**Case Study: How does a Bike-Share Navigate Speedy Success?**

**Business Task:** We want to better understand the differences between casual and member riders. We need to create a marketing program to convert casual riders into member riders in order to increase the success of the organization.

**Data Sources:** Flat Files were organized by a current 12-month time frame in a data repository which was then compiled into a database.

**Documentation of cleaning or manipulating of data:** I organized the 12 months of data tables into flat files to be uploaded into the SQL database. I allowed nulls on all columns and expanded the nvarchar character count to 500 in order to upload the files correctly without error into the database.

**Summary of Analysis:** We looked at the member vs. casual riders over the course of a year and compared rental behavior between the two groups. Then, I looked at how the three different bicycle types were utilized by the two different groups. Finally, I examined actual riding behavior between the member vs. casual looking at the duration of the rental.

**Supporting Visualizations and Key Findings:**

*Number of Casual and Member Riders per Month*

* Both Casual and Member Riding increases in the warmer months and decreases significantly in the colder months
* The Overall Number of Casual Riders increases more than Member Riders in the summer time
* The Number of Casual Riders comparatively track lower than the Number of Member Riders for the entire year except for the summer months

*Number of Casual and Member Rides per Rideable Type*

* Classic Bikes have the most overall rides compared to Electric and Docked Bikes
* Member Riders use the Classic and Electric Bikes more than Casuals Riders
* Casual Riders are the only Riders who use the Docked Bikes

*Average Duration of Casual and Member Rides per Rideable Type*

* On Average, Casual Riders spend longer Durations of Time than Member Riders on all Rideable Types
* Member Riders do not typically use Docked Bikes
* Docked Bikes are used for the longest Duration and Electric Bikes are used for the shortest Duration

**Top 3 Recommendations:**

**1)** I would put greater emphasis on creating a marketing campaign to target the casual rider group in the Summertime when there is a larger uptick in their overall use. As a result, this increased focus should convert additional casual riders to member riders.

**2)** The casual group spends the longest duration on docked bikes which would indicate they are exercising as opposed to using the bikes for traveling between two different locations. They are also the only group to use the docked bikes. Therefore, I believe a marketing campaign that raises awareness about this great form of exercise could convert additional casual riders to member riders.

**3)** The total amount of rides for the classic and electric bikes is staggeringly more compared to the docked bike. On average, the classic and electric bike rides are for shorter periods of time which suggest the riders are using the bikes leisurely. The marketing campaign should also have a focus on casual leisure riders. The campaign should mention that casual riders would inevitably receive a monetary discount on their overall number of rides by becoming member riders.