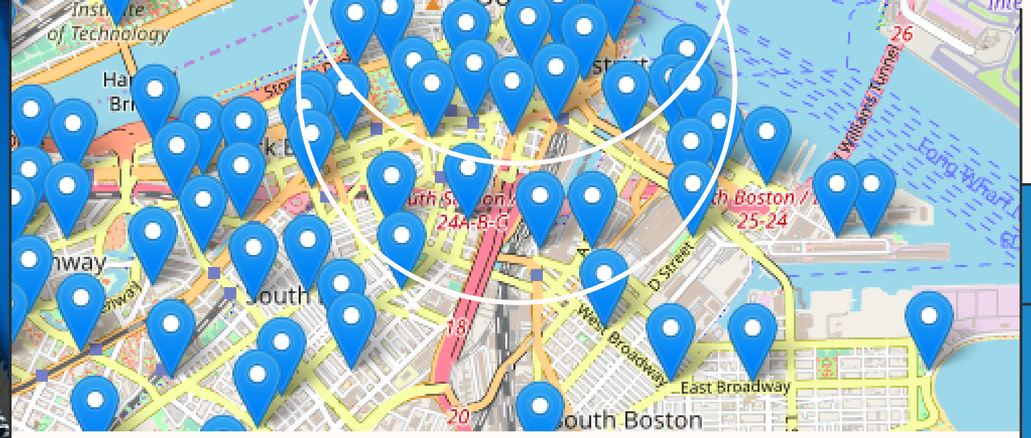
SEPTEMBER, 2021

MARTA MERAUJE

BLUEBIKES ANALYSIS



Overview

Bluebikes is a bicycle sharing system in Boston metropolitan area. The district managers aim to provide better service and better understand their customers. Customer usage history data from 2016 - 2019 is utilized to generate insights that will help Bluebikes stakeholders to make efficient data-driven decisions in their marketing effort

BLUEbikes SM

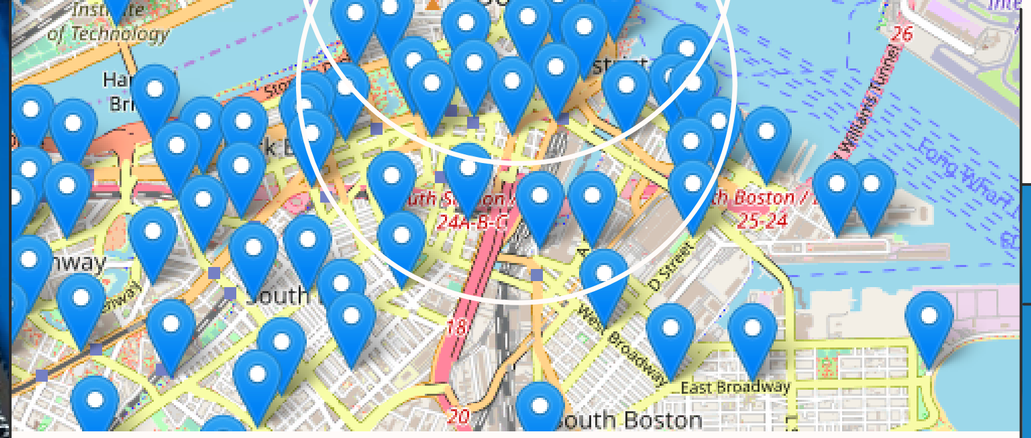
09/21

GOAL

The goal of this analysis is to help bluebikes managers to understand the customers' demographic and geographic to make efficient marketing campaigns for targetting new customers

AUDIENCE

The indended audience for this analysis are the district managers and other stakeholders that take part in company's decison making



Overview

Bluebikes is a bicycle sharing system in Boston metropolitan area. The district managers aim to provide better service and better understand their customers. Customer usage history data from 2016 - 2019 is utilized to generate insights that will help Bluebikes stakeholders to make efficient data-driven decisions

BLUEbikes SM

09/21

GOAL

The goal of this analysis is to help bluebikes managers to understand the customer's demographic and make data-driven decision to reach more audience and gain more profit

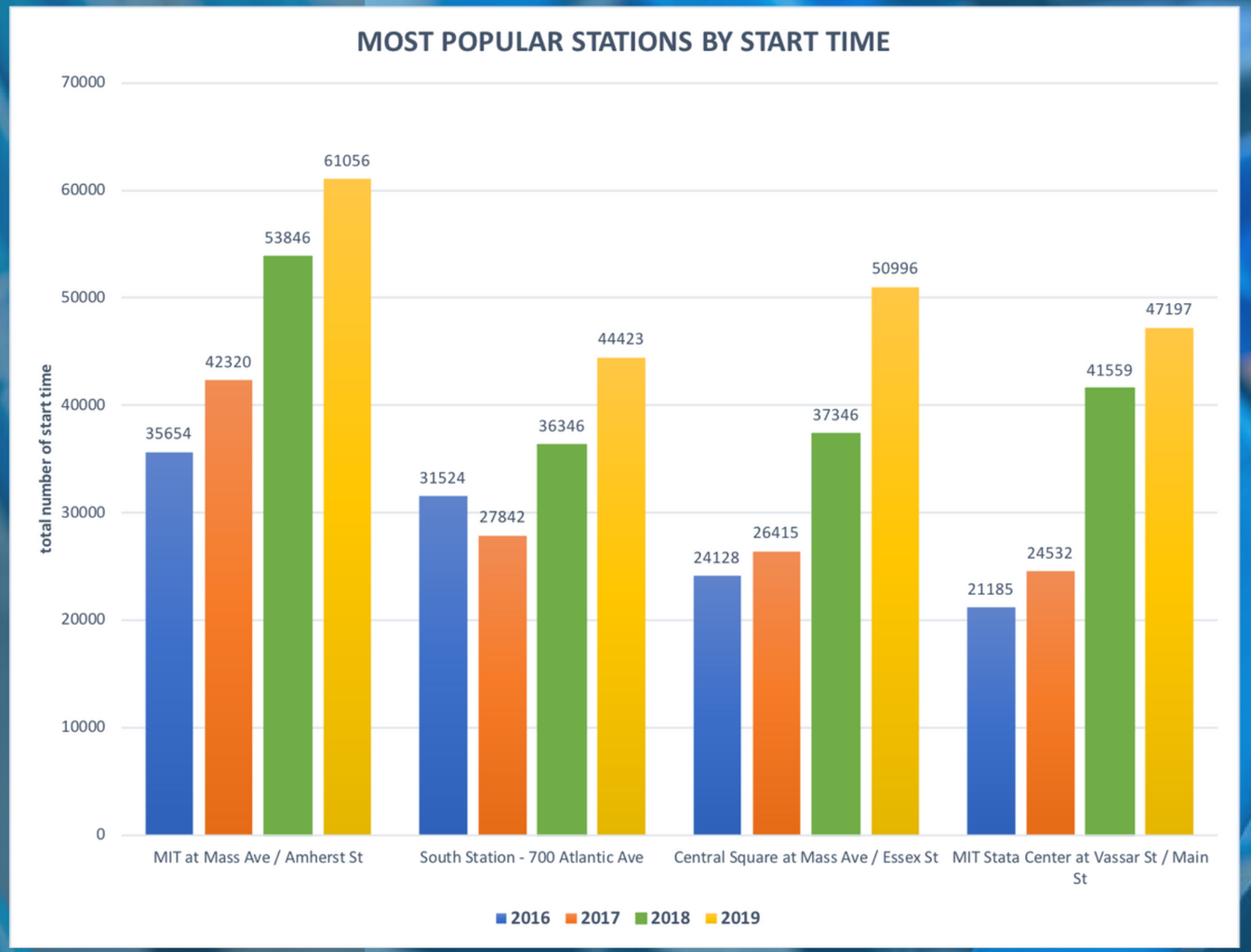
AUDIENCE

The indended audience for this analysis are the district managers and other stakeholders that take part in company's decison making

POPULAR STATIONS

SIMILARITIES OVER YEAR

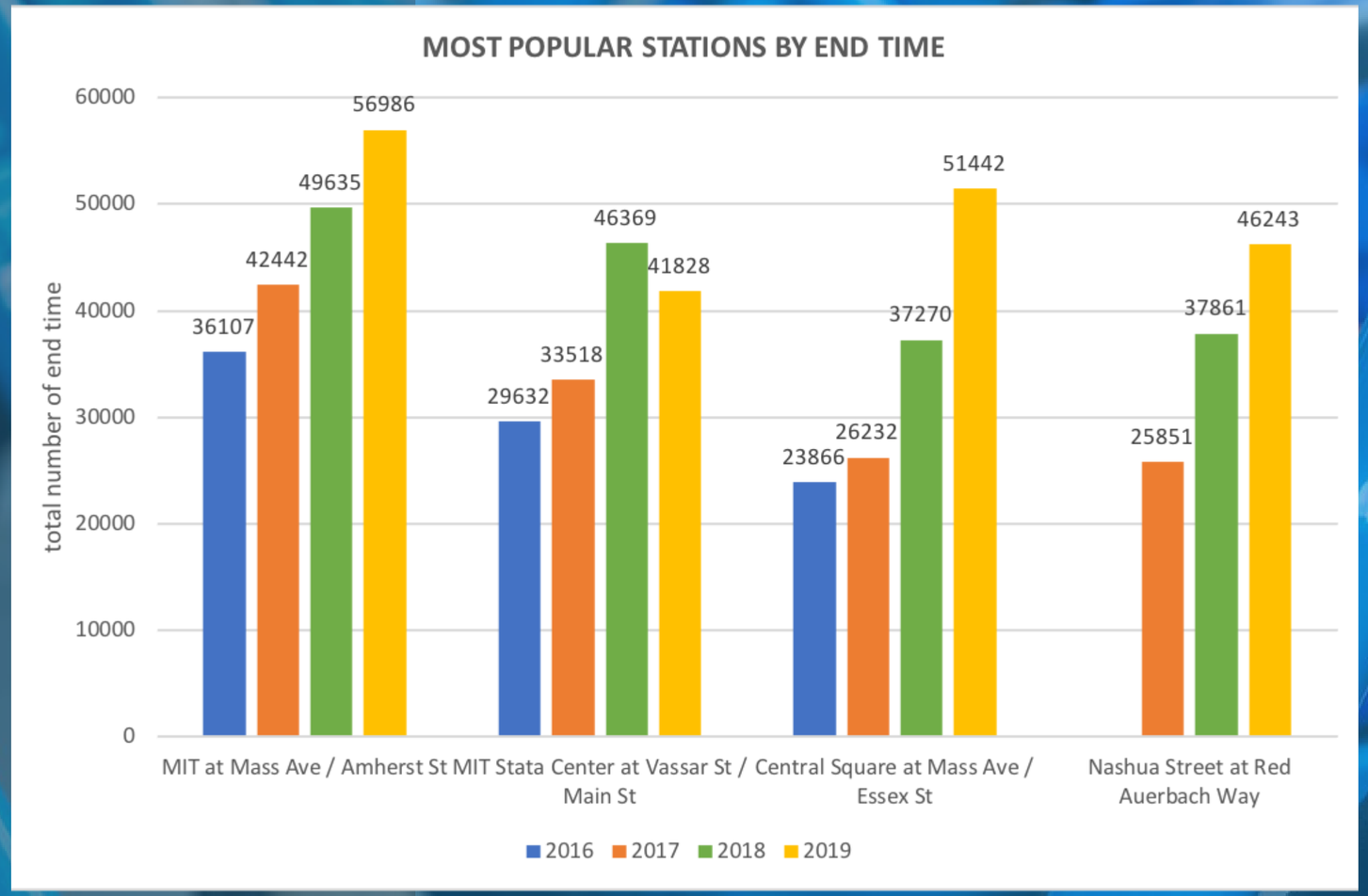
These stations continues to become the most popular stations based on start time, and the popularity increase over year from 2016-2017 overall.



POPULAR STATIONS

SIMILARITIES IN START & END STATION

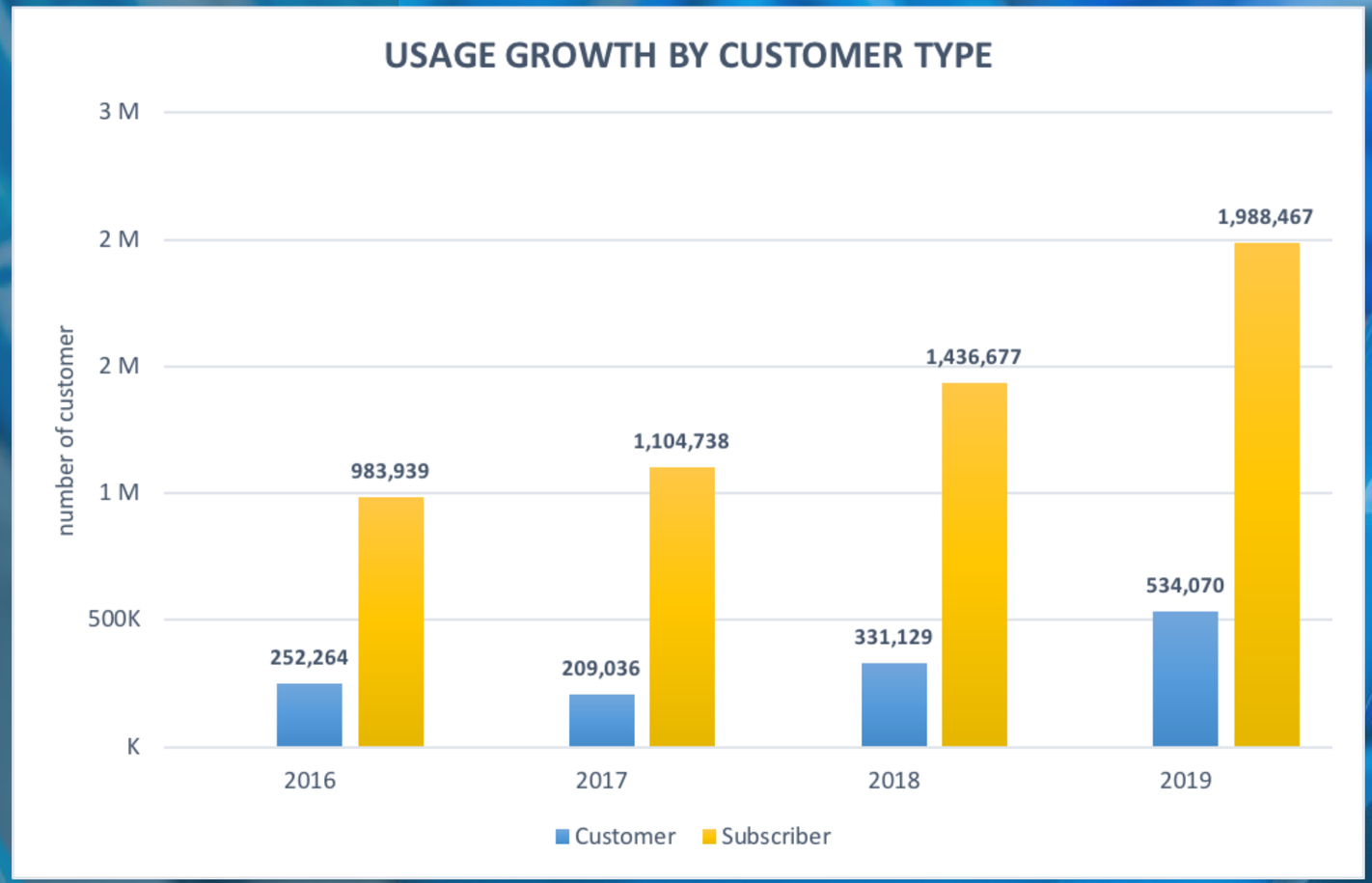
Popular stations by end station id shows the similarities in start station.



GROWTH OVER YEAR

CONTINUOUS GROWTH OF SUBSCRIBERS

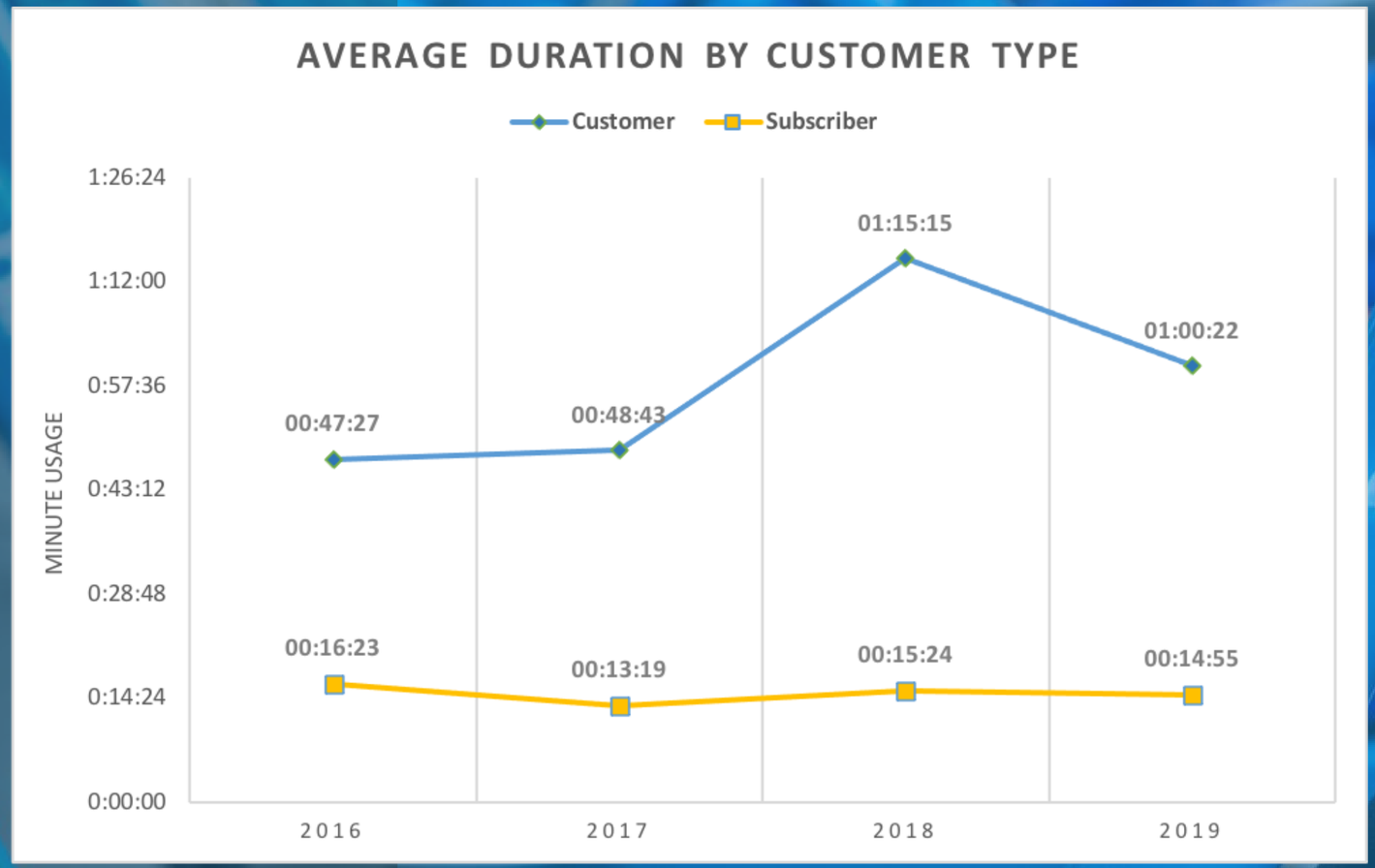
There's no significance growth for customers. On the other hand, subscribers show continuous increase.



AVERAGE DURATION

CUSTOMERS BIKE LONGER

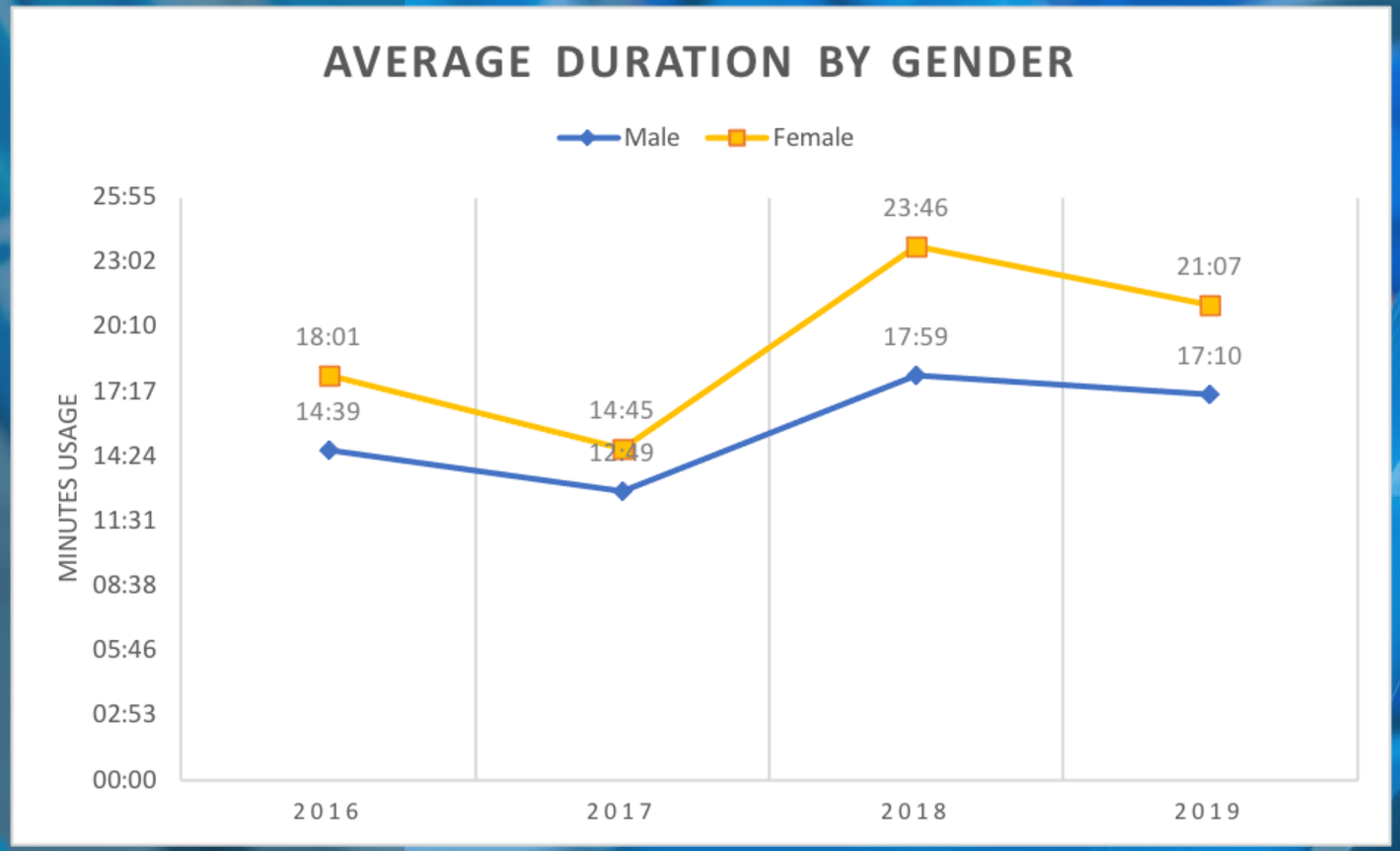
Over the years, subscribers show stable average duration trip. Customers used in average over twice the duration of subscriber



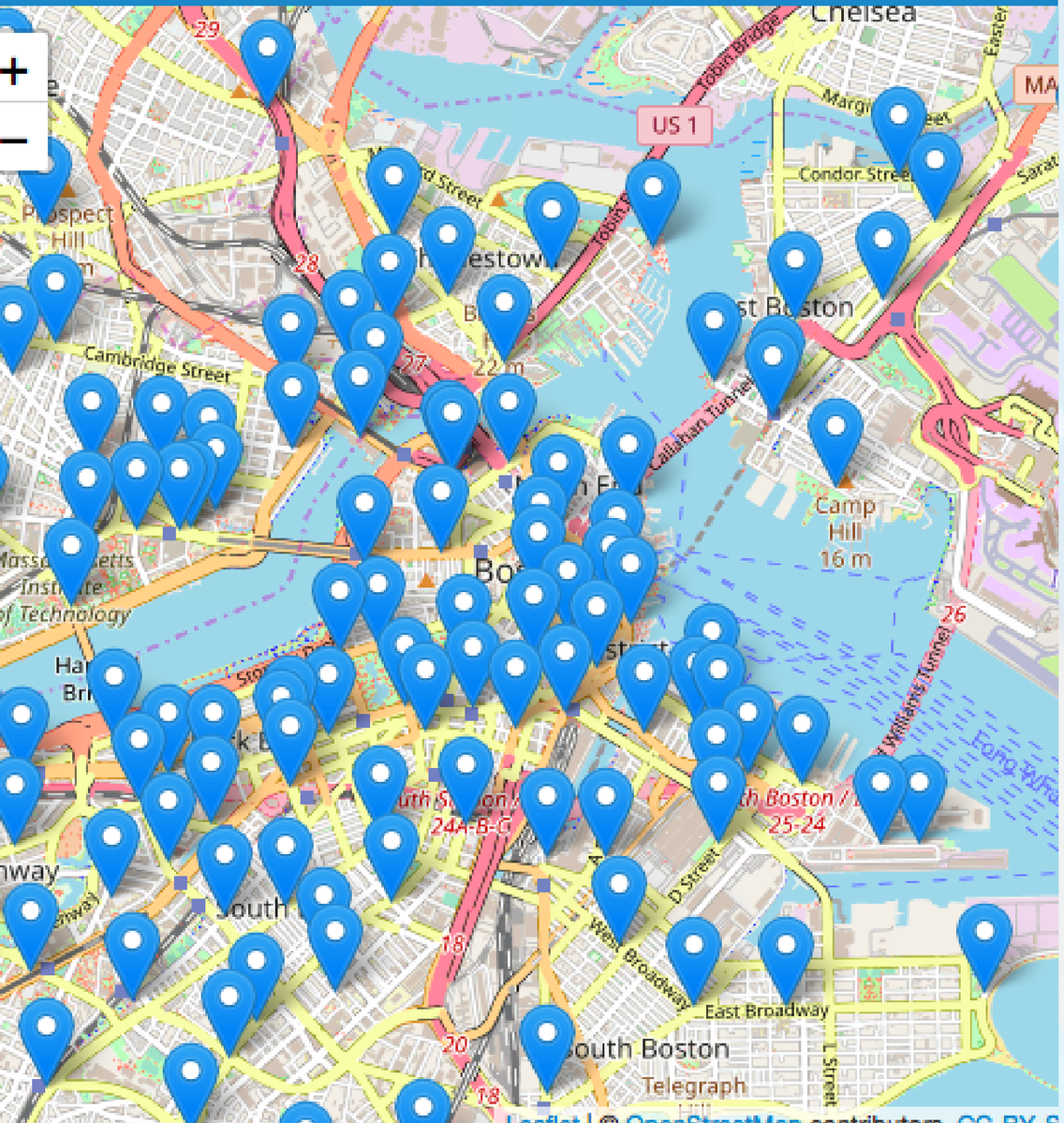
AVERAGE DURATION

FEMALE BIKE LONGER

Both male and female customers have same growth line but female used slightly more duration



RECOMMENDATION



APPROACH 1

Analyze deeper popular stations and their docks management, make sure there are bikes are available or accessible near by

APPROACH 2

Need new marketing strategy to convert customers to subscribers

APPROACH 3

Add more analysis on another demographic factor such as age to understand audience demographic and better target new customers