

# Bike-Share

A Comparison of Member Behaviors  
By Joseph Silva

# Business Task

Identify the differences in activity of annual members vs casual riders to develop incentives for casual riders to become annual members.

# Road Map

## Annual Member Vs Casual Rider Observations:

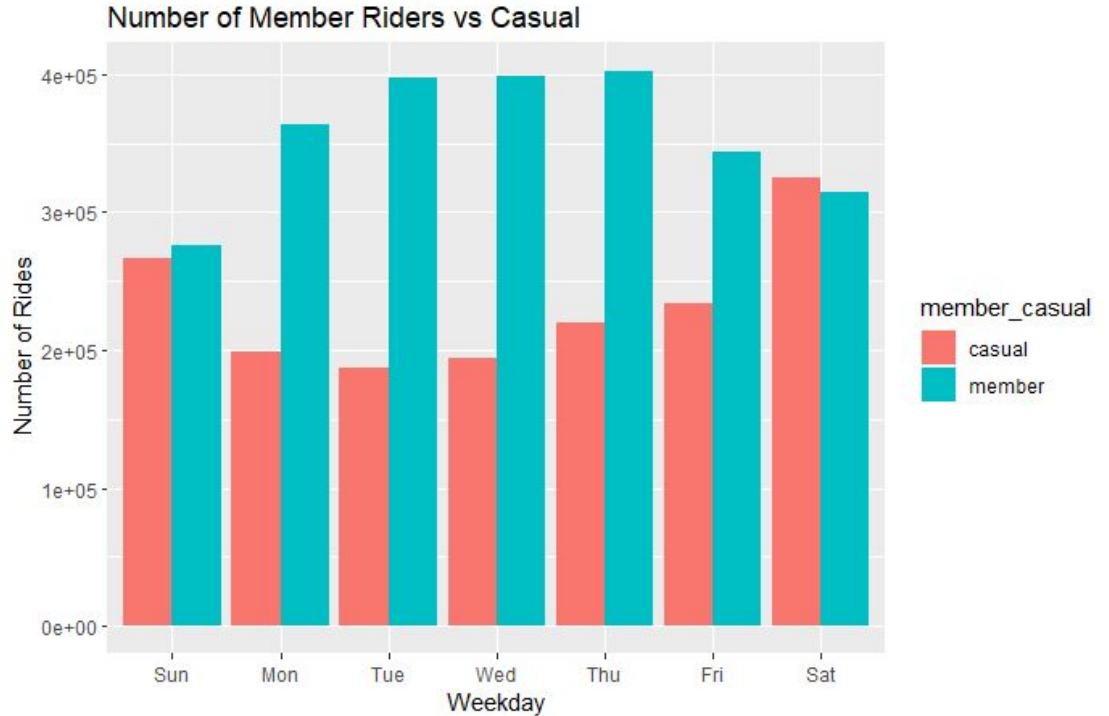
- Number of rides
- Trip duration
- Bike type preferences

# About The Data

- Data provided by Divvy
- File Size: 931Mb (multiple files merged to one file)
- Data Aggregated with R
- Visualizations created with R

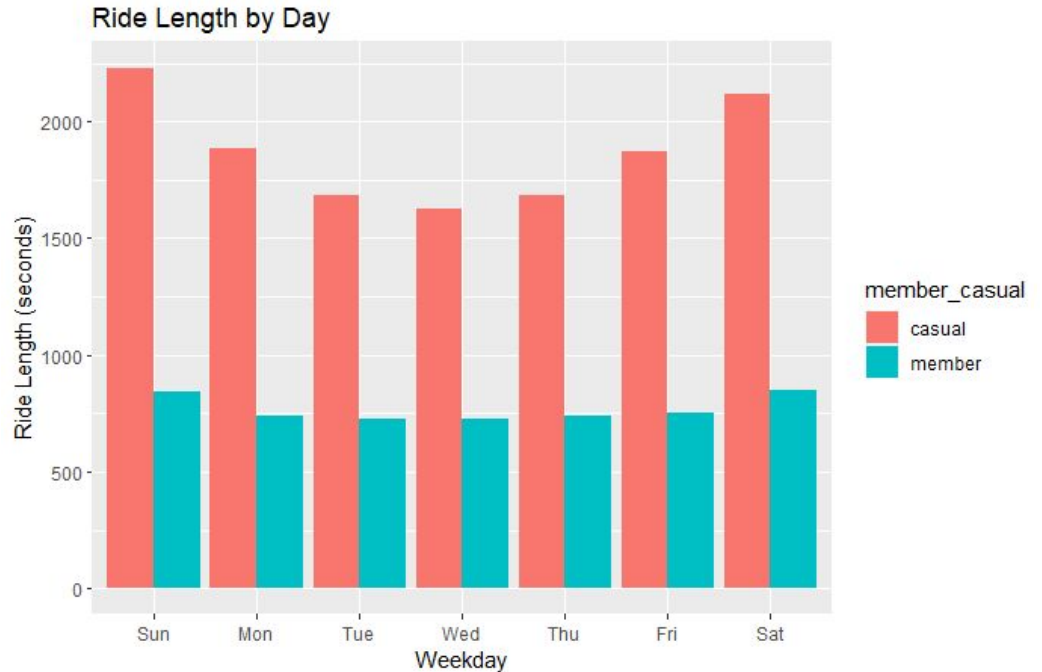
# Number of Rides

- Members ride most often during the weekday
- Casual-members ride most during the weekends
- Conclusions:
  - Annual Members are likely to use services to commute to work
  - Casual riders use services for extracurricular activities



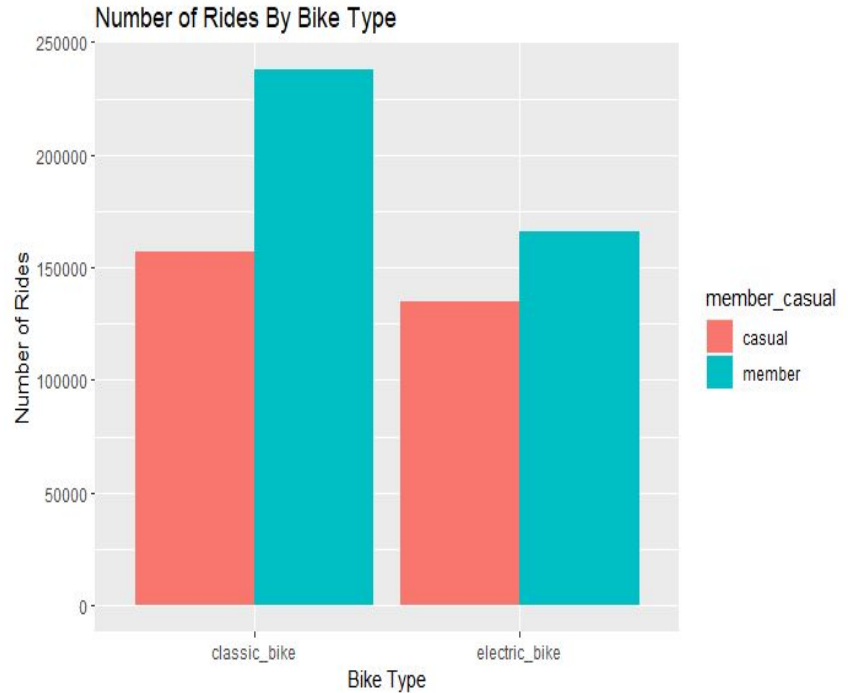
# Trip Duration

- Casual-members on average ride longer
- Conclusions:
  - casual-members ride longer, likely for recreation
  - Peak trip duration is on weekends



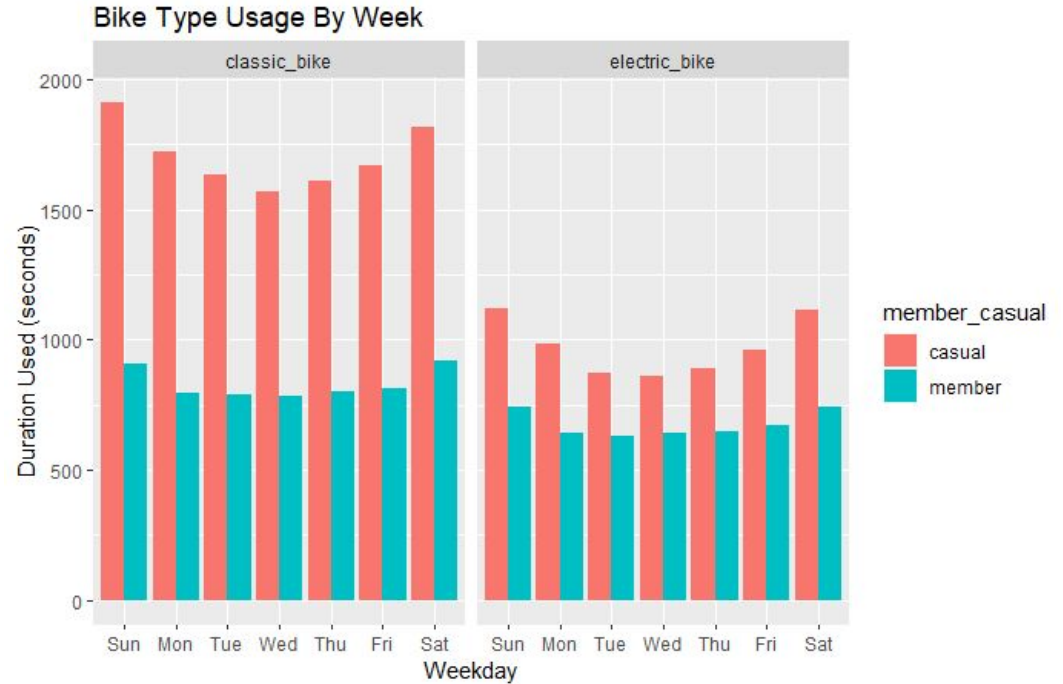
# Bike Type: Number of Rides

- Classic bikes are used most by both types of members
- Conclusions:
  - Classic bike may be cheaper
  - Classic bike may be better exercise



# Bike Type: Trip Duration

- Classic bikes are favorited across the board
- Weekends are heaviest use days for both types of bikes and both types of users





# Recommendations

- Promote ride events during the weekends
  - discounted rides toward annual members
  - This will create a social aspect to being an annual member which in turn will increase volume of subscribers
- Put a focus on promotions toward classic bikes
- Focus advertising promotions toward the evenings
- Suggest discounts for annual members who spend x amount of time on bikes
  - Helps retain annual members and attract new ones

# Further Analysis

- Gain geographic location data to understand where bikes are used most
- Do a deeper analysis on time; breakdown the time of day bikes are used the most
- Gather pricing data on classic and electric bikes
  - Observe pricing scheme and suggest discount for annual riders
    - Helps maintain annual members and obtain new annual members