



# Bicycle sharing service

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# Scenario

Cyclistic is a bike-share company based in Chicago with two types of customers. Customers who purchase single-ride or full-day passes are known as **casual riders**, while those who purchase annual memberships are known as **members**. The director of marketing believes the company's future success depends on maximizing the number of annual memberships, and has tasked us with discovering insights the differences of using bikes by **Cyclistic members** and **casual riders**. From these insights, your team will design a new marketing strategy to convert **casual riders** into **annual members**.



# Objective

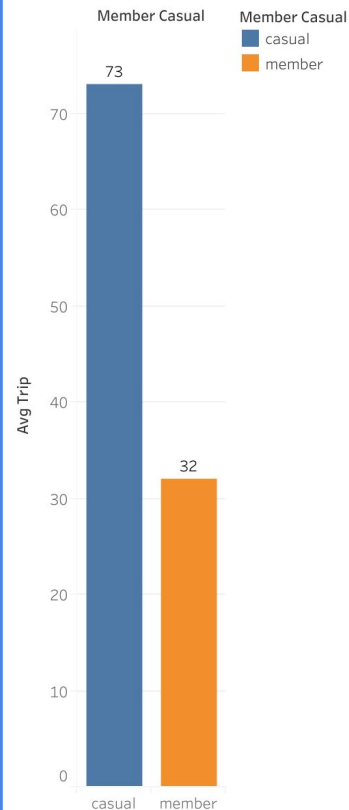
Identify how do **annual members** and **casual riders** use Cyclistic bikes **differently** to maximize converting casual riders into manual members.



## Average trips for members and casual riders

Casual riders prefer longer trips.

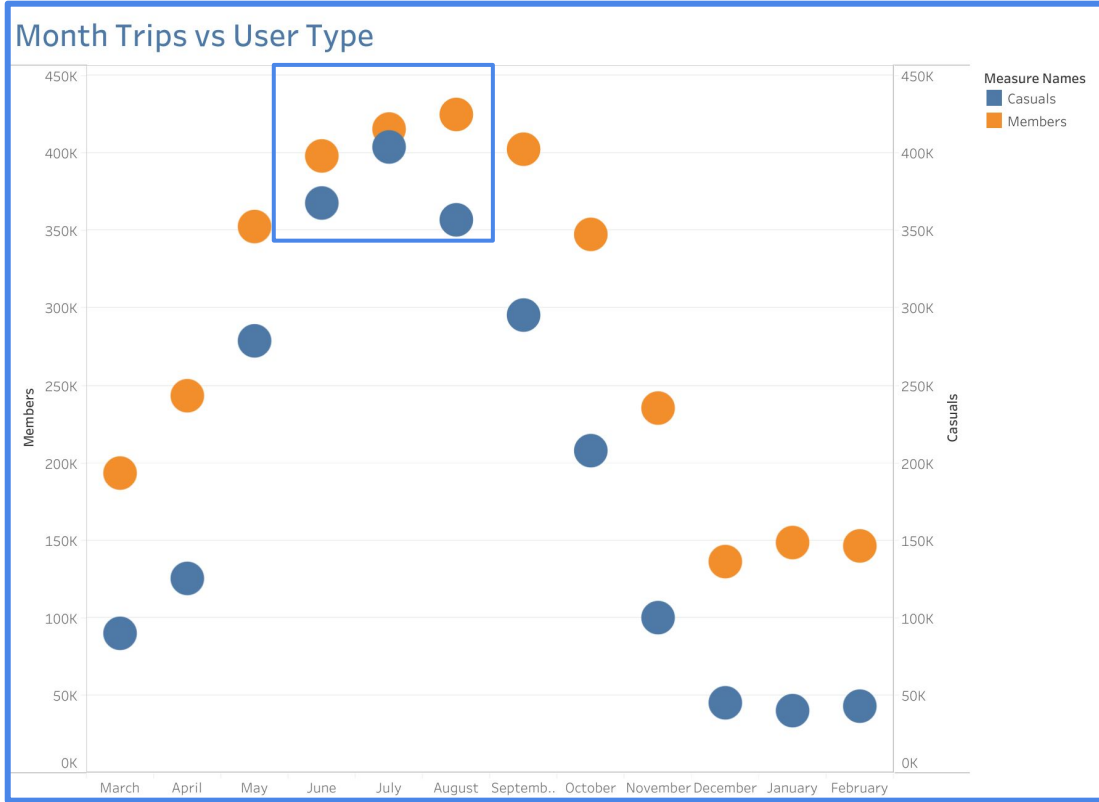
Average  
Trips vs User  
Type



# Year bike usage for members vs users last 12 months

Usage looks similar for both types of riders.

Also, it's same usage pick during warm season from June to August.

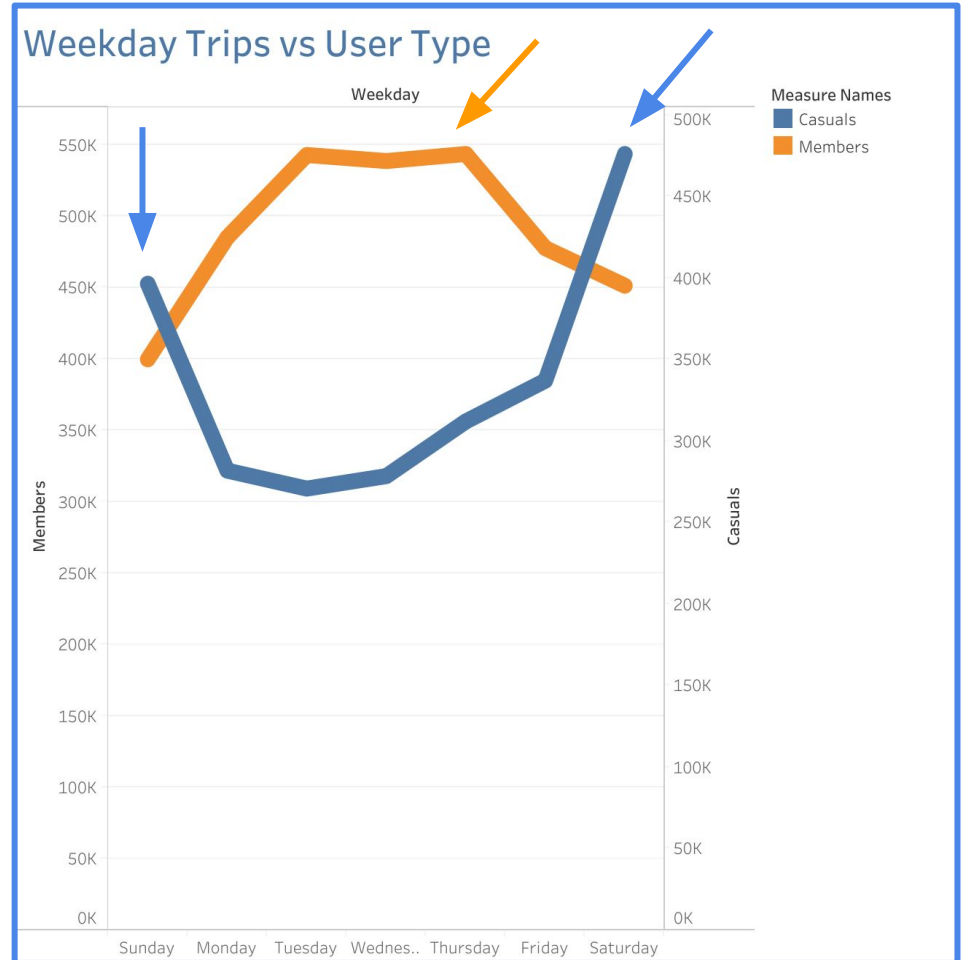


Months from March 2022 till January 2023

# The difference of bike usage during the week

**Members** prefer to use bike sharing service during weekdays

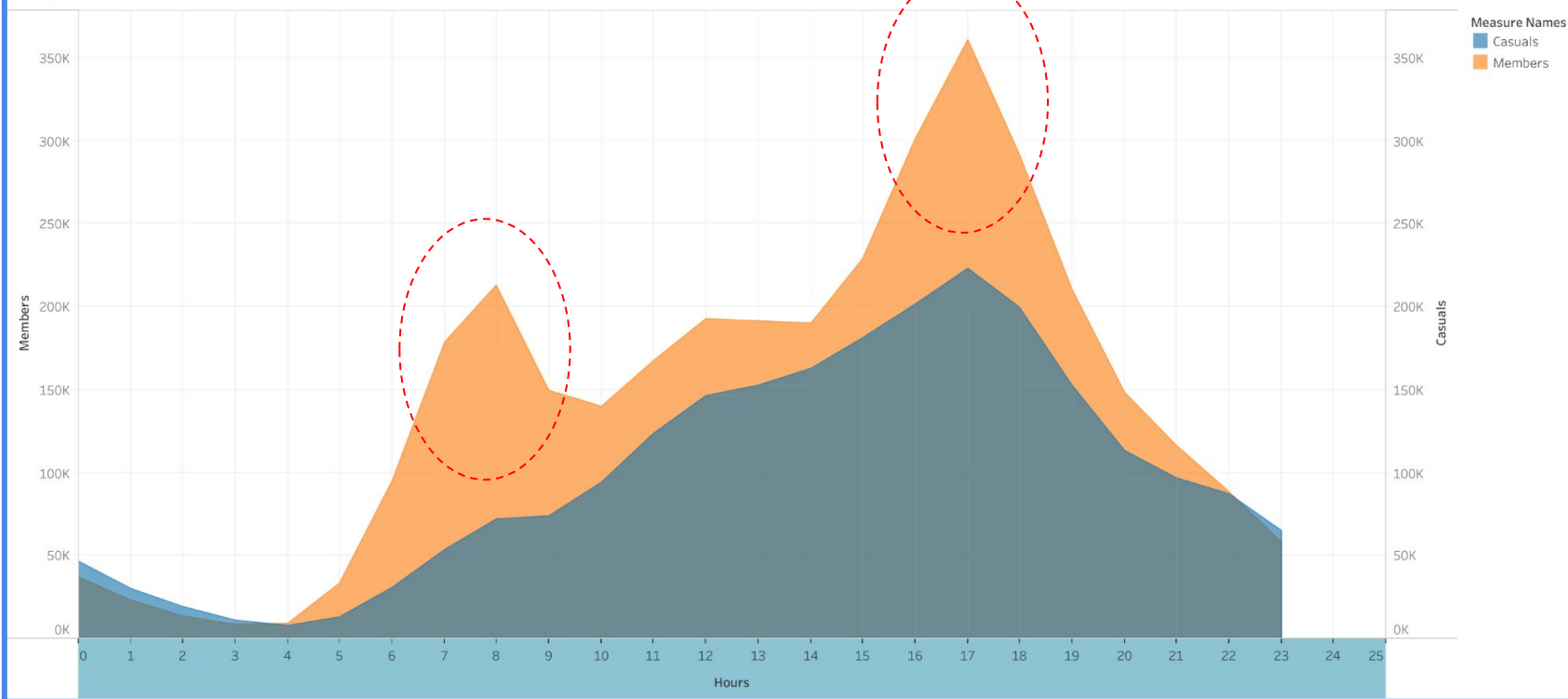
Picks for **casual riders** are on Saturday and less on Sunday



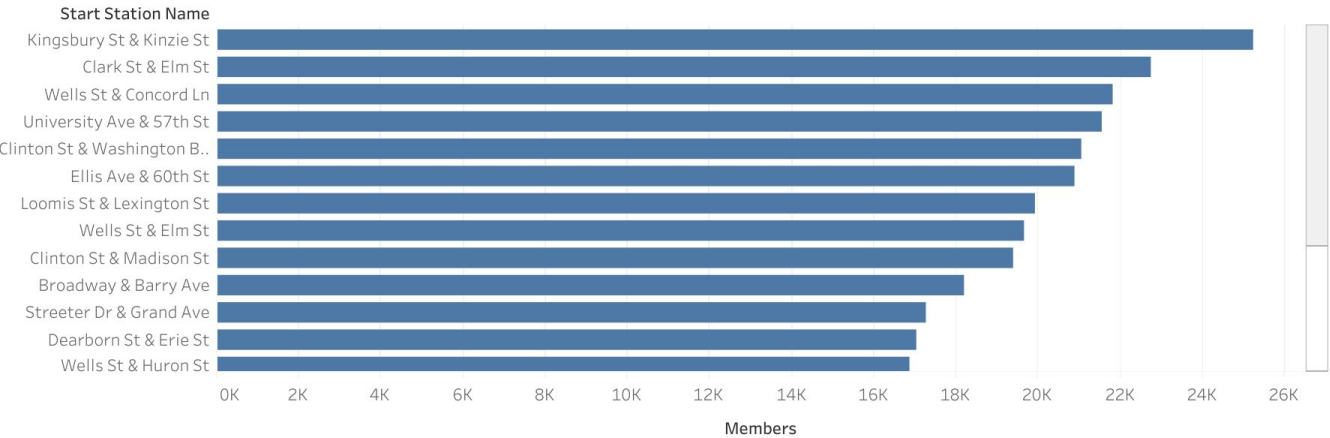
# Starting hours for trips

Picks are looking the same for both types of riders. The more visible difference is members' activity at 6-8am and 4-7pm.

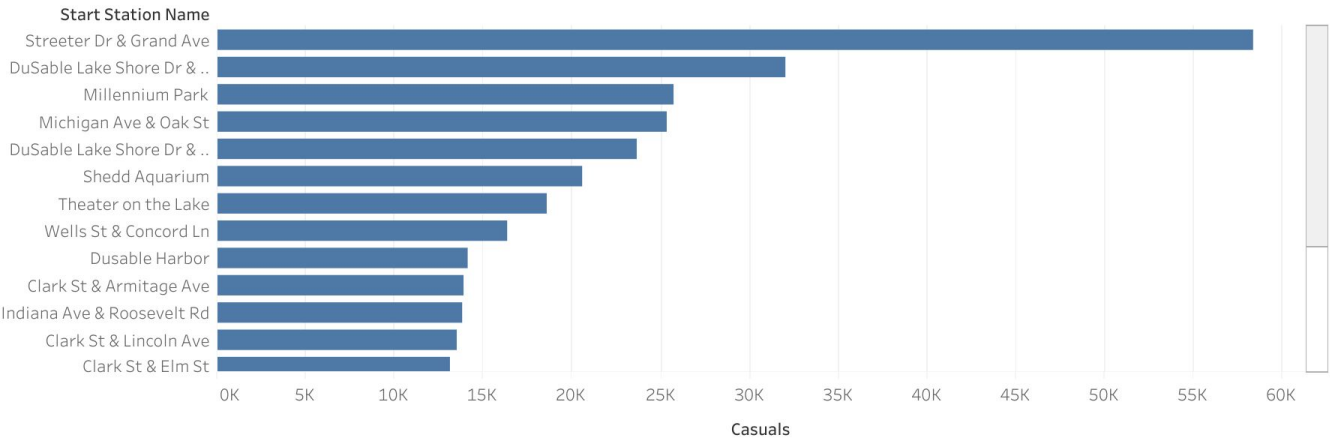
Trips per Start Hour vs User Type



## Top Start Stations For Members



## Top Start Stations For Casual Riders



# Popular start stations for members vs casual users.

Members and users are using different start stations. They have 8 stations in common from 20 names, and top 5 is totally different.

### Common stations:

- Wells St & Concord Ln
- Wells St & Elm St
- Broadway & Barry Ave
- Streeter Dr & Grand Ave
- DuSable Lake Shore Dr & North Blvd
- Wabash Ave & Grand Ave
- Wilton Ave & Belmont Ave



# Conclusions





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- ❑ There are differences in average trips, weekday, hourly usage, and top stations
- ❑ Members are using bike services for work/school commute when casual riders prefer weekends
- ❑ Difference in top stations could talk about offices or schools nearby
- ❑ Season data is the same for both types of riders
- ❑ Casual riders are more likely to use their bikes for a longer trip.



# Recommendations

- ❑ More ads on casual riders top start stations
- ❑ Pay attention to long ride option to offer membership discount or new membership option
- ❑ Pay attention on weekend using by casual riders to offer membership option
- ❑ Work with local businesses around casual riders top stations: for example, offer discounts to customers who show their bike-sharing membership card.



# Further exploration

- ❑ More data for gender and age could be helpful
- ❑ To check if any big companies or schools around top start stations for members to define why they are popular
- ❑ To use data from previous years to define new patterns and insights (e.g. top stations)



# Appendix

- ❏ Data source: <https://divvybikes.com/system-data>.  
Used 12 datasets from March 2022 till February 2023.  
The data has been made available by Motivate International Inc. under this [license](#).
- ❏ Tools are used: All data cleaning and analysis was completed using SQLiteStudio. SQL code is [here](#)  
All visualizations were created using [Tableau Public](#).



**Thank you**