



BIKE-SHARE 2023-2024



**BIKE-SHARE IMPROVEMENT, MARKET STRATEGIES &
DATA INSIGHTS**

CYCLISTIC BIKE-SHARE ANALYSIS

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Hi!

Greetings to All

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AGENDA/GOALS

- INTRODUCTION
- PROBLEM
- DATA INSIGHTS
- DATA VISUALIZATION
- DATA FINDINGS
- RECOMMENDATIONS
- GROWTH STRATEGY

“To give meaningful insights of sales and trends for a bike company called Cyclistic’s data from June 2023 to May 2024, that provide significant metrics for informative patterns and new marketing strategies”



INTRODUCTION

- In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geo-tracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.
- There are two types of bike riders, Casuals and Members.
- The goal is to maximize the numbers of members for their Annual Membership. The main focus for this strategy is to convert the casual riders into members by explaining the good Market strategies and benefits.

PROBLEM

- How do annual members and casual riders use Cyclistic bikes differently?
- Why would casual riders buy Cyclistic annual membership?
- How can Cyclistic use digital media to influence casual riders to become members?

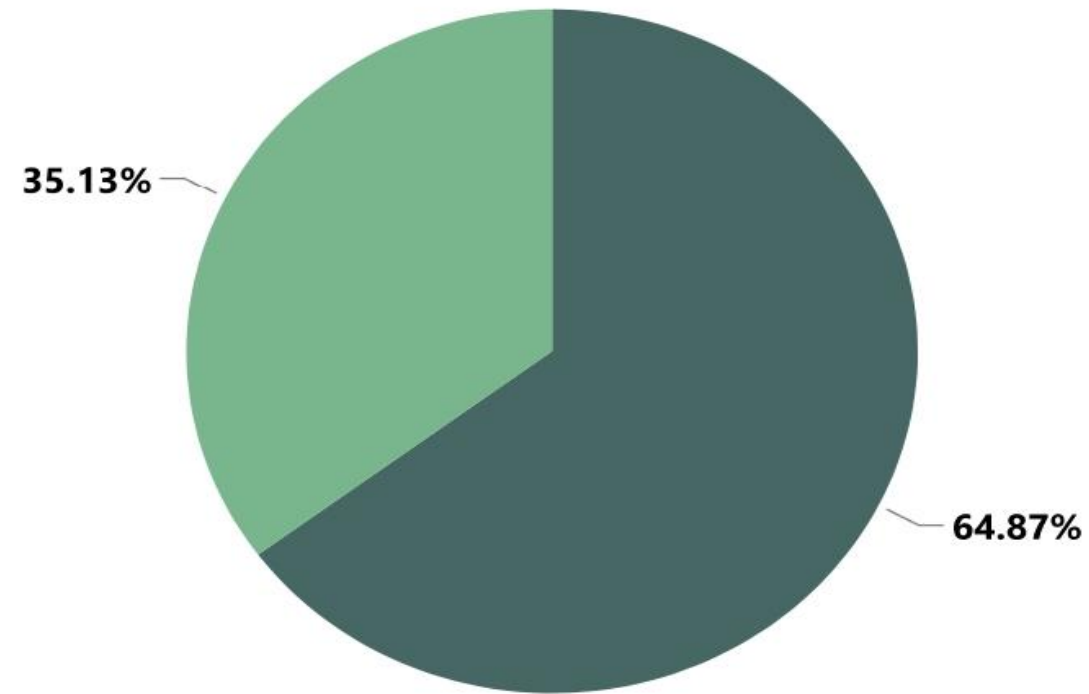
DATA FINDINGS

- Total number of Ride IDs is 5.69M.
- Annual members are 3.69M and Casual riders are 2.00M.
- Classic bikes (2829.73K) and Electric bikes (2864.2K) are the popular bike types.



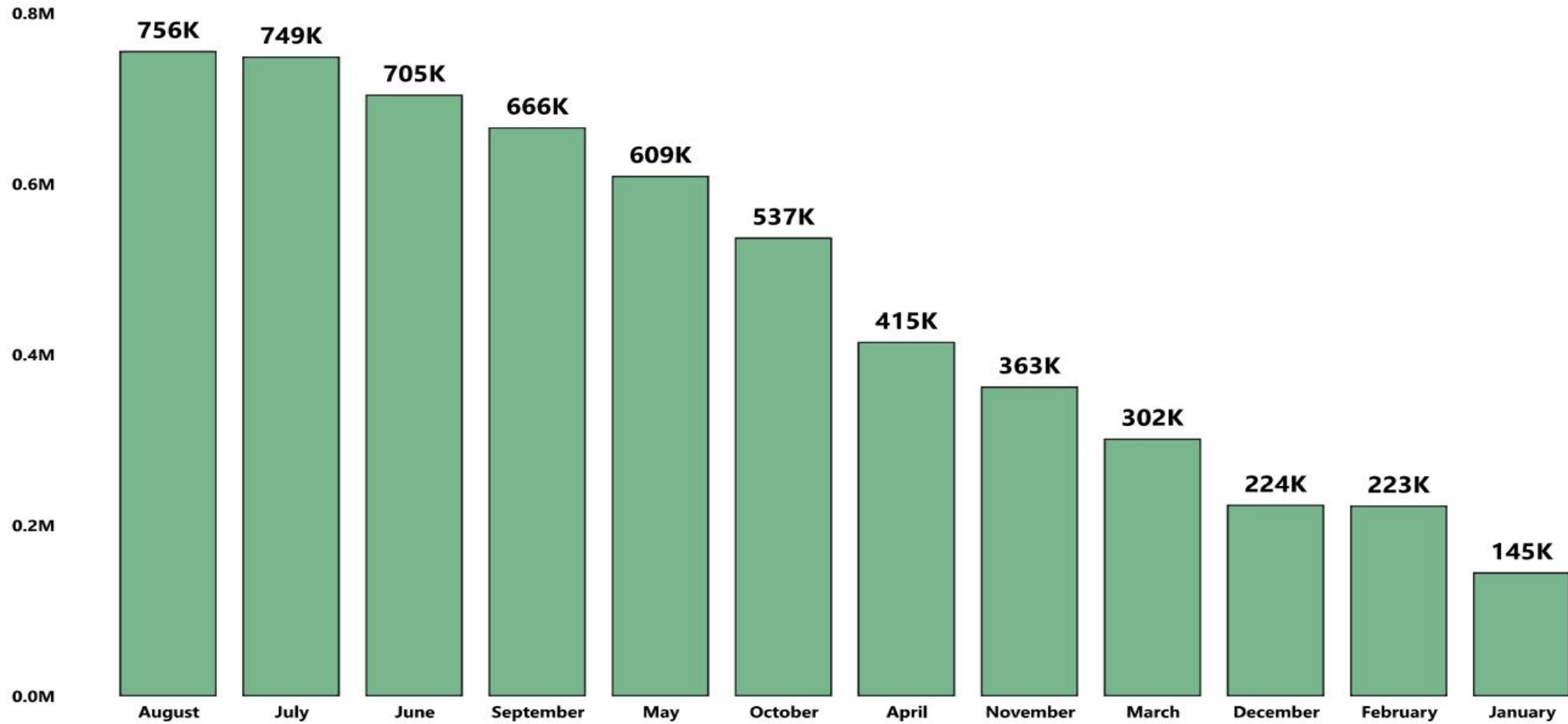
Total Count

● member ● casual



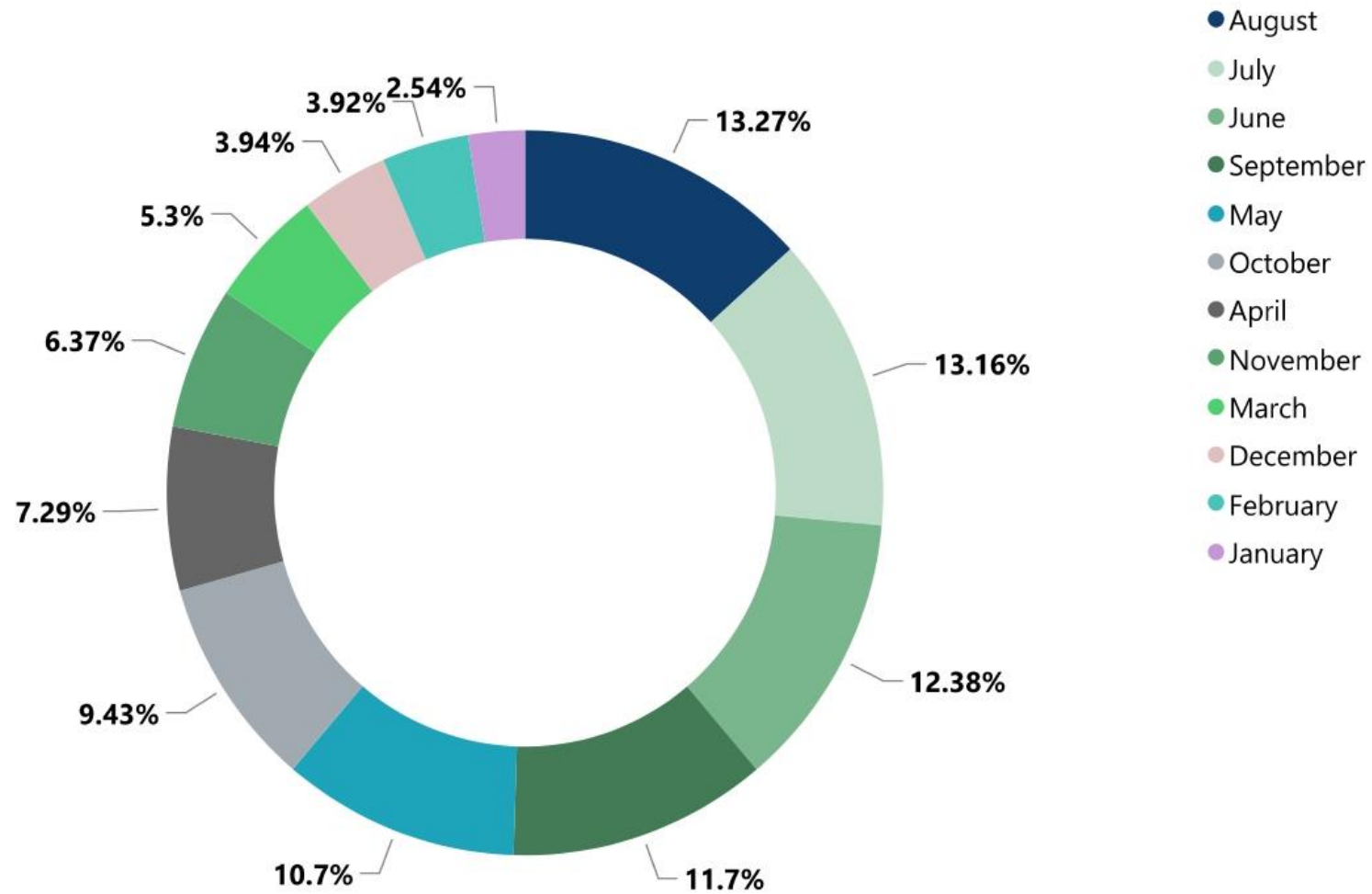


Rides Per Month

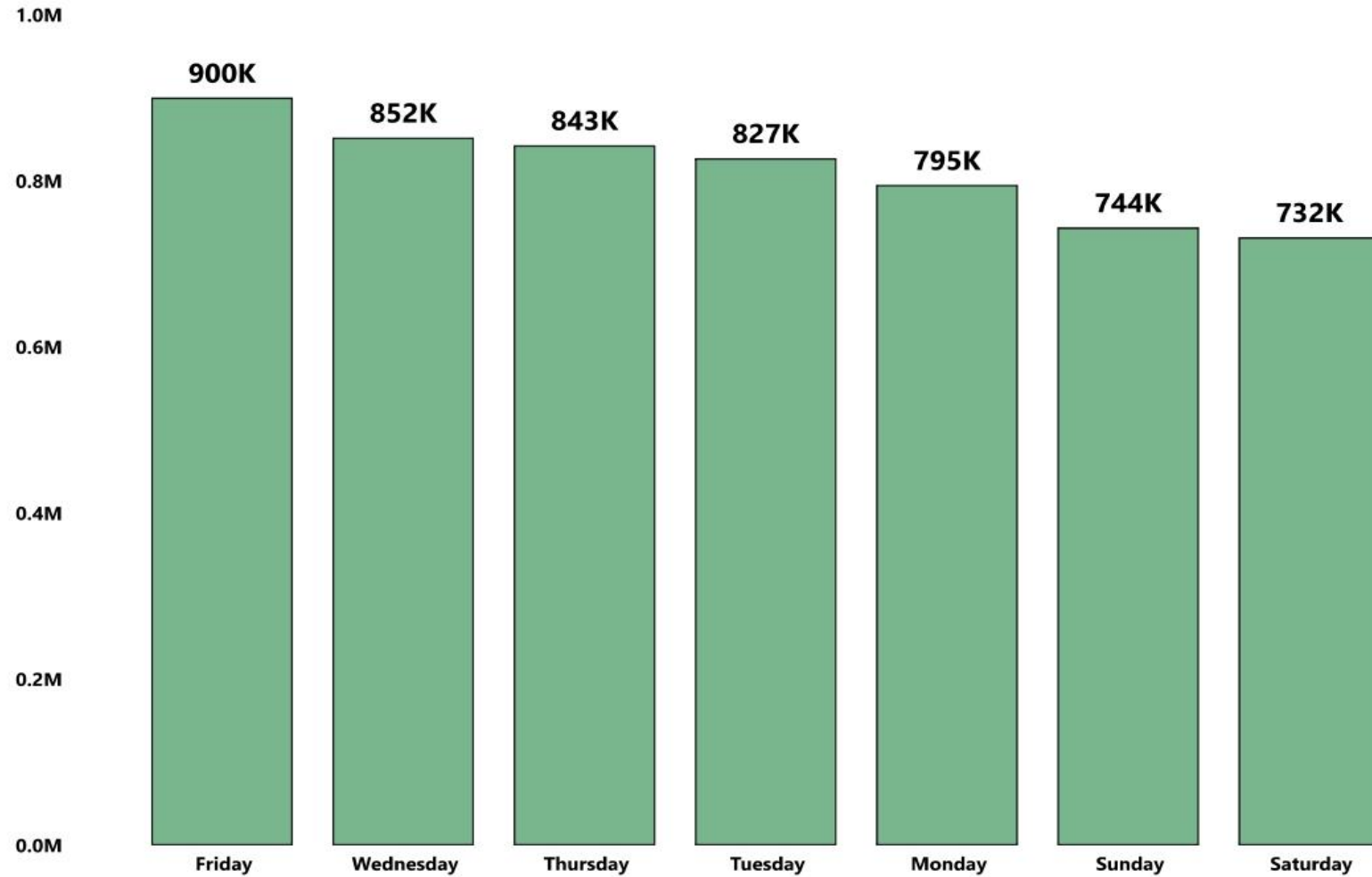




Rides Percentage by Month

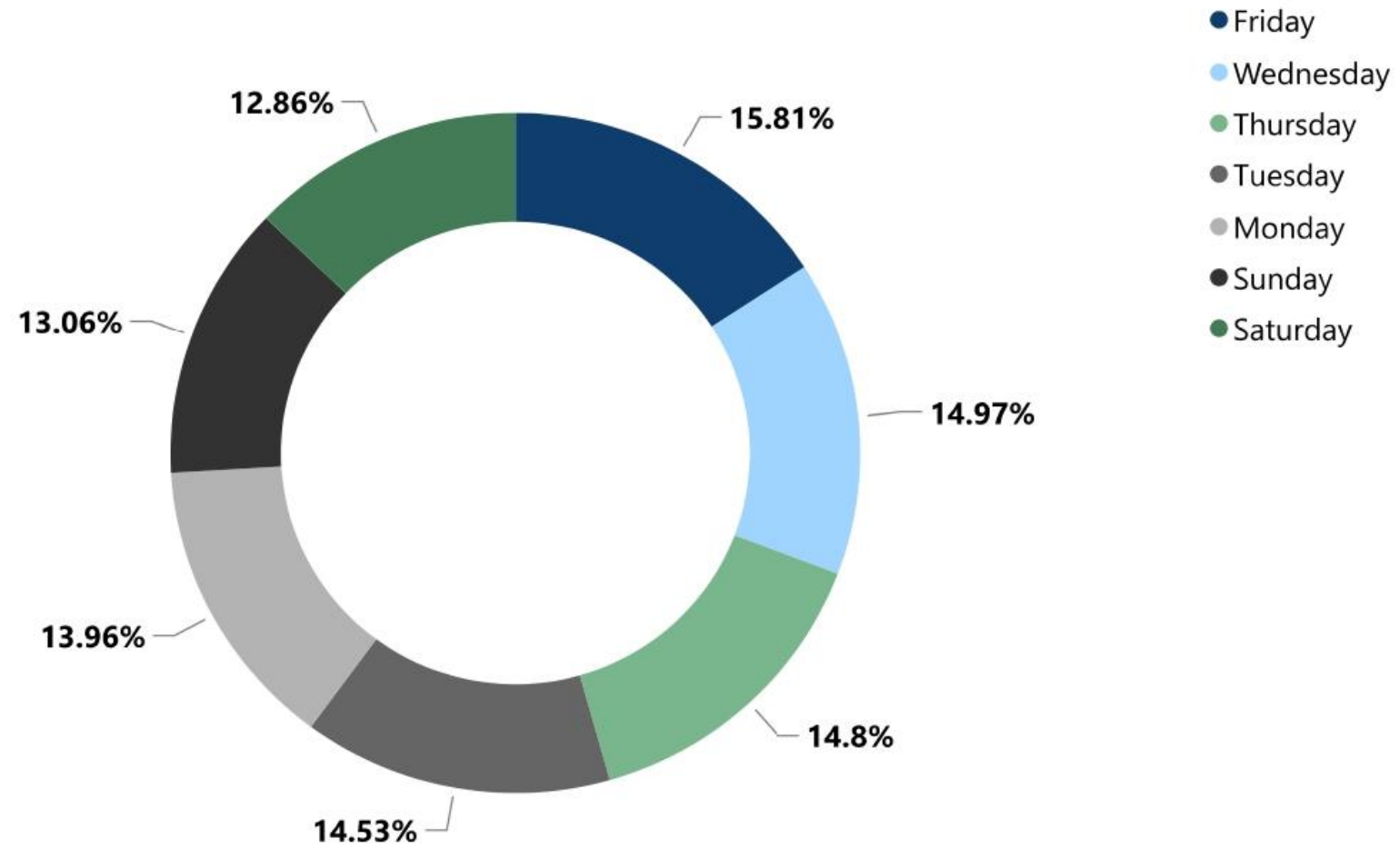


Rides Per Day of Week





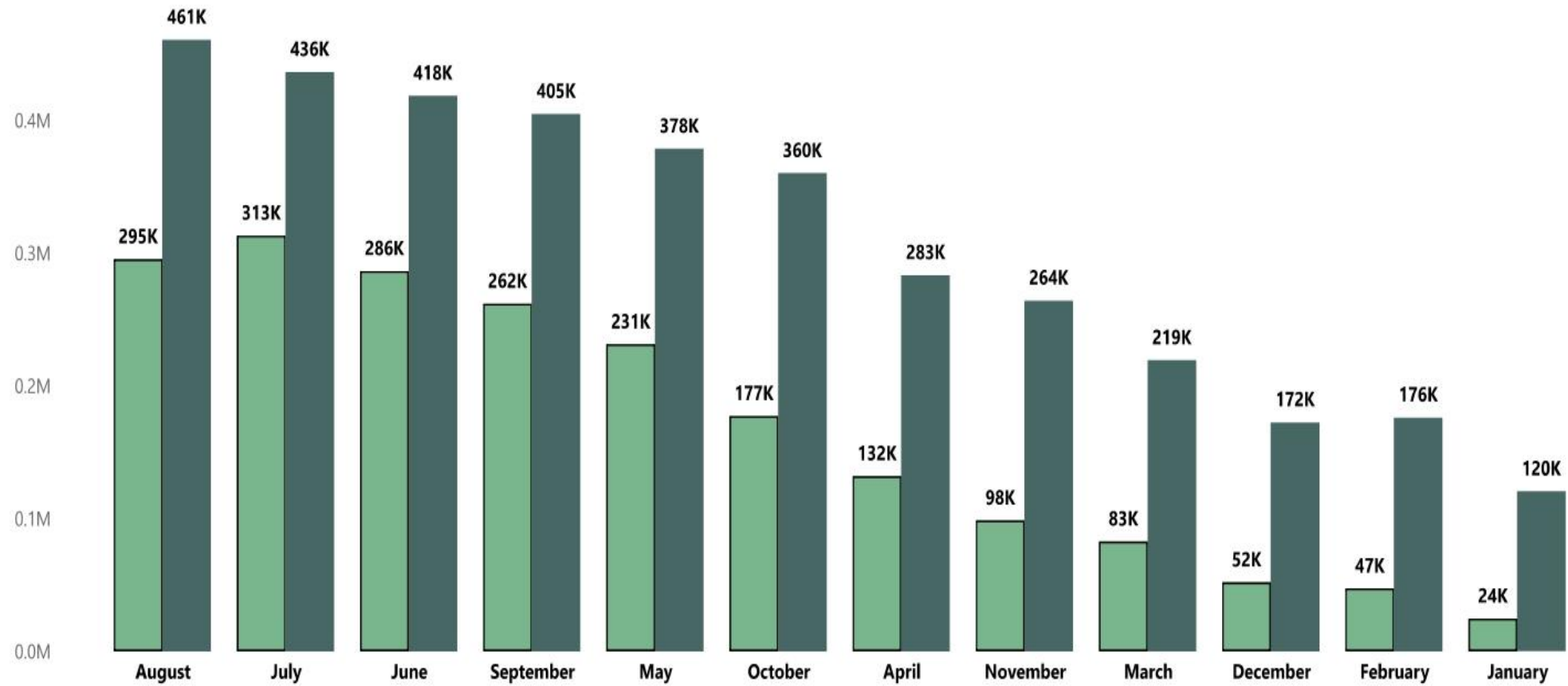
Rides Percentage by Day





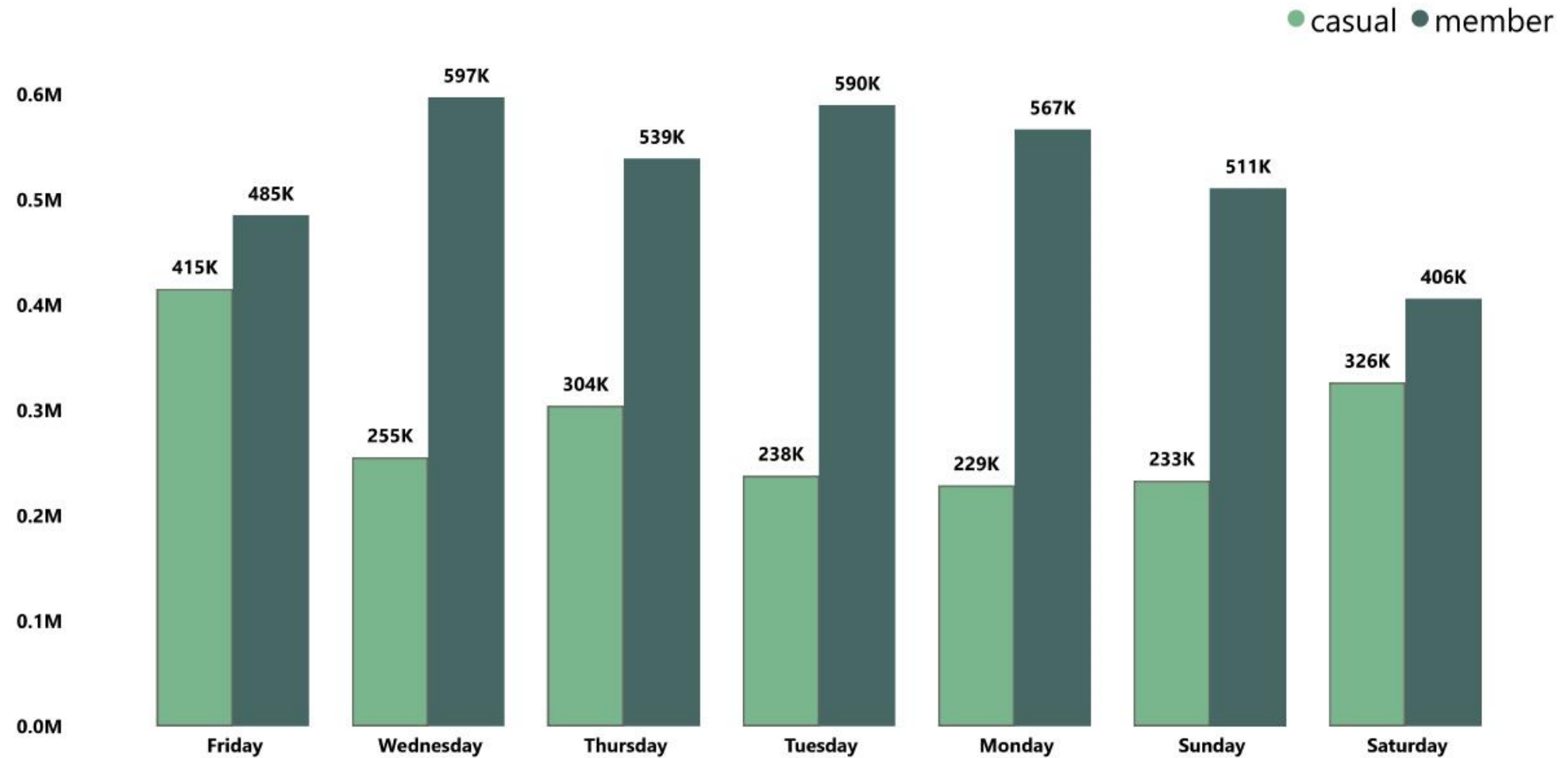
Rides by Month

● casual ● member





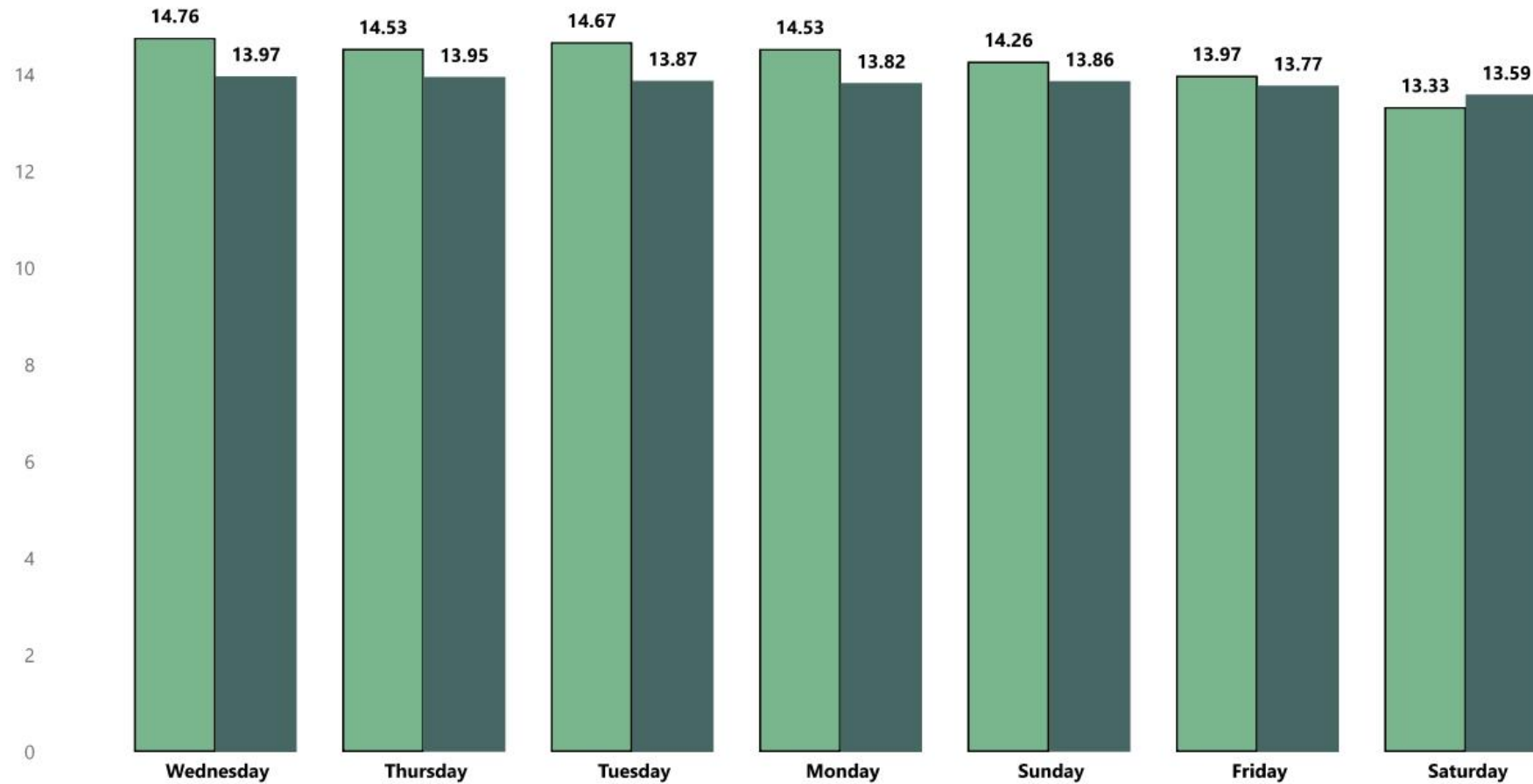
Rides Per Day of Week





Average Ride Time Per Week

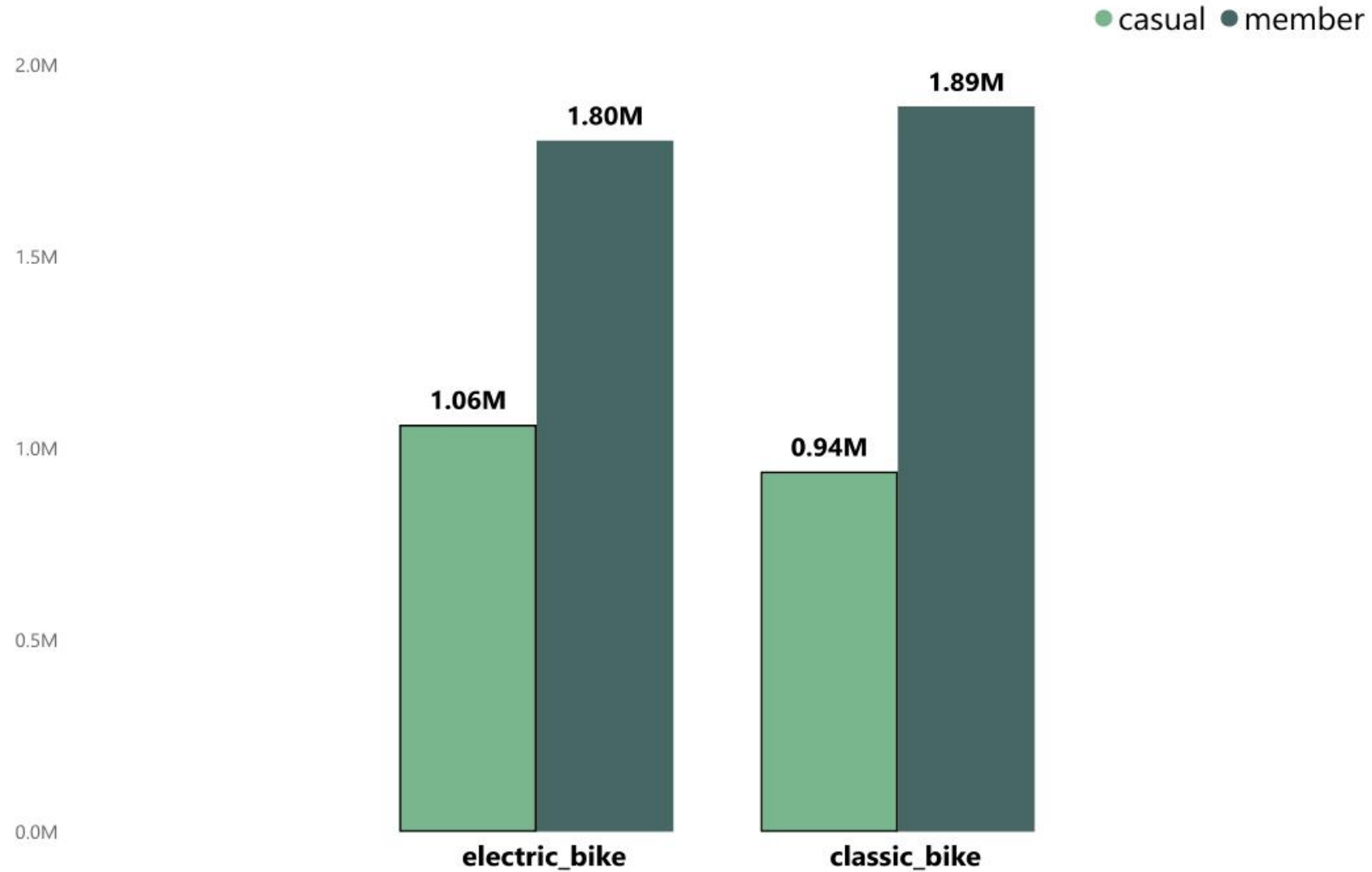
● casual ● member



13.98
Average of Hours

23
Maximum Hours

Riders as per Bike Types



RECOMMENDATIONS

- Increasing the Electric bikes and adding the plans to annual membership can be beneficial for the bike-share growth as Casual riders prefer Electric bikes over Classic bikes.
- Need to focus on summer camp programs as Casuals prefer June, July and August more for bike-riding. By giving them specific membership rates during summer may increase the number of regular members.
- Membership plans should be focused on age group because people often like group activities and adventures.
- Collaborating with Social media platforms or influencers to introduce new Membership plans would attract more customers.

GROWTH STRATEGY

Expand, Enhance, Explore



Expand

- Bikes
Numbers/Features

Explore

- Social media to utilize
global markets

Enhance

- Rider Categories based on
Age/Gender



THANK YOU

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