

How Does a Bike-Share Navigate Speedy Success?

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12/11/2021



Table of Content

- Business Objective
- Business task
- Visualization and key findings
- Recommendation
- Description Of data

Business Objective

- Cyclistic, a bike-share company in Chicago that features more than 5,800 bicycles and 600 docking stations. The director of marketing believes the company's future success depends on maximizing the number of annual memberships. Therefore, management wants to understand how casual riders and annual members use Cyclistic bikes differently.
- Annual members are much more profitable than casual riders, what must be done to convert casual members into annual members.

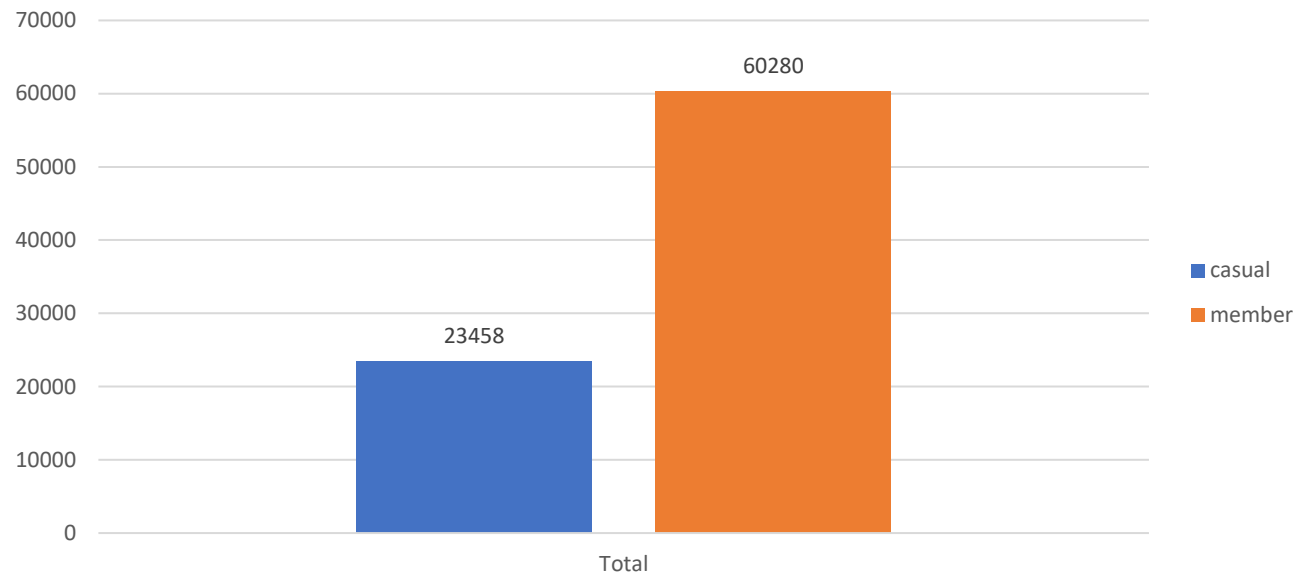
Business task

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

Visualization and key finding

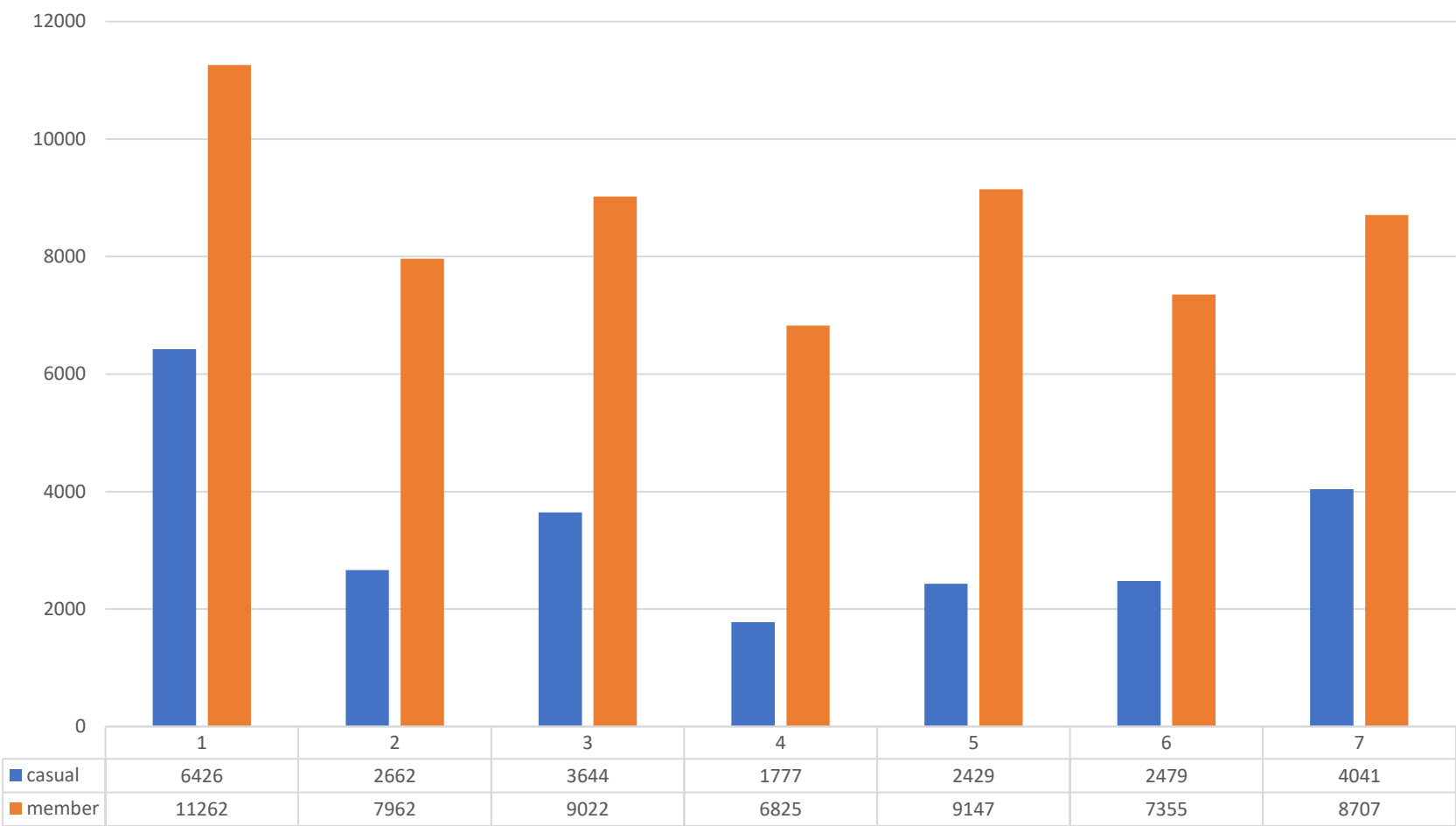
Number of users :

From the viz we can see that annual members are more compare to annual members. But there is big opportunity for company by converting this casual members into annual members.



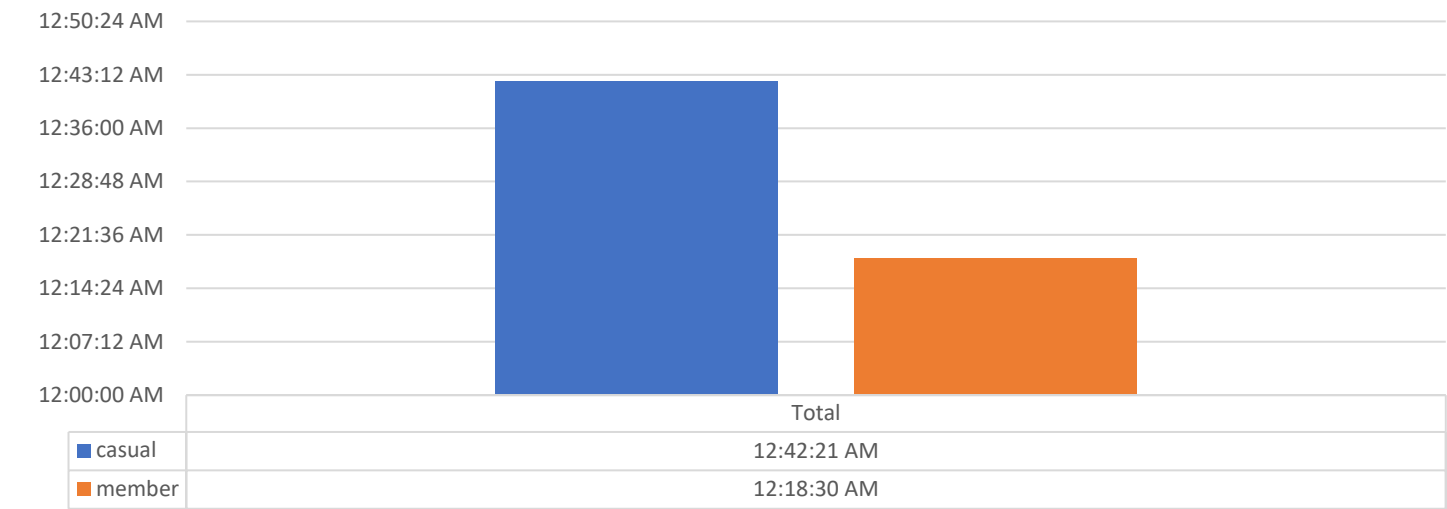
Users Distribution by Weekday

We can conclude that both casual as well annual members are more active on weekends. (1=Sunday & 7 = Saturday)

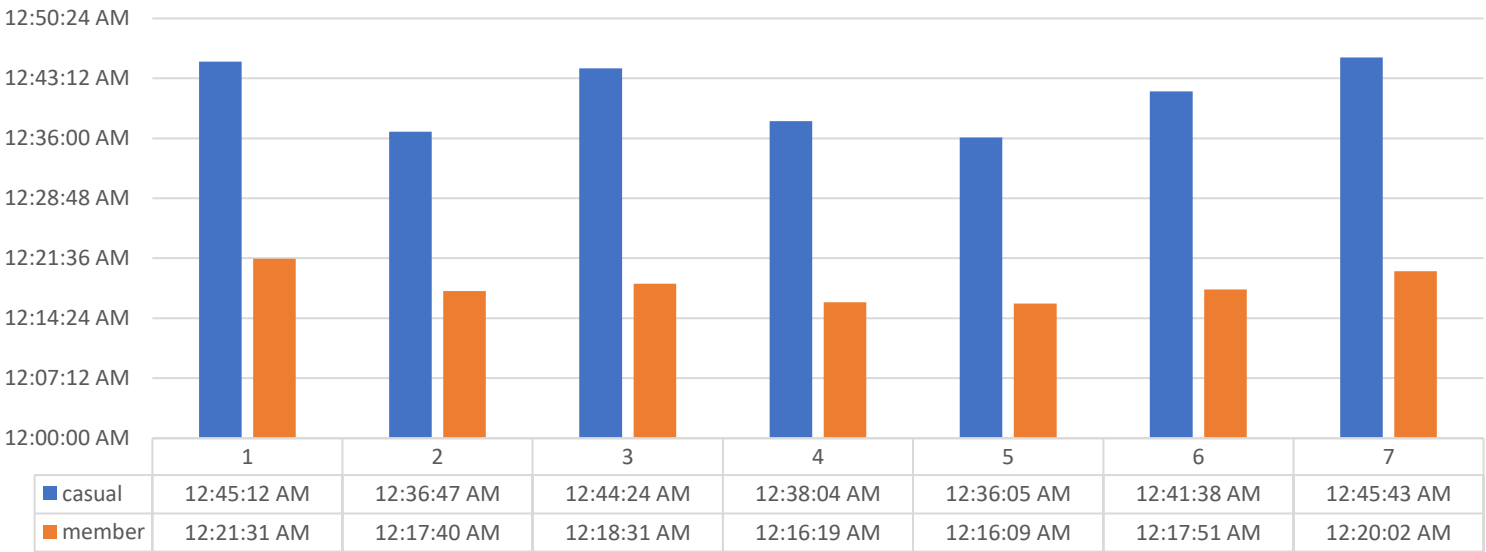


Mean ride length:

Though annual members are higher than casual users, there mean time varying drastically.

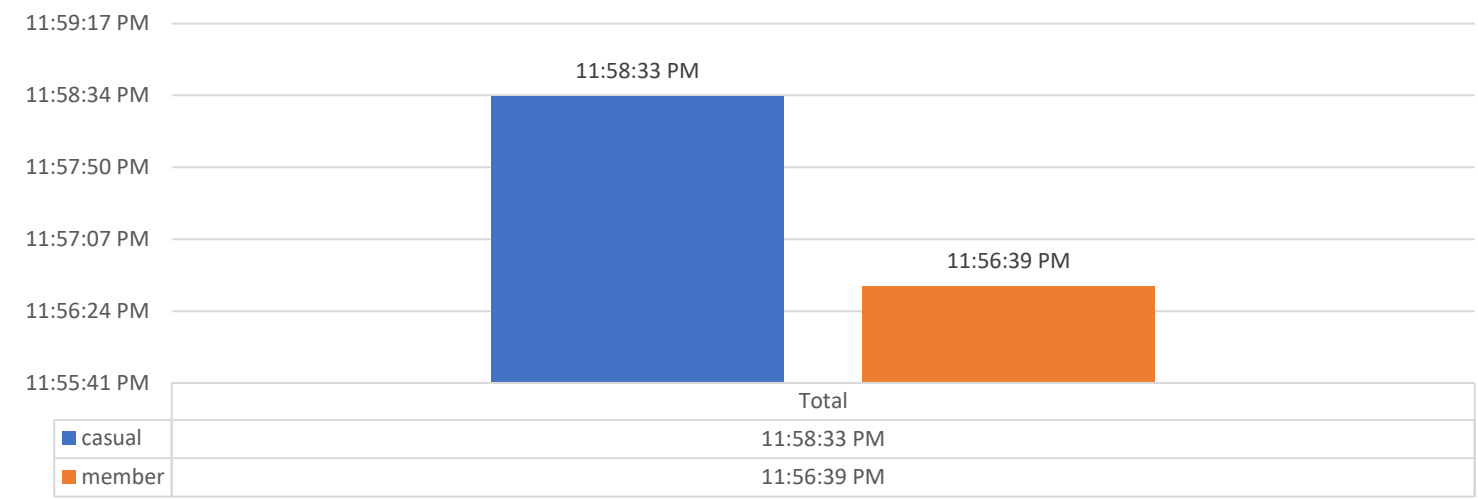


Same thing verified by weekly distribution.

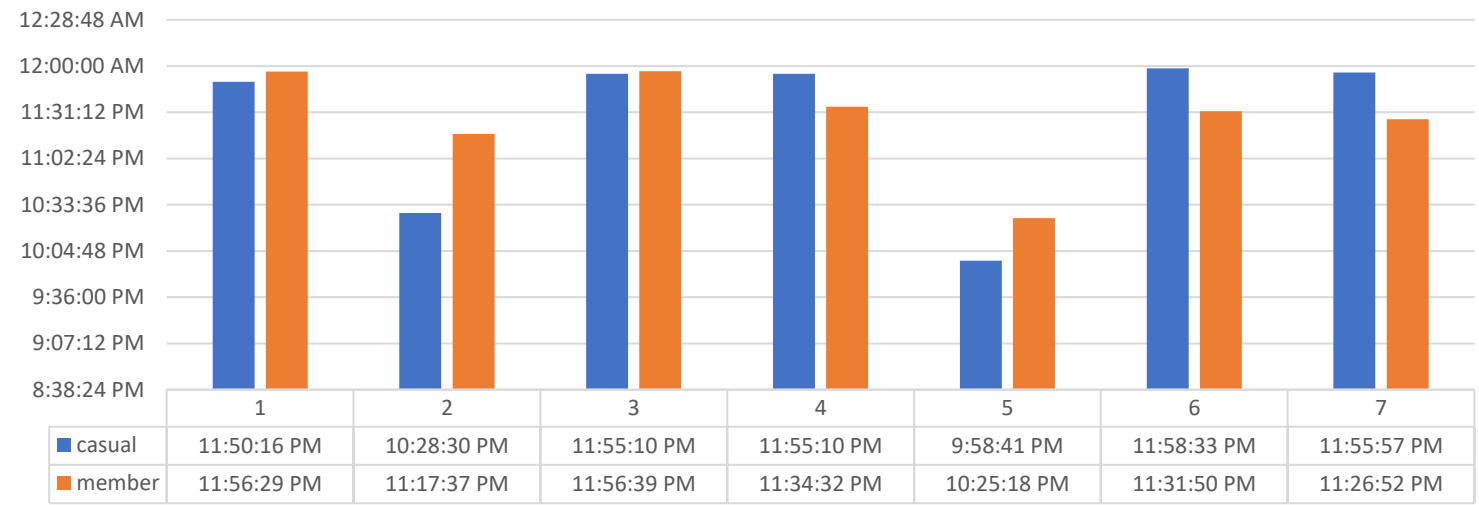


Max ride length:

Max ride length for members.

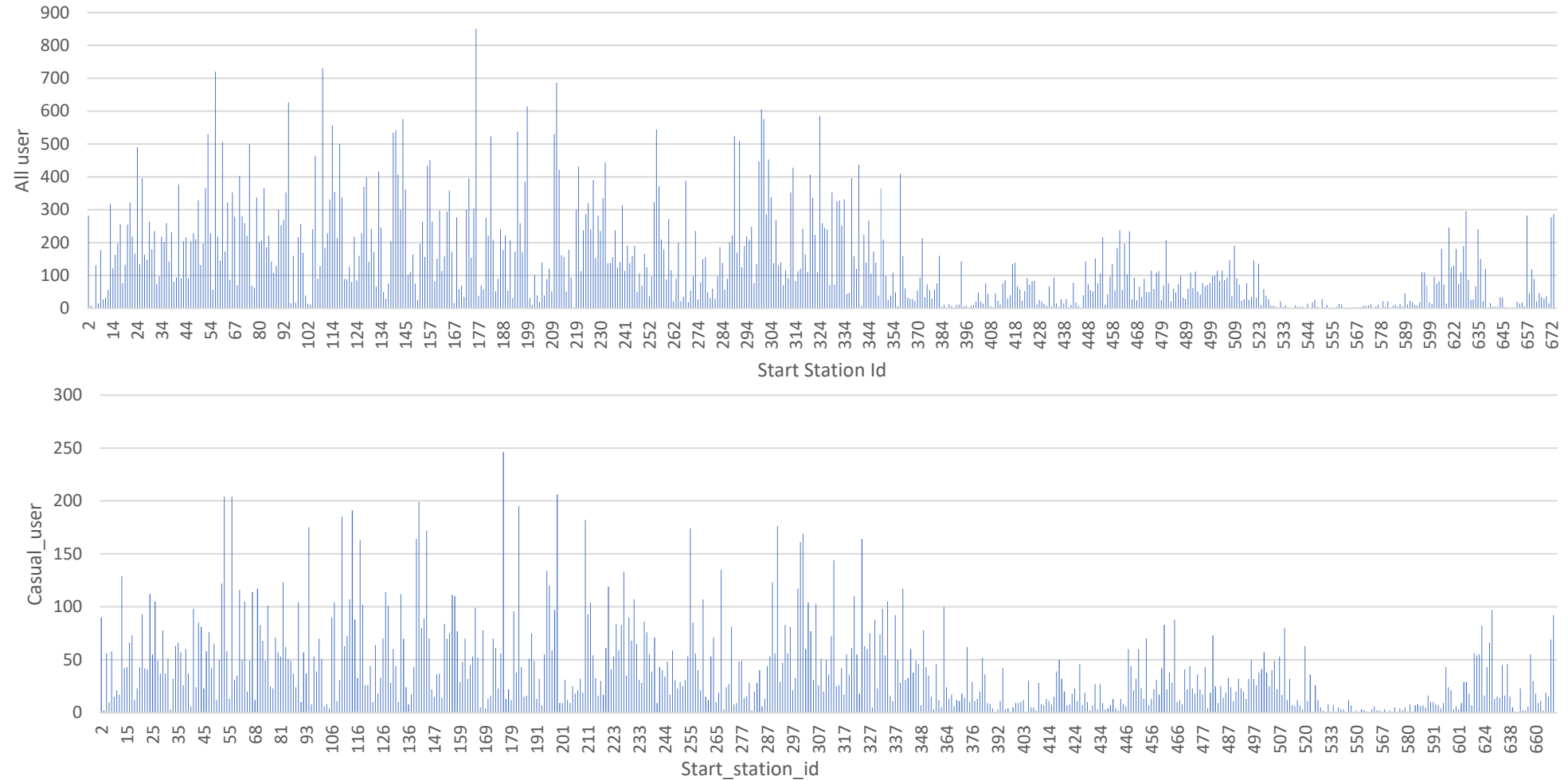


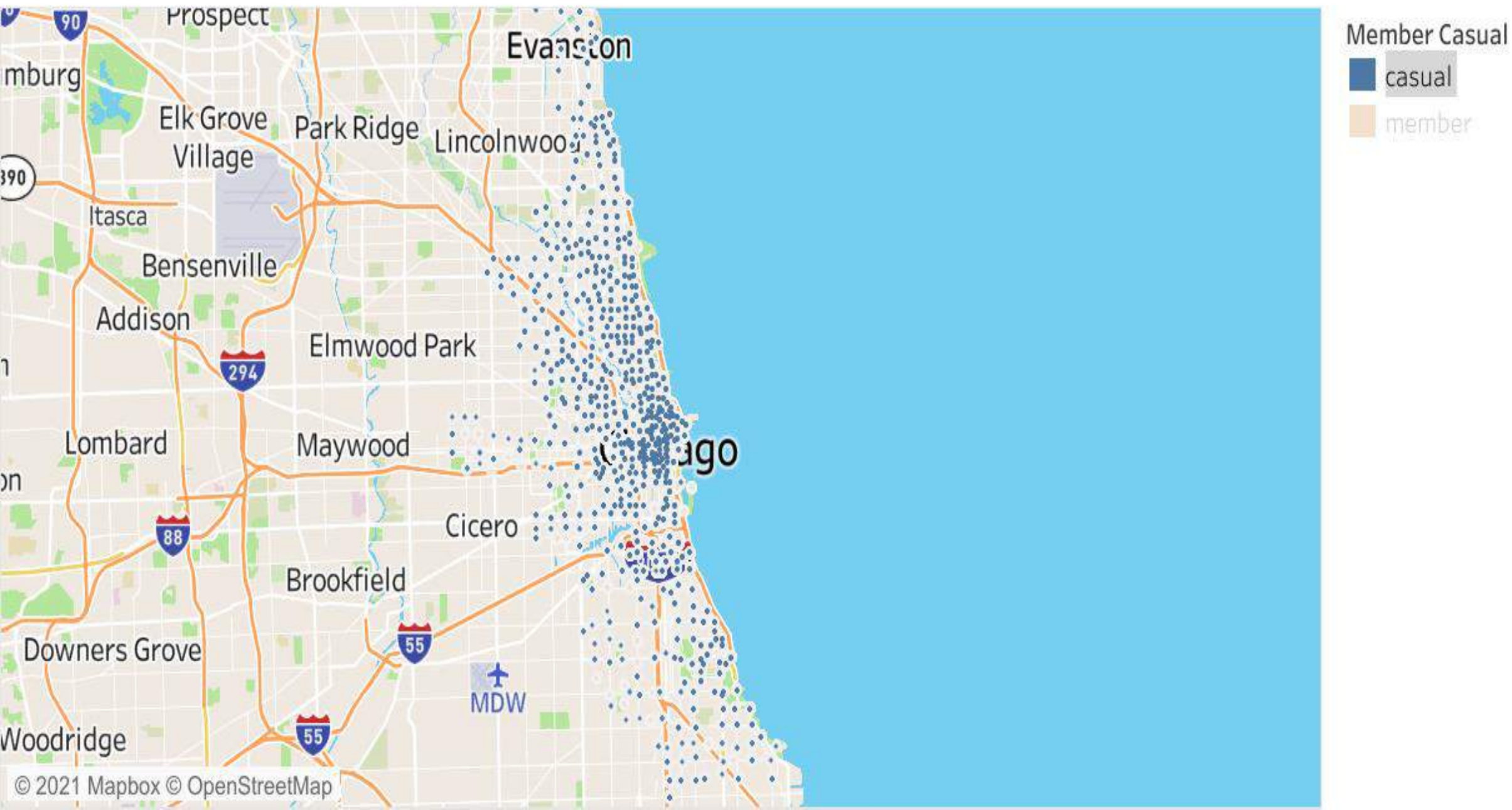
Same thing verified by weekly distribution.



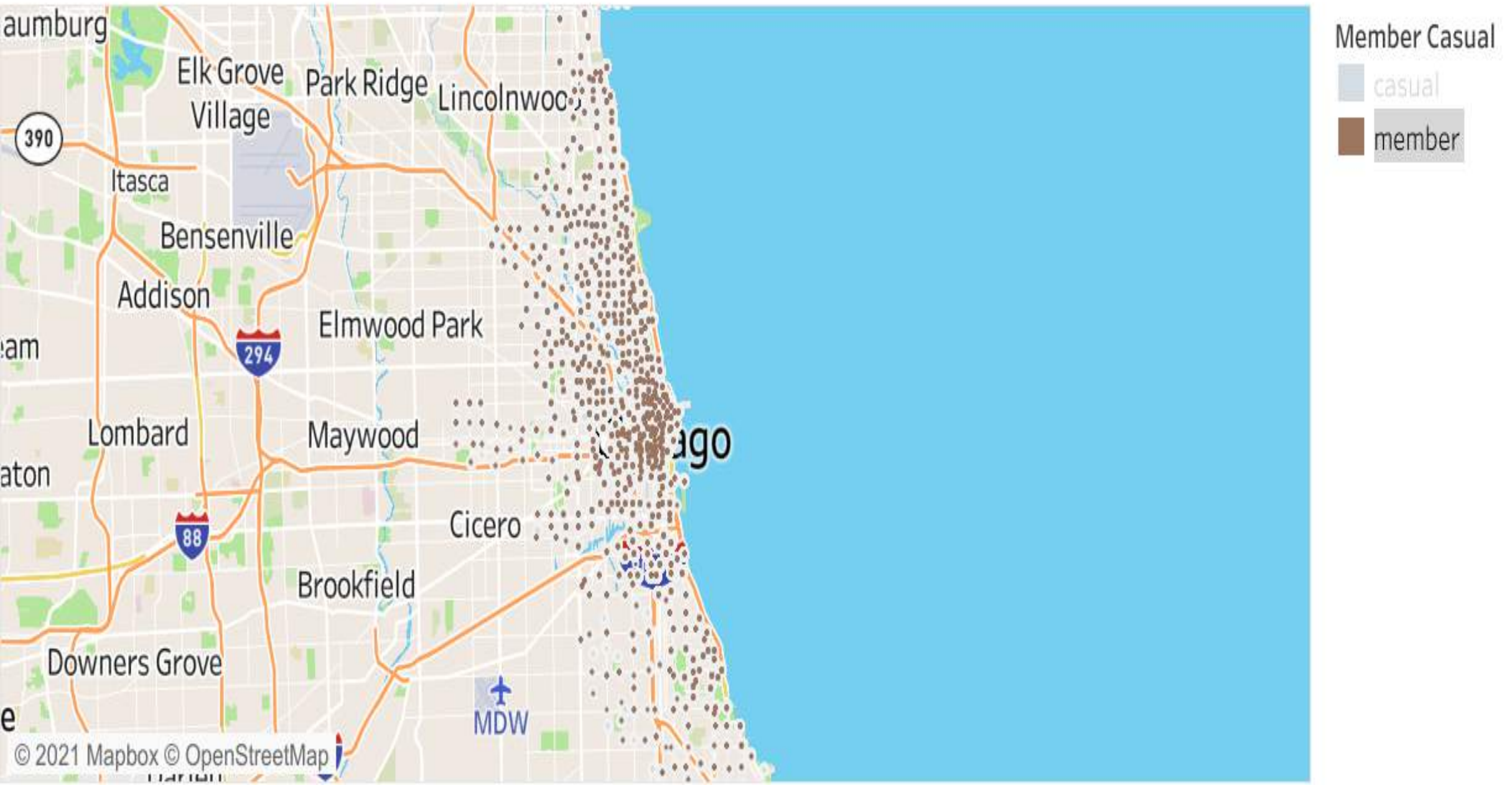
Area Wise Distribution

Graph is plotted for area wise distribution users. From this information we can see that which area has more users and which area has more casual members and according to this we can marketing strategy.





Members



Recommendations

- **Price Discount for different**

Since casual rider have longer rides compare to annual. Company should provide flexible rate for casual user, rather than fix rate. If ride length exceed certain distance user has some monetary benefit. This kind of benefit given to annual member as well. This way more users will attract toward platform. Eventually increase revenue for company. Monthly/Quarterly basis casual user have some statistic message when they can compare how much money they can save via using annual membership **ride length**

- **Promotion/Publicity**

Social media is effective tools for advertisement. Target particular region which have more users and where more potential. Digital platform (Facebook, Instagram, linkdin...) are quite effective compare to traditional ways.

- **Marketing Strategy**

Create effective add which clearly states that you have bike experience of any bike at anytime without having one. Another strategy should be added for renting vehicle, where owner and user both have benefit.

Data Description

- **Data source :**

This [data](#) is provided by Cyclistic itself. (Note: The datasets have a different name because Cyclistic is a fictional company.) Data is stored locally.

- **Data privacy and securities:**

The data has been made available by Motivate International Inc. under this [license](#).

Thank you