# Background

- In 2016, Cyclistic launched a successful bike share offering. Since then, the programme has grown to a fleet of 5824 bicycles that are geo-tracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

- There are two types of cyclists, those who purchase a casual ticket and those purchase annual membership. The marketing team believes that maximizing the number of annual members will be key to the future growth. Rather than creating a marketing campaign that targets all new customers, there is a very good chance to convert casual readers into members.

# Problem statement

- What's the most effective marketing strategy of converting cyclistc's casual rider to annual memberships?
- How do annual members and casual riders use cyclistic bikes differently during 2021?

# Number of trips taken by both customers by hour, day and during the year
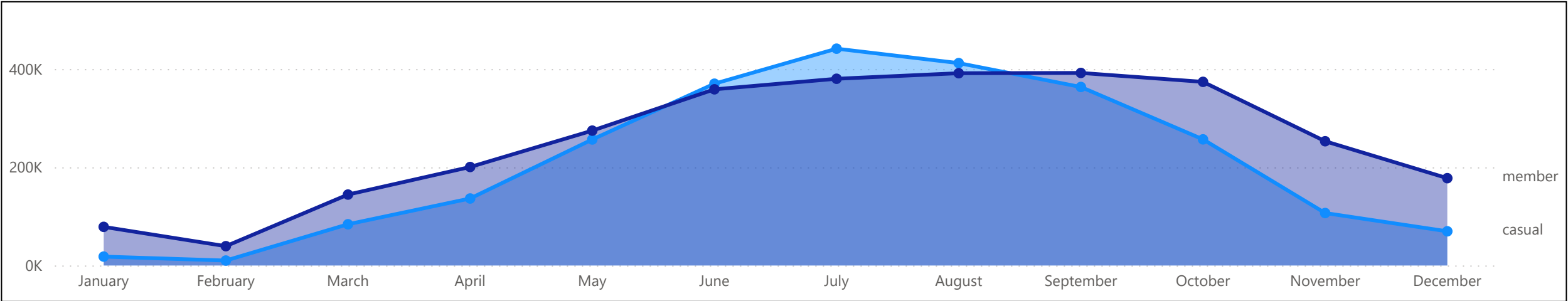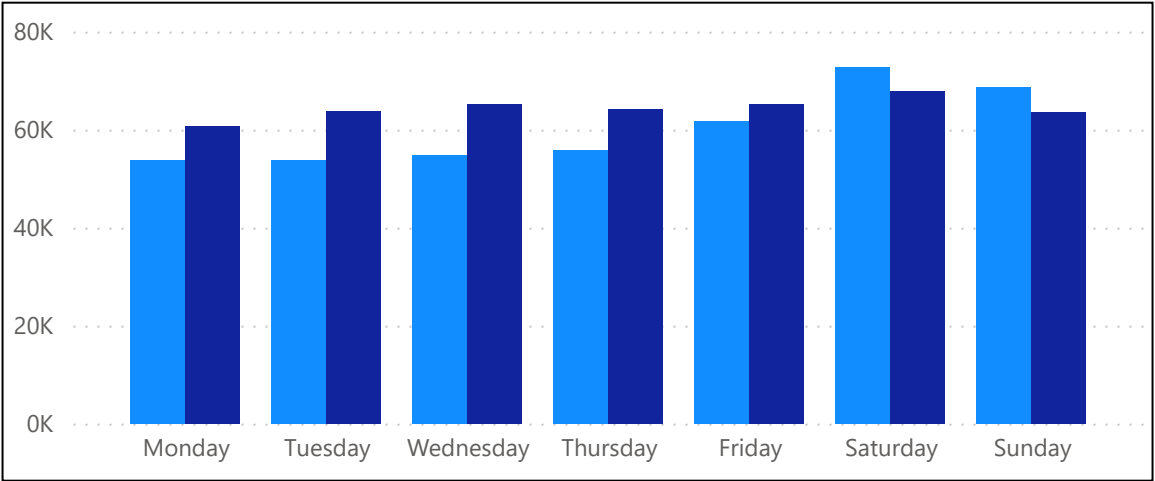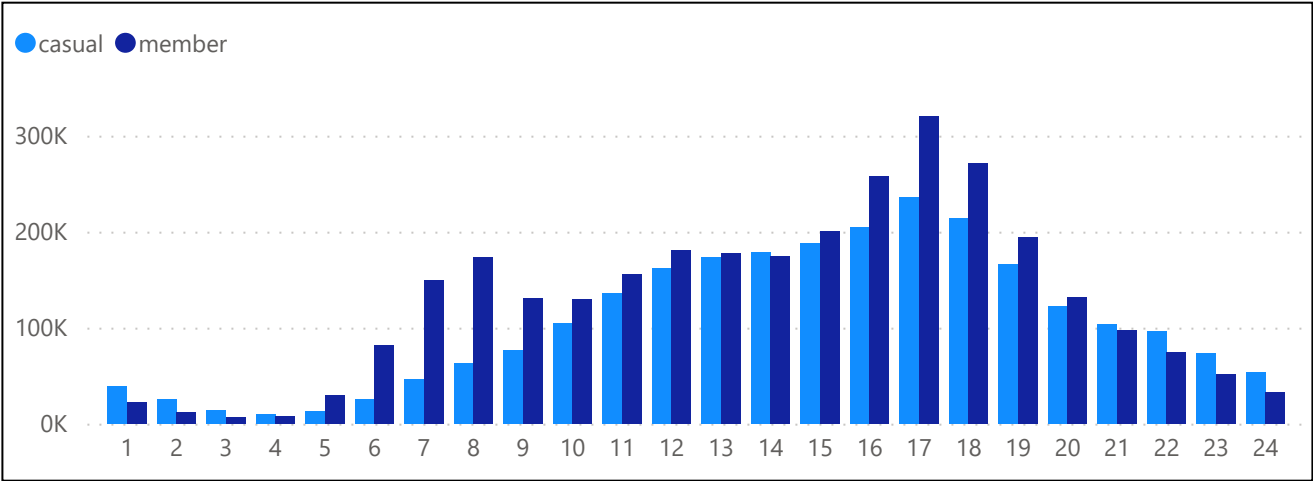


- Casual riders use the service more often late on the day from 21:00 PM until 04:00 AM, on weekends (Saturday -Sunday) and summer season (June -August).
- Annual members use the service for a purpose i.e. commuting to work from 05:00 AM until 20:00 PM, while casual riders just use it for leisure.
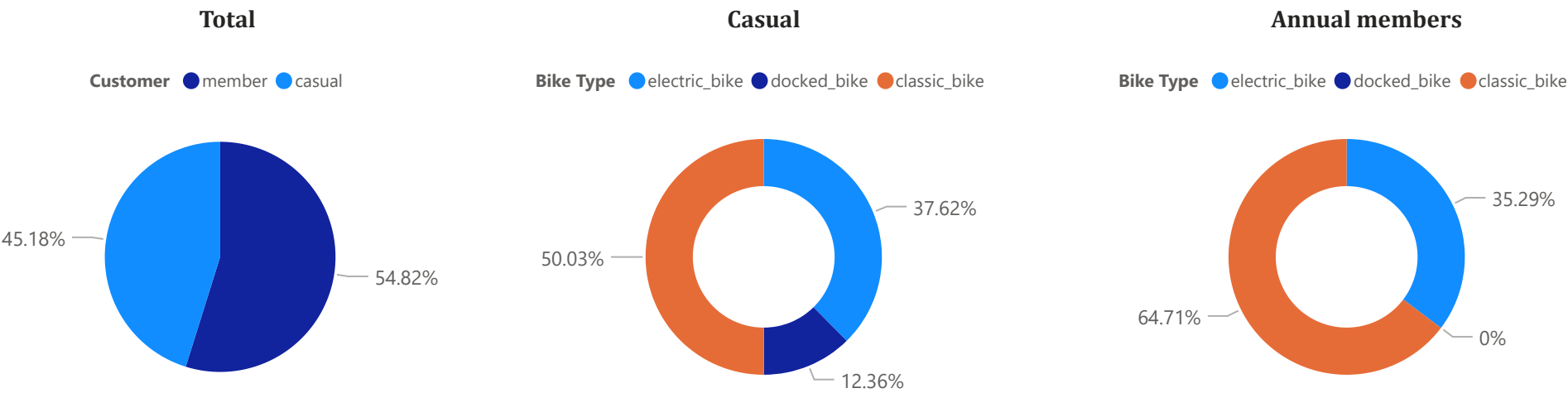
# Average trip time taken by both customers by hour, day and during the year
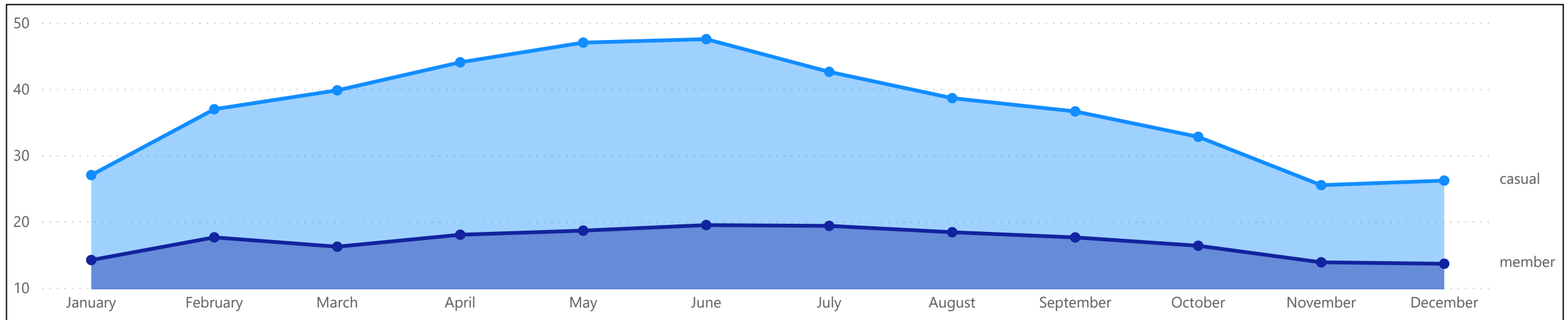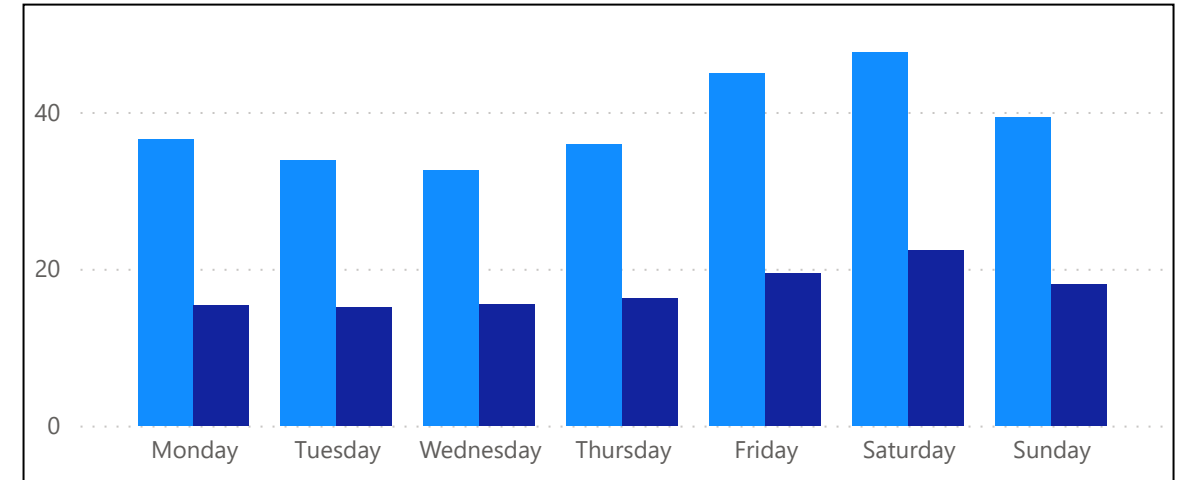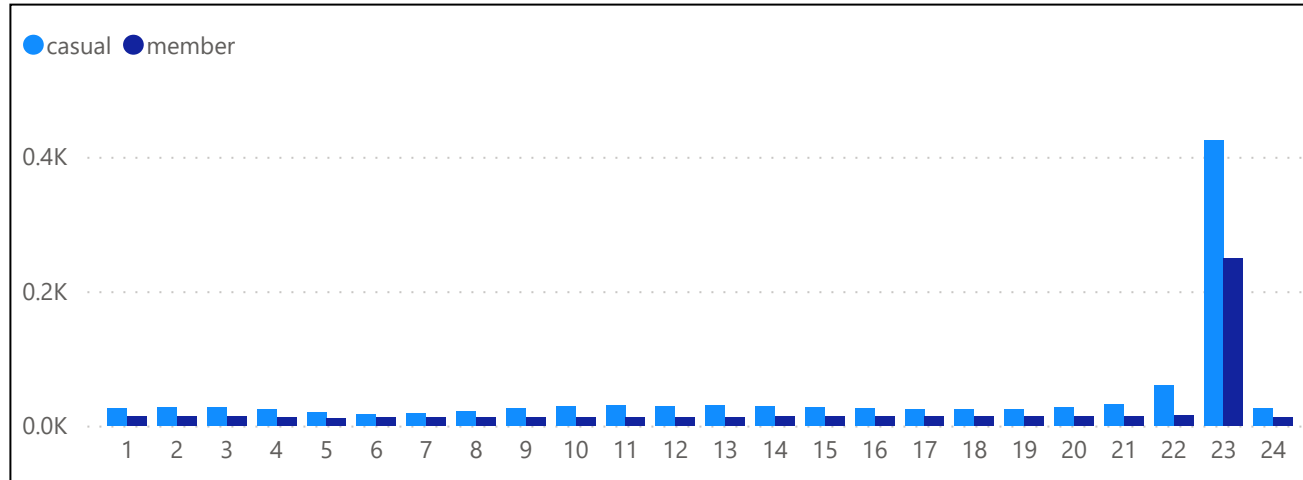


- Casual riders in total have more average time using the service.
- The peak of this trend is at 11:00 PM, during the weekends and in summer season (May - July).
- Annual members have almost a steady average time using the service.

# Top average trip time taken by both customers and type of bike

| Trip | Bike Type | Average trip time in miutes ▾ | customer |
|------|-----------|------------------------------|----------|
| From Menard Ave & North Ave to Bloomingdale Ave & Harlem Ave | electric_bike | 1,430.23 | casual |
| From Racine Ave & Washington Blvd to McClurg Ct & Ohio St | electric_bike | 1,428.93 | member |

### Total

Customer ● member ● casual

45.18%
54.82%

### Casual

Bike Type ● electric_bike ● docked_bike ● classic_bike

37.62%
50.03%
12.36%

### Annual members

Bike Type ● electric_bike ● docked_bike ● classic_bike

35.29%
64.71%
0%

# Conclusion of the analysis

- We had to work with data at hand, we believe that the analysis could be better if we had some access to more information about some data points that irregular such negative values in trip duration.

- Causal riders have longer trip duration as they use the service to enjoy their time during the seasons weekends and summer in comparison to annual members whom use the service to travel from point A to B during 2021.

- Around 45% of data points are casual riders, they use all available bikes to enjoy the time of rides during vacations and usually in evening and earlier morning time.

- Around 55% are annual members whom travel more often during the working time from 07:00 AM to 06:00 PM constantly throughout the year.

- Busiest season for both customers throughout the year is summer season.

# Recommendations

- Introduce a seasonal pass to encourage larger portion of casual riders to subscribe to the service.

- Apply discount for new members and variation of memberships i.e. middle pricing tier to suit everyone's needs.

- Use the power of social media as well as targeting the right stations to advertise new offers.