

Cyclistic Bike-Share

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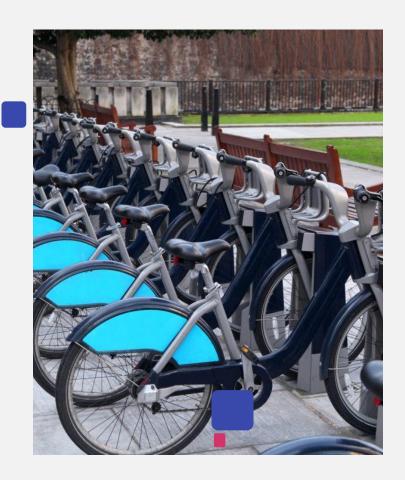
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Statement of Business Task

Understand how annual members and casual riders use Cyclistic bikes differently.

This comparison along with other tasks will later be used to design marketing strategies aimed at converting casual riders into members.



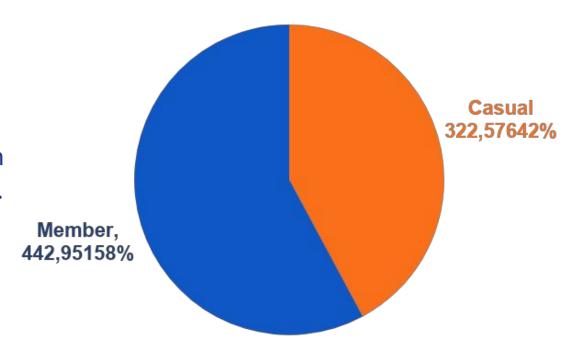


Total Ride Share of Each User Group

Insight #1

Number of rides taken by Members is 16% more than rides taken by Casual users.

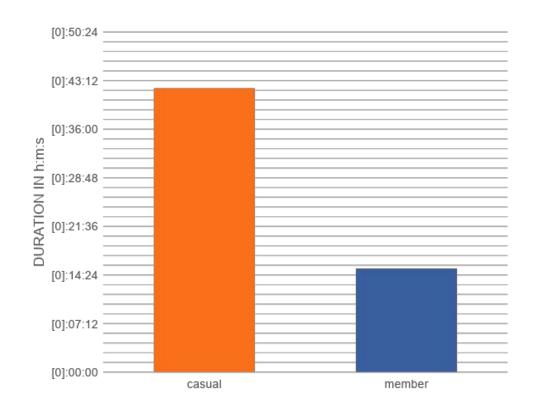
However...



Average Duration of Rides

Average ride duration of Casual riders is nearly

3 times more
than Members

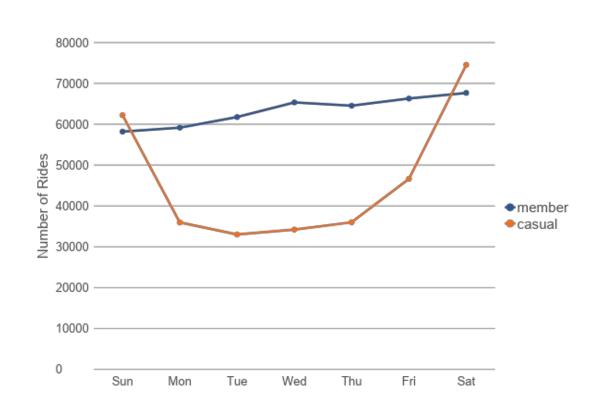


Weekly Breakdown of Number of Rides

Insight #2

The number of Casual rides gets doubled on weekends compared to weekdays.

The number of Member rides remain constant throughout the week.



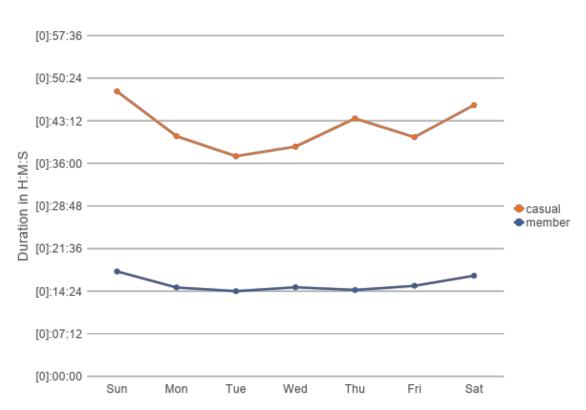
Weekly Breakdown of Average Ride Duration

Insight #3

Members average ride duration remains constant throughout the week

The average rides duration casual rider take fluctuates during the week.

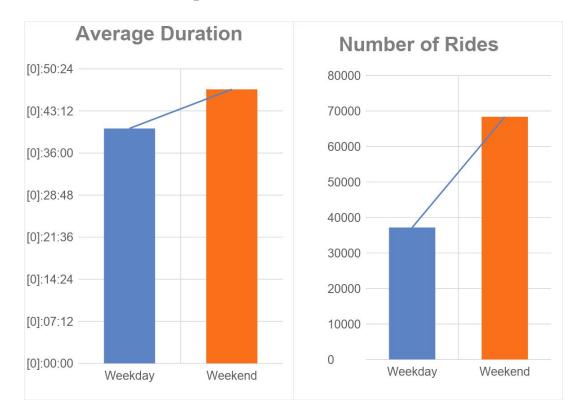
Is this fluctuation caused by increase in number of casual users on weekends?



Casual Riders Weekday vs Weekend

The average ride duration of casual users does not change at the same rate as the number of rides.
Still, There's a moderately positive correlation.

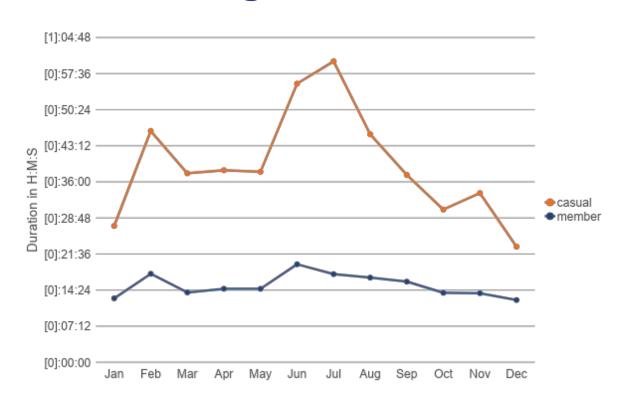
It shows weekend casual riders tend to take longer rides than weekday users.



Annual Breakdown of Average Ride Duration

Insight #4

Average ride duration of casual riders increase and hits its peak on June and July



Summary



Overall, Casual riders take less number of rides but for longer durations

Casual users take 16% less rides than Members but for 3x longer duration.



Casual riders mostly use bikes for recreational purposes

Unlike members who have consistent activity throughout the year, casual rider's use of bikes on weekends and holidays suggests they use them for recreational purposes



Casual Riders are most active on Weekends (1.8x) and tend to take longer rides

31,000 increase in number of rides and 7min increase on average duration of rides during weekends



Casual riders take longest rides on the months of Feb, June, and July

On Its peak on July, average ride duration of casual riders is 3x more than Members

Recommendations

- Design riding packages by keeping recreational activities, weekend contests, and summer events in mind as more casual riders are inclined towards it.
- If customers are charged on duration basis, offer specialized discounts and coupons for regular and substantial users. This way users will be encouraged for more longer rides and thus it results in high revenue.
- Design seasonal packages. It allows flexibility and encourages casual riders to get membership for specific periods they want rather than paying for annual subscription.
- Effective and efficient promotions by targeting casual riders at the busiest times and stations
 - Days: Weekends
 - Months: February, June, and July
 - Stations: Streeter Dr & Grand Ave, Lake Shore Dr & Monroe St, Millennium Park