



# Cyclistic Bike Share

---

Casual Riders vs Annual Members

# Where are we now?

---

- We have grown to a fleet of 5,824 bicycles in a network of 692 stations across Chicago
- Three pricing plans
  - single-ride passes
  - full-day passes
  - annual memberships.
- Customers who purchase single-ride or full-day passes are referred to as casual riders.

# Moving Forward

Our finance analysts have concluded that annual members are much more profitable than casual riders

---

# Our Goal

Design marketing strategies aimed at converting casual riders into annual members



# My Focus

Discover how annual members and casual riders use Cyclistic bikes differently

---

# Data

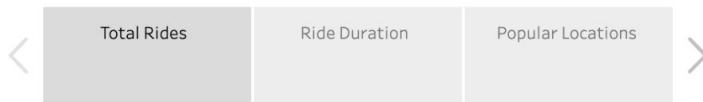
---

# Data Structure

---

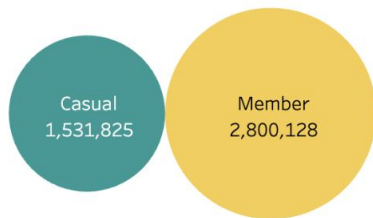
- The data is from Jan 2023 to Dec 2023
- The following fields were used to analyze the data:
  - Customer type
  - Total rides
  - Average ride duration
  - Bike type
  - Start Time
  - Day of the week
  - Month
  - Starting latitude
  - Starting longitude

# Cyclistic Bike Share - Comparing Casual Riders to Annual Members

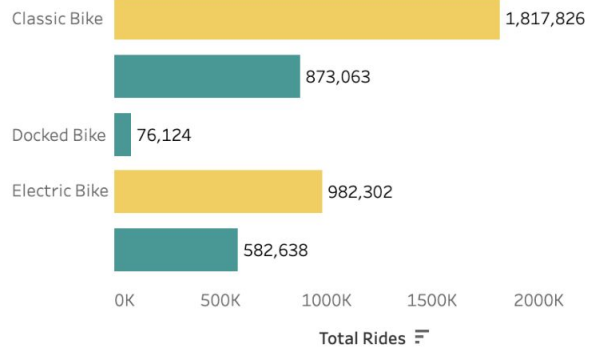


## Total Rides

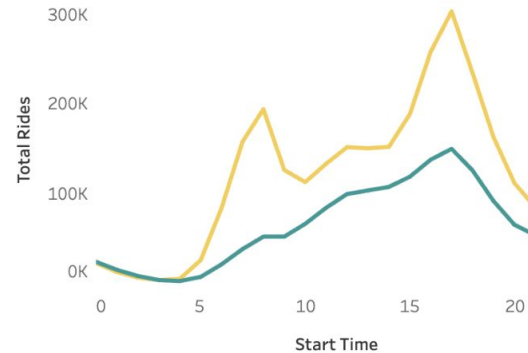
### Customer Type



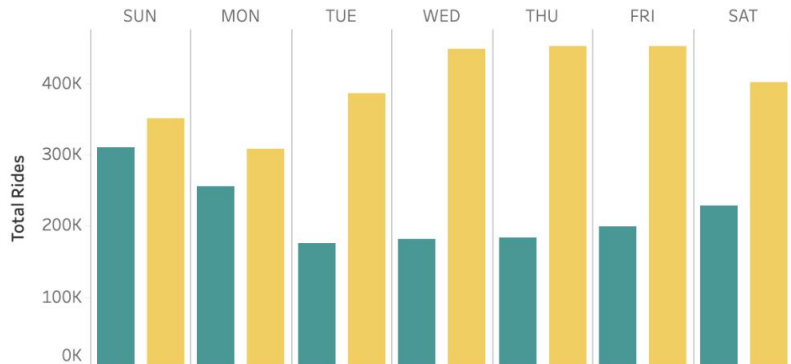
## Bike Type



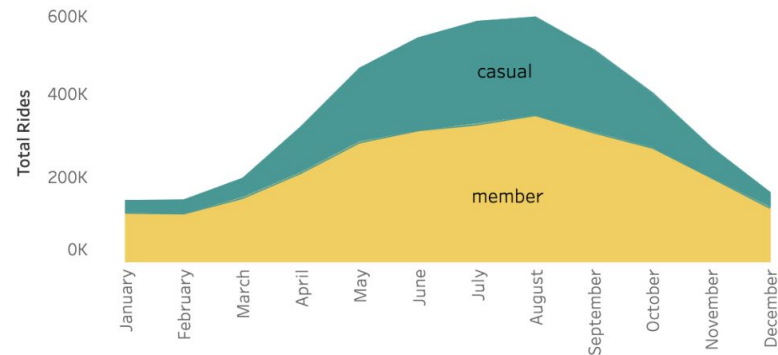
## Start Time



## Day of the Week

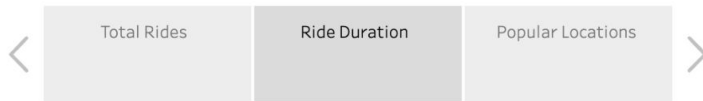


## Month



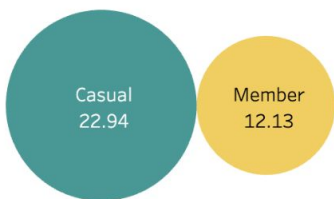


# Cyclistic Bike Share - Comparing Casual Riders to Annual Members

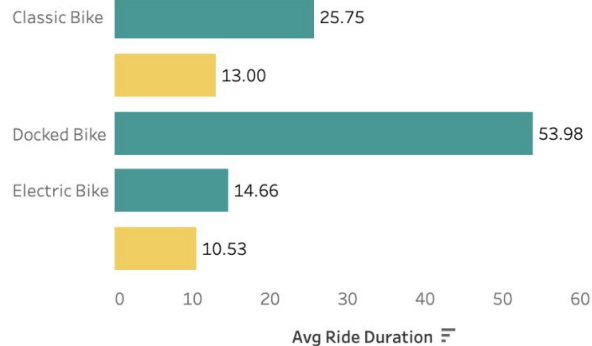


## Average Ride Duration

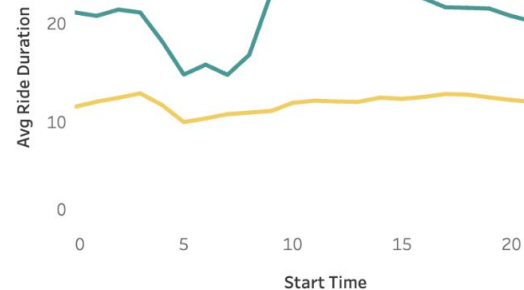
Customer Type  
Casual  
Member



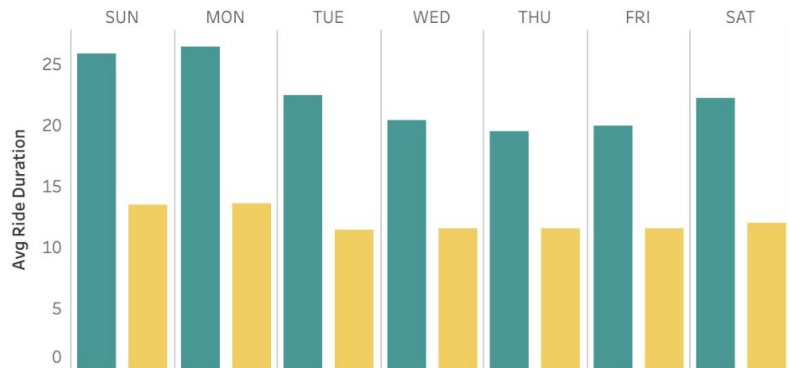
## Bike Type



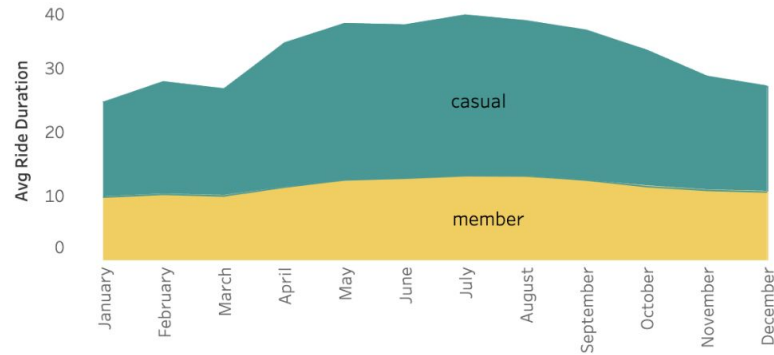
## Start Time



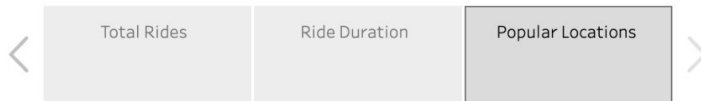
## Day of the Week



## Month



# Cyclistic Bike Share - Comparing Casual Riders to Annual Members



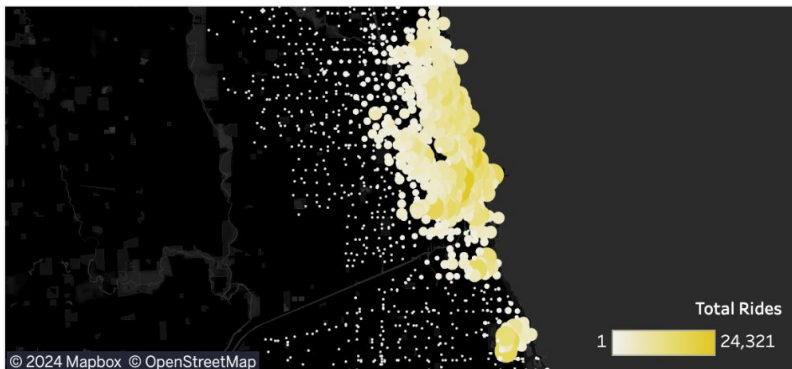
## Casual Riders



## Top 10 Stations



## Annual Members



## Top 10 Stations

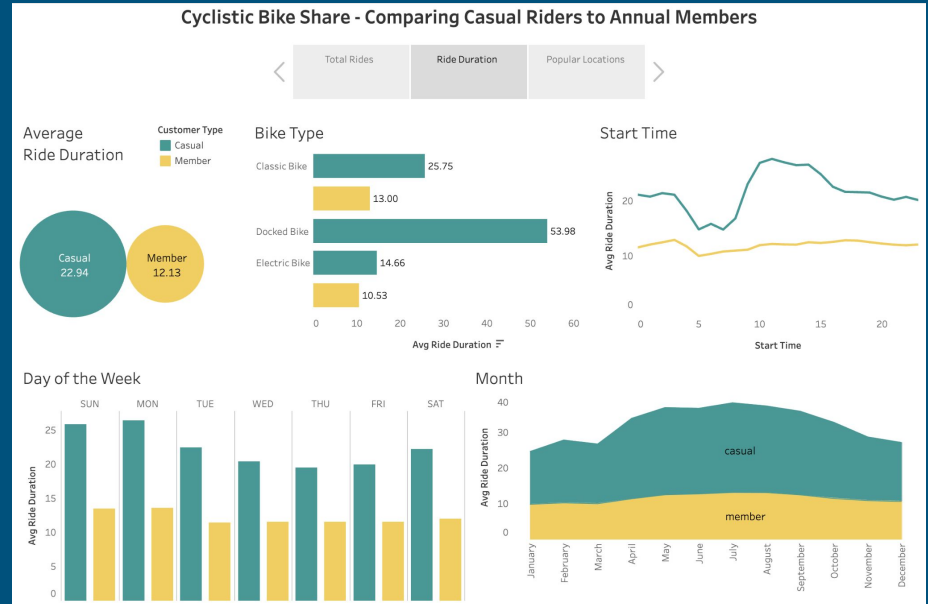


# Key Differences

---

# 1.) Longer trips

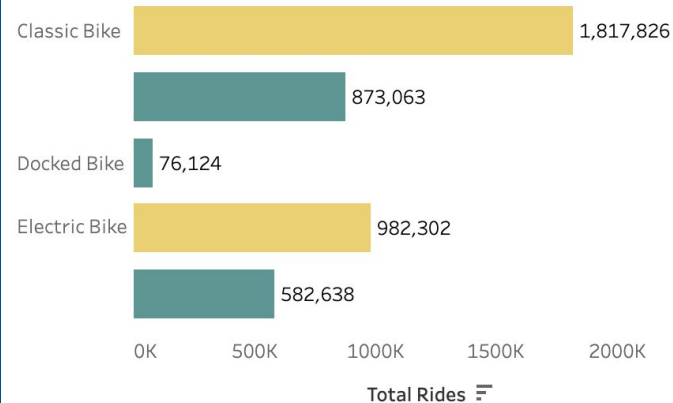
- Casual riders average 10 more minutes per trip
- The average ride time is higher in every category for casual riders



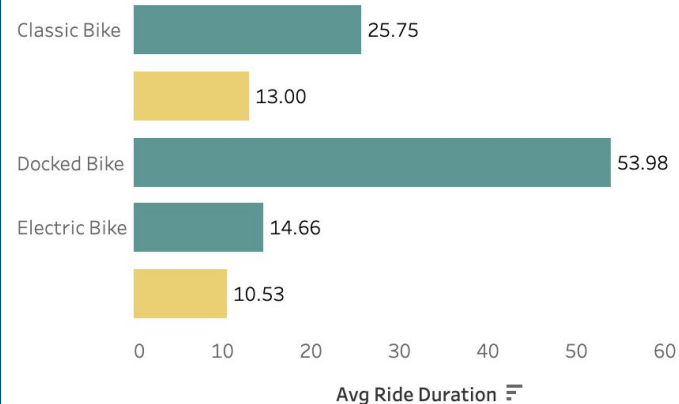
## 2.) Docked bikes

- Only casual riders use docked bikes
- Docked bikes are used for very long rides

Bike Type

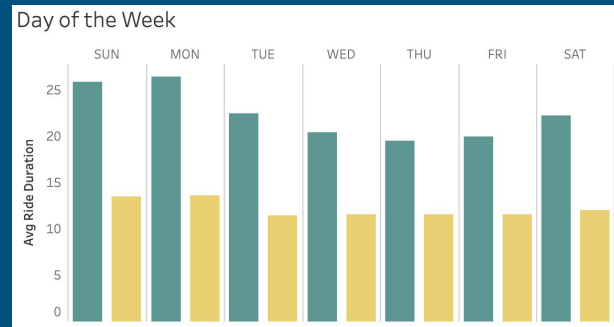
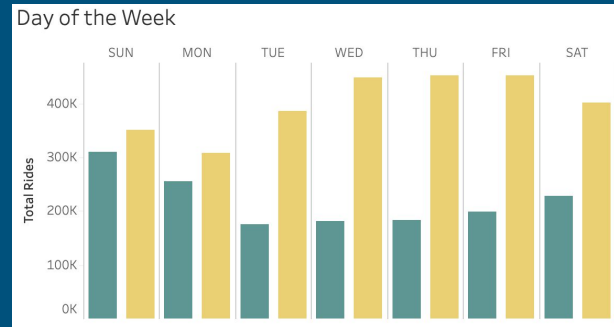
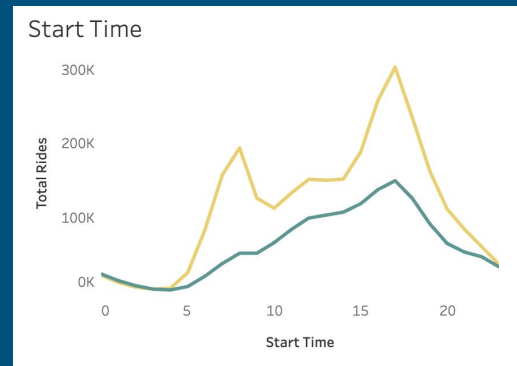


Bike Type



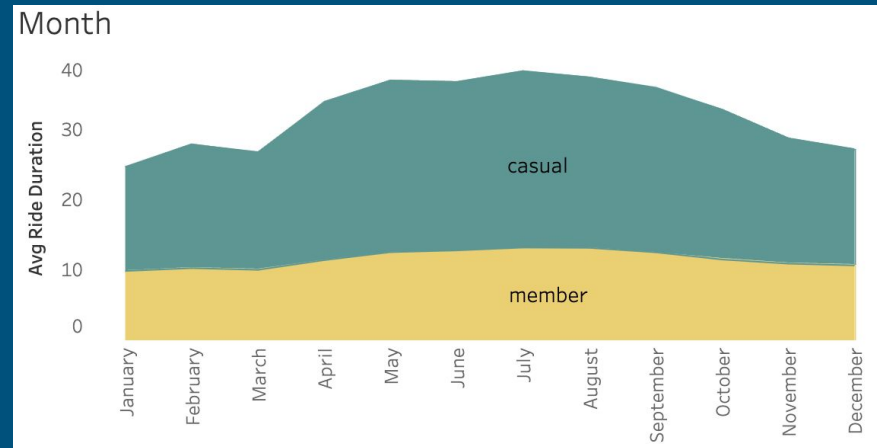
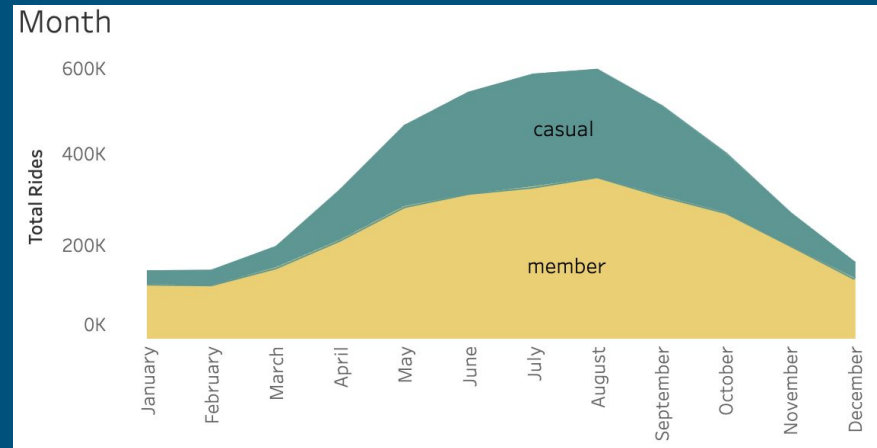
### 3.) Riding recreationally

- Most casual rides happen after normal work hours
- Saturday, Sunday and Monday are the most popular days for casual riders
- Ride duration drops during the week for casual riders



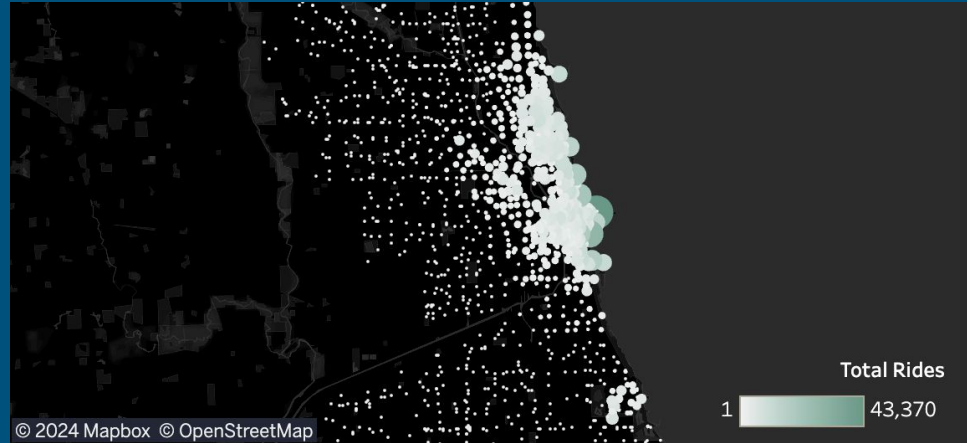
## 4.) Seasonal riders

- Casual riders grow at a faster rate during the spring months
- They decrease at a faster rate as the weather gets colder
- Significant spike in ride duration at the beginning of spring for casual riders



## 5.) Popular Stations

- Casual riders congregate around a few popular stations
- Streeter Drive & Grand Avenue is by far the most popular station
- Annual members are much more evenly distributed



Streeter Dr & Grand Ave	Michigan Ave & Oak St	Shedd Aquarium	Theater on the Lake
	Millennium Park		
DuSable Lake Shore Dr & Monroe St	DuSable Lake Shore Dr & North Blvd	Dusable Harbor	
		Adler Planetarium	



# Recommendations

---

# Marketing campaigns at popular stations

Focusing marketing efforts here would maximize our outreach.

---

# Spring and summer promotions

Offering promotions during peak riding seasons is when the offers will be most attractive

---

# Host Events promoting recreational riding

Fundraisers or friendly competitions will allow casual riders to relate more to the company, making it more likely that they will invest in membership.

A great avenue for promoting membership by providing incentives for annual members.

---

# Weekend membership

Casual weekend riders are more likely to buy a discounted membership that only provides them with weekend rides.

---

# Seasonal memberships

Seasonal riders are more likely to buy a discounted membership that only provides them with seasonal rides.

---