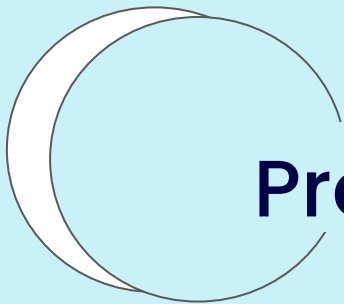


Cyclistic Bike-Share

Presented by : Samiksha R Sonawane

What are we talking about?



Project Recap

Cyclistic, a bike-share company in Chicago, the director of marketing believes the company's future success depends on maximizing the number of annual memberships. Therefore, we want to understand how casual riders and annual members use Cyclistic bikes differently.

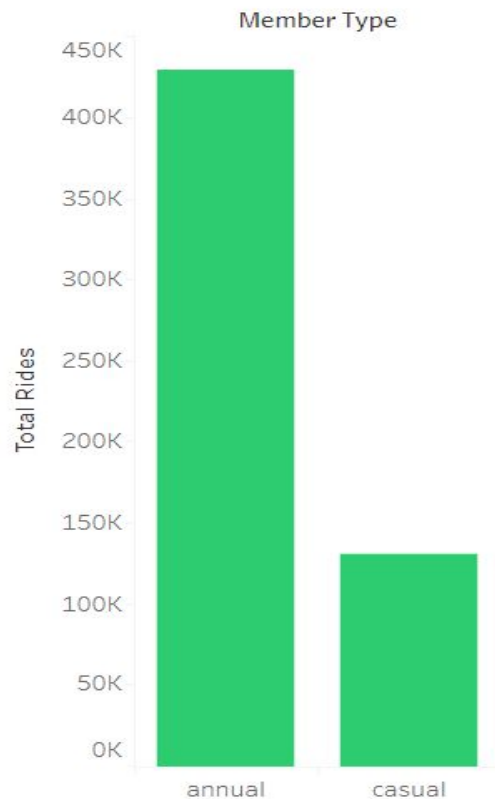
Objective

How do **annual members** and **casual members** use cyclistic bike differently?

Usage Patterns

Total Rides by member-type

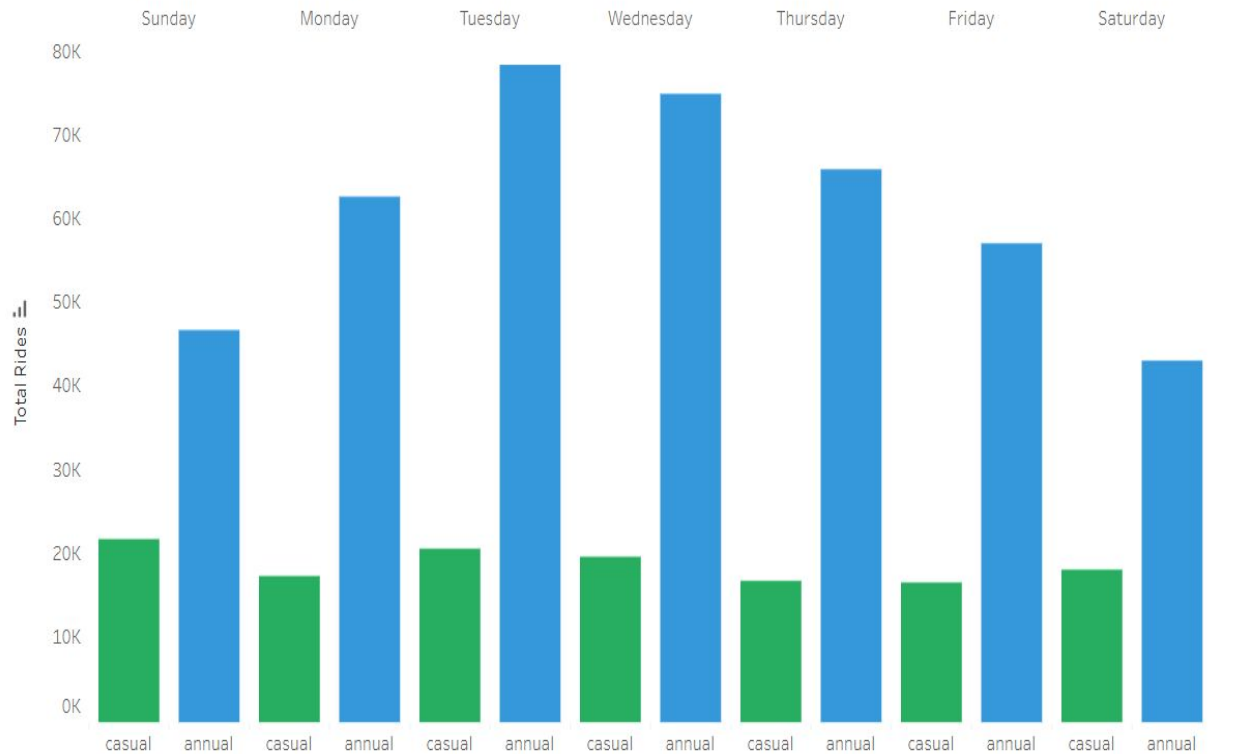
Total Rides by member-type



There are a total of 560,385 rides, with 131,569 attributed to casual members and 428,816 to annual members.

Are there specific days or times when annual members or casual riders are more active?

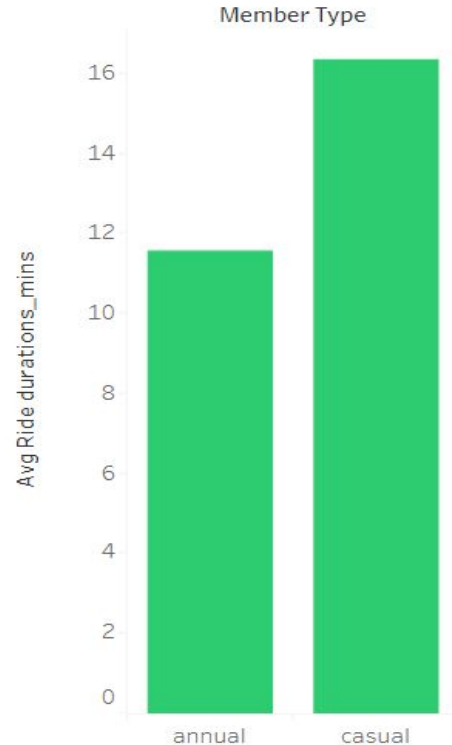
Total Rides by Weekday & member-type



On **weekdays**, most **annual members** use Cyclistic bikes, while **casual members** prefer them on **weekends**. It's like a weekday routine for annuals and a weekend vibe for casuals.

Is there a difference in the average duration traveled by annual members and casual riders?

Avg Ride-Duration by member-type

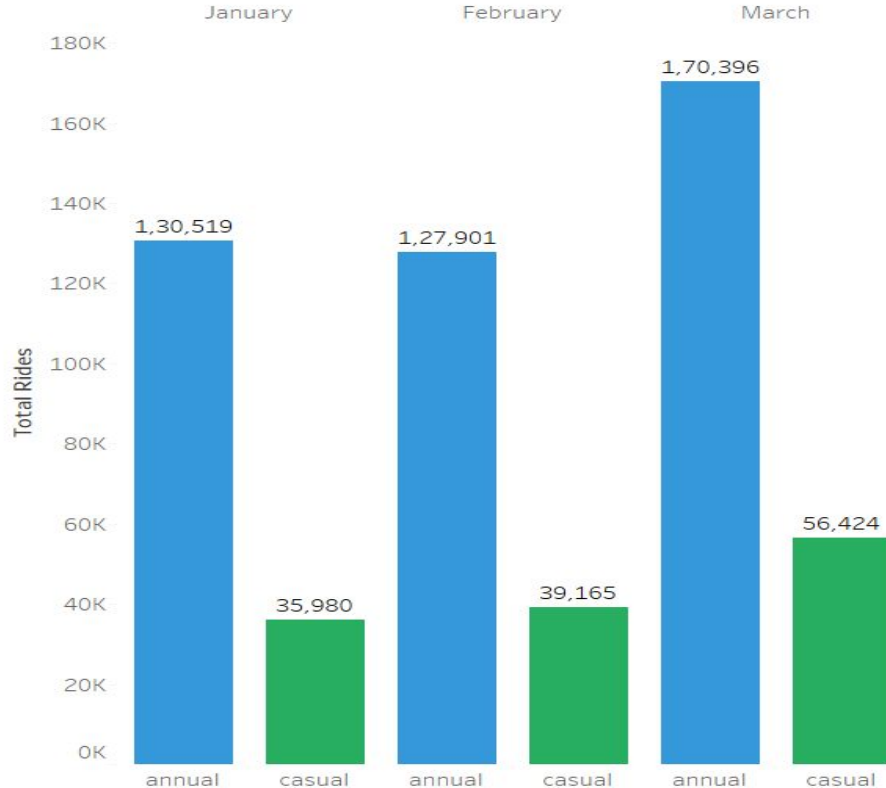


Annual members, on average, have shorter ride durations (11.561) compared to casual members (16.315).

Frequency of Usage

What is the number of rides per month for annual members and casual riders?

Total Rides by month and member type

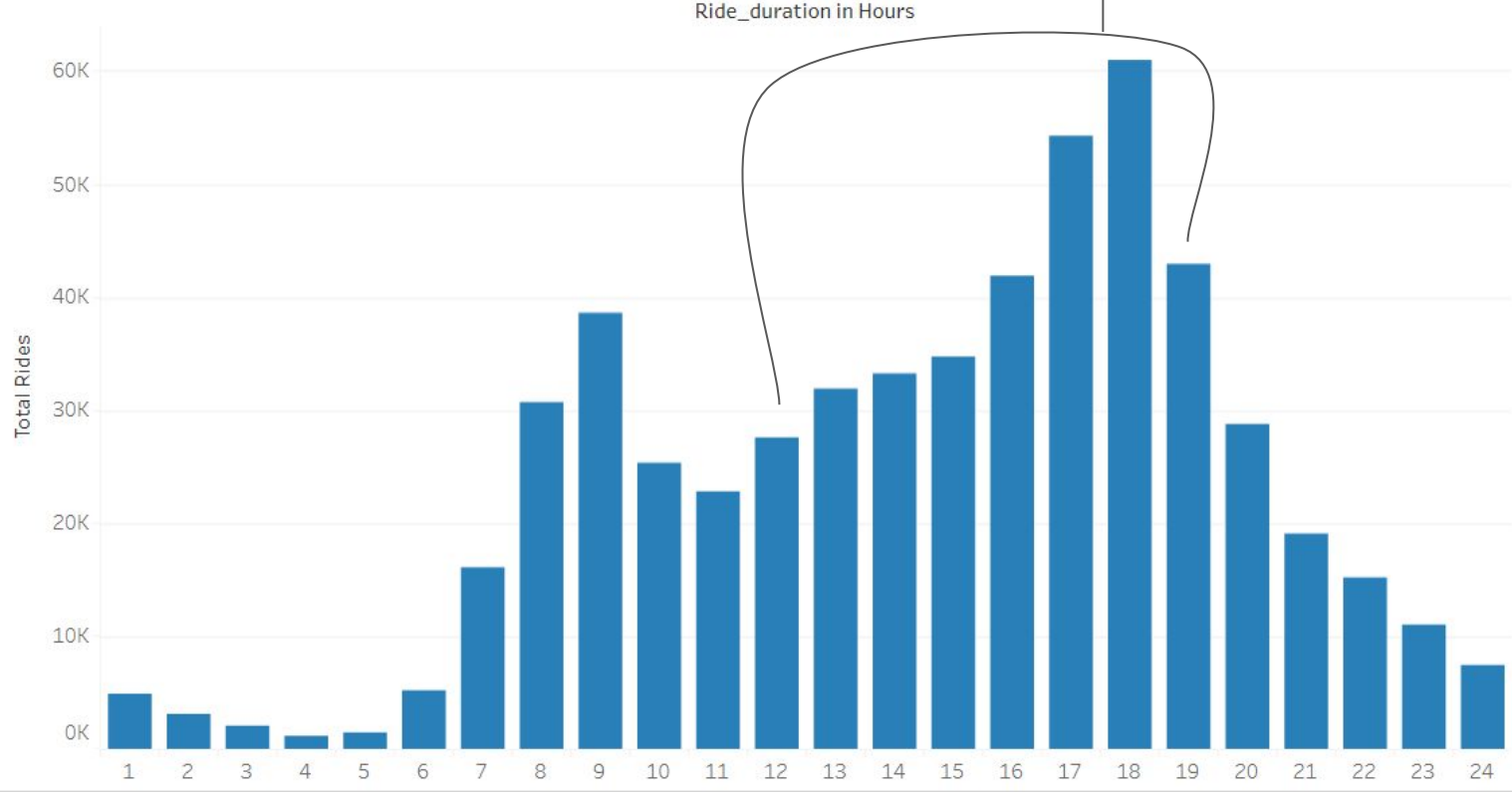


Annual members took more rides than casual members in all three months and the number of rides taken by annual members increased from January to March.

Daylong Ride overview

The majority of rides occur between 2:00 and 7:00 PM.

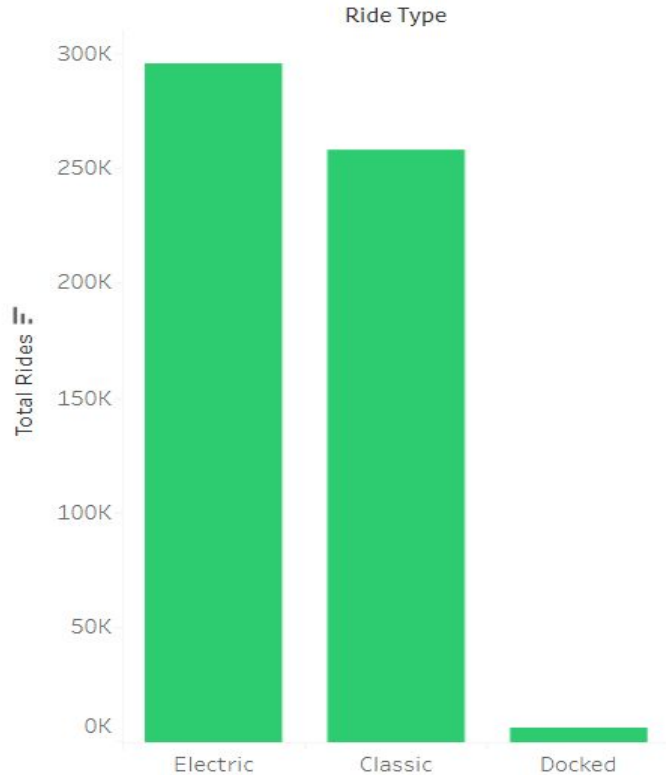
Total Rides by time



Rideable-type Preferences

Do annual members and casual riders prefer different types of rideables (e.g., standard bikes, electric bikes)?

Total Rides by ride-type

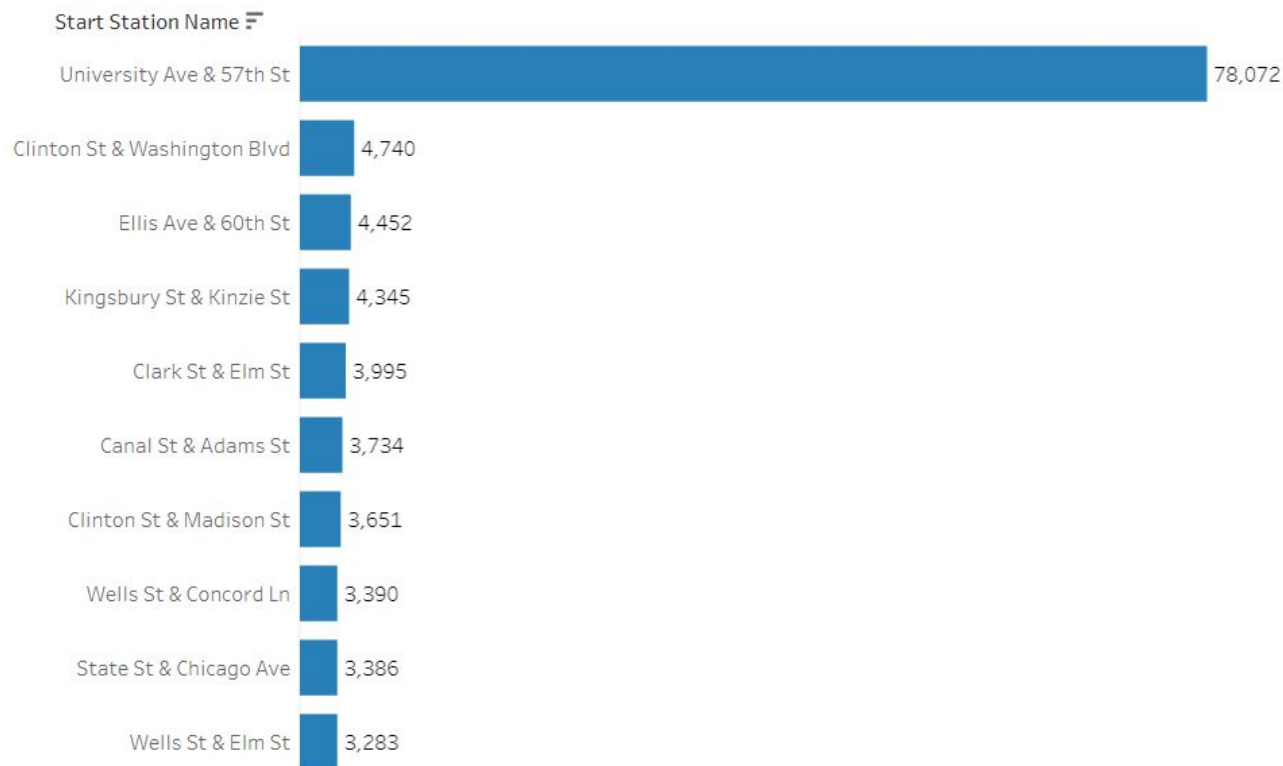


Electric bikes are the most popular choice, with 295,385 uses, followed by classic bikes at 258,348, and docked bikes at 6,652.

Station Preferences

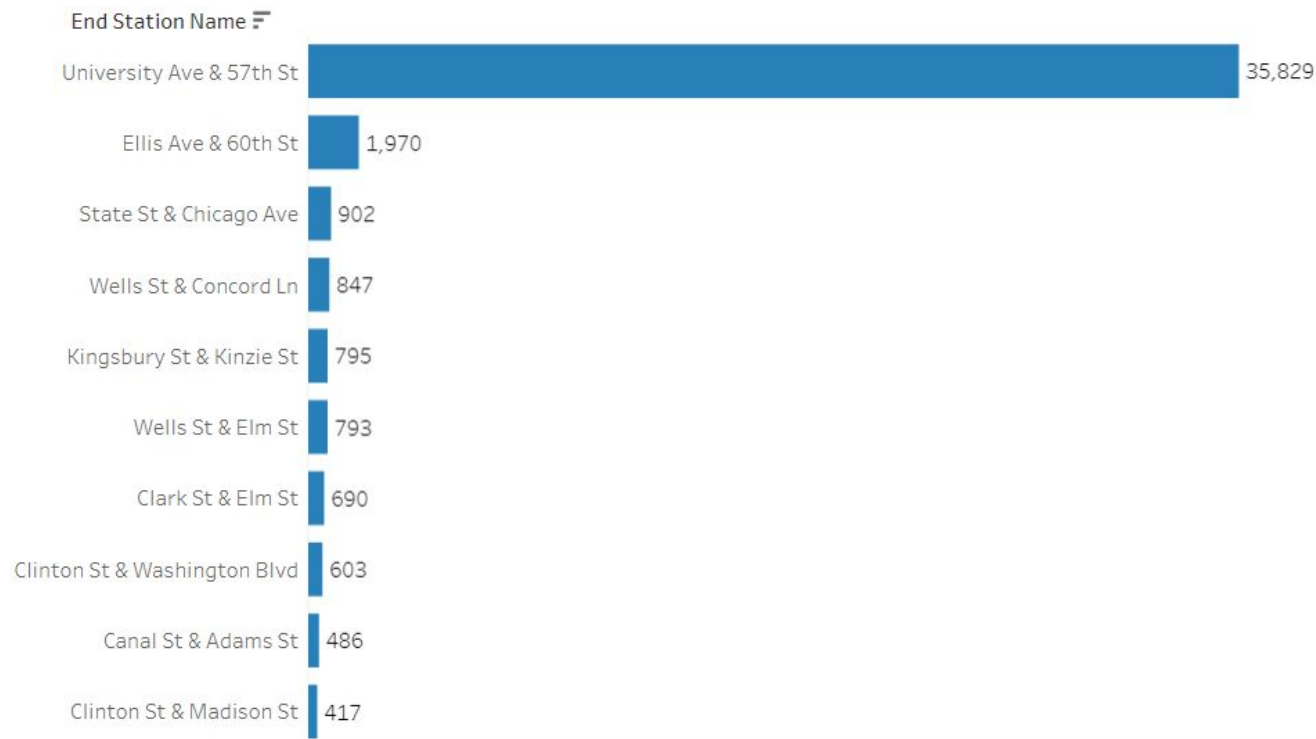
Preferable start stations for riders

TOP Start Stations



Preferable end stations for riders

TOP End Stations



Insights

Findings:

1. Annual members tend to use Cyclistic bikes more frequently than casual members. Annual members commonly rely on bikes for weekday activities such as commuting to the office or other daily commitments. In contrast, casual members favor bike usage during weekends.
2. Both annual members and casual members prefer electric bikes over other rideable types.
3. The majority of rides take place between 2:00 and 7:00 PM, members frequently use bikes throughout the entire day.
4. Casual members generally take longer trips compared to annual members, as indicated by the average ride duration.

Recommendations

Recommended Actions:

1. Designing a Cyclistic Bike Share App that aims to offer users personalized insights, celebrate their achievements, and strategically promote annual memberships through tailored campaigns.
2. Educate casual memberships on the benefits of becoming annual members, emphasizing cost savings, convenience, and exclusive perks. Specifically for the preference for longer trips among casual members.
3. Targeted market strategies , for annual members the convenience of cyclistic bikes for commuting, offering promotions or perks for weekday usage. For casual members, focus on weekend-specific promotions to encourage more weekend rides.

Thank you