Cyclistic case study

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How do Casual riders and members differ in their use of our bikes

Reminder

- ❖ Cyclicist is a bike-share program that features more than 5,800 bicycles and 600 docking stations.
- ❖ Customers who purchase single-ride or full-day passes are considered casual riders.
- ❖ Customers who purchase annual memberships are Cyclistic members.

Overview of the dataSet

- ❖ The data has been provided by Lyft Bikes and Scooters, LLC ("Bikeshare") which operates the City of Chicago's ("City") Divvy bicycle sharing service. The City of Chicago permits Bikeshare to make certain Divvy system data owned by the City ("Data") available to the public
- ❖ The data covers the rides from Divvy's customers over a one-year period starting January 1st, 2021 until December 31st, 2021.
- ❖ The data includes a total of 5.6 millions of rides.
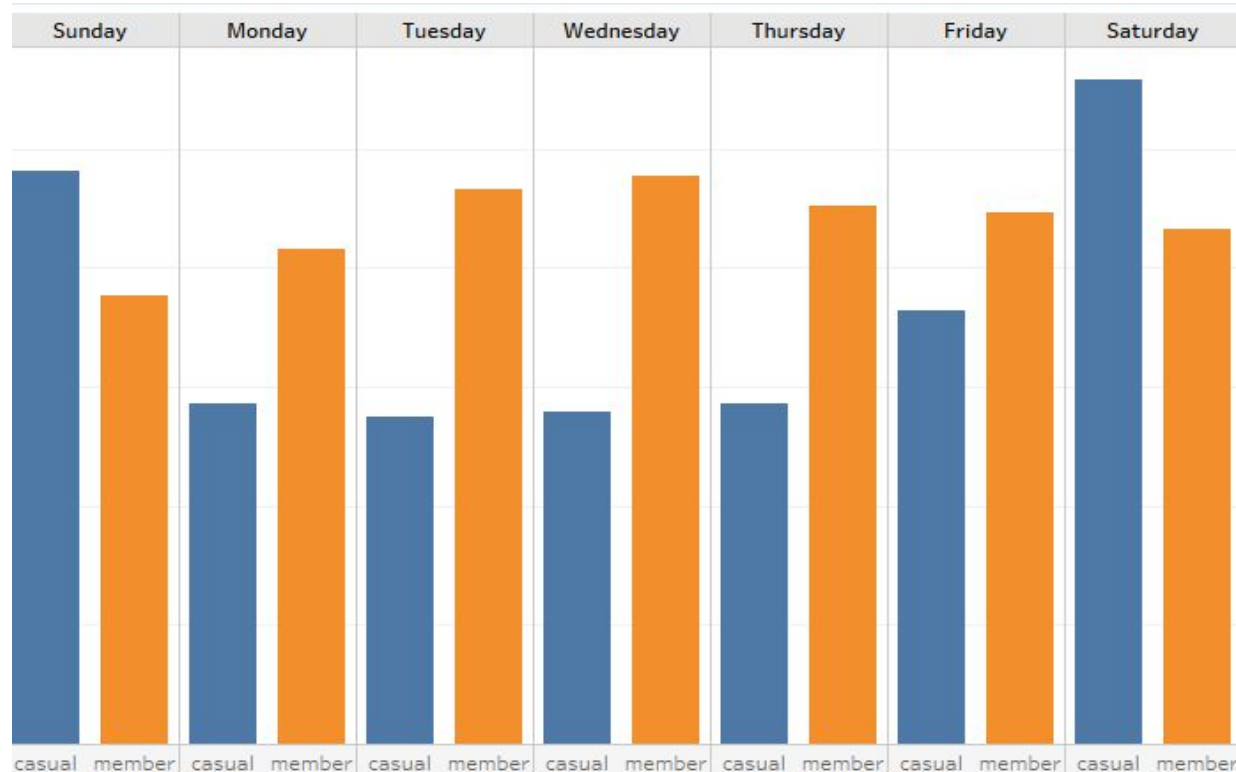- ❖ The data doesn't include the riders personal information such as name, sex, age or address.

Rides distribution-year

❖ Members and casual riders behavior seem to follow the same trend over the year, with a decreased number of rides in winter and a spike entering summer peaking in july. A good time to launch the marketing campaign could be during the June to September period.

❖ The spike is bigger with casual riders rather than members whose usage is more constant
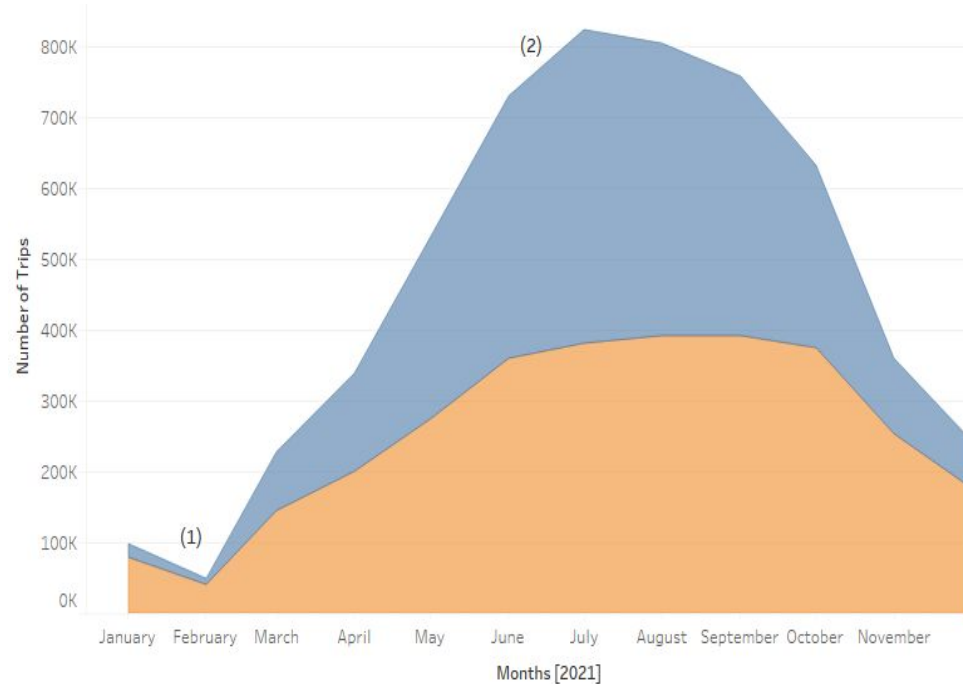
Ride distribution on weekdays

- ❖ Casual riders ride more during weekends while members are more consistent over the week with a peak on wednesday.
- ❖ Our theory is that casual riders use our bike mostly for joy riding while members use them for their commute.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

casual member casual member casual member casual member casual member casual member casual member

Ride length on weekdays

- ❖ Casual riders on average ride longer than members, they ride the longest during the weekend
- ❖ The length of the rides by members is more constant which support our theory of them using the bikes for their daily commutes
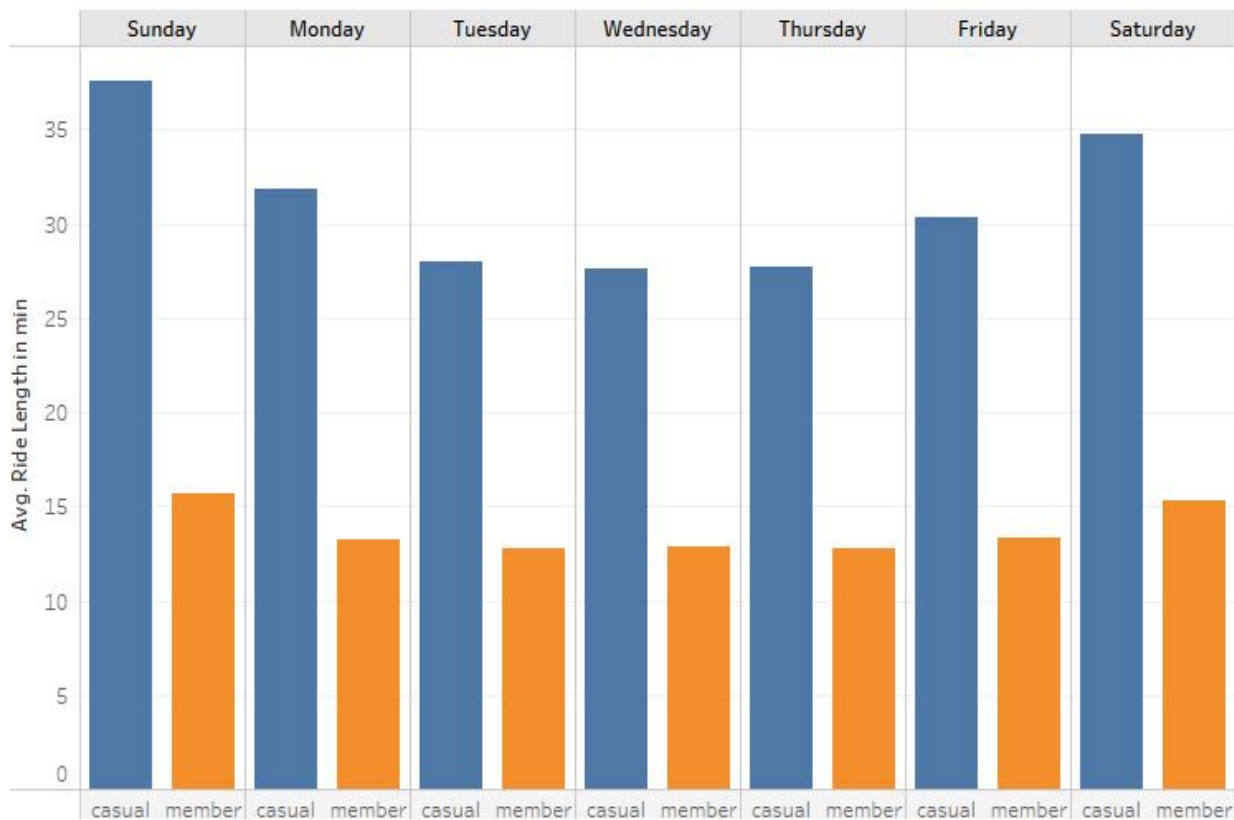
Daily Ride distribution

❖ Members show 3 peaks of activity over the day, at the rush hours (7-9am and 4-6pm) and during lunch break (11am-1pm).

❖ The number of rides by casual riders also peak at 5PM
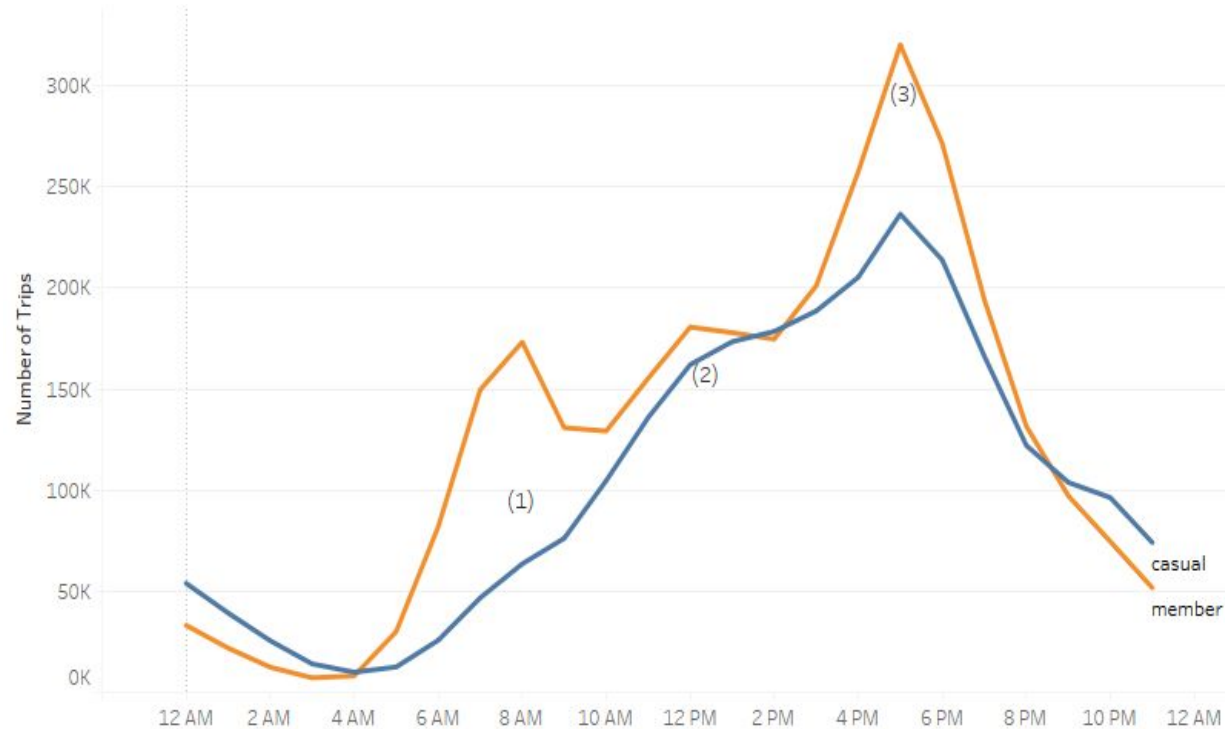
Bike preference

❖ Of the total rides done with classic bikes, less than 40% were done by casal riders, whereas almost half of the rides with electric_bikes were done by casual riders

❖ casual riders prefer electric bikes while members prefer classic bikes.
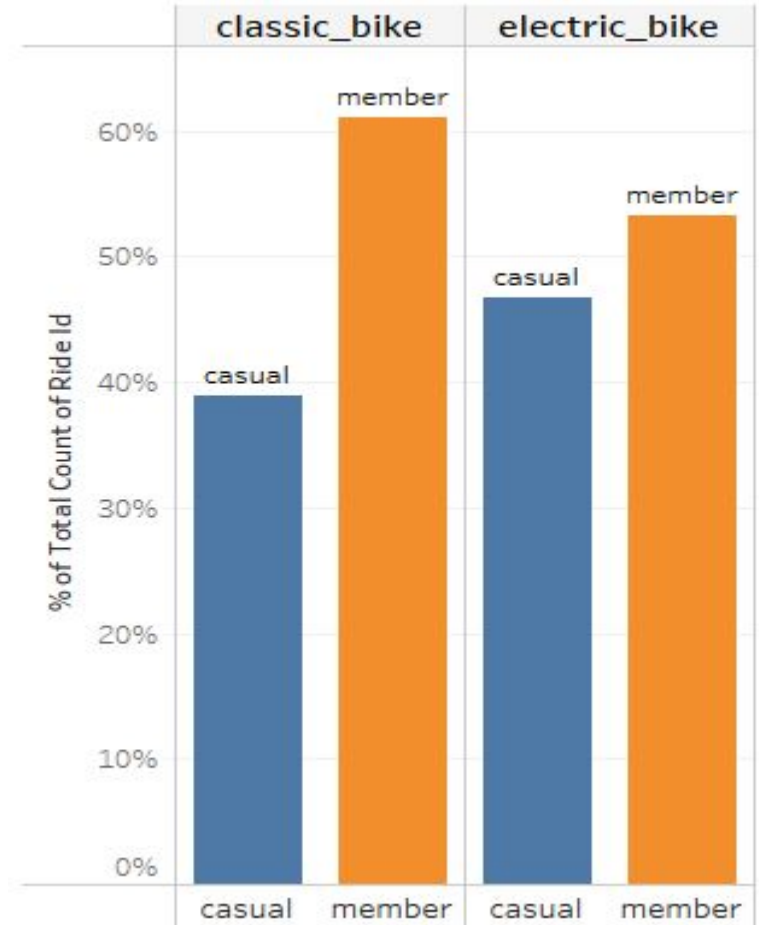
Conclusion

❖ Cyclicist members tend to generally ride in a more consistent way over different time frames (week, month and year).

❖ Members also have a higher activity than casual riders during the weekdays, and seem to use Cyclicist's bikes for their work commute and during lunch time.

❖ Casual riders however seem to use our bikes special during the weekends

❖ Casual riders also differs in the type of bike they prefer.Casual riders tend to prefer electric bikes, whereas members favor classic bikes. Our members tend classic use electric bikes as much as casual bikers.

Recommendations

- ❖ The marketing campaign goal is to attract casual riders to subscribe as an annual member and our team decided to channel the campaign on digital media. The design of this campaign must be data-driven, so here is what I recommend.
- ❖ The message: Emphasize on the pros of using cyclistic bikes for their daily work commute
  - ➢ Easy to use,
  - ➢ Accessibility and Reliability with docking stations available at the beginning and the end of their route.
  - ➢ Availability of electric bikes at docking stations for people who are less sporty
  - ➢ Time saving, bikes are immediately available and time is saved by avoiding traffic and waiting time between trains and buses.
  - ➢ Health benefits and good for the environment
- ❖ The best campaign period is in the summer between June and August while bike usage reaches its peak.
- ❖ To get the maximum reach for casual riders, the ads should be started at noon until evening.