



# Casual Rider Vs Member Rider

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**Last updated :** Sep-2023

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## Casual Rider Vs Member Riders

1. Behaviour of Casual and member Riders , Booking pattern.
2. Total booking, Week wise books, Bike usage, Repeated visited locations.
3. Based on pattern and insight to Casual Riders Are mostly Weekends visit leisure place and hotels, Restaurants

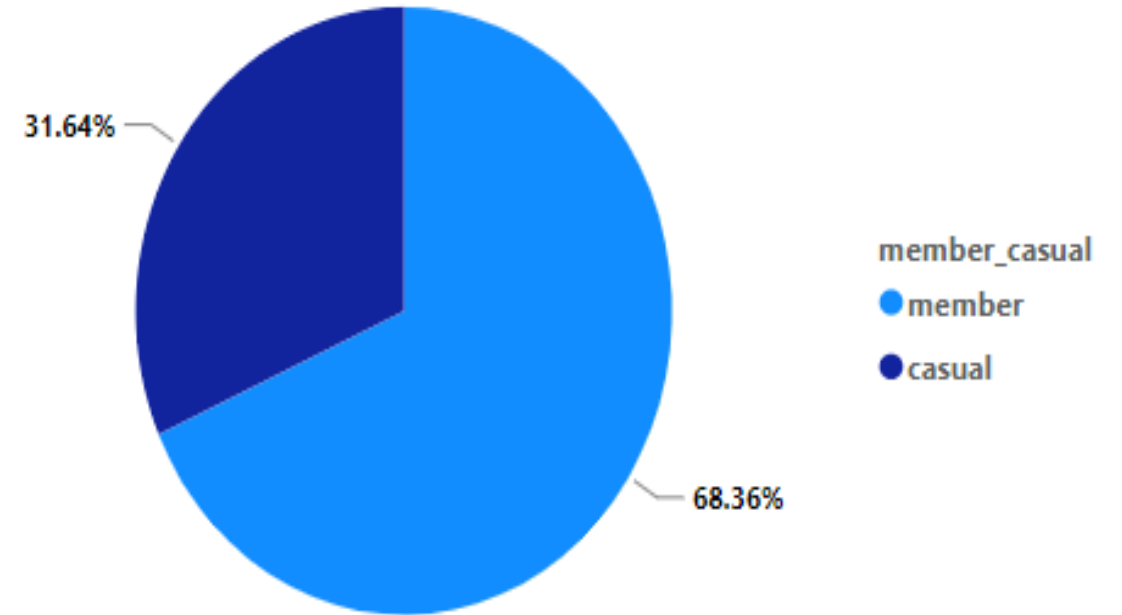
# Objective

Identifying different usage between the casual and members riders, **Booking**, **Bike selections**, **Week wise booking** , **Repeated visits location**, insight of data

# Total Ride Booking

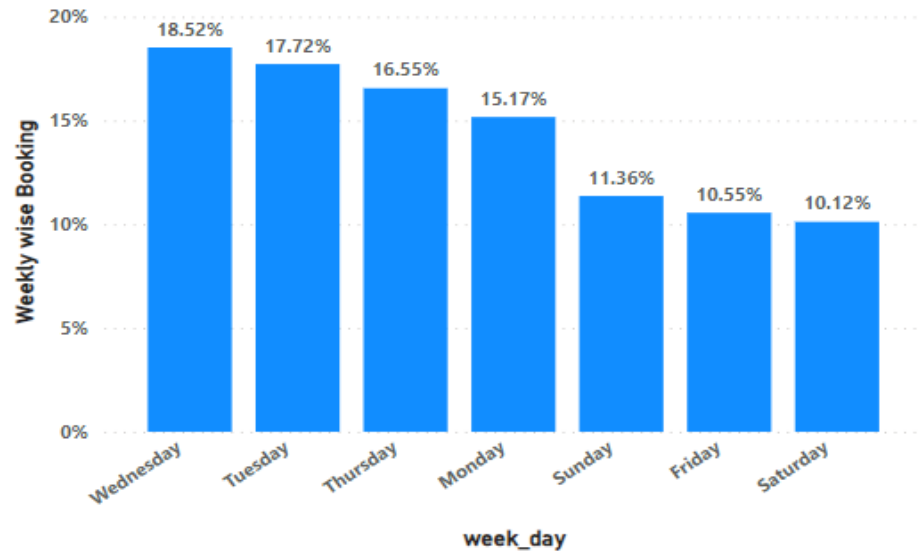
## Key\_Takeaway :

- Total rides booked by Mar-2022 both Casual & Member
- Member are most booking with **68.36%**
- Next Casual rider booking with **31.64%**



# Week wise booking

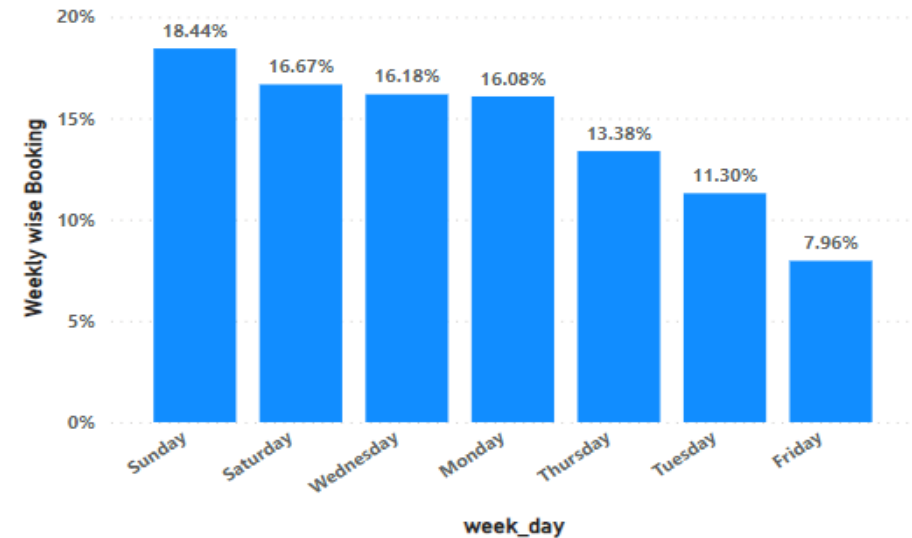
## Member Riders



### Key\_Takeaway :

- Member Riders was mostly booked ride on weekdays like **Wednesday, Tuesday, Thursday, Monday.**

## Casual Riders

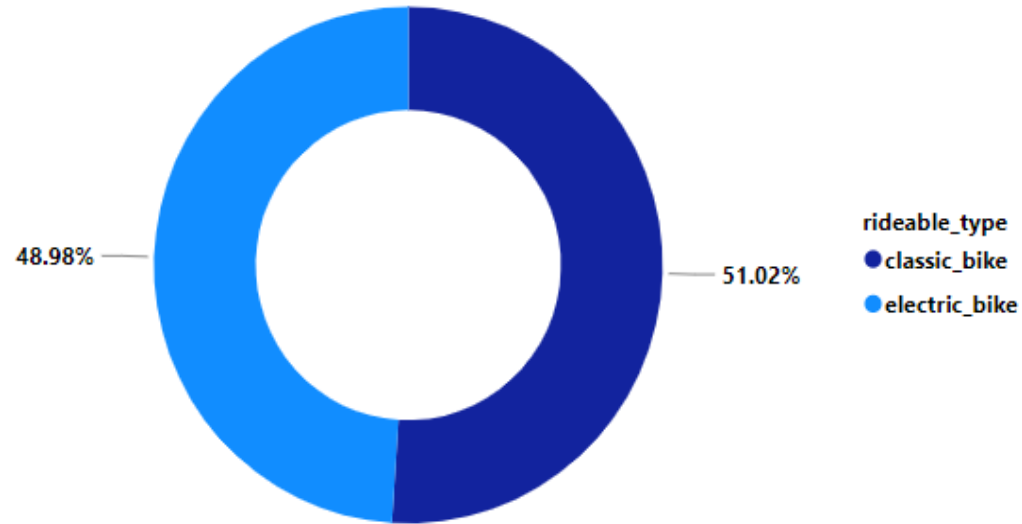


### Key\_Takeaway :

- Casual Riders was mostly booked ride on weekends like **Sunday, Saturday, and also Wednesday**

# Ride Bike Usage

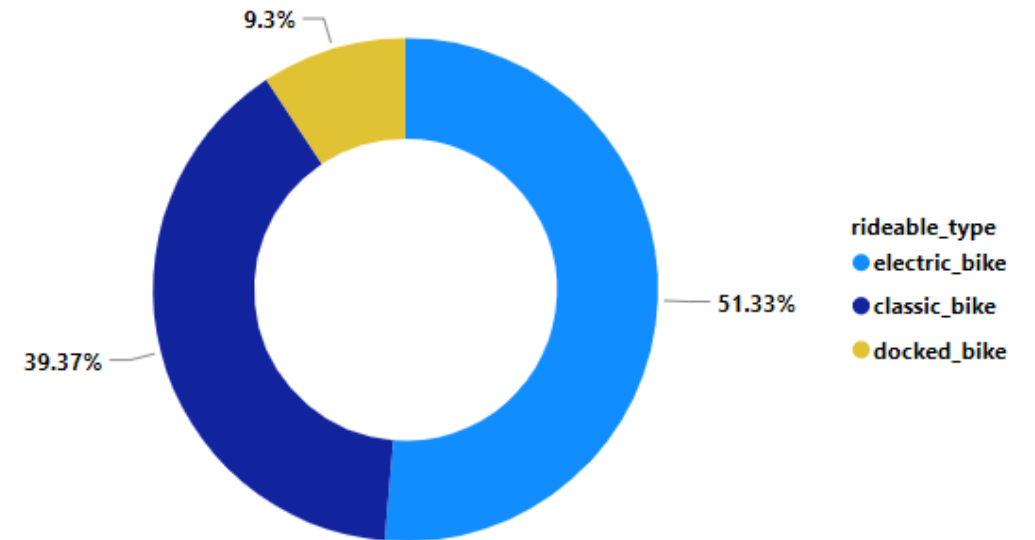
Member Riders



## Key\_Takeaway :

- Member Riders was mostly booked ride on weekdays like **Wednesday, Tuesday, Thursday, Monday.**

Casual Riders

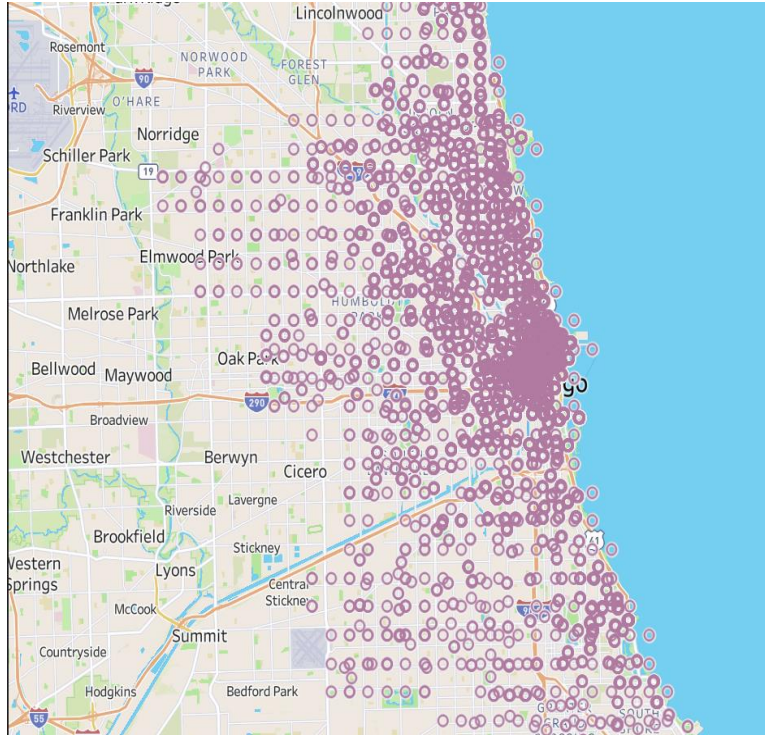


## Key\_Takeaway :

- Member Riders was mostly booked ride on weekdays like **Wednesday, Tuesday, Thursday, Monday.**

# Repeated visited Location

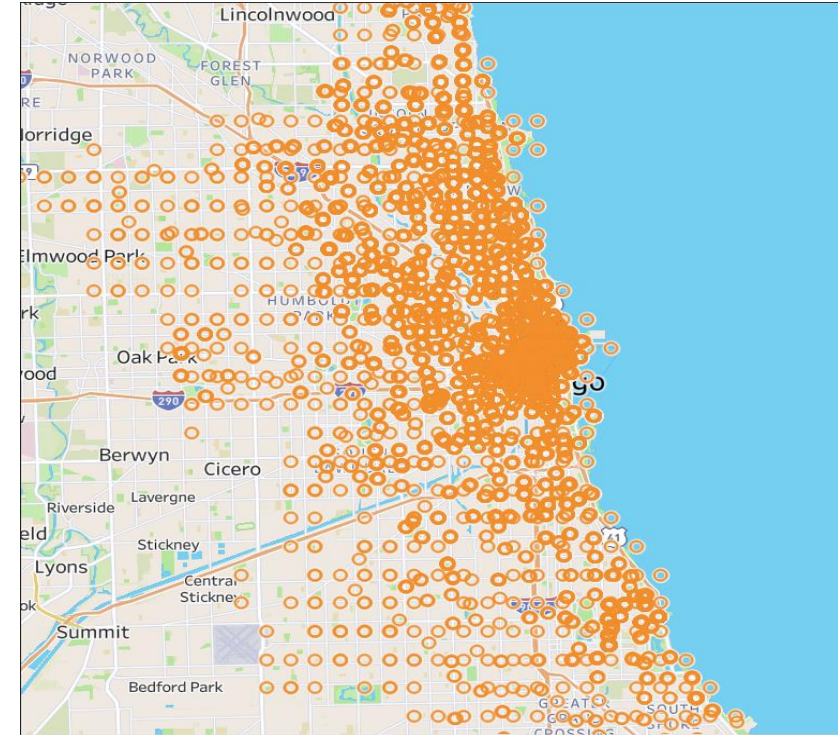
Casual Riders



## Key\_Takeaway :

- Member Riders was mostly booking for **University**, **Offices**, visit to **Local Parks**.

Member Riders



## Key\_Takeaway :

- Casual Riders was mostly booking for **Hotels**, **Restaurants**, **Parks**, **Beaches** (Some Tourist Place)

# Conclusion

- Member was use cyclitic bikes for university and Work places, They mostly Student & Local Working Professionals.
- They preferred to use Electric & classic Bike only.
- Casual riders was use cyclitic bike for Hotels, tourist place, Restaurant, Beaches
- They preferred to use Electric & classic rarely used Docked bikes



# Recommendation

- I would suggest that in order to **convert the casual to the Membership** users it would be interesting to focus the messages on the **Tourist Place** aspect of the service, and maybe offer some kind of **promotion related to weekends and/or electric bikes**. And also provide **Hotel & Food** Coupes, Encourages Travelling.
- Send Notification( **Friday Night** ) on Weekend to Suggest explores new **leisure place**. Some **tourist place**.