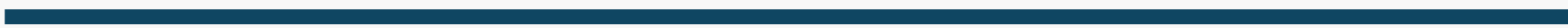# CASE STUDY 1

How does a bike-share navigate speedy success?

MONICA CARRILLO

Agenda 30 min

- Project overview and goals
- Data and analysis
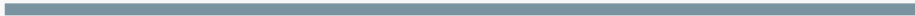- Recommendation
- Actionable steps
- Questions

Project overview and goals

Assigned question: How do annual members and casual riders use cyclistic bikes differently

Overview
Cyclistic's nance analysts have concluded that annual members are much more protable than casual riders
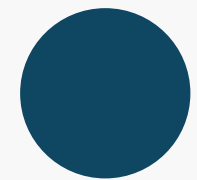
Markenting strategy content

Main purpose
Is it worth it focusing on casual customers to change to an annual subscription?
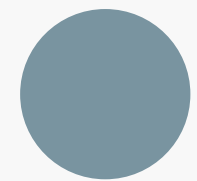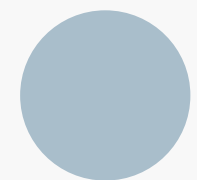
Data Analysis

The two main tools for analyzing and cleaning the data:
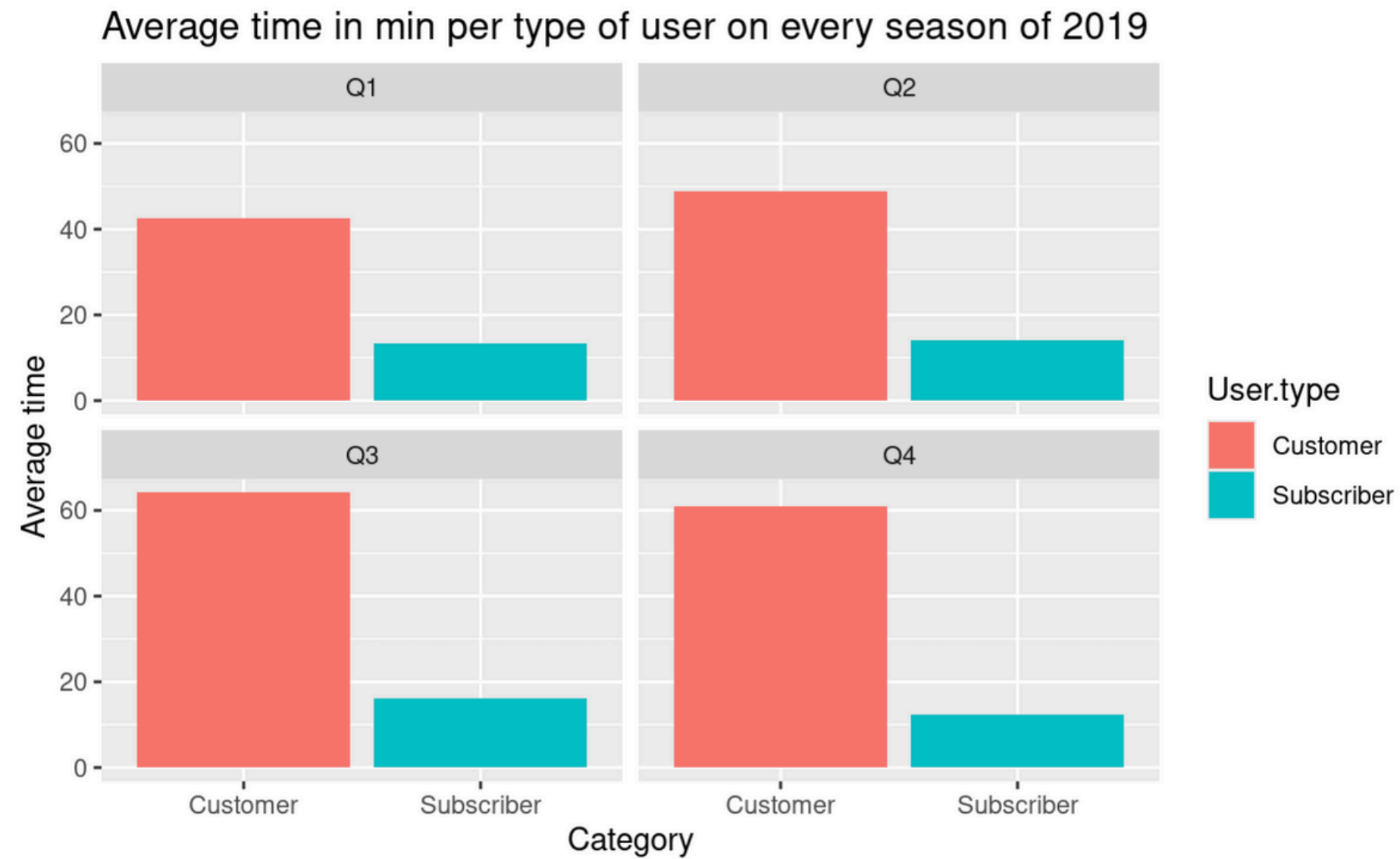
R ⟶ Structure and visualization

Spreadsheets (Excel) ⟶ Sorting, filtering and basic analysis

Data source ⟶ The 4 seasons of 2019 were used

Data Analysis

Average time in min per type of user on every season of 2019

- The casual customers use the bikes for a longer period of time.
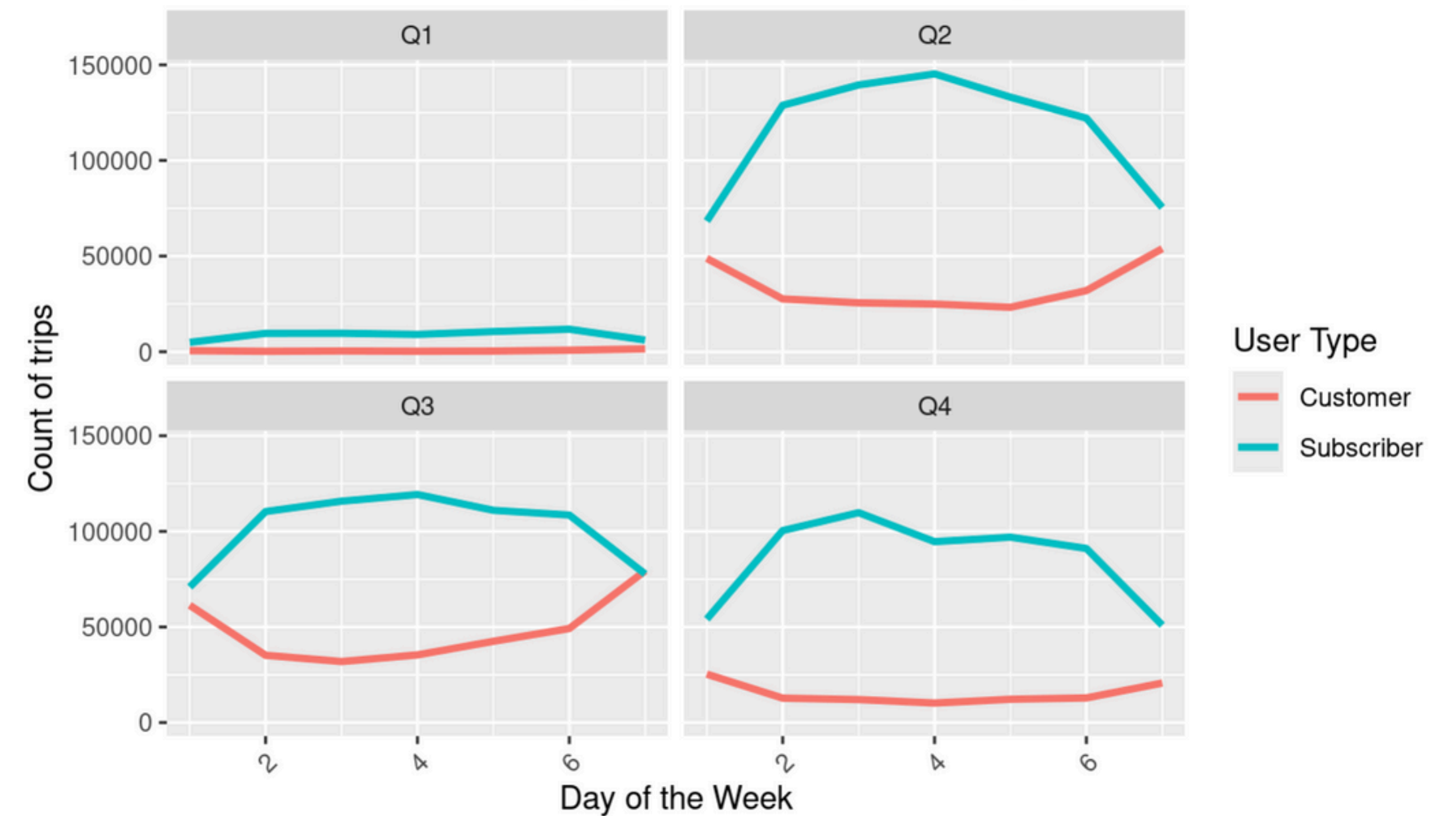- They usually bought the full-day passes

Data Analysis

- Customers that have a membership tend to used the service on weekends, while casual customers show fluctuating time use during the week of the use they give to the service.
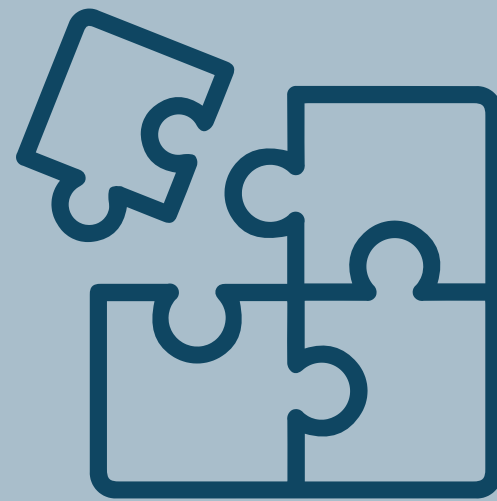- Nonetheless, members are the one that have a larger register of trips.
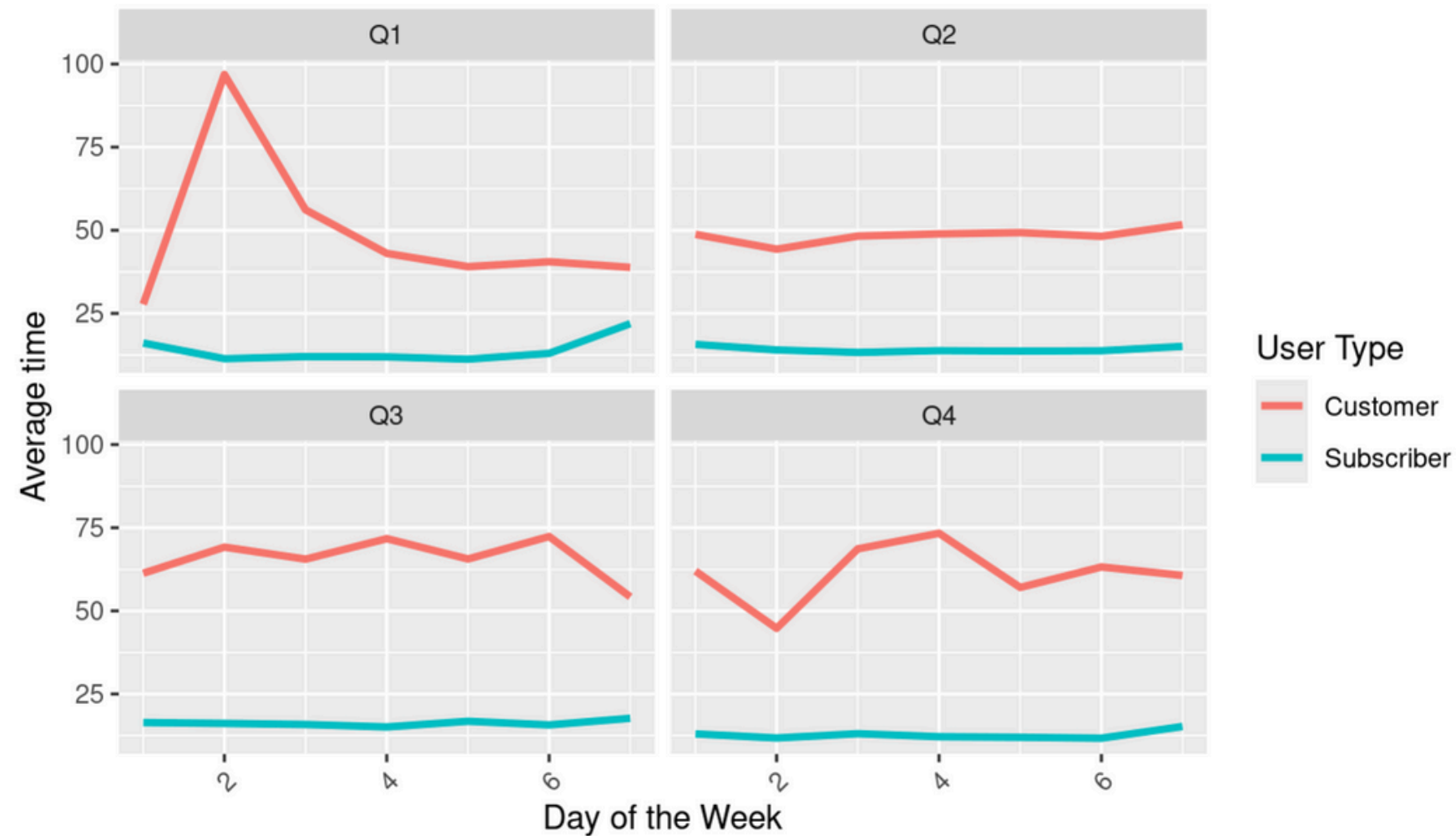
Recommendation

Focus on weekdays

- Casual customers used more the service during work days, making it a possible marketing approach.

Highly membership benefits

- knowing that the service can be used during a longer period of time with a lower price, seems to be an attractive feature for casual customers.
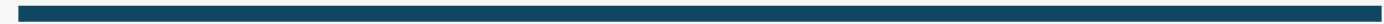
Analyze other questions

- Analyze the three questions all together to find more insights.

QUESTIONS

Thank you