

Cyclistic Bike-Share Case Study

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Overview

Cyclistic Bike-Share

Cyclistic is a bike share company in Chicago that features more than 5,800 bicycles and 600 docking stations. The bikes can be unlocked from one station and returned to any other station in the system anytime

Context

Until now, Cyclistic's marketing strategy relied on building general awareness and appealing to broad consumer segments.

Case Study Goal

Design a marketing strategy(ies) aimed at converting casual riders into annual members.

Dataset used will be an aggregation of the first 3 months of 2023 Cyclistic data.

Understanding Our Customers

Cyclistic Member (to be referred to as members)

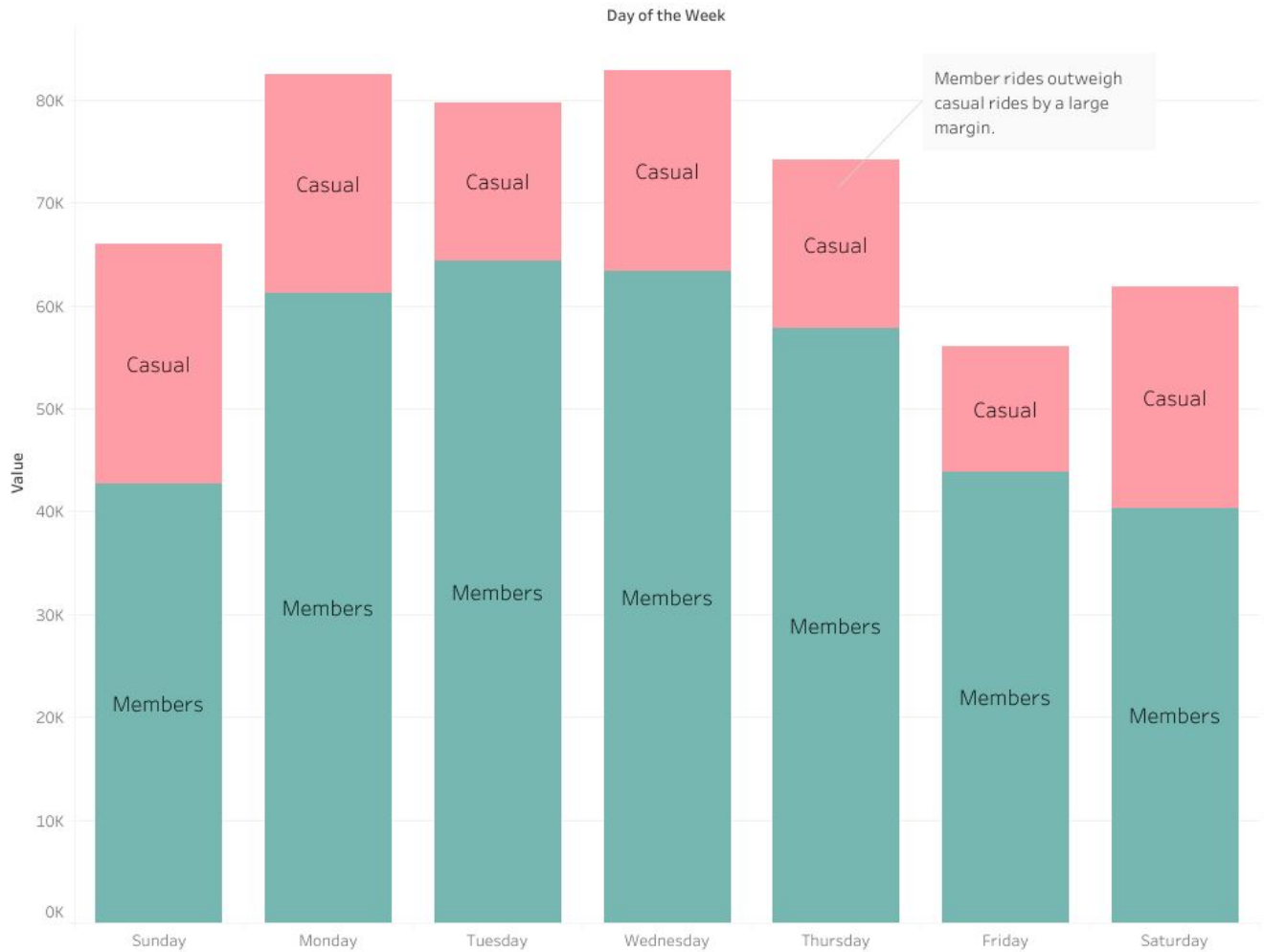
- Customers who opt for an **annual membership**.
- Make up the majority of our service users
- Generally more profitable

Casual Rider

- Customers who utilize **single-ride passes** or full day passes.
- Provide less consistency
- Use Service less often

Let's Look at the Data

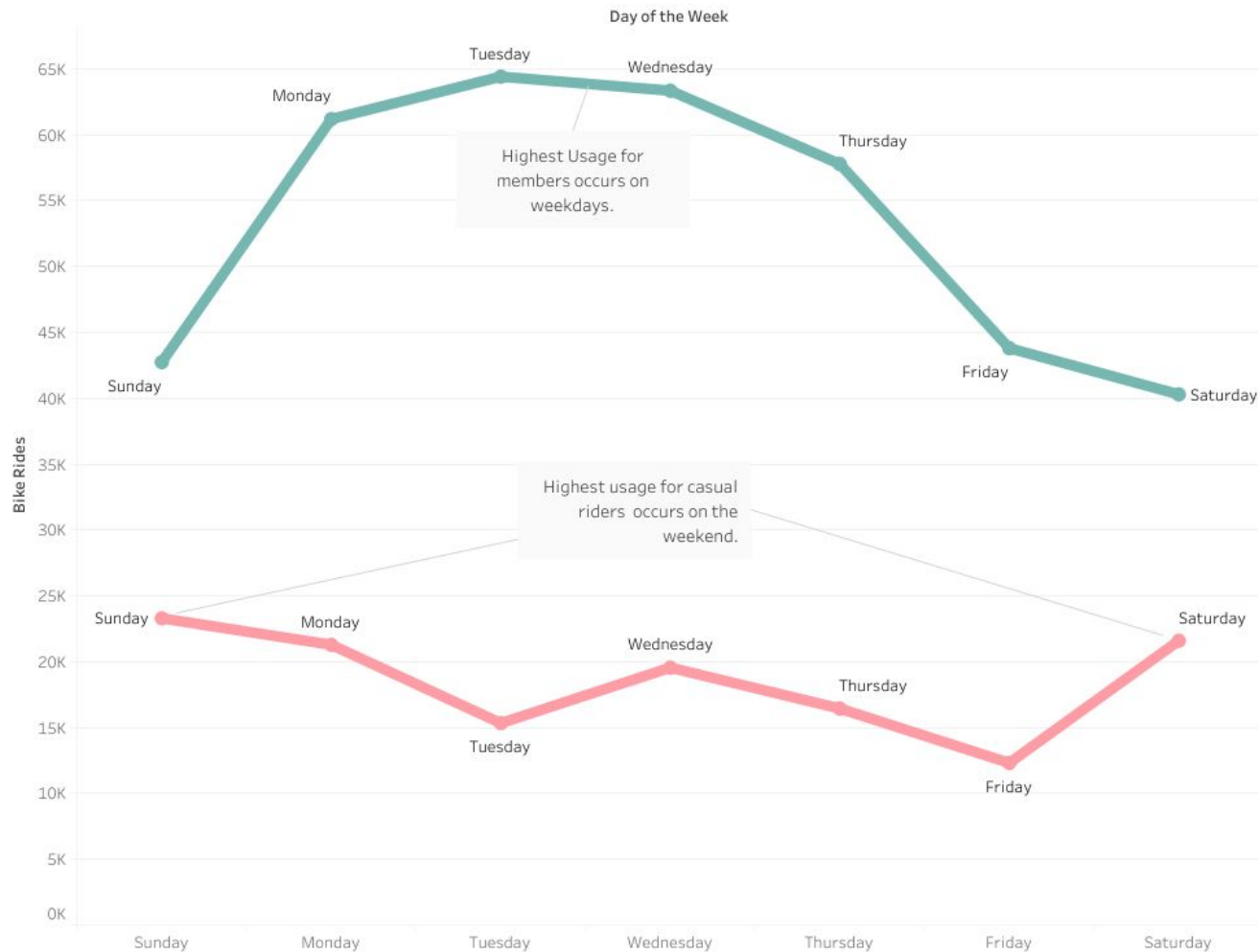
Total Rides Stacked Casual/Members



Cyclistic Bike-Share has seen a total of 503,421 total trips this quarter (2023).

Casual riders made up only 25.78% of total rides.

Total Usage of Bikes by Day



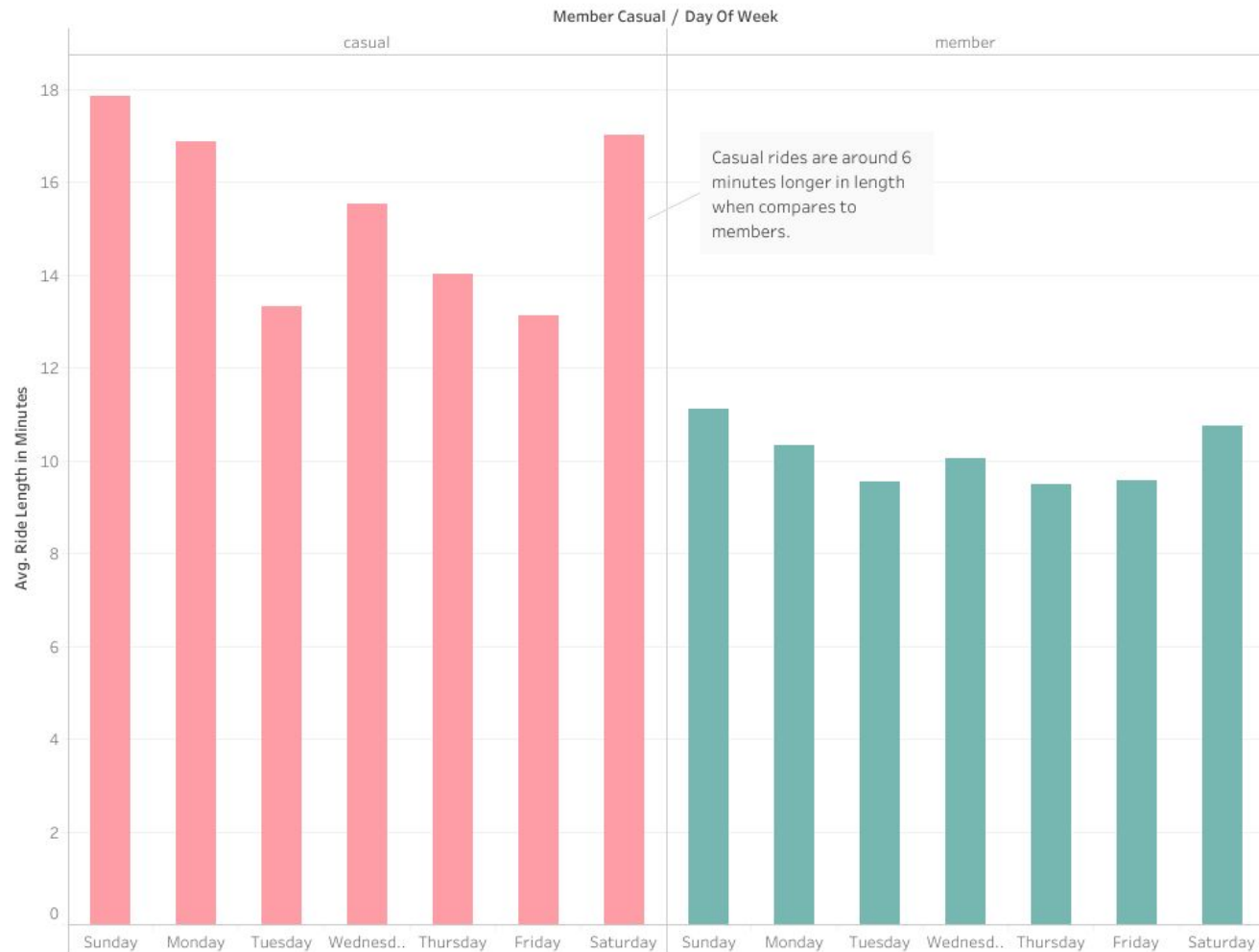
Members (shown in green)

- Total member uses of Cyclistic are **much higher on weekdays.**

Casual Riders (shown in pink)

- Total uses of Cyclistic for casual riders are **higher on weekends.**

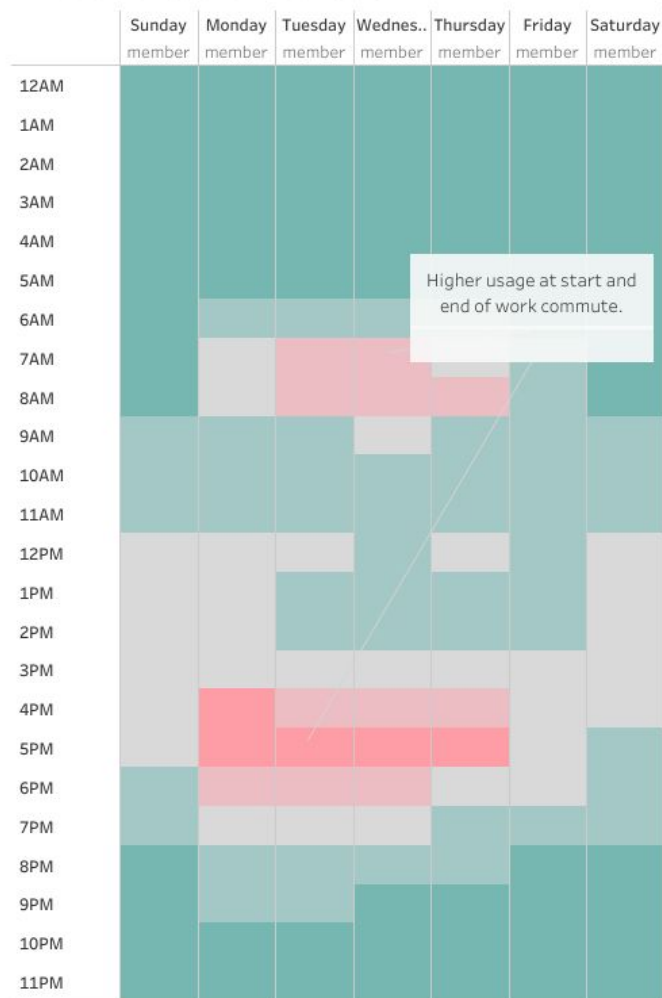
Average Length of Ride



The **length of ride for a casual rider is an average of 6 minutes longer** than that of a member.

That's 60% longer!

Time of Rentals for Members



Time of Rentals for Casual Riders



Heat Map Findings

- **Members** are using our service most frequently at 7:00 AM - 8:00 AM and 4:00 PM - 5:00 PM on weekdays.
- This can be attributed to work commuting
- **Casual Rides** see frequent use from 12:00 PM - 5:00 PM Sunday and from 12:00 PM - 4:00 PM Saturday.
- These times correlate to leisurely rides.

Understanding Our Customers Revisited

What do we know about our Members now?

- Members are using our service for shorter commutes of about 10 minutes.
- Members are utilizing the service far more FREQUENTLY than casual riders.
- Members are more likely to use our ride-share on weekdays as opposed to weekends.

What currently drives Casuals to Membership?

- The data shows that Members are using our service to commute back and forth to work between the hours of 7:00 AM and 5:00 PM on weekdays.
- It seems likely that current savings benefits from frequent commuting is the primary force in moving customers from “casual” to “member”.

How do we move our current casual riders to become members?

Casual Riders are using our service
in these ways:

- Frequent use on weekends.
 - Longer more leisurely rides.
 - Riding LESS often.
 - Riding in the afternoon.
-

Proposed strategies to move “casuals” to members

Ride-time incentive tied to Membership

- With our current crop of casual users using the bikes for longer leisurely “joy” rides, we can effectively target this group by offering LONGER more cost efficient ride times only to members.
- With an **incentive that proposes cost savings for rides in excess of 15 minutes** we could make membership more appealing to this target group.
- A reward system could be implemented to “reward” long rides to provide value.

Tiered Membership System

- A Membership option for weekend riders could open the door for casuals regardless of their usage during the week.
- If weekend membership is offered at a lower cost and tied to the ride-time incentive we can create value for this current group of underserved customers while creating loyalty and consistency with subscriptions.

Public Dataset used:

[Cyclistic_Motivate_International](#)

The data has been made available by Motivate International Inc.
under this [license](#)

Tools Used for this project

SQL | Excel | Tableau | Slides

- Thank you for viewing and your consideration!

-Darren Lewis

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