


Google Data Analytics Capstone Project



# Rocketing to Growth

Crafting a Winning Ride-Sharing Marketing Plan



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# Overview

Cyclistic is a Chicago-based ride-sharing company. In 2016, the company successfully launched a bike ride-sharing program with a fleet of 5,900 bicycles spread across 690 stations in Chicago. The initial marketing strategy focused on increasing public awareness to use Cyclistic fleets and price flexibility. Financial analysis shows that users who are annual members provide greater benefits than regular users. Stakeholders want to know the right strategy to convert regular users into annual users.





# Problems to solve

1

**Membership conversion.** Companies need an effective strategy to convert regular Cyclistic service users into users with annual memberships.

2

**Digital media optimization.** Effective digital media optimization can engage both current and potential Cyclistic users. Companies must choose appropriate methods to influence behavior.

3

**User patterns and trends.** Analyzing usage patterns and trends can reveal valuable insights for improving Cyclistic services.

4

**Consumer segmentation.** Cyclistic needs to clarify the segmentation of its service users to understand the demographic characteristics, behavior, and preferences of casual riders and annual members. This type of data is crucial in marketing and enhancing the user experience.

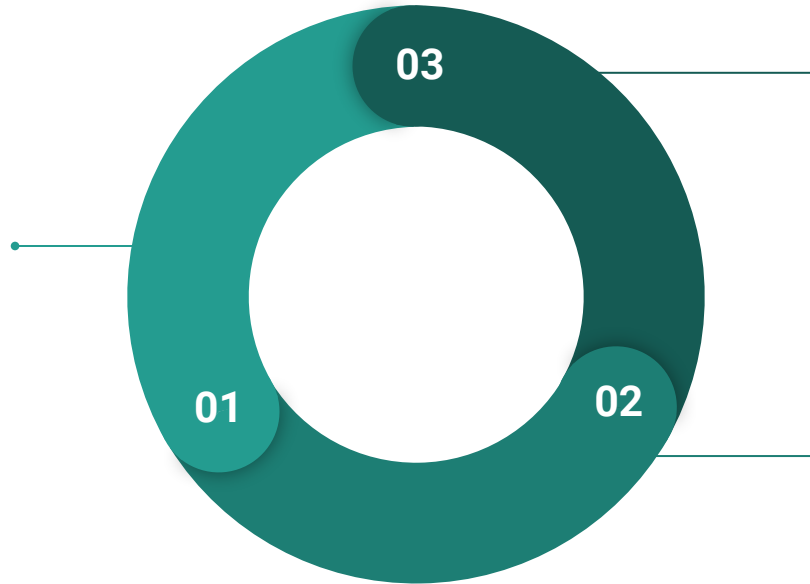
## Project objective

To answer three fundamental questions



### Cyclistic service usage

What distinguishes casual and annual Cyclistic users? What factors contribute?



### Service utilization frequency

What factors contribute to casual users utilizing Cyclistic's services more frequently?

### Improving Cyclistic's user engagement

What strategies can Cyclistic use to encourage occasional users to become yearly members?





# Understanding the market

\*e+05 = hundred thousand

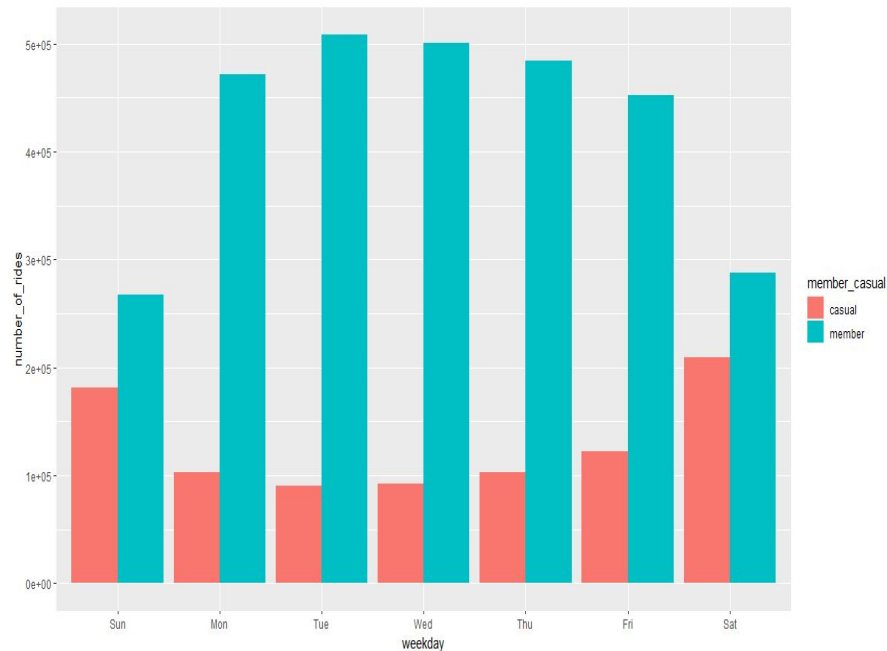
# Market trends

## Q2 '19 - Q1 '20

There are two types of Cyclistic users: **casual** and **members**. During Quarter 2 2019 to Quarter 1 2020, there was a significant difference in **average ride duration** and **frequency** between the two types.

### Client Implications:

1. **Personalized membership services.** Ensure Cyclistic's membership options meet the needs and preferences of users.
2. **Data-guided personalization.** Provide personalized ride plan recommendations for both casual users and members.



The data clearly shows that Cyclistic **members** were much more active users of the service than **casual** users during the Q2'19 to Q1'20 period.

\*average duration in seconds



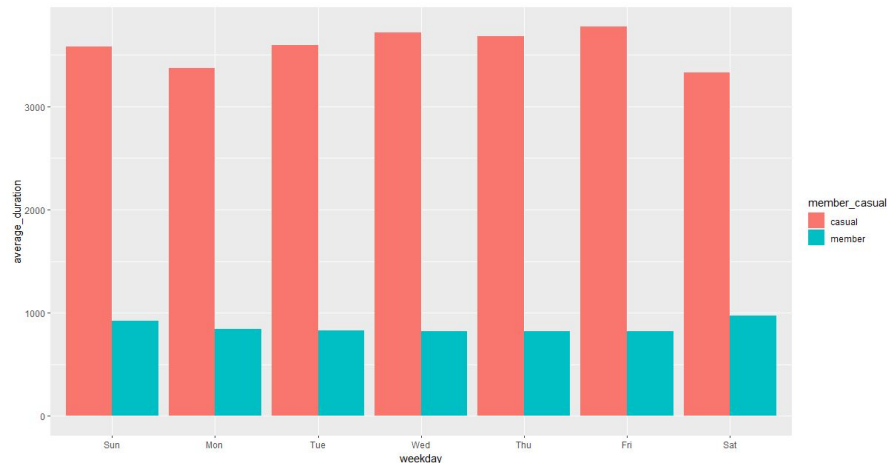
# Market trends

## Q2 '19 - Q1 '20

Usage data shows that while members make up the majority of Cyclistic users, **casual users tend to use the service for a longer duration**. There is a significant disparity between the two groups' usage patterns.

### Client Implications:

1. **Reward for extended trips.** Consider implementing rewards or loyalty programs that incentivize members to prolong their ride durations.
2. **Membership levels.** Facilitate the creation of membership tiers that provide diverse options for ride duration and frequency.



Based on the data presented in the graph above, it is evident that **casual users** tend to utilize Cyclistic's services for a **longer duration** compared to members over a 7-day period.



# 01.1

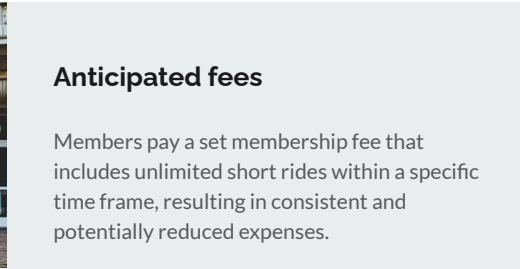
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## What ways do members use Cyclistic bikes differently?



### Daily travel

Cyclistic bikes are frequently used by members for daily transportation, including commuting to work, school, and other routine activities.



### Anticipated fees

Members pay a set membership fee that includes unlimited short rides within a specific time frame, resulting in consistent and potentially reduced expenses.



### Swift transactions

Members can easily unlock bikes with their key fob or app without entering payment info each time, offering convenience.

## 01.2

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### What ways do casual riders use Cyclistic bikes differently?



#### “Spur-of-the moment” trips

Rather than relying on walking or public transportation, renting a bike on the spot can provide a more efficient and enjoyable mode of travel.

#### Flexibility

Cyclistic bikes can be used by casual riders without the need for a long-term subscription.



#### Occasional ride

Casual riders use Cyclistic more for one-time trips, like traveling or events.

## 02.

### Why would casual riders want use Cyclistic more?



#### Convenience

Cyclistic offers a convenient way to travel short distances in cities with its bicycle stations, saving riders valuable time.



#### Perfect for affordable short trips

Cyclistic bikes can be cost-effective for short trips, even for casual riders who don't use them frequently. They offer a per-ride fee that may be more economical than a full membership.



#### Ride without owning a bike

Cyclistic offers services for non-bicycle owners with added benefits, eliminating maintenance costs for each unit.

# 03.

## How can Cyclistic influence casual riders to become members?



### Yearly fee deals

Offer discounts on annual memberships during specific periods, like Summer Deals. This reduces upfront costs and motivates consumers to switch to yearly memberships.

### Flexible billing systems

Providing flexible payment options, such as monthly installments or payments every three months, tailored to the preferences of potential customers, can encourage them to become annual members.



### Premium features

Annual members get exclusive perks like priority access during peak times, special discounts for loyal customers, and guaranteed bicycle availability.



# Important!

- Data is subject to change without prior notification
- All materials used in this presentation are for educational purposes only
- Cyclistic is just a fictitious company used as a study case for a data analytics capstone project
- While Cyclistic doesn't exist, the thought process and data analysis used in this presentation can still be used

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# Thank you.

