

# CYCLIST BIKE-SHARE ANALYSIS



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# EXECUTIVE SUMMARY

In 2013, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 2,887 bicycles that are geotracked and locked into a network of 300 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

Until now, Cyclistic's marketing strategy relied on building general awareness and appealing to broad consumer segments. One approach that helped make these things possible was the flexibility of its pricing plans: single-ride passes, full-day passes, and annual memberships. Customers who purchase single-ride or full-day passes are referred to as casual riders. Customers who purchase annual memberships are Cyclistic members.

Cyclistic's finance analysts have concluded that annual members are much more profitable than casual riders. Although the pricing flexibility helps Cyclistic attract more customers, Moreno, the director of marketing, believes that maximizing the number of annual members will be key to future growth. Rather than creating a marketing campaign that targets all-new customers, Moreno believes there is a very good chance to convert casual riders into members. She notes that casual riders are already aware of the Cyclistic program and have chosen Cyclistic for their mobility needs.

The clear goal is to formulate design marketing strategies aimed at converting casual riders into annual members. In order to do that, however, the marketing analyst team needs to better understand how annual members and casual riders differ.

The majority of riders opt for traditional bikes; about 8% of riders use the assistive options. Cyclistic users are more likely to ride for leisure, but about 30% use them to commute to work each day.

# METHODOLOGY

The data used for the analysis was provided by the Google certification course. It contains information about the annual and casual riders(customers). 2,887 bicycles across 300 stations were geotracked to generate the data for the riders.

The data was collected for the last 7 months of the year to determine the performance for the half of the year in order to increase the number of subscribers for the following year.

The data contains day-to-day information of the riders of up to 760,000 rides in 7 months. Information such as; the docking station, the duration the riders use the bike, the date of the ride and the bike-id to identify the type of bike used.

The data was limited to rides that lasted within 24 hours. It contains the gender and birthday of only subscribers which was removed as it is not a suitable metric for showing how casual and annual riders use the bikes.

The data shows that about 53% of the riders are annual subscribers while the remaining 47% are casual users(customers).

Data on the docking stations were provided to show the amount of docks each station has. It ranges from 1 to 42 docks per station.

# Monthly Comparison Of Riders

- June is generally low in both subscribers and casual riders
- There is a high number of subscribers and casual users between the months of August and October.
- June has the highest duration per ride while December has the lowest duration per ride
- Number of casual users is at its highest in August and lowest in June
- Number of Subscribers is at its highest in October and lowest in June
- July and December are generally low in rider, both subscribers and casual riders because they are the hottest and coldest month respectively

# Daily Comparison Of Riders

- Rides are generally high on weekends especially on Saturdays
- There is high number of casual rides on weekends
- Casual users are low in number during the week
- Subscribers use the bikes the most during the week
- Average duration of rides is much higher during the weekends due to many casual rides being taken during the weekend
- Saturday has the highest number of rides while Thursday has the lowest number of rides

# Relationship between train stations and subscribers

- Millennium Park has the highest total number of bike rides
- Daley Center Plaza has the highest number of docks
- Generally, stations with high number of docks have high number of rides
- There is no direct relationship between the number of docks and the number of subscribers
- Clinton St & Washington Blvd has the highest number of subscribers which is not directly related to the number of docks it has

# CONCLUSION

Some other metrics can improve the analysis performed on the riders. They include:

- Type of Bike
- Age
- Gender
- Price
- User Satisfaction

These can help draw more accurate conclusions from the analysis and make better decisions.

Cyclist can concentrate their advertisement to the periods where there are low riders e.g December, July e.t.c, since the periods with high riders need no advertisements before the demand for bikes are high.

More docking stations can be made available to cover a large mass of land and make the bikes available in certain areas since availability can be an issue.

Periodic surveys can be conducted among users to know how to satisfy the customers better.