

BIKESHARE TRIPS

CASE STUDY

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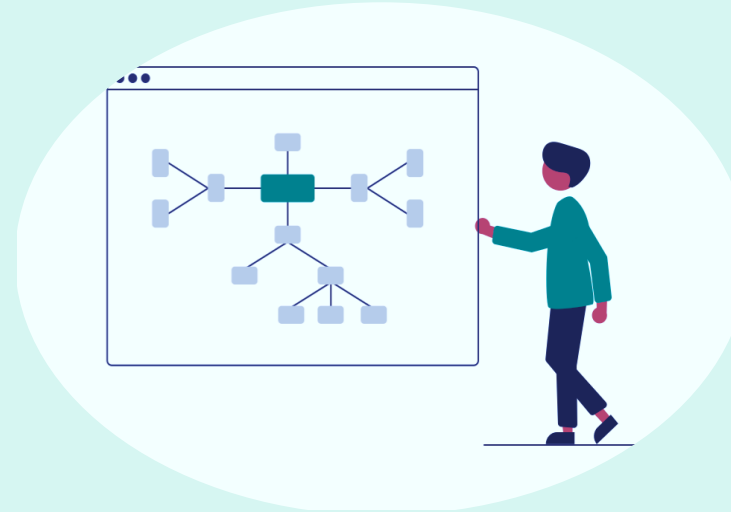
Objective



- **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



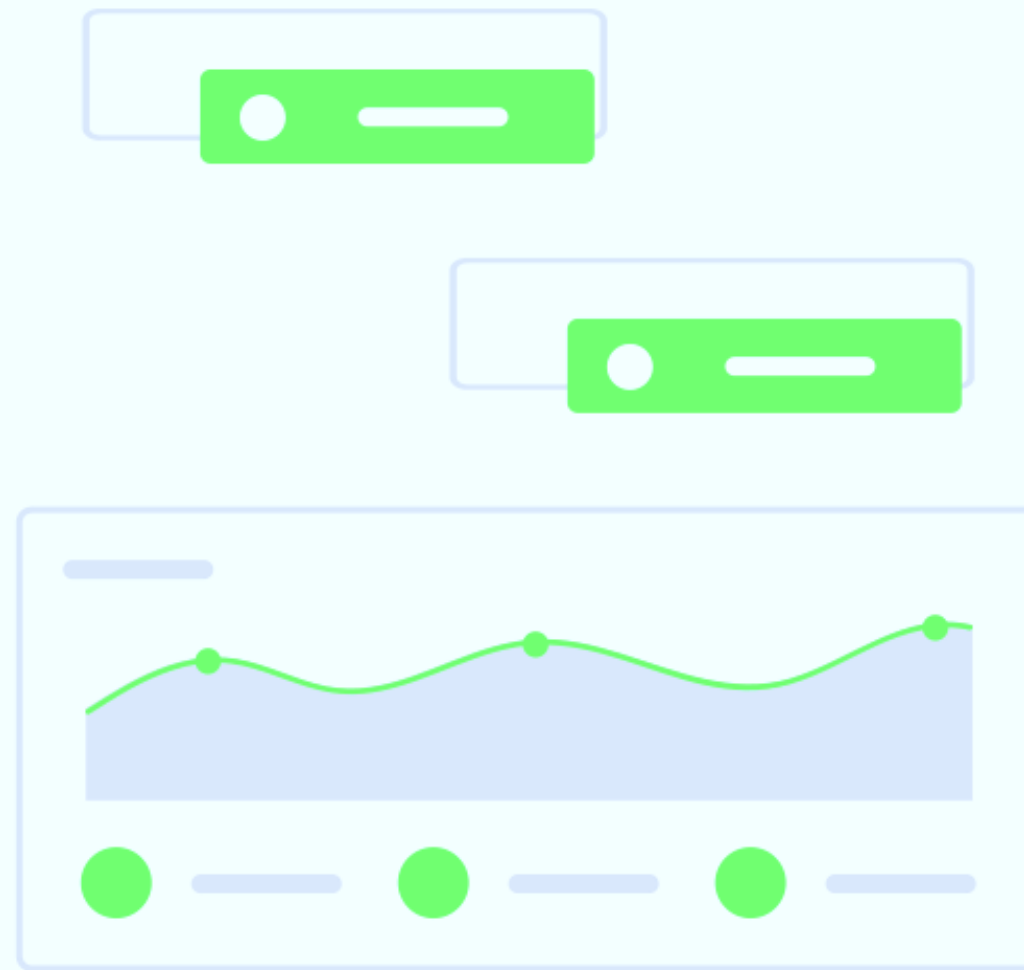
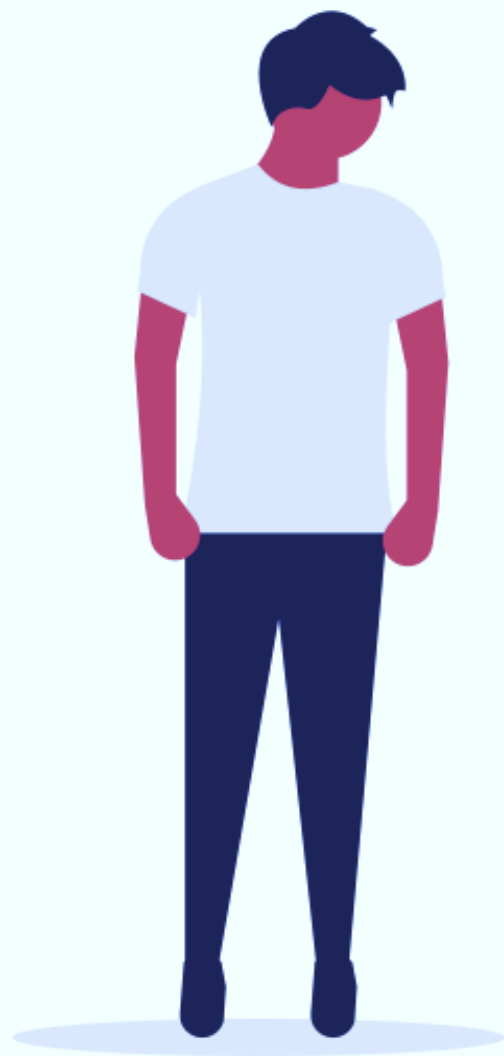


Goal

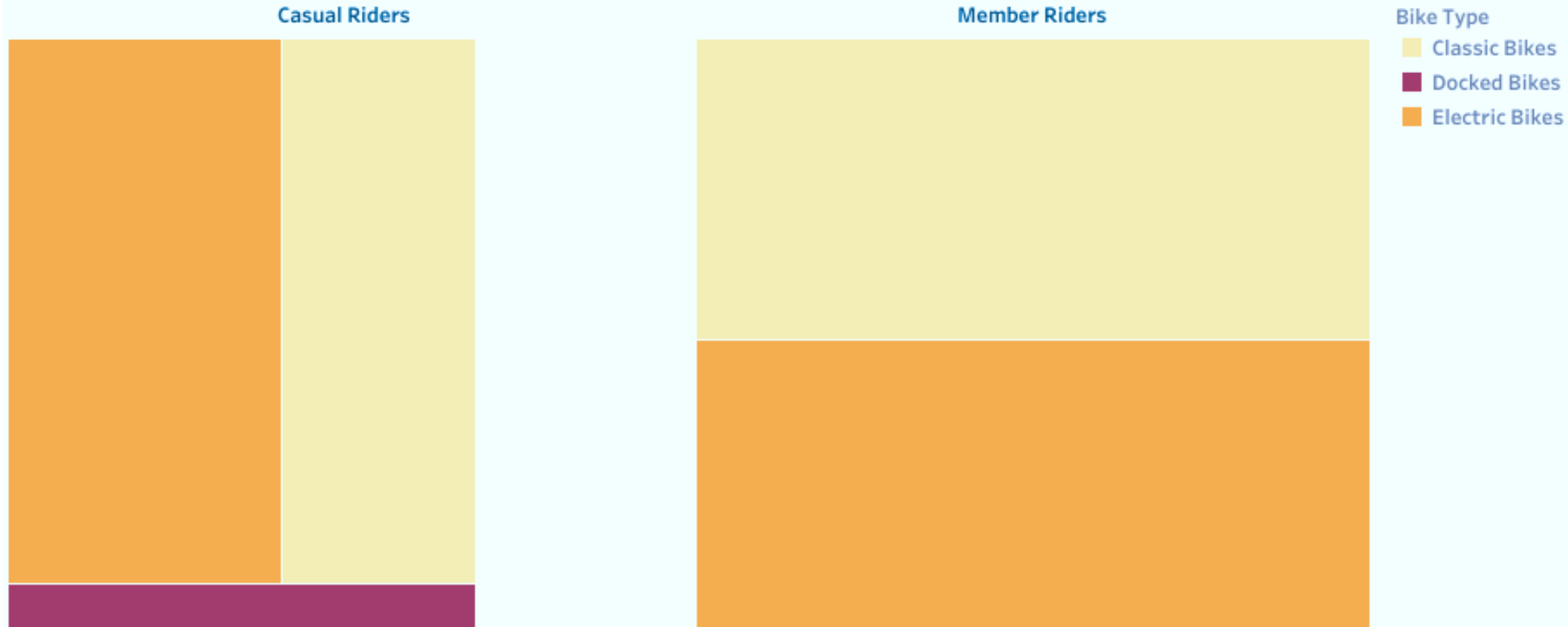
- **To inform targeted Media Campaigns aimed at increasing Annual Membership Conversions among Casual Riders in 2023**

- 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

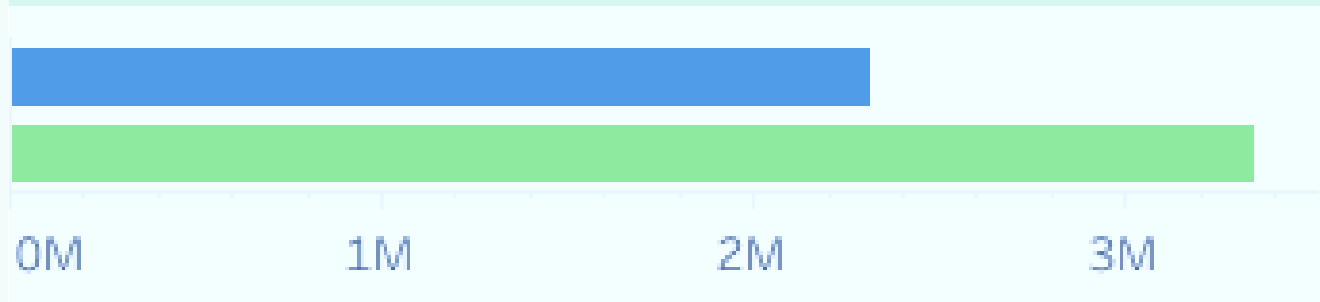


Bike Type Preference



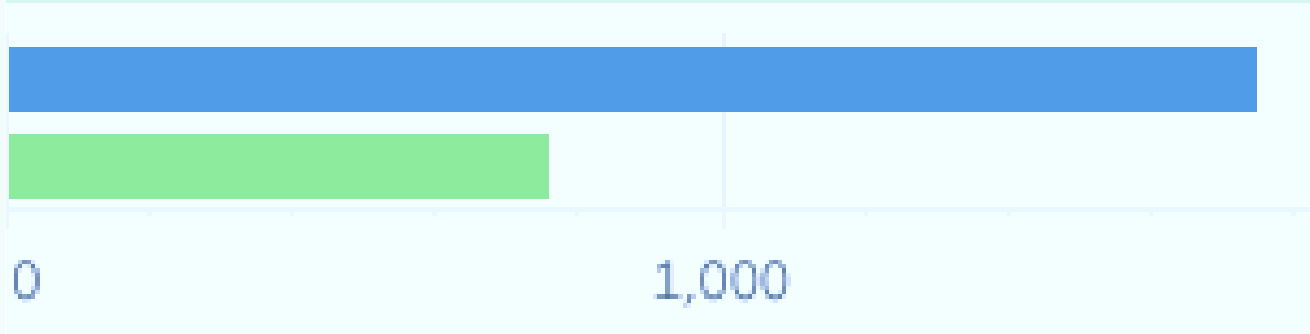
Docked bikes are only used by casual riders

Total Number of Riders per Rider Type



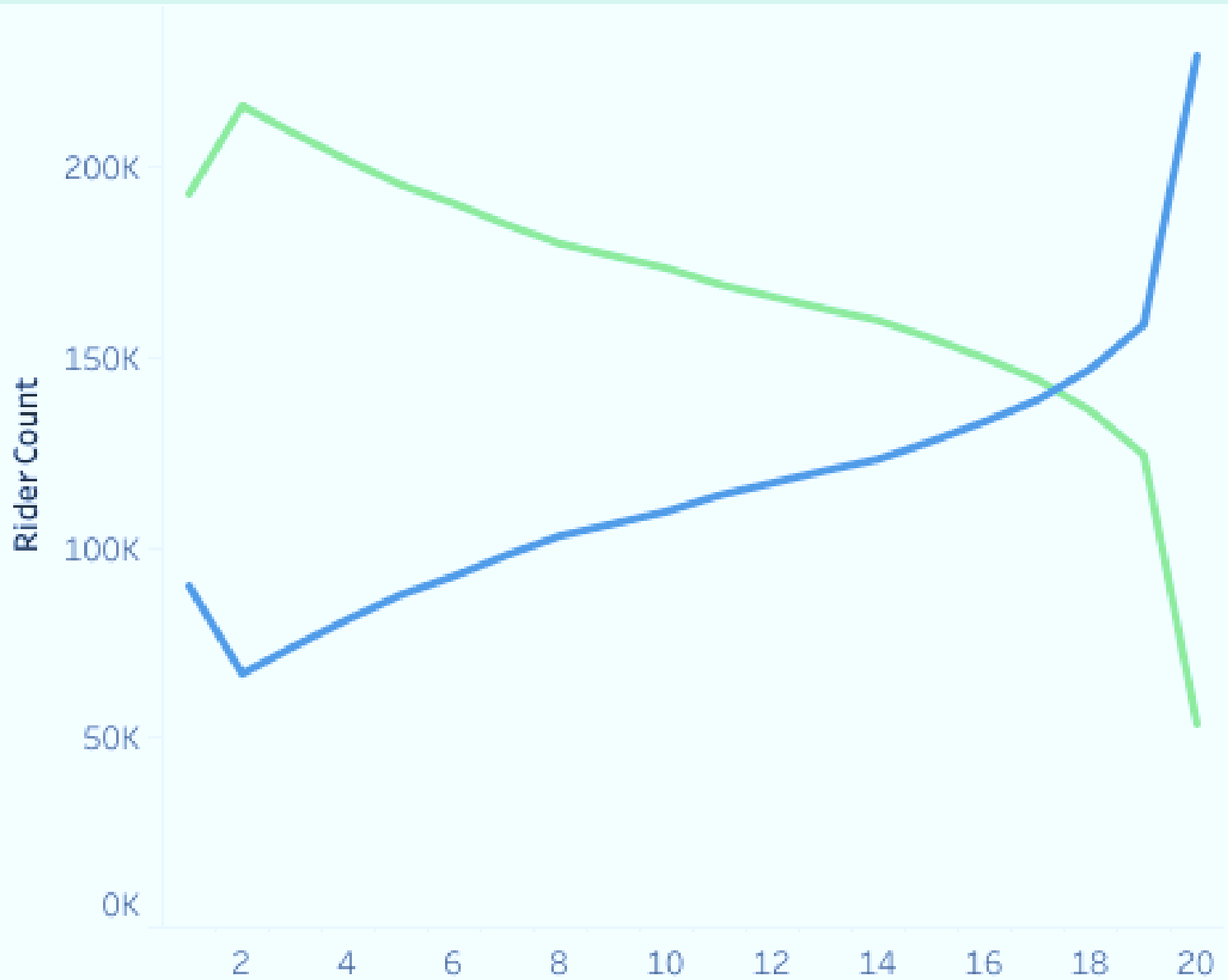
There are more annual member riders than casual riders...

Average Ride Length per Rider Type



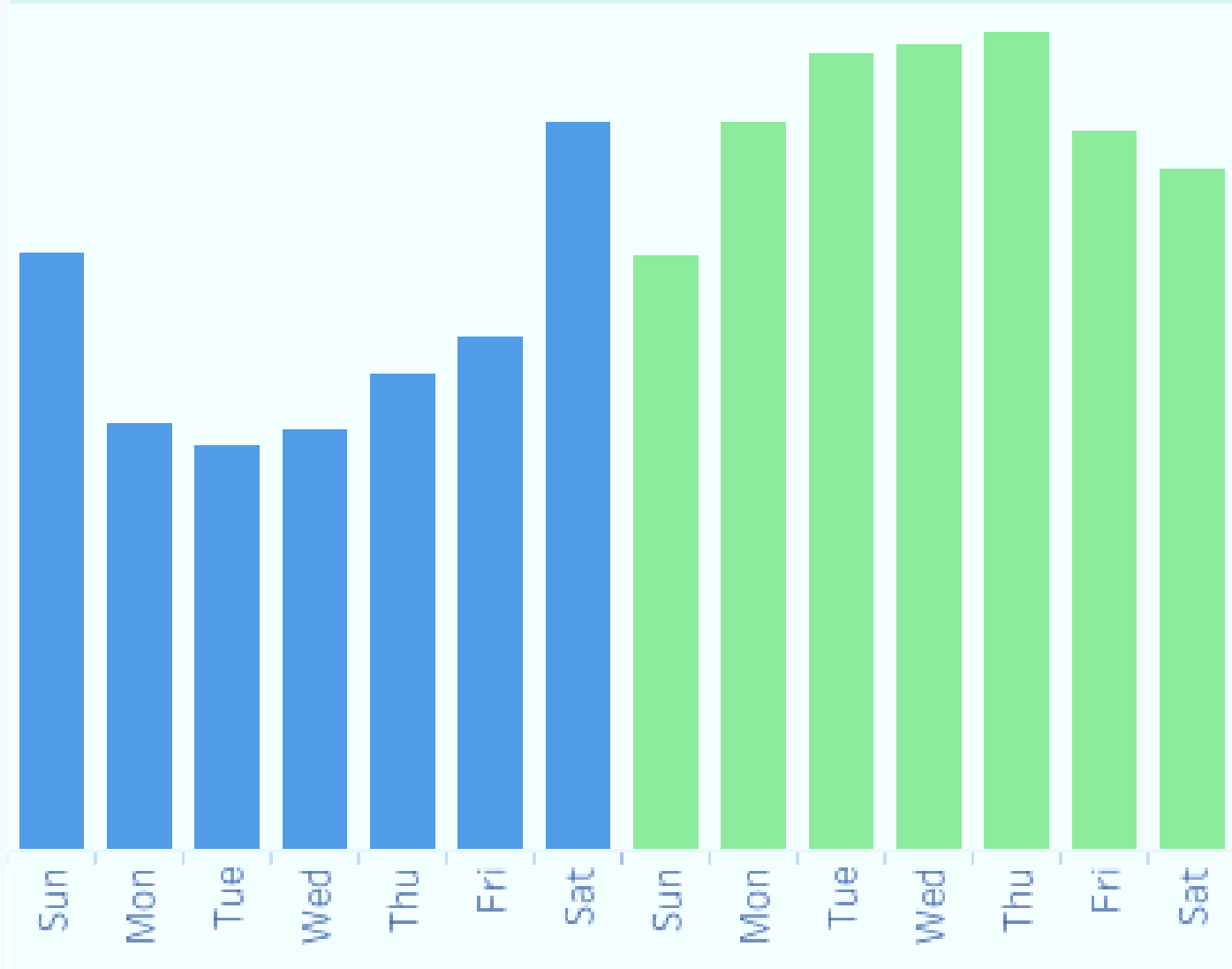
But, casual rides are 2.2x longer than annual member rides on average

Count per Rider Type with Change in Ride Length



Casual riders prefer longer rides over short rides

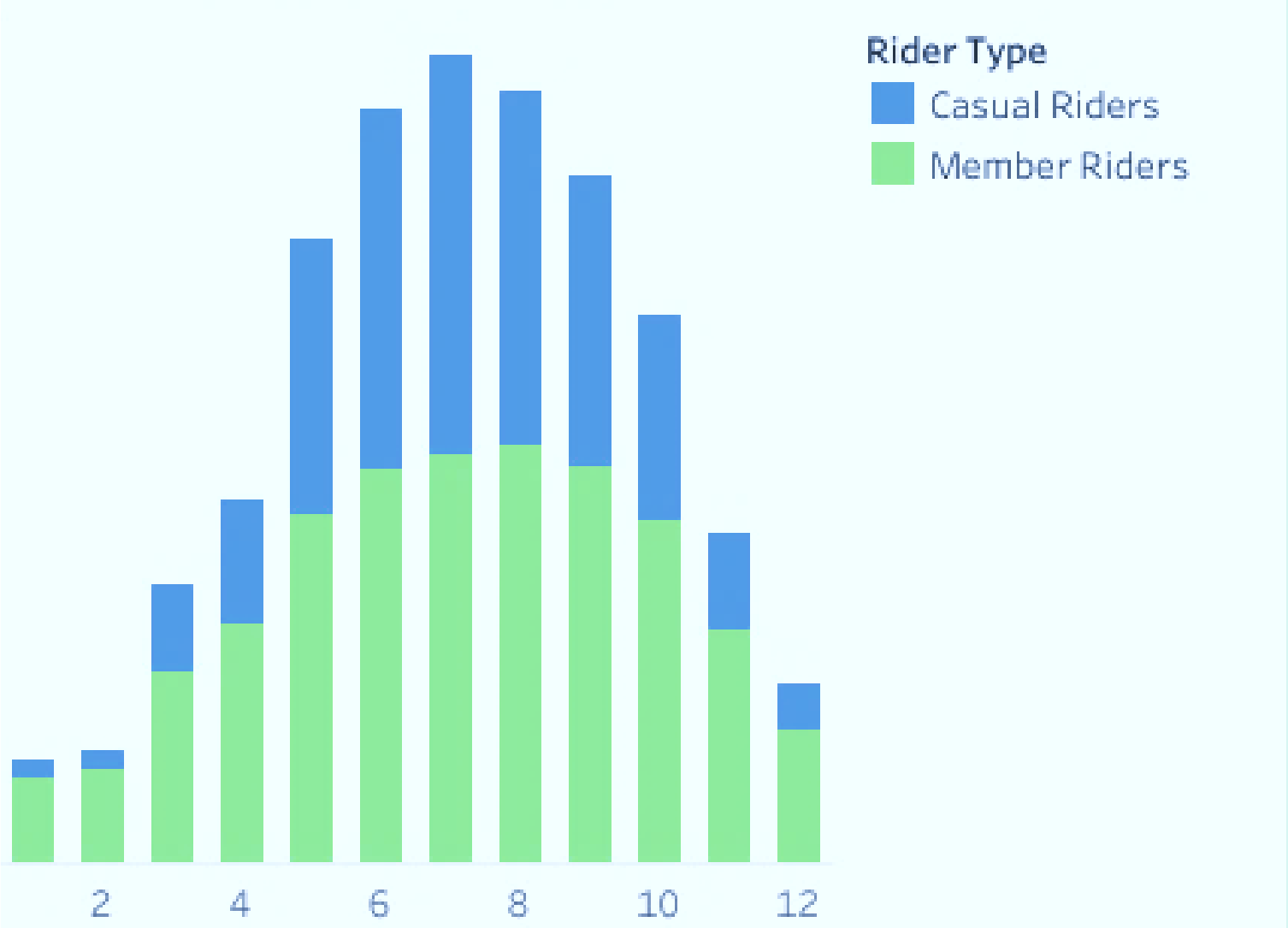
Weekly Days Preference per Rider Type



Casual rides are more common on Weekends

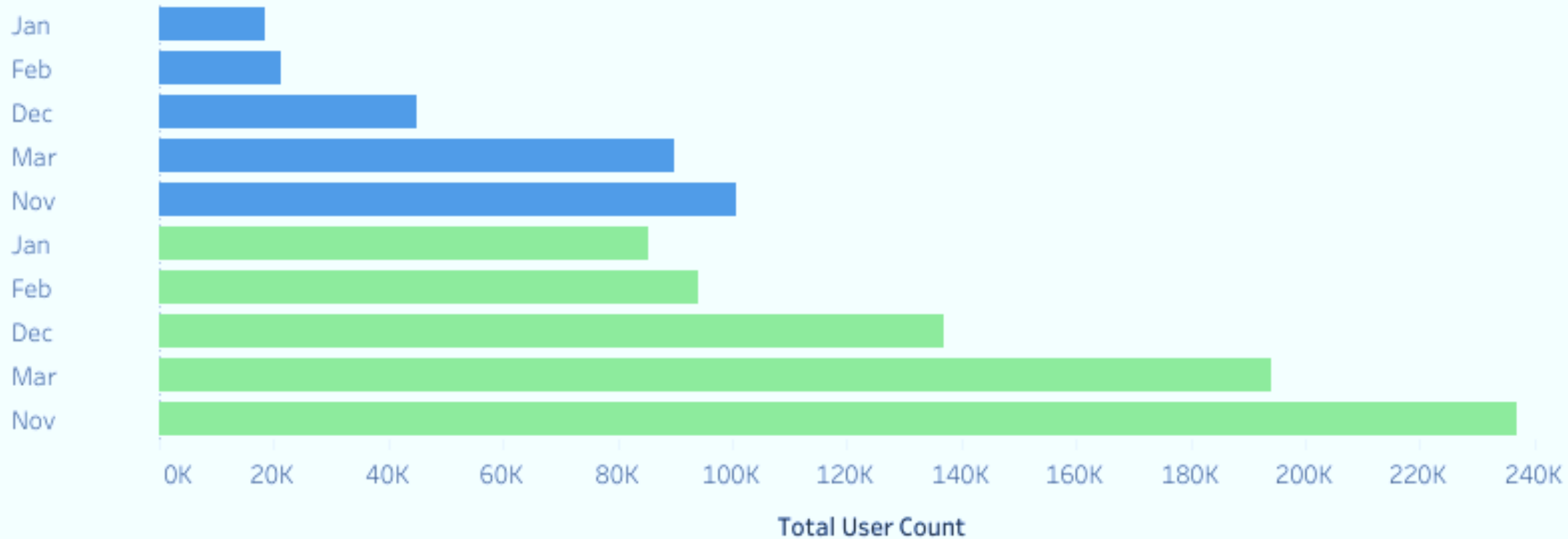
Note:

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



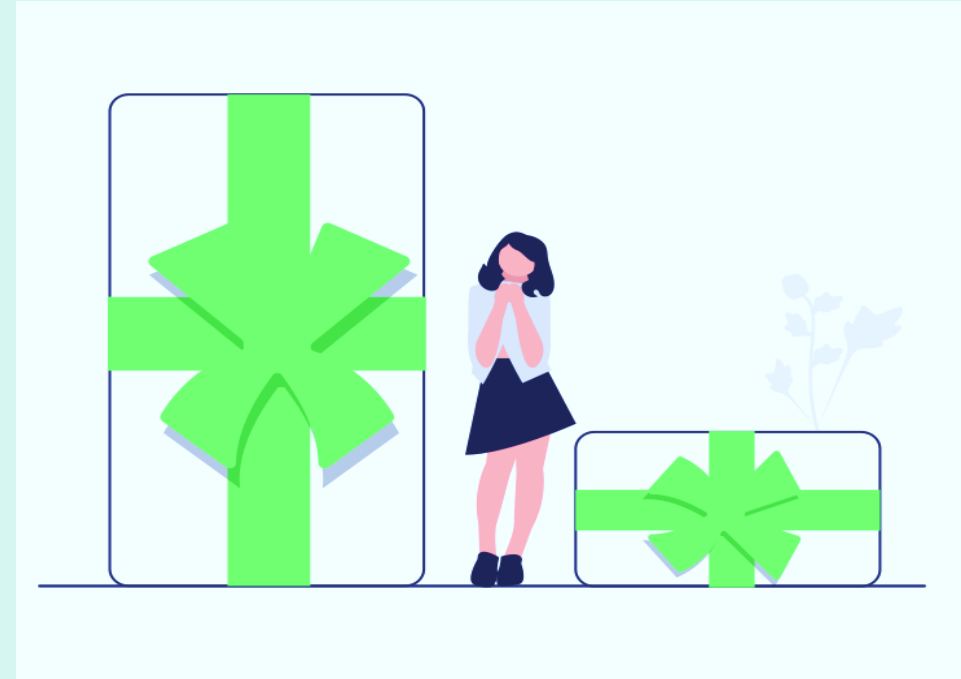
Strategy 2

- **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) for more discussion