

Analysis of different customer behaviour

Pika Wang

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Converting casual riders into annual members

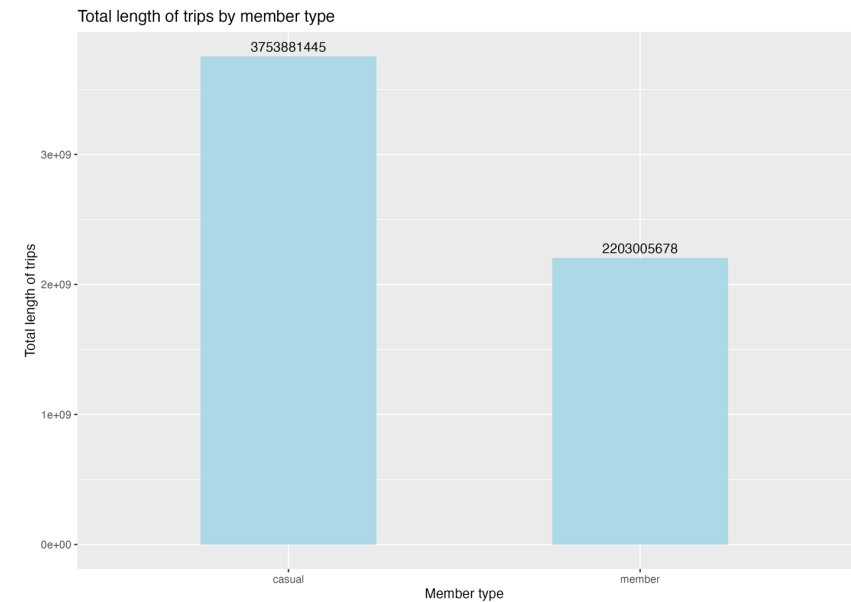
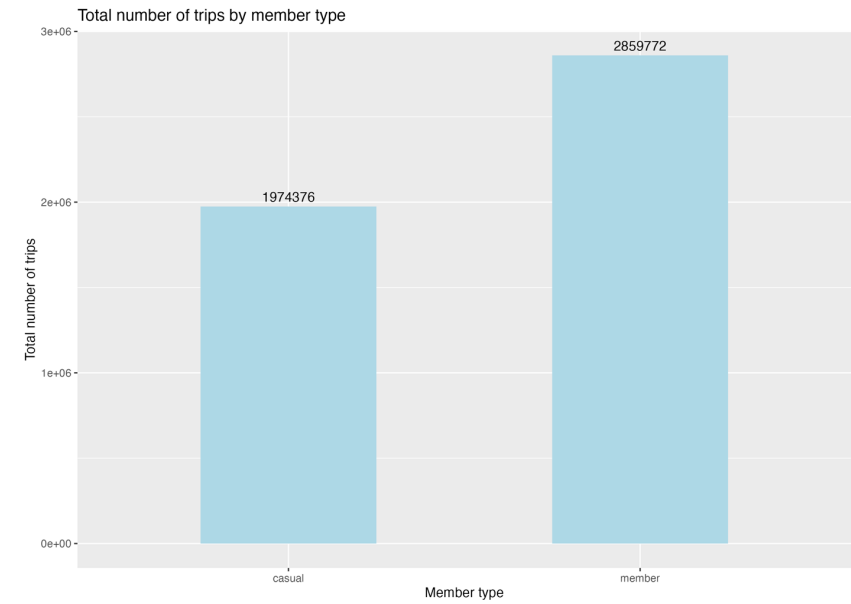
How casual users and annual members use bike differently?

What are the main purposes of different customers?

Who could be the target group ?

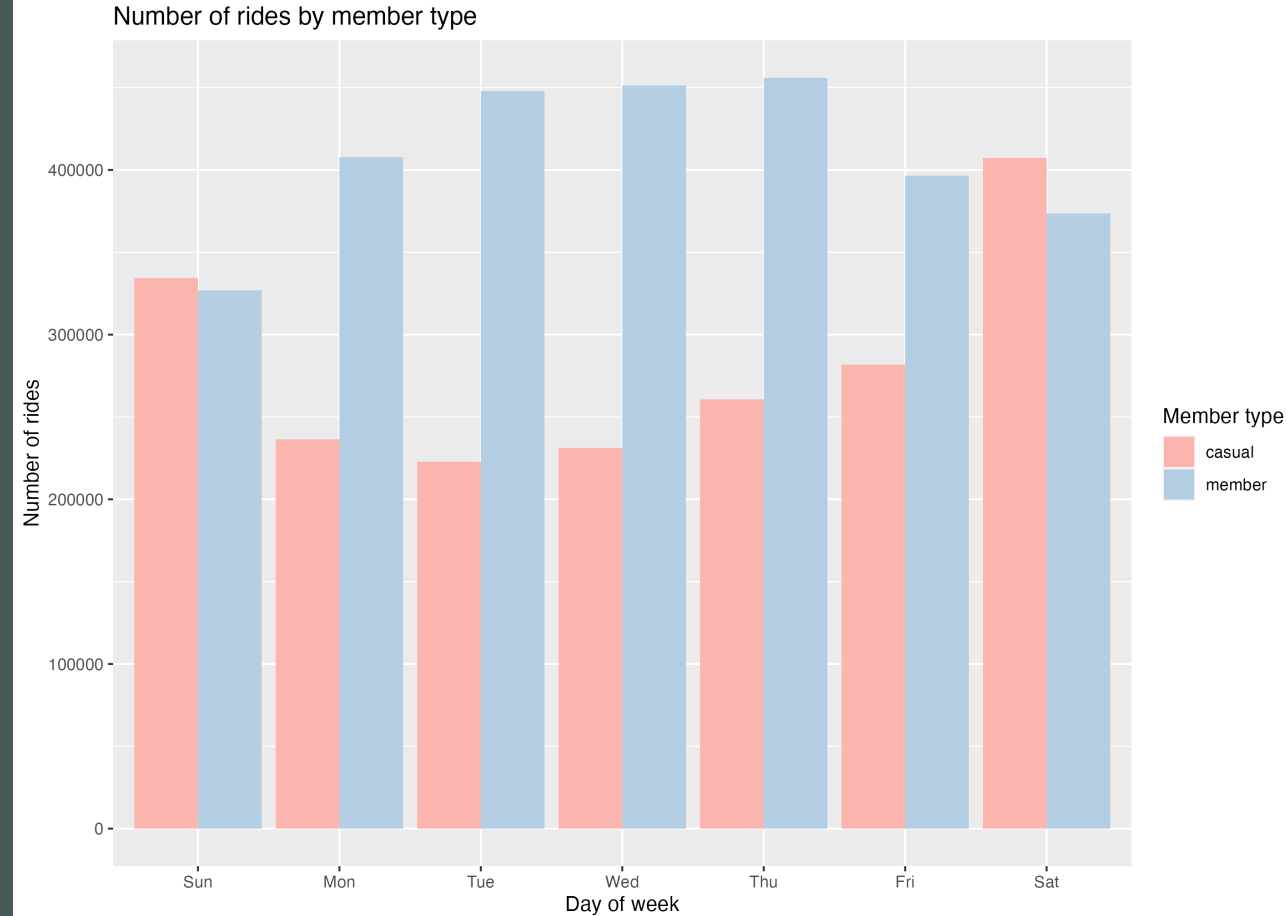
How to deliver effective strategies?

Casual members made just 41% of the total trips, but they accounted for around 67% of the total travel time.

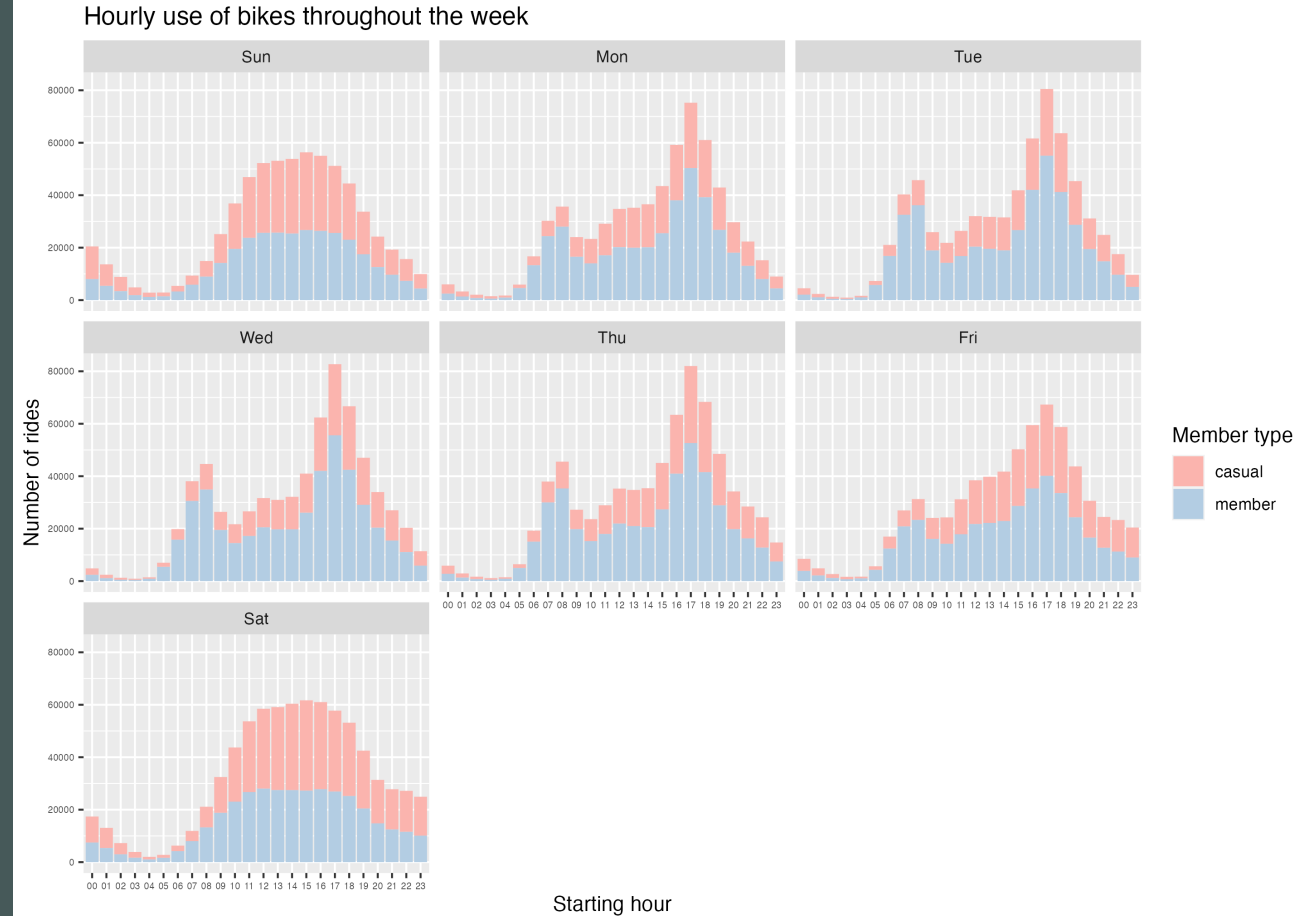


Most casual riders use bikes for leisure

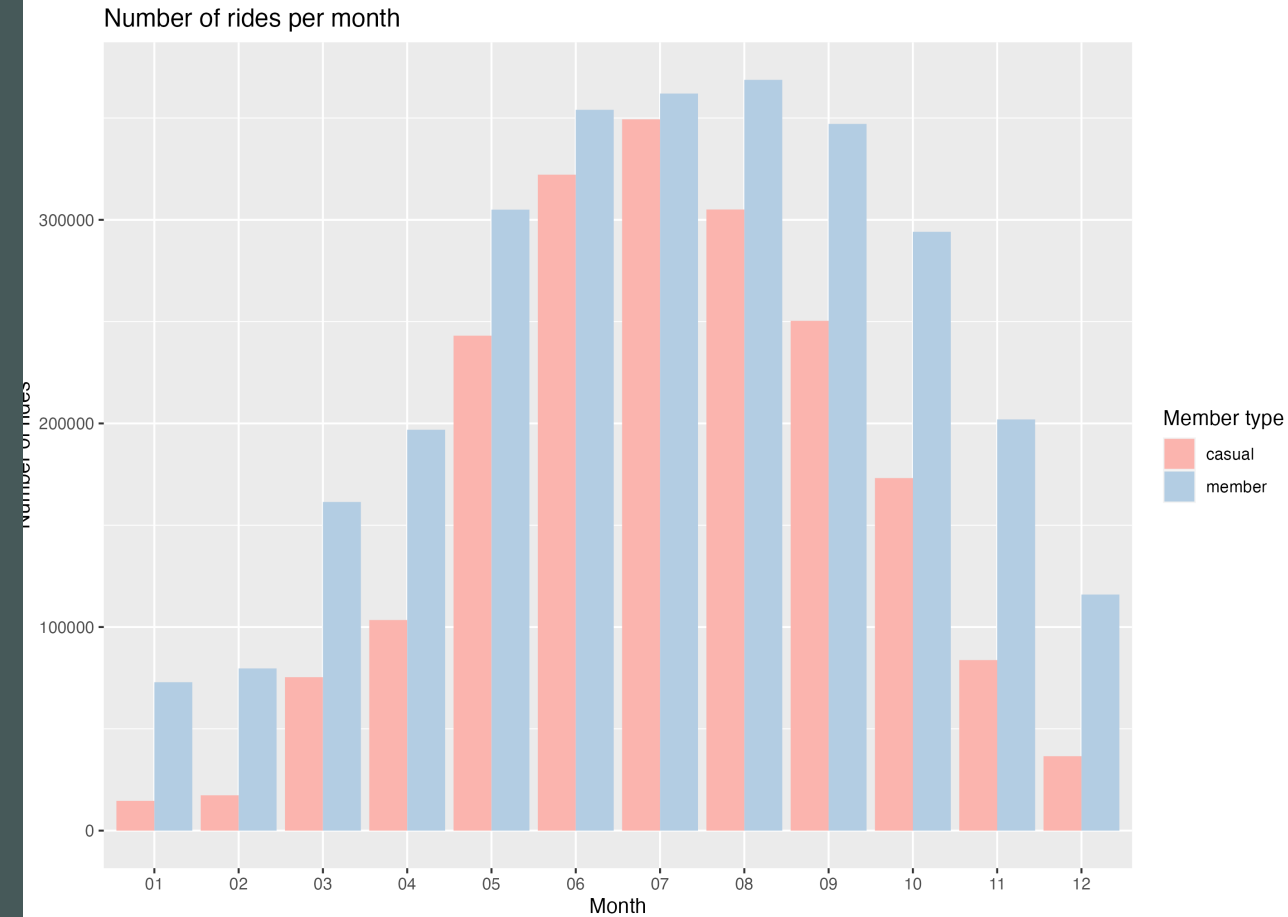
Annual members use bikes more for commute



Peak for both casual and annual members from 4pm to 6pm during weekdays



Casual riders are most active from May to September



Recommendation



Casual riders who also use bikes for commute could be our main target group



Set 3-month or 6-month memberships to offer flexibility



Slightly increase the prices of single pass or full-day pass



Provide discounts for new membership registration



The period from May to September may be the best promotional season