

# **Cyclistic Divvy**

**Case study: How Does a Bike-Share Navigate  
Speedy Success?**



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2021 Dec 14

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# Introduction

- Cyclistic, a bike-share company in Chicago since 2016
- The director of marketing want to maximize the number of annual memberships
- How to convert casual to members?

# Questions

- How casual riders and annual members use Cyclistic bikes differently?
- How to convert casual riders into annual members?

# Prepare

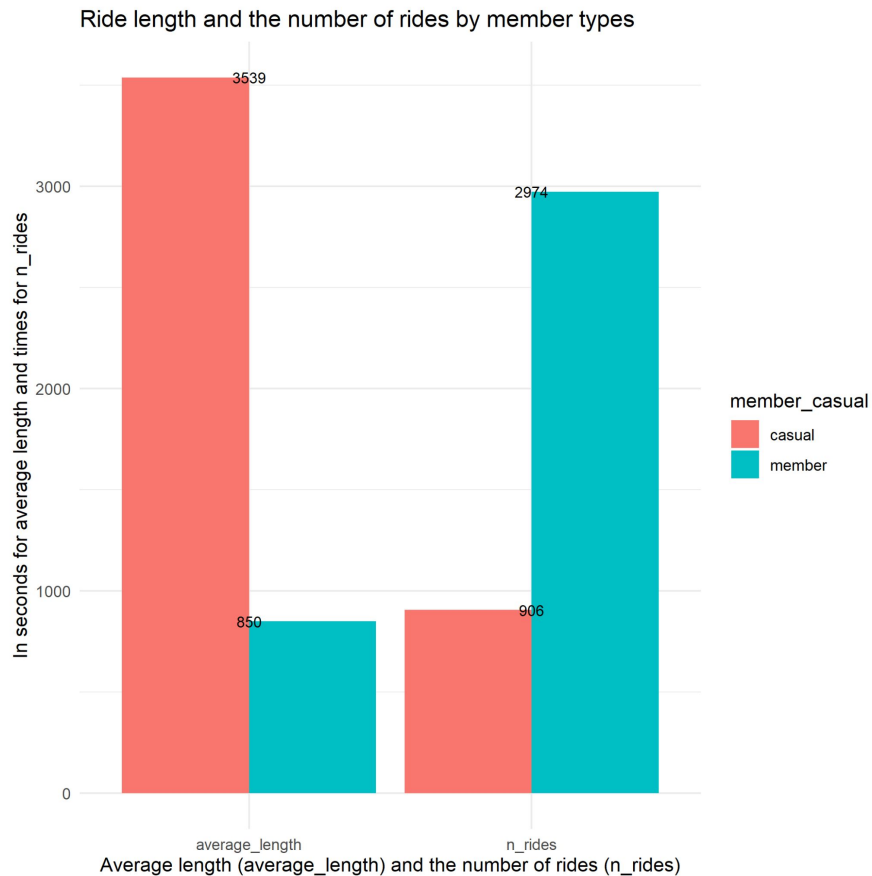
- Data: trip data (CSV format) from Q2-2019 to Q1-2020 from [this link](#)
- Tool of analysis: R programming for its capacity to handle large datasets and reproducibility
- Code repository: [Github repository](#)

# Key findings

- Difference between member and casual rides
- Difference between rides on weekend and weekdays
- Difference between rides on working hours and out of working hours

# Member vs casual

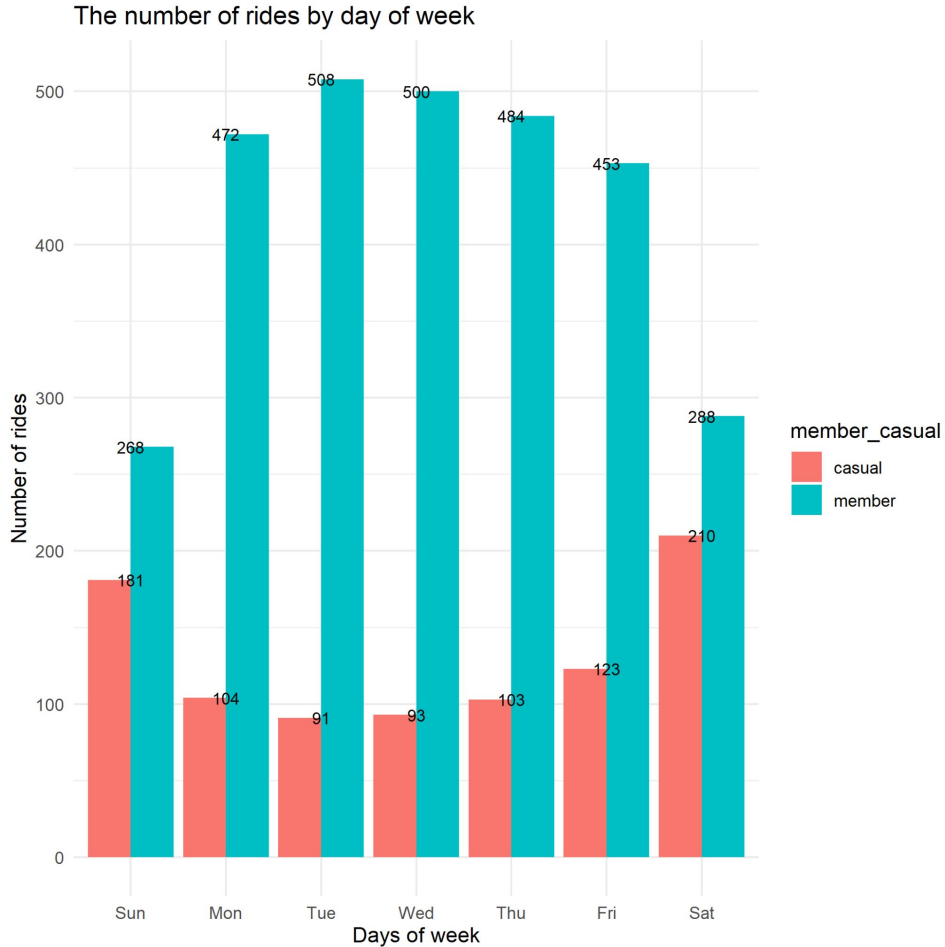
- We use data for Q2-2019 to Q1-2020
- Members ride more often but shorter trip length than casual



# Rides by day of week

- Casual rides more frequently on weekend
- Member rides more frequently on weekdays

→ Casual rides for leisure purpose

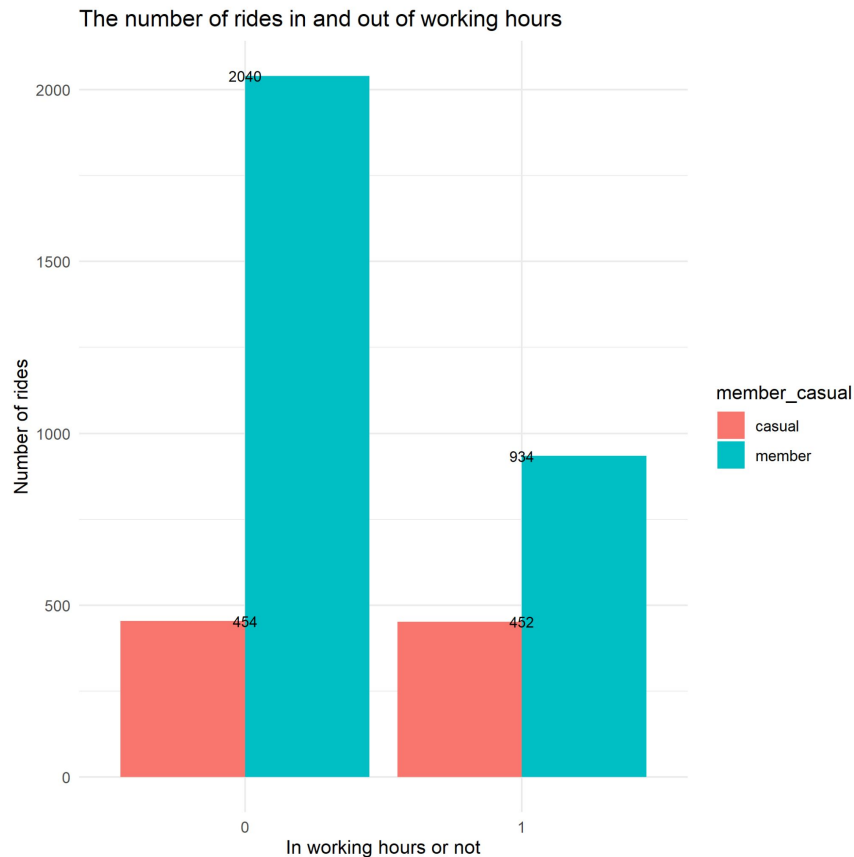




# Working hours (9:00 AM to 5:00 PM)

- Member rides more frequently out of working hours
- Casual rides similarly in and out of working hours

→ Member rides to commute to work



# Recommendations

- Price policy regarding to balance the number of trips and ride length
  - E.g., cheaper unit price for long ride length for member
- Should have price-difference policy for weekend
  - E.g., cheaper unit price for member on weekend to encourage membership from casual
- Should have price-difference policy for working hours
  - E.g., higher unit price for working hours when high demand

# Thank you

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