



CYCLISTIC BIKE SHARE

Google Data Analytics Case Study

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OBJECTIVE



WEEKLY AND
MONTHLY RIDE
ACTIVITY



RIDE LENGTH
DISTRIBUTION



POPULAR STATIONS



RECOMMENDATIONS



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Objective

- Identify trends in Cyclistic's member and casual bike usage data to inform a marketing strategy that will convert casual users into annual members.

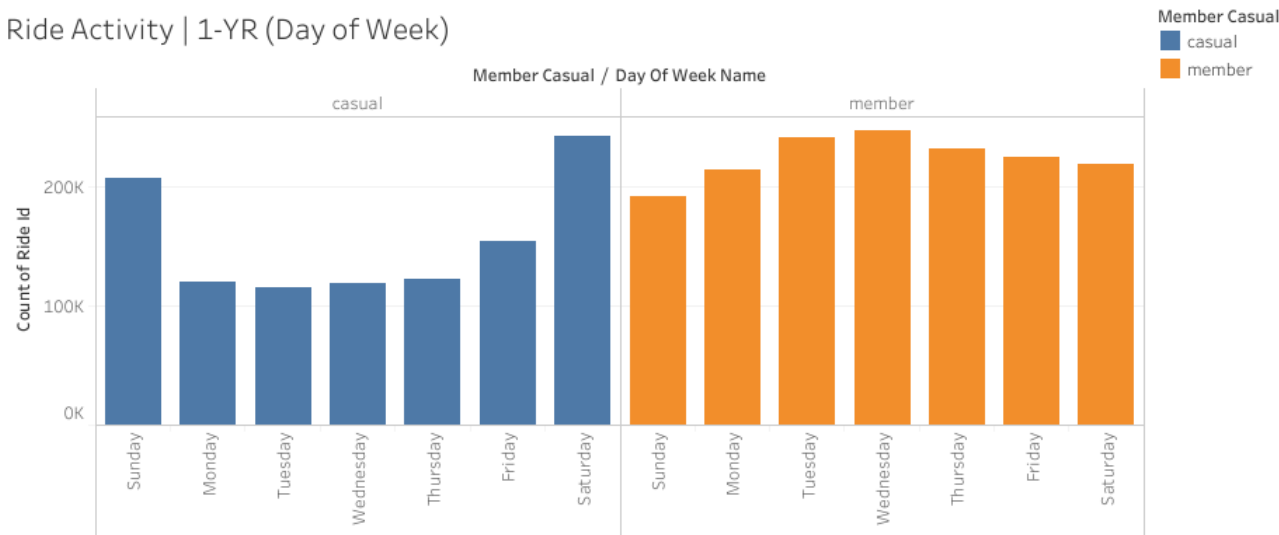


WEEKLY AND MONTHLY RIDE ACTIVITY

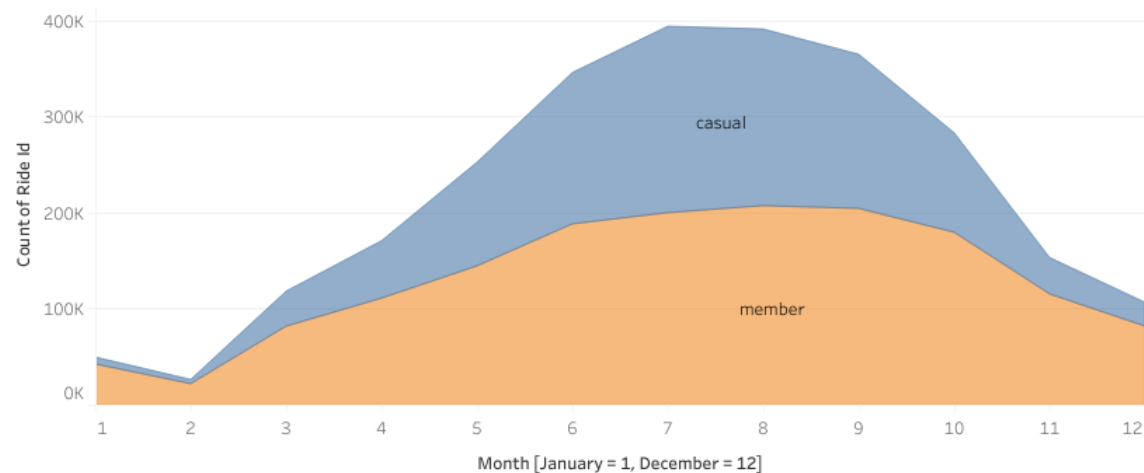
Data Analysis

Rides

Ride Activity | 1-YR (Day of Week)



Ride Activity | 1-YR (Monthly)



Ride Activity

- Casual ridership peaks on the weekends, while member ridership remains consistent throughout the week.
- Both casual and member riders ride more during the spring and summer months, when the weather in Chicago is ideal.

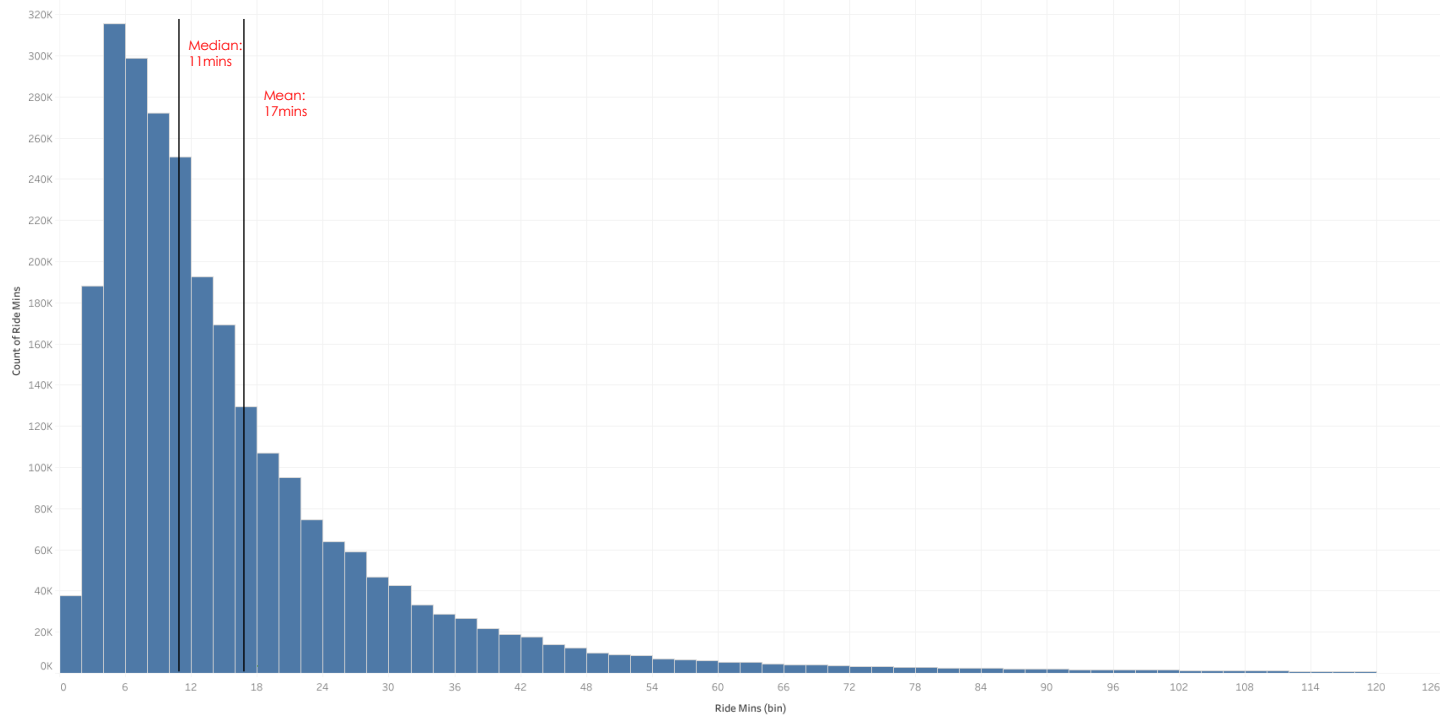


RIDE LENGTH DISTRIBUTION

Data Analysis

More
Rides

Ride Length Distribution | 1-YR



More
Time

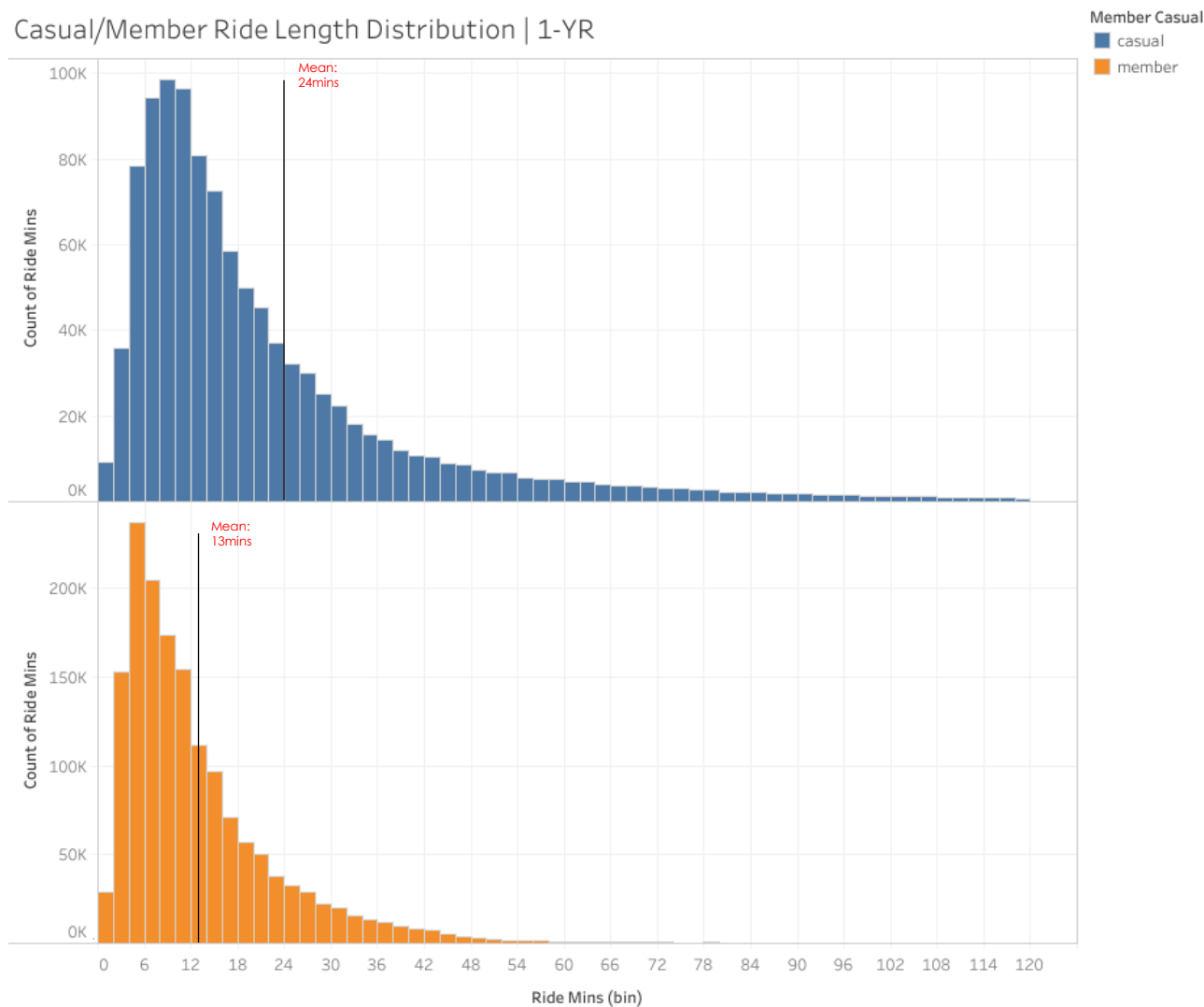
Ride Length

- Riders overall spend less than 1 hour on a bike, with the majority of rides being 5-6 mins, then tapering off from there.

More
Rides



Casual/Member Ride Length Distribution | 1-YR



More
Time



Ride Length

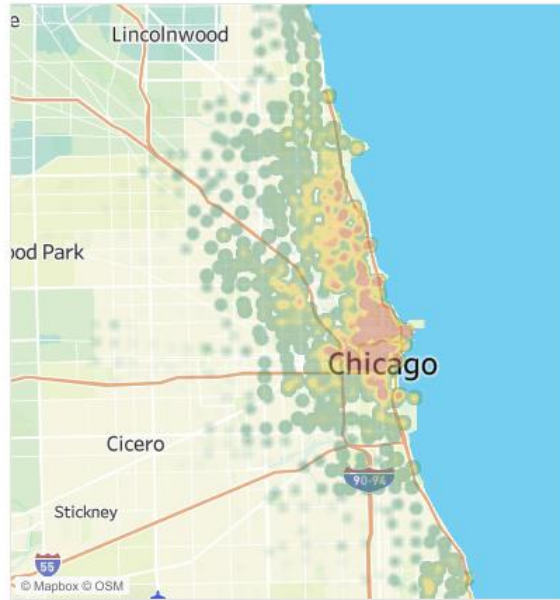
- Of those riders, members spend less time on rides overall.
- Most member rides are 5-6 mins while most casual rides are 9-10 mins.
- On average, member rides are 13 mins while casual rides are 24 mins.



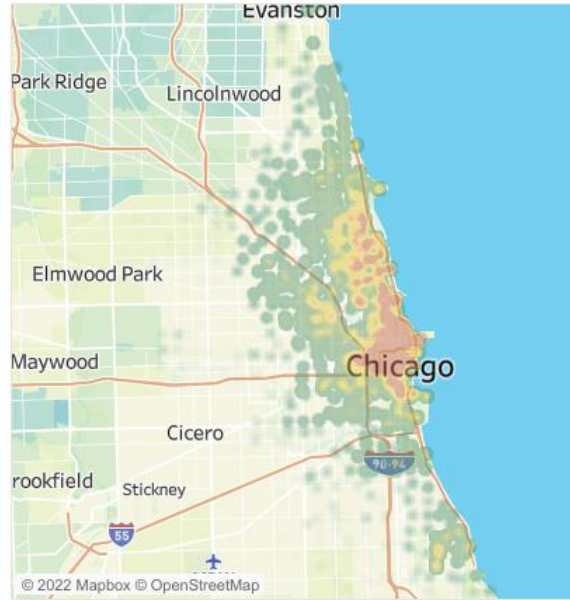
POPULAR STATIONS

Data Analysis

Start Station Heat Map | 1-YR



End Station Heat Map | 1-YR



Member Casual
☒ casual
☒ member

2018 Age (median)
 2.400 to 35.800
 35.800 to 40.200
 40.200 to 44.000
 44.000 to 49.500
 49.500 to 98.300

Top 10 Popular Start Stations

Start Station Name	
Streeter Dr & Grand Ave	49,940
Michigan Ave & Oak St	26,526
Wells St & Concord Ln	25,808
Millennium Park	25,051
Clark St & Elm St	24,474
Wells St & Elm St	22,360
Theater on the Lake	22,213
Kingsbury St & Kinzie St	20,206
Clark St & Lincoln Ave	19,621

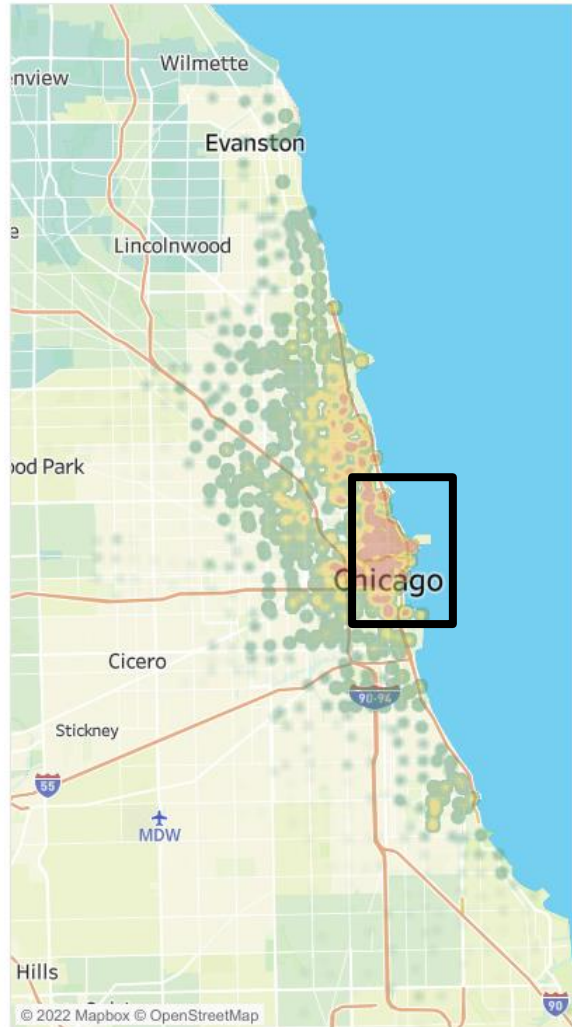
Top 10 Popular End Stations

End Station Name	
Streeter Dr & Grand Ave	50,867
Michigan Ave & Oak St	26,845
Wells St & Concord Ln	26,317
Millennium Park	26,106
Clark St & Elm St	24,090
Theater on the Lake	22,389
Wells St & Elm St	22,334
Wabash Ave & Grand Ave	20,029
Clark St & Lincoln Ave	19,860

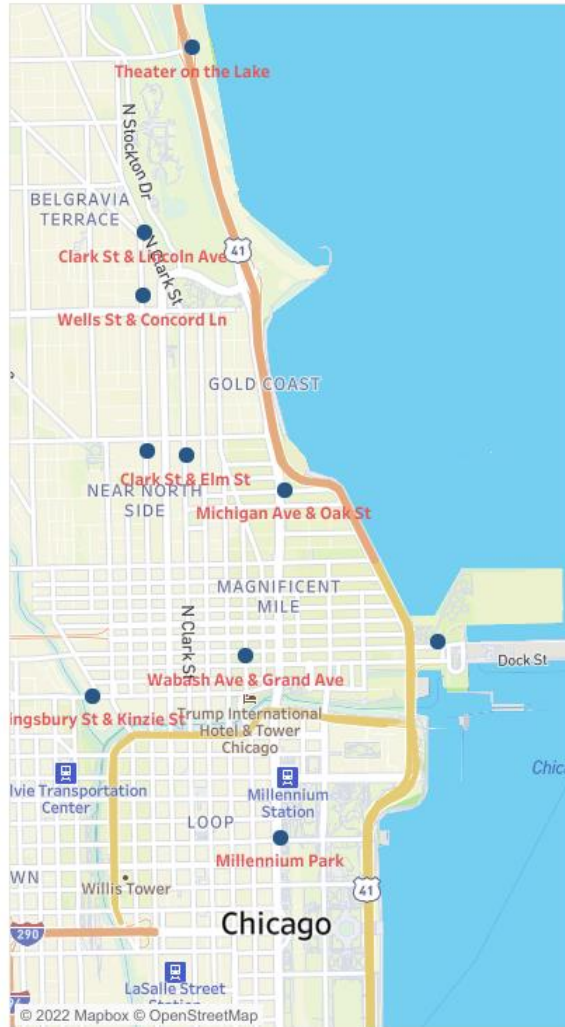
Most Active Stations

- Start and End Station heat maps show the nearly identical coverage areas regardless of whether the riders are evaluated by membership type.
- The top 10 most popular stations are also identical between the start and end station mapping data.

Start Station Heat Map | 1-YR



Popular Station Map



Member Casual
☒ casual
☒ member

2018 Age (median)
2.400 to 35.800
35.800 to 40.200
40.200 to 44.000
44.000 to 49.500
49.500 to 98.300

Most Active Stations

- The top 10 most popular stations are located around points of interest such as the Magnificent Mile, Navy Pier, and Fullerton Beach.
- Demographic for the area is <36 years old



RECOMMENDATIONS



Recommendation 1

- Casual riders ride longer
- **Focus on offering memberships with ~1 hr time limits. This will encompass the ride habits of casual and member riders.**



Recommendation 2

- Casual riders use the service more on weekends.
- **Membership rate (per day) should be cheaper than a day pass, and the ride limit should be longer than a single pass.**

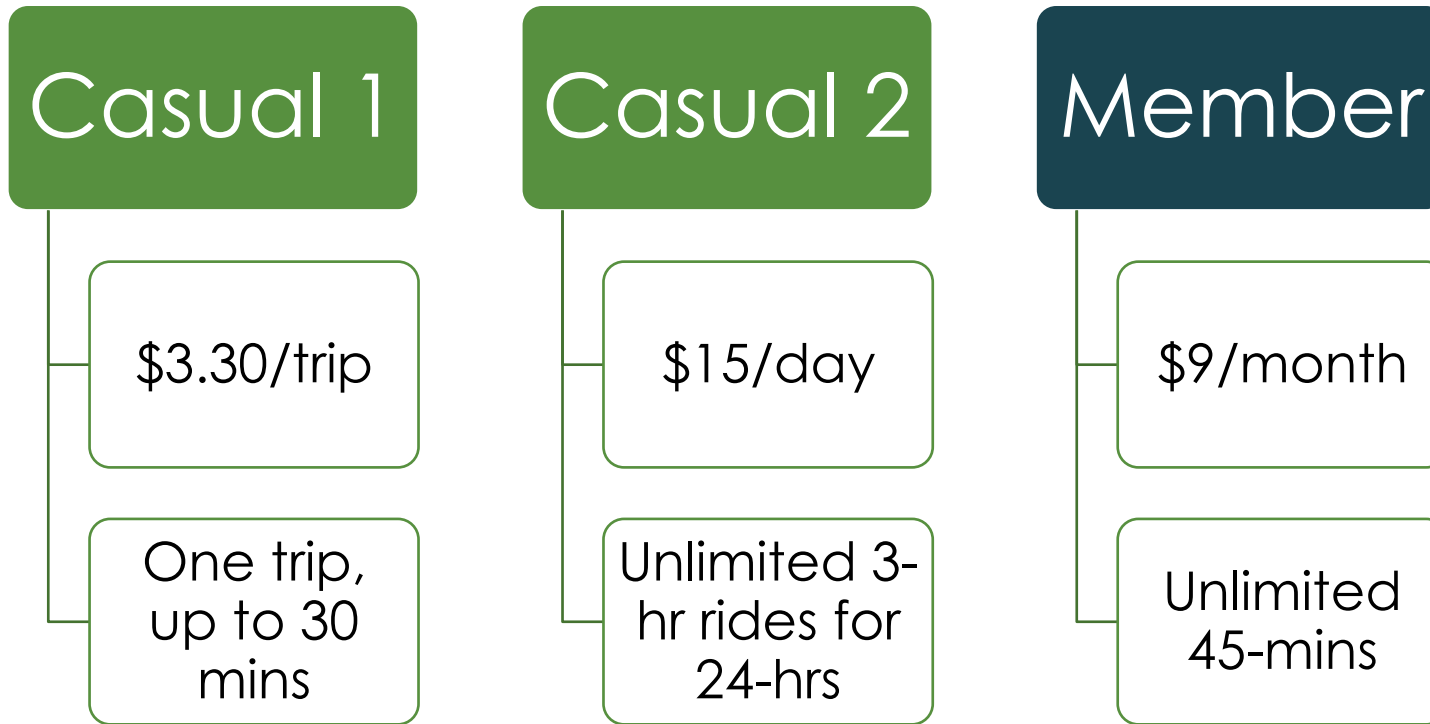


Recommendation 3

- Members and casual riders regularly use the service.
- **Offer unlimited rides of limited duration to member riders.**



CONCLUSION



Marketing Strategy

- Converting casual riders to annual members will require building membership benefits around elements that casual ridership lacks, like longer ride times and cheaper cost
- Market to existing users showing cost savings and increased access benefits
- Allows Divvy team to achieve end goal while maintaining existing success around ride flexibility



APPENDIX

Appendix

- Github | [Case Study 1 Divvy Bike Share](#)
- Divvy | <https://divvybikes.com/>