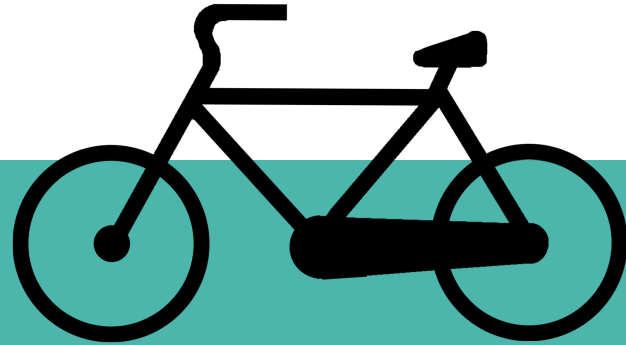

Cyclistic

Presented by Guillaume Lauret

26 Feb 2022

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



Reminder

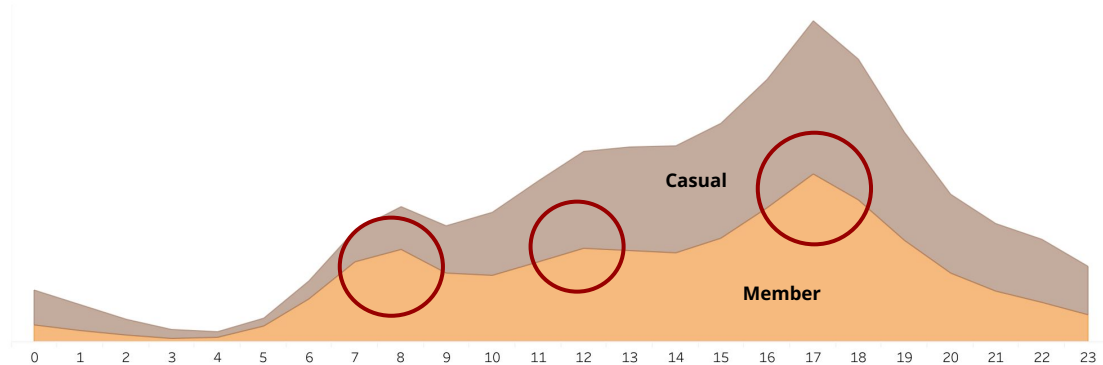
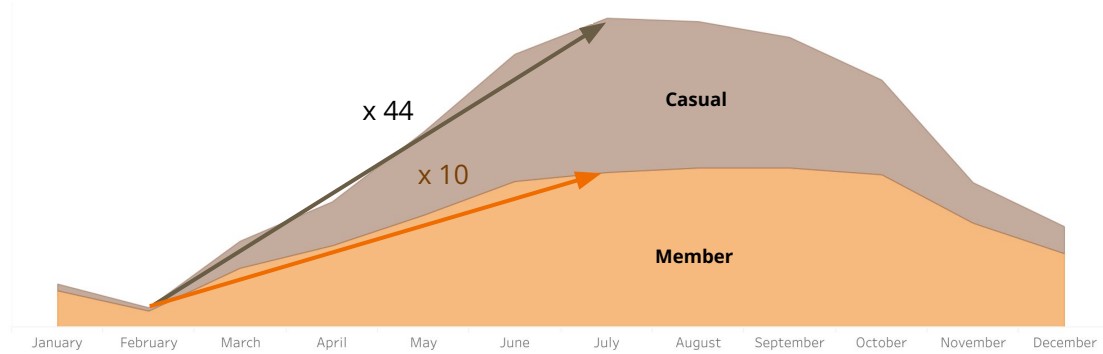
- Cyclicist is a **bike-share program** that features more than 5,800 bicycles and 600 docking stations.
- Customers who purchase single-ride or full-day passes are considered **casual riders**.
- Customers who purchase annual memberships are **Cyclistic members**.

Dataset - Overview

- The data has been provided by **Lyft Bikes and Scooters, LLC ("Bikeshare")** which **operates the City of Chicago's ("City") Divvy bicycle sharing service**. The City of Chicago permits Bikeshare to make certain Divvy system data owned by the City ("Data") available to the public.
- The data covers the rides from Divvy's customers over a **one-year period starting February 1st, 2021 until January 31st, 2022**.
- The data includes a **total of 5.6 millions of rides**.
- The data **doesn't include the riders personal information** such as name, sex, age or address.

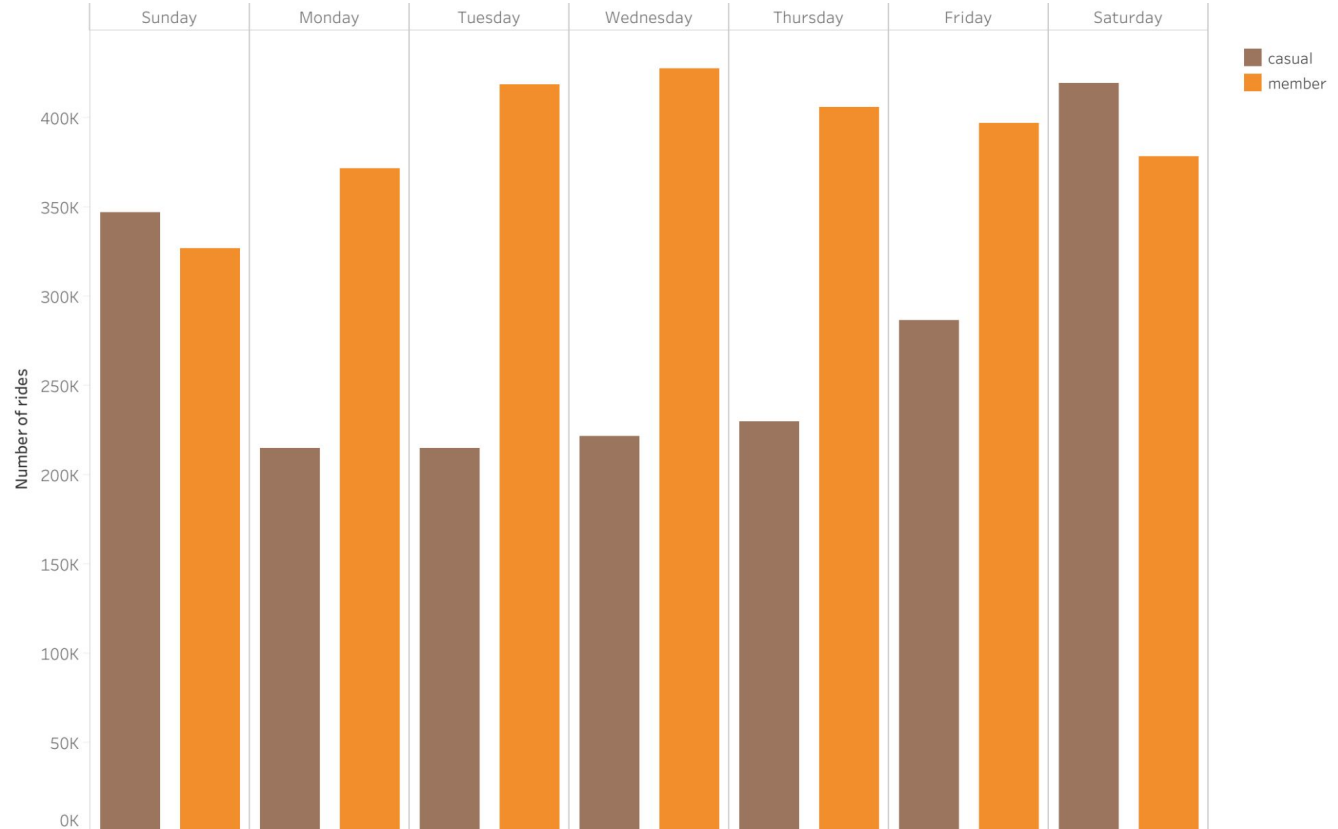
Rides distribution - Year & Day

- Members and casual riders behavior seem to **follow the same trend over the year**, with a decreased number of rides in winter and a peak in summer.
- However, the increase is more significant for casual riders while member tend to have **a more constant activity over the year**.
- Members show 3 peaks of activity **over the day**, at the rush hours (7-9am and 4-6pm) and during lunch break (11am-1pm).



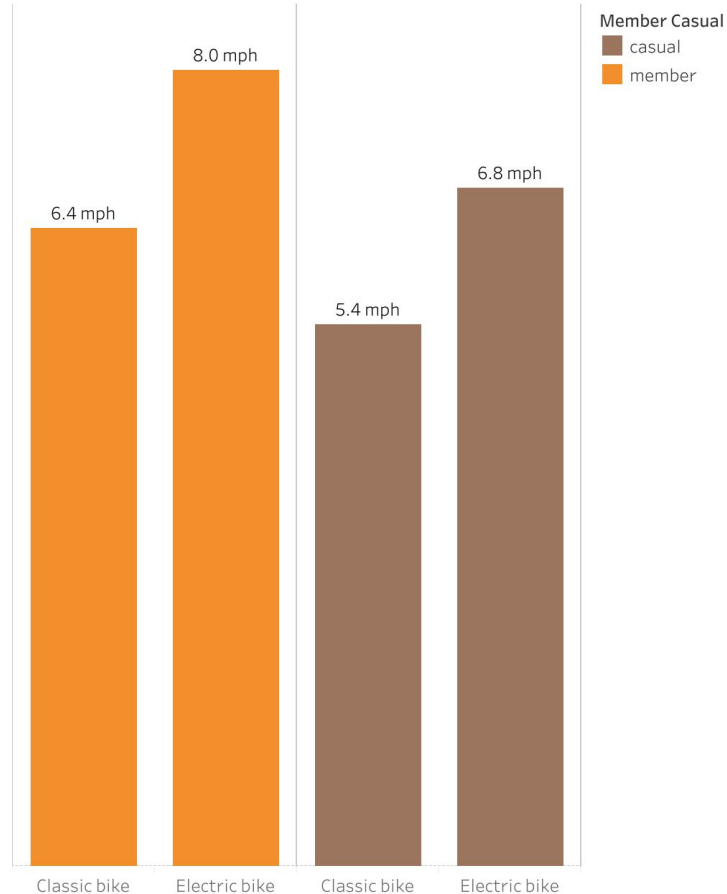
Rides distribution on weekdays

- Casual riders tend to ride more **in the weekend...**
- ...while members ride **consistently over the week** with a peak in the number of rides on Wednesday.



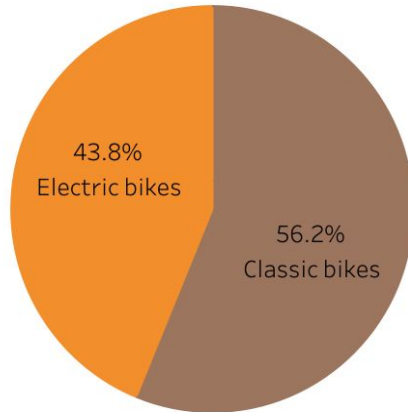
Average speed

- Members ride **at a higher average speed than casual riders** both with classic and electric bikes.
- **Hypothesis:** members take the same route everyday for their daily commute and then are more comfortable riding faster.

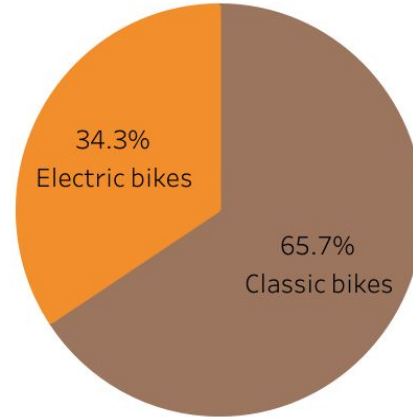


Bike type usage

Casual Rider



Member



- Members use electric bikes for only one third of their rides, while casual rides almost equally use classic and electric bikes.
- **Hypothesis: Cyclist members tend to be a bit more 'sporty' than casual bikers.**

Conclusion

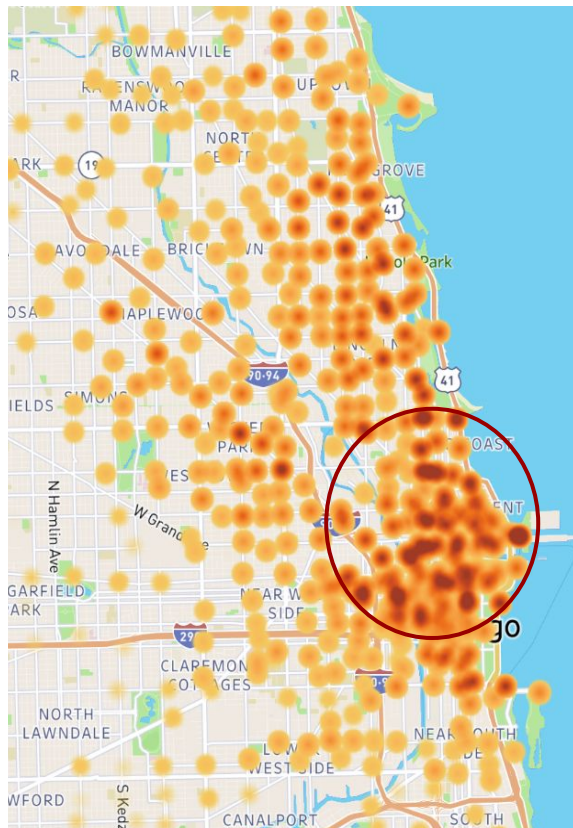
- Cyclicist members tend to generally ride **in a more consistent way** over different time frames (week, month and year).
- Members also have **a higher activity than casual riders during the weekdays**, and usually use Cyclicist's bikes to go or leave their office and during lunch time.
- On the opposite, **casual riders have a higher activity in the weekend**.
- The member also usually **bike faster and tend to not use electric bikes** as much as casual bikers.
 - We suppose that Cyclicist members take the same route every day for their daily commute and then tend to **be more comfortable driving faster**.
 - We also think that they are **a bit more 'sporty'** than casual members as they prefer to take classic bikes over electric ones.

Recommendations

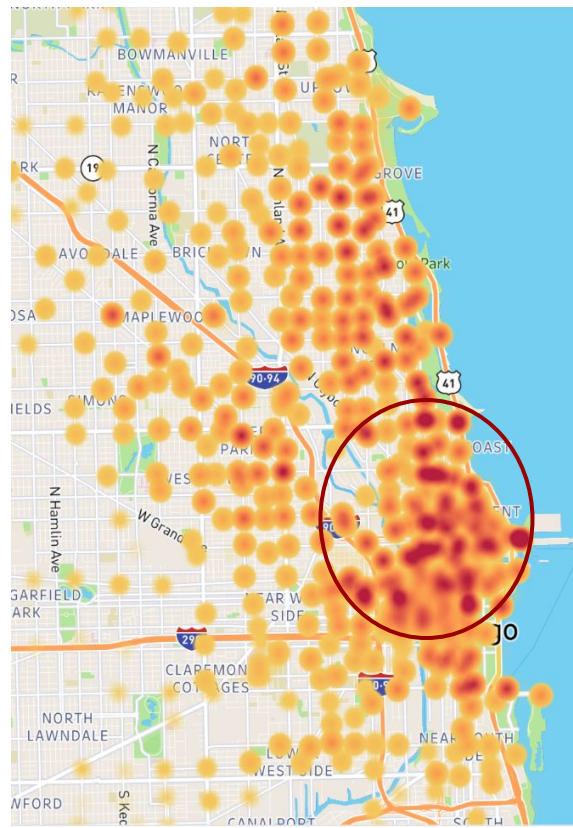
- **Objective of the marketing campaign:** convince casual riders to subscribe to an annual membership.
- **Which Message?** Emphasize the pros of using Cyclicist bikes for the work daily commute:
 - **Easy** to use.
 - **Accessibility and Reliability** with docking stations available at the beginning and the end of their route.
 - **Time saving**, bikes are immediately available and time is saved by avoiding traffic and waiting time between trains and buses.
- **Where & When?** Physical ads could be implemented on targeted spots and at specific times:
 - Where there is a **high public transportation and car traffic**.
 - At the **rush hours** between 7-9am and 4-7pm.
 - On **weekdays**.

Locations with a **high concentration of rides** can also be targeted:

Casual Riders - Starting rides



Casual Riders - Ending rides



Casual riders mostly bike in Chicago Downtown area which includes 3 major neighborhoods:

- **The Loop** - financial district
- **River North** - rich and lively
- **Lincoln Park** - most affluent Chicago neighborhood

Q&A