

Cyclistic Bike Share (Jan-Mar)

Presented by: Kelompok 1
Yogyakarta, 2 April 2024





Data

This is a real dataset from Lyft Bikes and Scooters, LLC which operates the City of Chicago's Divvy bicycle sharing service.



License

The data has been made available by Motivate international Inc. under public license. This is public data that anyone can use to explore how customers are using Divvy bicycle sharing service



Company

Cyclistic is a fictional name created based off of real IBike Share Company named Divvy located in Chicago.

OUTLINE FLOW

INTRODUCTION & CONTEXT

01 - DATA CONTEXT

ANSWERING QUESTIONS...

02 - ANNUAL AND CASUAL DIFFERENCES ?

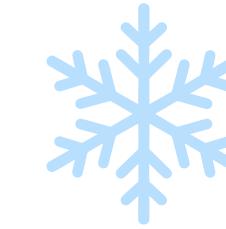
03 - WHY CASUAL WOULD BUY ANNUAL MEMBERSHIP ?

04 - HOW CYCLISTIC USE DIGITAL MEDIA TO MAKE
CASUAL RIDERS TO BECOME MEMBER ?

CONCLUSION



Introduction



In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geo-tracked, allowing 24/7 access to thousands of bikes locked into a network of 692 stations across Chicago. We are data analyst who joined the marketing analytics team at Cyclistic 6-months ago. Lily Moreno, the Director of Marketing, believes company success depends on maximizing annual memberships.



Data Context

Q1

January to March

639424

Records

Winter to Early Spring
Seasons





Key to growth



Cyclistic's finance analysts have already concluded that annual members are much more profitable than casual riders. Although the pricing flexibility helps Cyclistic attract more customers, Moreno believes that maximizing the number of annual members will be key to future growth. Rather than creating a marketing campaign that targets all-new customers, Moreno believes there's opportunity to convert casual riders into members. She notes that casual riders are already aware of the Cyclistic program and have chosen Cyclistic for their mobility needs.

-BIKE TYPES-

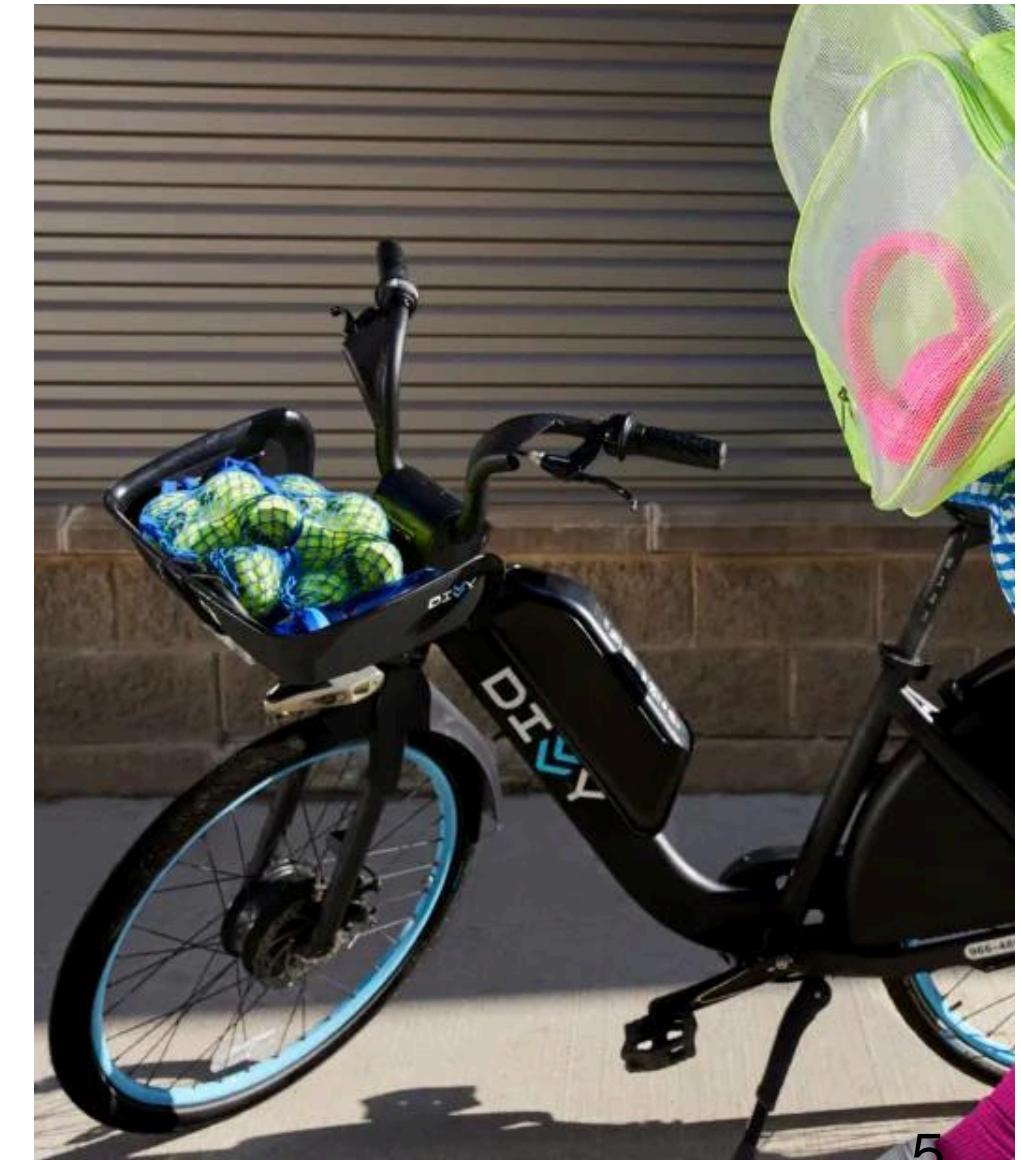
CLASSIC



DOCKED



ELECTRIC



Credit: SUMC.

System Operations

- The bikes can be unlocked from one station and returned to any other station in the system anytime.
- Customers with single-ride or full-day passes are referred to as casual riders.
- Customers who purchase annual memberships are Cyclistic members.

-PRICING PLANS-

Single Ride **\$1 to unlock**

Plus \$0.18 a minute for non-members

The Single Ride is just \$1 and includes the first 30 minutes of one ride on a classic bike.

Day Pass **\$18.10/day**

Unlimited 3-hour rides for 24-hours

Get unlimited classic bike rides in a 24-hour period, up to 3 hours each. Check your bike in and check another bike out every 3 hours to avoid extra fees

Annual Membership **\$11*/month**

\$143.90 billed upfront annually

Take as many 45-min rides as you want throughout the year, each ride included in your plan. Check your bike in and check another bike out every 45-min to avoid extra fees.

Understanding More of the Data..

The Sample Data

- After cleaning and concatenating the 3 CSV files, the transformed dataset contains 639.424 records of data.
- Each row contains a different logged bike ride from January to March 2023, with the Ride ID as the Primary Key.
- The data includes individual bike ride information including Ride ID's ride location, ride time and date, and user type (Member or Casual)



Business Task

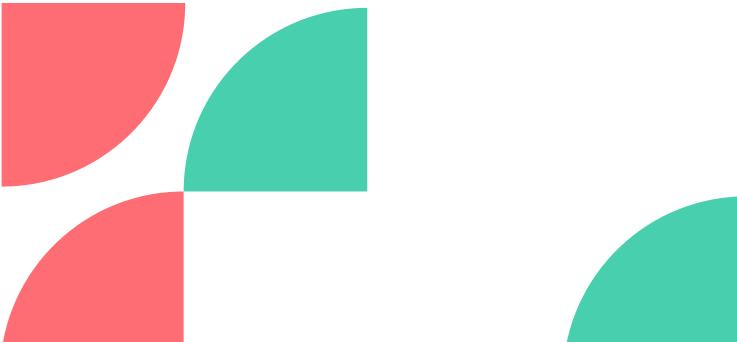
Design marketing strategies aimed at converting casual riders into annual members.

Business Question

- How annual members and casual riders differ?
- Why casual riders would buy a membership?
- How digital media could affect their marketing tactics?

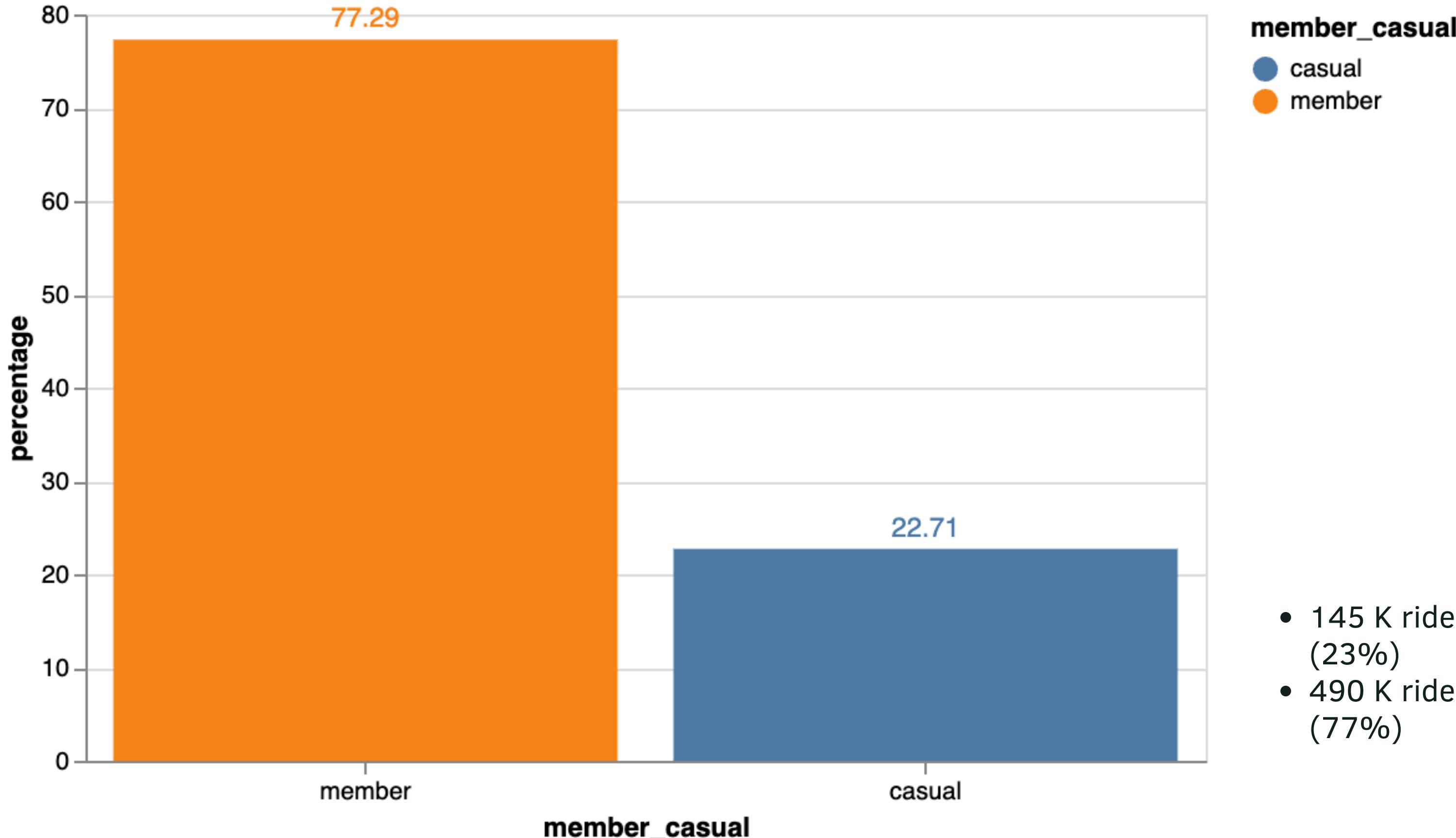
Question 1 :

**How annual members and casual riders
differ?**



23% Riders part of Casual Memberships

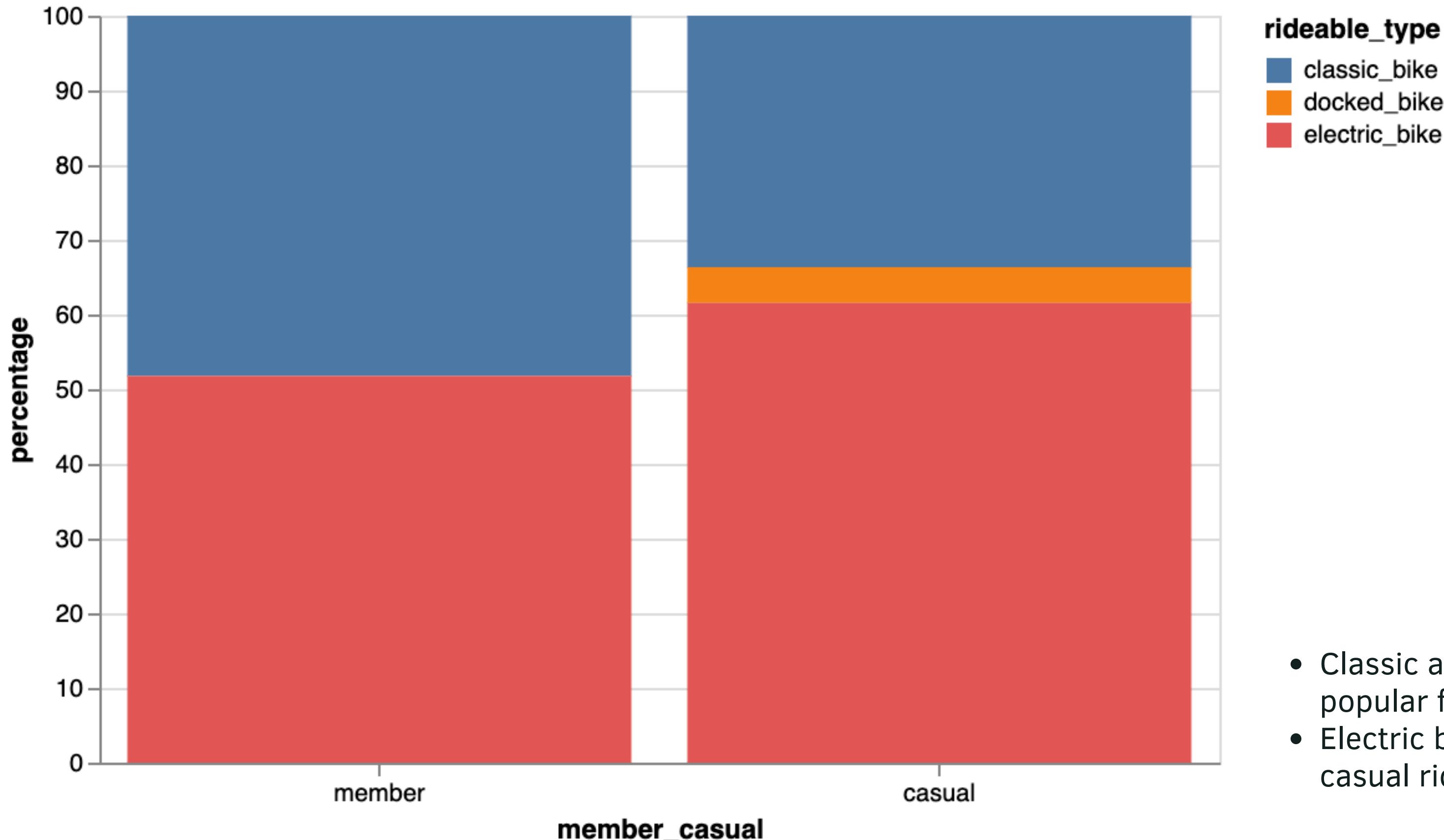
Precentage of Memberships Type



- 145 K rides of casual users (23%)
- 490 K rides of member users (77%)

61% Casual Riders Choose Electric Bike Type

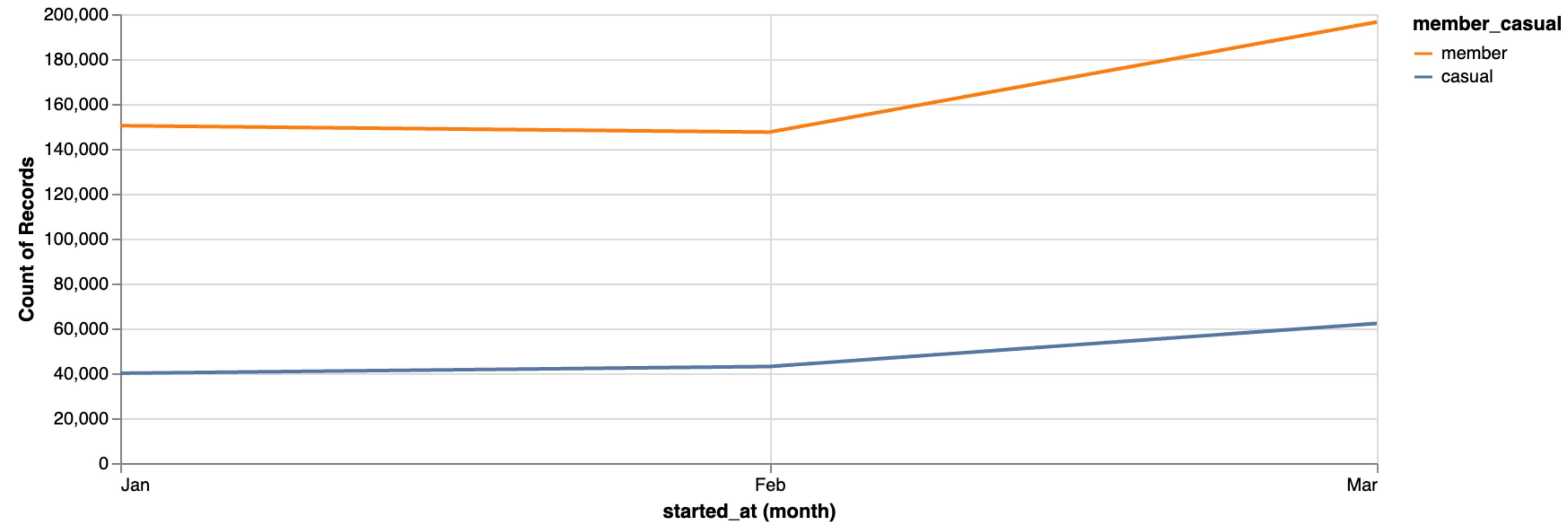
Percentage of Bike Type/Membership



- Classic and electric bike equally popular for member users
- Electric bike more popular to casual riders

Number of rides increase 30-40% in March

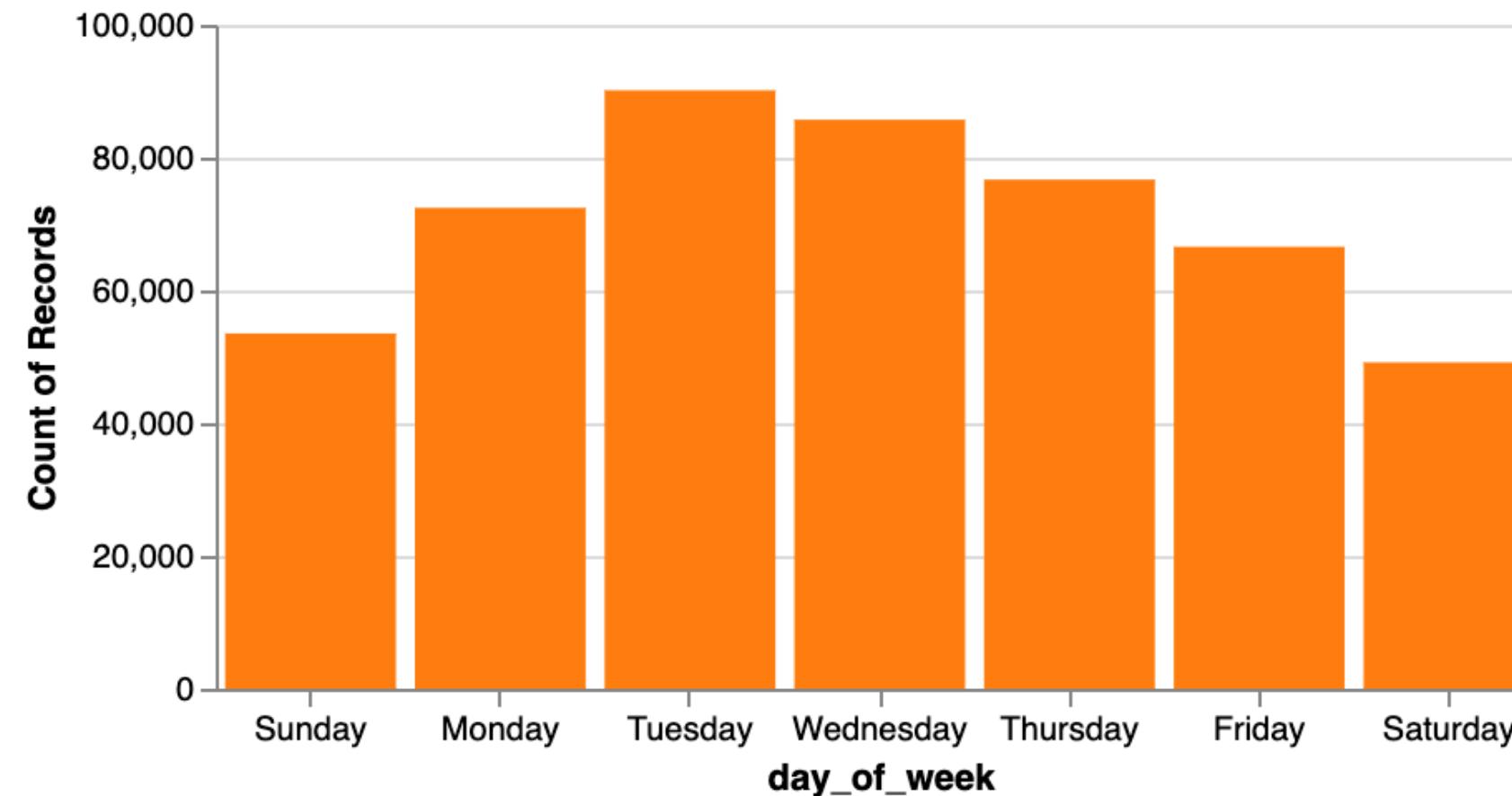
Number of rides/month



- From January to March riders increase both member or casual users

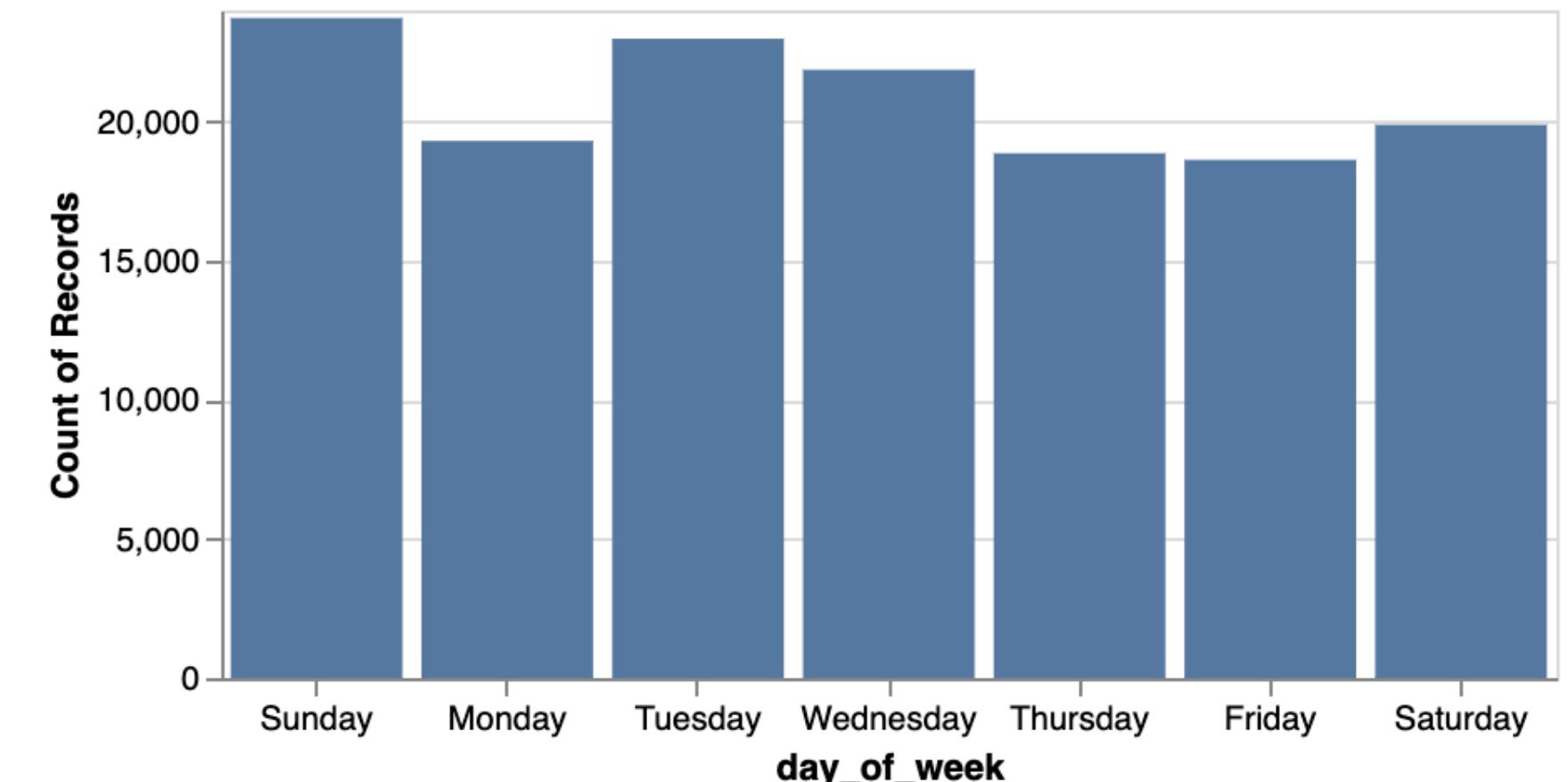
More trips in weekday from member

Count of trip per Day



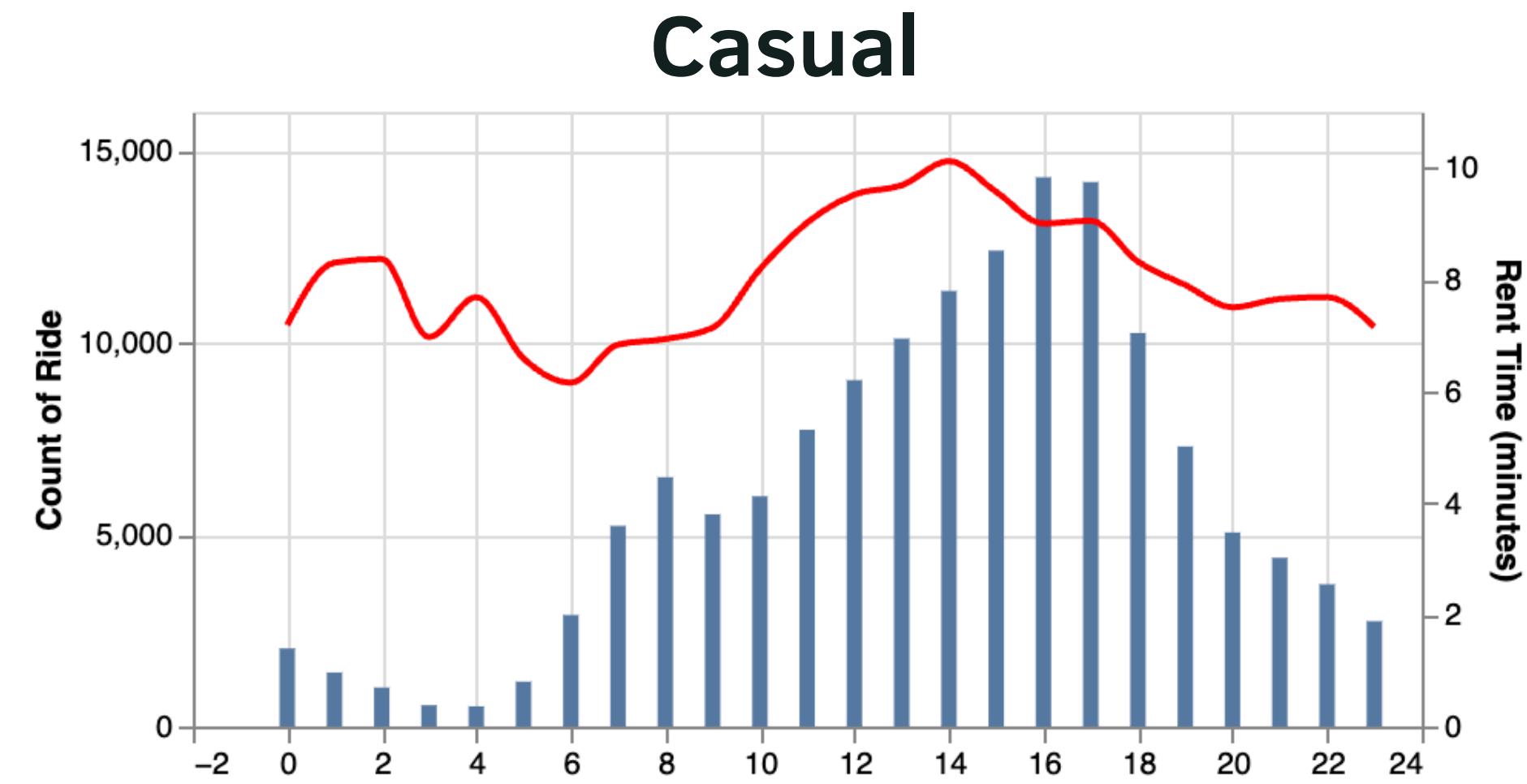
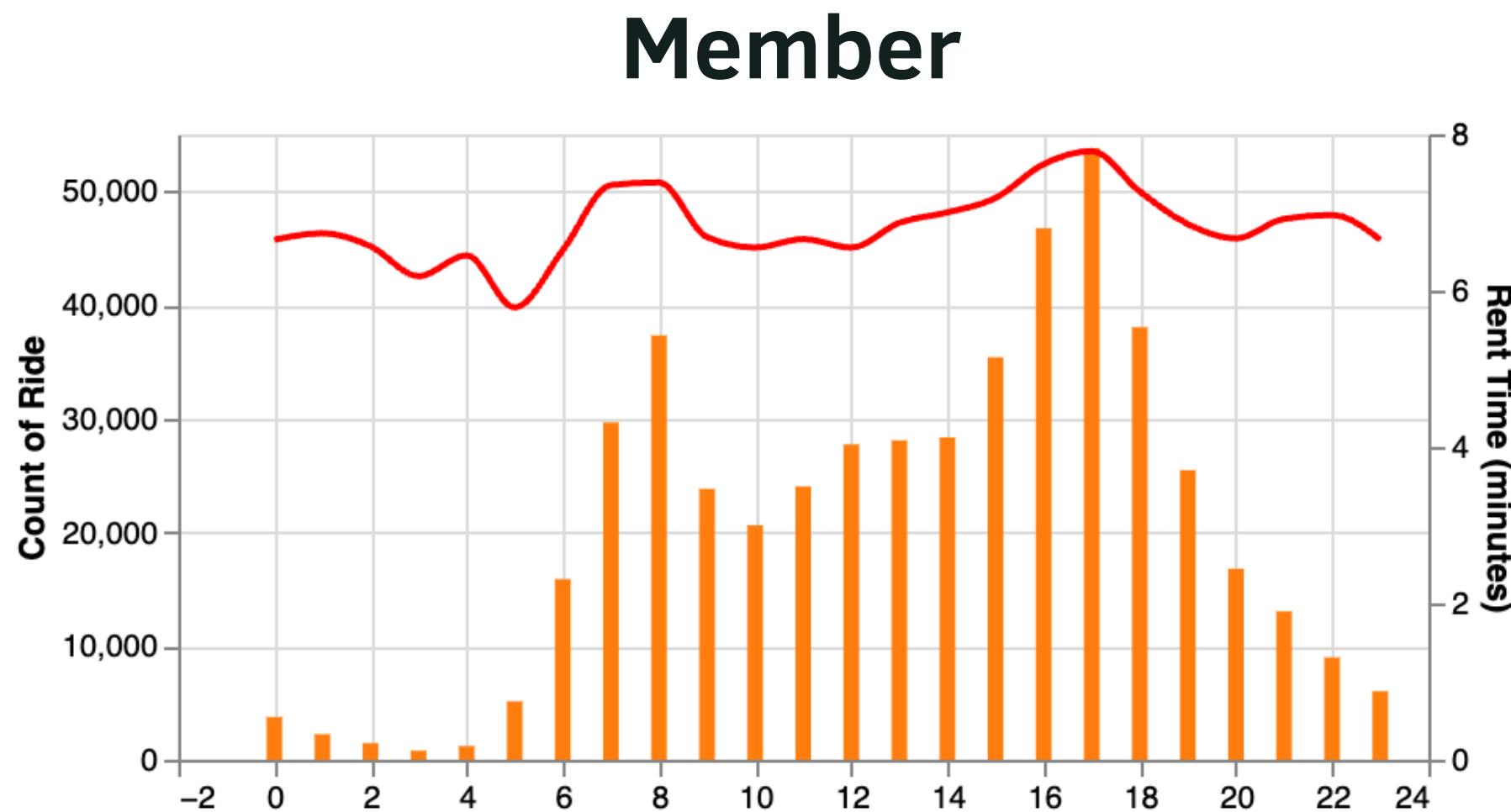
More trips in Sunday from Casual Riders

Count of trip per Day



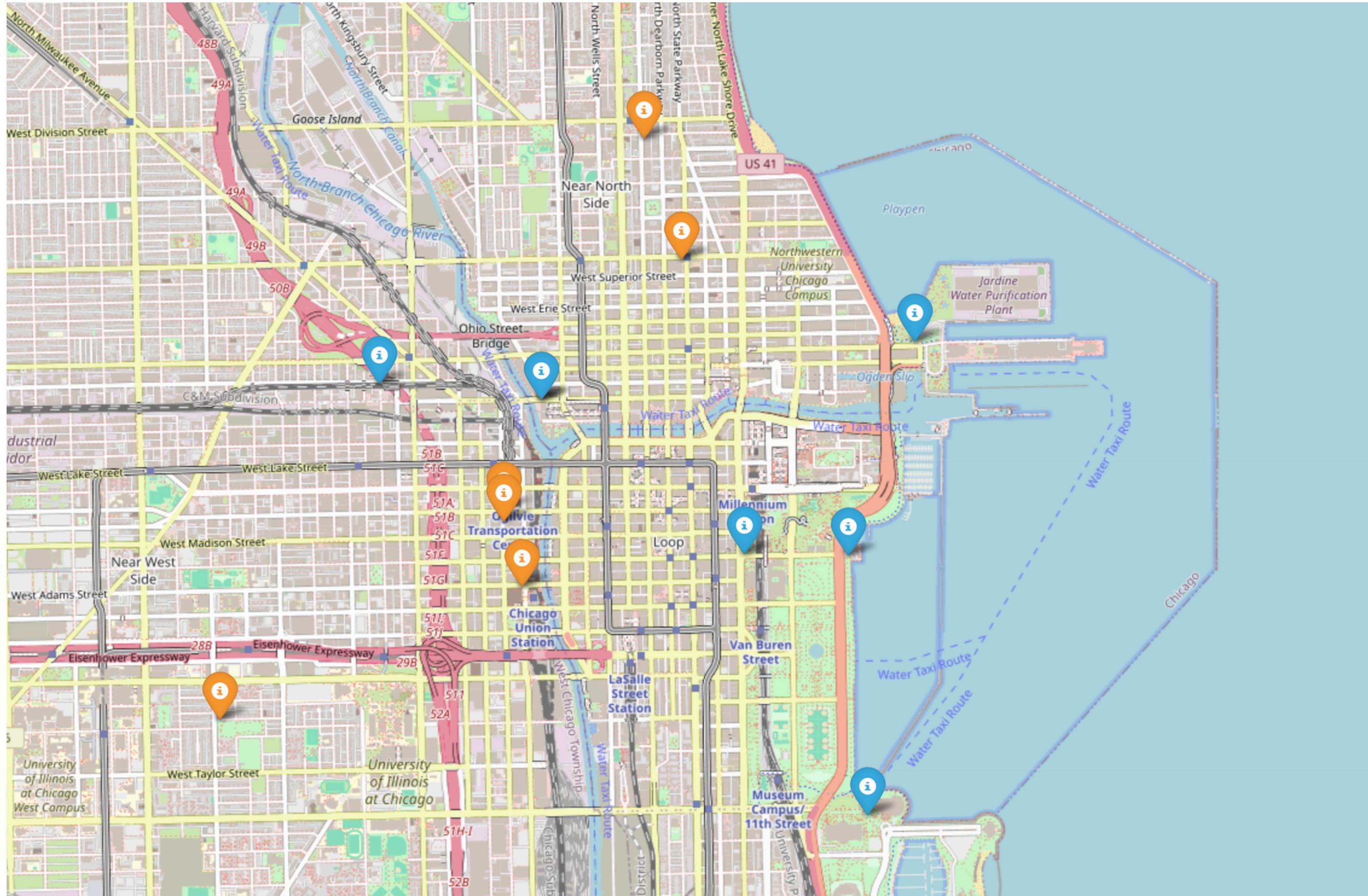
- Number of ride from member users higher in weekdays than weekend
- Number of ride from casual users tends to be stable every day, although sunday have highest value

Highest peak of rides both member and casual users between 4 -6 PM



- There are small hike of number of rides in 7-8 AM
- Median of rent time by member users around 6-8 minutes
- Median of rent time by casual users around 7-10 minutes

Top Station for casual users are in attraction areas



Question 2:

Why casual riders would buy a membership?

Casual riders would buy a membership, because..



- Since Casuals are unlikely to need Cyclistic bicycles as primary transportation for their daily 9-5 commute, Casual Users are more interested in Cyclistic mainly for non-primary transportation needs and leisure activities.
- In order for Casual Users to feel interested in purchasing an annual membership, Cyclistic must find ways to get casual riders interested in regular cycling, such as building a recreational cycling community.

Annual membership ~ 8 Day Pass

Single Ride	Day Pass
\$1 + \$0.18/min	\$18.10/day

Divvy
\$143.90/year

[Get the app →](#)

[Get a day pass →](#)

[Join →](#)

Classic bike prices

\$1 unlock +
\$0.18/min

3 hours free, then
\$0.18/min

45 min free, then
\$0.18/min

Scooter prices

\$1 unlock +
\$0.44/min

Free unlocks +
\$0.44/min

Free unlocks +
\$0.29/min

Ebike prices

\$1 unlock +
\$0.44/min

Free unlocks +
\$0.44/min

Free unlocks +
\$0.18/min

Question 3:

**How digital media could affect their
marketing tactics?**

Digital media could affect their marketing tactics in many ways...

1 - TARGETED ADS SOCIAL MEDIA FOR CASUAL GROUP

PRIVILEGE AWARENESS

2 - CAMPAIGN FREE RIDES WITH 'E-BIKE' FOR SEVERAL HOURS

GETTING USER EXPERIENCE

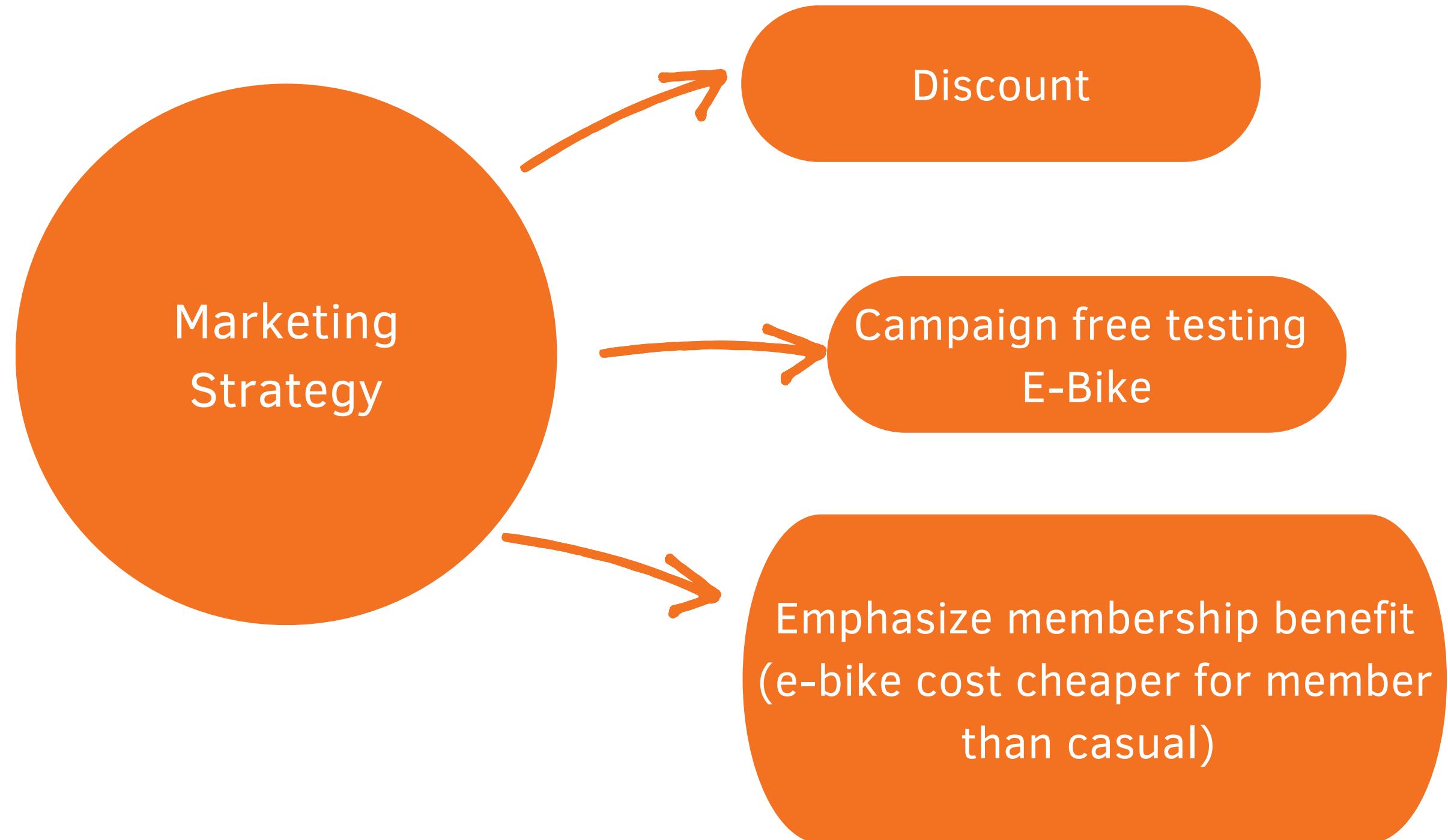
3 - COST ANALYSIS FOR CASUAL GROUP

E-BIKE RELATIVELY MORE EXPENSIVE

BENEFITS JOIN MEMBER

Conclusion

**With 61%
Casual rider
using “E-
Bike” then:**



Thanks
you!

Station Stop

