

The background is a dark gray field filled with a complex network of thin, light gray lines connecting small dots. The dots are in various shades of blue and gray, creating a sense of depth and connectivity, similar to a molecular structure or a data network.

# Cyclistic 2023 Project - Marketing

# Introduction

- Cyclistics is a company with a bike sharing programme located in Chicago. Cyclistic's financial department has stated that it is better for the company to have more members than casual users. Executives have instructed the marketing department to come up with strategies to encourage conversion and get more new users.





# Challenges

Working with other departments, all of them came up with the following hypothesis:

- The majority of cyclists choose traditional bicycles.
- Around 8% of cyclists use assisted options.
- Cyclistic users are more likely to use bicycles for recreation, but around 30% use them to commute to work every day.

**Goal: Design marketing strategies aimed at converting occasional cyclists into annual members.**

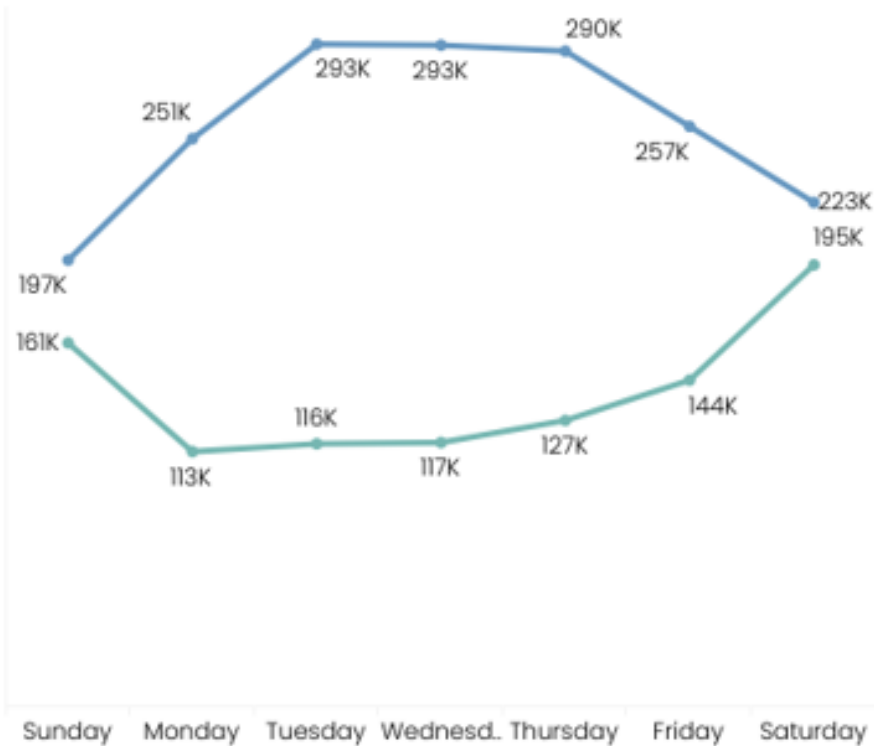


# Insights

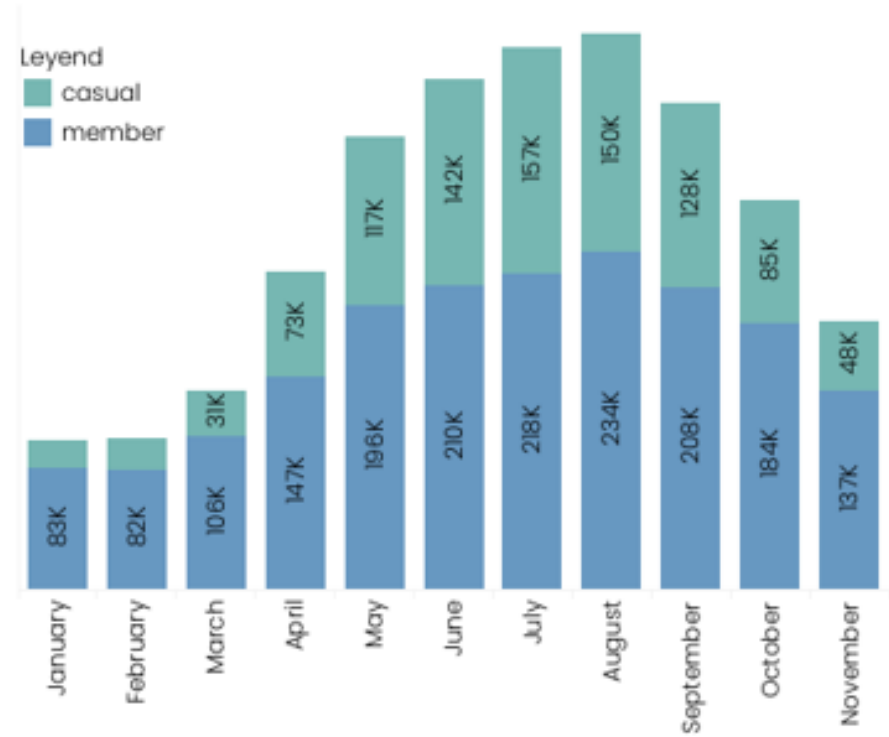
Conclusions of processing all the available data.



Daily trips throughout the year X User



Trips throughout the year X User

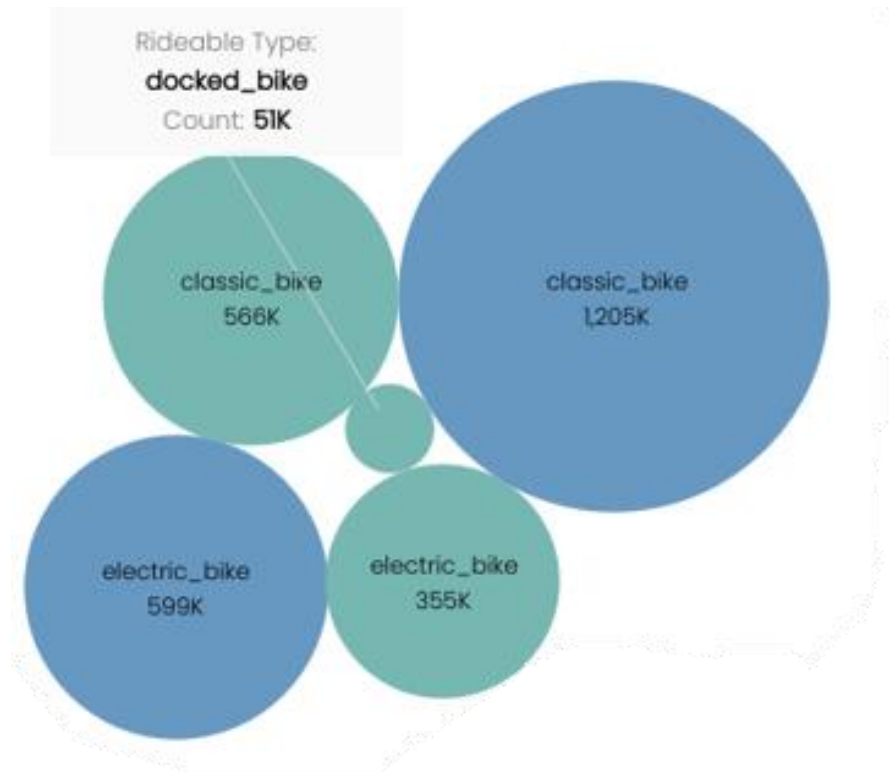


# Which month & day is the best?

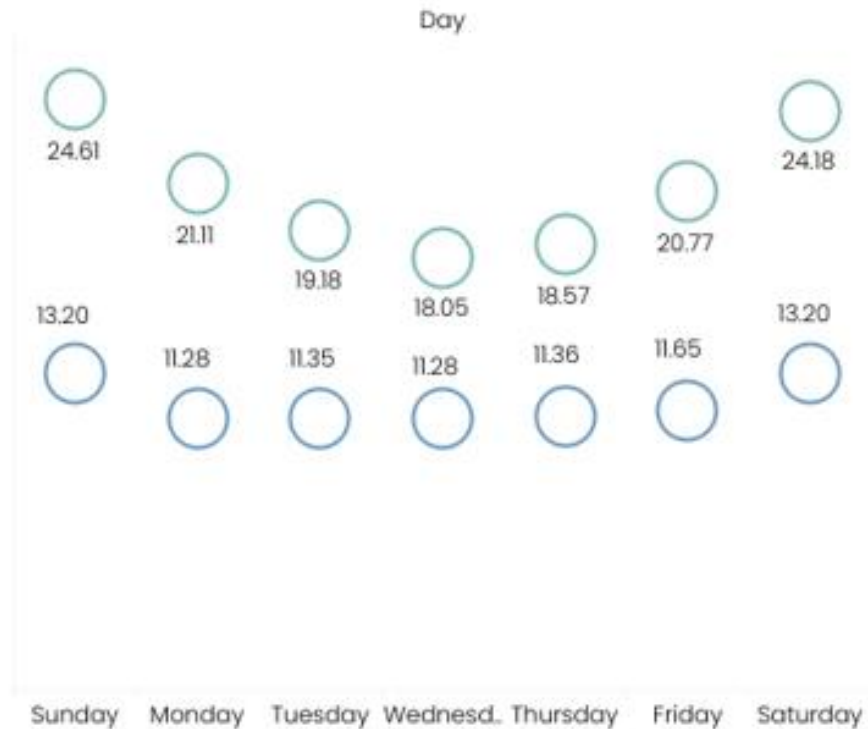
- It is important to create and focus all the strategies at the right moment. Casual users prefer the weekend to use bicycles, and in general, for Chicago's climate, the best time is in spring, summer, and autumn.

# How many minutes and what type of bike do casual users prefer?

- It is noticed that on average, casual users ride more than members, and they use classic, electric and docked bikes.
- Average minutes for casual users: 21.33.



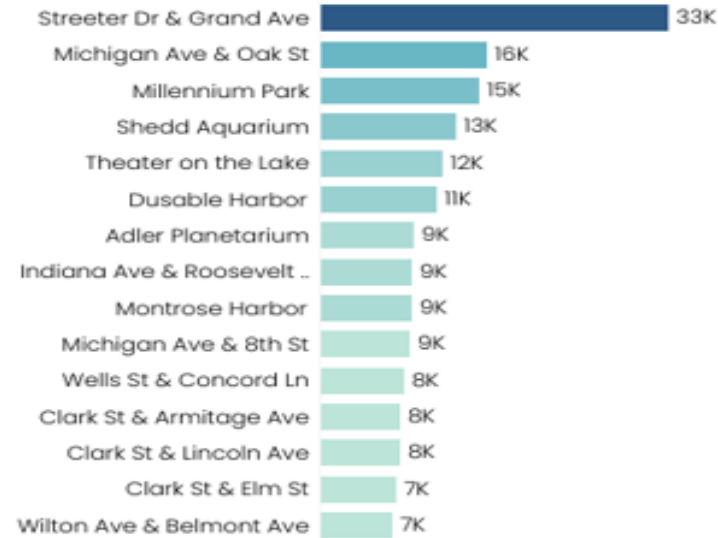
Average daily minutes X Trip X User



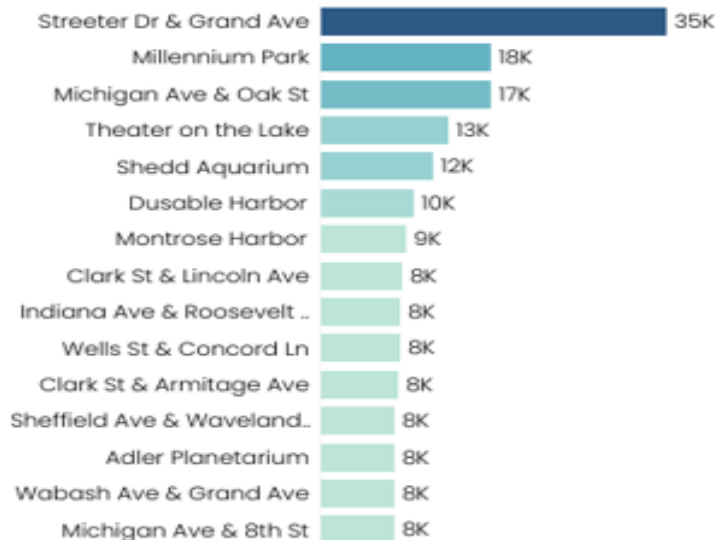
# Where do occasional bikers use the bikes?

- These are the 17 stations where occasional cyclists use to hire a bike more frequently.
- The best start and end station for casual cyclists is Streeter Dr & Grand Ave.

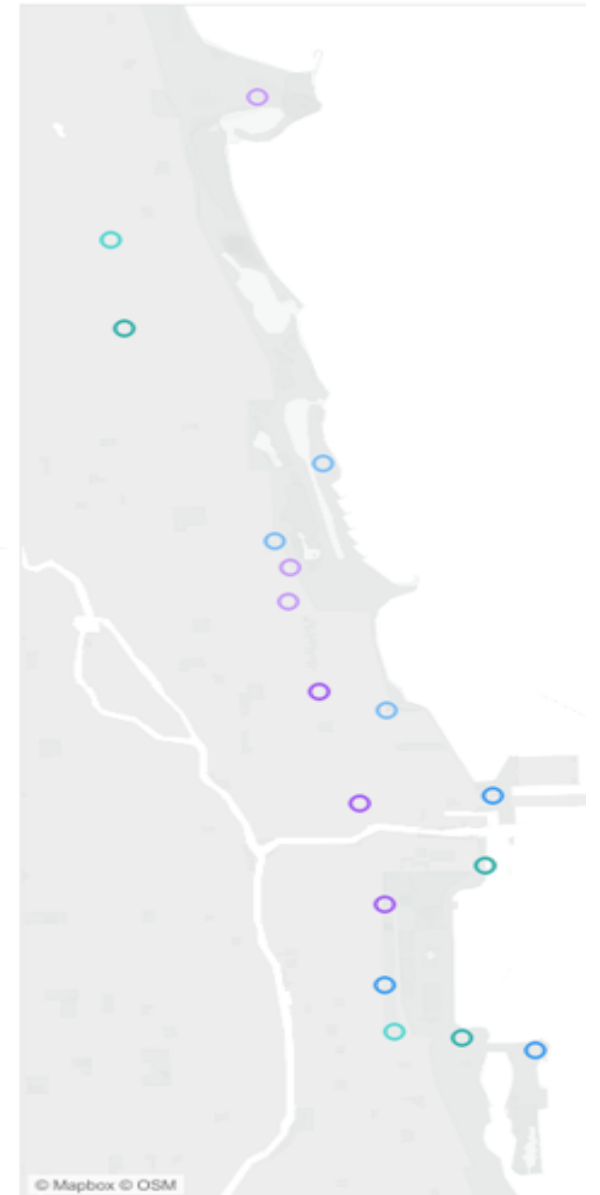
Top 15 start stations frequented by casual cyclists



Top 15 end stations frequented by casual cyclists



Top stations frequented by casual cyclists



# Action plans

- What: Create a concise BTL campaign with flyers and in the bike stations about the benefits of being a Cyclistic member.
  - Who: Marketing & Design Department.
  - When: In spring, summer, and autumn.
  - Where: At the 17 most frequently used stations by occasional cyclists.
  - How: Collaborate with Design Department to make sure that flyers are attractive and effectively transmit the desired message.
- What: Create a digital campaign (TikTok, Facebook, Instagram, Influencers) about the benefits of being a Cyclistic member.
  - Who: Marketing & Design Department.
  - When: In spring, summer and autumn.
  - Where: Delimit the digital campaign around the 17 most frequently used stations by occasional cyclists.
  - How: Collaborate with the Design Department to ensure that posts are attractive and effectively convey the desired message. Use the right key words. Create sketches with influencers to promote membership.



# New business model

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The result to analyze the data, other actions that involve changing the current business model and they could be successful:

- Only with membership, it can be used for the 3 types of bikes
- Occasional trips have to be a maximum duration of 15min
- Premium stations for members located in tourist places.

