



# Casual Rider Vs Member Rider

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## Casual Rider Vs Member Riders

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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

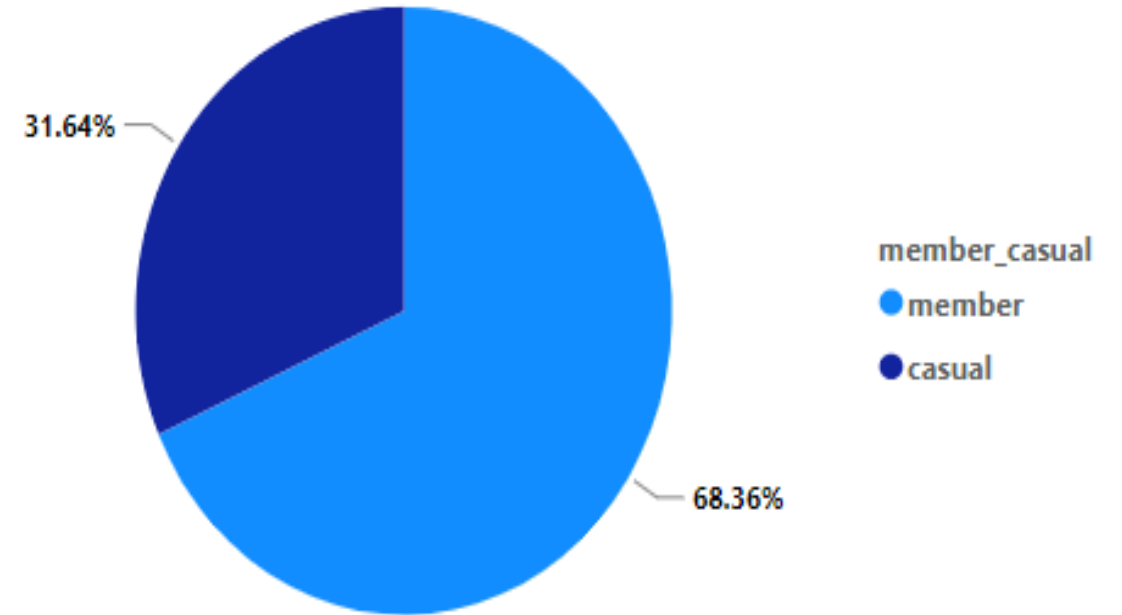
# Objective

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

# Total Ride Booking

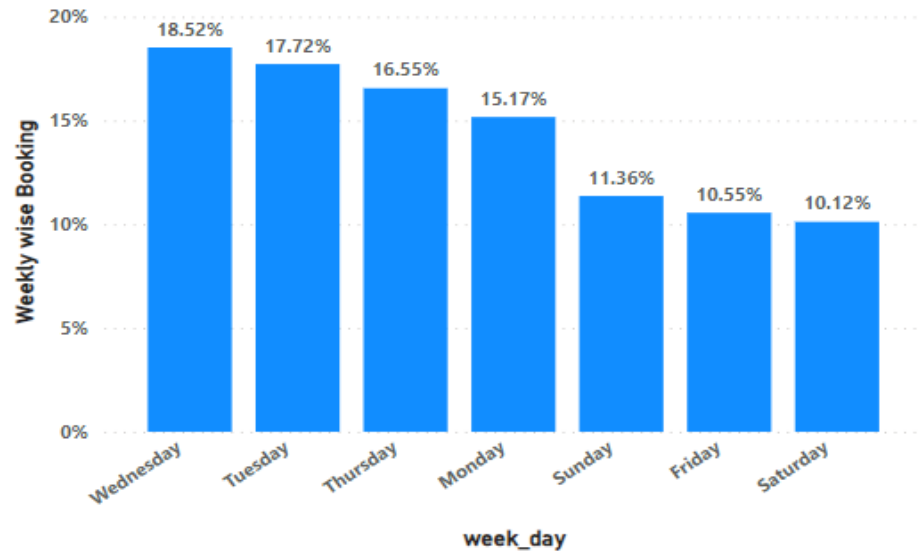
## Key\_Takeaway :

- 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

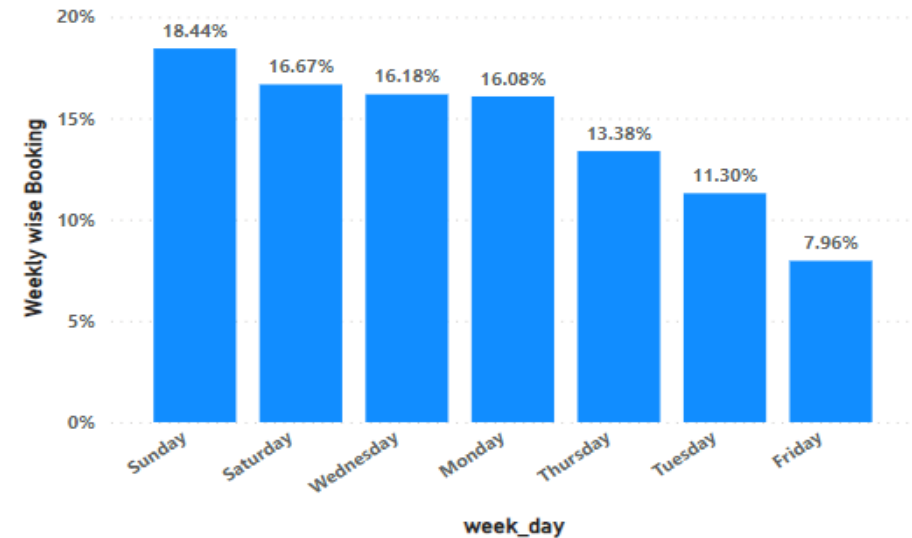
## Member Riders



### Key\_Takeaway :

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

## Casual Riders

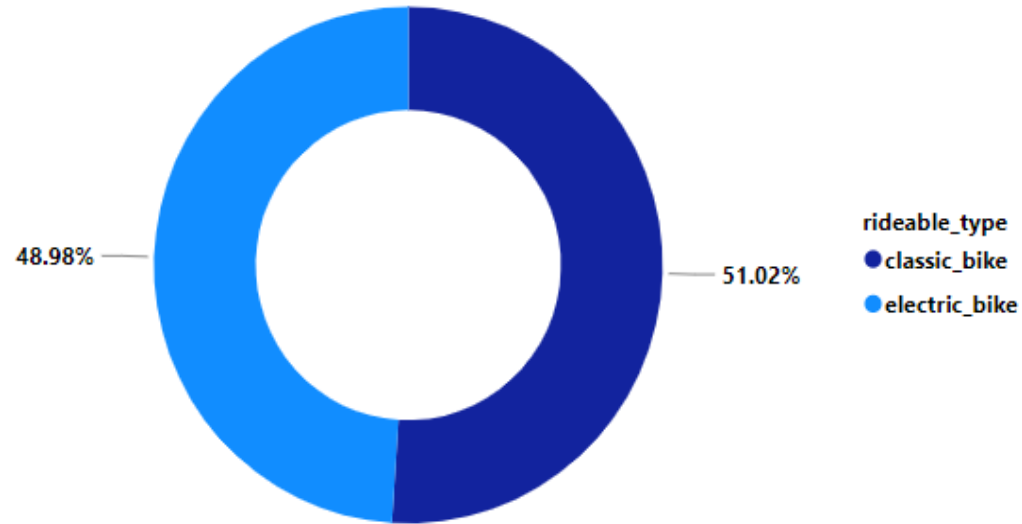


### Key\_Takeaway :

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

# Ride Bike Usage

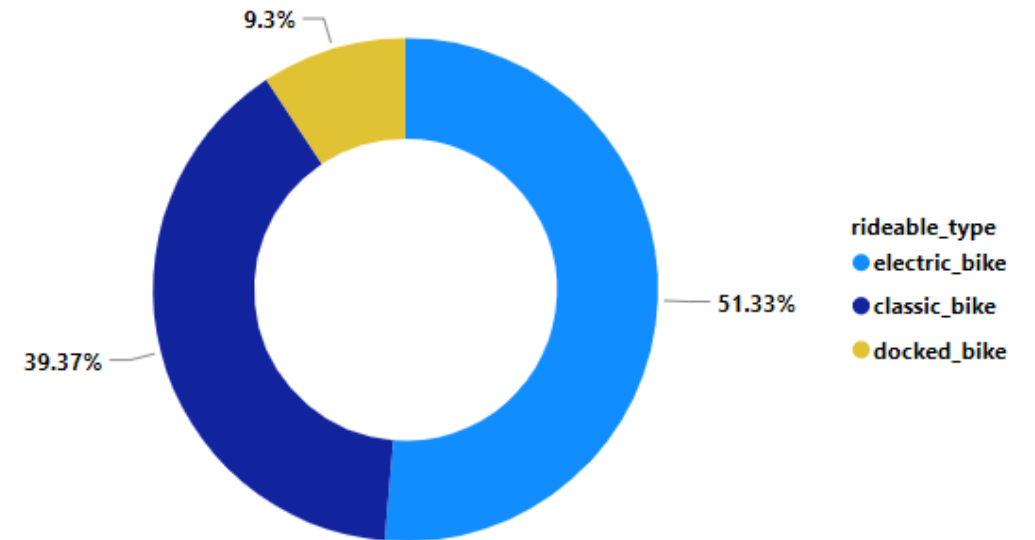
Member Riders



## Key\_Takeaway :

- Member Riders mostly prefer **Classic bike & Electric bike**

Casual Riders

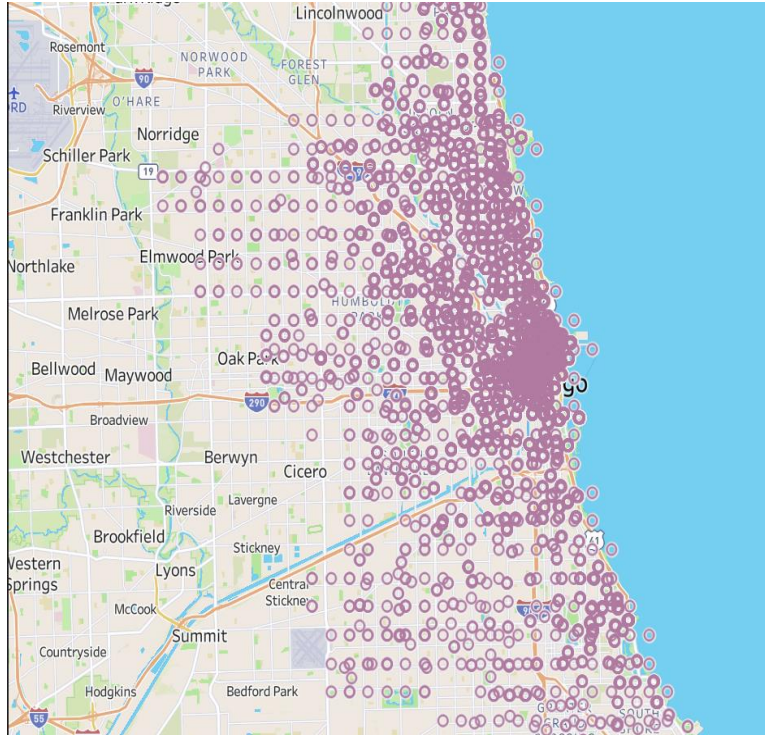


## Key\_Takeaway :

- Casual Riders was mostly **Electric**, **Classic bike** rarely used **Docked bikes**

# Repeated visited Location

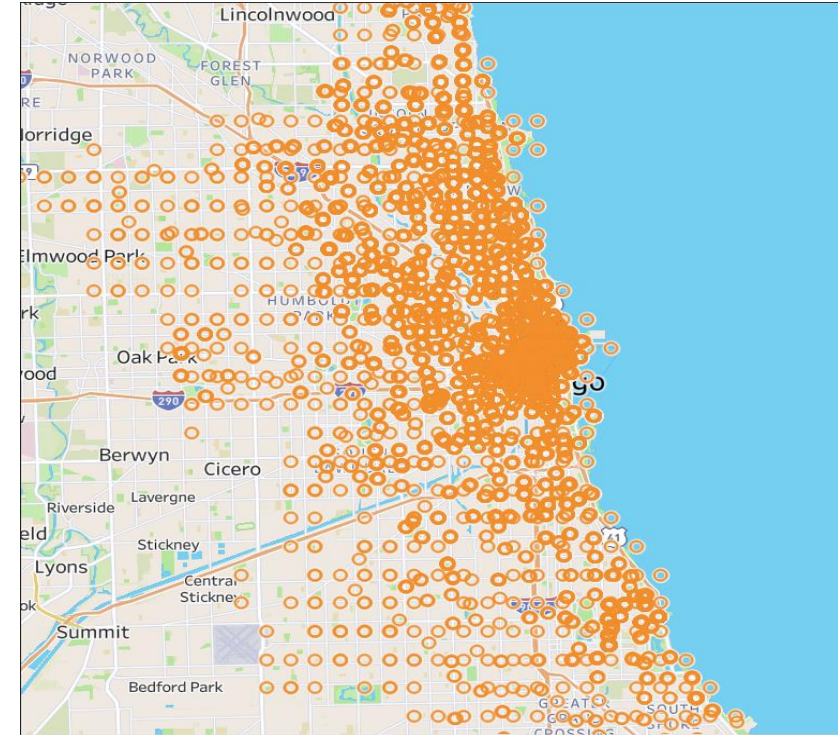
## Casual Riders



### 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**.