



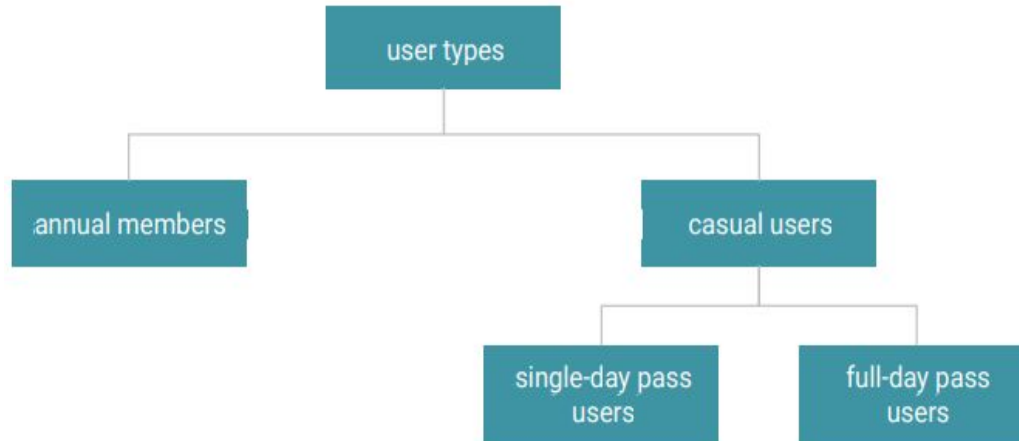
How Does a Bike-Share Navigate Speedy Success?

Case Study: Cyclistic BIKE-SHARE

By Marcelo Coto, January 2022

Background

Cyclistic's finance analysts have concluded that annual members are much more profitable than casual riders. Maximizing the number of annual members will be key to future growth.



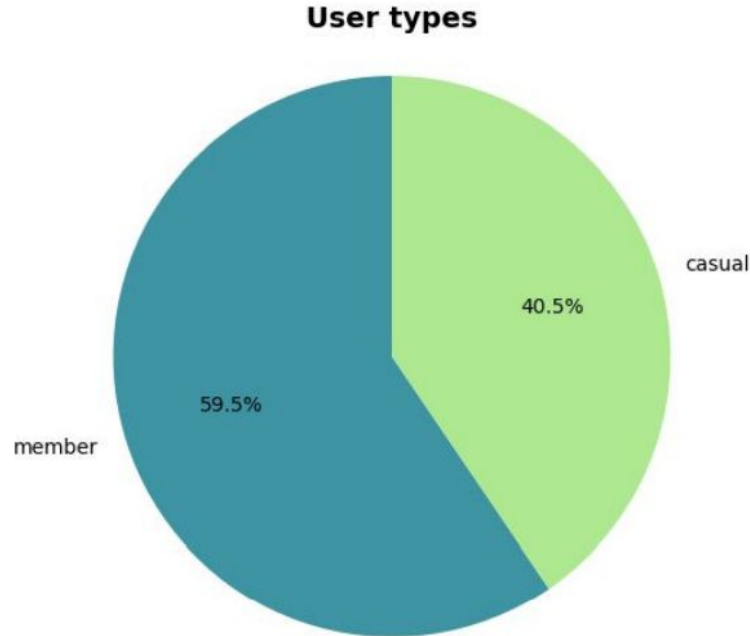


Motivation

The goal of the analysis:

- Understand how casual riders and annual members use Cyclistic bikes differently in one year period.
- Design a new strategy to convert casual riders into annual members.

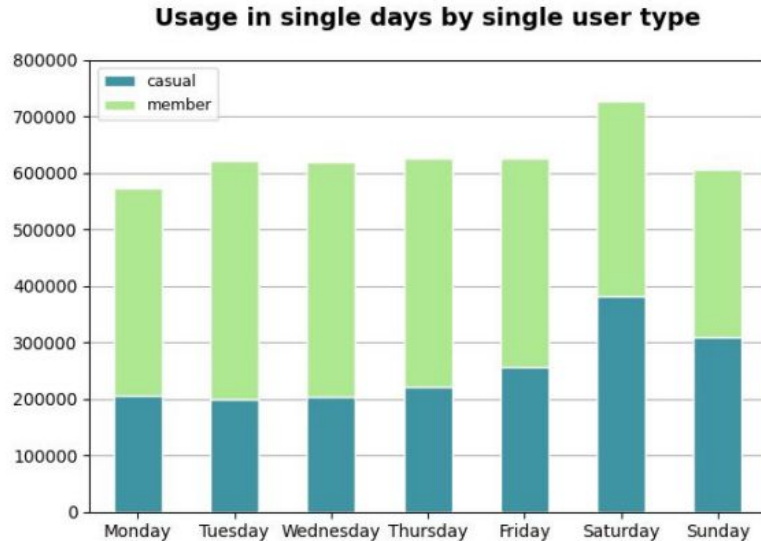
Users Types



Almost 60% of rides in the reviewed period were carried out by regular members. There is still huge potential to gain more members out of casual riders

Usage in single days by single user type

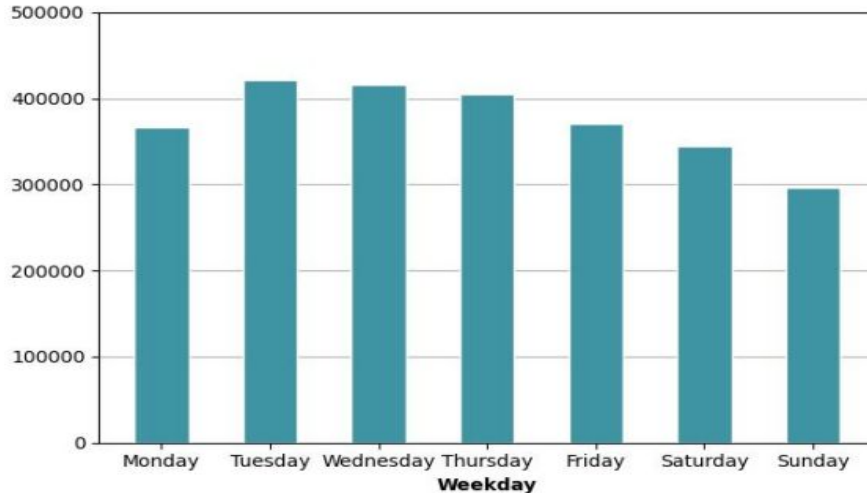
The data shows a big difference in bicycle usage of casual users over a week, while annual members used bicycles more regularly. Splitting the graph allows for a more accurate analysis



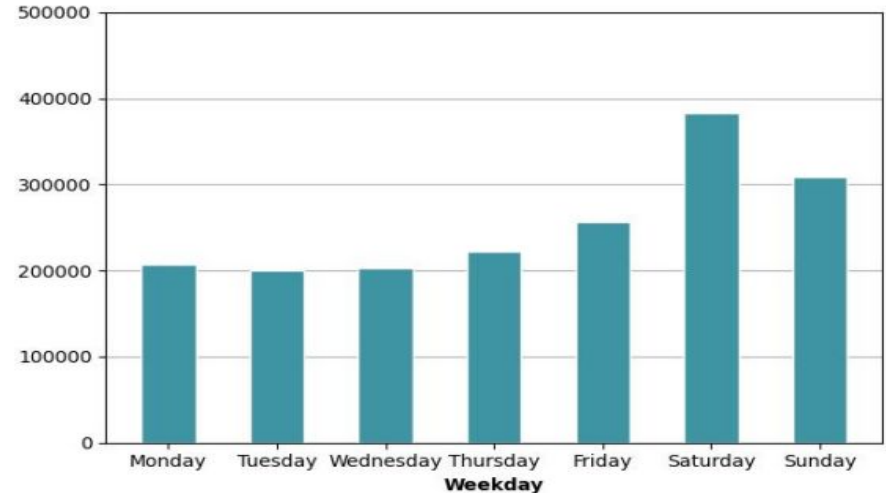
Usage in single days by single user type

Annual members used bikes more during the work week and less on weekends. The opposite relationship can be observed in case of casual users, while the closer to the end of the working week, them more bike rentals

Usage in single days by members



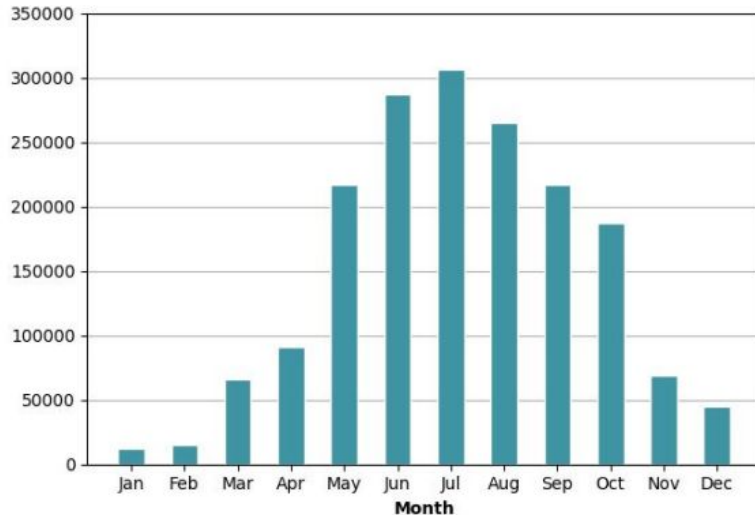
Usage in single days by casual users



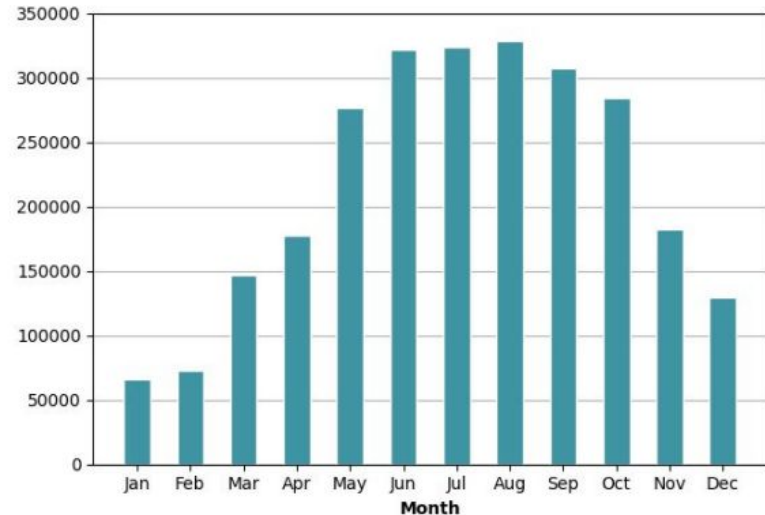
Usage in single months by single user type

All users used bicycles more often in the warm months. Peak for casual users was the period from June to August, statistically the hottest months of the year. High number of rides also took place in May, September and October

Usage in single months by casual users

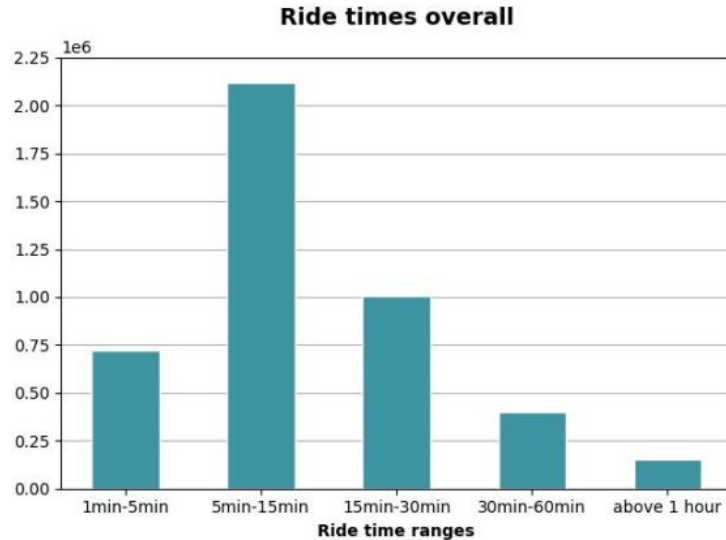


Usage in single months by members



Ride times

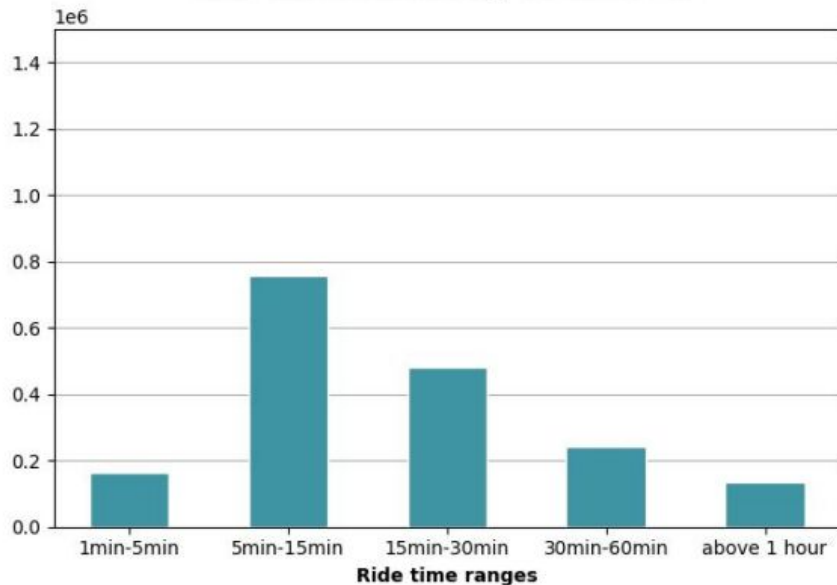
Most rides were short trips between 5 to 15 minutes. Slightly longer trips, up to 30 minutes, were also a significant part of the whole database.



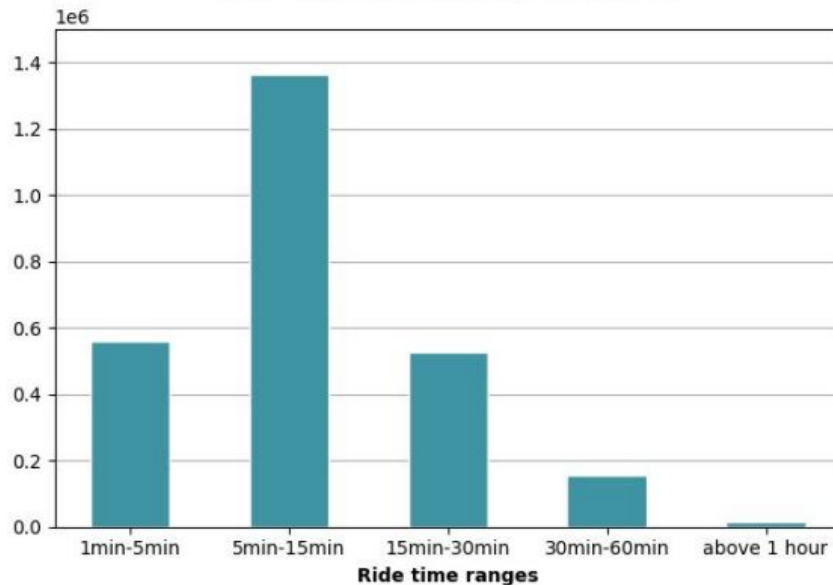
Ride times by single user type

There is a visible pattern showing that users are more likely to take longer trips in comparison to annual members

Ride times overall by casual users



Ride times overall by members



Marketing strategies

- Free months for inviting friends: Giving one free month of membership for each annual member who has invited a friend which has purchased an annual membership
- Best yearly membership Prices and adds on winter months : Accumulating of the most flashy ads on the months that are harder to sell, make the promotion so good that they will subscribe even if they don't use the bike the next couple of winter months.
- Discounts for long term members: Giving one free month for each year of membership as an annual member of Cyclitics.
- Daily Challenges: Make daily challenges like inviting a friend or end the rout in a x amount of time to leave the bike available sooner.





Thank You For Your attention

