

## Cyclist Project – Luca Reolon

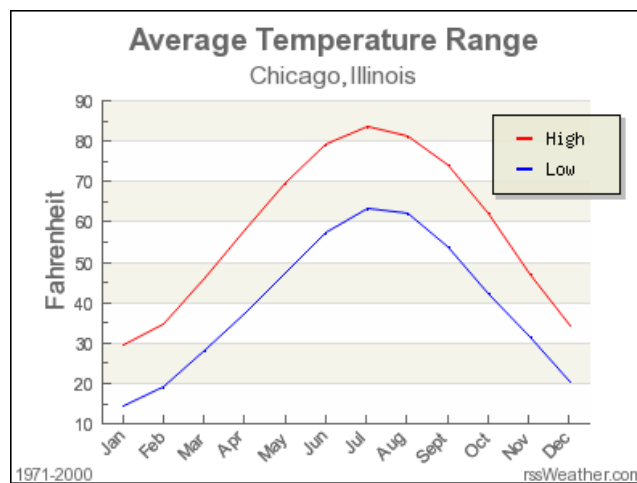
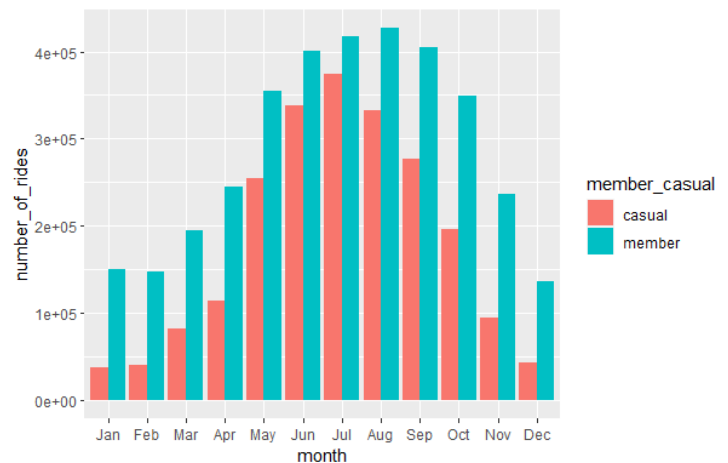
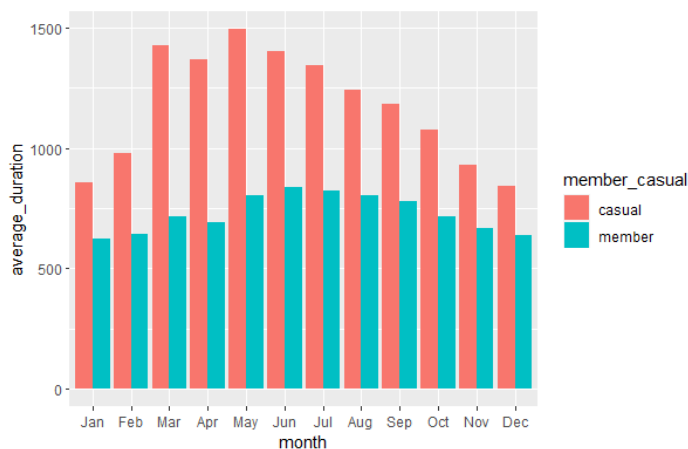
As part of this project's analysis, our task is to provide recommendations for marketing programs. The financial analysis suggests that membership schemes are more lucrative than single-use payments from casual users. Consequently, the project's objectives are centered on:

1. How do annual members and casual riders use Cyclist bikes differently?
2. Why would casual riders buy Cyclist annual memberships?
3. How can Cyclist use digital media to influence casual riders to become members?

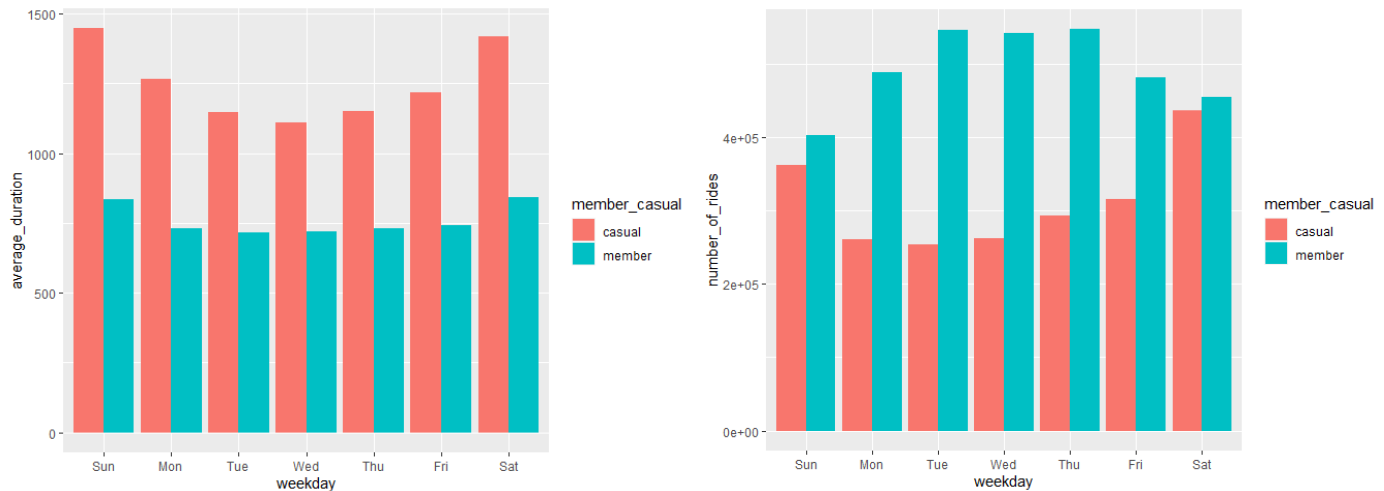
Datasets came as .csv archives for each month from March 2022 to February 2023, resulting in 12 datasets. Total of 5.6 million individual rides. The number of Casual riders is **63%** smaller than Member riders. However, their average ride length of Casual riders is **68%** larger than Member riders.

Plan	Quantity	Avg. Ride Length [s]	[min]
Casual	2,185,980	1272.3	21.2
Member	3,563,918	754.9	12.6

There are more Member riders that travel for shorter periods of time, indicating that would be using bike share services for commuting. Moreover, the weather and temperature have an important influence on the utilization of the bike share services. On winter less customers used it and summer more people adhere to it.



This pattern can also be seen when looking at habits throughout the days of the week. Most of the customers use the service during the weekdays for shorter periods, while the opposite is for casual customers.



One possible business strategy would be incentivizing customers to use the service by constantly reminding the health benefits of utilizing bikes and also for the environment, providing metrics on the app of the carbon footprint saved by utilizing the bikes instead of combustion cars and providing customer rewards for those that use bike the most. Regarding the low adhesion during the winter, services like cleaning the bike lanes could incentivize customers to utilize the service more. And also, since there is significant adhesion for casual members on weekends, a family plan could incentivize more to use the service in the annual subscription.

Plan	Dec 2020	Jun 2023	%increase
Casual (Single Ride)	\$3	\$1+\$0.17/min (avg. 21.2min= \$4.60)	53%
Member (Annual)	\$8.25	\$11	33%

## Choose your plan

**Single Ride**  
**\$1 to unlock**  
Plus \$0.17 a minute for non-members.  
[See Details](#)

**Day Pass**  
**\$16.50/day**  
Unlimited 3-hour rides for 24 hours.  
[See Details](#)

**Annual Membership**  
**\$11\*/month**  
Unlimited 45-min rides.  
[Join Now](#)

All per minute ride prices are rounded up to the nearest minute.  
\*\$100.00 billed upfront annually

Another approach would be to create a Monthly membership as other competitors offers, giving more options for the customers. Moreover, excluding the service for the winter season could be another solution seeking profit growth, making necessary appropriate cost evaluation (Bixi).

# 2023 RATES

## \$20

### Every 30 days

Take advantage of all member benefits. Cancel whenever you want.

SUBSCRIBE

## MONTHLY MEMBERSHIP

Rediscover your neighbourhood whenever you'd like! Our monthly membership is perfectly adapted to your needs. Whether you want to experience the BIXI service to the fullest all season-long, cycle during the best months of the year or set yourself a personal bike challenge, it's just what you need! Take advantage of this offer if you use BIXI approximately twice a week or if you love riding our electric BIXI! The membership goes into effect on the day of your purchase and includes unlimited 45-minute regular BIXI trips as well as a reduced price on electric BIXI rides.

### References

[1] <https://divvybikes.com/pricing>

[2] <https://web.archive.org/web/20220528221403/https://divvybikes.com/pricing>

[3] <http://www.rssweather.com/climate/Illinois/Chicago/>

[4] <https://bixi.com/en/pricing>