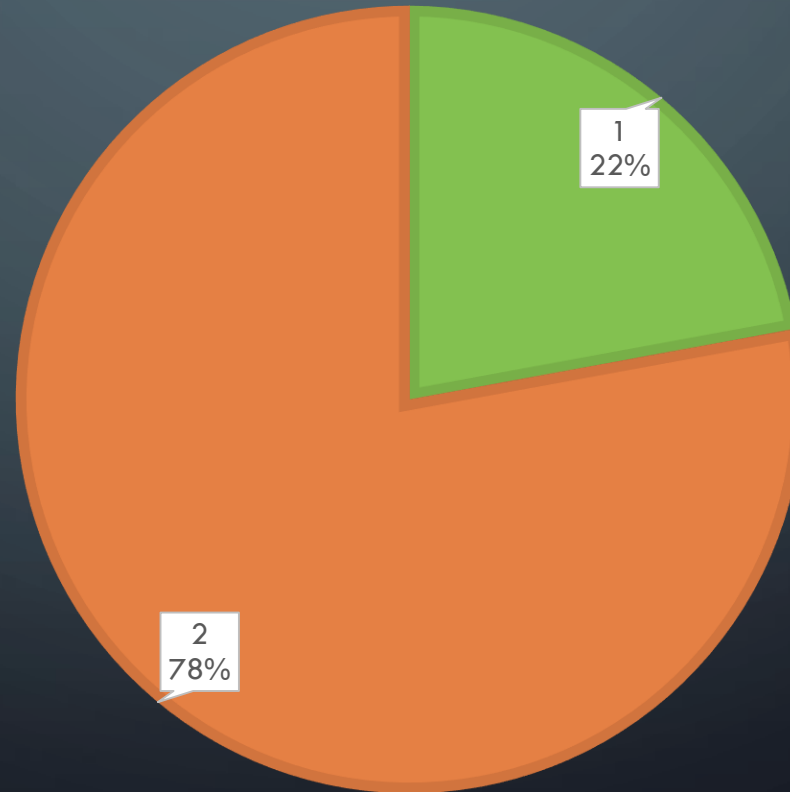



OUT OF TOTAL TRIPS 22% OF RIDES WERE DONE WITHOUT ANNUAL MEMBERSHIP

TOTAL



A decorative graphic on the left side of the slide, consisting of a network of thin, light blue lines and small circles, resembling a circuit board or a stylized tree structure.

SO THE QUESTION IS
HOW DO ANNUAL MEMBERS AND
CASUAL RIDERS USE CYCLISTIC BIKES
DIFFERENTLY?



DATA SOURCE

MOTIVATE INTERNATIONAL INC. (“MOTIVATE”) OPERATES THE CITY OF CHICAGO’S (“CITY”) DIVVY BICYCLE SHARING SERVICE.

2) NOAA CHICAGO WEATHER DATA

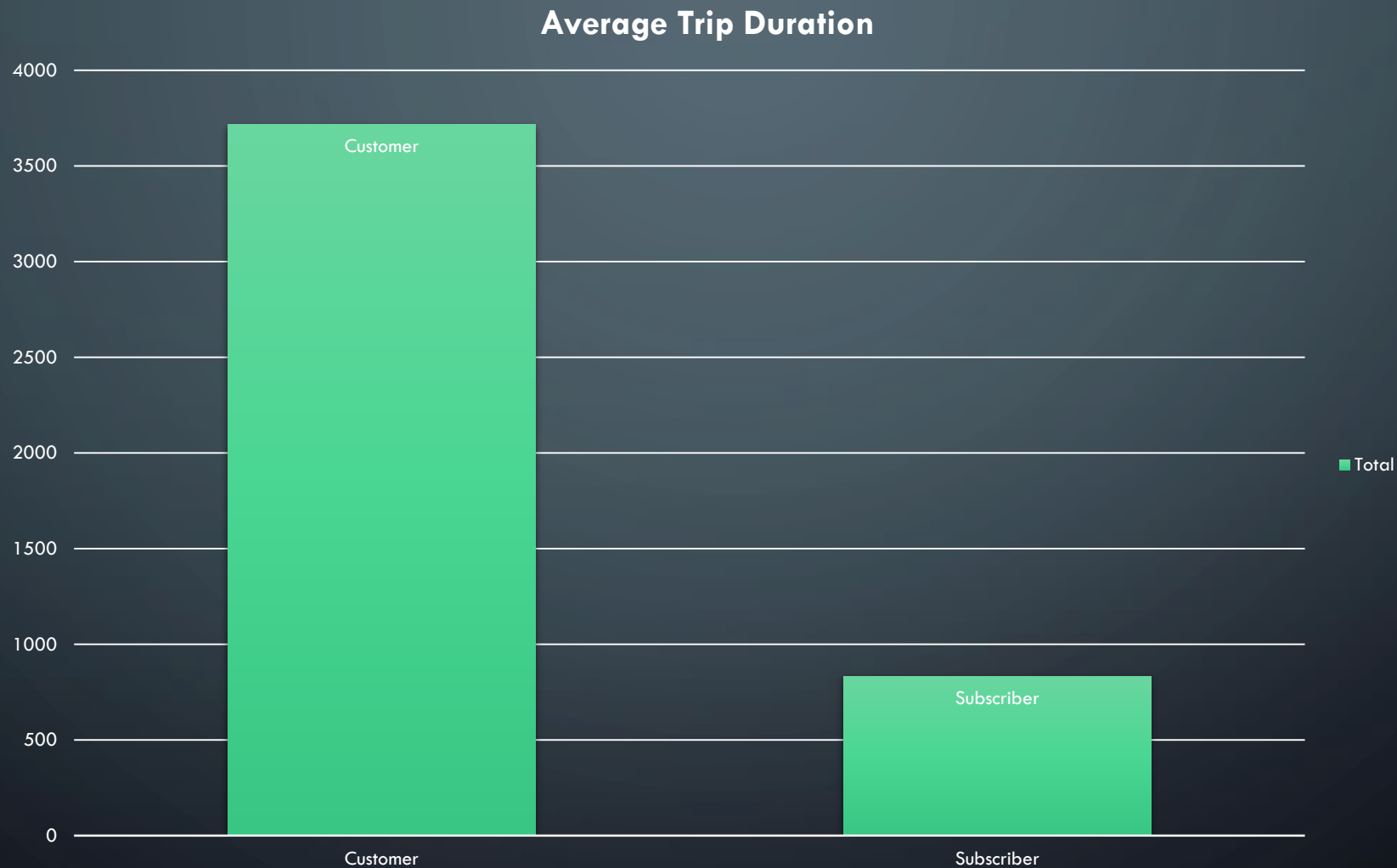
ABOUT THE DATA

- 1) The data was already clean although there were some missing values in the gender column but it not that important.
- 2) Additionally a new column was added i.e Day_of_week and day was calculated using weekday function of MS excel.

ANALYSIS SUMMARY

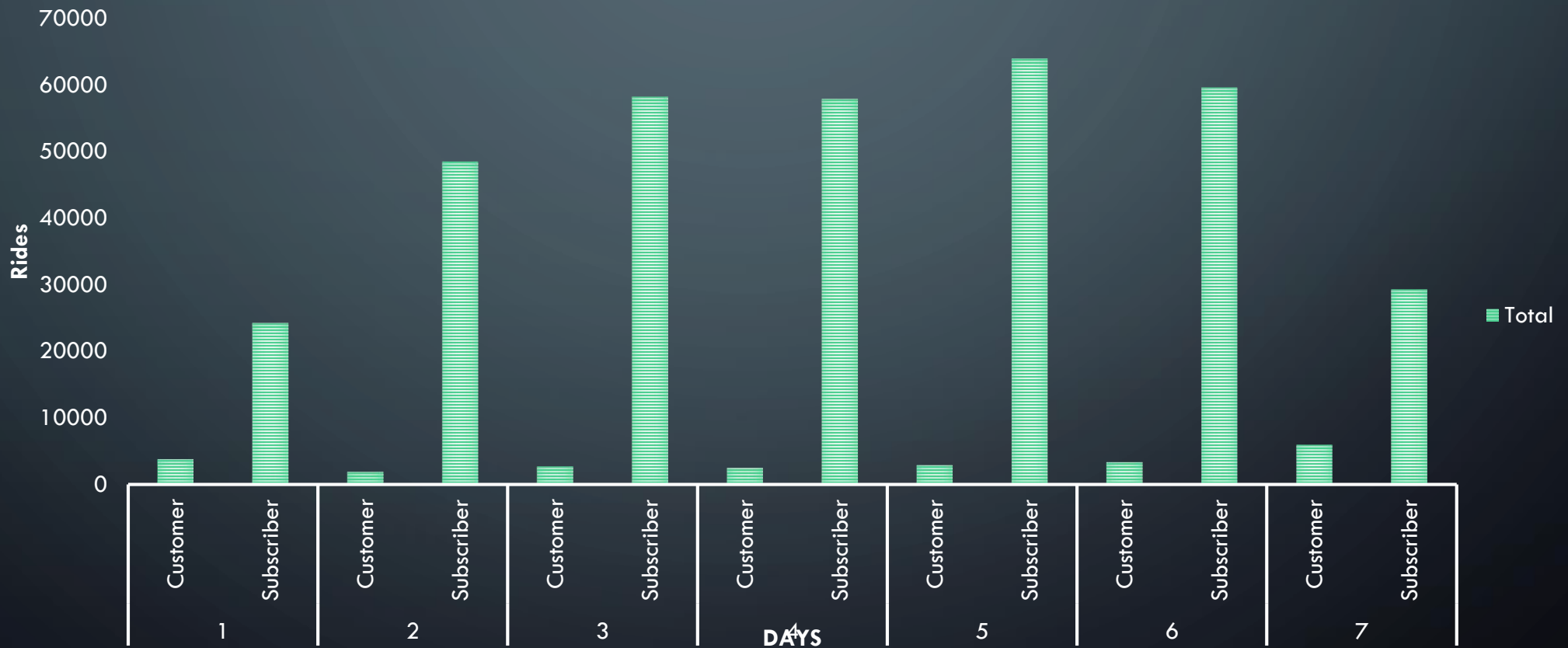
- 1) On an average casual riders use bikes for 4 times more than annual members.
- 2) The number of riders with annual membership falls on weekends while casual riders increases.
- 3) Weather also plays a major role in the number of riders.

Casual riders use bikes for 4 times more than annual members

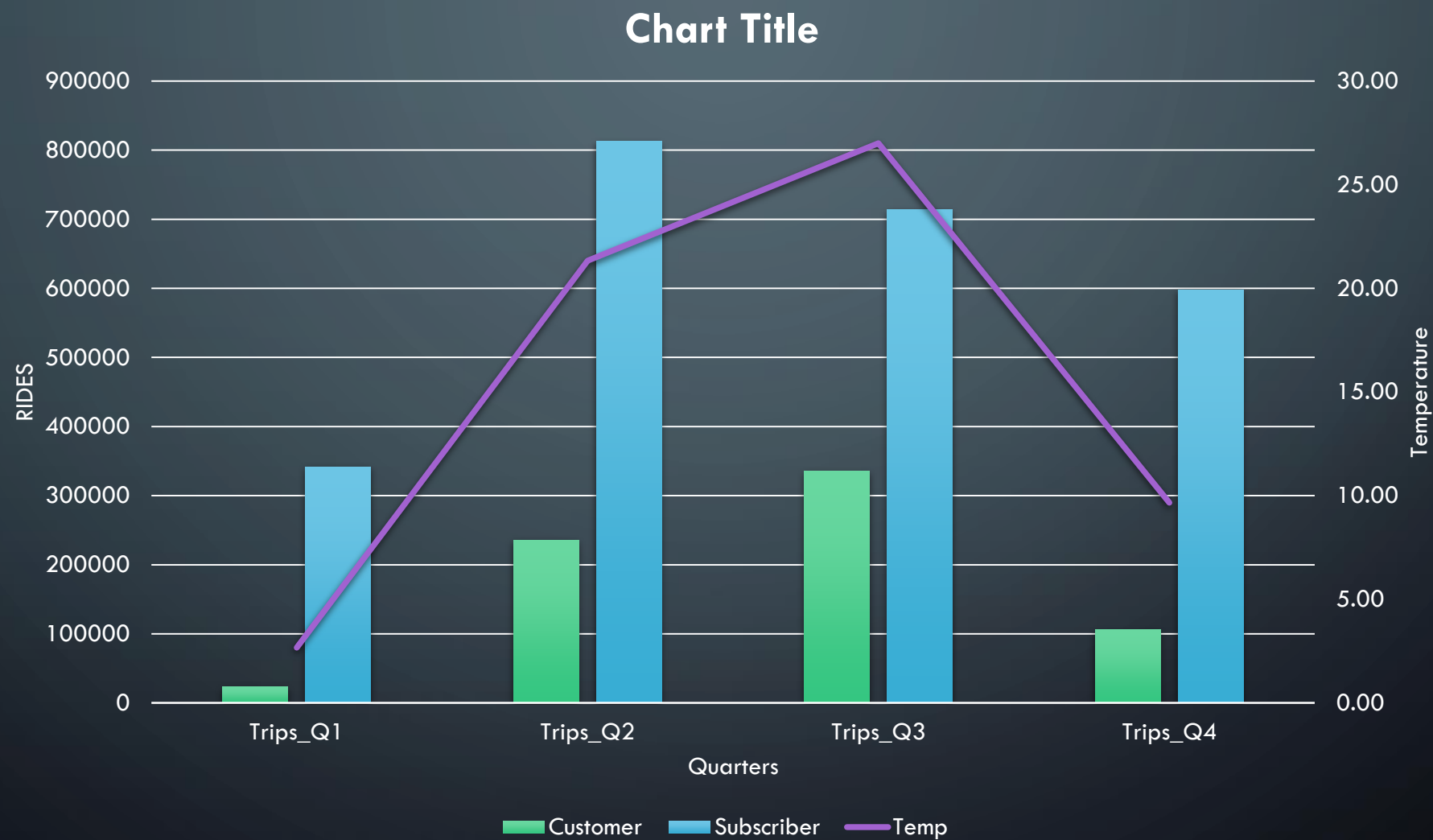


The number of riders with membership falls on weekends while it slightly increases for the Casual riders

RATIO OF CUSTOMER COMPARED TO SUBSCRIBER ON DIFFERENT DAYS



The number of casual riders increases when the Temperature increases



Our Recommendation

- 1) There should be some kind of time based penalty for customers for using cycles too much.
- 2) It is far easier to vet potential subscribers on weekends as the number of current subscribers decreases.
- 3) Target people with annual membership in Q2 and Q3 as weather is warm and ratio of customer increases