

# Incrementing of Annual members

Cyclistic Bike Share  
2023



# Agenda



Problem



Solution



Data  
Exploration



Additional  
Solution



Summary

# Problem

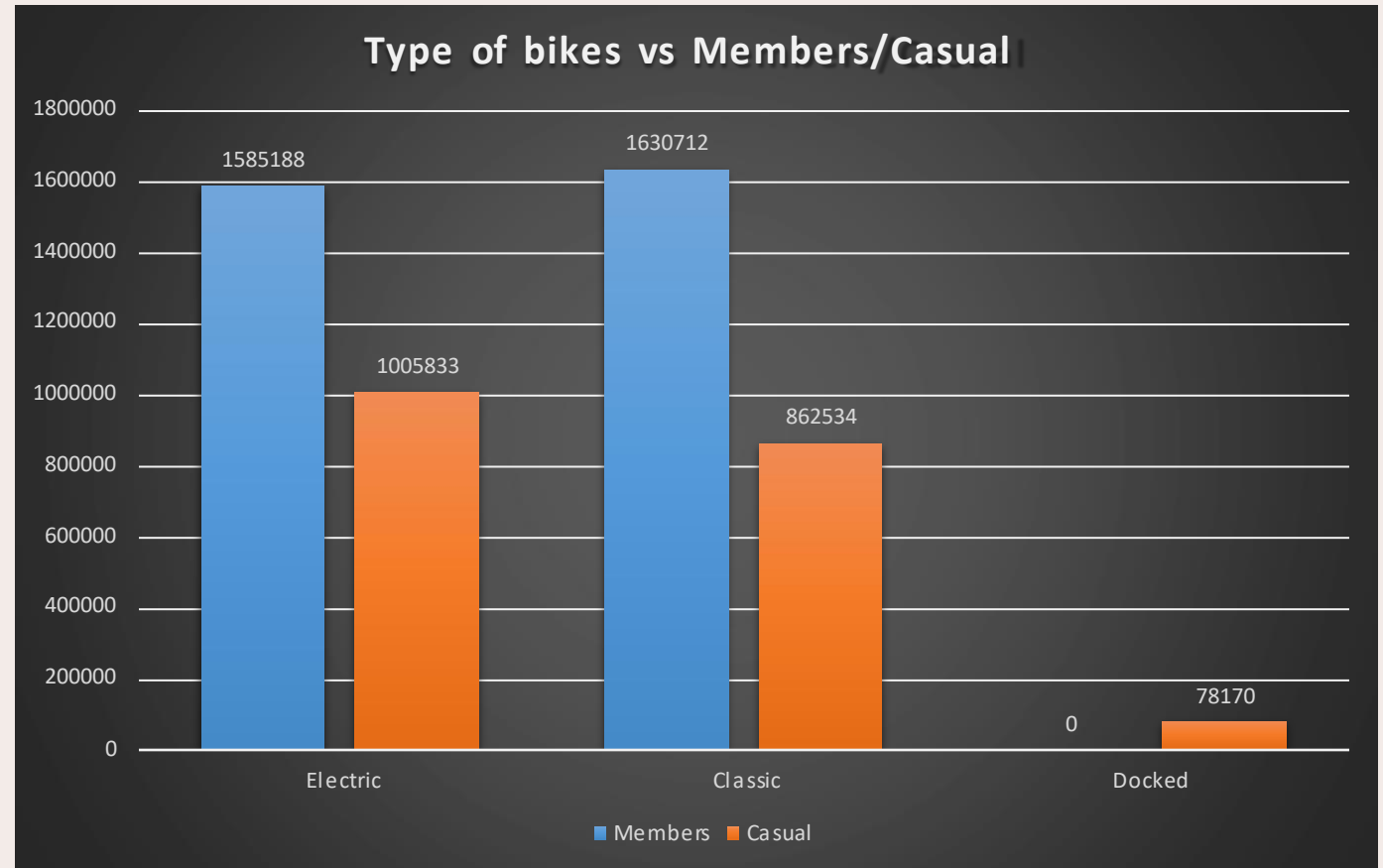
1. Disinterest of Casual members in Annual membership offers.
2. Members not using Docked Bikes.

# Solution

1. Influencing members to use docked bikes since they are stealth-safe. This might attract casual members who use docked bikes more.
2. Make a limited-time membership offer where newly joined members get their first ride free.

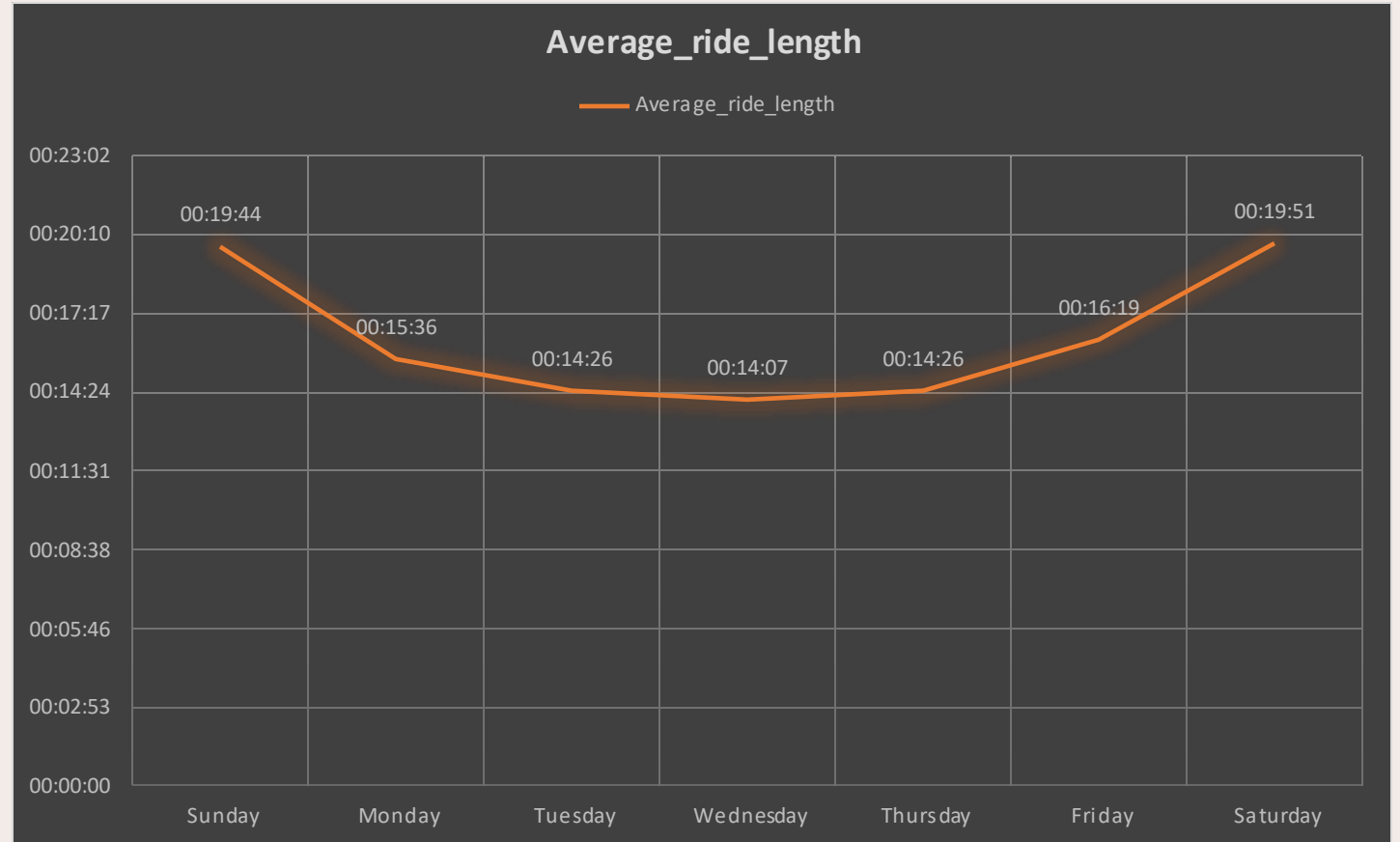
# Usage of Bikes by Members and Casuals

Here we can see members don't use docked bikes while casuals use docked bikes probably because of their safety features hence if we add some discounts on docked bike rides casual members might become interested in buying an annual membership.



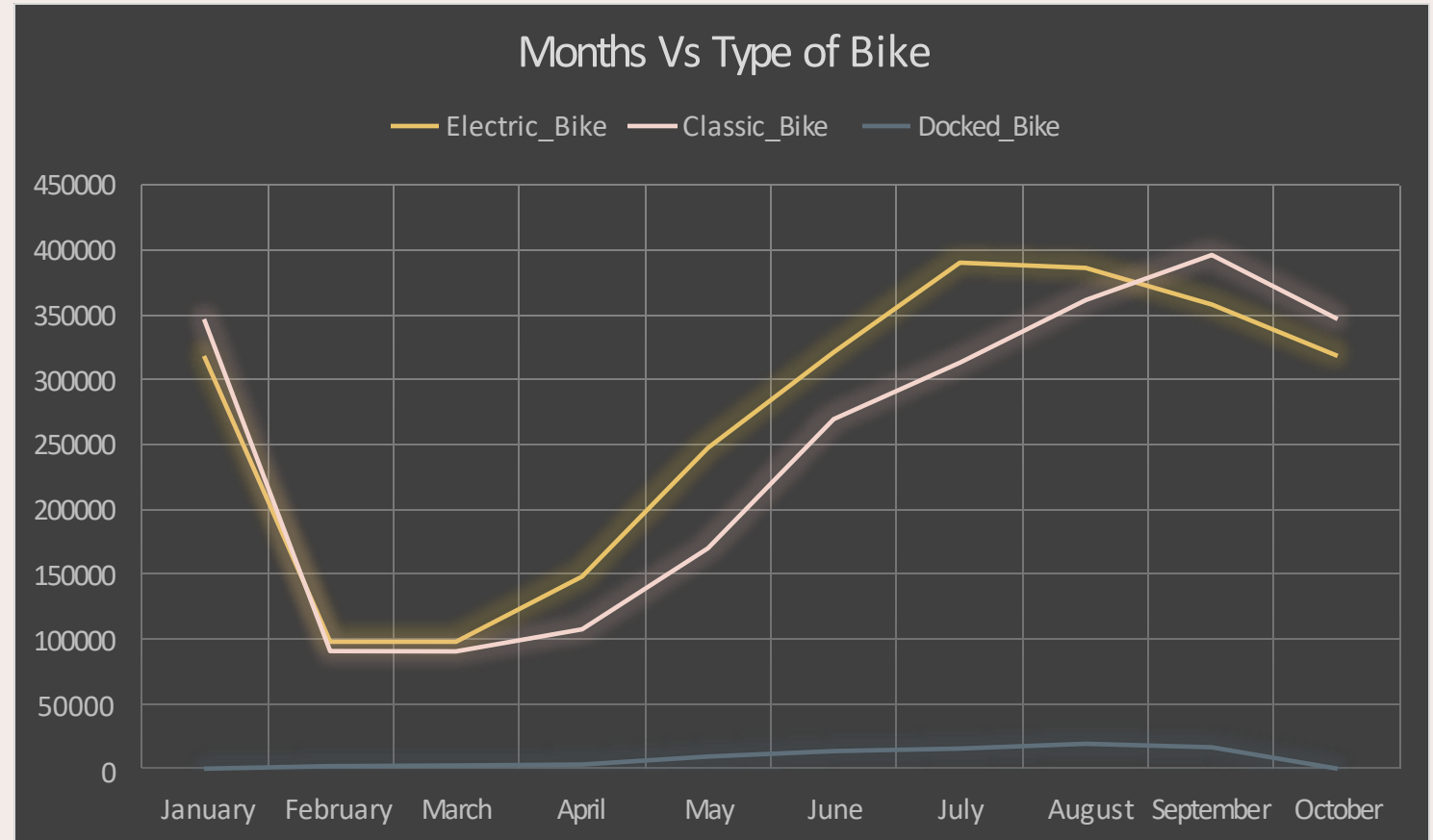
# Preferred day of week

Here we can conclude that bikers prefer weekends for rides. So we can initiate bicycle racing which might interest more people to join on weekends and might interest them in buying annual memberships.



# Popular season

We can clearly see there is a decreased use of bikes from February to June. We can initiate a survey of why there is declining bike usage during that period and can take action accordingly.

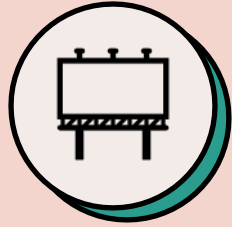


# Plan for app launch



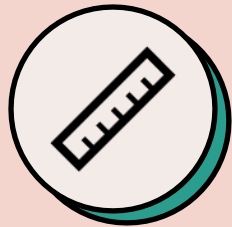
## Planning

Tracking real time distance and route for cyclists



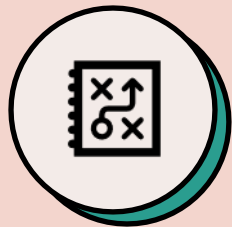
## Marketing

Flyers and recommended websites



## Design

Simple user friendly for androids and IPHones



## Strategy

Luring casuals with interesting membership offers



## Launch

Corresponding app for members only



# Areas of focus

## Pricing

- Average affordable prices for all
- New join bonus and discounts
- Visualize customer directed convergence

## Marketing

- Bikes can contain QR codes ,scan to download app on testing phase
- Collect reviews and initiate app development
- On app updates include interesting competitions and rewards

# App Updates

## Bike Development

1. Apps can track the speeds for each bike types any anomalies and accordingly repair them based on their serial numbers.
2. Track type of bikes being used more so to available for the corresponding customers.

## Marketing

1. Make company specific good like T-Shirts and bottles, this will rise interests and also the market value.

## Brief Documentation

The Cyclistic Bike-Share data provided was cleaned using MS Excel.

Average time taken for each day of weeks and types of bikes used by members were the key findings additional to the preferred days people love to ride bikes which might be a valuable insight.

Vizualizations using excel to find specific trends.

# Summary

Key finding in analysis include the less use of docked bikes by members also a proposal to market an app corresponding to Cyclistic Bike-Share.

# Thank you

Saswata Maity

[saswatamaity82@gmail.com](mailto:saswatamaity82@gmail.com)

