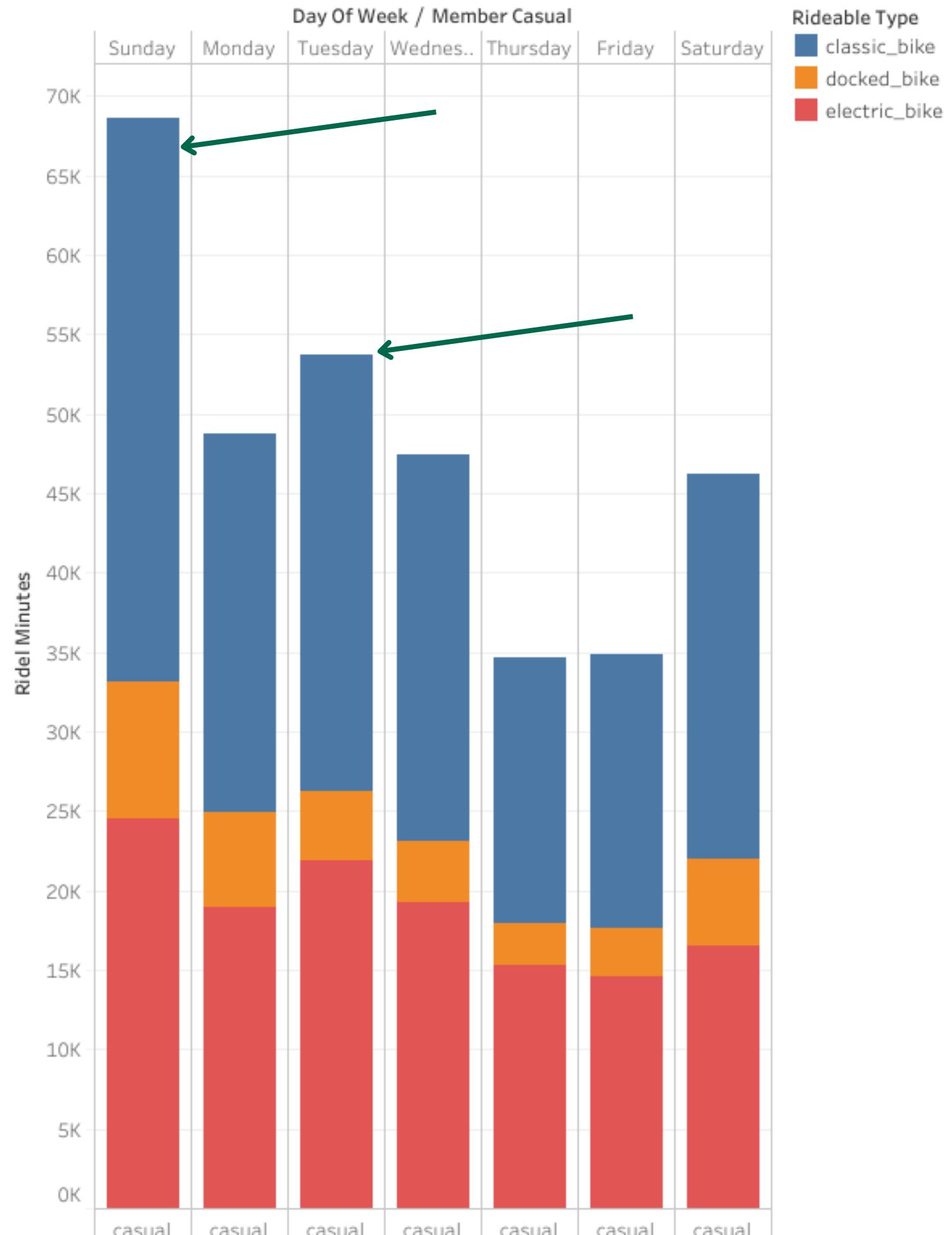


Existing Member

- Existing members loves Tuesdays.
- Classic bikes and electric bikes holds more value than docked bikes
- Total minutes ridden is highest at above 200k minutes during tuesdays.

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Casual Riders



Casual riders

- Casual riders loves Sundays and Tuesdays
- Classic bikes and docked bikes holds more value than electric bikes
- Total minutes ridden is highest at above 69k minutes during Sundays.

Solution & Suggestions



Our suggestions

01.

- Sunday Tuesday special and socials.
Special promotions such as:
- Offering discounts
 - Reduced cost per hour on sundays and tuesdays
 - Community ride together
 - Discount next membership to current members that brought a friend.

02.

- Membership trials and flexibility feature:
- 1 month free trials
 - Add ways to collect feedback
 - Add ways to customize membership plans

03.

- App and Website improvements:
- Is the app easy to navigate?
 - Is the app sending personalized messages to capitalize customer's riding habits?
 - Riding milestones and discounts if they used the app
 - Advertise membership perks on both platform: reduced rates, priority access to bikes



Thank you