Bike sharing data analysis

Date presented: 2021-09-03

Business task

Convert casual riders to annual members

Agenda

1. How do annual members and casual riders use Cyclistic bikes differently?

2. Why would casual riders buy Cyclistic annual memberships?

3. How can Cyclistic use digital media to influence casual riders to become members?

Data

▷ Divvy bike trips

▷ Time period: 2020-08 to 2021-07

▷ Lacks a unique user ID

1. Difference between members and casual users

User ride breakdown

There were

4.722.941

completed rides between 2020-08 to 2021-07.

User ride breakdown

There were

4.722.941

completed rides between 2020-08 to 2021-07.

55.5%

Of them were completed by **annual members** compared to 44.5% of casual user rides.

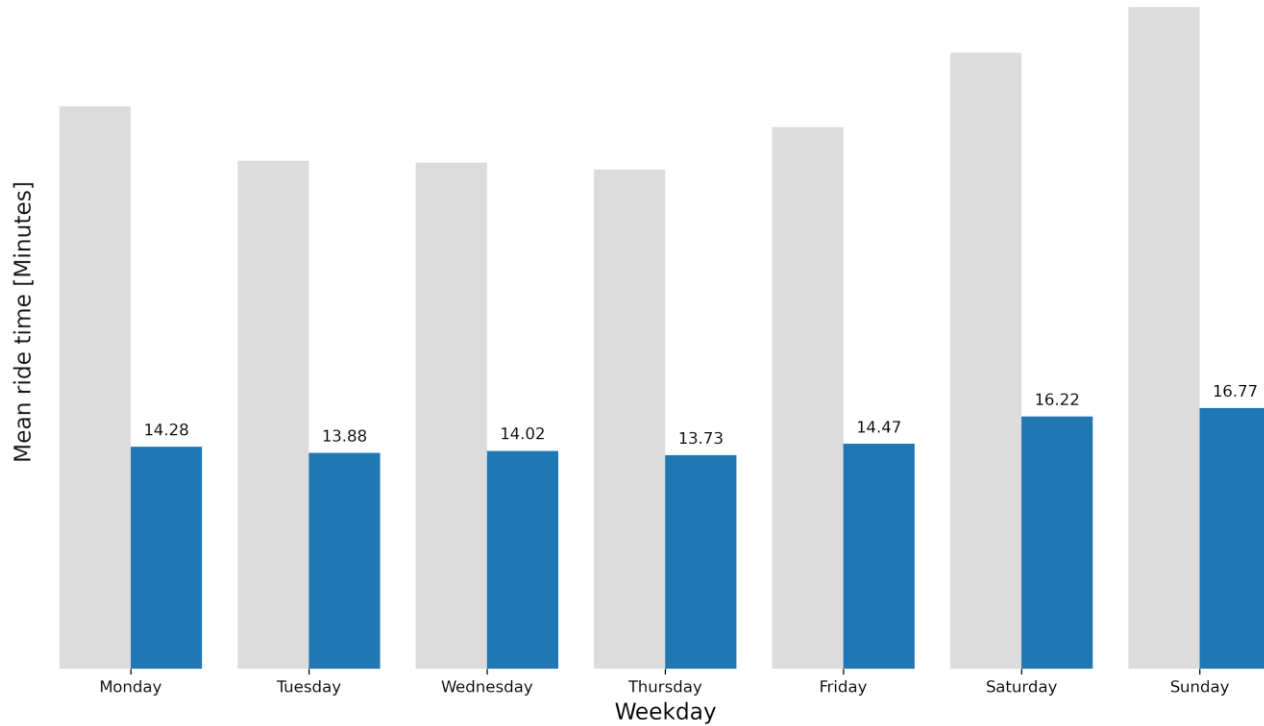Average ride length of members by weekday
during 2020-08 and 2021-07

Figure 2

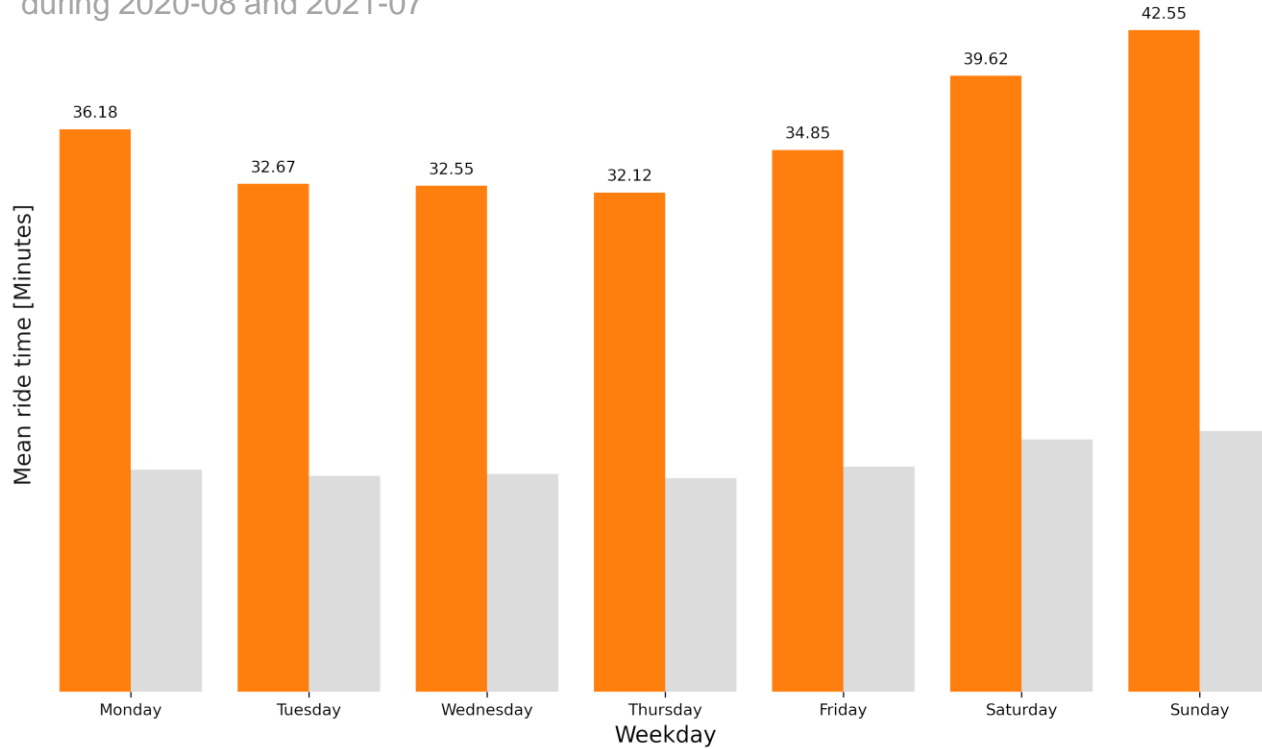Average ride length of casual users by weekday
during 2020-08 and 2021-07

Figure 1

Weekday ratio of member rides
during 2020-08 and 2021-07

Ratio

13.3% 14.5% 15.2% 14.5% 14.8% 15.1% 12.6%

Monday Tuesday Wednesday Thursday Friday Saturday Sunday
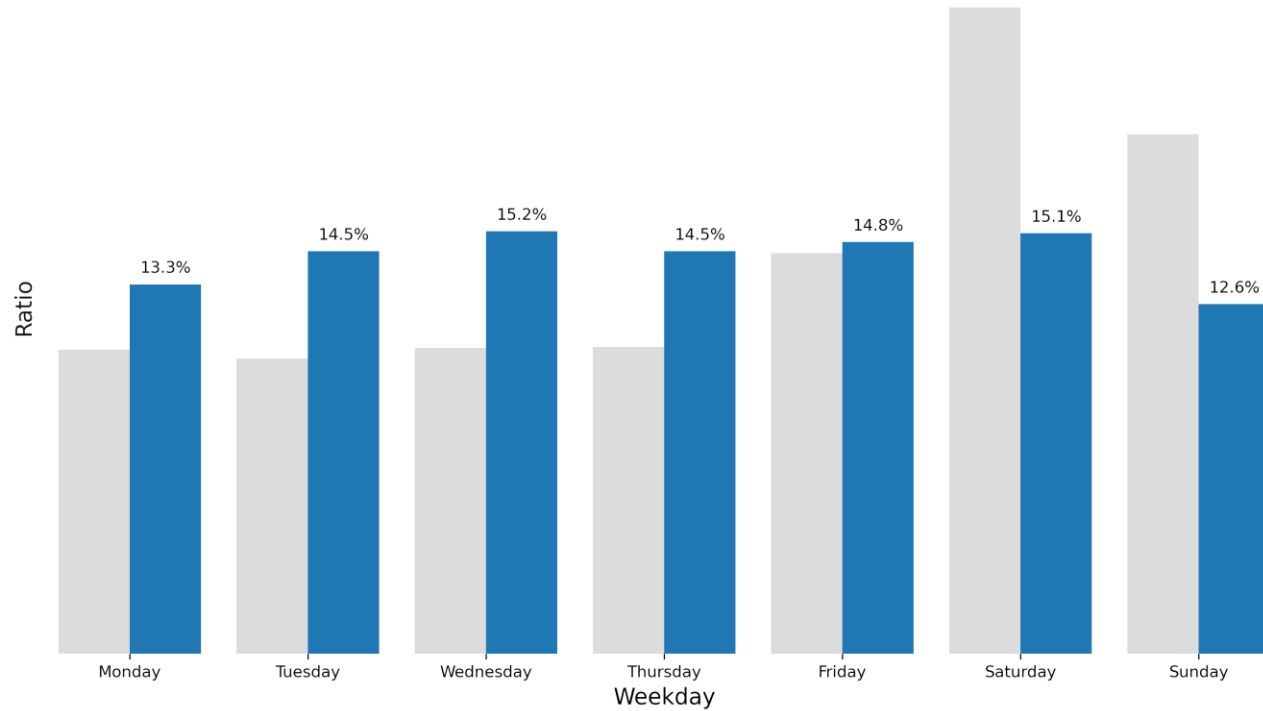
Weekday

Figure 4

Weekday ratio of casual user rides
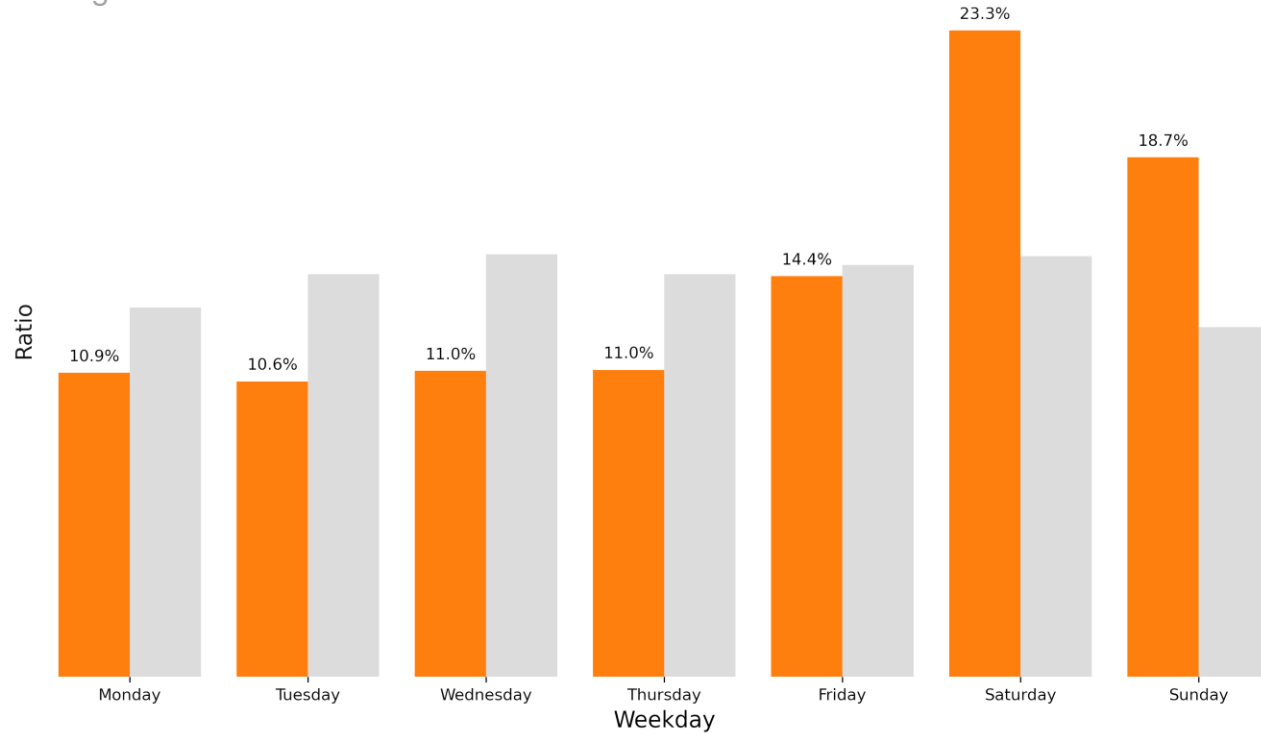during 2020-08 and 2021-07

Figure 3

Key observations

1

Majority of last years rides were completed by annual members

Key observations

1

Majority of last years rides were completed by annual members

2

Casual users use bikes for longer period of time than members

Key observations

1

Majority of last years rides were completed by annual members

2

Casual users use bikes for longer period of time than members

3

Casual users tend to use bikes in the weekends whereas member rides are evenly distributed throughout the week

2. Why would casual riders buy annual memberships? (person 2)

3. How to leverage digital media for conversion? (person 3)

Recommendations

Target audience

Find a % of casual members who completed at least 3 rides a month and who could be interested in an annual membership.

Eco travel

Advertise bikes as an eco way of travelling to work. Bikes don't have to be a weekend thing only.

Peace of mind

Underline the fact that annual members don't need to worry about ride time limit because they don't have it.

Thank you!

Dawid Marczak
DATA SCIENTIST

Dave.Marczak@gmail.com

Person 2
JOB TITLE

email@email.com

Person 3
JOB TITLE

email2@email.com