

# Cyclistic Bike-Sharing Analysis

Presented by Enrique Lara



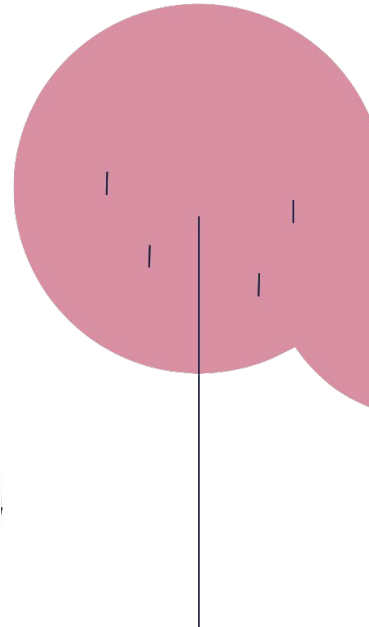
# About us



We are a bike-sharing organization with approximately 5,800 bicycles and 692 stations located around Chicago. We provide a wide range of bicycles, including reclining bikes, hand tricycles, and cargo bikes, accessible at all times for all sorts of users.

## Our Customers


There are two categories of customers that come to us. Customers who purchase a one-day or casual ride pass, as well as those who purchase an annual membership. We feel that by converting a large number of our casual riders to yearly members, we can continue to grow our business.





# Objective

Determine the distinction between our casual and annual riders. We'll be looking for trends and possible hints as to what separates the two groups. We will then communicate our findings to our marketing team.



# The Process

1

## Determine

Determine the differences between casual and annual members

2

## Identify

Identify what is causing the disparities, formulate conclusions based on the data

3

## Recommend

Based on our findings, we'll offer a recommendation to our marketing team

# Who are our Customers?



## Annual Members

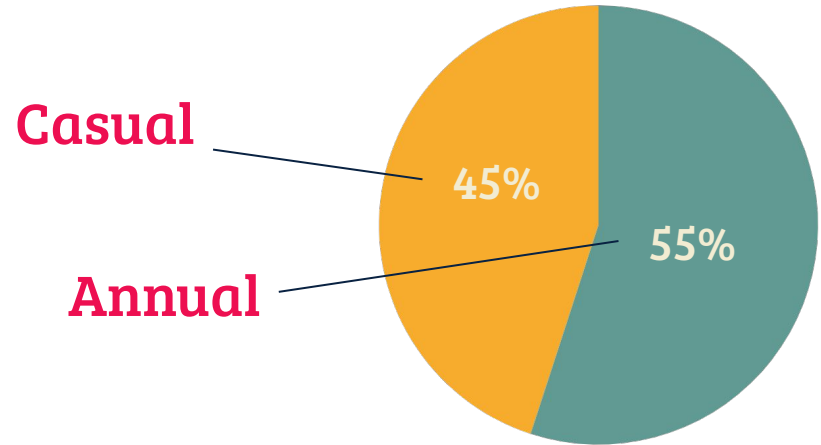
Key to growth

Their view of cycling is different than casuals

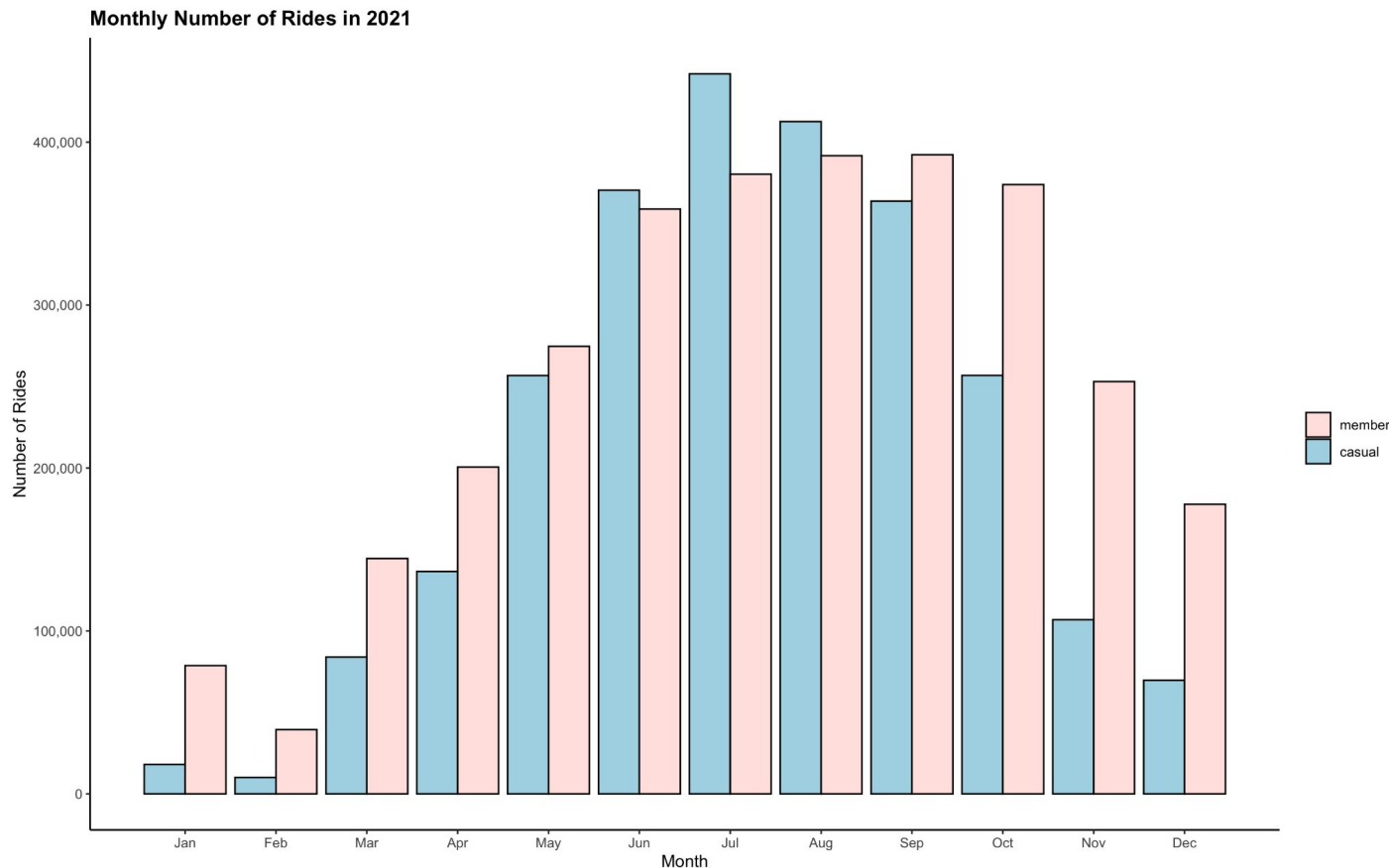
## Casual Members

Need to be persuaded to buy an annual membership

Visitors, adventurers, and daily commuters



# Our Riders through the year 2021



The number of bikes rides **increases** as the **weather becomes warmer** for both casual and annual members

Winter months as expected are **slower**



# Weekly average ride length for casuals and annual members

**27.3 hrs**

**Casuals**

Sightseeing could lead to casuals riding longer

Mindset of getting the most bang for your buck

**26.1 hrs**

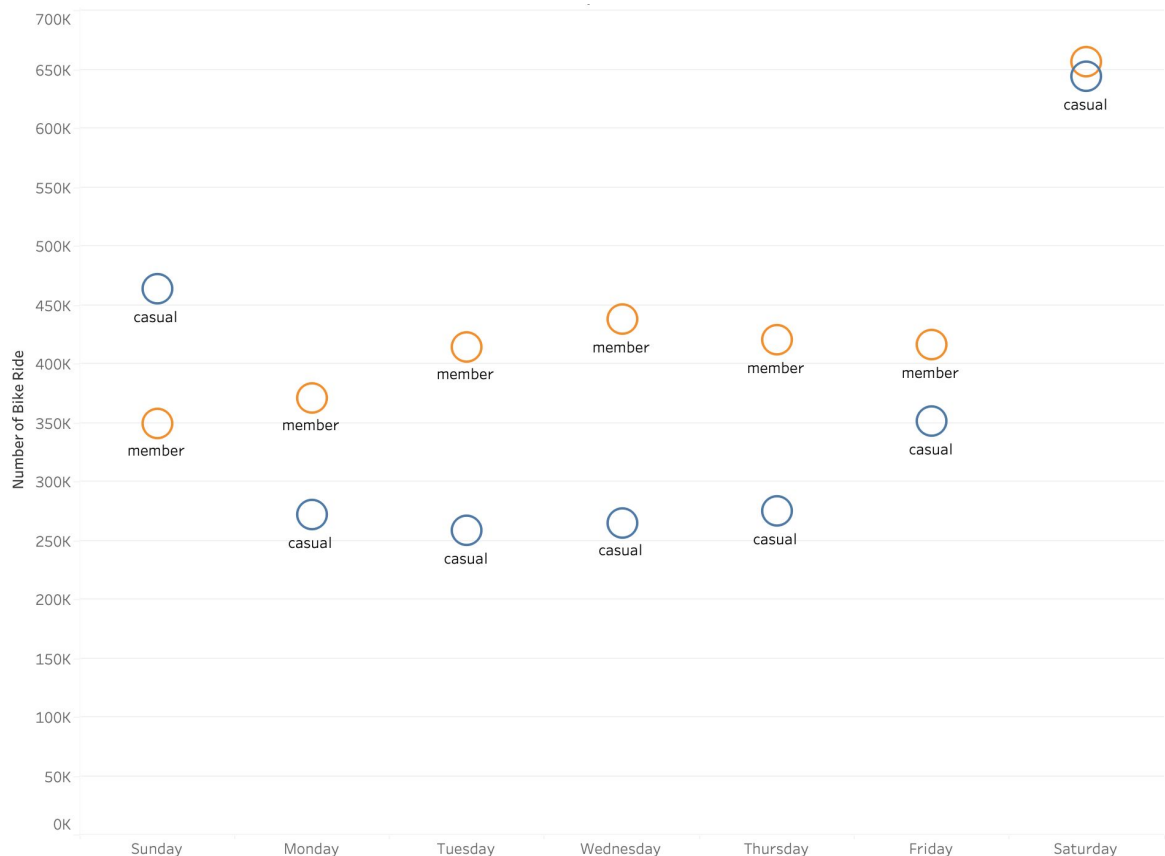
**Annual**

Members may use it for a specified reason (work, gym, etc.)

Members are able to use the service at all times



# Our Riders through the week



Annual members tend to ride mostly through the week. A **daily commute, work, and exercise** could be the reason in such consistent pattern.

Casual Riders are more prevalent through the weekend, could be in fact that most of our casual riders are **visitors**. Individuals that like **exploring the city with their friends and family** and enjoy taking lots of photographs of our beautiful city.





# Most popular ride-type

## Classic Bike

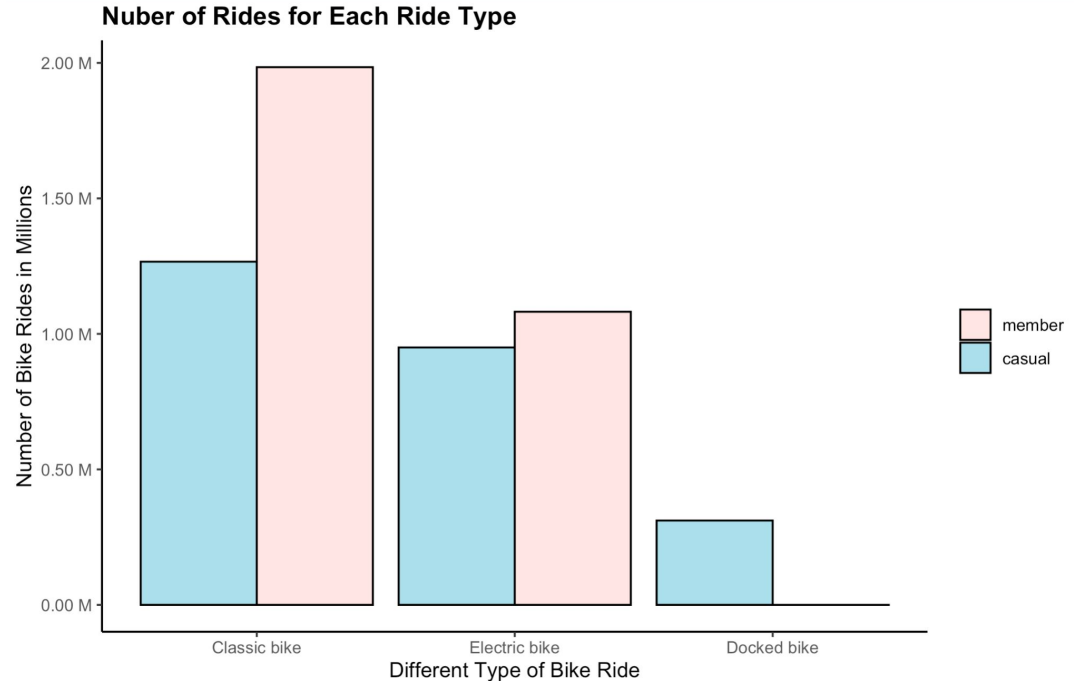
Most popular between both casuals and members

## Electric Bike

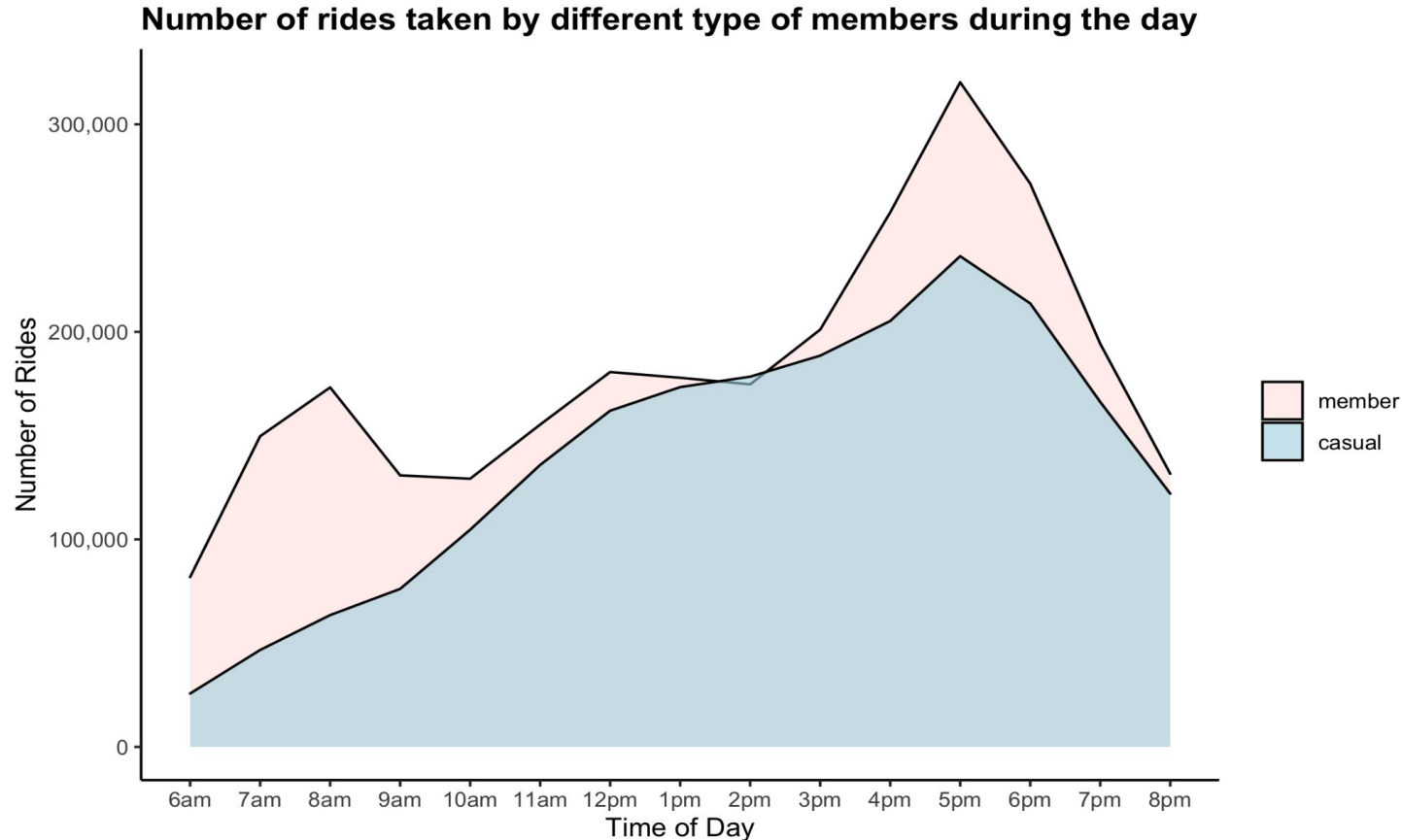
Preferred by members, and the second most popular option overall

## Docked Bike

Least popular, appears to be highly unpopular among members



# Our riders through the day

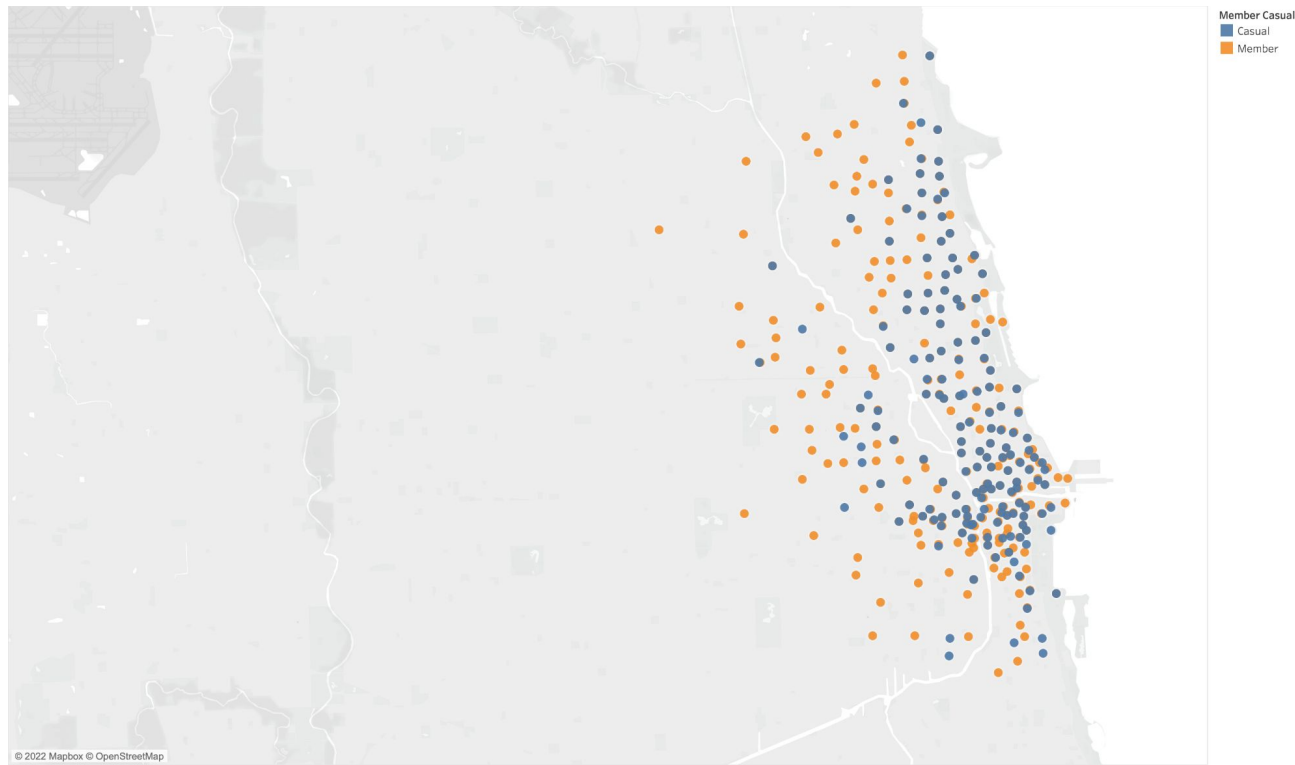


In comparison to casuals, annual members begin rides at practically all hours of the day.

Casuals tend to **ride more as the day progresses**. This could be for a variety of reasons, such as evening riding with friends or commuting from work.



# Mapping our riders



When compared to casuals, most members begin their cycling journey further from the Chicago shore, **implying some familiarity of the area.**

Casual cyclists start cycling in greater numbers **closer to the coast**, indicating that **touring** the city is a primary goal. They also start riding **closer to the downtown area**, prompting us to believe that visitors make up a large part of this group.



# Our Casual Rider

## Excited

Riding bikes in the summer, evening rides suggest this individual enjoys the scenery of a good sunset.



## Nomad

Mapping data suggest this person enjoys viewing the different areas of greater Chicago and will do so over long periods of time

# Our Annual Member

## Informed

This individual knows his surroundings, mapping data indicates he is aware of the Chicago area



## Motivated

Morning Rides and a consistent riding schedule throughout the year distinguish this individual.

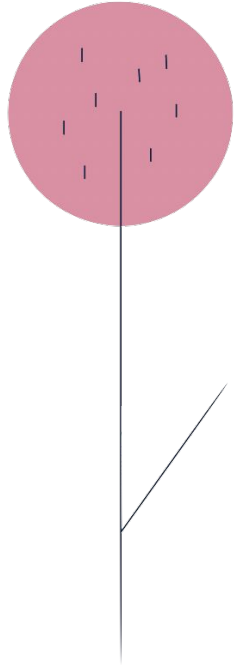
# Recommendation

1

## Target Casuals with specified advertisements

We may conclude from our data that our casual riders are either traveling to work or exploring the city. We might improve our membership numbers by highlighting the benefits of membership to those riders.

- ❑ The various bike routes should be highlighted.
- ❑ The advantages of riding a bike over other modes of transportation
- ❑ Biking in promoting health and exercise




# Recommendation



2

## Membership pays for itself

Annual members recognize the value of an annual membership, by increasing the price casual riders pay for cycling, we may encourage individuals who are considering joining.

- ❑ Sway customers to buy our membership if they are undecided
  - ❑ Implement a price hike in the starting plans for casuals in order to better position an annual membership
- 



# Recommendation

3

## Breakup the Membership

Different needs for different people, we can consider developing a new membership centered on casual commuters, perhaps with access to certain docking stations and additional electric bikes, and with a significant focus on the demands on commuters we can achieve larger membership numbers.

- ❑ New membership for commuters, people who ride frequently and could benefit from a different style of annual membership
- ❑ Offer different pricing for different needs, such as for commuting to work or exercise
- ❑ Seasonal memberships for those who ride frequently in the summer months.





# Sources:

- Template was provided by [Slidesgo](#)
- Data Provided by Motivate International Inc. under the following license
  - <https://ride.divvybikes.com/data-license-agreement>
  - [Trip-Data for the months of Jan 2021 – Dec 2021](#)