CONVERTING CASUAL CYCLISTS RIDERS TO ANNUAL MEMBERS

Divvy - Bike share system across Chicago and Evanston

September 2020 – August 2021

PROBLEM

- Need to increase Divvy's revenue by maximizing the number of annual memberships sold.

SOLUTION

- Design a new marketing strategy aimed to maximize the number of annual memberships sold by converting casual riders into annual members.

ANALYTICAL GOAL

Determinate **HOW** annual riders and casual riders use Divvy's bikes differently.

- **Annual Riders:** People who buy an annual membership.

- **Casual Riders:** People who buy a day pass or a single ride occasionally.

DATA USED FOR THE ANALYSIS

The data used for this analysis was collected directly by Divvy and pertains to rider patterns over the past twelve months, from September 2020 to August 2021 (Equivalent to 4.334.870 records after the data cleaning process).

2020	September	October	November	December	-	-	-	-	-	-	-	-
2021	-	-	-	-	January	February	March	April	May	June	July	August

Note: This data is provided according to the Divvy Data License Agreement and released on a monthly schedule. https://www.divvybikes.com/data-license-agreement. Additionally, privacy is protected by using the "ride_id" instead of the users' personal information.

TOO MANY CASUAL RIDERS

- Casual riders represent 45.4% of our total bike riders. So, a big portion of our actual customers could be persuading to buy an annual membership.
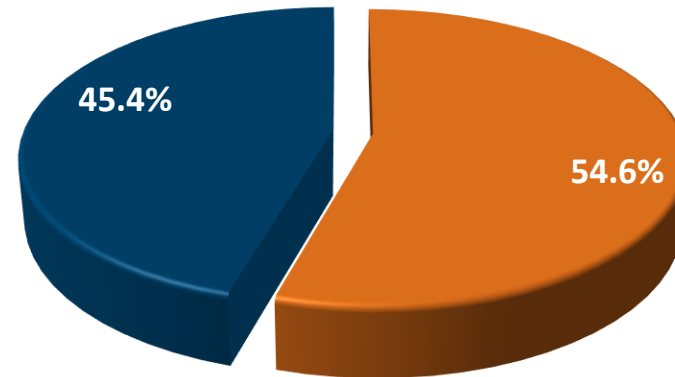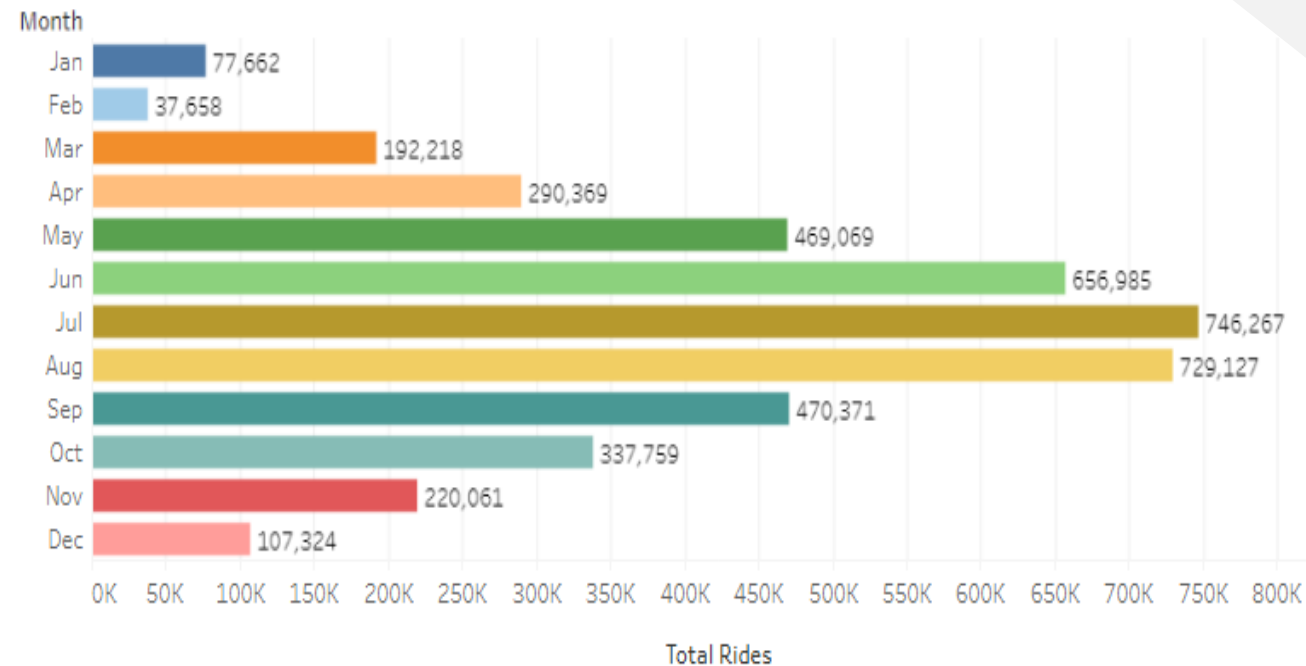

Member   Casual

Rider Category	Number Users	Percentage
Members	2.365.493	54.6%
Casual	1.969.377	45.4%
Total	**4.334.870**	**100%**

SUMMER IS MONEY

- The number of bikes hired is higher during summer months and the opposite in winter months.

Month	Number Bikes Hired	Percentage
January	77.662	1.79%
February	37.658	0.87%
March	192.218	4.43%
April	290.369	6.70%
May	469.069	10.82%
June	656.985	15.16%
July	746.267	17.22%
August	729.127	16.82%
September	470.371	10.85%
October	337.759	7.79%
November	220.061	5.08%
December	107.324	2.48%
Total	**4.334.870**	**100.00%**

Total Rides By Month

Month

| Month	Total Rides
Jan	77,662
Feb	37,658
Mar	192,218
Apr	290,369
May	469,069
Jun	656,985
Jul	746,267
Aug	729,127
Sep	470,371
Oct	337,759
Nov	220,061
Dec	107,324

Total Rides

BIG DIFFERENCES BY MONTHS

- Generally, riders hire less bikes in Winter, and more in Summer, but there is a big difference between member and casual bikers in those seasons.

- June, July, and August are months where casual riders take more trips than member riders.

- December, January, and February are months where member riders take much more trips than casual riders.
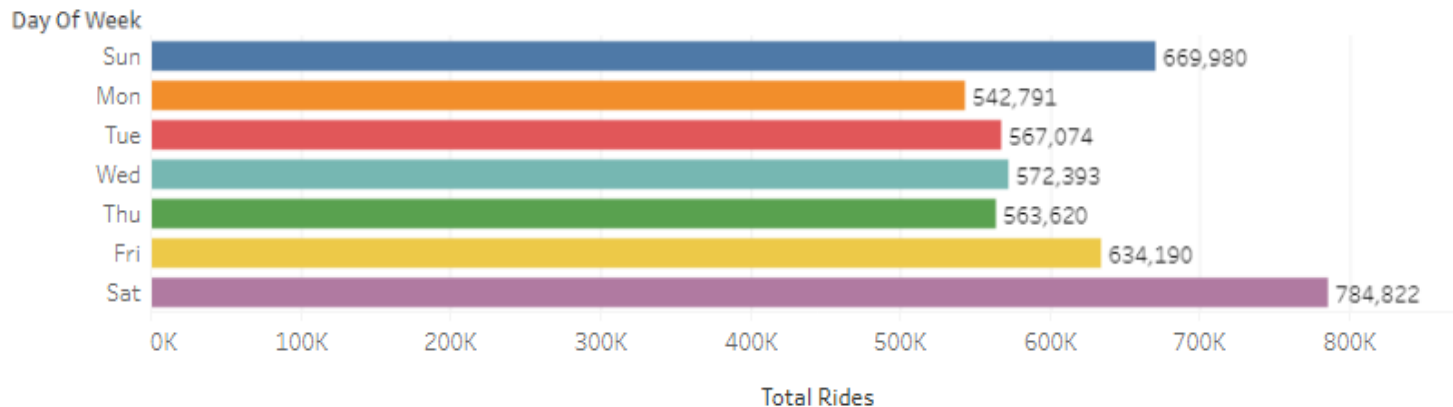
Total Rides By Month - Rider Category
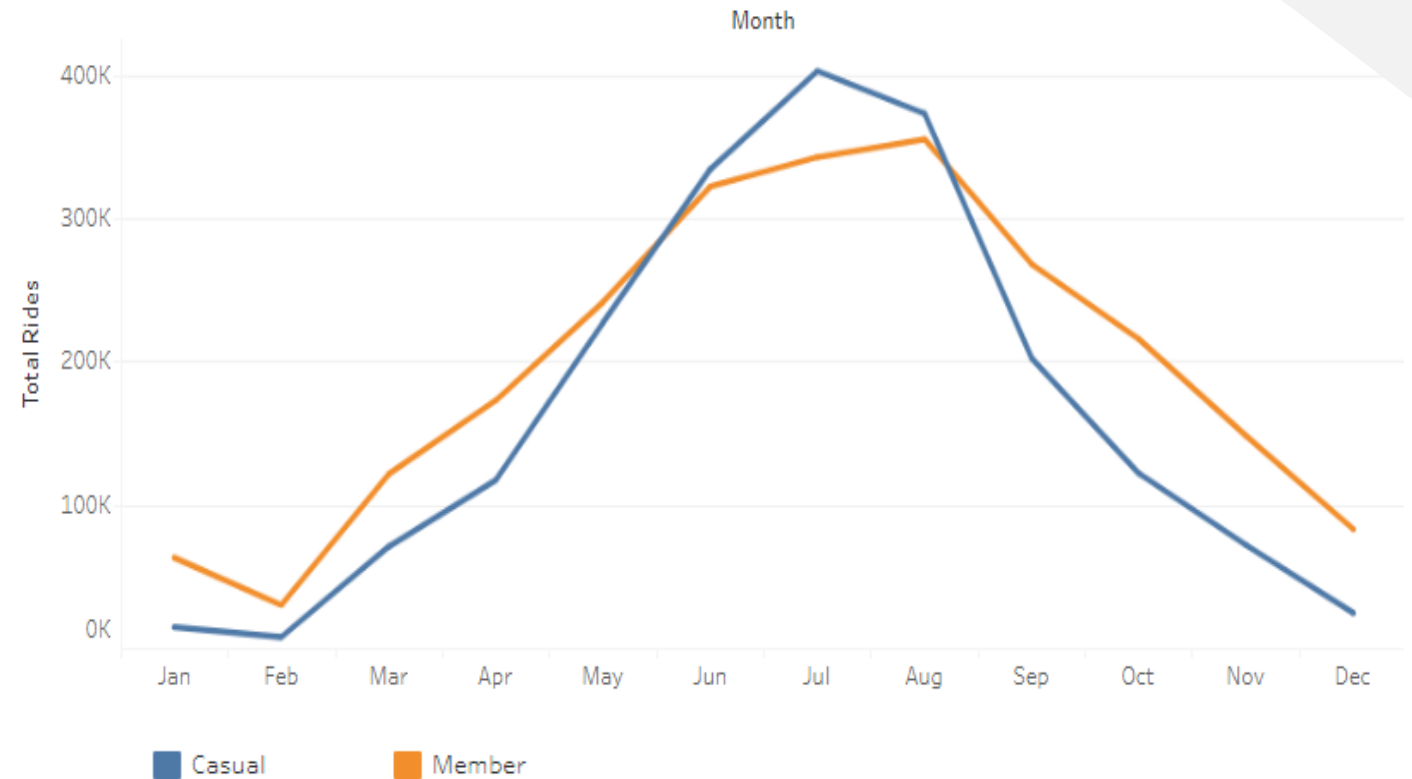
RIDERS PREFER WEEKENDS

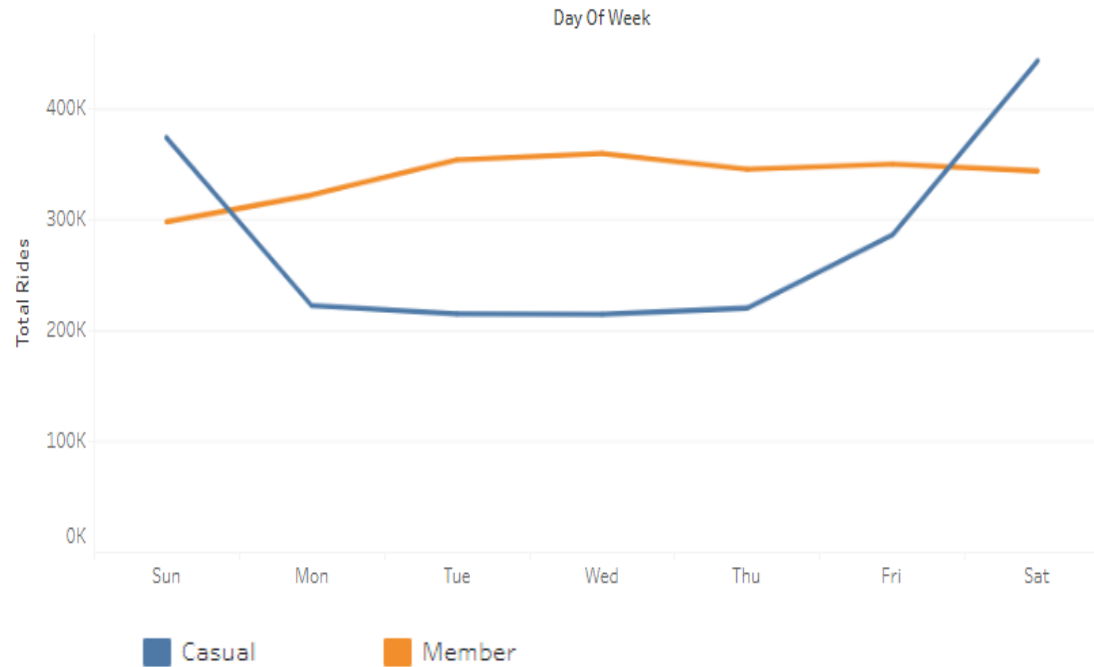- Divvy's riders tend to use the services more on Saturdays, and Sundays.

Total Rides By Day

Day of the Week	Number Bikes Hired	Percentage
Sunday	669.980	15.5%
Monday	542.791	12.5%
Tuesday	567.074	13.1%
Wednesday	572.393	13.2%
Thursday	563.620	13.0%
Friday	634.190	14.6%
Saturday	784.822	18.1%
Total	**4.334.870**	**100.0%**

# WEEKDAYS VS WEEKENDS

Total Rides By Day - Rider Category

- Casual riders tend to use the Divvy's services more during the weekends, while member riders use them more on weekdays.

- Over the year, Saturday was the busiest day of the week for casual riders, and Wednesday for member riders. While, Wednesday had the fewest rides by casuals and Sunday had the fewest rides by members.
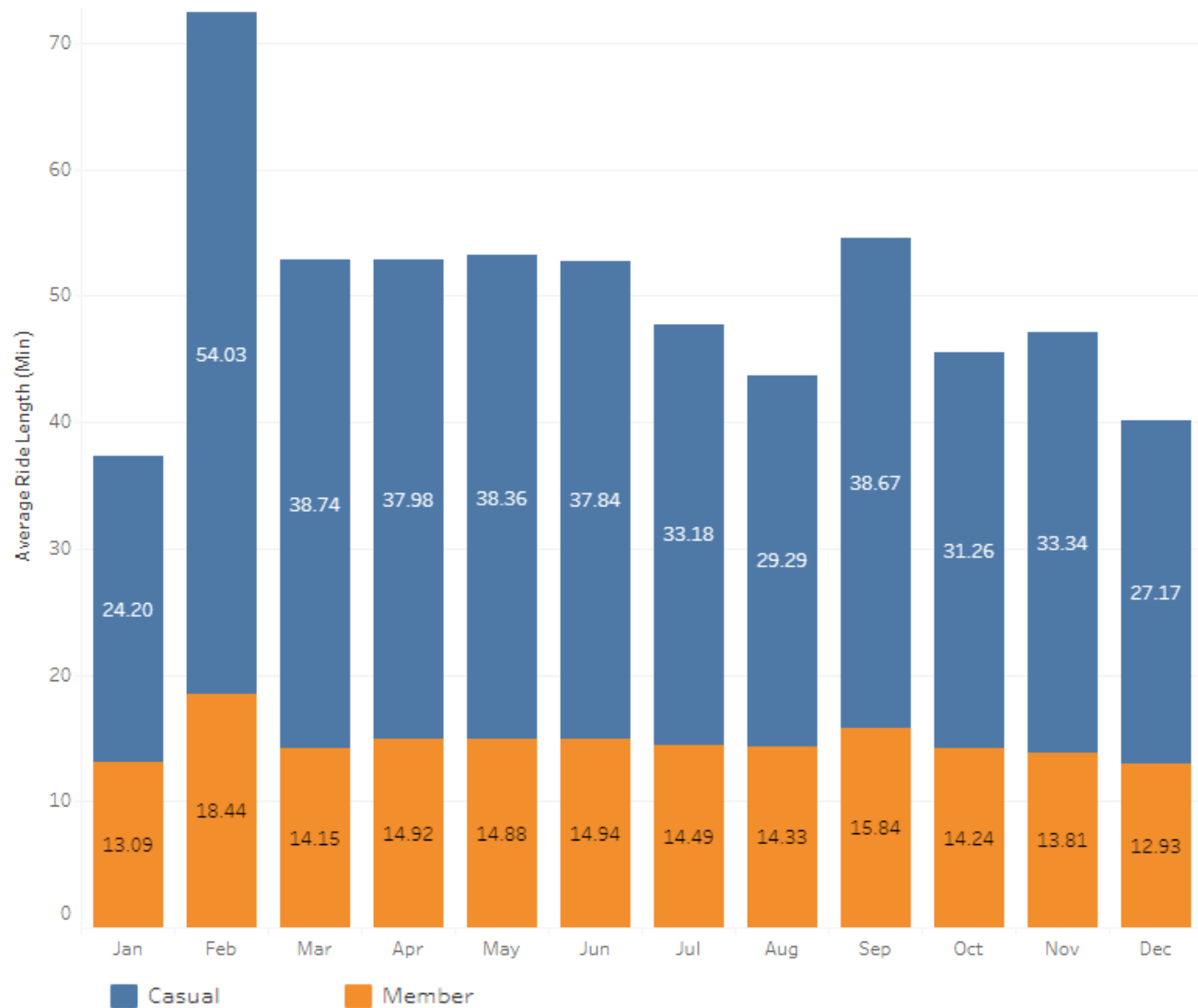
HOW LONG DO THEY RIDE?

- The trips for casual riders were 40.8% more longer on average than those for members riders.

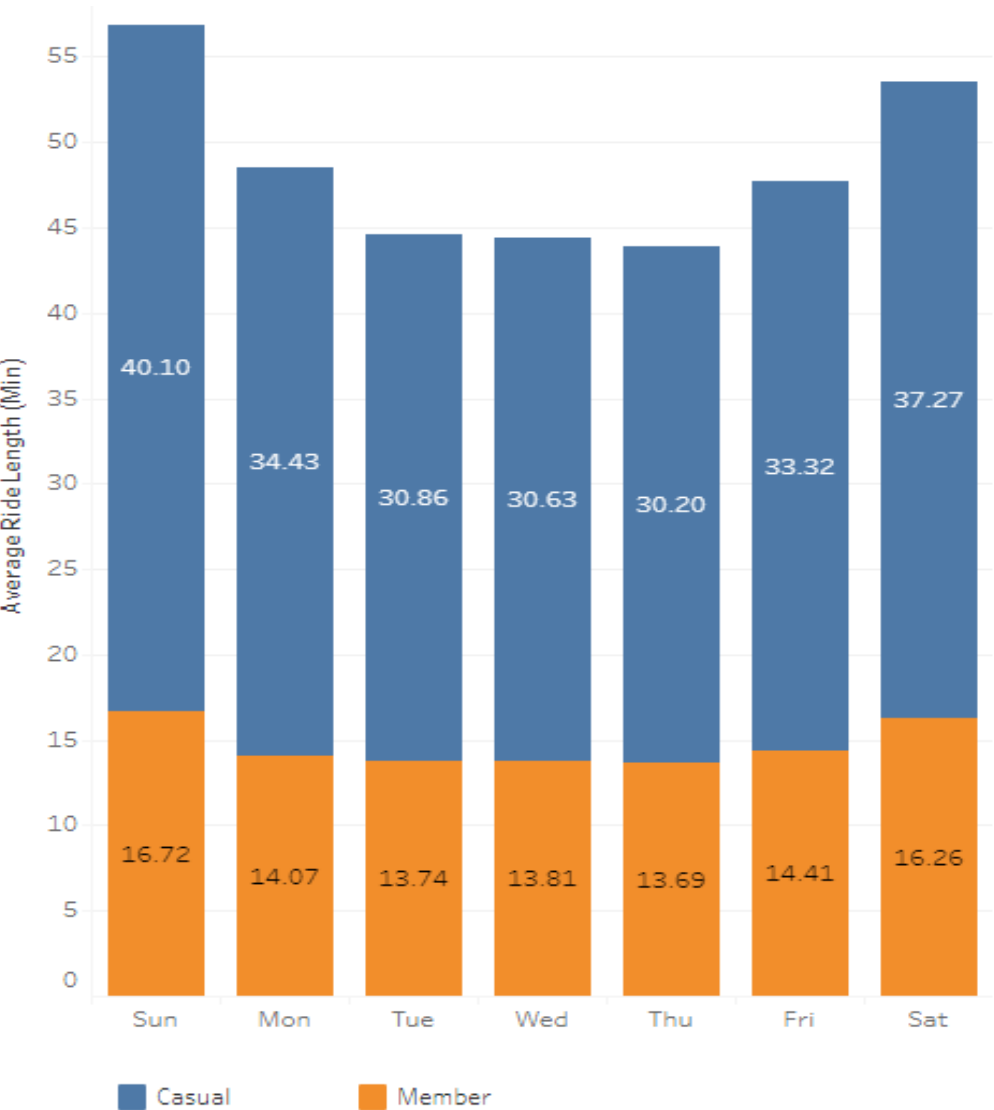| Rider Category	Average min	Percentage
Casual	34.7	70.4%
Member	14.6	29.6%

Average Ride – Rider Category

Casual   Member
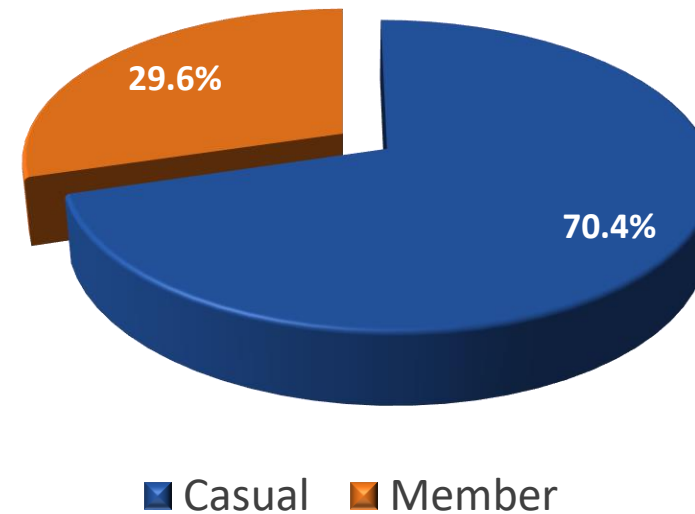
AVERAGE BY MONTH – RIDER CATEGORY

- February was the month with the longest average trip length, and December had the shortest average trip length.

AVERAGE BY DAY – RIDER CATEGORY

- Sunday was the day with the longest average trip length, and Thursday had the shortest average trip length.
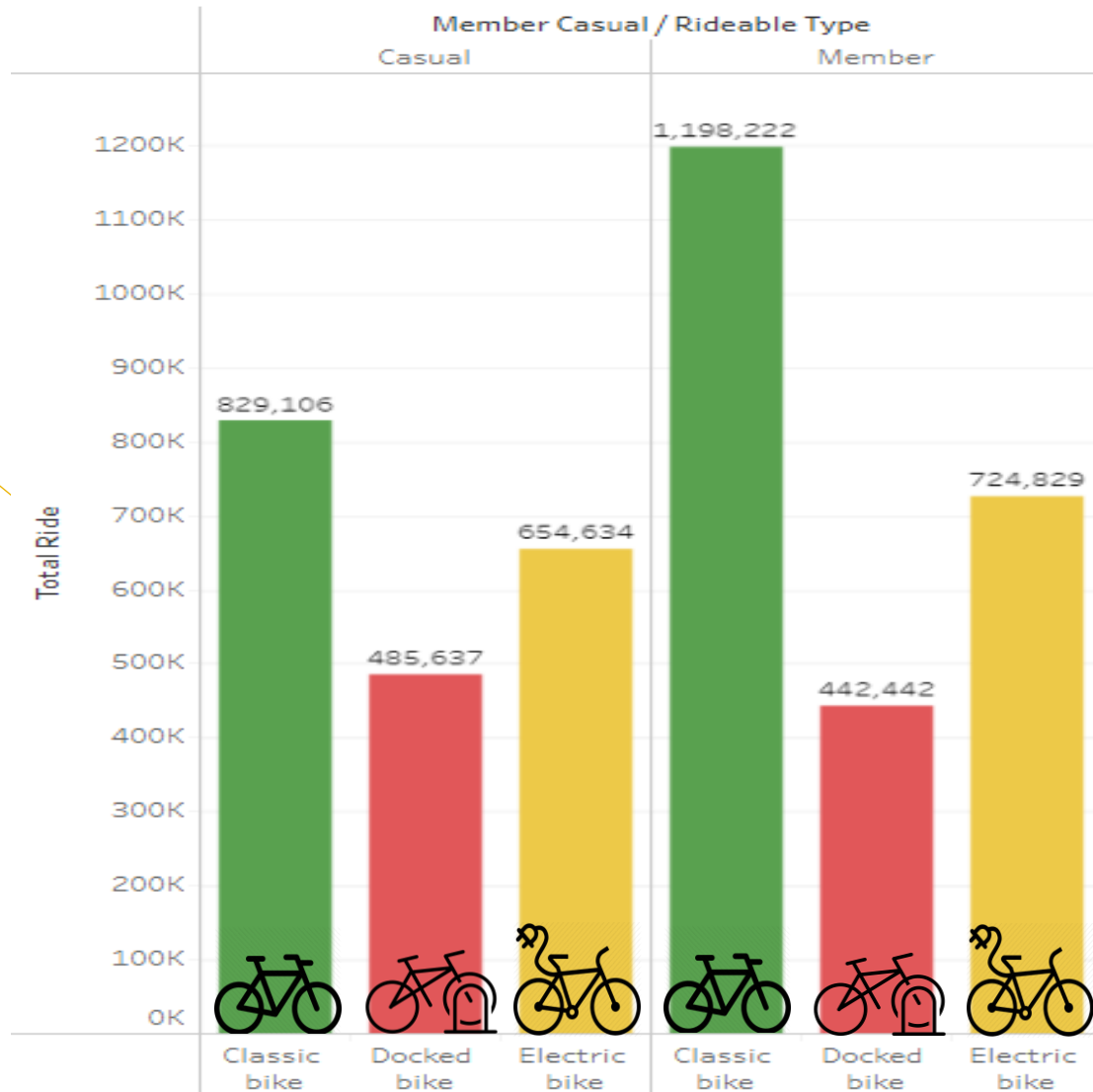
BUSIEST STATIONS

Top five busiest start station name:

1. Streeter Dr & Grand Ave
2. Michigan Ave & Oak St
3. Clark St & Elm St
4. Millennium Park
5. Wells St & Concord Ln

Top five busiest end station name:

1. Streeter Dr & Grand Ave
2. Michigan Ave & Oak St
3. Millennium Park
4. Theater on the lake
5. Wells St & Concord Ln

TYPE BIKE HIRED BY RIDER CATEGORY

Member Casual / Rideable Type

- The rideable types patterns indicated that classic bikes were the most popular all around, followed by electric bikes and docked bikes in last place. This trend was consistent across members and casual riders.

Rider Category	Classic	Docked	Electric
Casual	42.1%	24.7%	33.2%
Member	50.7%	18.7%	30.6%

RECOMMENDATIONS:

- It is a fact that casual riders ride longer than member riders, so, it is important to use this information to create a marketing campaign that evidence with data how casual riders could save money by purchasing annual memberships instead of buying day passes or single rides.

- Run marketing campaigns targeting casual riders around the stations which have the highest number of start or end rides.

- Run marketing campaigns targeting casual riders during summer months, especially on weekends.

THANK YOU