

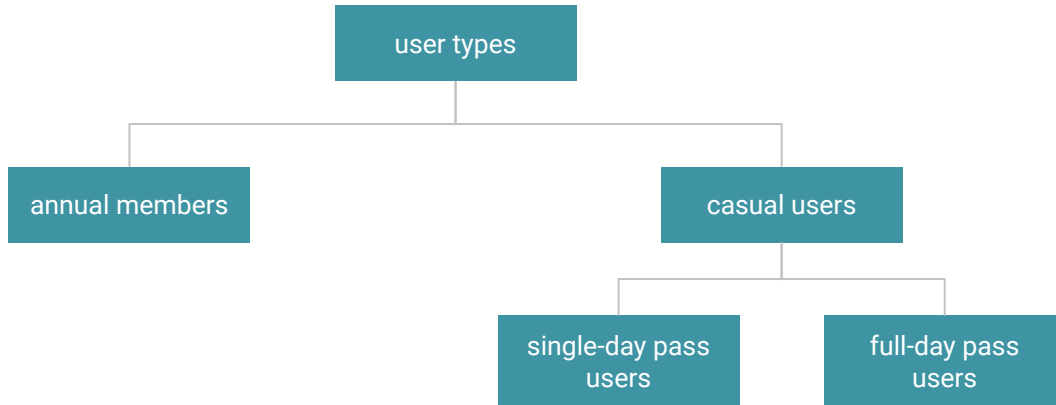


# How Does a Bike-Share Navigate Speedy Success?

Case Study:  
Cyclistic BIKE-SHARE

# Background

Cyclistic's finance analysts have concluded that annual members are much more profitable than casual riders. Maximizing the number of annual members will be key to future growth.



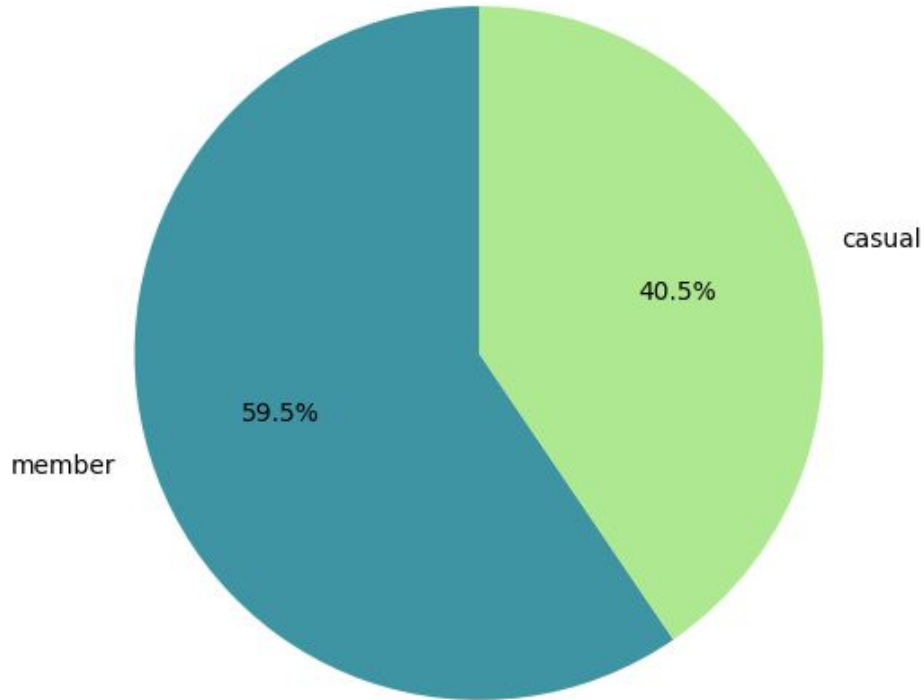
# Motivation

The goal of the analysis:

- understand how casual riders and annual members use Cyclistic bikes differently in one year period
- design a new marketing strategy to convert casual riders into annual members



## User types

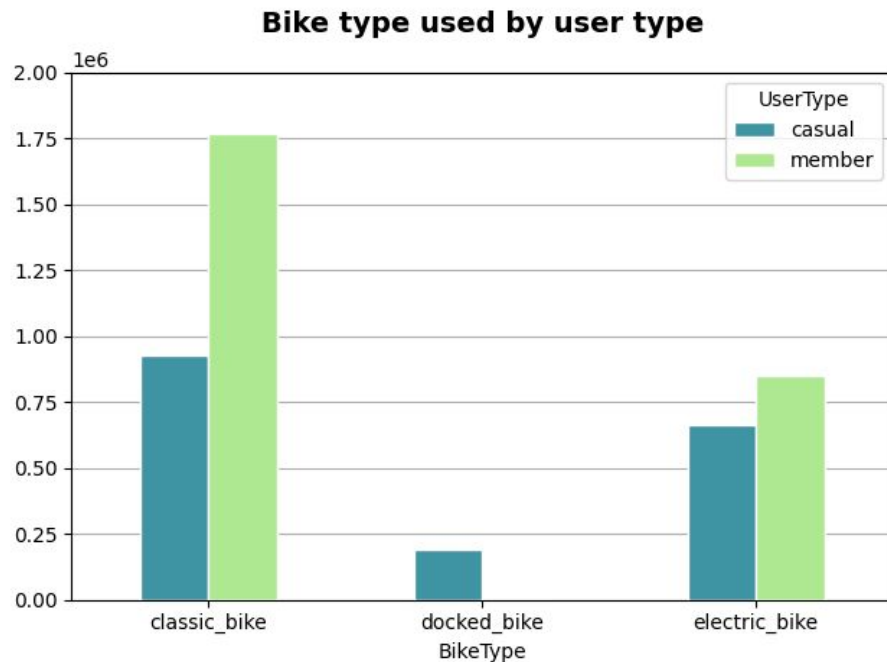
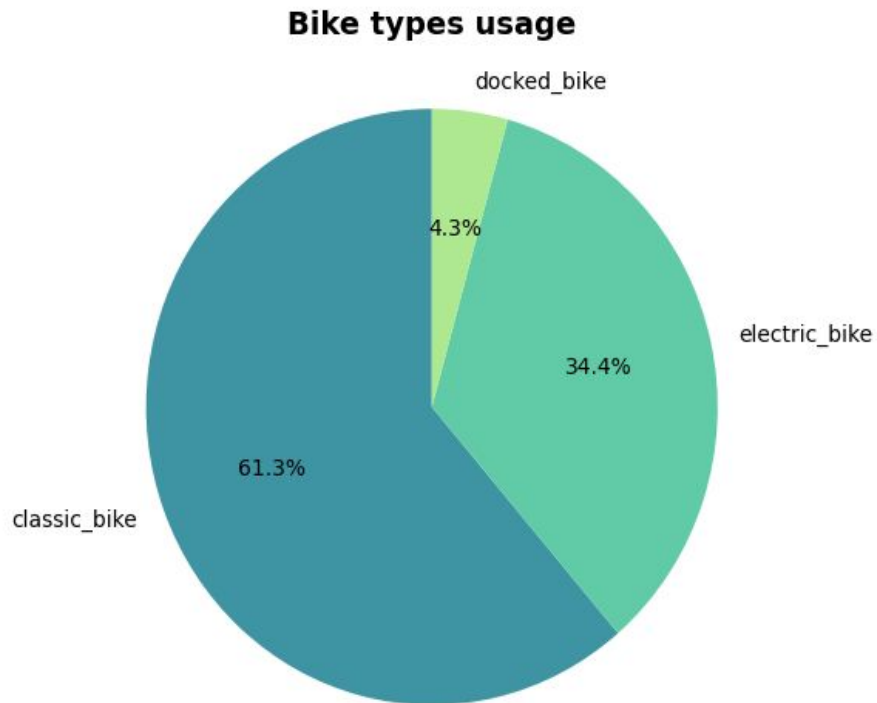


## User types

Almost 60% of rides in the reviewed period were carried out by regular members. There is still huge potential to gain more members out of casual riders.

# Bike types used

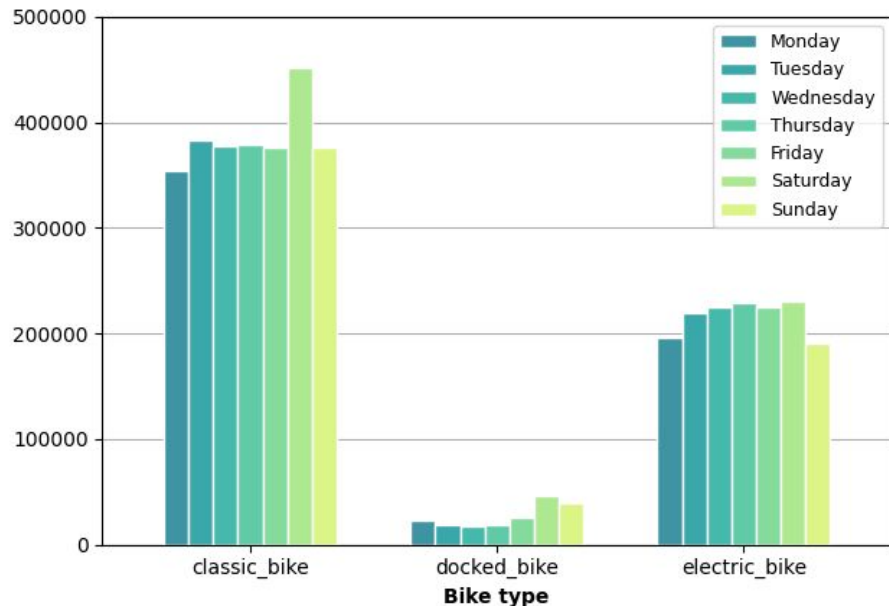
Most popular bike among both types of users was the classic\_bike. In fact, docked bikes were only used by casual riders.



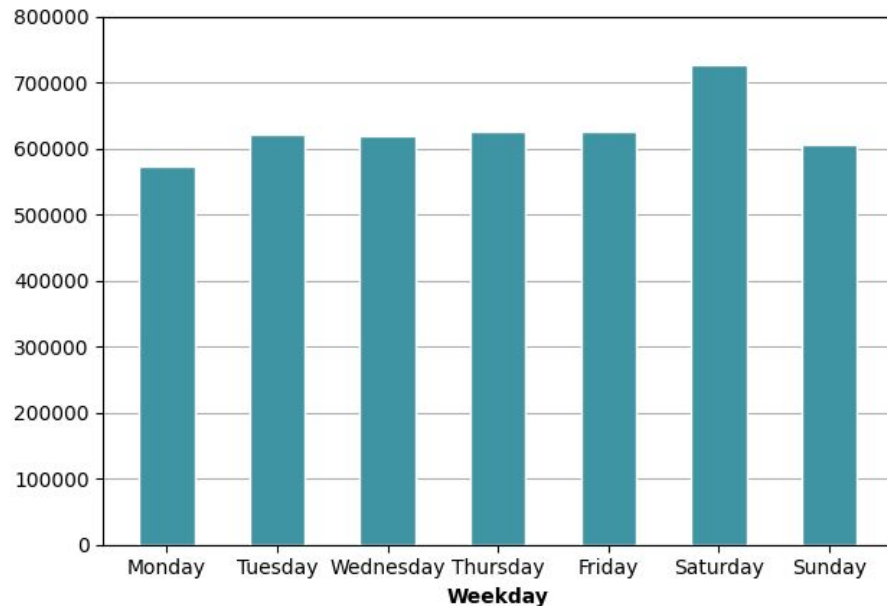
# Usage in single days

Most of the rides took place on Saturday, especially when it came to the classic bikes. There is a pattern showing slightly less bikes usage at the beginning and end of the week.

**Bike type used in single days**



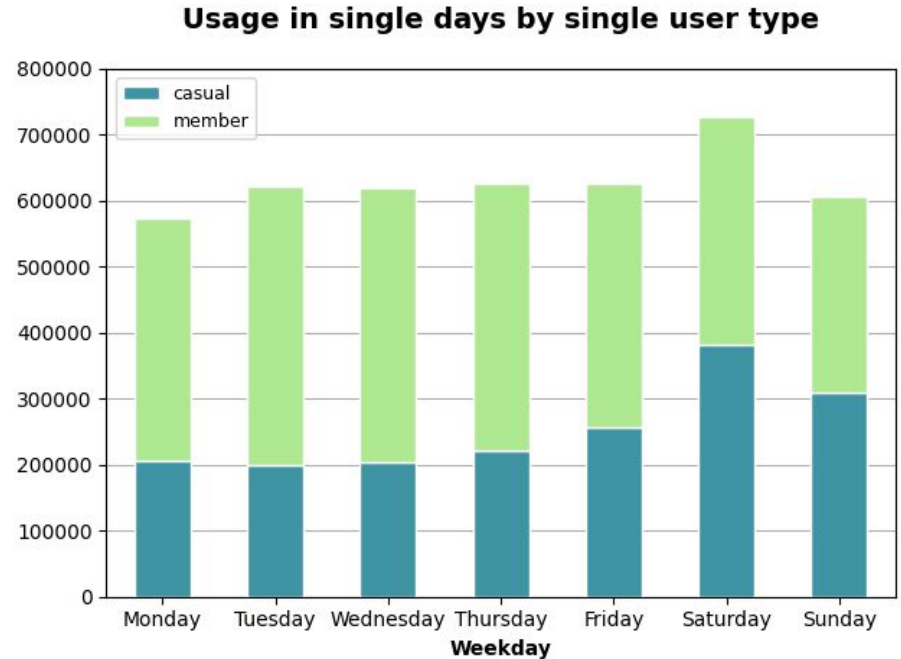
**Usage in single days**



# Usage in single days by single user type

The data shows a big difference in bicycle usage of casual users over a week, while annual members used bicycles more regularly.

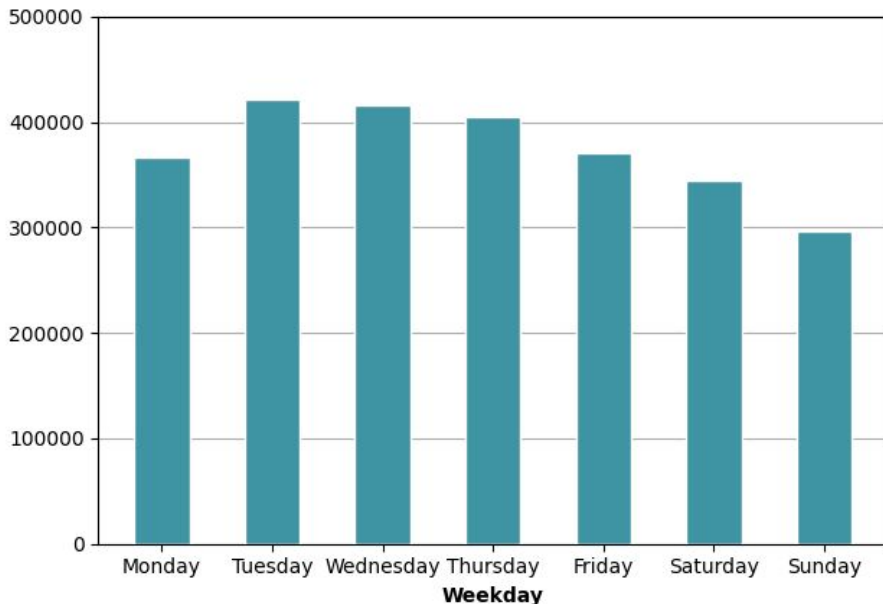
Splitting the graph allows for a more accurate analysis...



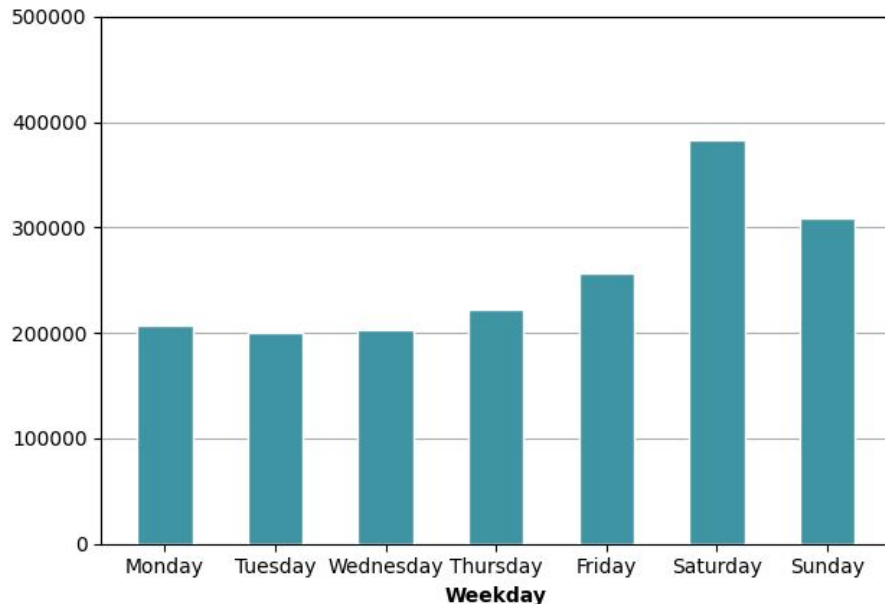
# Usage in single days by single user type

Annual members used bikes more during the work week and less on weekends. The opposite relationship can be observed in case of casual users, while the closer to the end of the working week, them more bike rentals.

**Usage in single days by members**



**Usage in single days by casual users**

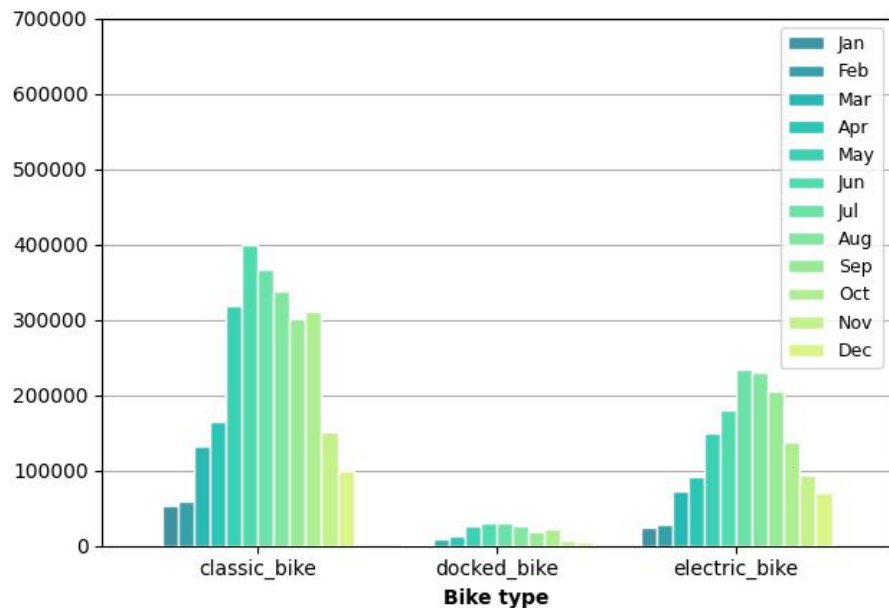




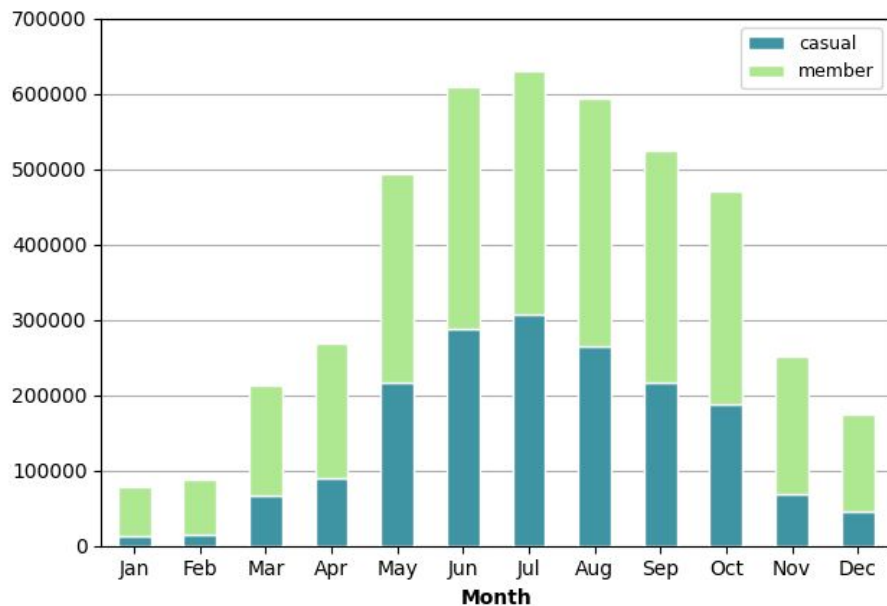
# Usage in single months

The vast majority of rentals took place in the warm season from May to October.

**Bike type used in single months**



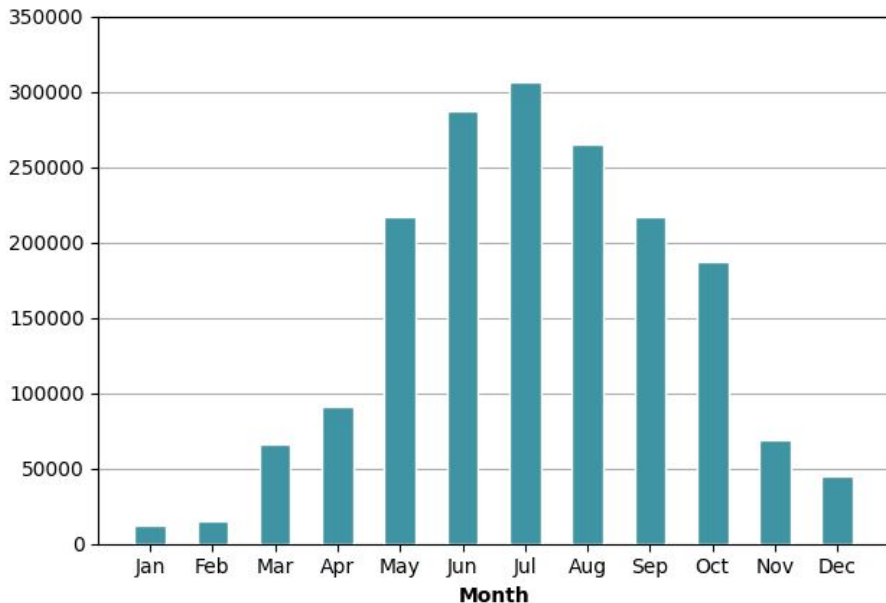
**Usage in single months by single user type**



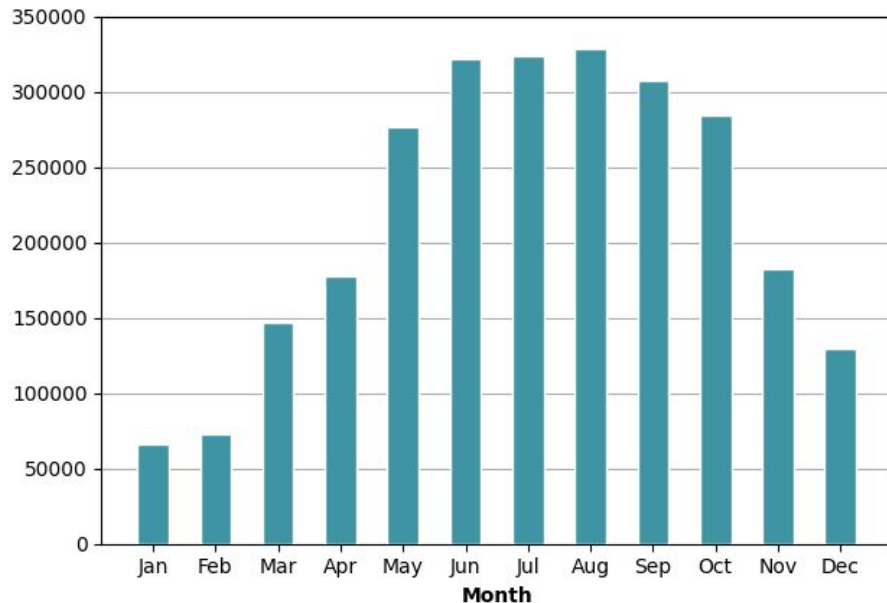
# Usage in single months by single user type

All users used bicycles more often in the warm months. Peak for casual users was the period from June to August, statistically the hottest months of the year. High number of rides also took place in May, September and October.

**Usage in single months by casual users**

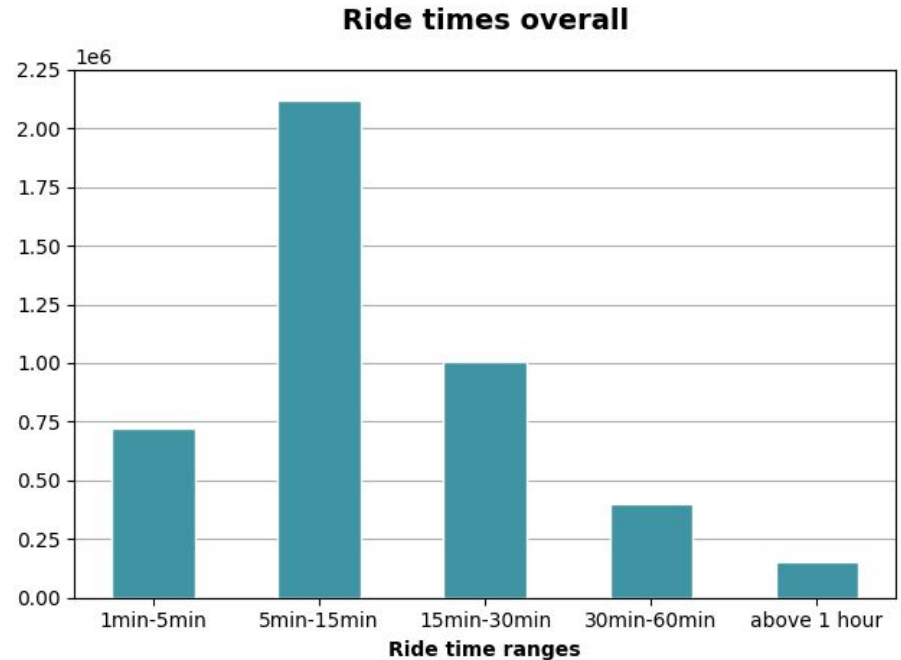


**Usage in single months by members**



# Ride times

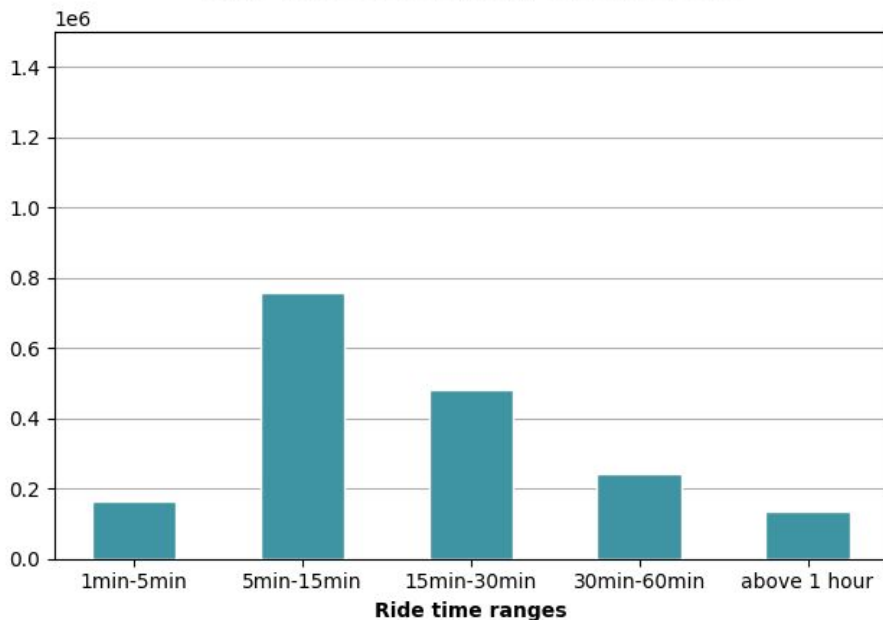
Most rides were short trips between 5 to 15 minutes. Slightly longer trips, up to 30 minutes, were also a significant part of the whole database.



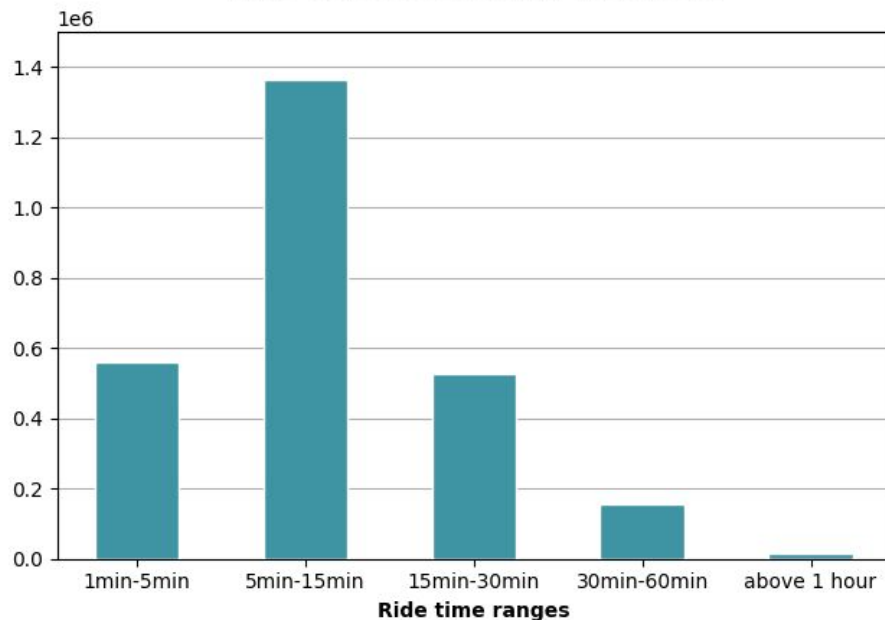
# Ride times by single user type

There is a visible pattern showing that users are more likely to take longer trips in comparison to annual members.

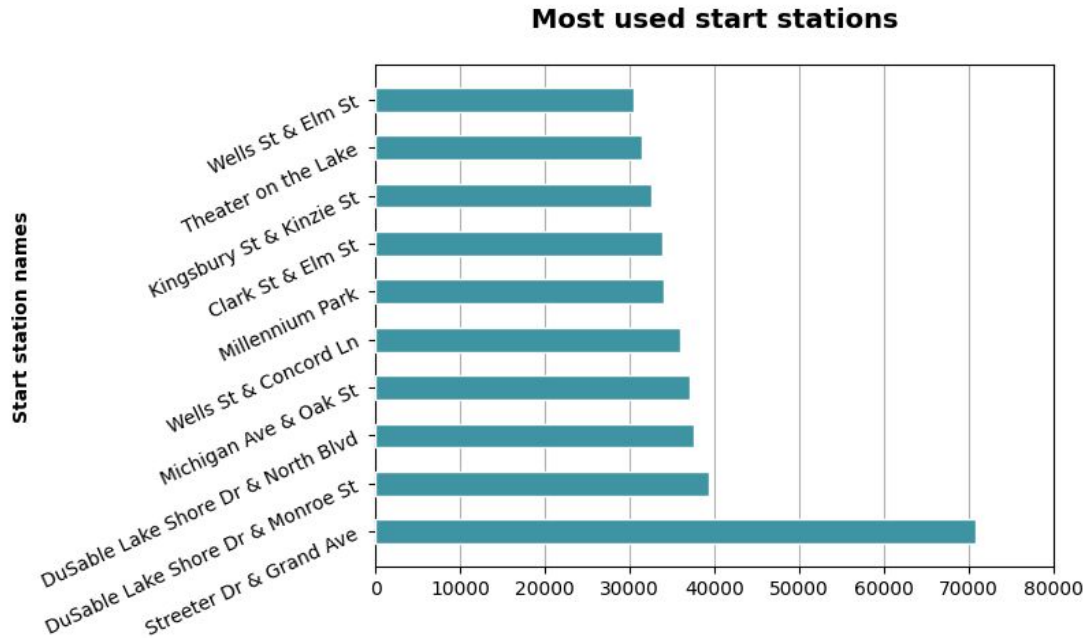
**Ride times overall by casual users**



**Ride times overall by members**



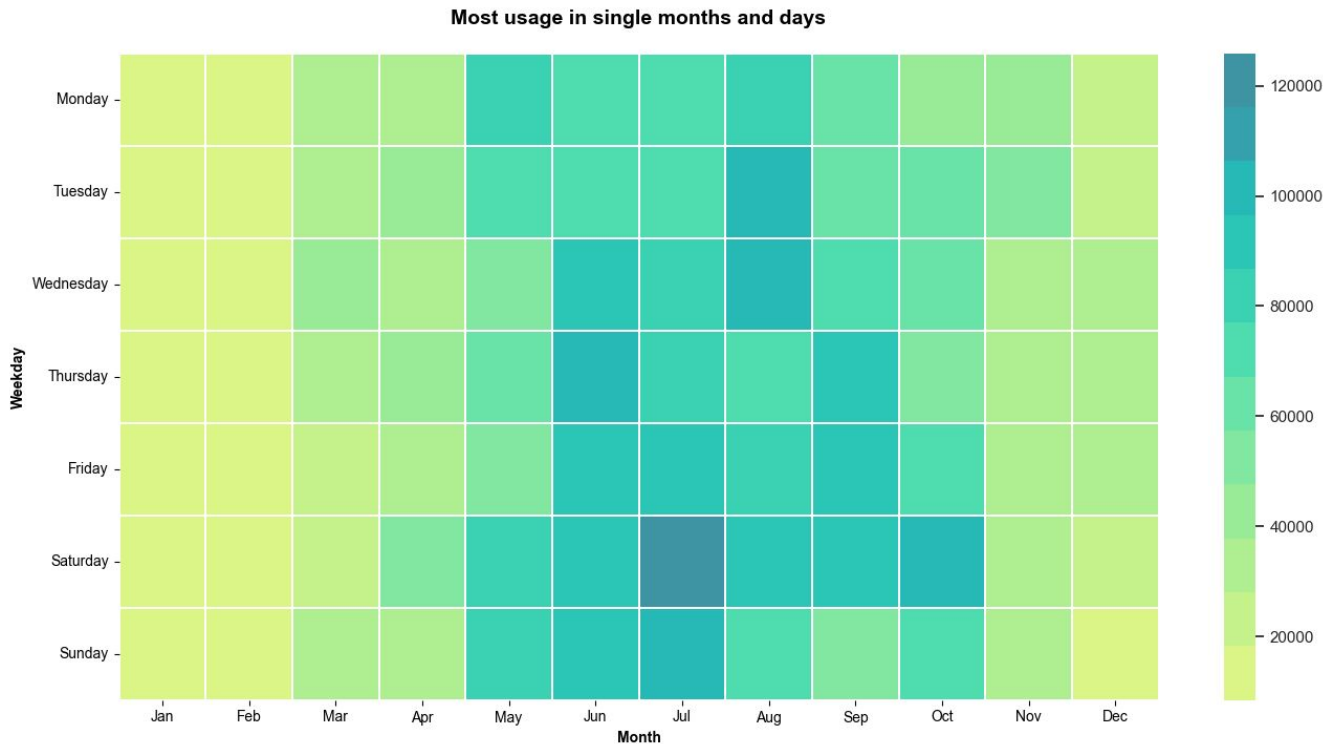
# Most popular start stations



The station that stands out from the rest and is the most popular is the station Streeter Dr & Grand Ave.

# Most usage in single months and days

The most popular days of the year were Saturdays in August. Midweek in the warm months were very popular as well. Winter months were the least popular.



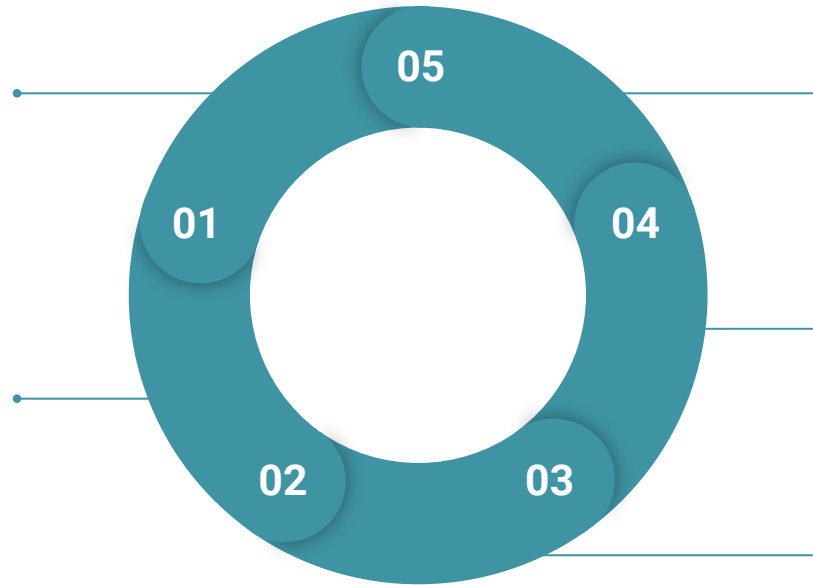
# Marketing strategies

## Free months for inviting friends

Giving one free month of membership for each annual member who has invited a friend which has purchased an annual membership

## Billboard ad in Streeter Dr & Grand Ave

Placing a billboard promoting the health benefits of cycling and the benefits of annual membership at the most frequented bicycle station



## Most digital ads on Saturdays in summer

Accumulating of the most flashy ads on the most popular day of the week in the warmest months, starting in May/June

## Discounts for long term members

Giving one free month for each year of membership as an annual member of Cyclitics

## Notifications for casual users

Sending notifications to remind regular casual riders of the long term pricing benefit

Thank you for  
your attention!

