



Cyclistic Bikeshare

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Scenario:

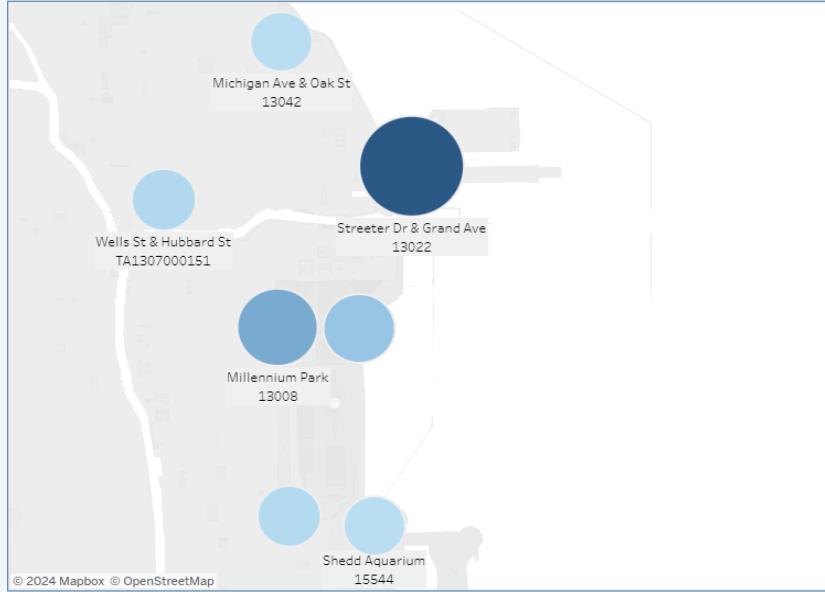
- Cyclistic is a bike sharing company located in Chicago.
- Their current business structure is based on single ride, full day and annual memberships.
- The Director of Marketing is seeking to convert **casual riders** (single and full day) to **annual members**, as they're more profitable.
- Marketing needs a better understanding about their riders in order inform their upcoming digital marketing campaign to expand Cyclistic's membership rate.

Objectives:

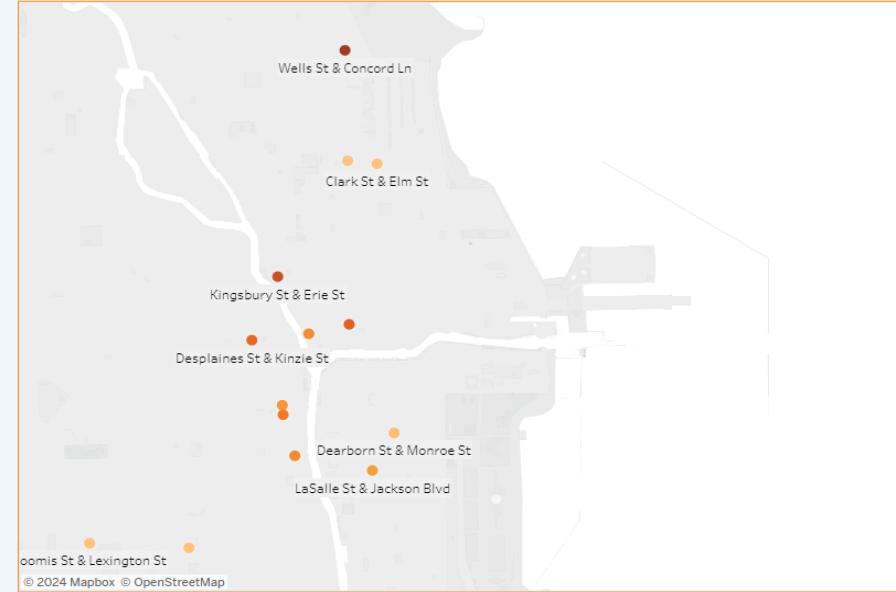
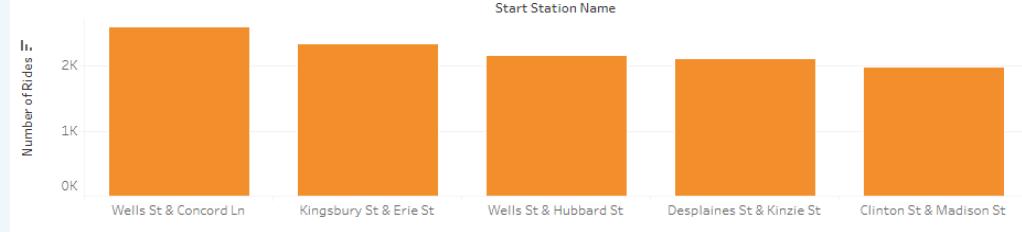
1. How do **annual members** and **casual riders** use Cyclistic bikes differently?
2. Why would **casual riders** buy Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence **casual riders** to become **members**?

Where Are They Riding?

Top 5 Casual Rider Stations



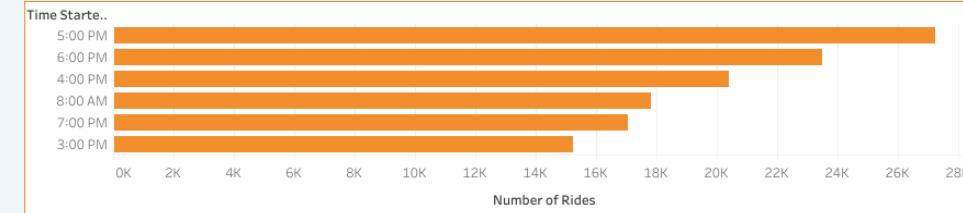
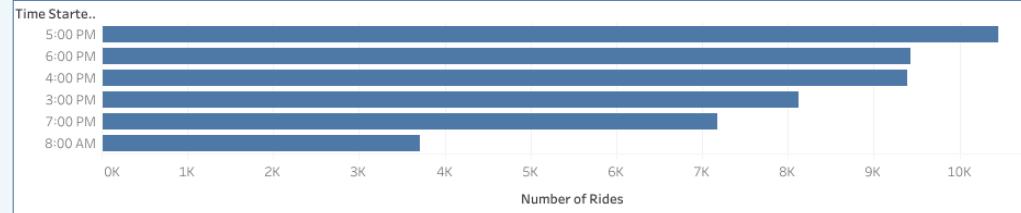
Top 5 Member Rider Stations



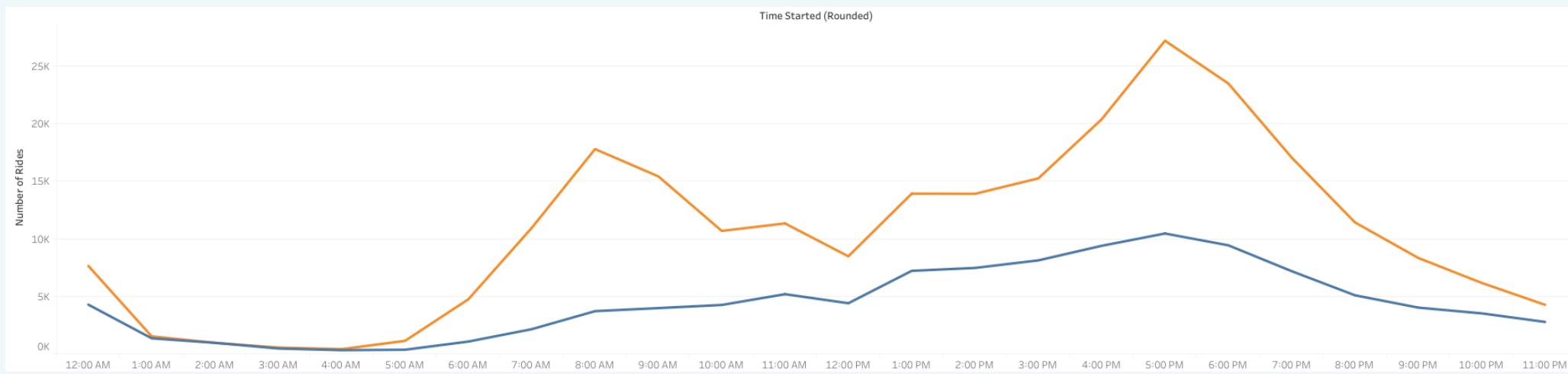
Casual Riders: Coastline along the waterfront, likely for recreational purposes.

Member Riders: Inner city urban commute, more functional purpose.

What Time Are They Riding?

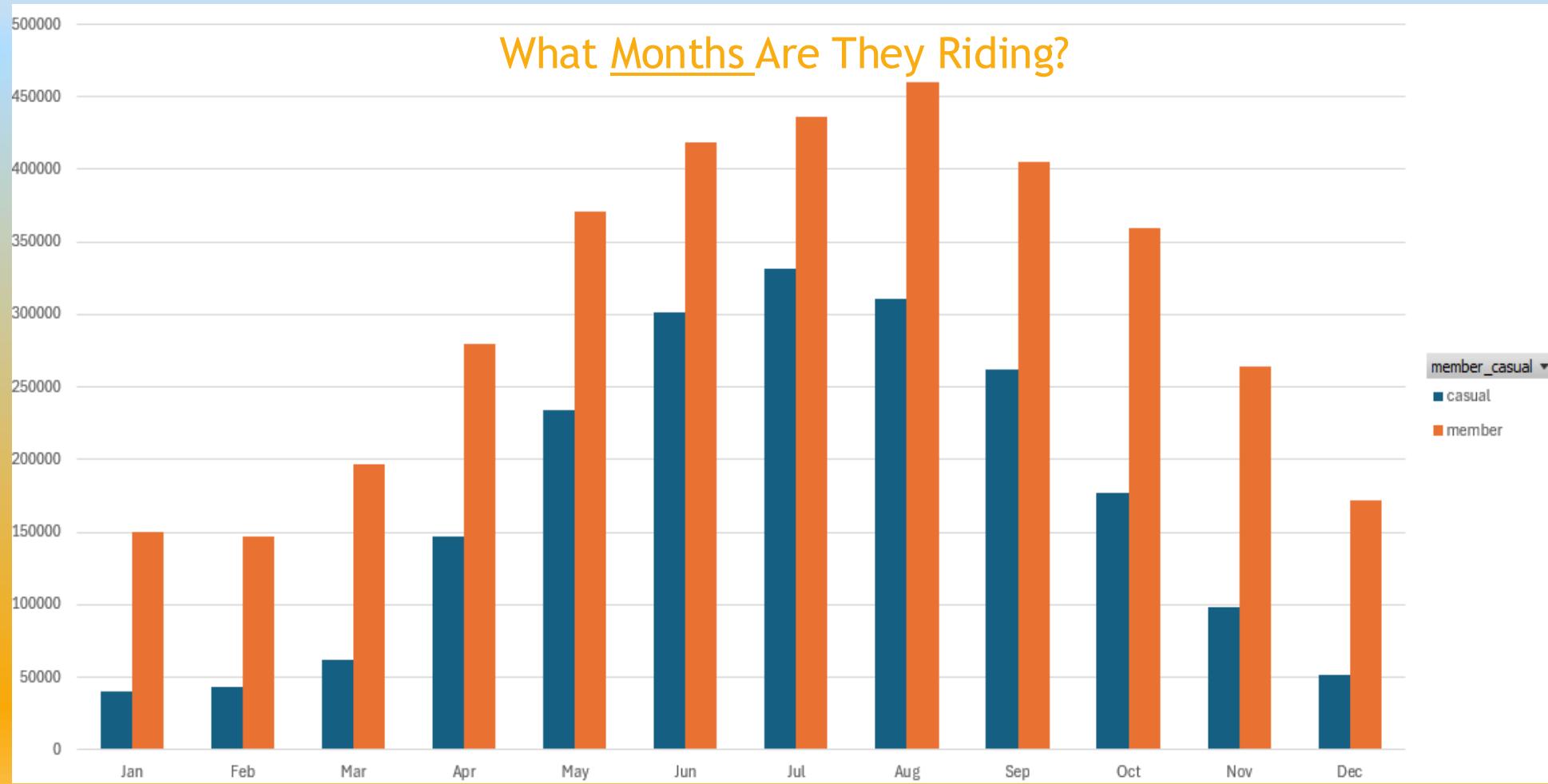


Rides by Time



Both start riding after working hours.

Member riders more likely to use bikes for morning commute.

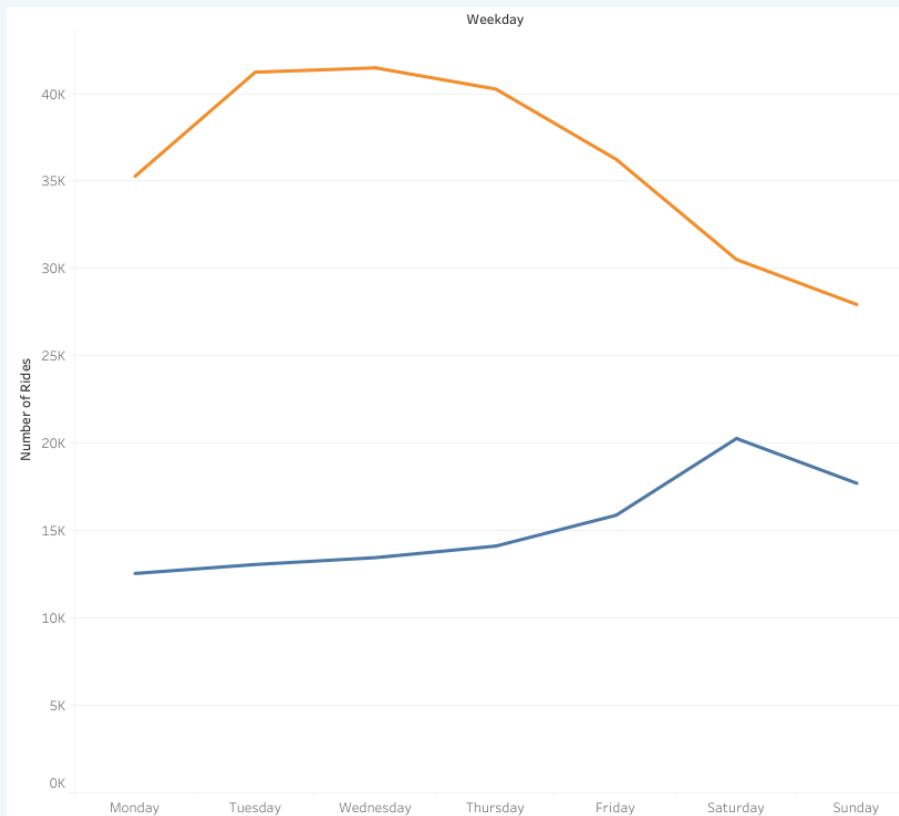


Both demographics increase biking during warmer months.

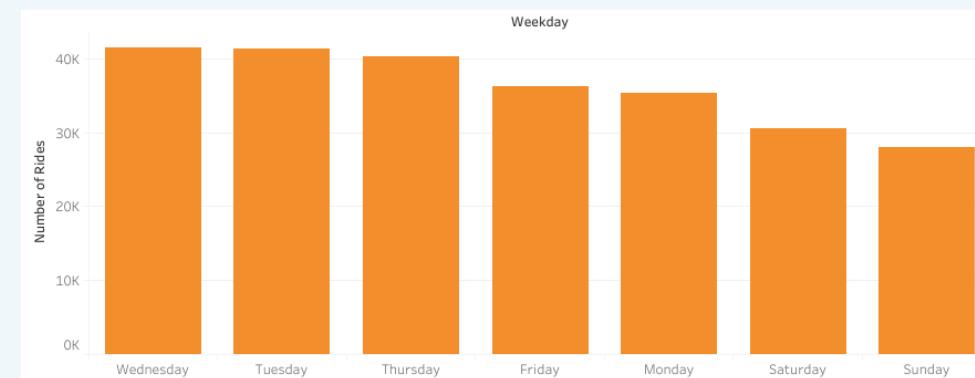
Both demographics bike year-round.

What Days Are They Riding?

Rides by Weekday



Member Rides by Weekday



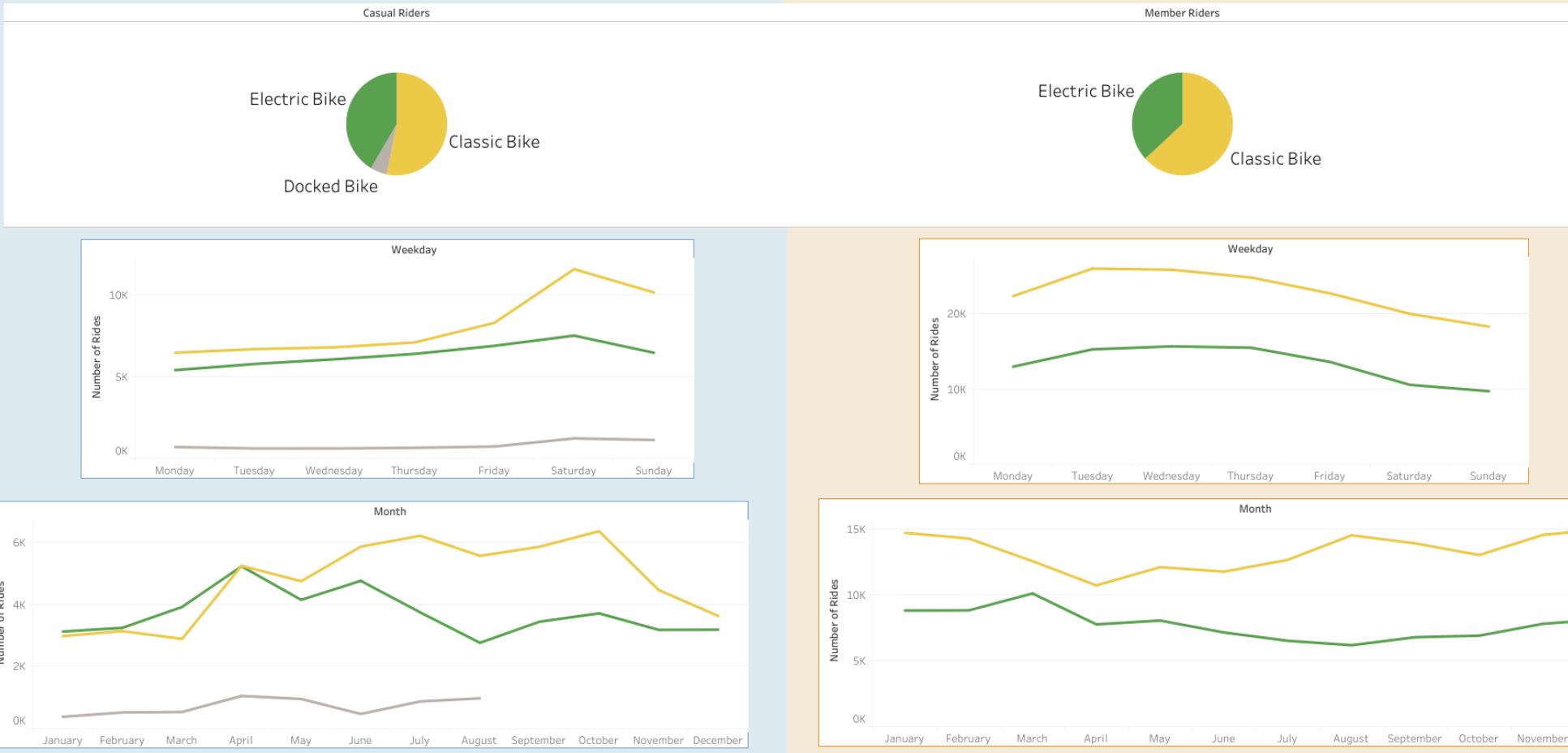
Casual Rides by Weekday



Casual Riders prefer weekends.

Member Riders prefer weekdays.

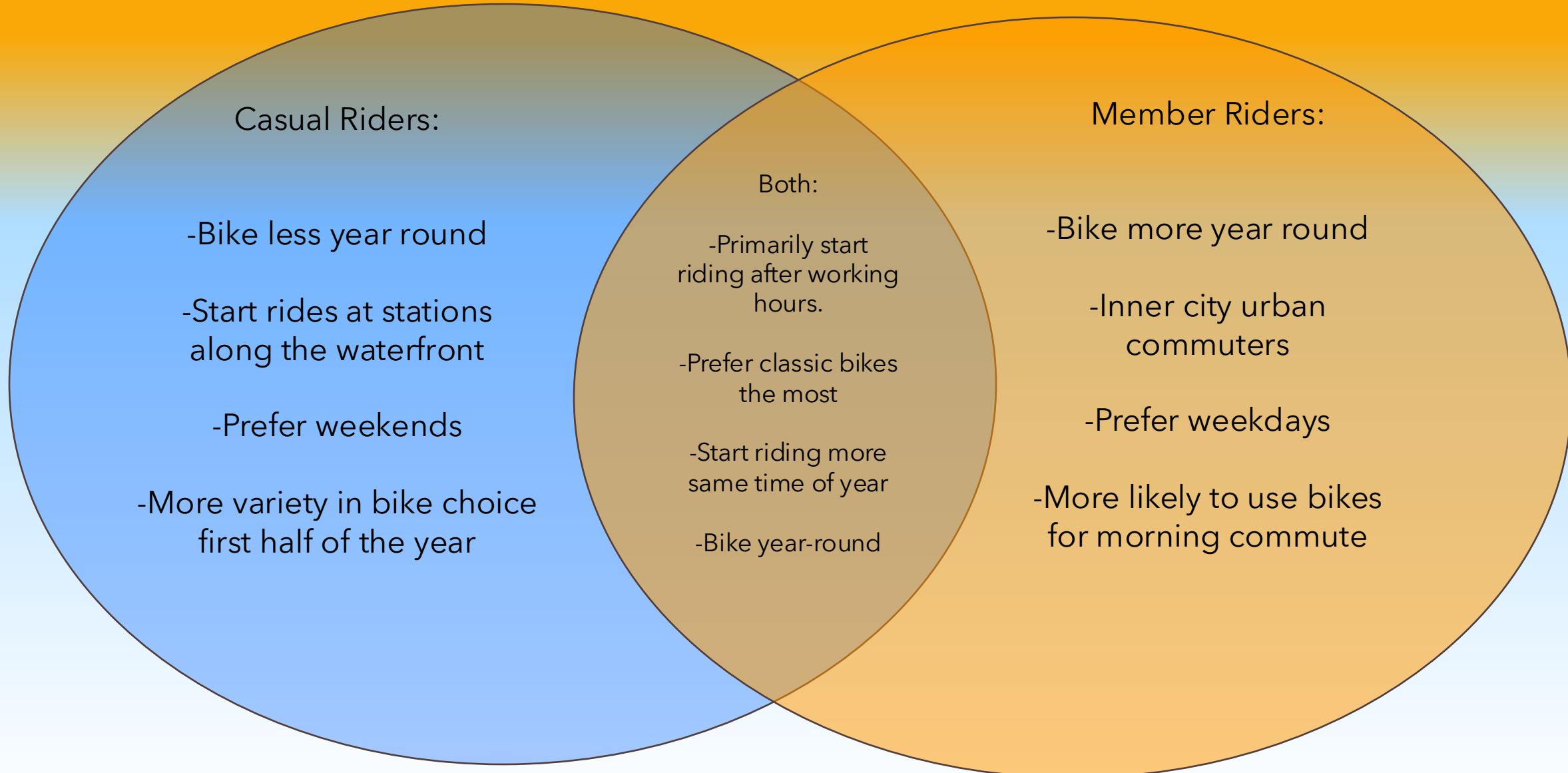
What Bike Are They Riding?



Classic bike preferred by both rider types.

Causal riders have more variety in bike choice first half of the year, especially e-bikes.

How do casual riders and members compare?



Why would casual riders buy annual memberships?

- Casual Riders, though at lower rates, bike year-round and could benefit from annual rates.
- Casual Riders appear to use bikesharing more recreationally on weekends. Memberships offer more convenience for spontaneous weekend trips along the waterfront.
- Casual riders, like members, most often ride around 5-6pm after working hours during warmer months. Memberships allow more efficient ease of access to bikes for evening activities

How can Cyclistic use digital media to influence casual riders into buying memberships?

- **Target advertisements** toward users at **coastal starting stations**.
- User increase highly correlated with temperature and the seasons. For maximum reach, marketing campaigns should occur in **Spring and Summer**.
- Casual riders notably have higher rates of using **e-bikes during the Spring**. Incorporate e-bikes specifically in Spring marketing campaigns.
- Casual riders are more likely to be recreational users in the evening, so emphasize the **convenience** of not having to pay microtransactions to access bikes during their relaxation time.
- Offer **discounts** and present benefits of annual memberships **on weekends** when casual riders are most likely to use Cyclistic's services.

Further Recommendations:

- Need more data on consumers such as user's gender, age, demographic and address to get a better understand of who's using Cyclistic as to inform marketing strategy.
- Further insight into pricing models as to offer a more comprehensive understanding regarding the benefits of memberships over single use/full day passes
- More granularity in what makes up the casual rider category. Segmenting between single use and full day pass users would allow more accuracy in tracking behaviors for targeted marketing purposes.