

CASE STUDY: HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS

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BUSINESS OBJECTIVE

Cyclistic is a bike-share company based in Chicago with over 5,800 bicycles and 600 docking stations.

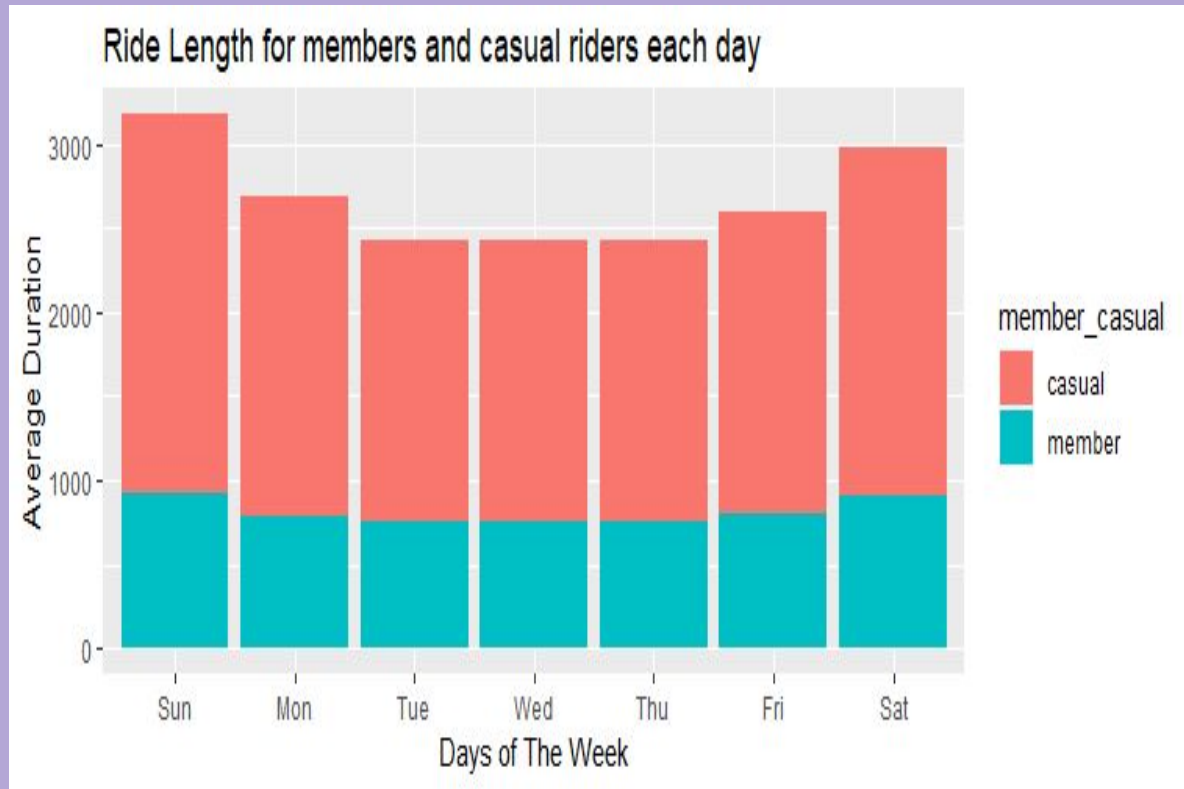
The director of marketing believes that increasing the number of annual memberships by converting casual riders into members is the key to future growth.

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?

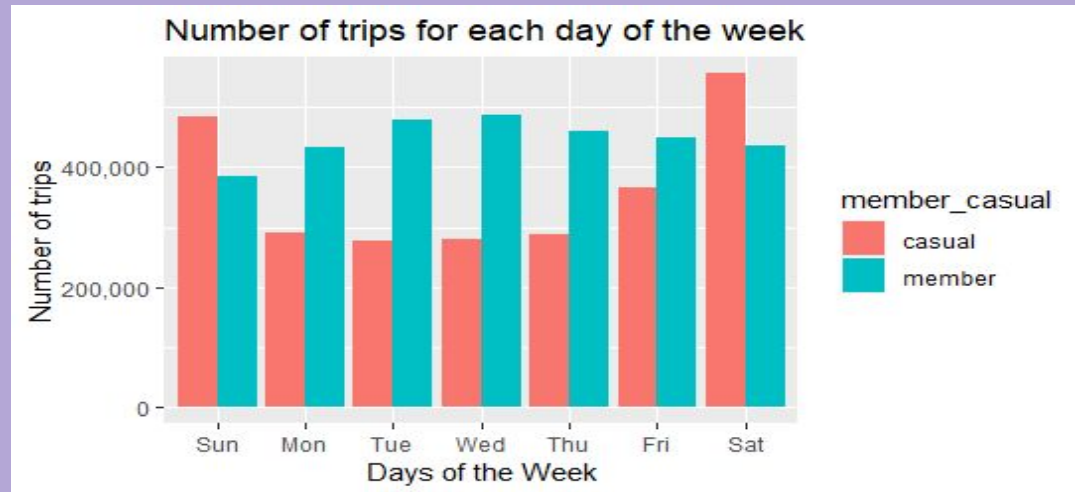
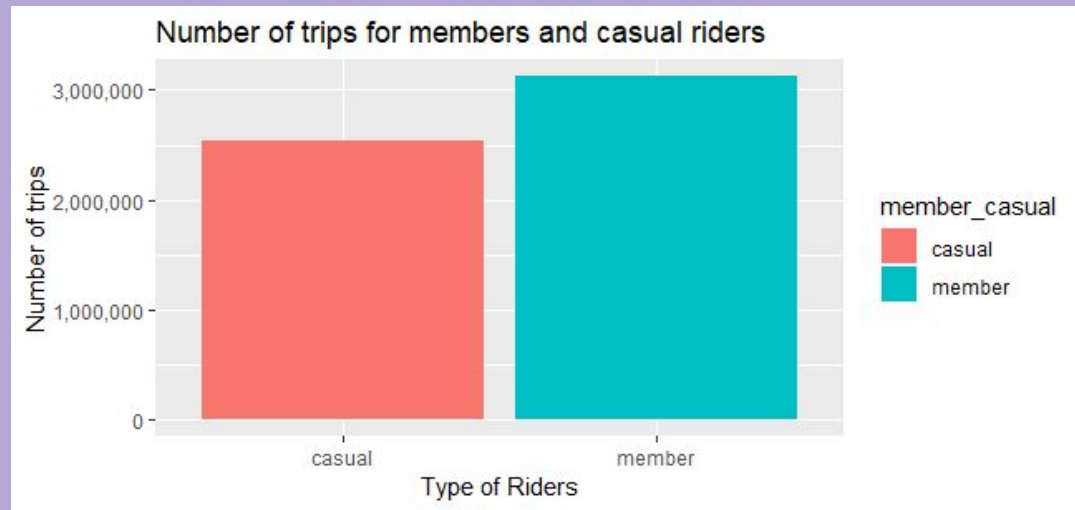
VISUALIZATIONS AND KEY FINDINGS

The average duration of time spent during each bicycle trip is much higher for casual riders each day of the week especially on weekends.



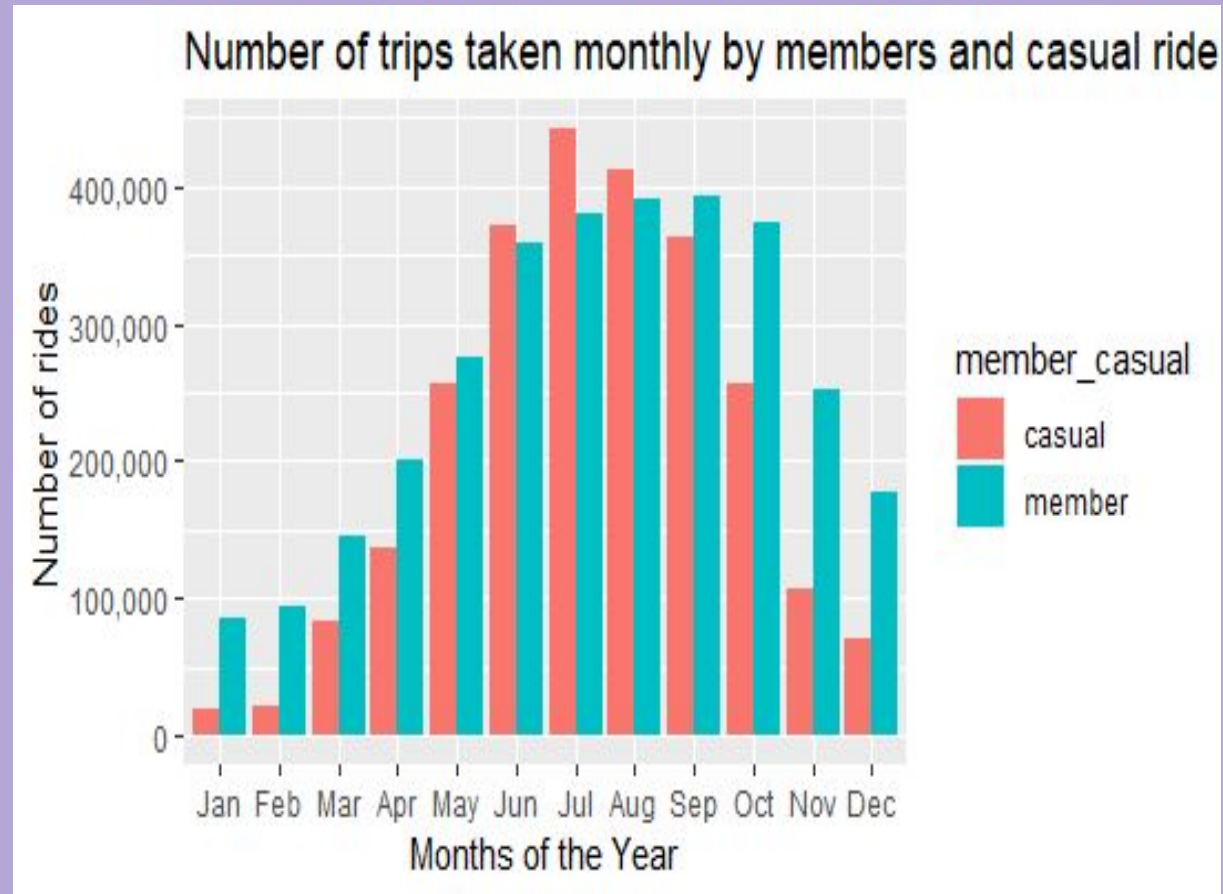
VISUALIZATIONS AND KEY FINDINGS

- Annual members take more trips than casual riders.
- Casual riders take more trips than annual members on weekends. This may be due to an increase in leisure time on weekends.



VISUALIZATIONS AND KEY FINDINGS

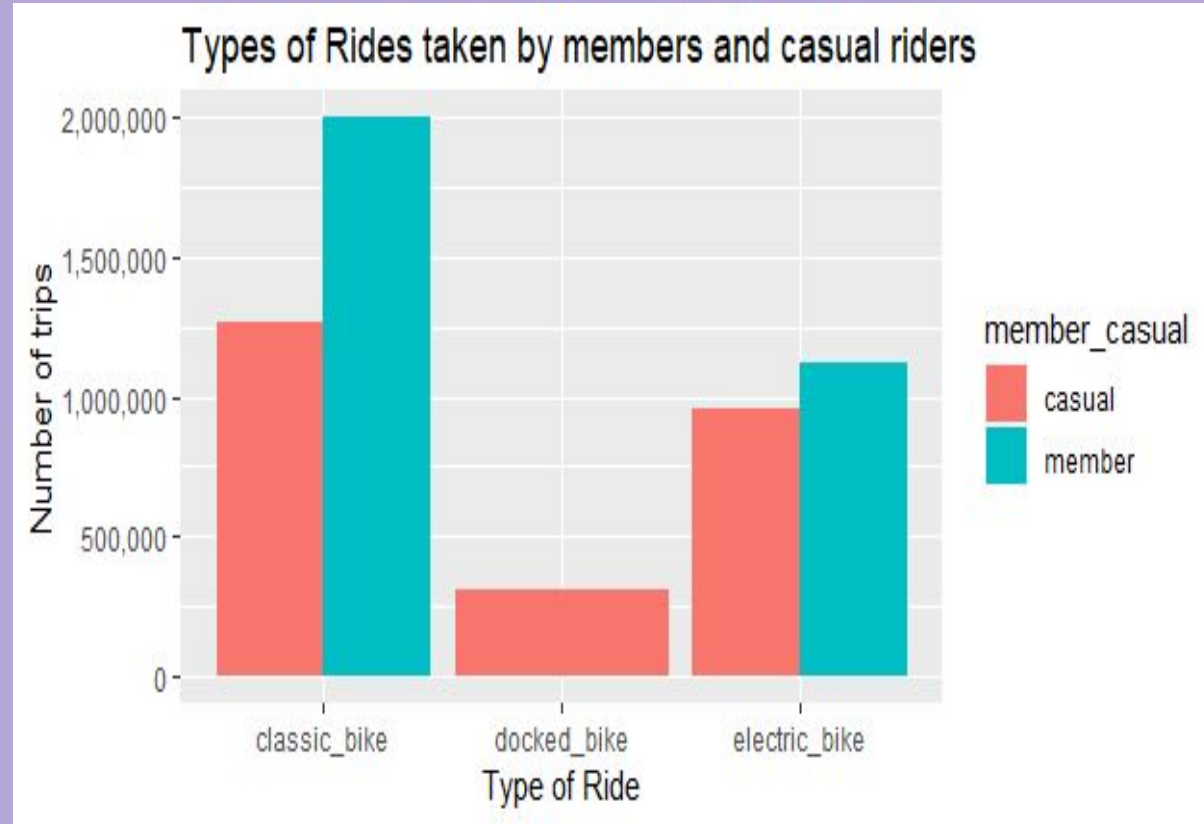
- Casual riders take a higher amount of trips than annual members during summer period. This might be because of more leisure time.



VISUALIZATIONS

AND KEY FINDINGS

- Annual members use the classic bike option a lot more than casual riders. This might be because it is used as a form of exercise.
- The electric bike option is used almost in the same proportion by both members and casual riders. This might be because it is less tasking to operate



RECOMMENDATIONS

- Social media campaigns and blog posts should be created that expresses the need for regular bike riding. The health benefits should be emphasized as well as its use for leisure and commute to work. These articles should be written with a view to get people to subscribe for the year.
- Take advantage of the increase in casual riders on weekends and summer by offering weekend subscriptions and monthly subscriptions during those period. And setting up adverts to incentivize annual membership.
- Provide price discounts exclusively to annual members who exceed a particular ride duration. Casual riders should be made aware of this discount through all social media channels available to help further buttress the need to subscribe for annual membership.

APPENDIX- DESCRIPTION OF DATA

- Data Source - The dataset is gotten from Cyclistic's historical trip data for a 12 month period starting March 2021 to February 2022. [Dataset](#)
- Data Privacy and Security - The data has been made available by Motivate International Inc. under this [license](#).
- Data Cleaning and Manipulation - This can be found here.

THANK YOU