

Cyclistic Ride Share

love your ride





Contents of this Project

Cyclsitic's marketing strategy relied on building general awareness and appealing to broad consumer segments. One approach that helped make these things possible was the flexibility of its pricing plans: single-ride passes, full-day passes, and annual memberships. Customers who purchase single-ride or full-day passes are referred as customer and who purchased annual members are Subscriber. How we differentiate Annual Subscribers with Casual Customers.



Objective of this Project

Design marketing strategies aimed at converting casual riders into annual members.

How we differentiate Annual Subscribers with Casual Customers?



01

Usage Patterns

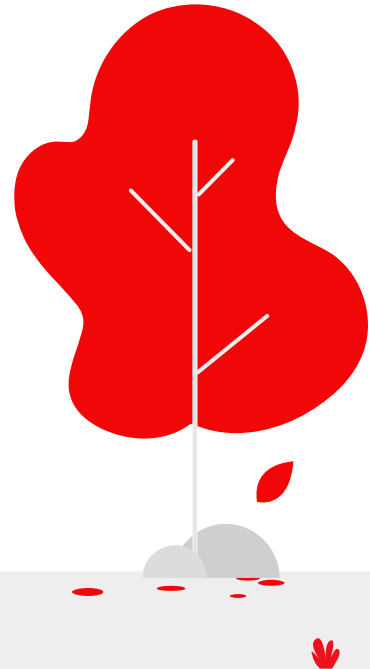


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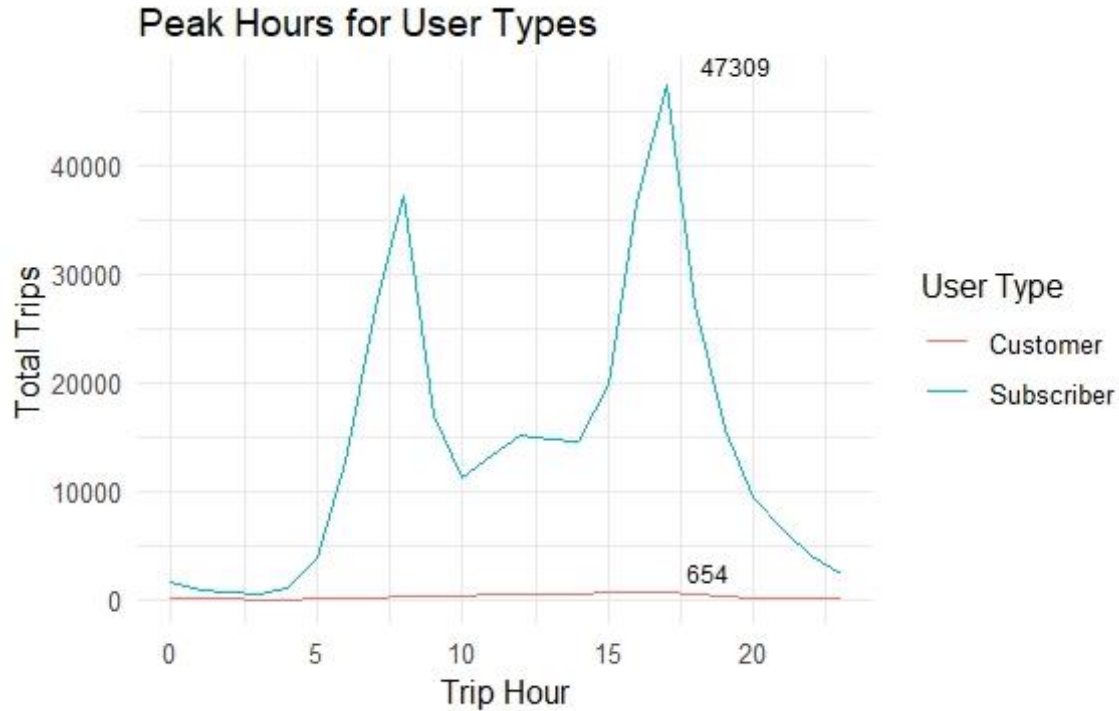
Behavioral Differences

Usage Patterns

Usage patterns between annual members and casual customers, such as **peak usage times**, **popular routes**



Peak Usage Time

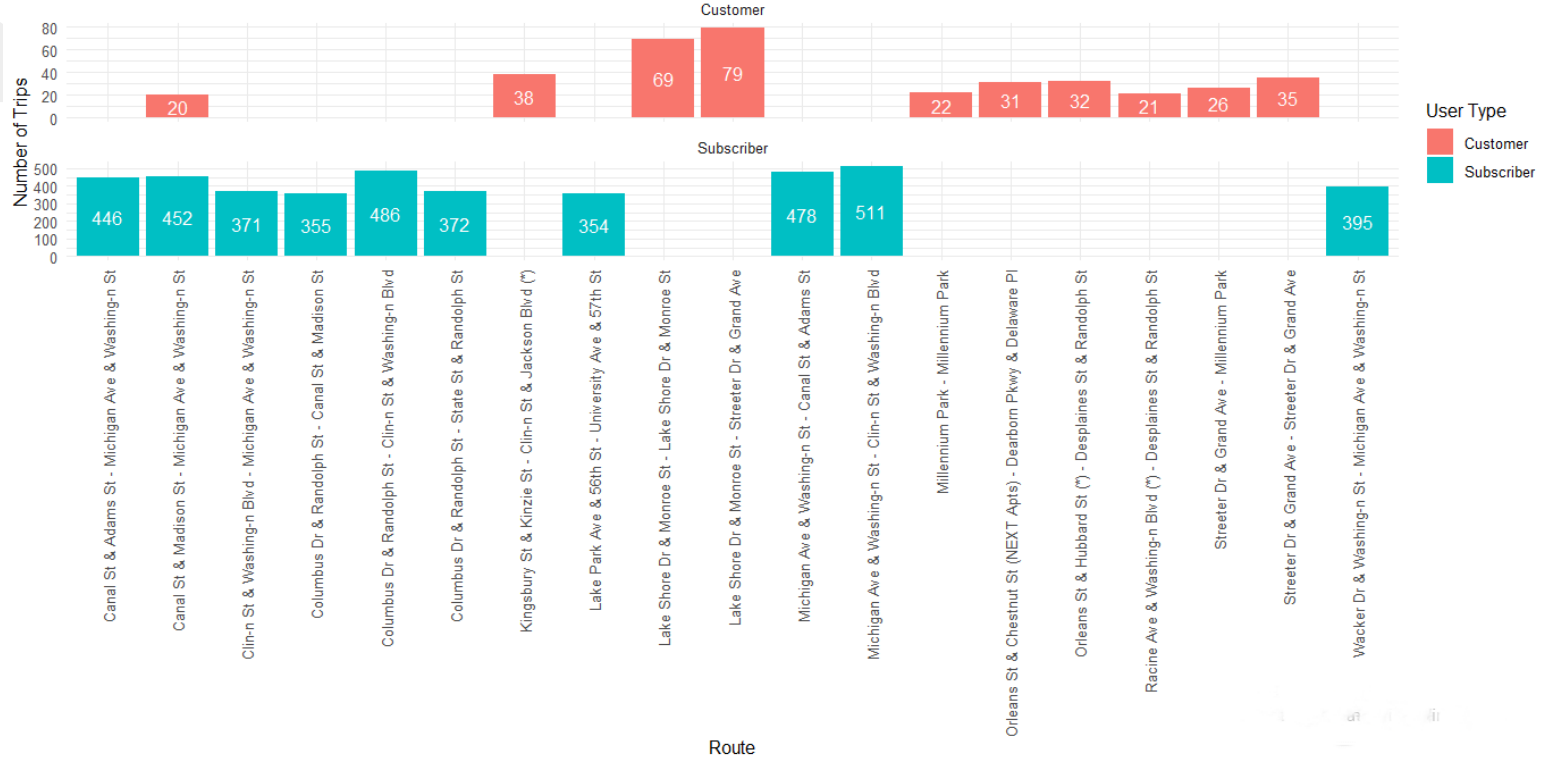


The graph shows Peak hours for both cyclistic subscribed member and casual customers.



Popular Routes

Top 10 Popular Routes by User Type



The graph shows the **top 10 Popular routes** for both Cyclistic Subscribers & Casual Customers.....



Behavioral Difference

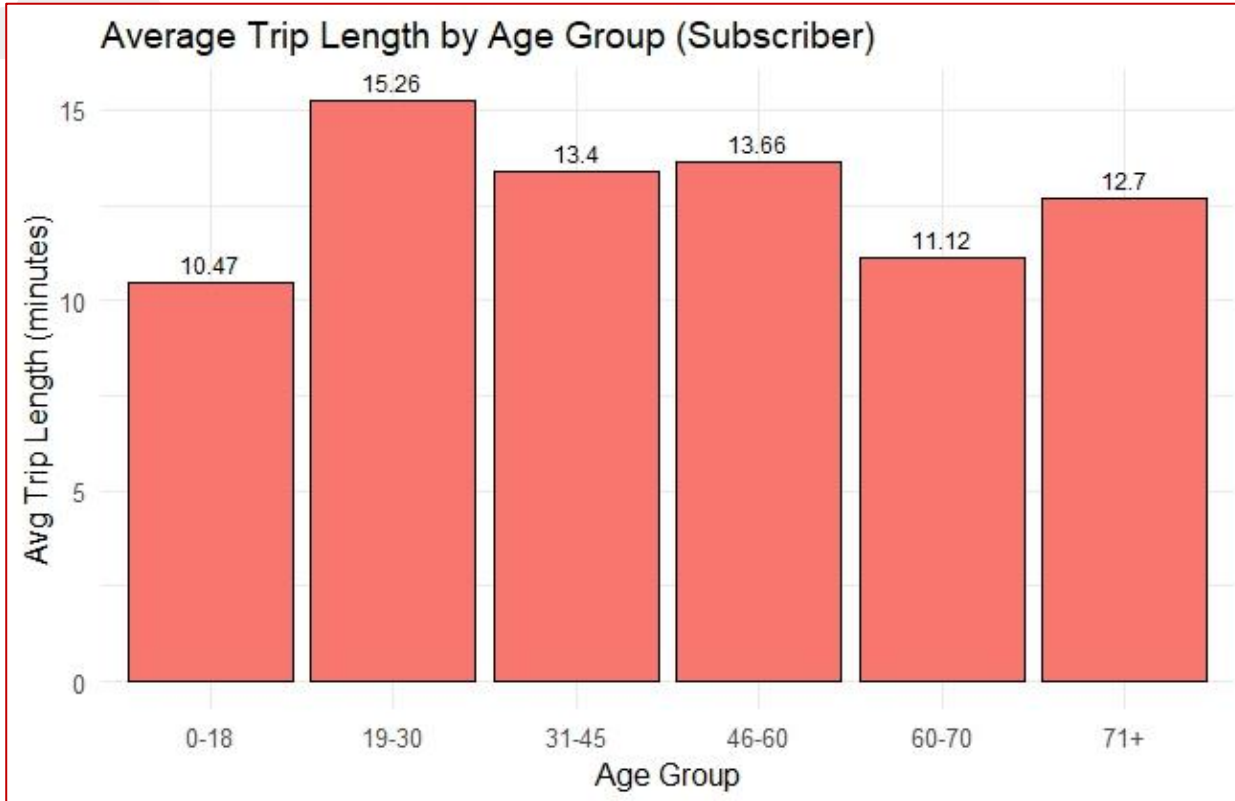


Average Trip Length

The graph shows average trip length in **weekdays and weekends** for both users.



Average Trip Length vs Age group

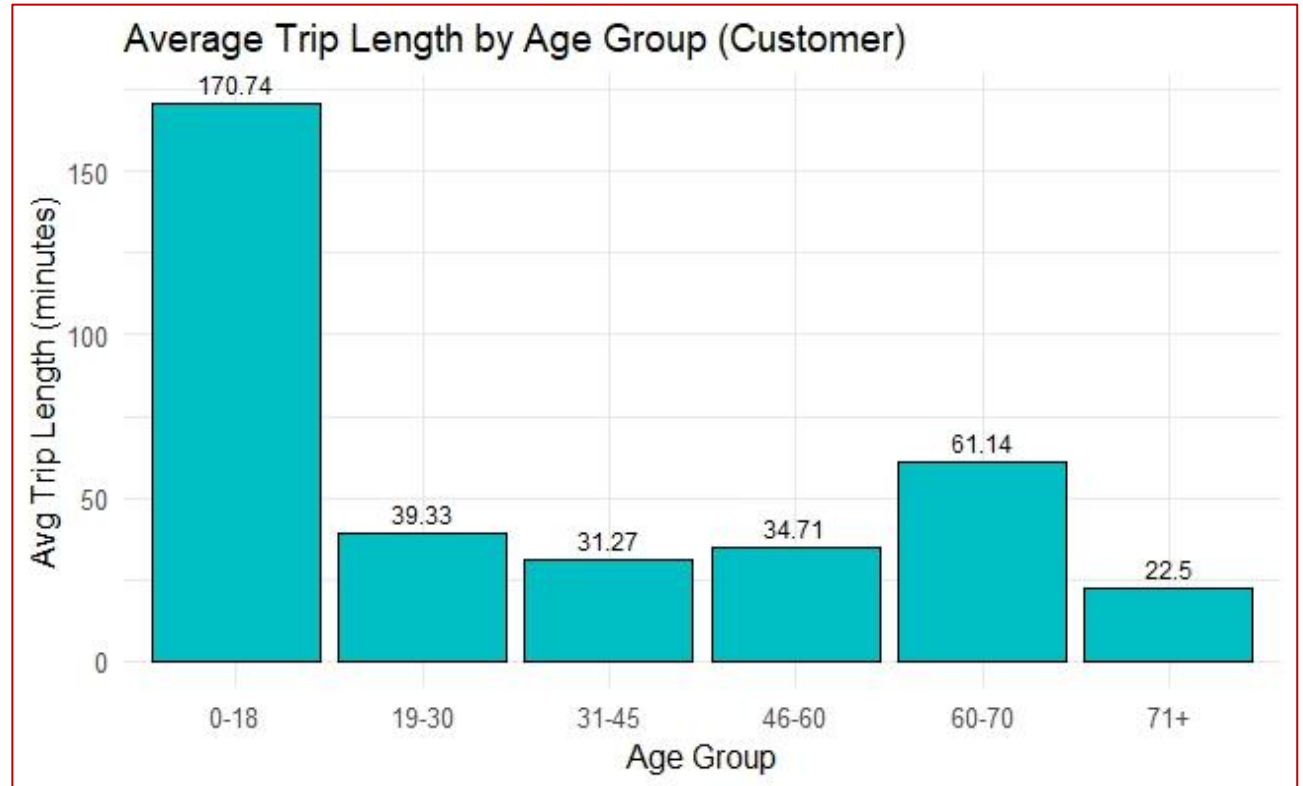


The graph shows the average trip length for **Cyclistic's Subscribers** according to their age group.



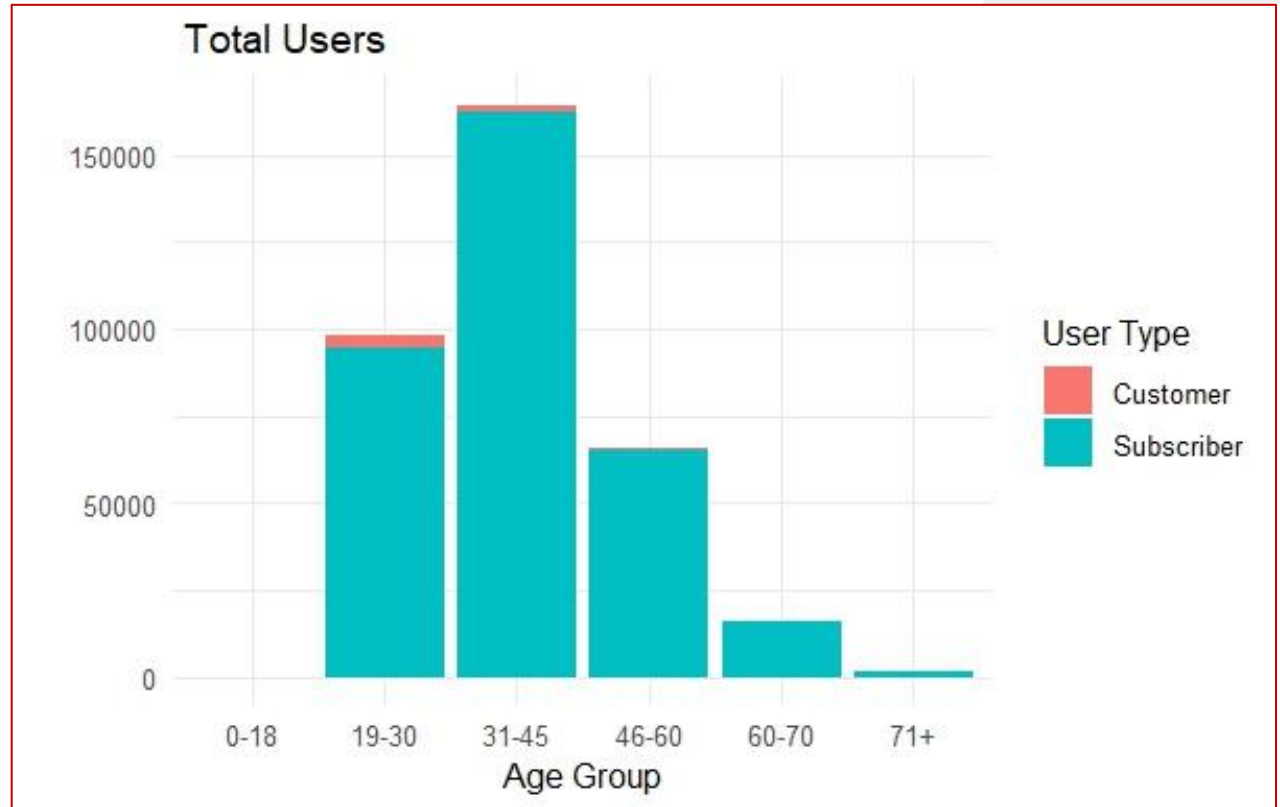
Average Trip Length vs Age group

The graph shows the average trip length for **Casual Customers** according to their age group.

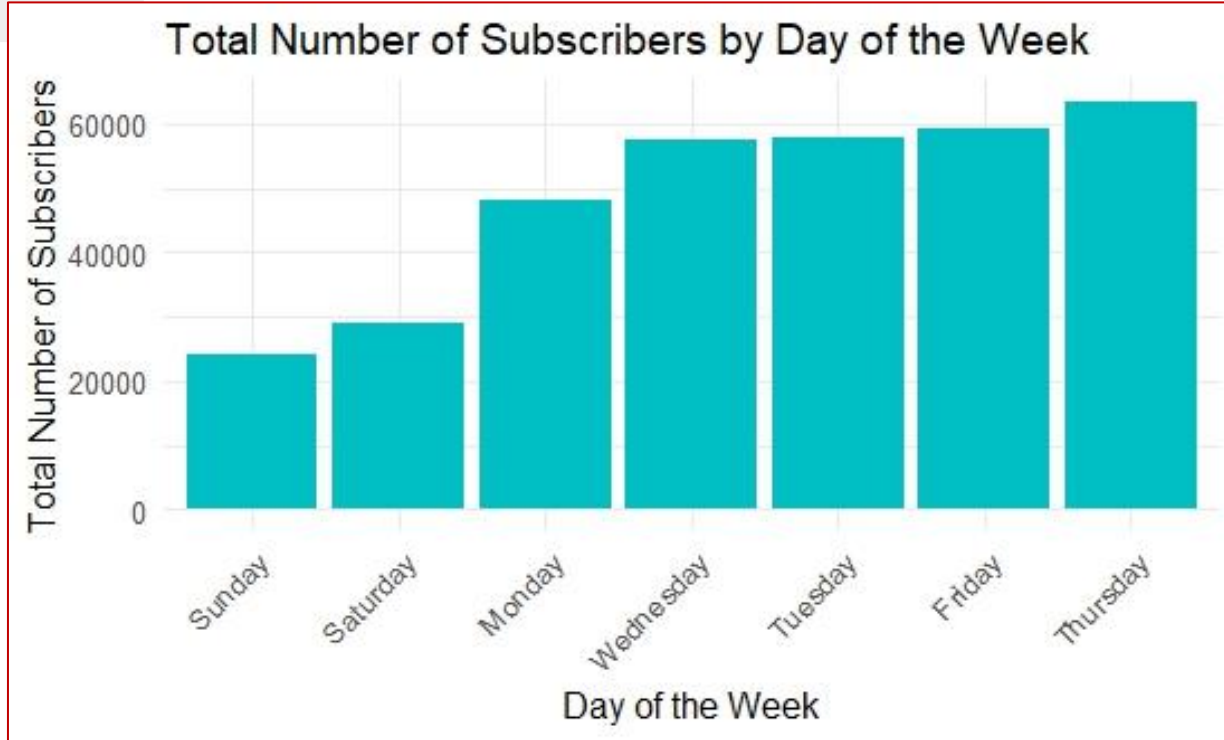


Total User vs Age group

The graph shows the total number of users for **Casual Customers** & **Cyclistic's Subscribers** according to their age group.



Riders Each Day



The graph shows the total numbers of **Cyclistic's Subscribers** ride **each day**.



Riders Each Day

The graph shows the total numbers of **Casual Customers** ride each day.



Key Findings

Subscribers

- Tends to have short rides for daily works.
- Commute **work to home** and vice versa.
- Top trip generating/ Attracting stations are along side **university and colleges**.



Casual Customers

- Tends to have long rides for hang out.
- Mostly, takes ride on **weekends**.
- Top trip generating/ Attracting stations are along side different **Recreational land use**.

Be a Friend with Nature...

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