

# How Does a Bike-Share Navigate Speedy Success?

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# Objective

The objective of this project is to encourage a casual customer to subscribe the membership plan by using data analytic techniques.

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# Problem

Although, very customer uses the bike very differently. The company only provides one subscription plan.

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# Solution

The company should create a variety of new subscription plans that will satisfy all the customers' needs.

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# Introduction

Cyclistic is a bike-share company in Chicago. The company features more than 6,000 bicycles and 600 docking stations. Cyclistic sets itself apart by also offering bikes, hand tricycles, and cargo bikes, making bike-share more inclusive to people with disabilities and riders who can't use a standard two-wheeled bike.



# Customer types

## Casual customer

- Single Ride Pass customer
  - \$3.30 for single 30-minute ride.
- Day Use Pass customer
  - \$15 per day with unlimited ride in 24 hours, up to 3 hours per ride.

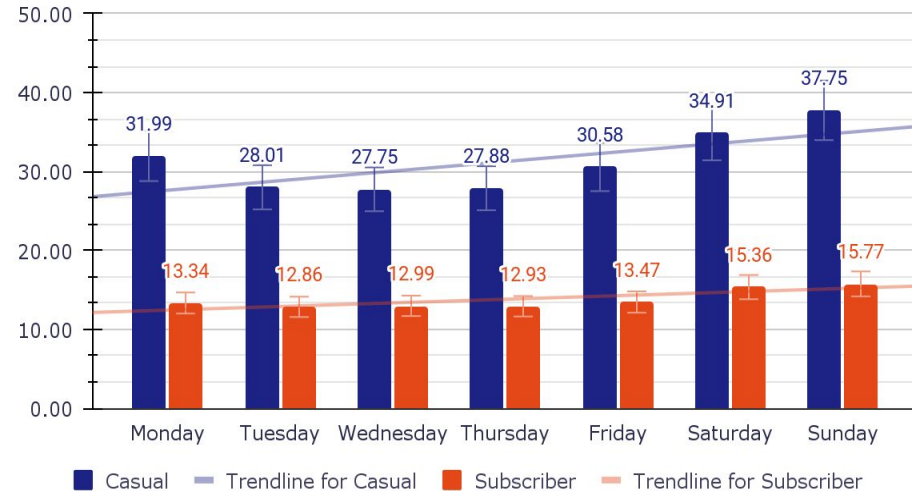
## Subscribe customer

- Annual membership
  - Total of \$108 billed upfront annually (\$9 per month) with Unlimited ride, up to 45 minutes per ride.

# Ride lengths analysis on each day of the week.

- The average use time of casual customers is 126.3% longer than subscribe customer: according to the average time of those casual customers and subscribe customers, 31.2 minutes and 13.8 minutes, respectively.
- It seems to be a slight increase of use time on both casual customers and subscribe customers near the end of the week, from Friday to Sunday.

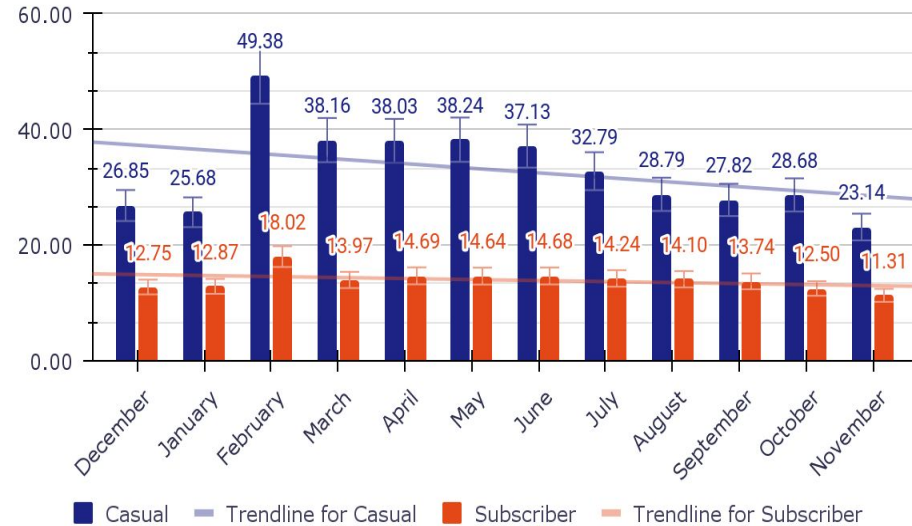
Average use time by day of the week(minute)



# Ride lengths analysis by month.

- The average use time of casual customers are 135.6% longer than subscribe customer: based on the average time of those casual customers and subscribe customers, 32.8 minutes and 13.9 minutes, respectively.
- February - June is the period of time that casual customers have a longer average ride lengths than that of the trendline which could imply that February to June is the most popular time when casual customers are interested in using Cyclistics most .
- February is the month where both casual and subscribe members hit their average use time peak.

Average use time by month (minute)





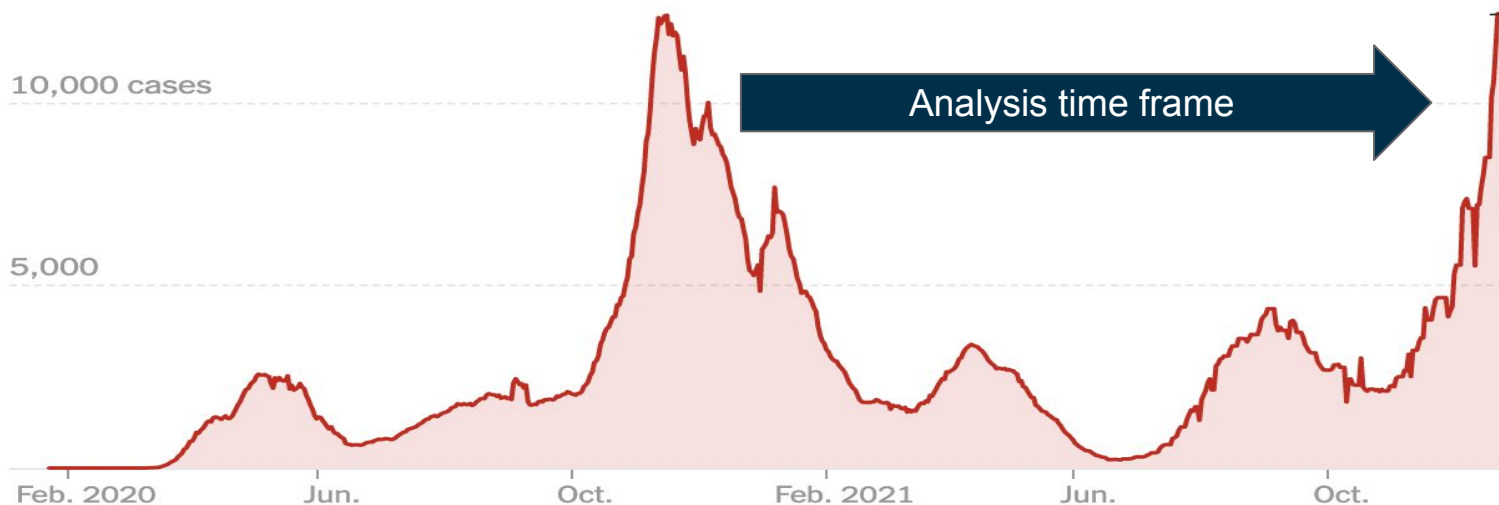
# Why February to June have the longest ride length average ?

Covid-19 case report in Chicago is in a down-trending.



# Chicago's Covid-19 case report in a downtrend

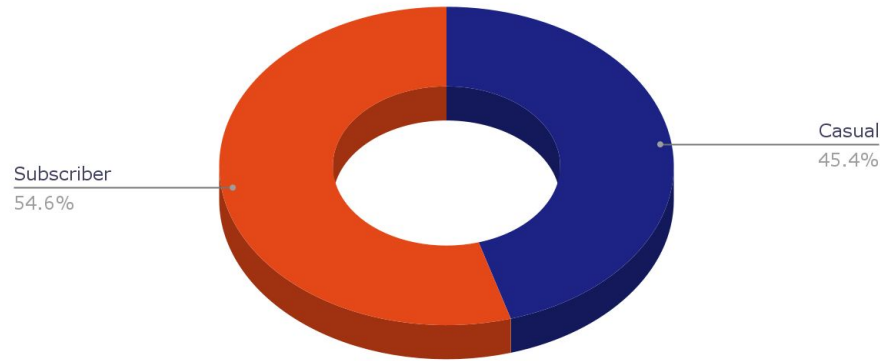
New reported cases by day



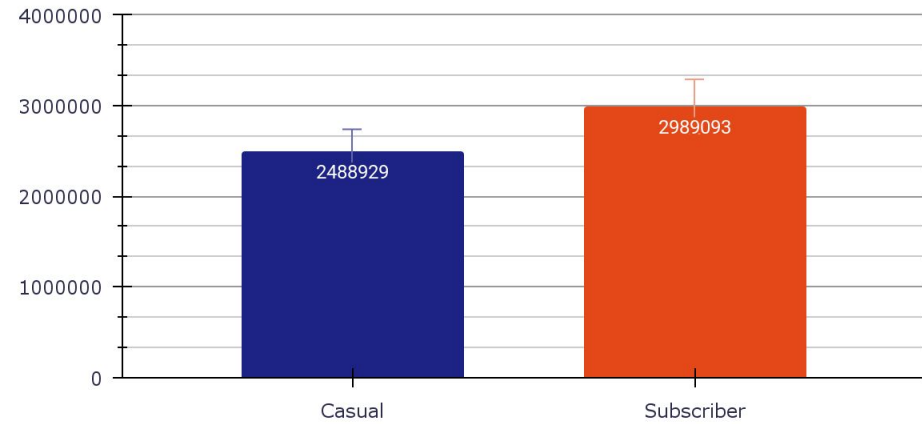
The New York Times. (2021, January 27). *Cook County, Illinois Covid case and exposure risk tracker*. The New York Times. Retrieved December 29, 2021, from <https://www.nytimes.com/interactive/2021/us/cook-illinois-covid-cases.html>

# Total ride

Yearly total ride by customer type



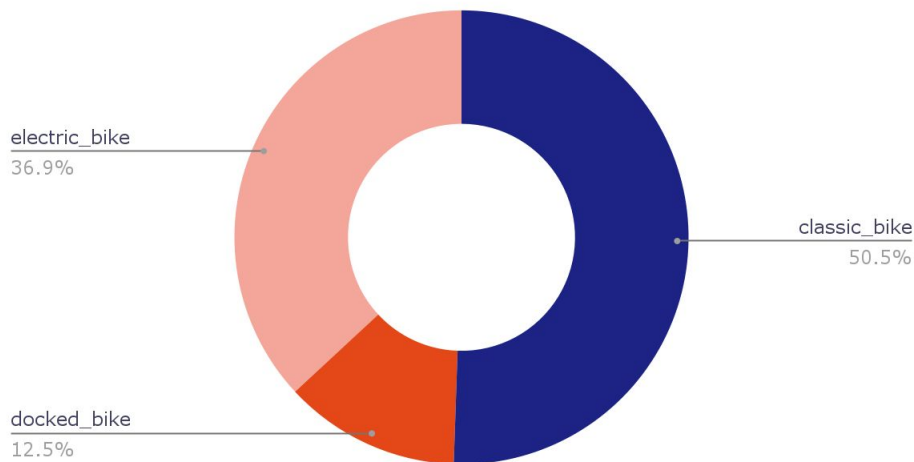
Yearly total ride count by customer type



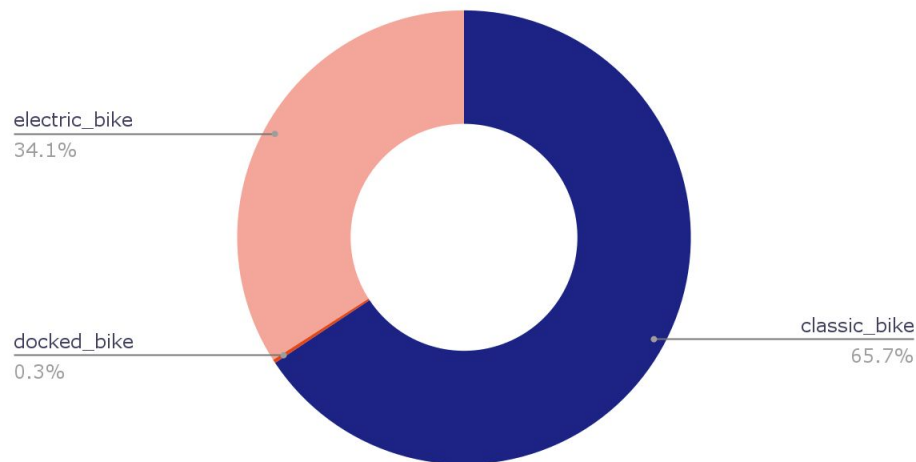
# Analysis on rideable type by customer type

Cyclistic offers electric bikes, docked bikes, and classic bikes. The total of casual customers used is 5,478,022 rides (Casual is 2,488,929 rides and subscriber is 2,989,093 rides).

## Casual customer



## Subscriber customer



# Suggestions

- The company should promote a new subscription plan. Although, the limit ride time of the current subscription plan is 45 minutes. The average ride time of the subscribing member is 13.8 minutes. Therefore, the company should provide a new membership plan with a shorter time limit.
- The company should target their advertisement on promoting docked bikes. The company has more than 600 docking stations. However, only 0.3% of subscribing customers and 12.5% of casual customers use the docked bike. Moreover, the docking station is a great example of an on-ground for the company.
- The company should create a new marketing strategy that will attract new customers.

# How to attract new customers ?

The company should provide a free-trial period for new customers. In 2019, a scooter-sharing company called Lime Prime reported that after the company offered the first month free trial for their subscription plan, the subscription rate increased substantially. In addition, The free trial can lower the cost of new-customer acquisition tremendously. At the same time, it will increase customer satisfaction.

Thank you!