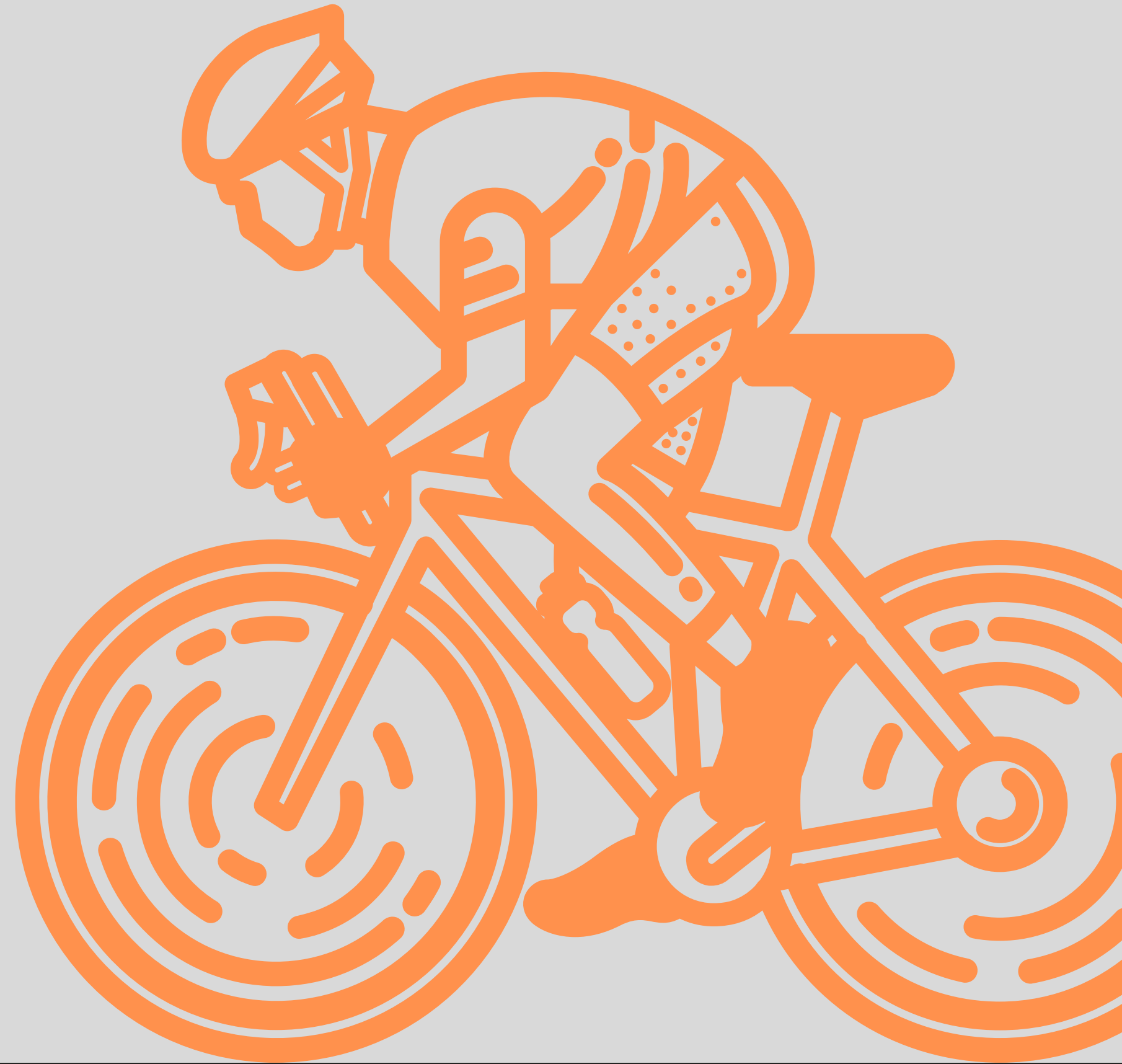


Cyclistic **Case Study**



Hello !

I am Tushar Jawale

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Tableau Dashbord

https://public.tableau.com/views/GoogleDACapstone_16846009194890/SummaryDashboard?:embed=y&:display_count=n&:origin=viz_share_link=drive_link



Behind the Brand



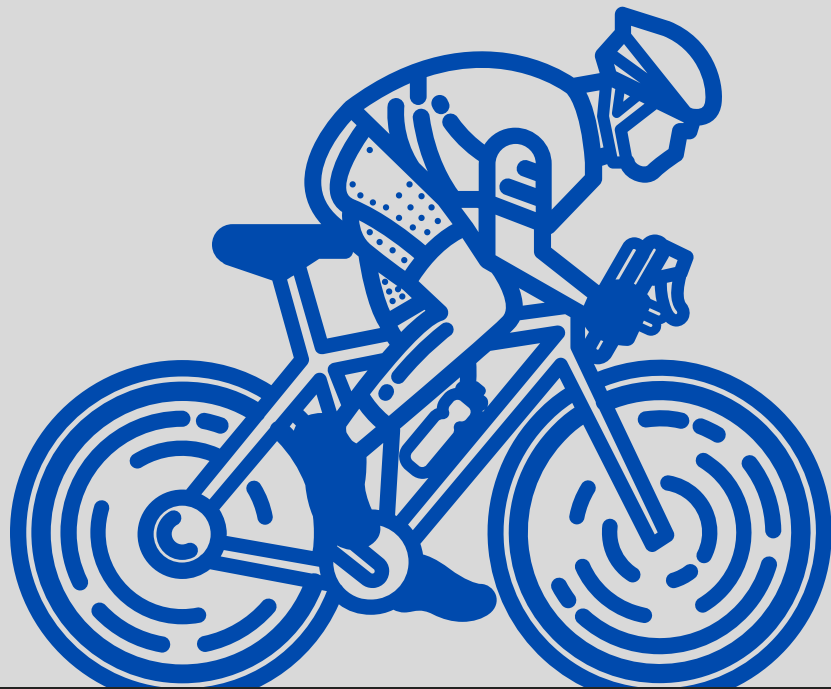
- In 2016, Cyclistic launched a successful bike-share offering.
- Since then, the program has grown to a fleet of 5,824 bicycles that are geo-tracked and locked into a network of 692 stations across Chicago.
- There are two types of cyclists, those who purchase casual tickets and those who purchase annual memberships.
- The marketing team believes that maximizing the number of annual members will be key to future growth.
- Rather than creating a marketing campaign that targets all-new customers, there is a very good chance to convert **Casual** riders into **Members**



Project Purpose

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What is the most effective marketing strategy of converting **Casual** riders into annual **Members** ?

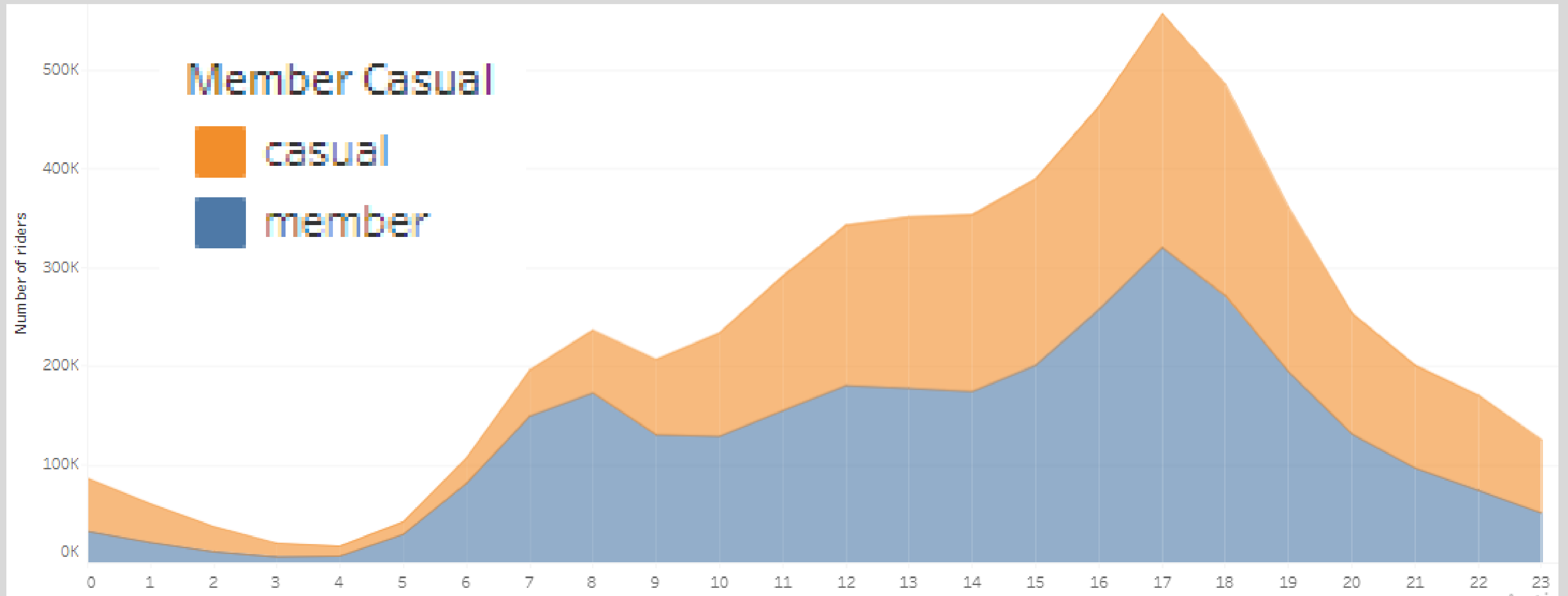


The Challenge

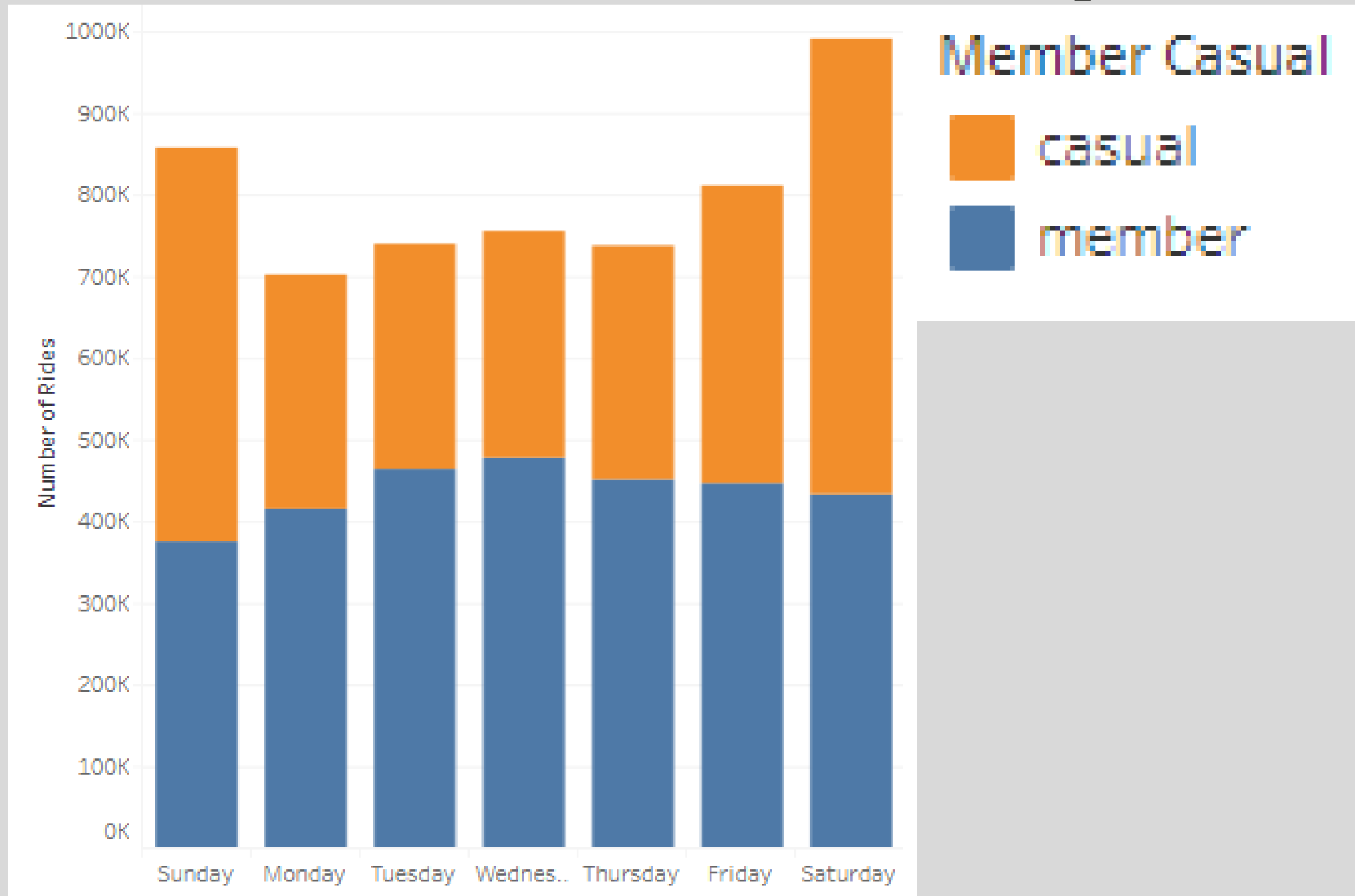


How do **Members** and **Casual** riders use bikes differently ?

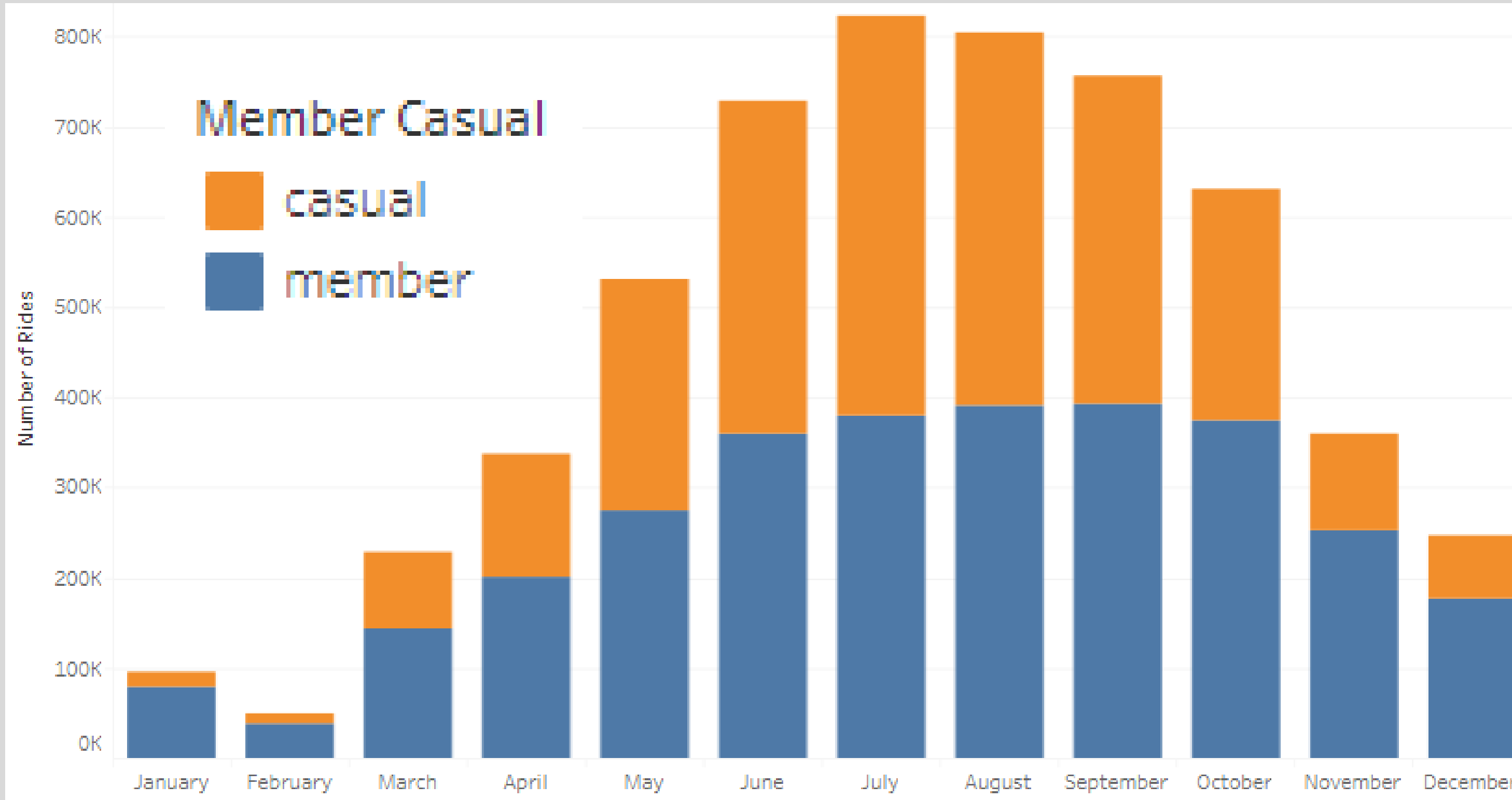
Bike rides for each hour :



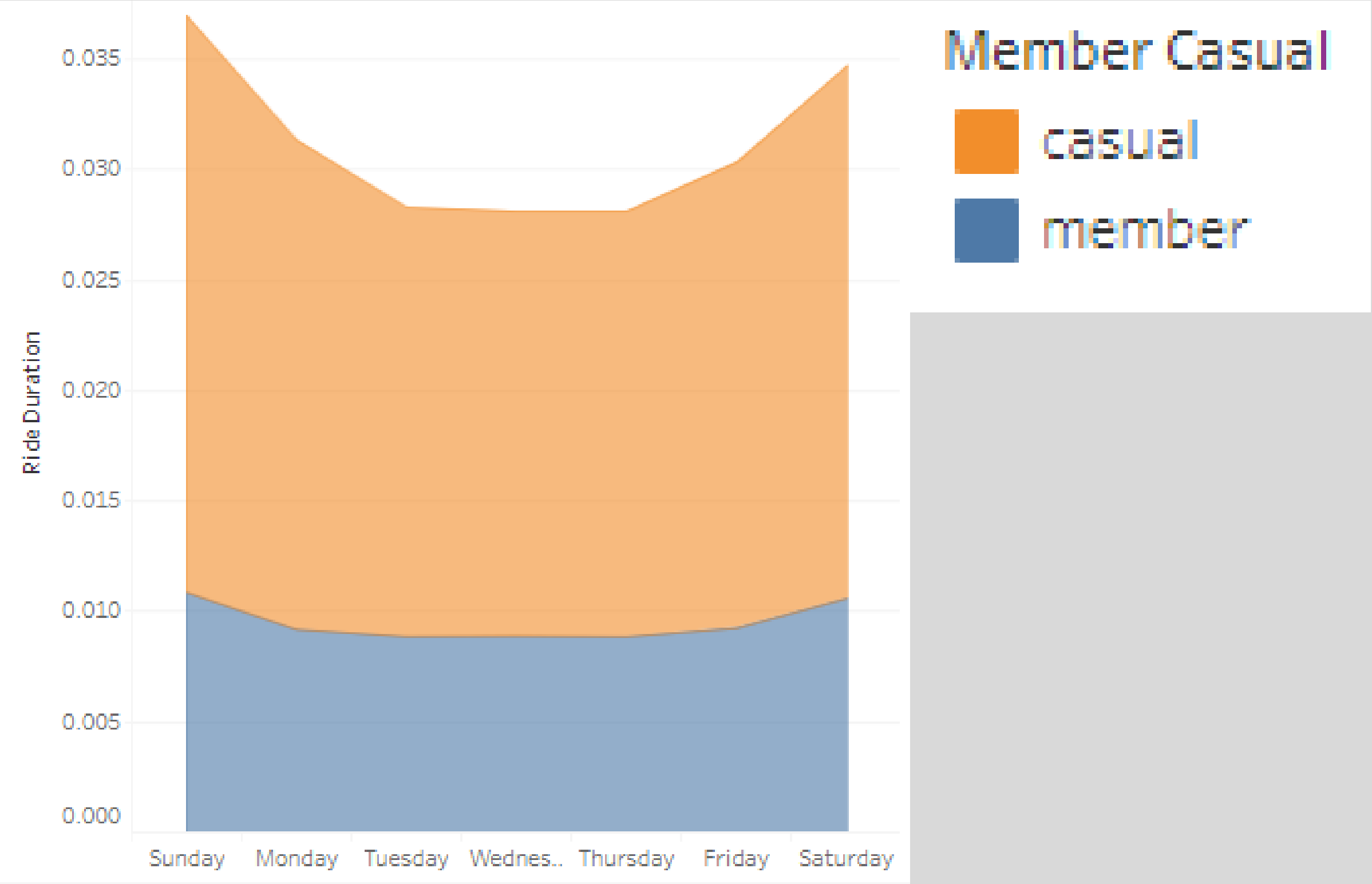
Bike rides for each day of the week :



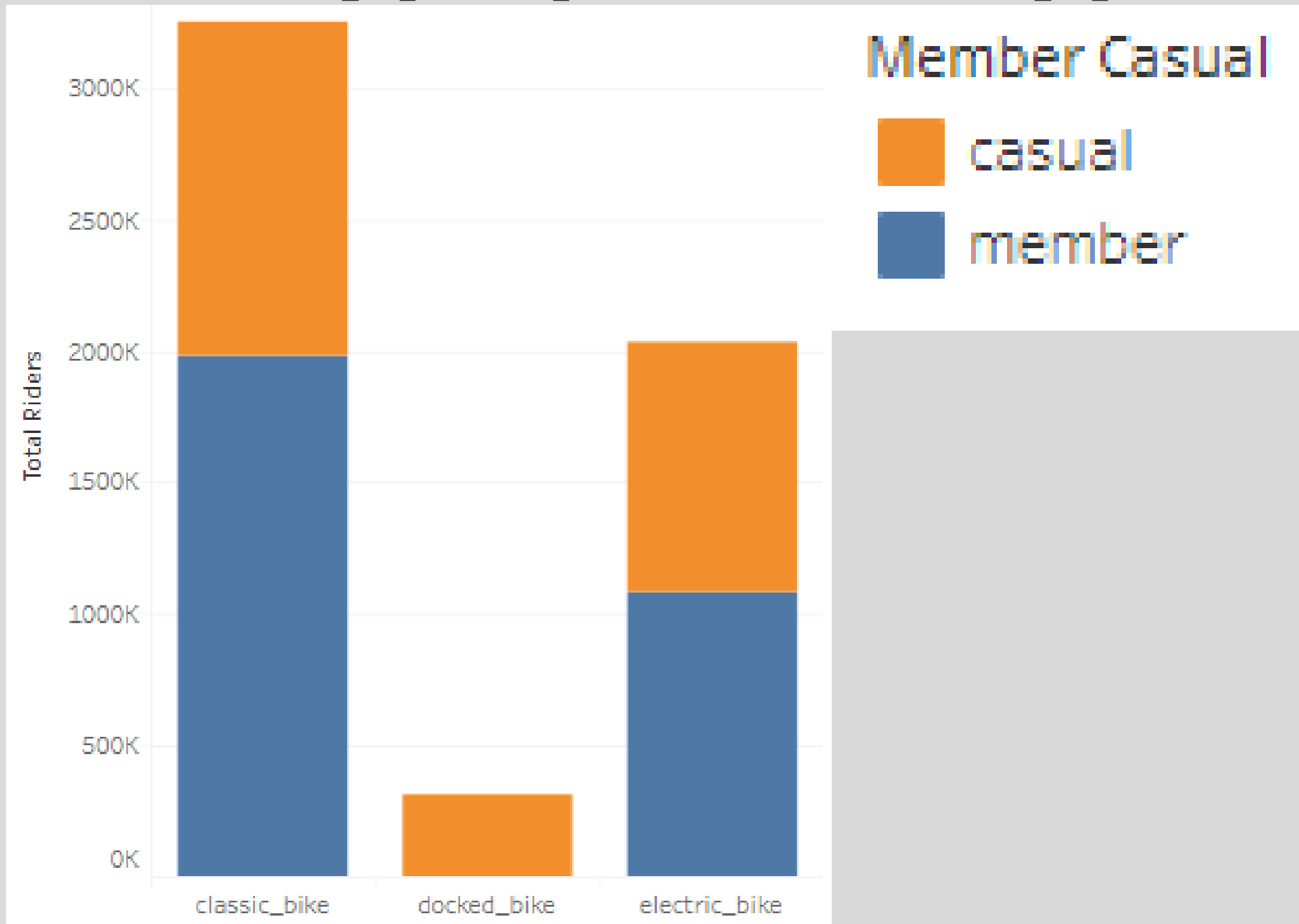
Bike rides for each month :



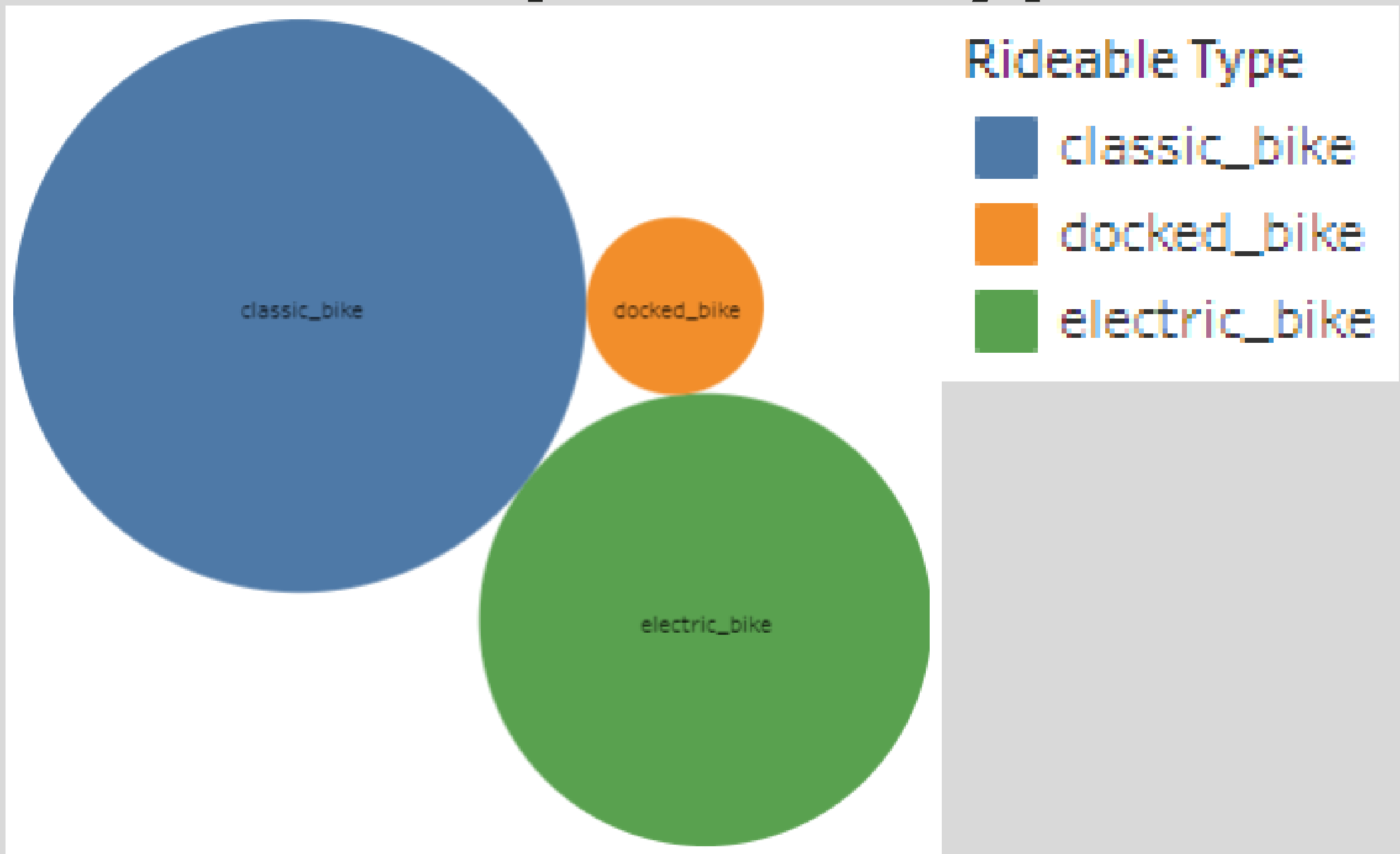
Average trip duration per day :



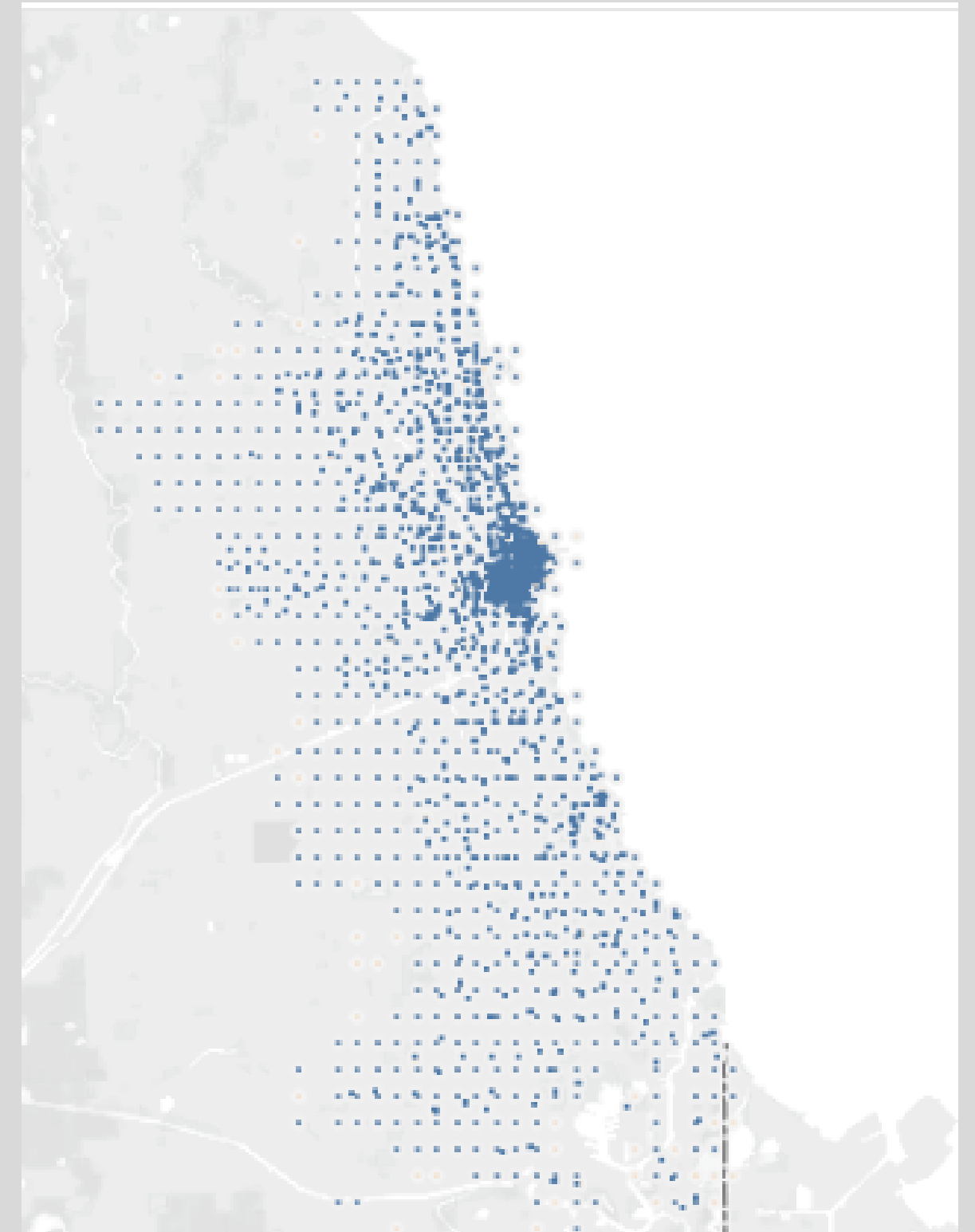
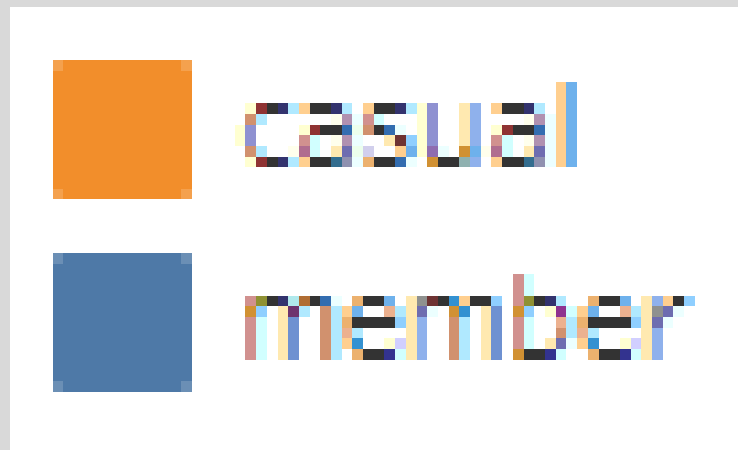
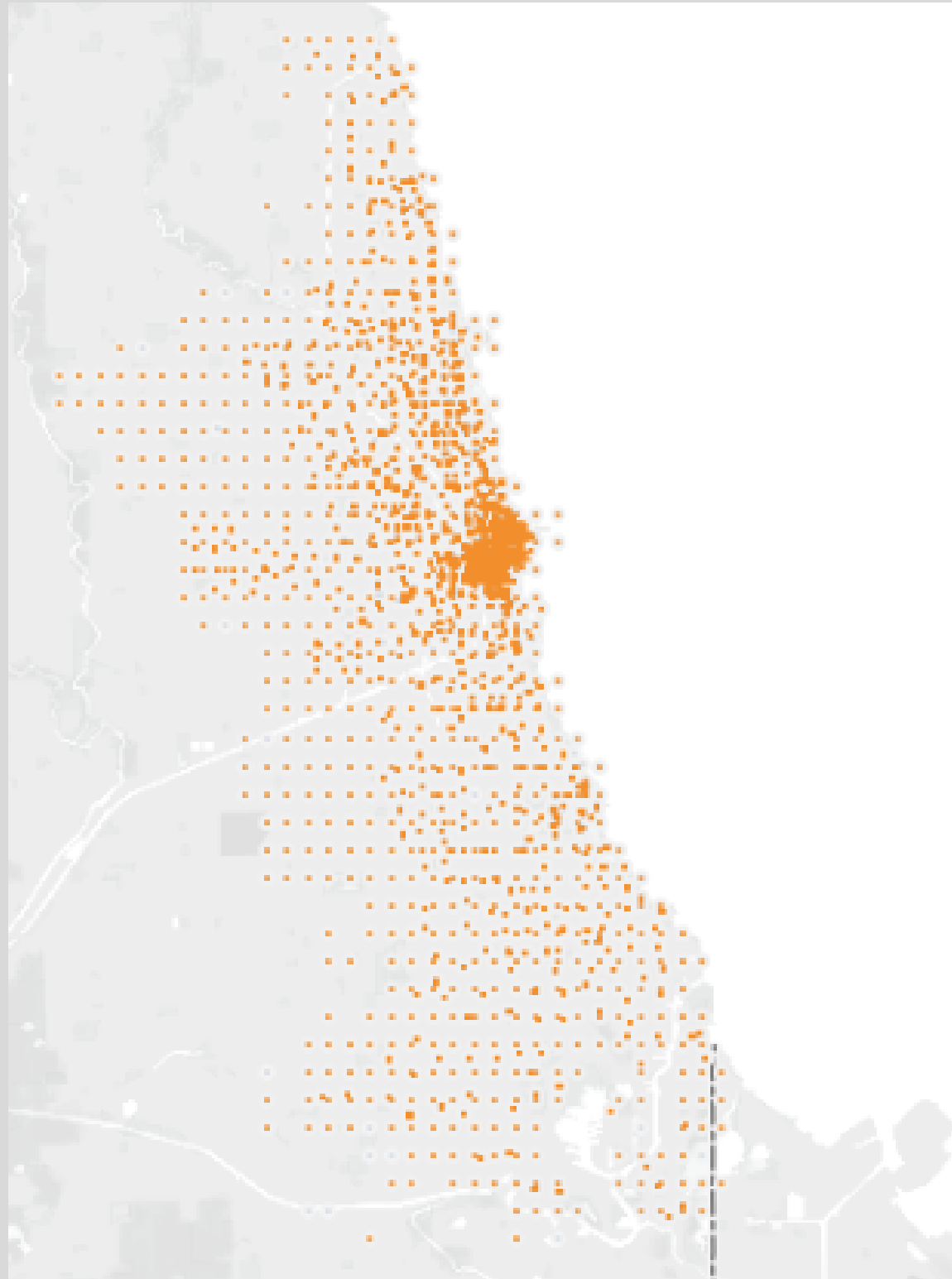
Rider type per bike type :



Total rides per bike type :



Geographical density per cyclist type :



The Summary



Casuals : Prioritize Cyclistic bikes for leisure

Members : Prioritize Cyclistic bikes for commuting

The Summary



- Casual users tended to ride more so in the warmer months of Chicago, namely June-August.
- The Casual riders spent on average a lot longer time per ride than members.

The Summary



- The days of the week also further shows that casual riders prefer to use the service during the weekends.
- Long term riders tended to stick to classic bikes as opposed to the docked or electric bikes, this might suggest more available classic bikes, the pricing between each option might be a factor.

Recommendations



- Yearly subscription providing unlimited pass for every weekend
- Convey the benefits of frequent cycling to casual riders.
- Explore models that rewards members with higher price offerings and additional privileges.