

Casual users vs. subscribers bike-sharing patterns

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Casual users vs. subscribers bike-sharing patterns

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Questions that we ask

Objective

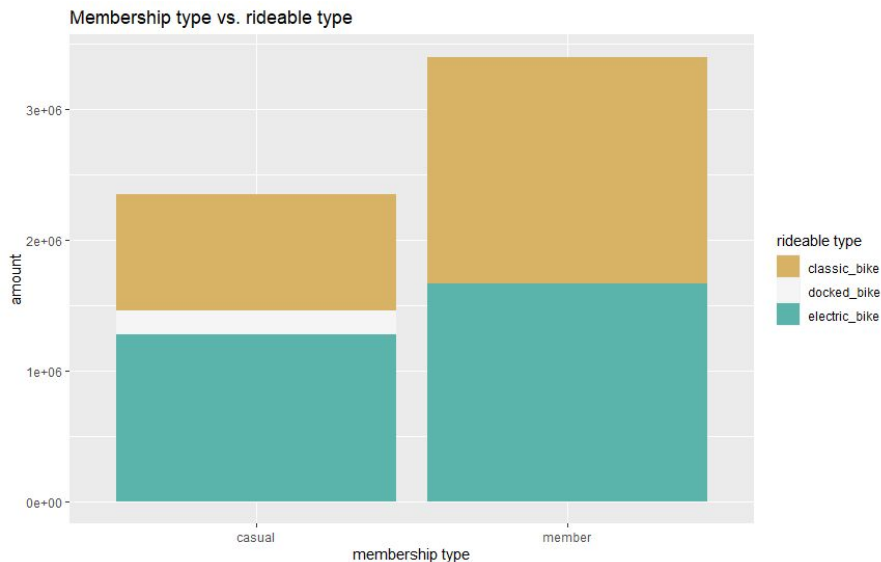
When it comes to the strategy of Cyclistic, bike-sharing company that features more than 5000 vehicles across Chicago, directors agrees on one thing: **key to success is conversion of casual users into subscribed members**. It brings us to three following questions:

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

Story that Data tells us

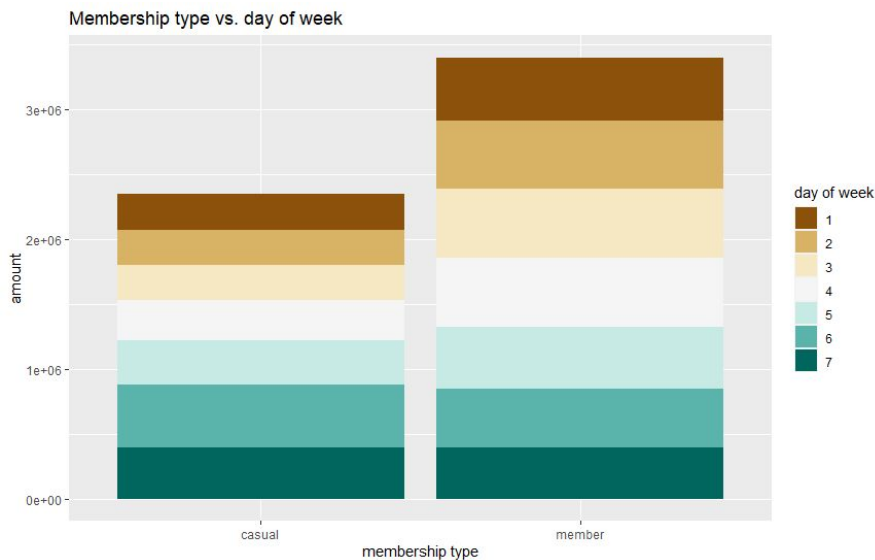
Rideable type preference

- Docked bike is a “type” available only to casual members, therefore it shouldn’t lead us to any conclusions
- Casual members **tend to use electric bikes much more frequently** than a classic ones



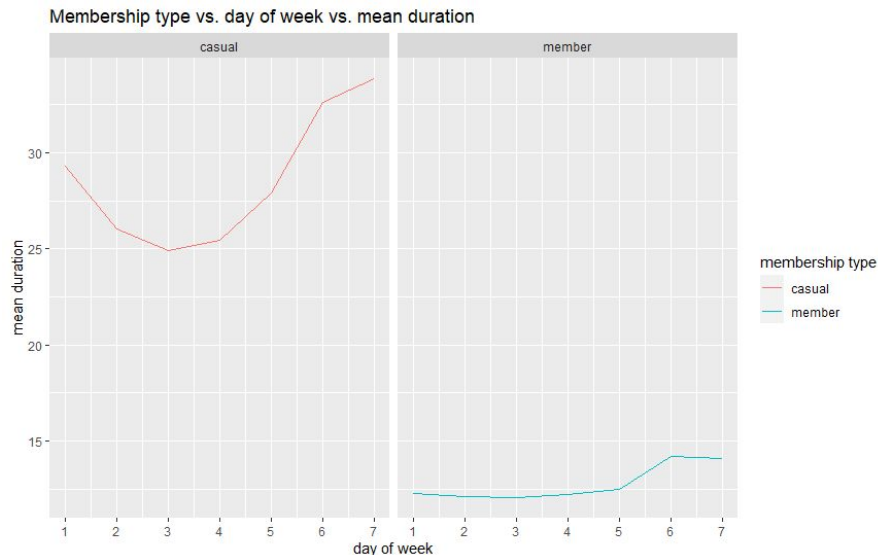
Days of week usage

- Casual users **tend to use bikes much more on weekends** as opposed to members that are using bikes on weekdays more frequently



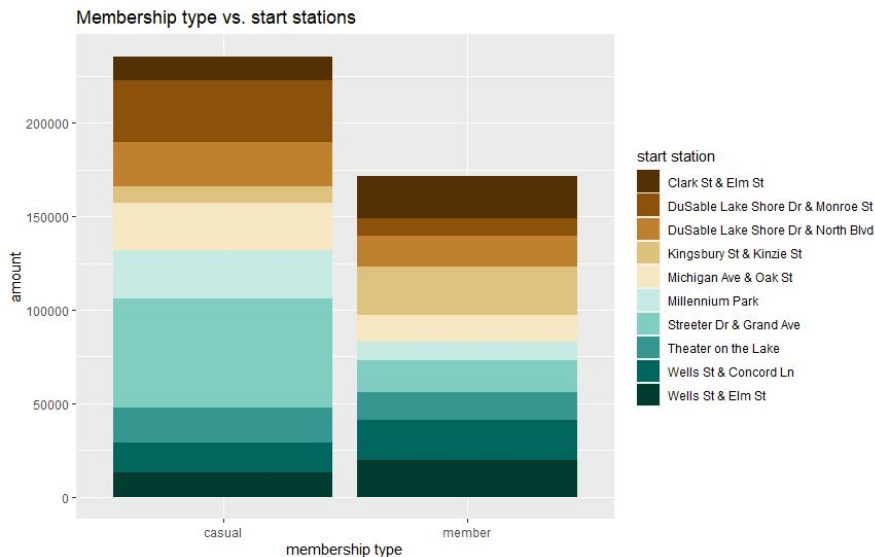
Trip durations

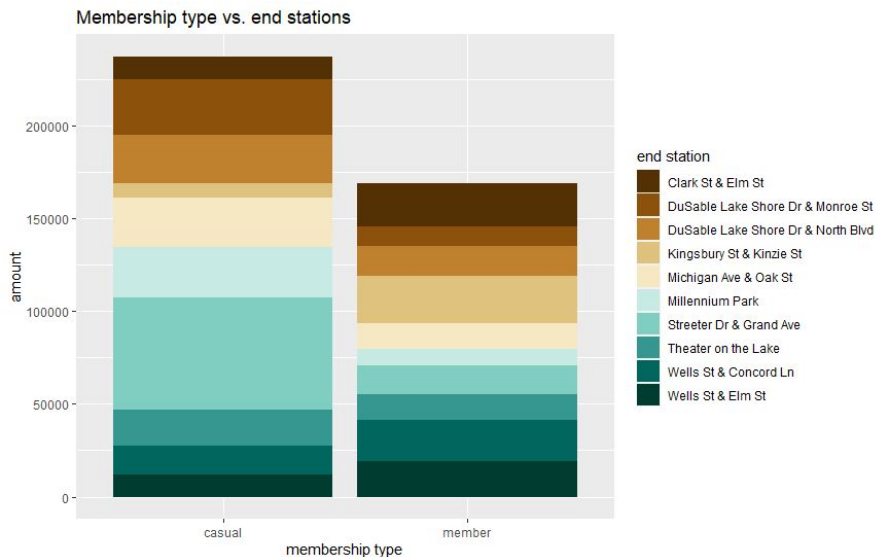
- Average trip duration is much higher for casual members
- Distribution of duration on days of week is similar with subscribed members with pretty high increase on Mondays and Sundays



Popular start stations

- Streeter Dr & Grand Ave with great increase
- DuSable Lake Shore Dr & Monroe St with great increase
- Millennium Park with high increase
- Michigan Ave & Oak St with slight increase





How do annual members and casual riders use Cyclistic bikes differently?

- Casual users **tend to use electric bikes much more than classic ones**, where members prefer the other option
- Casual users **tend to use bikes much more on weekends** as opposed to members that are using bikes on weekdays more frequently
- **Average trip duration is much higher** for casual members
- Distribution of duration on days of week is similar with subscribed members **with pretty high increase on Mondays and Sundays**
- Streeter Dr & Grand Ave, DuSable Lake Shore Dr & Monroe St, Millennium Park and Michigan Ave & Oak St **are much more popular stations** for casual members

Transforming insights into suggestions

Why would casual riders buy Cyclistic annual memberships?

Casual users tend to use electric bikes much more than classic ones

Some benefits on electric bikes usage for subscribed members

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Why would casual riders buy Cyclistic annual memberships?

Casual users tend to use bikes much more on weekends

Better plans on weekend trips for subscribed members

Why would casual riders buy Cyclistic annual memberships?

Average trip duration is much higher for casual members

Profitable offers on longer trips (more than 15 or 20 minutes) for subscribed members

How can Cyclistic use digital media to influence casual riders to become members?

Distribution of duration on days of week has pretty high increase on Mondays and Sundays

If promoted via app itself, advertisements will be more successful on weekends and Mondays than on weekdays

How can Cyclistic use digital media to influence casual riders to become members?

Streeter Dr & Grand Ave, DuSable Lake Shore Dr & Monroe St, Millennium Park and Michigan Ave & Oak St **are much more popular stations** for casual members

If promoted via street screens or banners, advertisements will be more useful in following areas: Streeter Dr & Grand Ave, DuSable Lake Shore Dr & Monroe St, Millennium Park and Michigan Ave & Oak St

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If you want some more

- To get additional info on case, please refer to “case” file
- To get additional info on dataset, please refer to “datasets” folder
- To get additional info on analysis, please refer to “documentation” file
- To get additional info on code, please refer to “script” file

Thank You
