# Project Plan Deliverables for Boston Bluebikes: Conversion Campaign Incentives

## OBJECTIVE:

The primary objective for choosing Boston Bluebikes with the focus on *Conversion Campaign Incentives* is to increase subscription revenue stability by designing and implementing targeted campaigns to motivate riders to switch for subscription services. The goal is to understand the characteristics and behaviors of subscription customers and develop effective conversion strategies, such as pricing changes and incentive campaigns to encourage more riders to subscribe to the Boston Bluebikes. With the analysis of past data, my objective is to identify patterns that distinguish subscription customers from individual riders and recommend pricing changes based on the insights. This involves understanding user segmentation, optimizing pricing structures and measuring the long-term impact of conversion campaigns on subscription retention. The aim is to enhance the overall user experience, increase subscription rates, and create a more stable and sustainable revenue stream for the Boston Bluebikes.

## PURPOSE:

The purpose of this analysis is to increase subscription revenue stability in the Boston Bluebikes through the implementation of targeted conversion campaigns. The key focus is on understanding user behavior patterns, identifying subscription customers characteristics and recommending pricing changes or incentives to drive subscription. The selection of conversion campaign incentives involves looking into historical data from 2016 – 2019, user segmentation, pricing structures, and the impact of different incentive strategies. The analysis will concentrate on specific aspects of user behavior that is related to subscriptions and the design of targeted campaigns to ensure a focused exploration of any actionable insights. The benefit to the Boston Bluebikes will be an increase in subscription revenue stability and to create a more reliable and sustainable income stream. This is achievable by understanding and influencing rider preferences and contributing to the financial success of the bike sharing service. The outcome is to identify patterns distinguishing subscription customers from one-time riders, optimizing pricing structures, designing effective conversion campaigns, and measuring the long-term impact on subscription retention with the goal to enhance the user experience, increase subscription rates and ensure the sustainability of the Boston Bluebikes.

## DATA

The primary data source is from GA PostgreSQL database for Boston Bluebikes 2016 – 2019. A single row in this dataset represents a bike ride that has information on start and end stations, the type of user, its duration and other few relevant information. The key columns are start station, end station, user type, duration and timestamp in order to process some insights such as average durations, utilization rates, popular stations, user behaviors and distinguishing between subscribers and one-time riders. This dataset will provide insights into station popularity, utilization patterns, ride behaviors, user behavior, type of users and subscription duration for my main analysis. The size of the data is large as it covers several years of bike data and ranges from 2016 – 2019 also with the bike station data. For a descriptive statistic, I could possibly look at average trip duration and user type distribution metrics. The use for secondary data source is TBD.

## ANALYSIS

The KPIs I will be using are – Conversion Rate: to identify the percentage of one-time riders who convert to subscription and measure the success of conversion campaigns for the rider to subscribe, Subscriber Engagement: to identify the average duration of rides for subscribers and non-subscribers before the campaign and assess the impact of campaign on subscriber engagement, Retention Rate: to find subscriber retention rates over time period and measure the long term impact of conversion campaigns and lastly Demographic Response: to check the variation in conversion rates among different age and income groups in order to understand what demographic segments respond more favorably to the conversion campaign (depending if the demographic dataset is available and ready to use). Additional calculations I would like to perform are to tailor campaigns to target demographic segments to convert and understand if campaigns lead to increased usage among subscribers. Some assumptions are that the dataset is believed to accurately reflect the user behavior for campaign responses and that the intention for user subscribing might not be reflected in the dataset to perform any analysis on. Lastly, the limitation is that external factors that could possibly change the economics can impact the conversion considerations and rates for the riders.

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