

DataViz: BikeShare Marketing Strategy

Story 1

Customer Analysis

Member Casual

Non-subscriber

Subscriber

Membership Status

All

Total trips

Member Casual

Non-subscriber 1,341,140

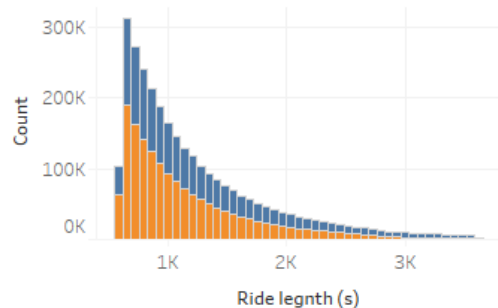
Subscriber 1,629,860

- Non-subscriber and subscriber groups have a similar distribution on the ride length per rental.

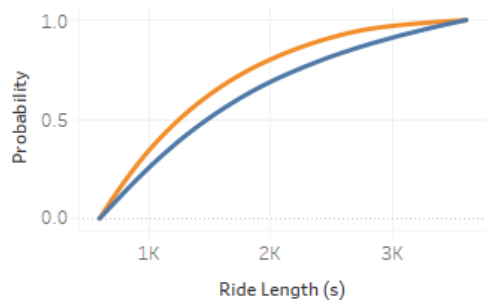
- 80% of the rentals last up to 40 minutes with the non-subscriber group tending to rent longer than the subscriber group

- Electric bike is more popular among the non-subscriber group, while the classic bike is more popular among the subscriber group

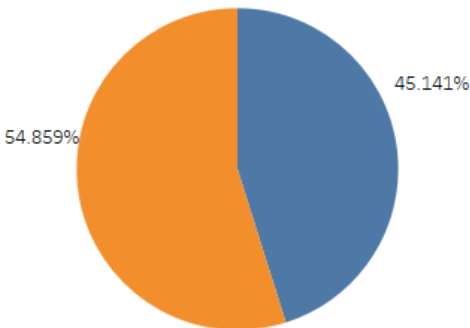
Ride length histogram between two groups



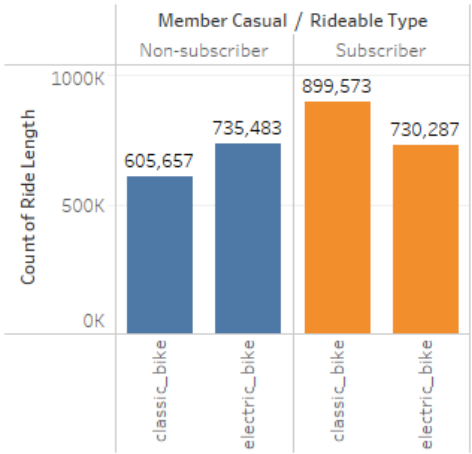
Cumulative distribution ride length



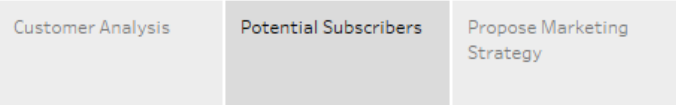
Membership status of all the rides



Total number of rides and type of bikes



Story 1



Customer Behavior Analysis

Member Casual
Non-subscriber Subscriber

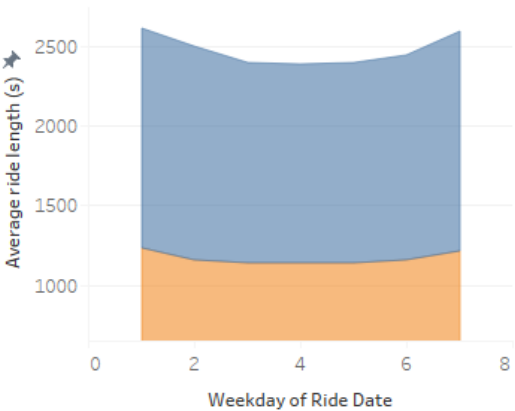
Member Casual
All

Total trips

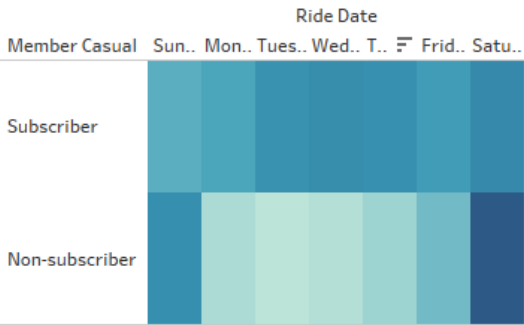
| | |
|----------------|-----------|
| Member Casual | |
| Non-subscriber | 1,341,140 |
| Subscriber | 1,629,860 |

- The average time ride per rental and total rental increases on the weekend for the non-subscriber group.
- The average time ride per rental remains almost the same for each day of the week for the subscriber group. But the total number of rides increases during the working day (Monday to Friday) for the subscriber group, which showed that the bike-sharing service's purpose is commuting.
- The peak season for ride-sharing users is from May to October with October, which could be due to the weather in Chicago around this time of the year.

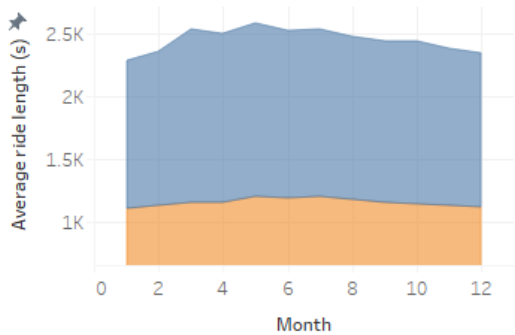
Average time per ride for each week



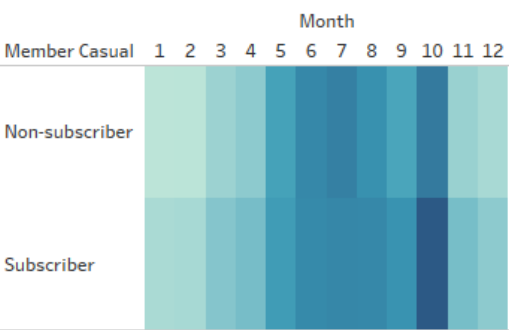
Total trips per week



Average time per ride for each month



Total trips per month



Story 1

| | | |
|-------------------|-----------------------|----------------------------|
| Customer Analysis | Potential Subscribers | Propose Marketing Strategy |
|-------------------|-----------------------|----------------------------|



Proposals to influence casual riders to become members:

Proposal 1: Increase the number of trips taken by casual riders

Offer some partial discount for bike rental on off-peak days such as Monday and Tuesday to maximize the profit obtained during the off-peak days while promoting the bike-sharing culture among casual riders.

Proposal 2: Improve the bike-sharing app with the added feature to broadcast the benefit of using bike-sharing services and the cost-benefit for the membership program

- Adding some features in the app that allow the user to track the total number of trips, cost per trip, and carbon footprint based on the number of trips and duration, the cost-saving strategy with a membership account.
- Adding an alert feature when the trip to casual users who frequently rent 30 minutes about the membership options and its benefit.

Proposal 3: Marketing campaign in Spring

Run a marketing campaign to advertise the membership program starting from March to May before the peak season for bike-sharing services