Cyclistic Bike Case Study

Developing Marketing Strategies

About the Data

This first party data is reliable, credible, and comprehensive.

***Credit

Lyft Bikes and Scooters, LLC (“Bikeshare”) is the company that collected and shared the data set.

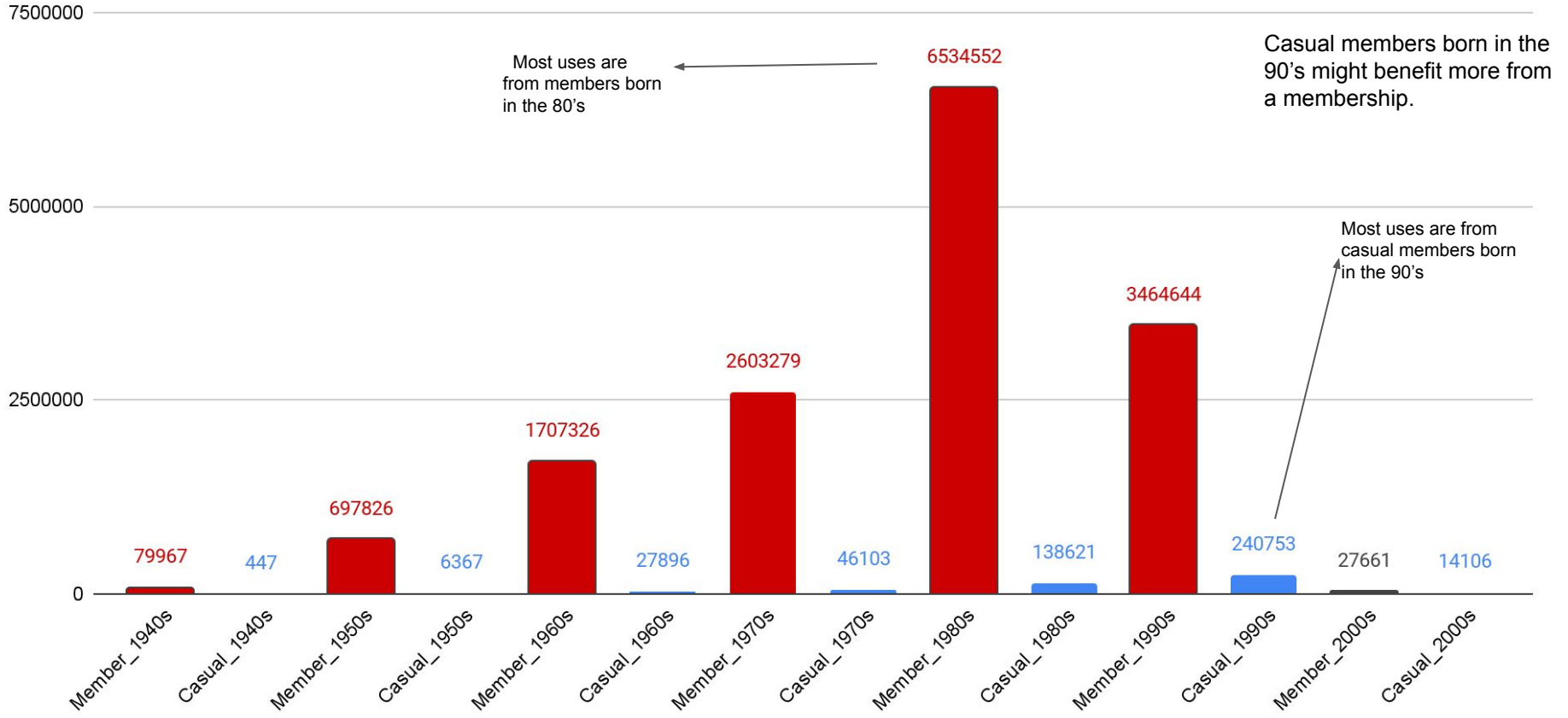
https://ride.divvybikes.com/data-license-agreement

Purpose

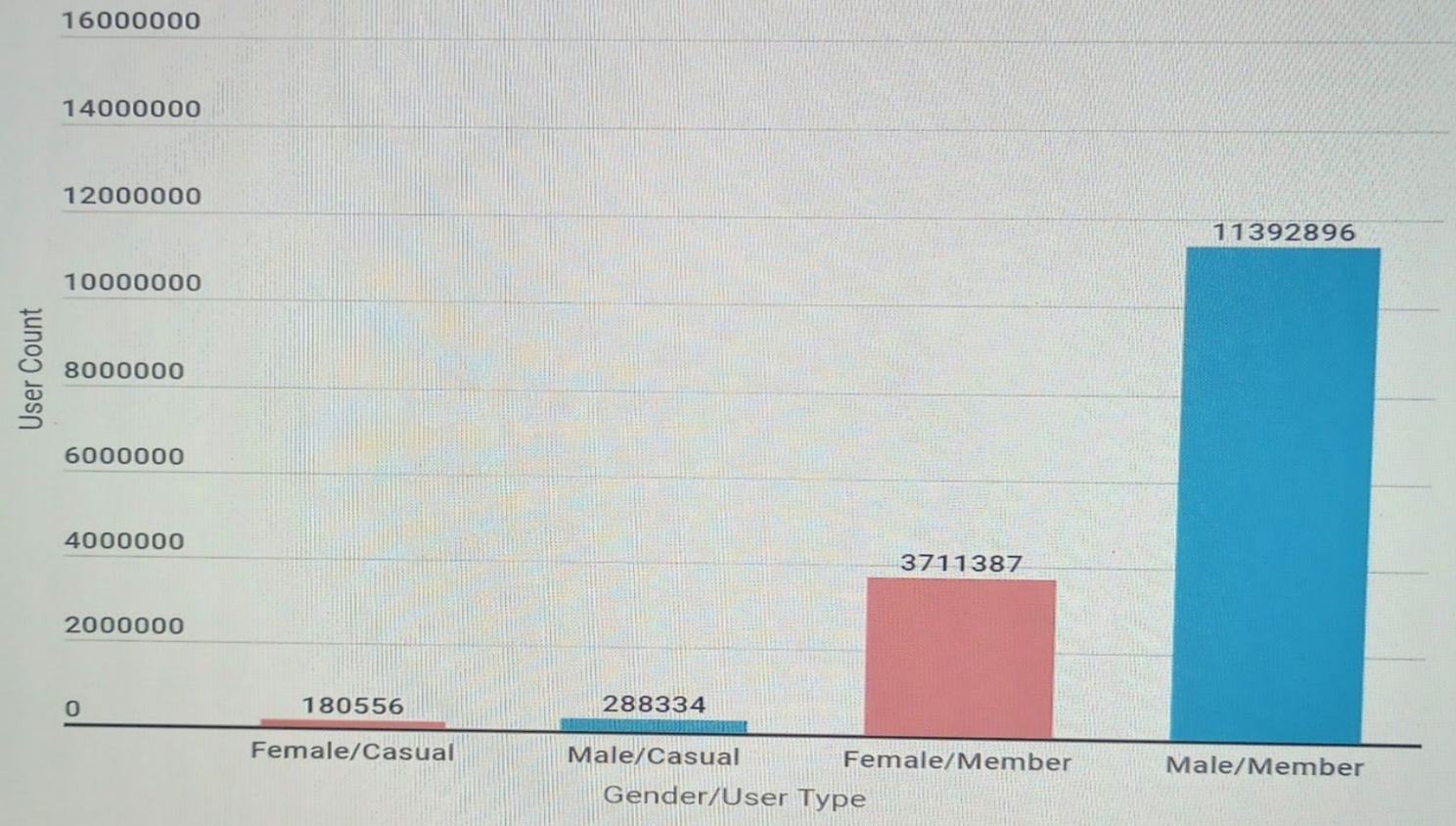
There are customers who subscribe to a membership (members) and customers who pay per use (casual customers). Let’s explore the different habits between these customers and apply that to our marketing strategies!

Which casual customers are more apt to subscribe as a member? I’ve taken an extensive data source and analyzed it for insights into casual customers and members.

Member vs Casual Comparison By Birth year

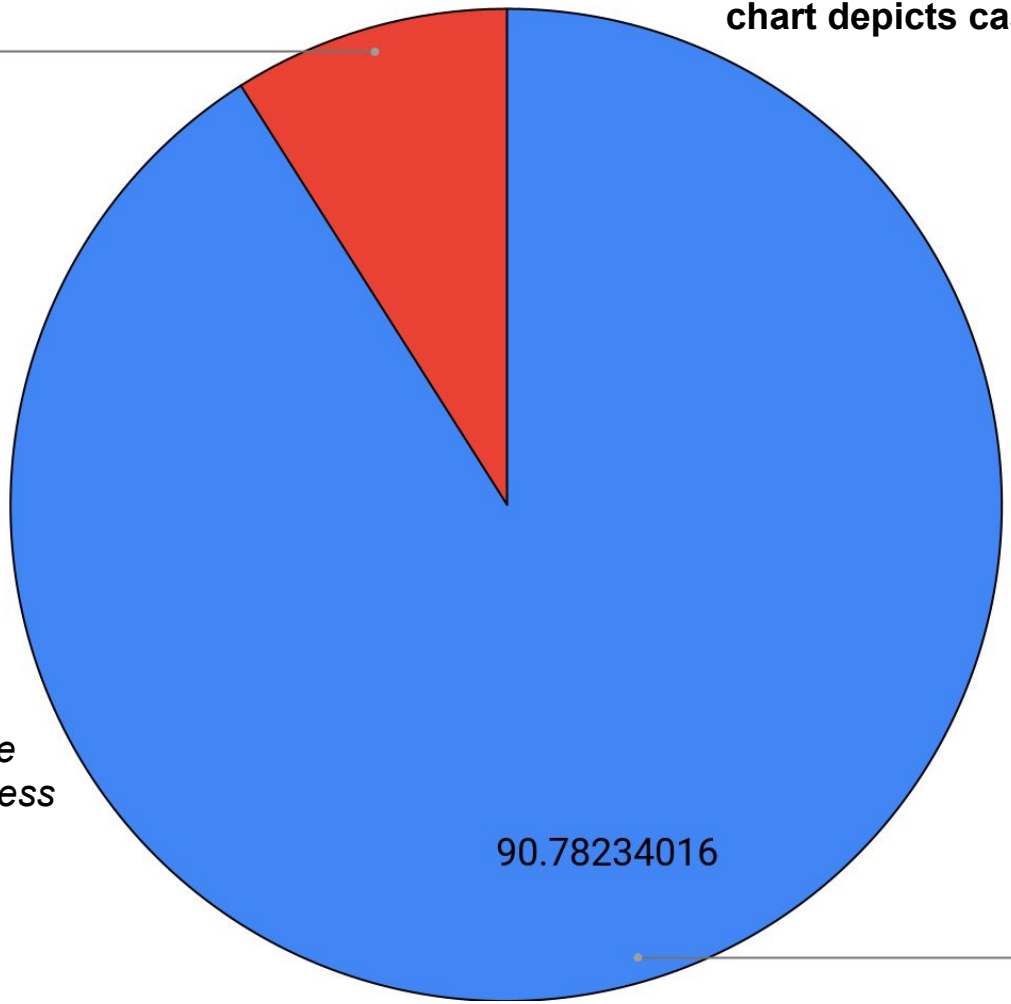


Comparison of Gender and User Type

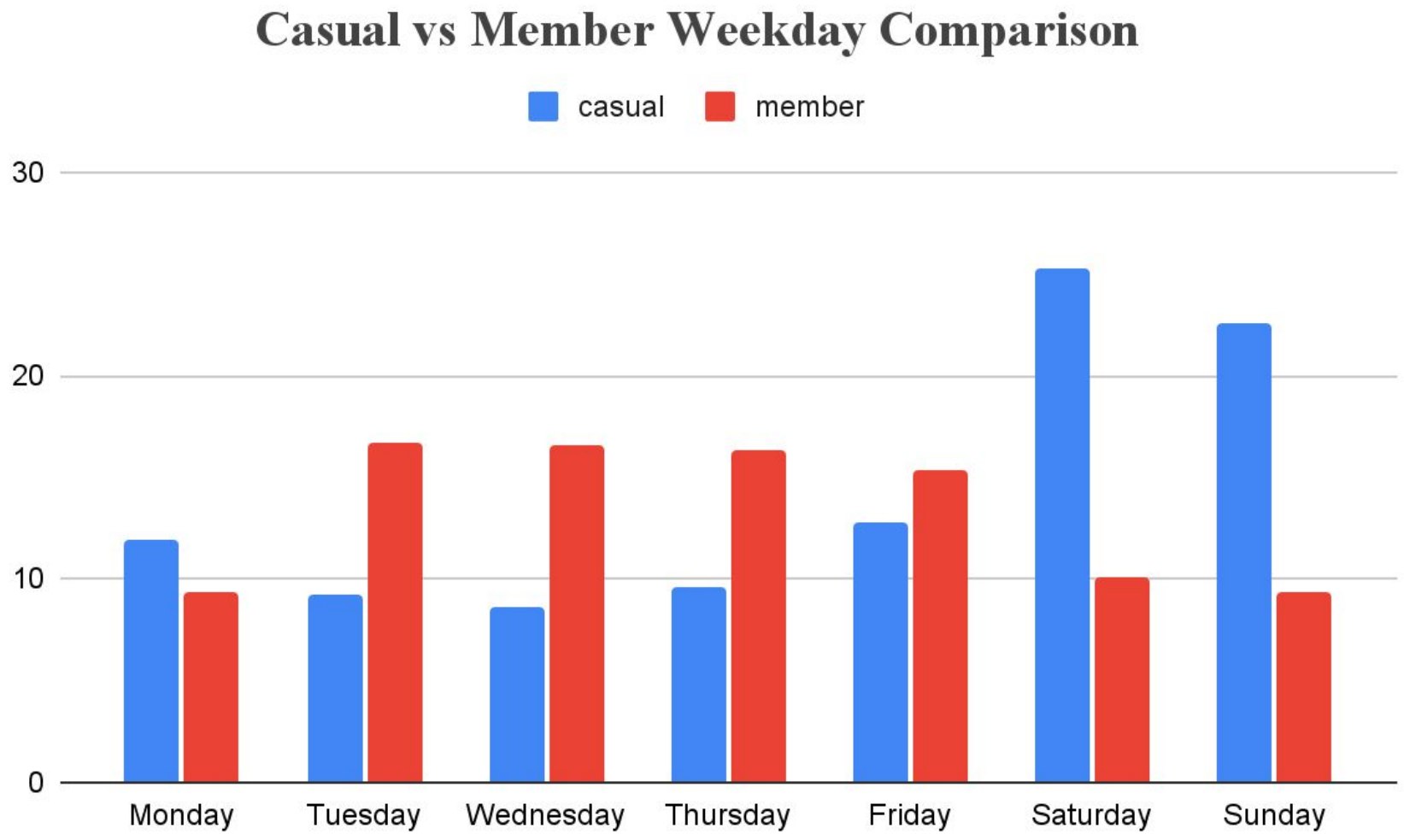


*We can't say we have more male members than female members from the data but we can see that male members utilize the bikes three times more than their female member counter parts.

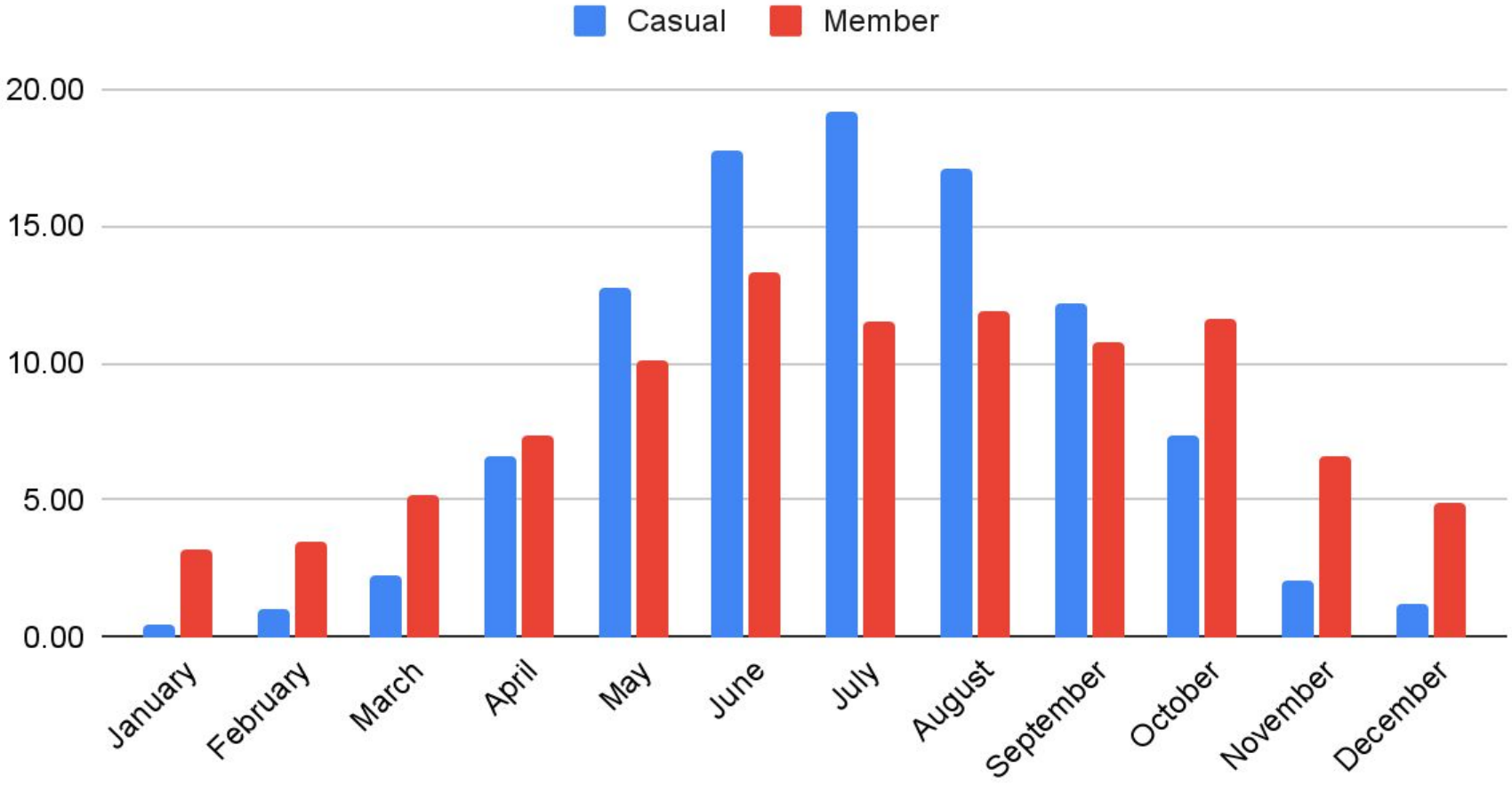
chart depicts casual usage



99.7% of member usage are trips for an hour or less


Casual vs Member Weekday Comparison
casual
member
30
20
10
0
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

Casual and Member



What the Data is Saying

Gender and Birth Year

Though there seems to be more casual customers born in the 90's and they are spread fairly equally between gender- I wonder if this is skewed due to lack of this data from casual customers.

There is a lot of data for members when it comes to gender and men are definitely the target audience.

Trip Duration

Casual customers are more likely than members to take a trip lasting more than an hour.

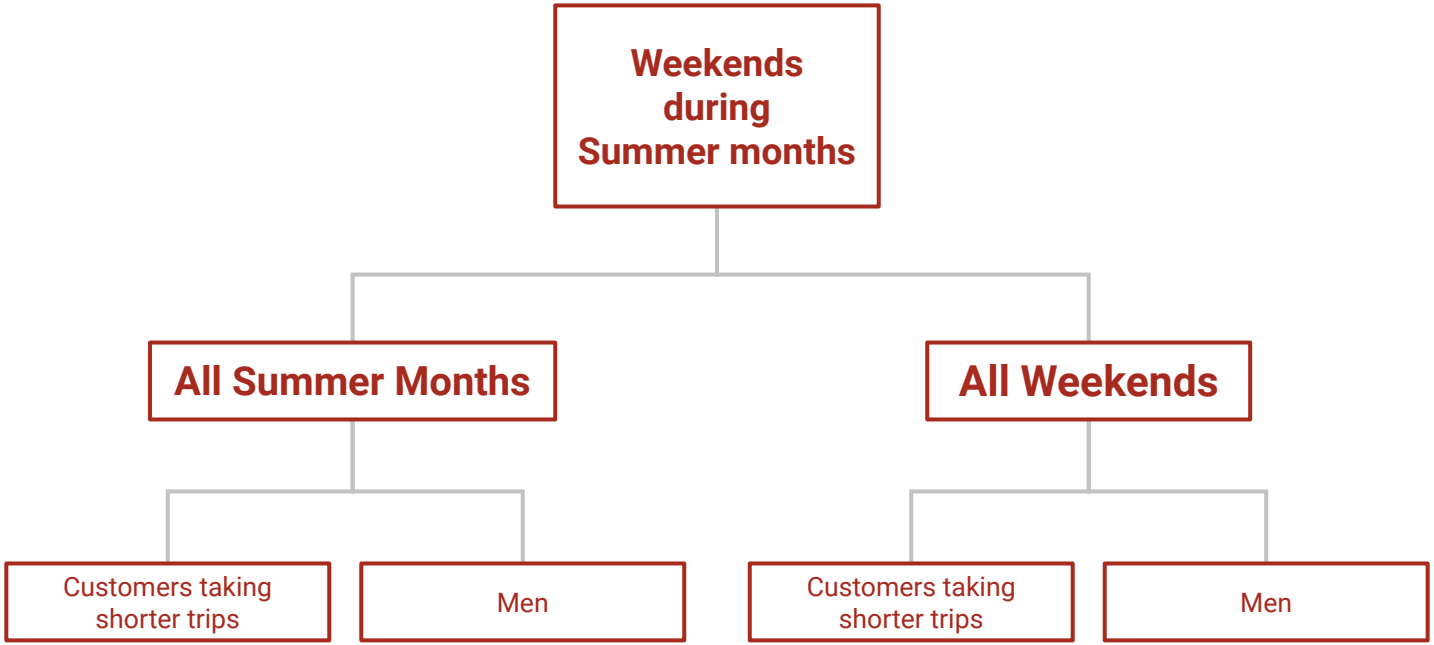
Most casual customers and members take trips lasting an hour or less.

Trip Time Patterns

Members are more consistent riders with less spikes throughout the week and year.

Casual customers have prominent spikes during the weekend and summer months.

Who should we target advertising towards and when?



Conclusion: How to we reach them?

I suggest we have advertising department reach out to casual members during the summer, weekends, and especially the weekends that fall during the summer. This in my opinion would be when they have a greater pool of customers to possibly reach.

Customers are taking short trips. To reach these customers I would suggest looking to city residence areas that are in close proximity to offices, business, and recreational areas.

I would suggest that the advertising be tailored towards men.

Speaker Notes

The data is reliable because it comes directly from the company who collected the data.
It is first party data from the company about its users.

It is specific in what data is collected.

Outliers of "trips below 60 seconds" have already been removed from the data because these are most likely attributed to false starts or users docking and redocking bikes to make sure the bike is secure.

Data involving staff and not customers has also been removed.

The data is current and was taken or updated between the years 2020 and 2023.

Cited https://divvy-tripdata.s3.amazonaws.com/index.html <- This is the Data

It is organized in CSVs.

Initial issues noted with the data:
I noticed that some of the data sets references are not uniform (example: "ride_id" vs "trip_id" and "started_at", "ended_at" vs "starttime", stoptime").
Some but not all data sets include additional information such as "gender" and "birth year".
Some birth years are incorrect (customers reportedly born in the 1800's etc).

There is no personally identifiable information so I won't need to make it a top priority to keep any PII safe.

Data Limitations
Do not have access to personal identifying information so we can not determine if customers live near the Cyclistic service area or if they commute to the area.

SLIDE 4
Link to my cleaning and processing of the data for this graph
https://docs.google.com/document/d/e/2PACX-1vQztYad5FdukMgAu4Se8XWxqcqj_cs-Ml6glkrjn85Ben1GwNR2Y6eZImjRdw2EzD79iADQSLO97dHN/pub

SLIDE 6
There is a significant amount of trips taken by casual users that are more than an hour long.

The 31 trip values showing negative trip times have been removed.

SLIDE 7
Members usage more stable with spike in weekdays compared to weekend (monday being the exception). Almost half of the uses done by casual customers are during the weekend.

SLIDE 8
Again members are more consistent with their usage though there is a definite trend. Again casual members have bigger spikes with many more uses happening during June, July, and August.

SLIDE 9
Link to cleaning data exploration
https://docs.google.com/document/d/e/2PACX-1vR09m3ymG_K1NwY5WLuaWLNq7UDoqTMSIXkrzVJur7H45EH-I-9IpdqhAQvt90U5MmS4bPX5WmKdQYB/pub

Link to data years and months included
https://docs.google.com/spreadsheets/d/e/2PACX-1vSSkGaPpjdmm792WC4qOzZXcQ1w6SoyTBLr-XltLmFFYglaGPM44WwFkdB8Zq2e-U1ac8hLQ0TpdBLM/pubhtml

Link to process of synchronizing naming conventions
https://docs.google.com/spreadsheets/d/e/2PACX-1vQtiTbX2LhpdYsupDDWqhW6gEdwDGfmMWE1b0SDmrmCza7CBu5dWebkM3igbYDHh9HCOjyX7hf0pOOE/pubhtml