



# ANALYSIS OF DIVVY BIKE TRIPS PATTERNS

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# AGENDA

Background

Purpose

Analysis

Findings

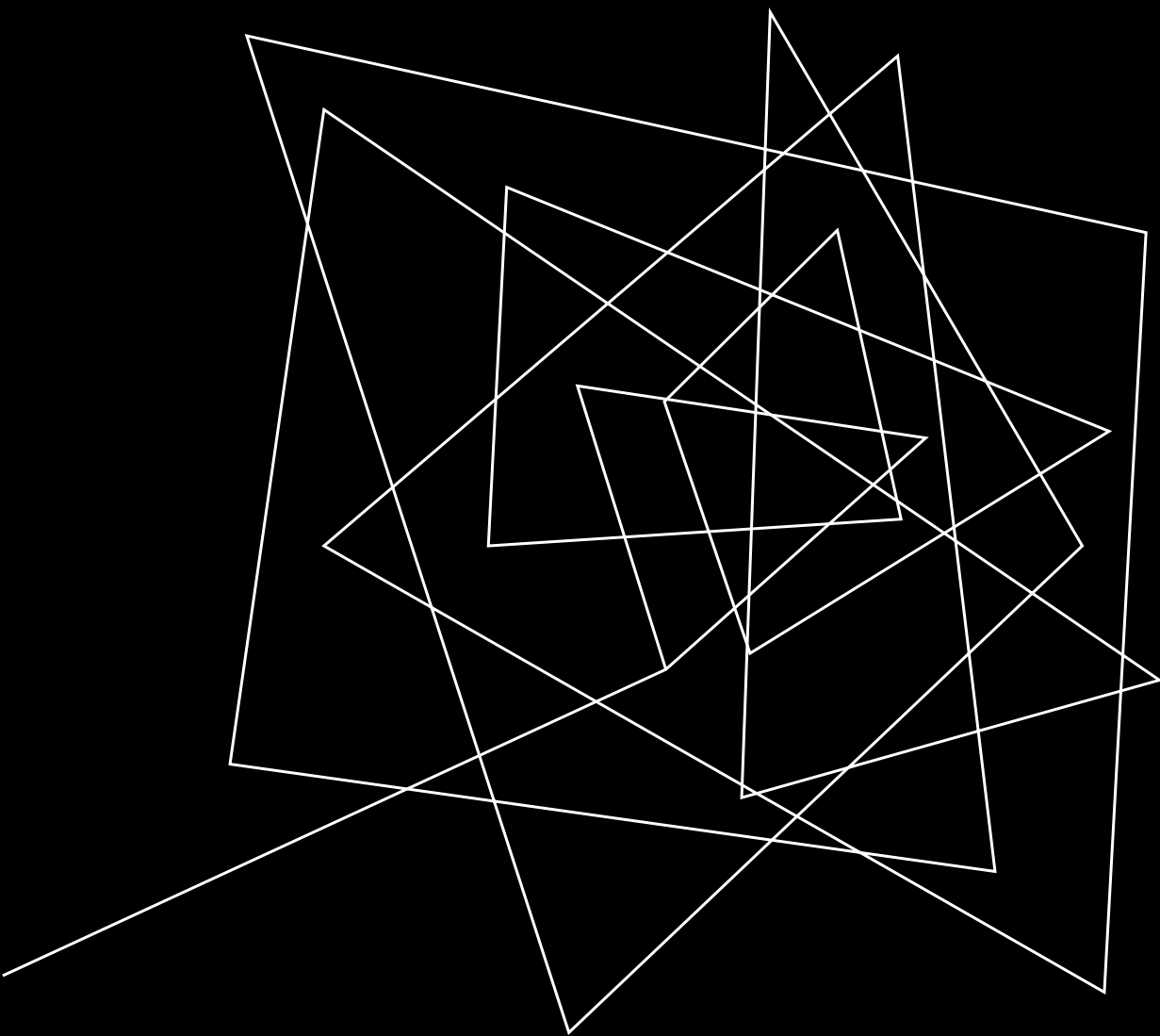
Recommendation

# BACKGROUND

Cyclistic is a Chicago based bike-share company, deploying more than 5000 bicycles and 600 docking stations.

The pricing plans segment their clients (riders) into casual riders (passes) and members (annual memberships).

Annual memberships are the more profitable type of client pricing plans.



## PURPOSE

This analysis aims to point out the major differences between the 2 types of clients: Casual and Member.

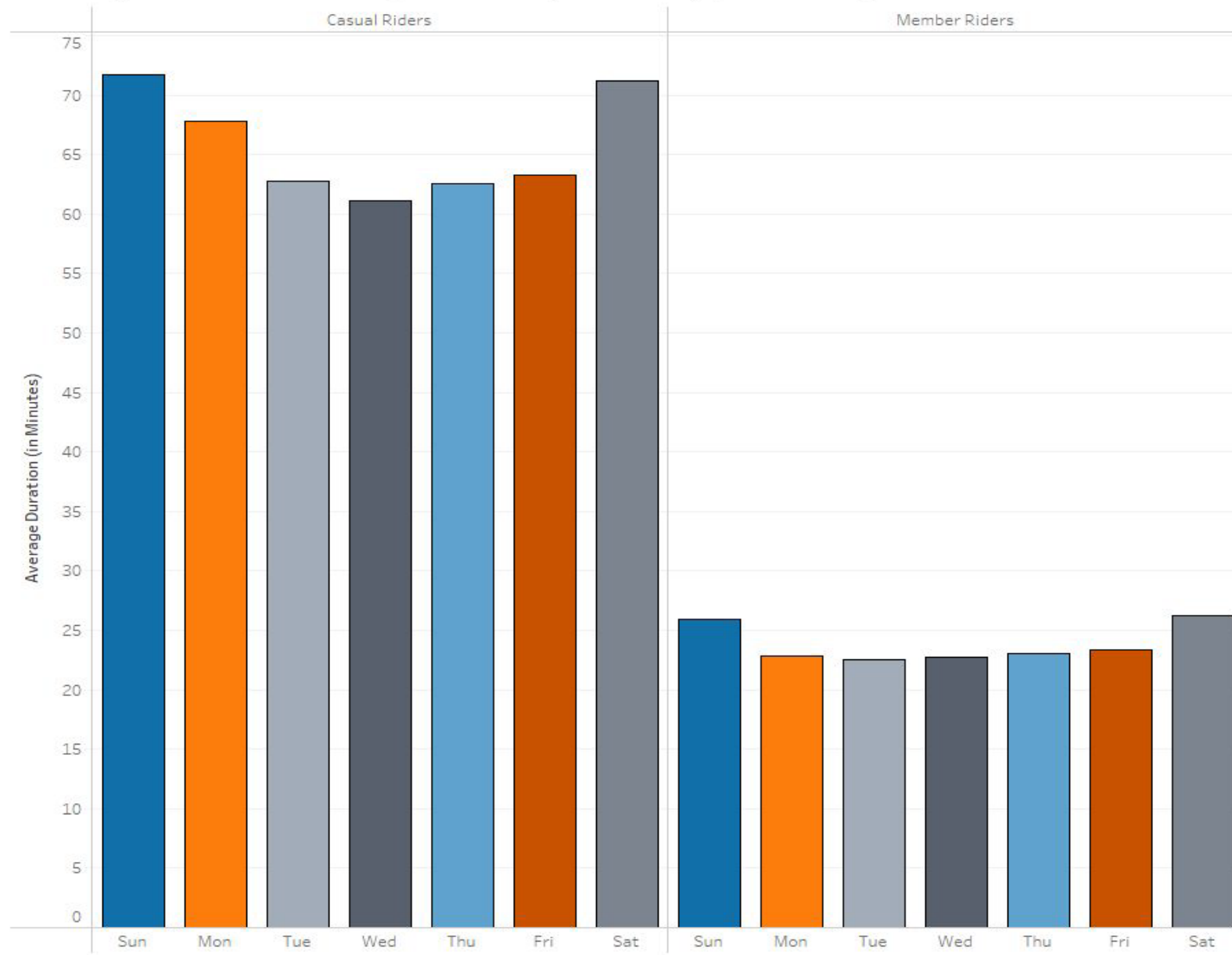
# ANALYSIS

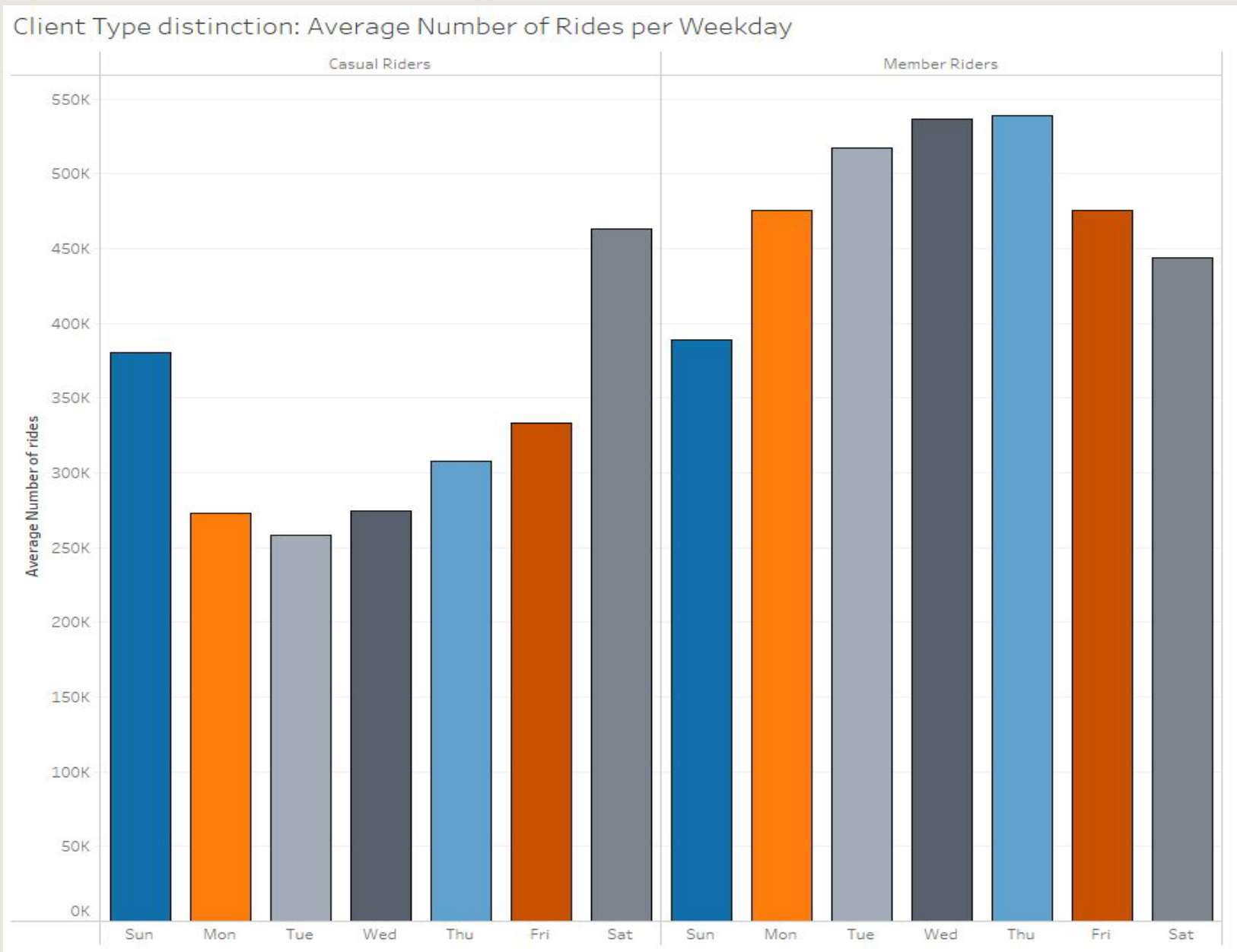
Using the publicly available dataset of Divvy Tripdata for the months December 2021 to November 2022, we could extract and extrapolate data about the types of riders, the types of bikes used, the duration of trips and the number of rides.

Tools used: Downloaded datasets (.csv files), Oracle database, Tableau.

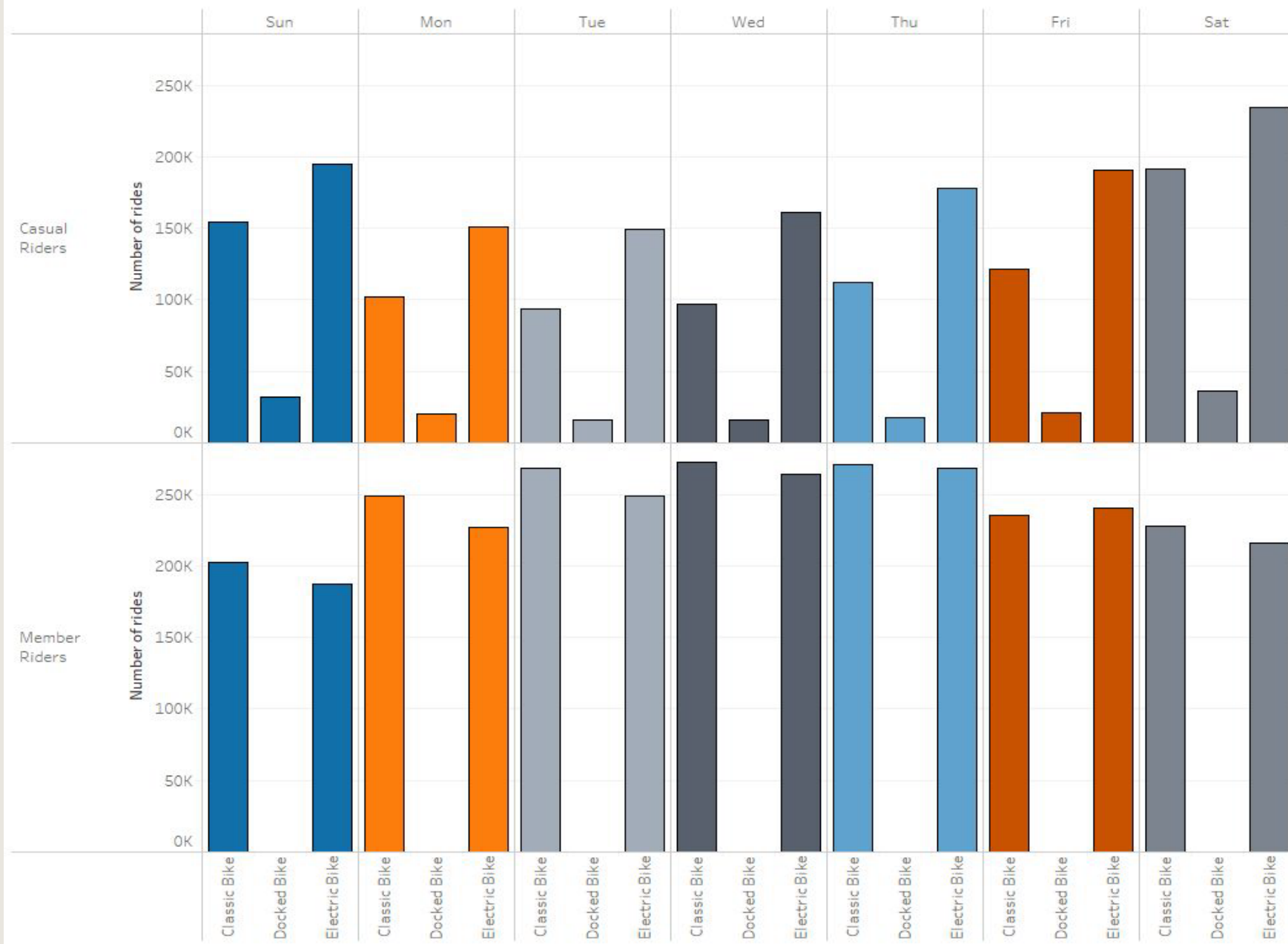
Appendix A contains the details of the analysis phase.

Client Type distinction: Average Duration (in Minutes) per Weekday





Client Type distinction: Number of rides per Weekday and Bike Type



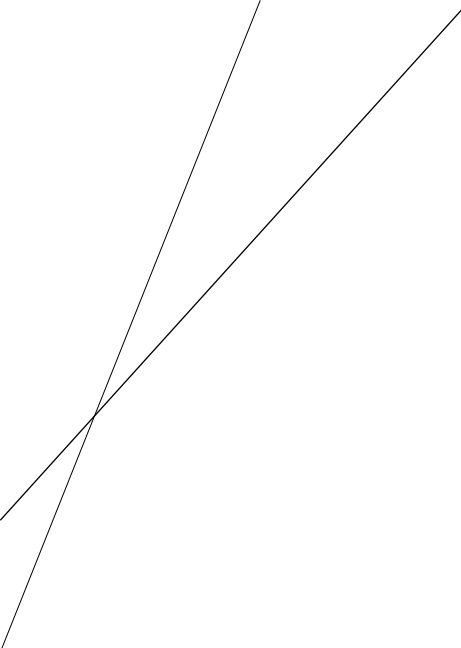


# FINDINGS

Member riders ride more often in the middle of the week than on weekends and their average trip duration is stable throughout the week (between 22 and 27 minutes), with a slight increase over the weekend.

Casual riders ride less than the member riders, more often on weekends, their average duration is higher (more than double) than the members (between 61 and 72 minutes), and their average duration is somewhat reduced in the middle of the week.

The breakout (3<sup>rd</sup>) chart shows an interesting pattern of Casual riders using a higher number of Electric Bikes compared to Classic bikes, whereas the Member riders do the opposite.



# RECOMMENDATIONS FOR MARKETING CAMPAIGN

## Leisure vs Commute

Highlight the benefits of bike-sharing for commuting to work, targeting casual rider clients, who may not have considered it.

## Electric Bikes

Casual riders use a higher number of electric bikes for leisure than commuters. Present the financial benefits and speed of electric bikes for commuting over other modes of transport to reach the workplace.

## Pricing Plan

Offer a discount on the 1<sup>st</sup> year of the annual membership to convert casual clients to members.

# APPENDIX A

Datasets: <https://divvy-tripdata.s3.amazonaws.com/index.html>

Inspiration: Preethi Lodha <https://public.tableau.com/app/profile/preethilo/viz/BlueBikesAYearInReview/BlueBikesSummary>

Data cleaning and analysis log: [https://github.com/krism99/Casestudy\\_Divvy\\_tripdata#readme](https://github.com/krism99/Casestudy_Divvy_tripdata#readme)

A series of white lines of varying lengths and orientations intersect to form a complex, abstract geometric pattern on the left side of the slide. The lines create a sense of depth and movement, resembling a stylized architectural drawing or a network diagram.

# THANK YOU