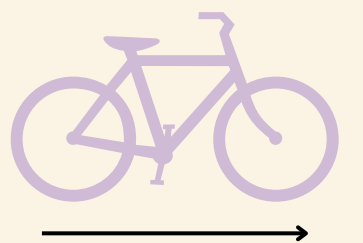




HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS?

last updates: 16/1/2022

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Agenda

- 1 Purpose Statement
- 2 the proposed solution
- 3 What The Data Told Us?
- 4 Conclusion and Recommendations



Purpose Statement



Cyclistic Company needs a plan to increase the company's chances of success. Currently, around 30% of Cyclistic's customers are casual riders, increasing the number of annual memberships will help the marketing team to design a customized promotional campaign to convert casual riders into annual memberships riders, thus increasing the company's success rate and stability.



WHAT?

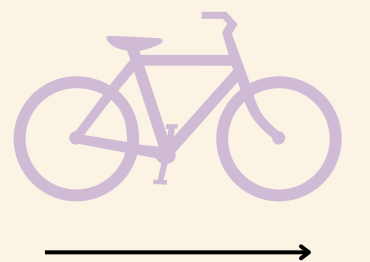
Cyclistic Company
wants to increase
its success rate

SOLUTION

convert casual riders into
annual memberships
riders

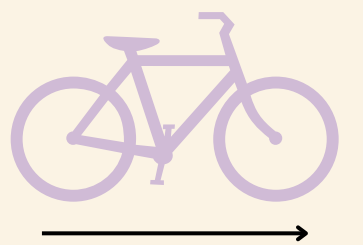
HOW?

by analyzing historical data to understand
how casual riders and annual members
use Cyclistic bikes differently. From these
insights, the marketing team will be able to
design a new marketing strategy to
convert casual riders into annual members





WHAT THE DATA TOLD US?

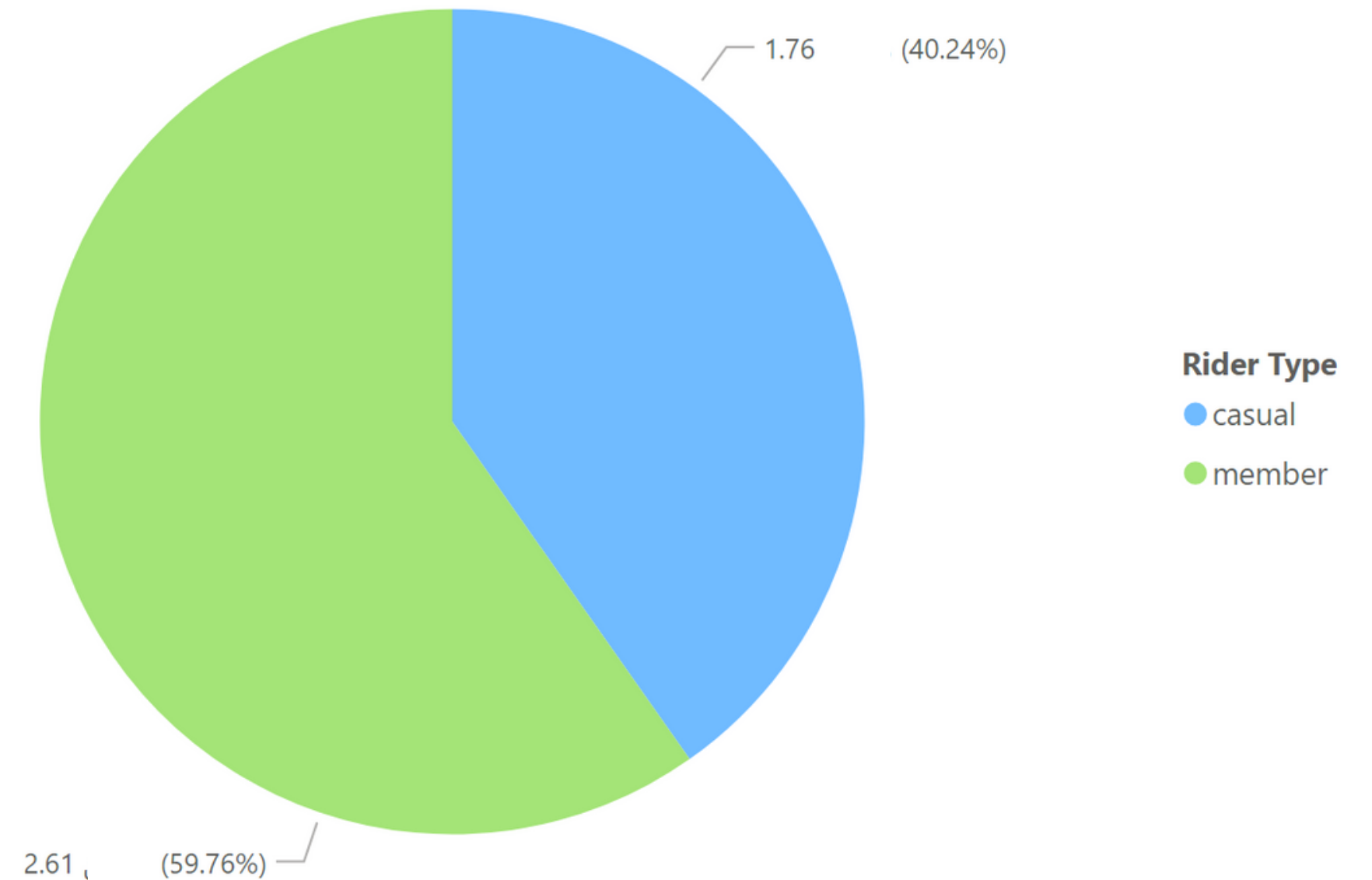


How is the current state of the company?

Percentage of casual riders and annual riders to the total number of riders

Key Takeaways

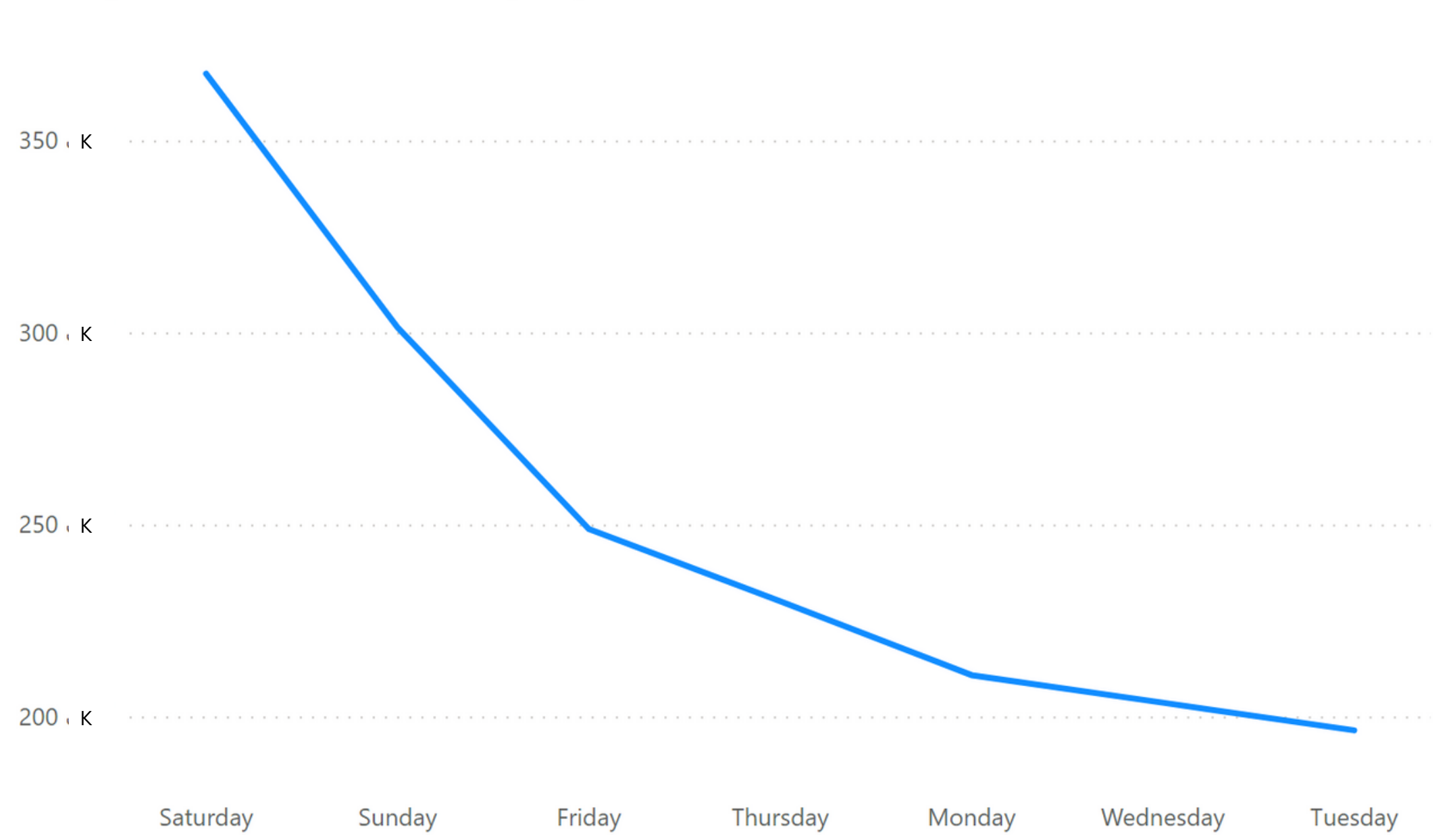
- Riders with an annual membership make up 59.76% of the total number of riders in 2022
- Casual Riders make up 40.24% of the total number of riders in 2022



Key Takeaways

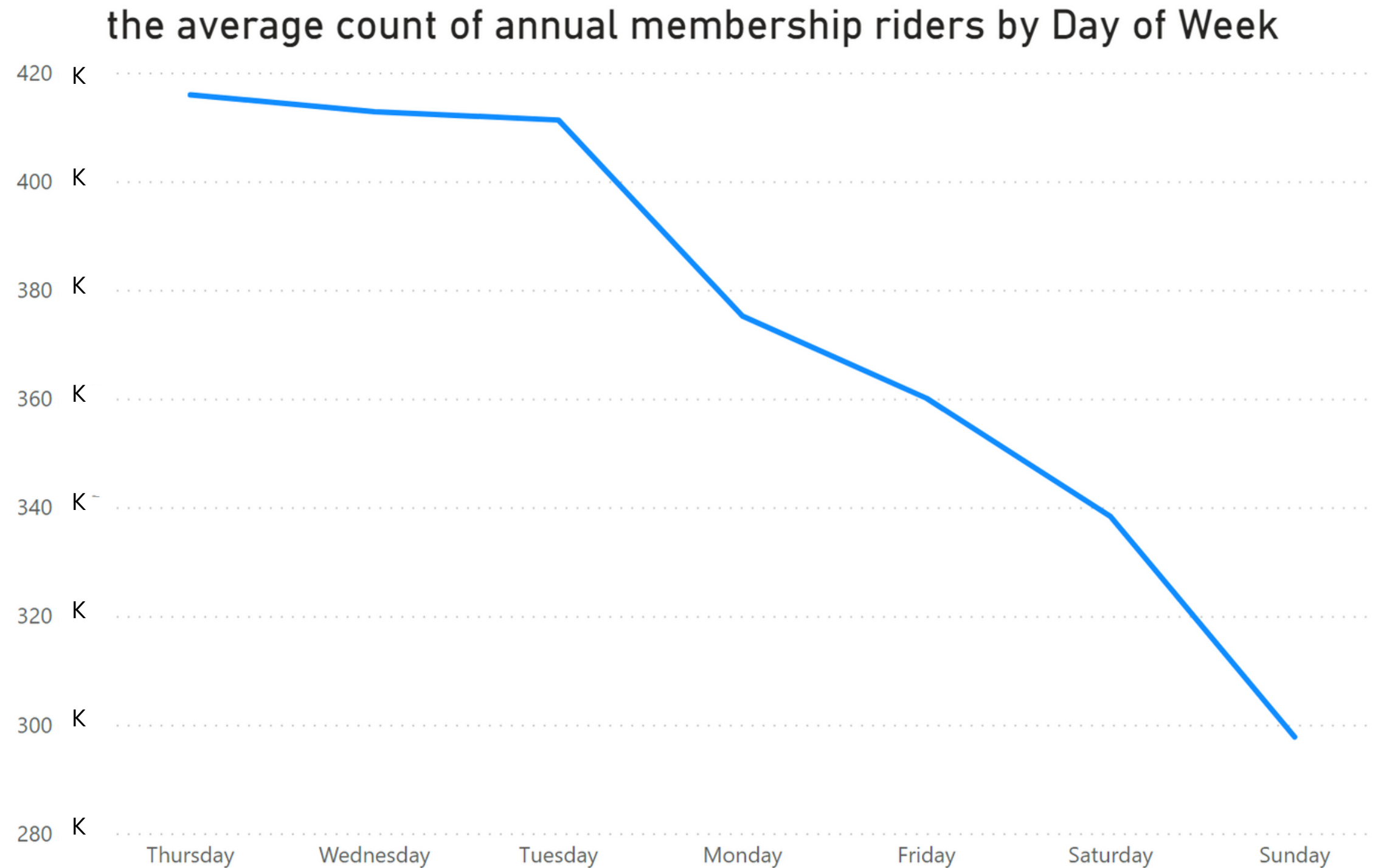
- With the beginning of the week, the number of casual riders increases
- The number of casual riders gradually decreases as the week ends

average count of Casual riders by Day_of_Week



Key Takeaways

- The average of riders who have an annual membership is large compared to the casual riders
- The number of riders who have an annual membership increases at the beginning of the week and decreases slightly at the end of the week



What are the stations where most of the regular riders are?

Key Takeaways

- The top five starting and finishing stations visited by regular riders in 2022

The five most visited starte stations by casual riders

member_casual	start_station_name
casual	DuSable Lake Shore Dr & Monroe St
casual	DuSable Lake Shore Dr & North Blvd
casual	Michigan Ave & Oak St
casual	Millennium Park
casual	Streeter Dr & Grand Ave

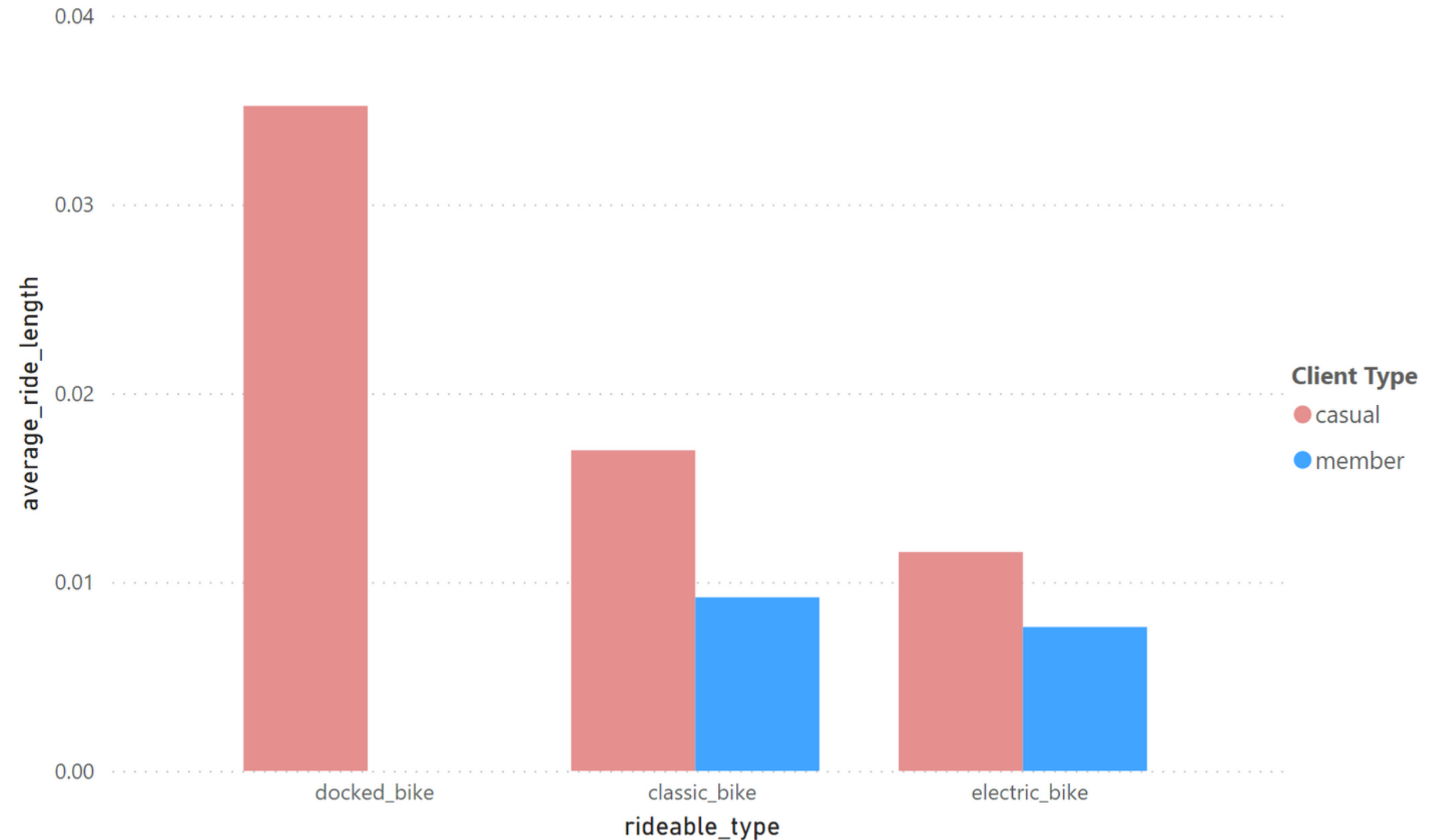
The five most visited end stations by casual riders

member_casual	end_station_name
casual	DuSable Lake Shore Dr & Monroe St
casual	DuSable Lake Shore Dr & North Blvd
casual	Michigan Ave & Oak St
casual	Millennium Park
casual	Streeter Dr & Grand Ave



Rider (customer) behavior

average ride length by rideable type and client type

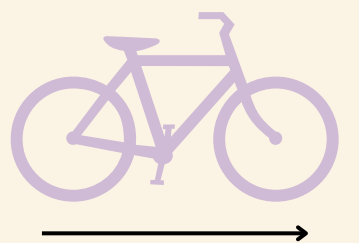


Key Takeaways

- We notice that the longer the duration of the trip, the more times the use of the Docked Bike increases
- Visual shows that riders with an annual membership do not use the Docked Bike
- Riders who have an annual membership use the bike for a shorter period of time compared to casual riders



CONCLUSION AND RECOMMENDATIONS



Key Recommendations:

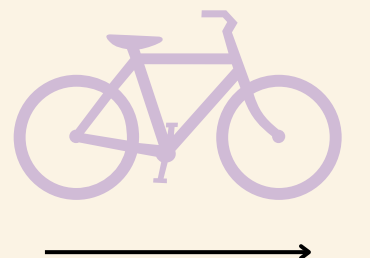
- According to the results of the data analysis, it became clear to us that the most days of the week spent by casual riders are Saturday, Sunday and Friday. It is possible to take advantage of this result by focusing on these particular days during the promotional campaign



- It is suggested to add promotional ads for the annual subscription benefits in the five stations that are most popular with casual riders



- The dock bike is the most used by casual riders. we can take advantage of this result by designing additional attractive features for the bike that are available only to annual subscribers.



FURTHER EXPLORATION:

- You need to do a survey for casual riders to find out what features they want or problems they usually face. This data can help us understand the behavior of casual riders and their desires more
- How can Cyclistic use digital media to influence casual riders to become members?



THANK YOU