

A horizontal line starts from the left edge of the slide, extends to the right, and then angles downwards to a solid black dot.

CASE STUDY **CYCLISTIC** **BIKE-SHARE**

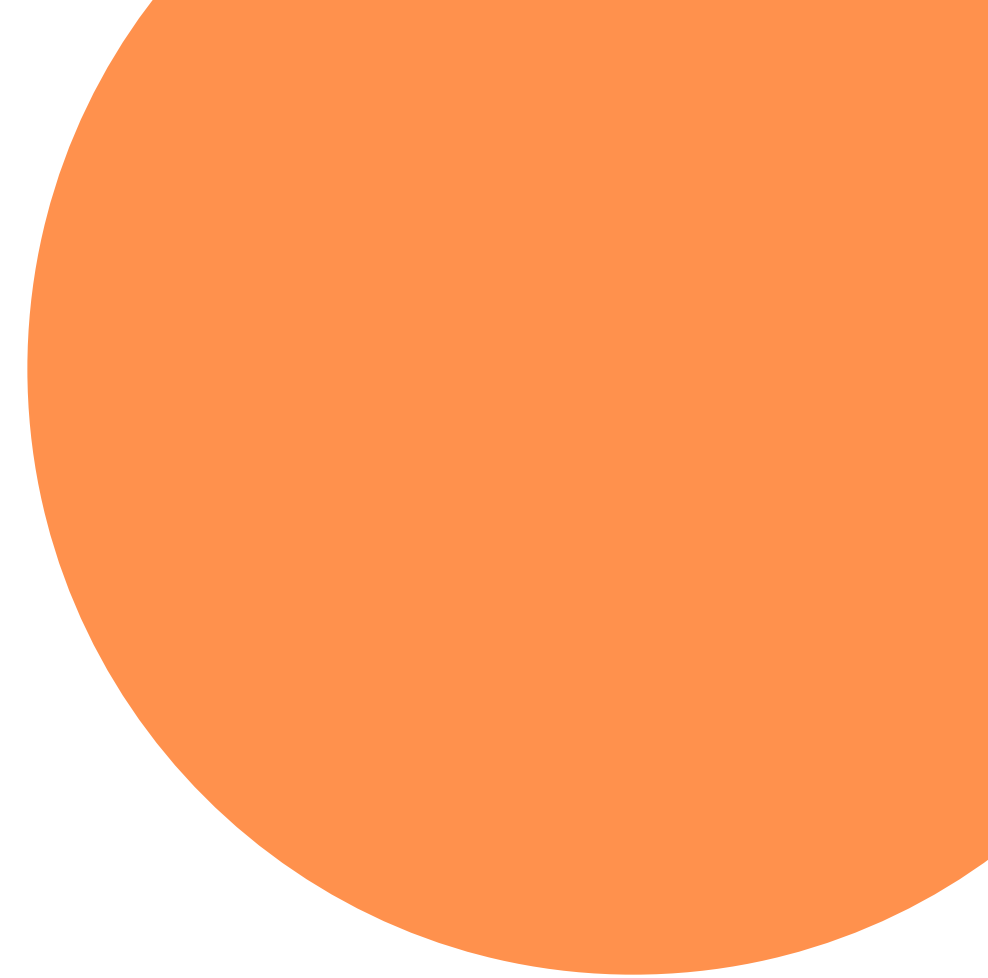
PRESENTED BY: JOSHUA GENONANGAN

On the right side of the slide, there are two large, stylized geometric shapes. The upper one is a large blue triangle pointing to the left, with a white border. The lower one is a dark blue triangle pointing upwards, also with a white border.



CONTENT:

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 - RECOMMENDATION
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BUSINESS TASK

DEVELOP A TARGETED CONVERSION STRATEGY TO ENCOURAGE CASUAL RIDERS OF CYCLISTIC TO CONVERT INTO ANNUAL MEMBERS, FOCUSING ON MAXIMIZING THE NUMBER OF ANNUAL MEMBERS FOR FUTURE GROWTH.

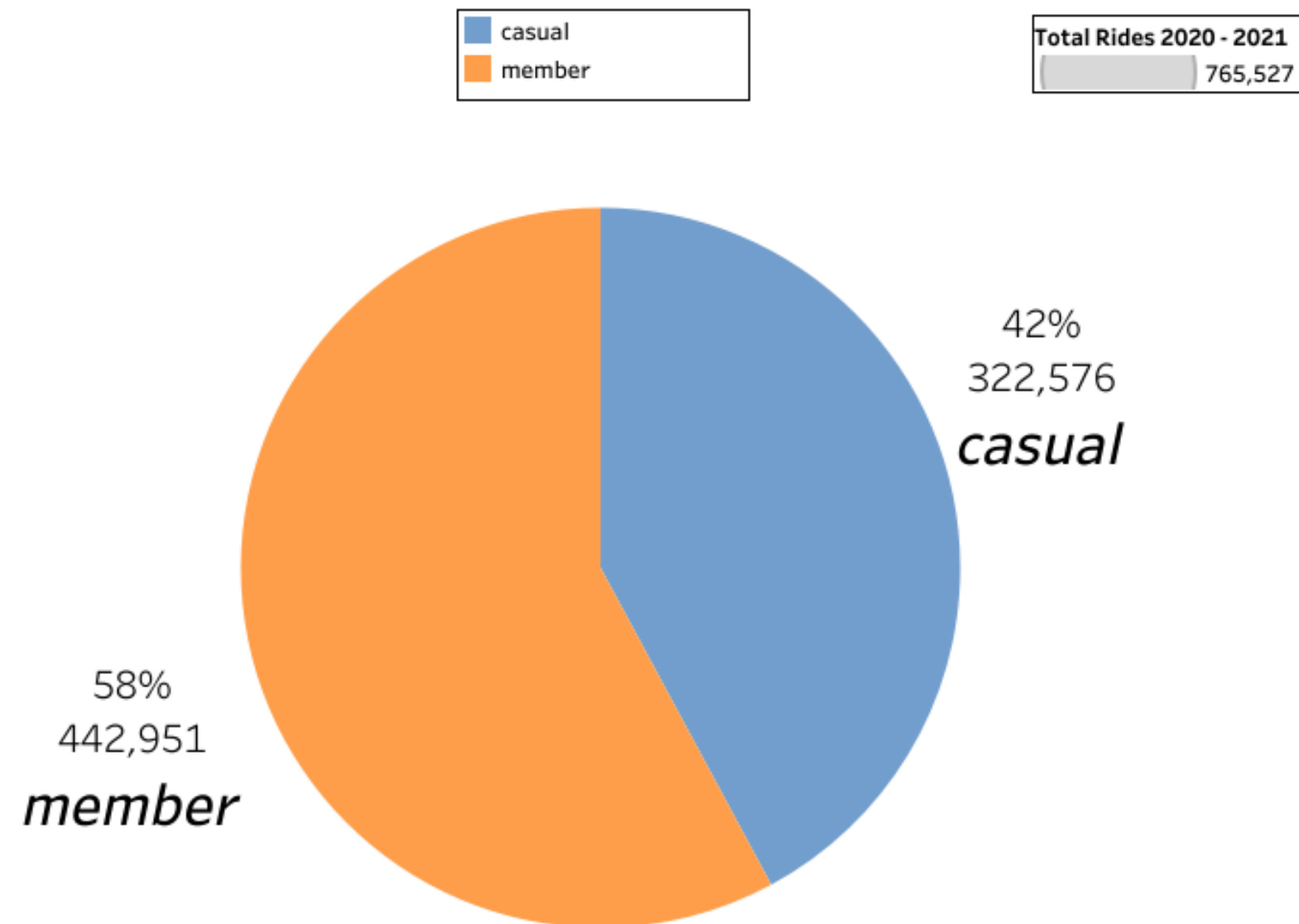




INSIGHTS FROM CYCLISTIC 2021 – 2022

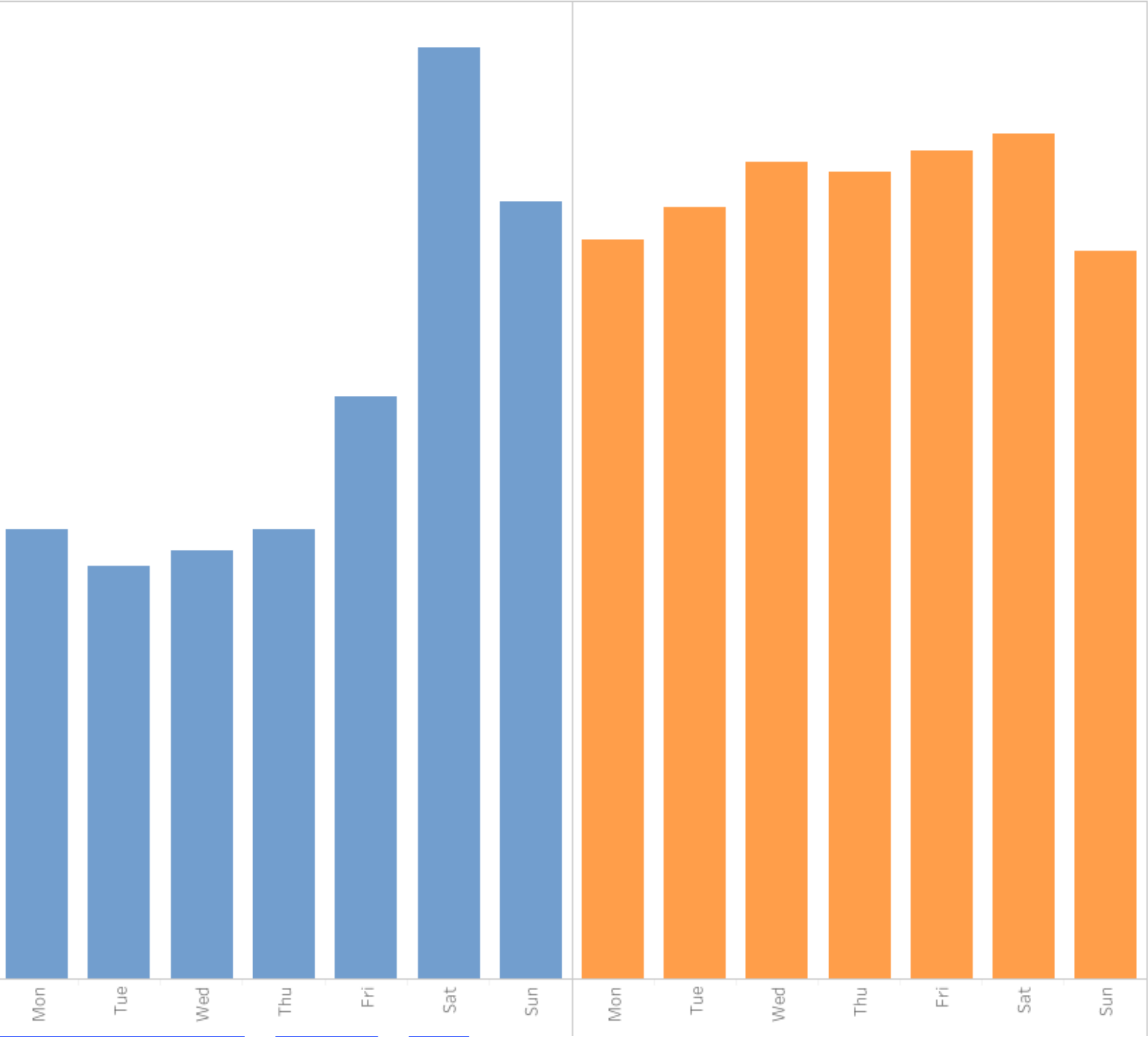
LETS GO!

TOTAL BIKE SHARE RIDES



THE ANALYSIS REVEALS THAT THE QUANTITY OF RIDES UNDERTAKEN BY **MEMBER RIDERS** EXCEEDS THE COUNT OF RIDES BY **CASUAL RIDERS** BY A MARGIN OF MORE THAN 16%.

Bikeshare Usage Weekly



casual
member

- BASED ON THE ANALYSIS OF BIKE USAGE PATTERNS, IT HAS BEEN OBSERVED THAT CASUAL USERS DEMONSTRATE A HIGHER TENDENCY TO UTILIZE THE BIKES DURING WEEKENDS COMPARED TO MEMBER USERS.
- MEMBER USERS, WHO HAVE MADE A LONG-TERM COMMITMENT BY OPTING FOR AN ANNUAL MEMBERSHIP, EXHIBIT A MORE CONSISTENT AND REGULAR USAGE PATTERN THROUGHOUT THE WEEK
- THIS FINDING SUGGESTS THAT CASUAL USERS, WHO ARE NOT BOUND BY THE COMMITMENT OF AN ANNUAL MEMBERSHIP, TEND TO TAKE ADVANTAGE OF THE FLEXIBILITY OFFERED BY CYCLISTIC'S BIKE SHARING PROGRAM FOR RECRATIONAL PURPOSES

Annual Bikeshare Usage

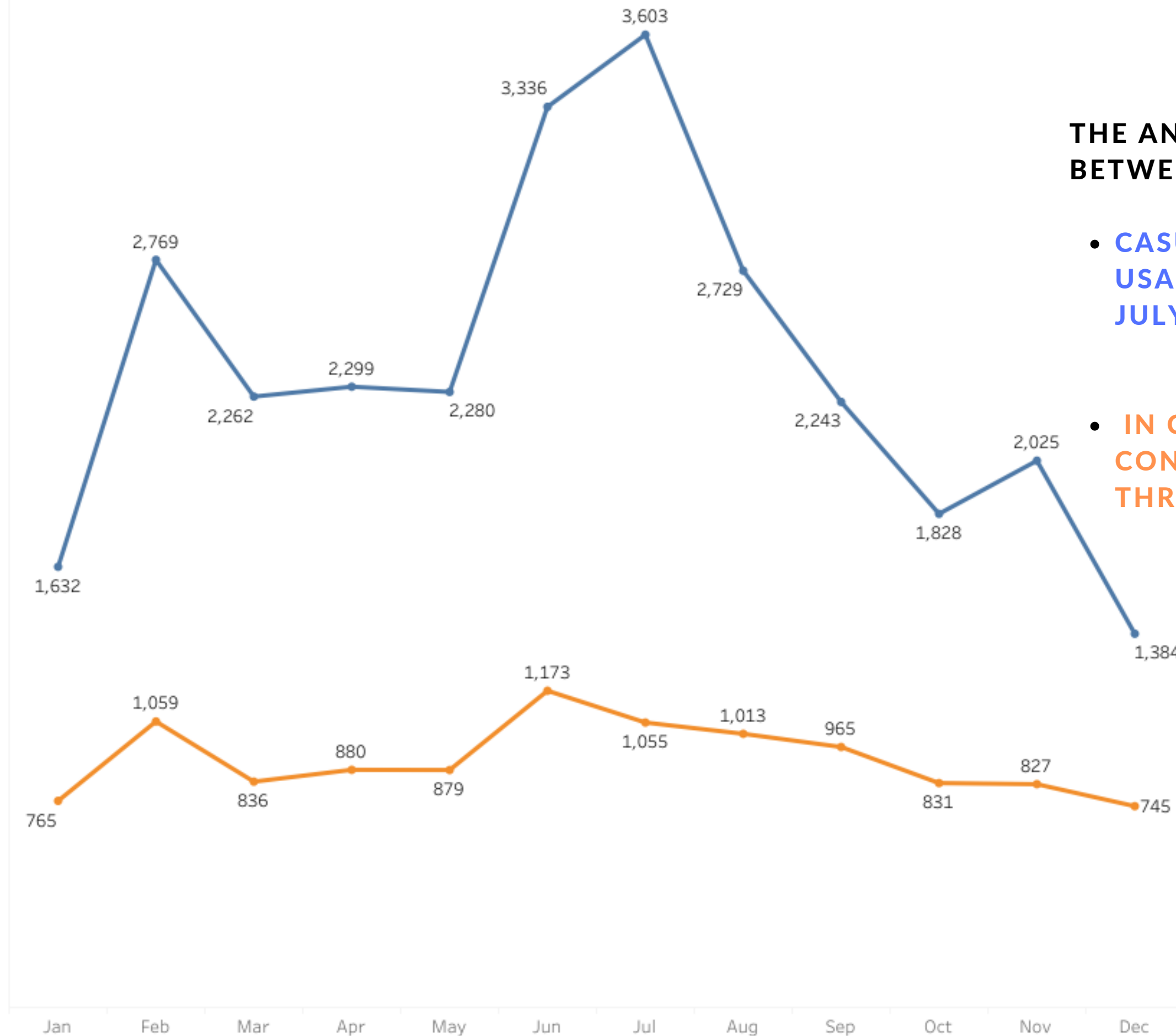
casual
member



- THE SUMMER MONTHS TEND TO EXPERIENCE HIGHER DEMAND FOR BIKE SHARING SERVICES AS PEOPLE TAKE ADVANTAGE OF THE PLEASANT WEATHER FOR OUTDOOR ACTIVITIES AND COMMUTING. THIS INCREASED USAGE ALIGNS WITH THE POPULAR TREND OF ENGAGING IN RECREATIONAL AND LEISURE ACTIVITIES DURING THE SUMMER SEASON.

Total Usage Duration Per Bike Shares

casual
member



THE ANALYSIS REVEALS A DISTINCT USAGE PATTERN BETWEEN CASUAL RIDERS AND MEMBER RIDERS.

- CASUAL RIDERS DEMONSTRATE HIGHER TOTAL USAGE DURATION DURING THE MONTHS OF JUN, JULY AND AUG. INDICATING A SEASONAL TREND.
- IN CONTRAST, MEMBER RIDERS EXHIBIT A CONSISTENT AND STABLE USAGE DURATION THROUGHOUT THE YEAR.

RECOMMENDATION

Weekend-Specific Promotions: Design targeted marketing campaigns that highlight the convenience and flexibility of Cyclistic bikes for weekend activities. Offer special discounts, promotions, or incentives for casual riders to use the bikes on weekends. Emphasize the ease of exploring the city, leisurely rides, and weekend events as part of the messaging

Trial Period Offer: Introduce a trial period offer where casual riders can experience the benefits of an annual membership for a limited time. Provide them with a discounted rate or additional benefits during this trial period to encourage them to fully experience the advantages of being a member.

Seasonal Marketing Campaigns: Develop seasonal marketing campaigns that align with the increased usage of casual riders during the summer. Leverage the appeal of warm weather and outdoor activities to position Cyclistic as the preferred mode of transportation. Collaborate with local events, festivals, and tourist attractions to create partnerships and cross-promotions that highlight the benefits of bike sharing during the summer months.

CONCLUSION

BY IMPLEMENTING THESE RECOMMENDATIONS, CYCLISTIC CAN CAPITALIZE ON THE HIGHER ENGAGEMENT OF CASUAL RIDERS DURING WEEKENDS AND SUMMER, ATTRACT MORE USERS, AND POTENTIALLY CONVERT THEM INTO ANNUAL MEMBERS, LEADING TO INCREASED REVENUE AND LONG-TERM GROWTH.

THANK YOU!



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<https://github.com/juswannaCry>



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APPENDIX

Datasets

ORIGINAL SOURCE: [HTTPS://DIVVY-TRIPDATA.S3.AMAZONAWS.COM/INDEX.HTML](https://divvy-tripdata.s3.amazonaws.com/index.html)

CLEANED DATA SET:
[HTTPS://DRIVE.GOOGLE.COM/FILE/D/1AVWOL-DLWEV_0L_QOL5PVGWARANAQKG7/VIEW?USP=SHARING](https://drive.google.com/file/d/1AVWOL-DLWEV_0L_QOL5PVGWARANAQKG7/view?usp=sharing)

SPECIAL THANKS TO SHEKIB
FOR GUIDING PURPOSE
[HTTPS://GITHUB.COM/SKRAMAZAN](https://github.com/skramazan)

TOOL USED: TABLEU FOR
VISUALISATION
R-STUDIO FOR DATA CLEANING AND
MANIPULATION