

# CASE STUDY

**How does a Bike-Share  
Navigate Speedy Success ?**



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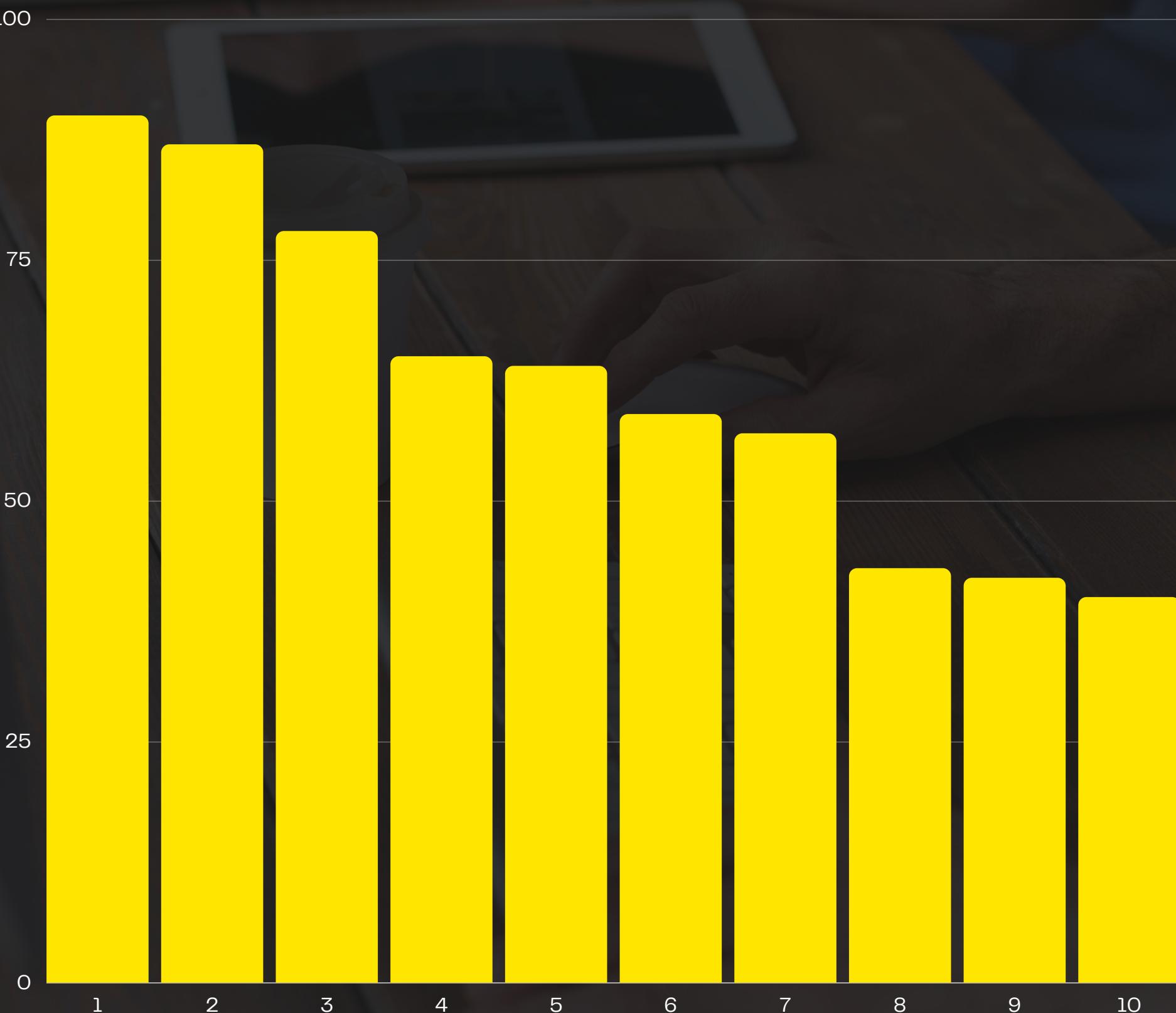


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# Business Objective

Cyclistic, a bike-share company in Chicago, features more than 5,800 bicycles and 600 docking stations.

The director of marketing believes maximizing the number of annual memberships leads to success, and she wants to know how to convert casual riders into annual members.



A photograph of a young man with short brown hair and glasses, wearing a blue button-down shirt. He is sitting cross-legged on a yellow sofa with a hexagonal pattern, looking down at a notebook and pen. The background is a dark, textured wall.

# Business Task

## First

How can Cyclistic use digital media to influence casual riders to become members?



## Second

Why would casual riders buy Cyclistic annual memberships?



## Third

How do annual members and casual riders use Cyclistic bikes differently?

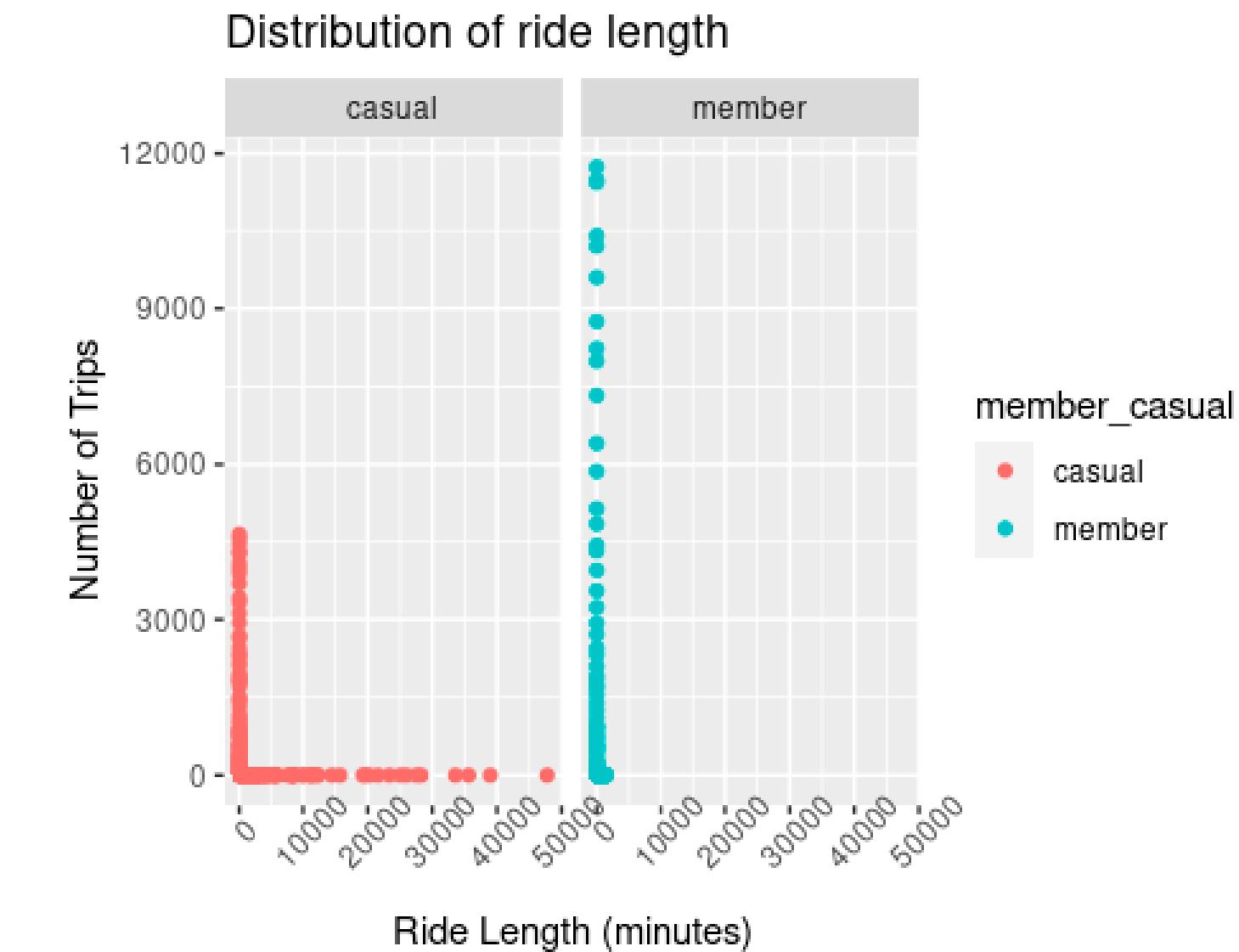
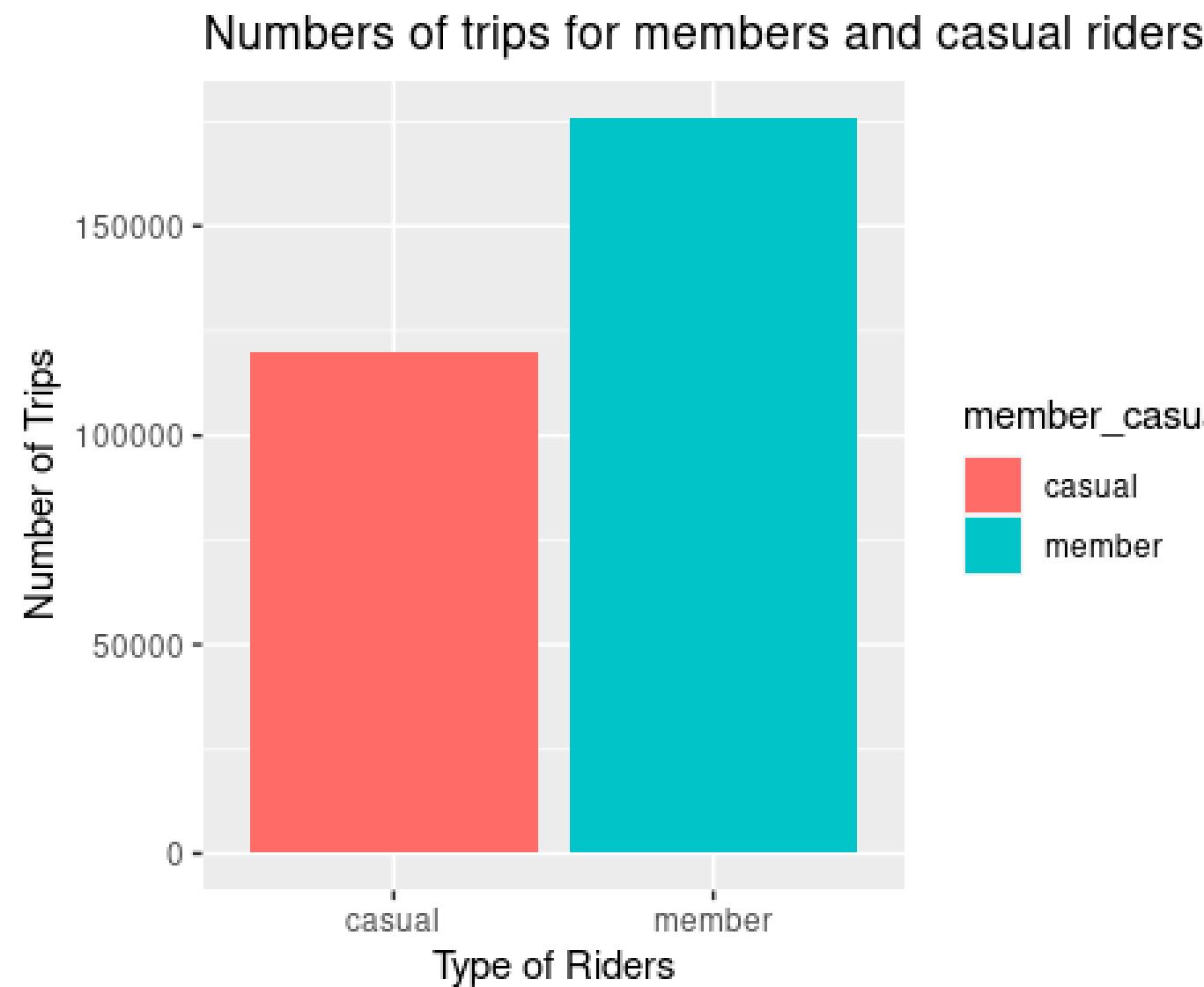


# Visualisations and Key Findings



Annual members have more trips than casual riders.

Casual riders have a variety of ride length for each trip

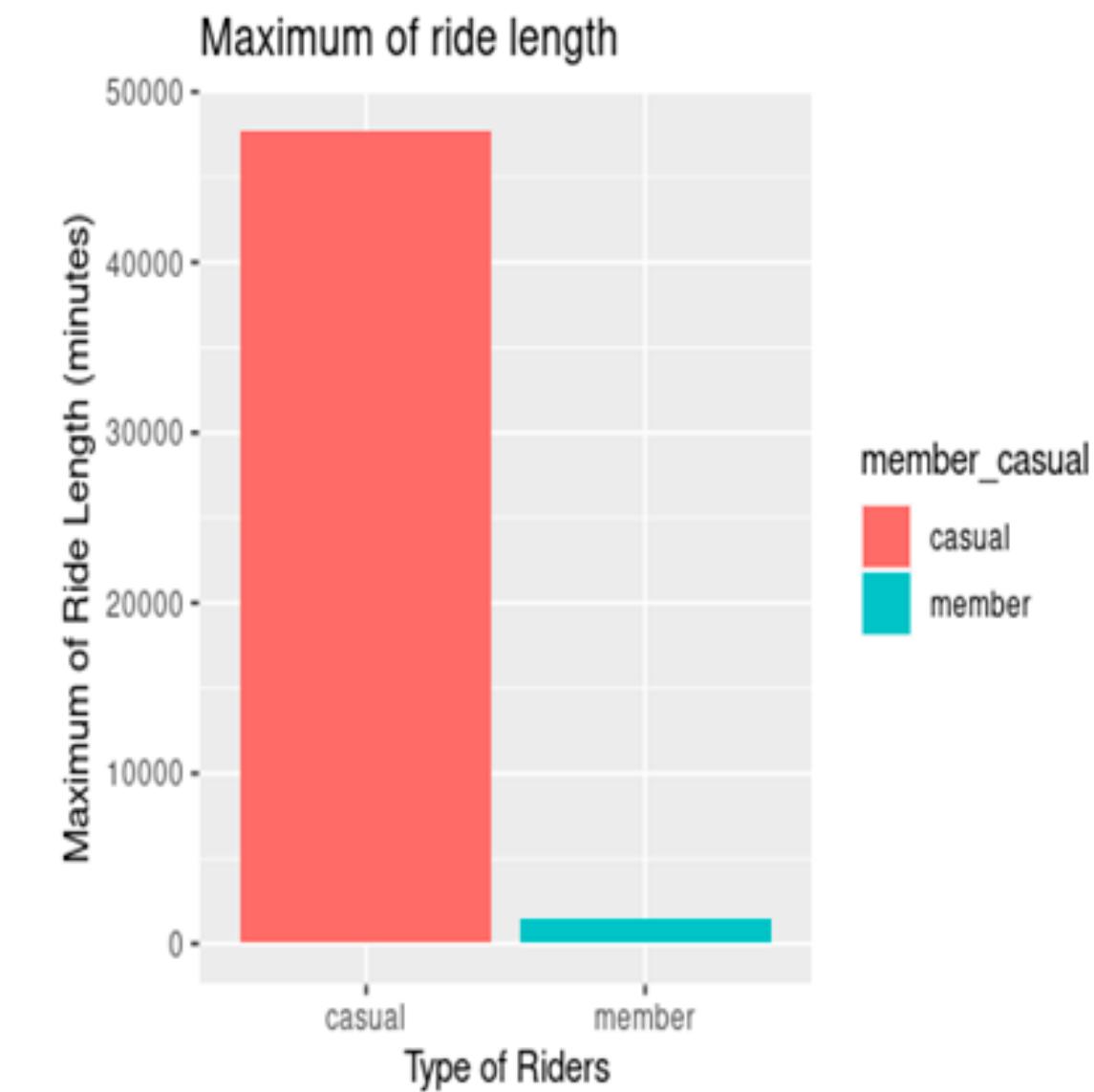
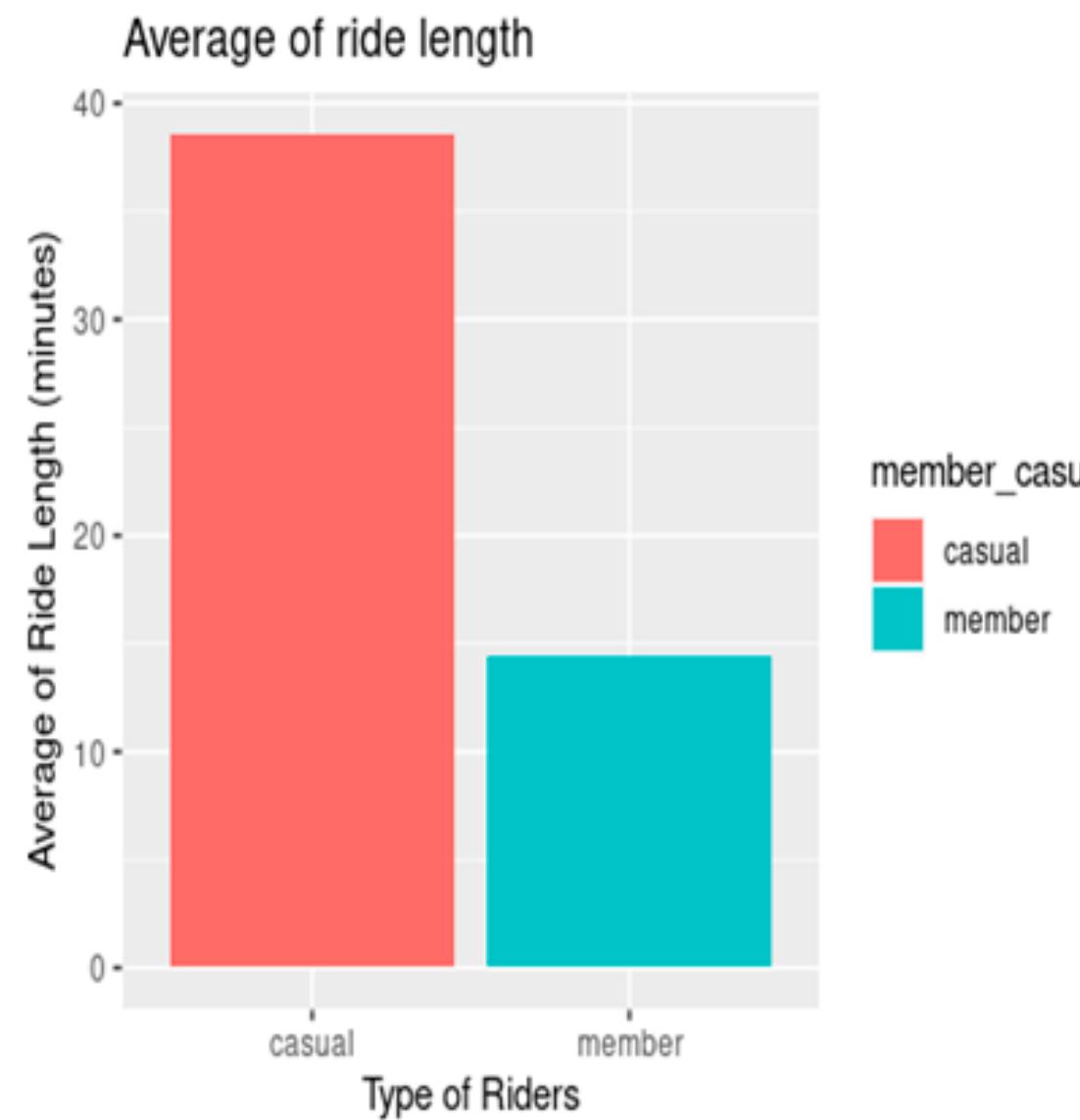


# Visualisations and Key Findings



Casual riders tend to have longer trips but fewer numbers of trips.

No incentive to become annual members.



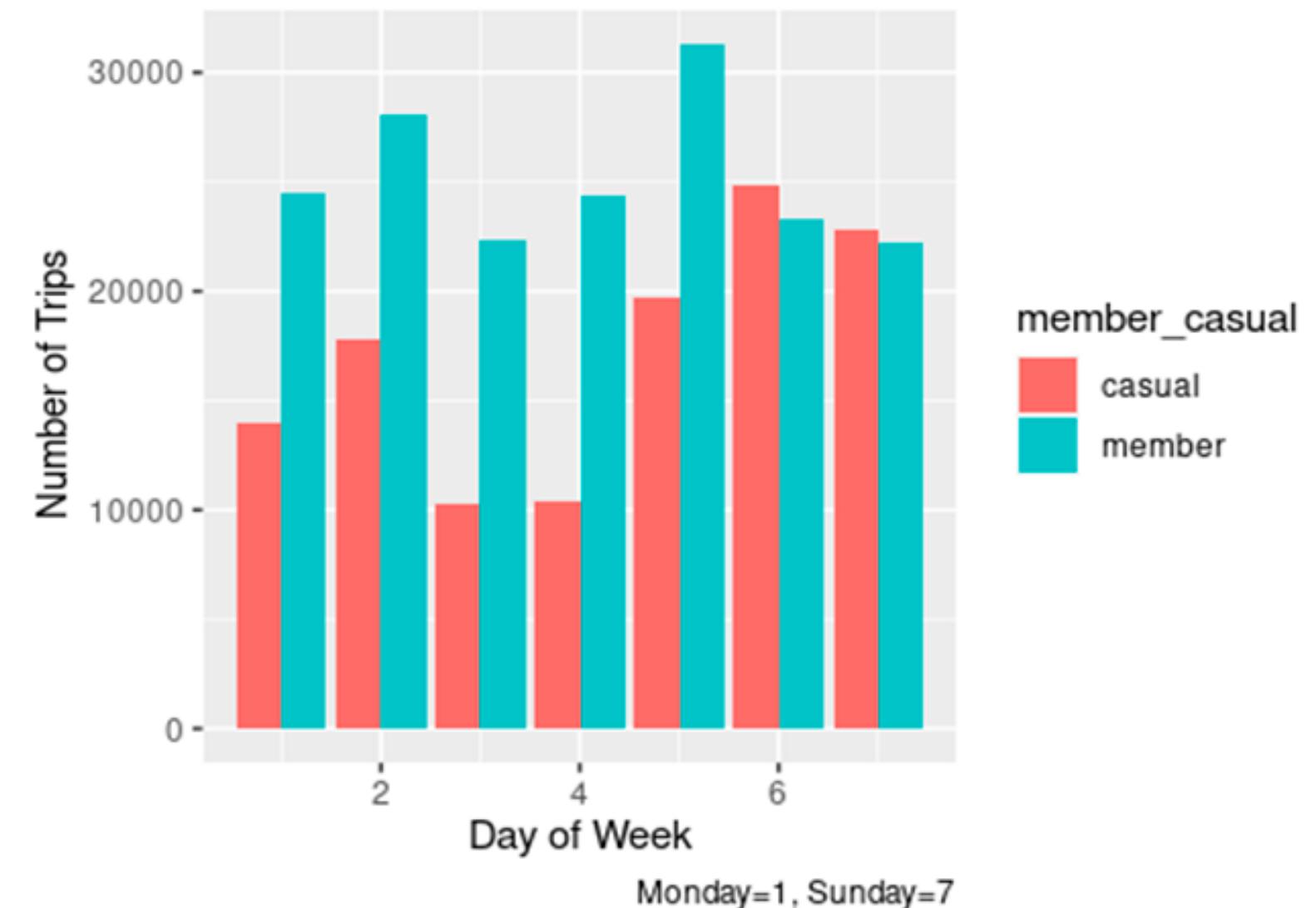
# Visualisations and Key Findings



Casual riders are more active on weekends i.e., leisure time instead of working time.

Since members pay the fees for a whole year, most of the users would like to ride bikes every day.

Numbers of trips for each day of week



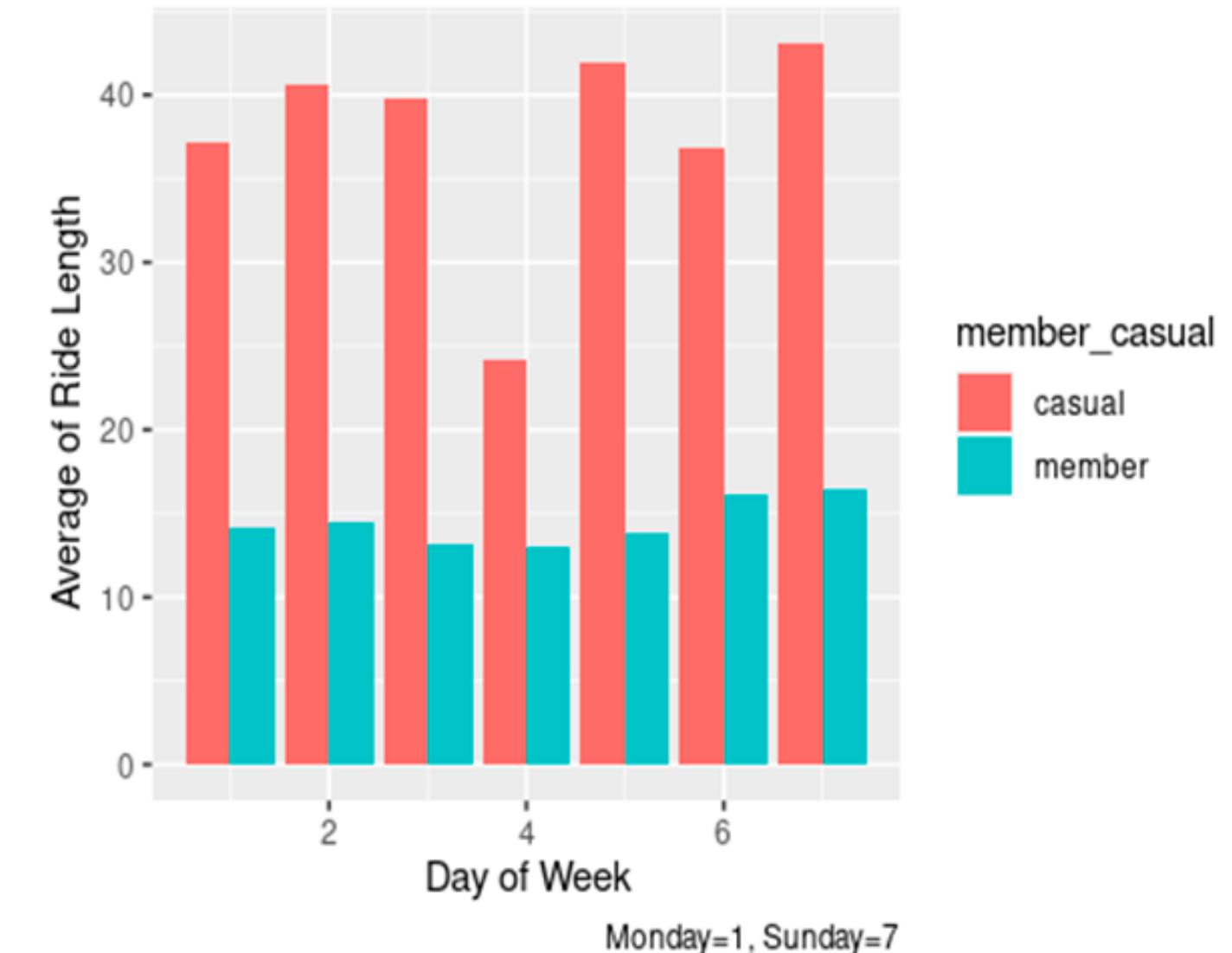
# Visualisations and Key Findings



Casual riders have a lower average ride length on Thursdays compared to other days.

Members are used to riding bikes every day with fixed duration trips.

Average of ride length for each day of week





# TOP THREE RECOMMENDATIONS

1



Provide price discounts for members when the ride length exceeds a particular duration. And inform casual riders the discount with digital marking tools.

2



Provide price discounts for casual riders on weekdays, especially Thursdays to increase customer adoption leading to annual membership subscriptions.

3



Social media is an effective form of advertisement to increase user adoption. The health benefits of bike riding could be promoted with articles to increase bike usage among commuters and as a source of leisure activity.

# Appendix – Description of Data

## Data source

The dataset is generated from Cyclistic itself, including the Cyclistic trip data in April 2021.  
Dataset



## Data source privacy and security

The data has been made available by Motivate International Inc.