

# BIKESHARE TRIPS

## CASE STUDY

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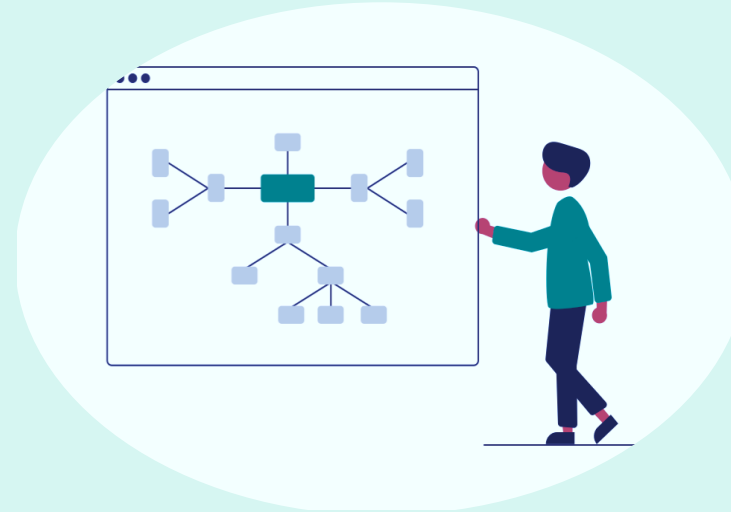
## Objective



- **Maximizing the number of Annual Memberships**

## Analysis task

- **Identifying the top 3 differences in bike usage behavior of Annual Member Riders and Casual Riders through analysis of user data from 2022**



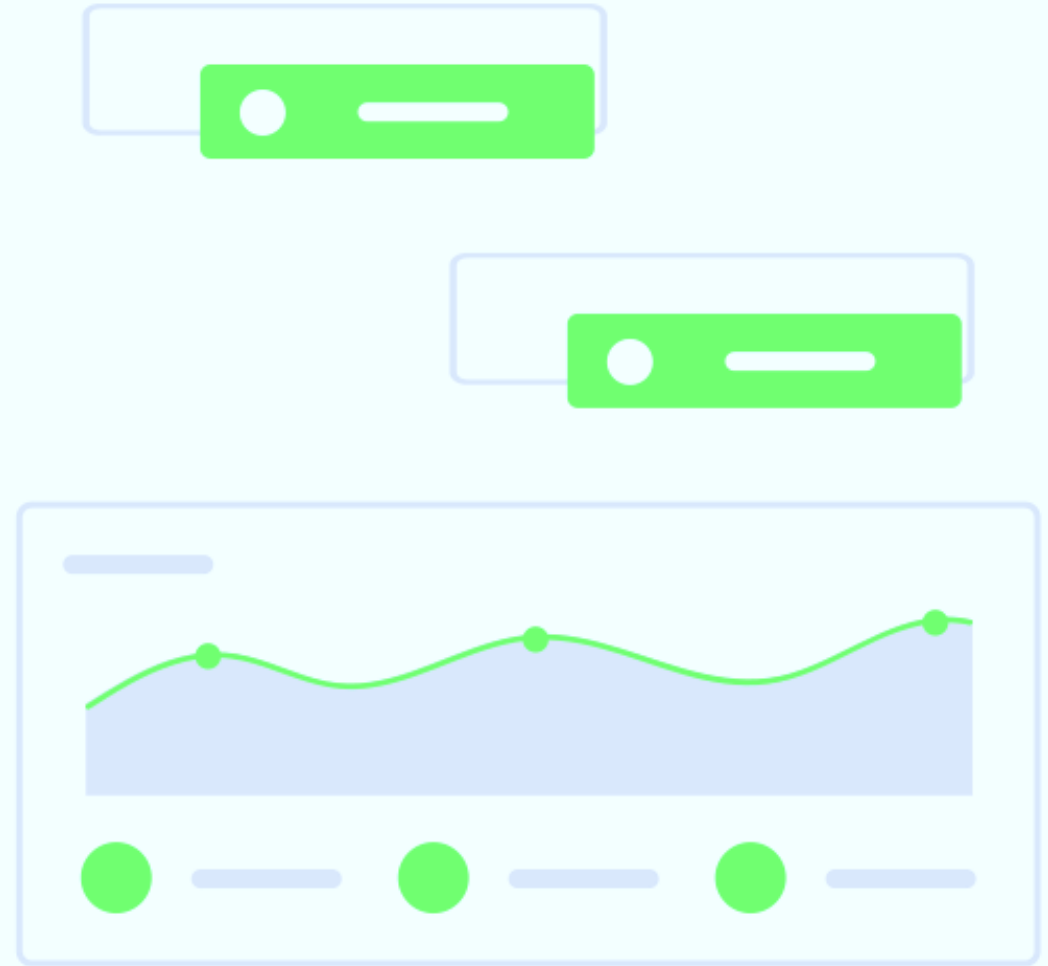
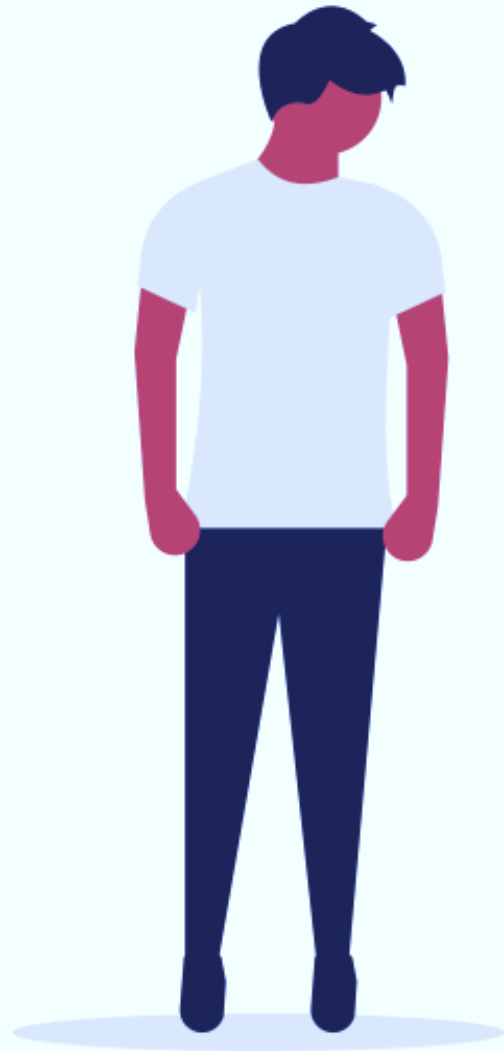


## Goal

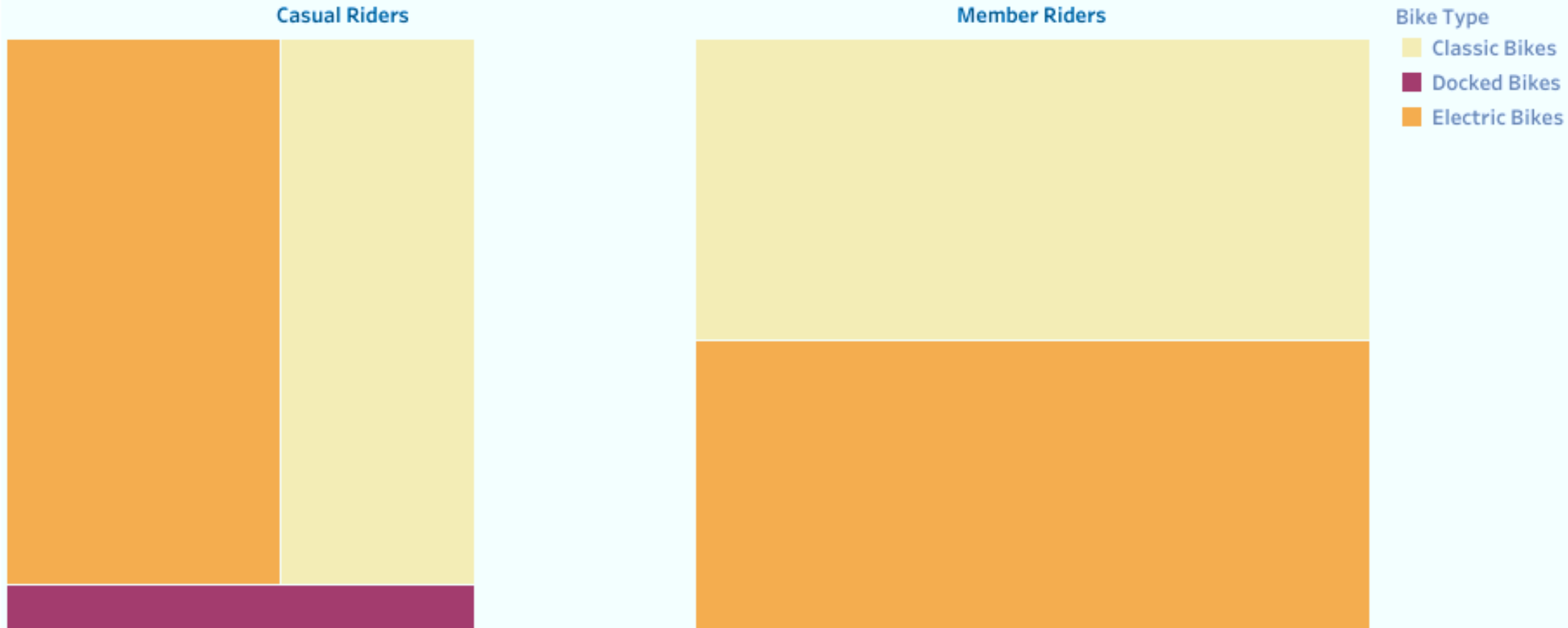
- To inform targeted Media Campaigns aimed at increasing Annual Membership Conversions among Casual Riders in 2023

- The dataset used in this project was sourced through Coursera and made available by Motivate International Inc from Lyft Bikes and Scooters, LLC. The data is subject to the following [License Agreement](#)
- The data is hosted in an Amazon S3 bucket named 'divvy-tripdata,' and the data files can be accessed [here](#).
- The bucket consists of bike trip data through different years and I selected data for the year 2022 for my analysis.

## User Behavior Insights

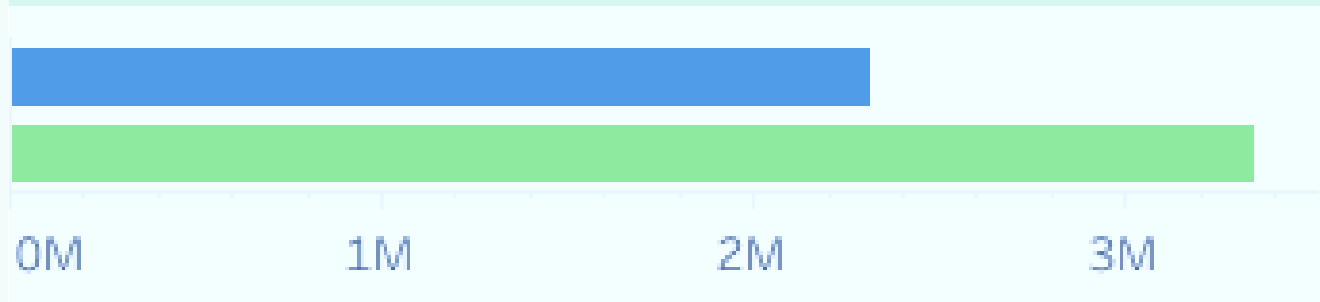


## Bike Type Preference



**Docked bikes are only used by casual riders**

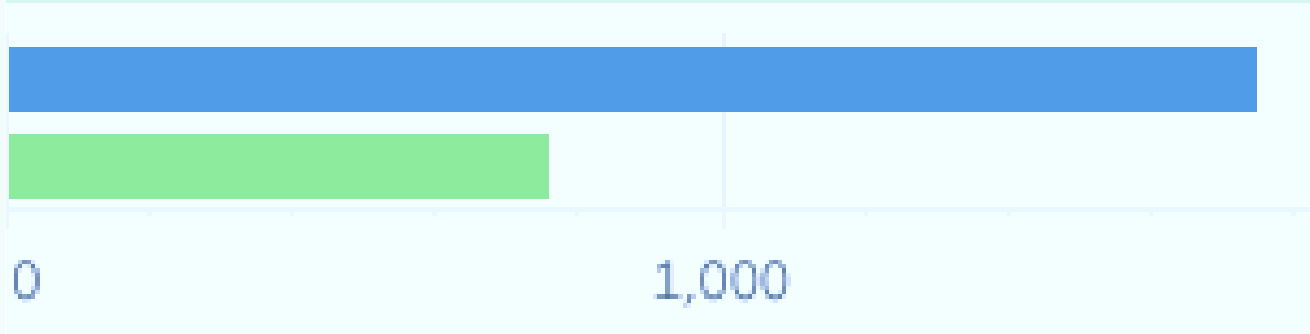
## Total Number of Riders per Rider Type



There are more annual member riders than casual riders...

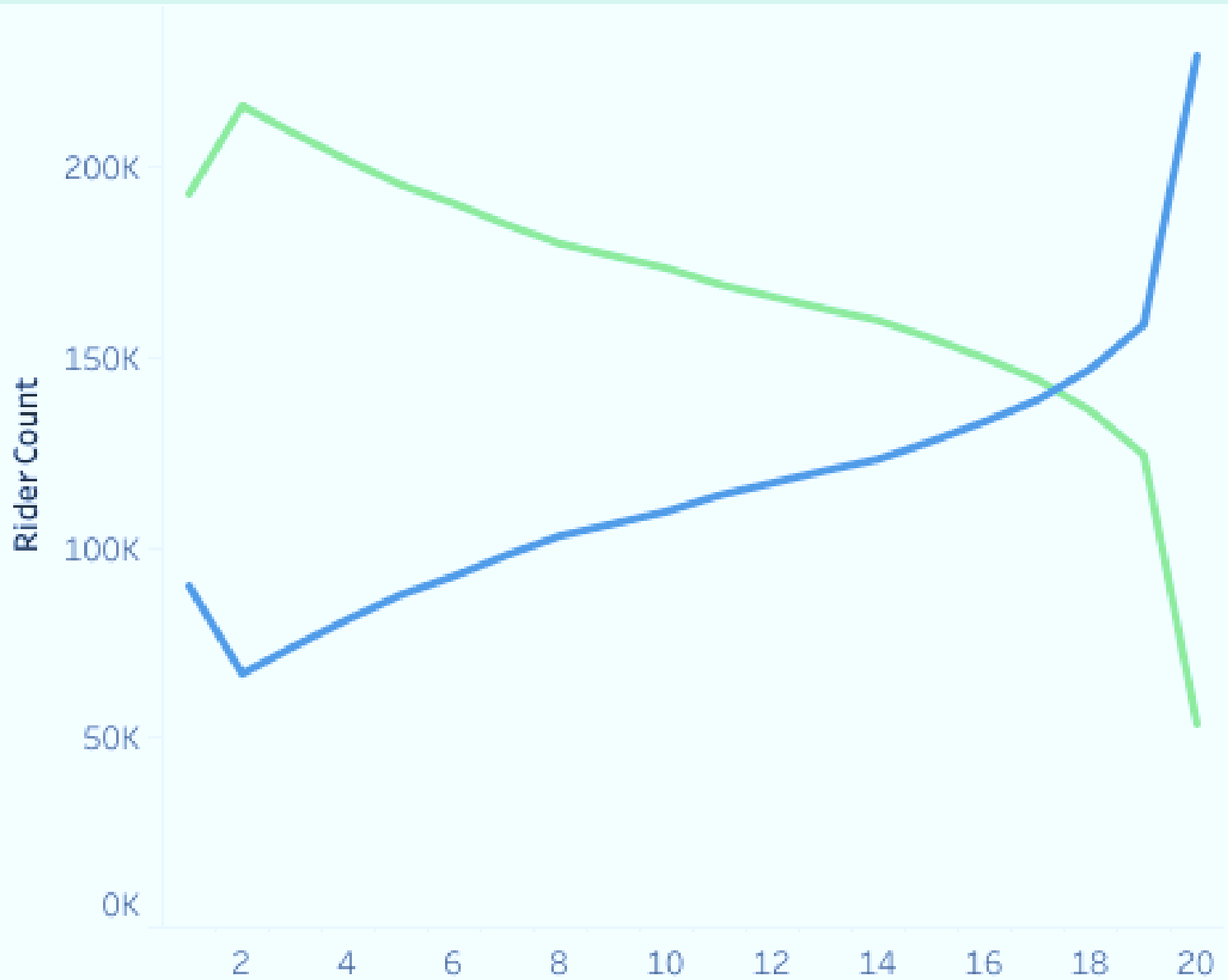


## Average Ride Length per Rider Type



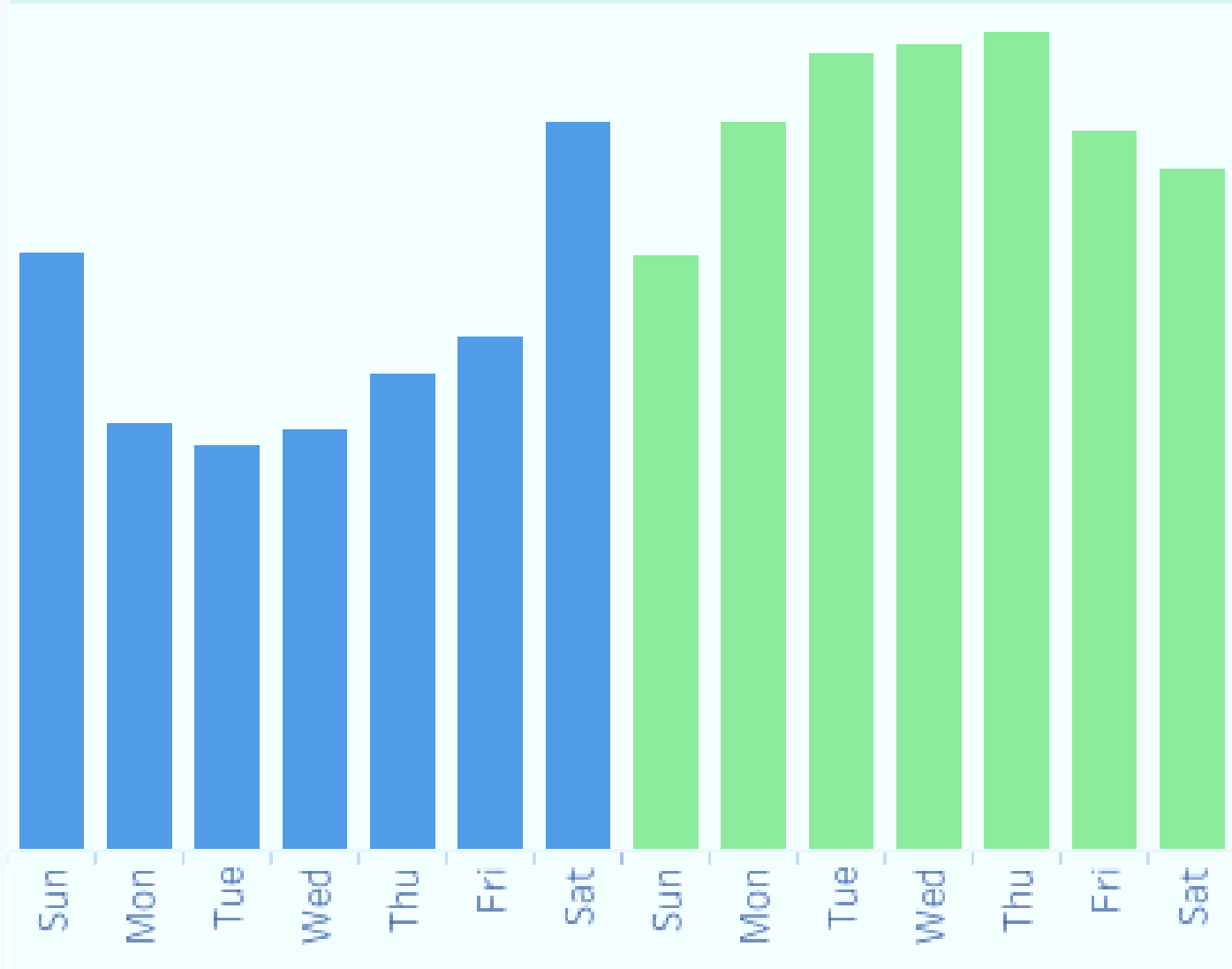
But, casual rides are 2.2x longer than annual member rides on average

## Count per Rider Type with Change in Ride Length



Casual riders prefer longer rides over short rides

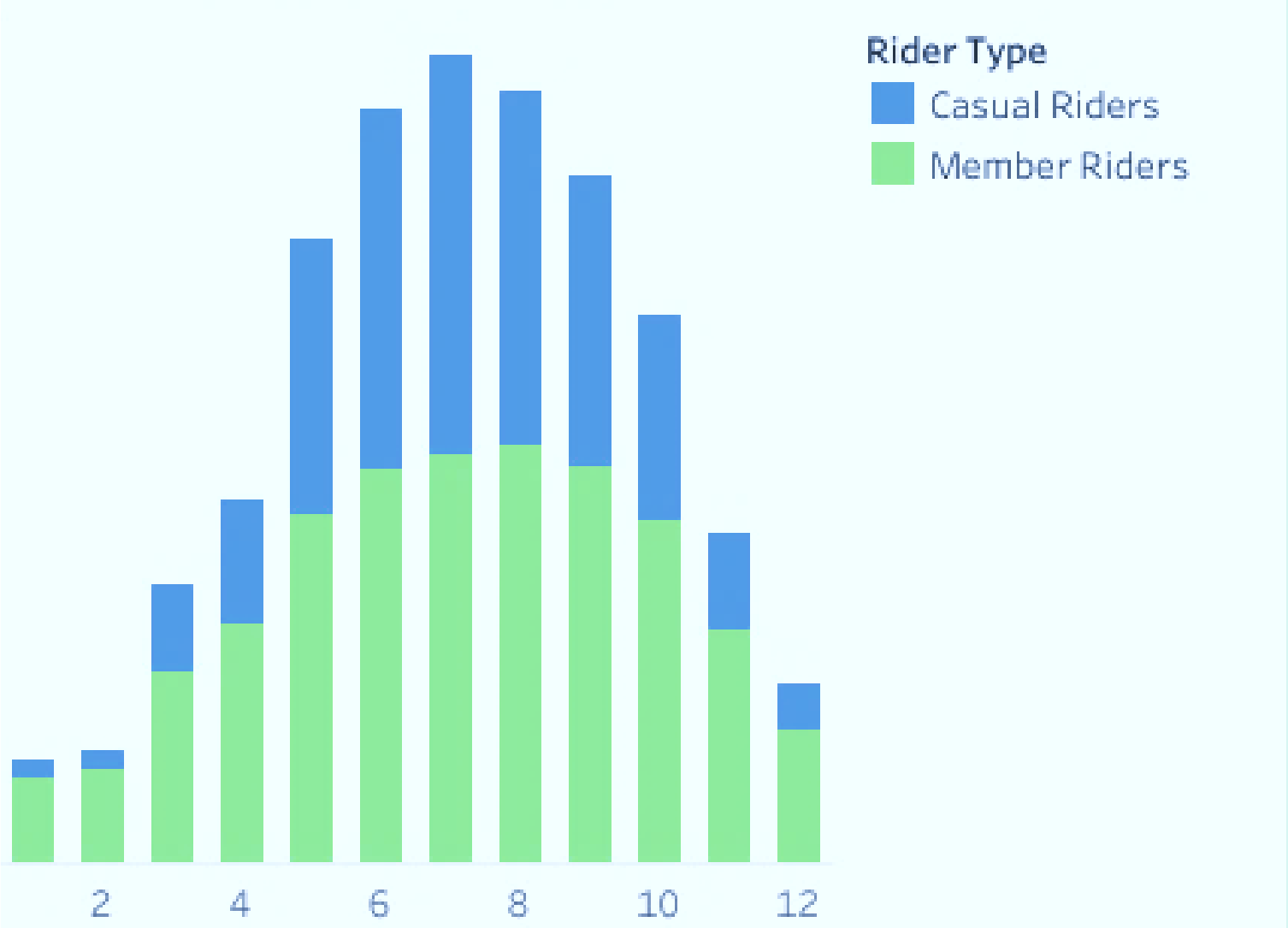
## Weekly Days Preference per Rider Type



Casual rides are more common on Weekends

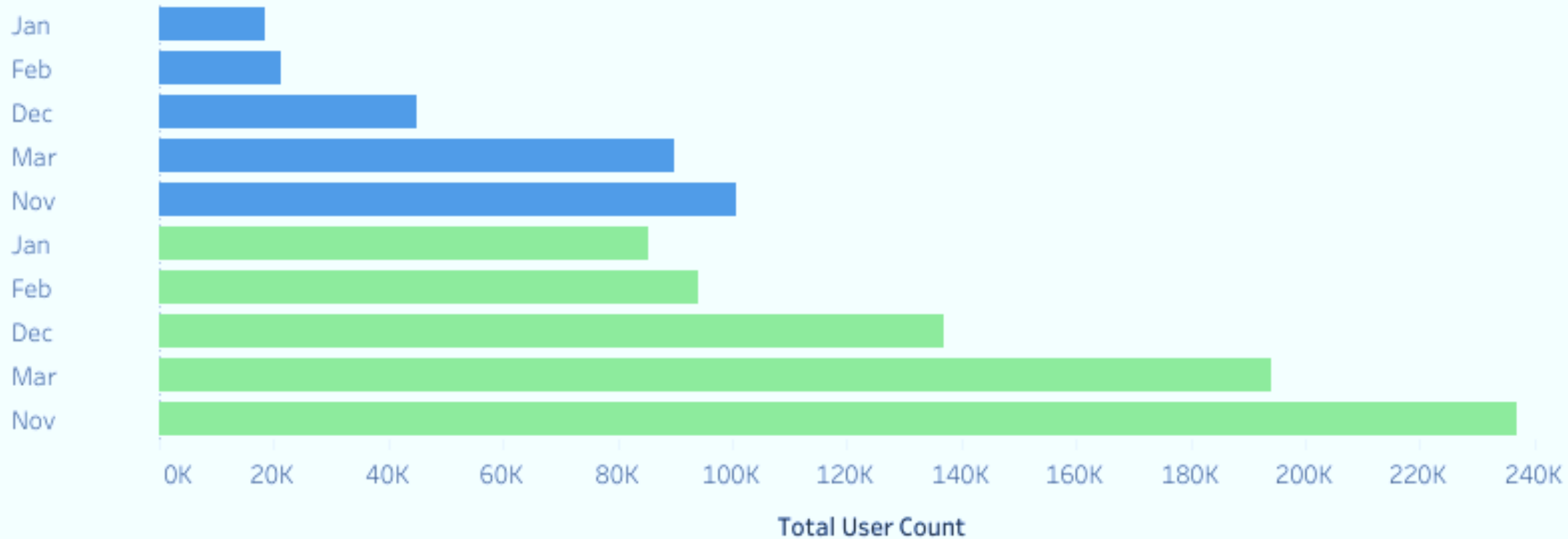
Note:

Monthly  
Bike Usage



Bike usage peaks in the summer months of June, July, and August

Peak Months



Annual member rides are predominant in the less popular months

## Key Insights

- Docked bikes are preferred by Casual riders only.
- Casual riders favor long rides over short ones.
- Weekends see higher bike hires from Casual riders.



## Strategies for Conversion

- Incentivize long weekend rides.
- Launch weekday explorer' campaigns.
- Introduce a Cyclistic Challenge Program.
- Double down marketing efforts during peak months.
- Extend annual membership offers to docked bike users.



## Strategy 1

- Incentivize long weekend rides because Casual Riders are more active on weekends and they tend to prefer long rides.
- Use Loyalty Reward Programs like a Customized Annual Membership Subscription Offer





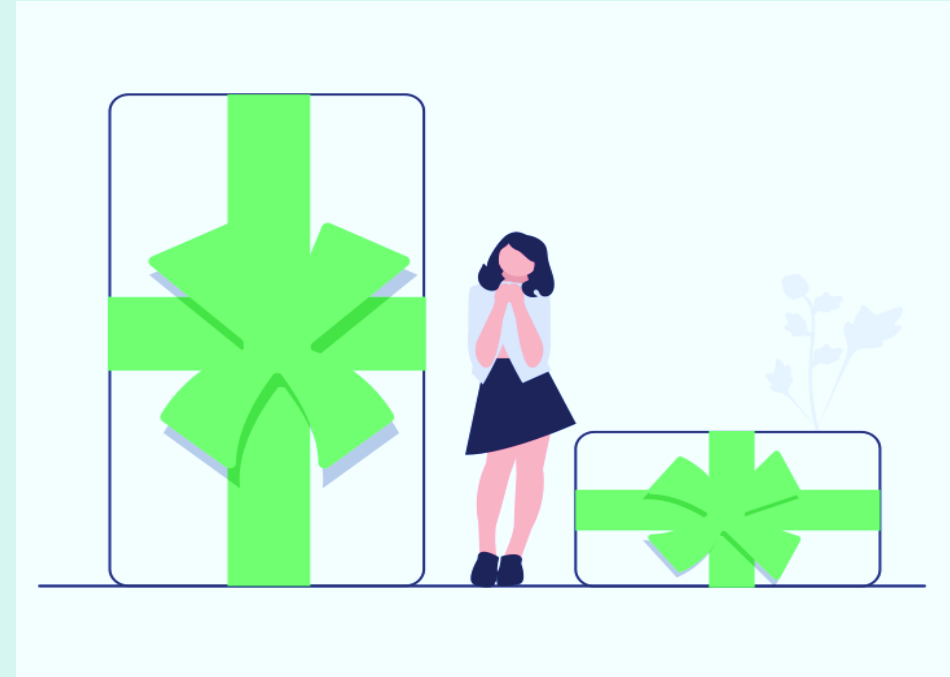
## Strategy 2

- **Launch Weekday Explorer' Campaigns** which are targeted promotions on weekdays to encourage Casual riders to hire the bikes during non-peak times.
- **Offer Discounts, Bonus Points, or Exclusive Perks** to weekday Casual Riders.



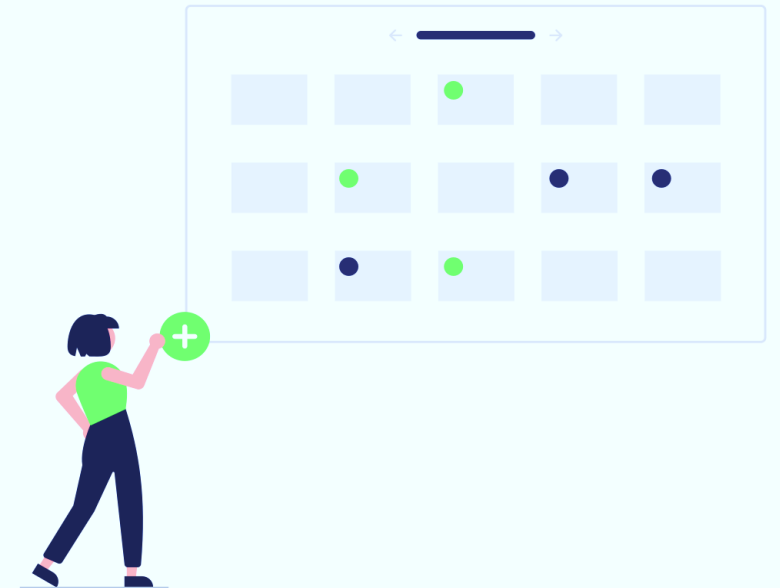
### Strategy 3

- Introduce a Cyclistic Challenge Program where Casual riders earn rewards for achieving repeated use milestones to encourage continuous engagement.
- Reward with Exclusive Badges, Free Ride Credits, Priority Bike Access, and Discounts on Annual Memberships.



## Strategy 4

- Double down marketing efforts during peak months of May, June, July, August, September, and October.
- Heightened Marketing Campaigns in this period to capture a larger share of the increased demand.



## Strategy 5

- **Extend Annual Membership offers to Docked Bike Users to foster and encourage loyalty among Casual riders.**
- **Consider discounted Annual Memberships for Docked Bike Users, and Priority Access to Docked Bikes for Annual Members.**



## More Info

- Visit my [Tableau](#) page for more Visualizations. Uncover dynamic insights with my interactive dashboard
- Check out the SQL and R code of this analysis and more on my [GitHub](#)
- Connect via [LinkedIn](#) or Email ([afrinkaide@gmail.com](mailto:afrinkaide@gmail.com)) for more discussion