



# MAXIMIZING RETURNING CUSTOMERS

CYCLISTIC BIKE-SHARE



# PROBLEM

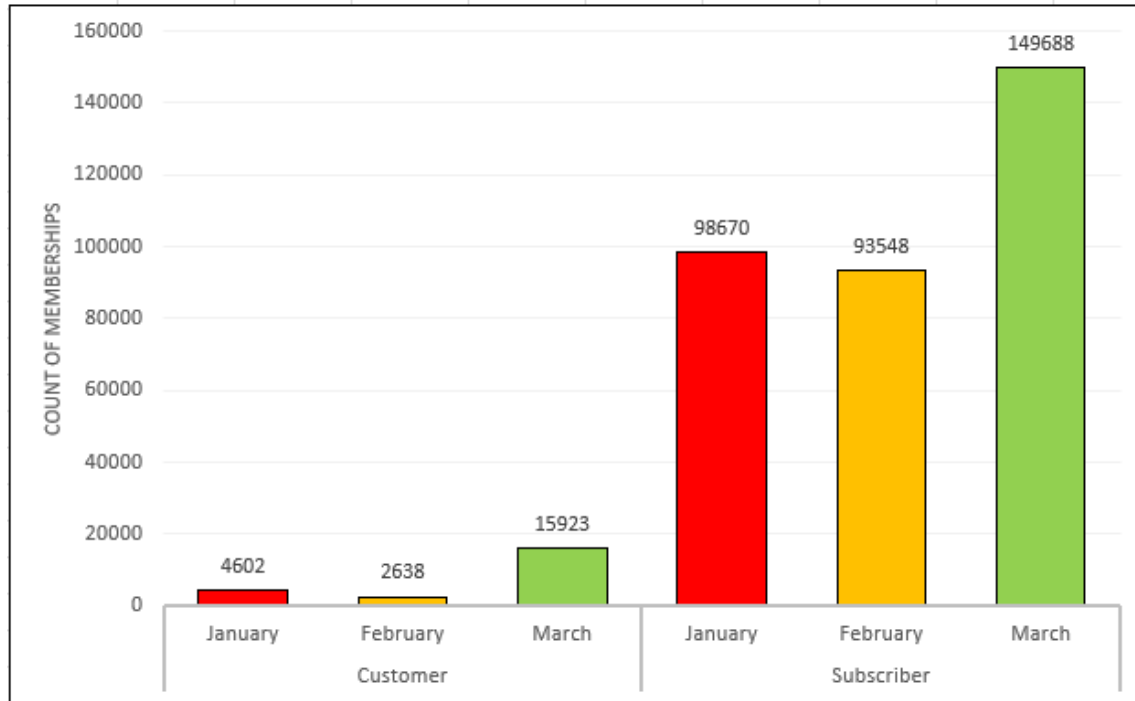
- Difference between customers and subscribers
- Which group to focus on

# SOLUTION

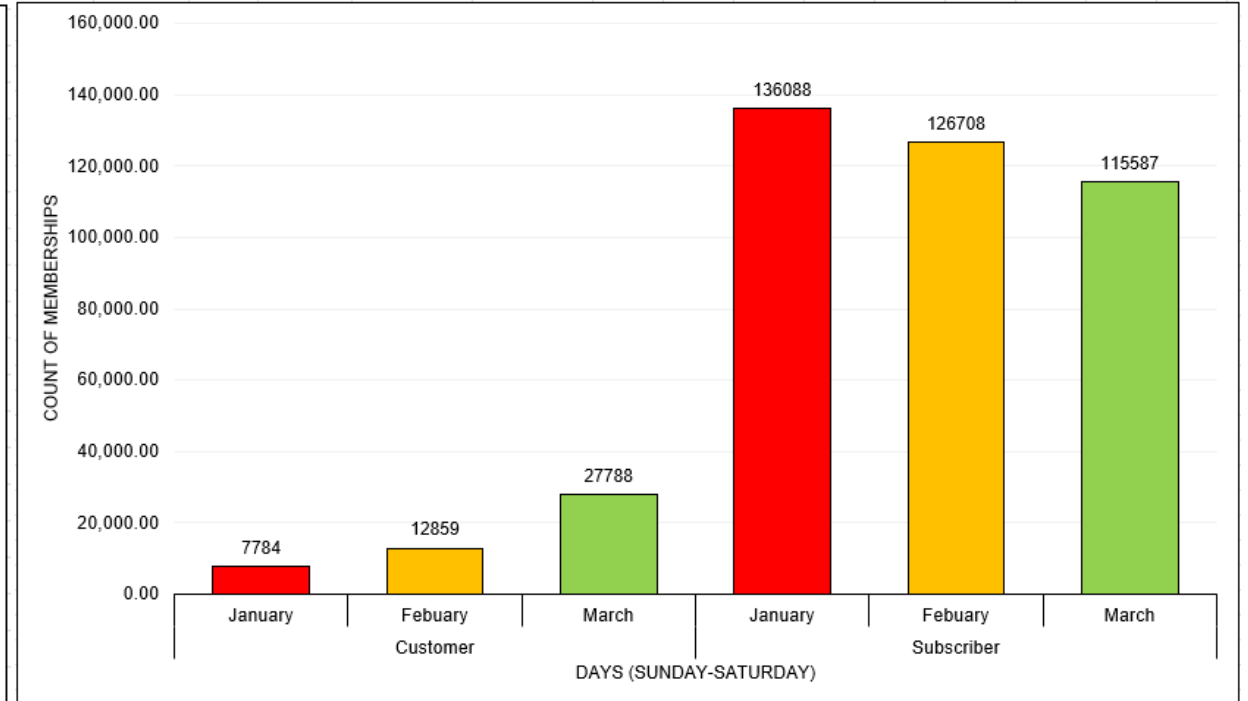
- Seasonal discounts for subscribers
- One day pass for new customers to try out the service

# MONTHLY STATISTICS

2019



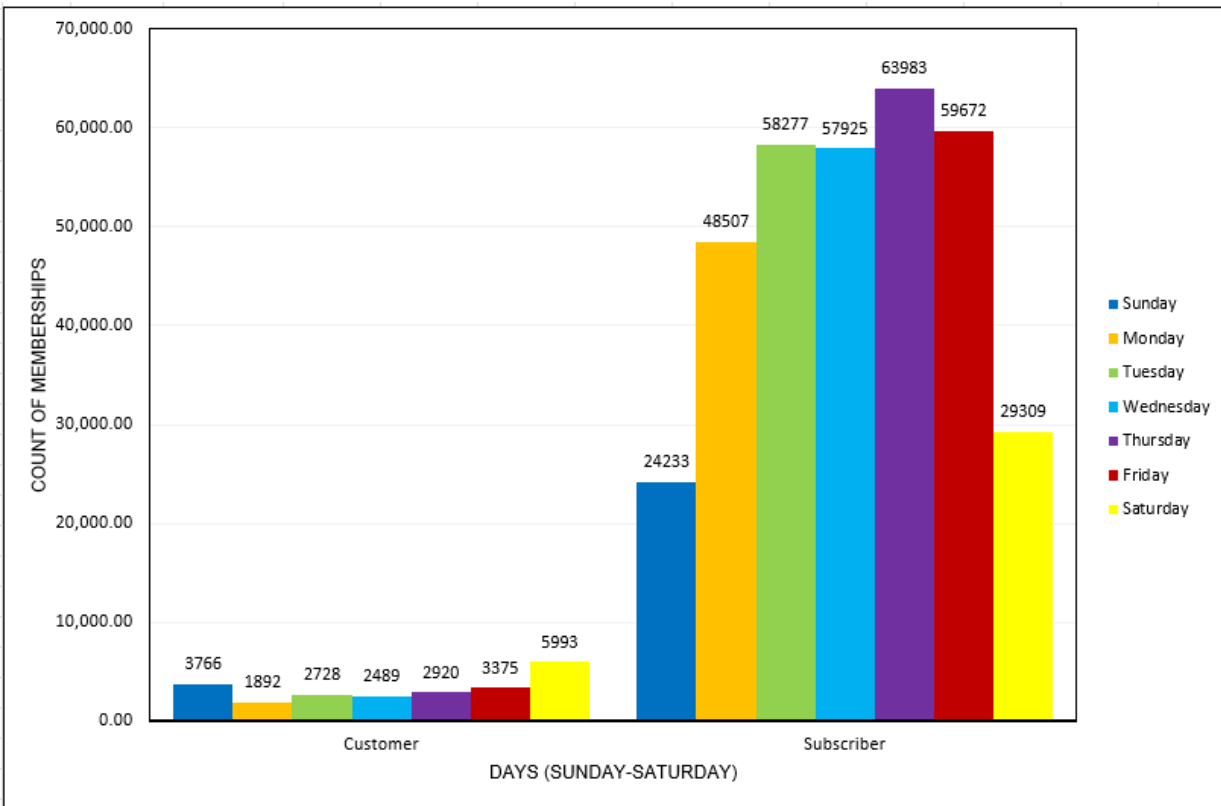
2020



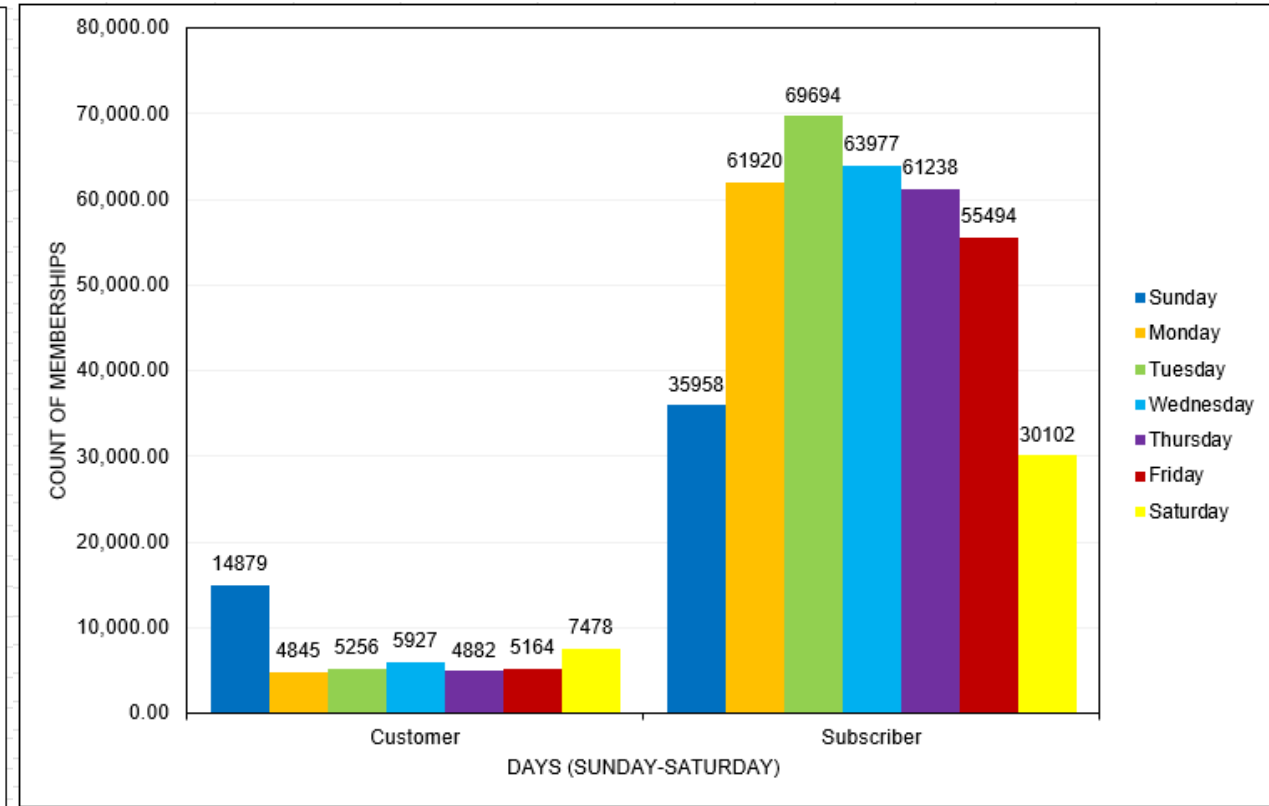
- Only ~6-10% are new customers
- ~90% are subscribers

# DAILY STATISTICS

## 2019



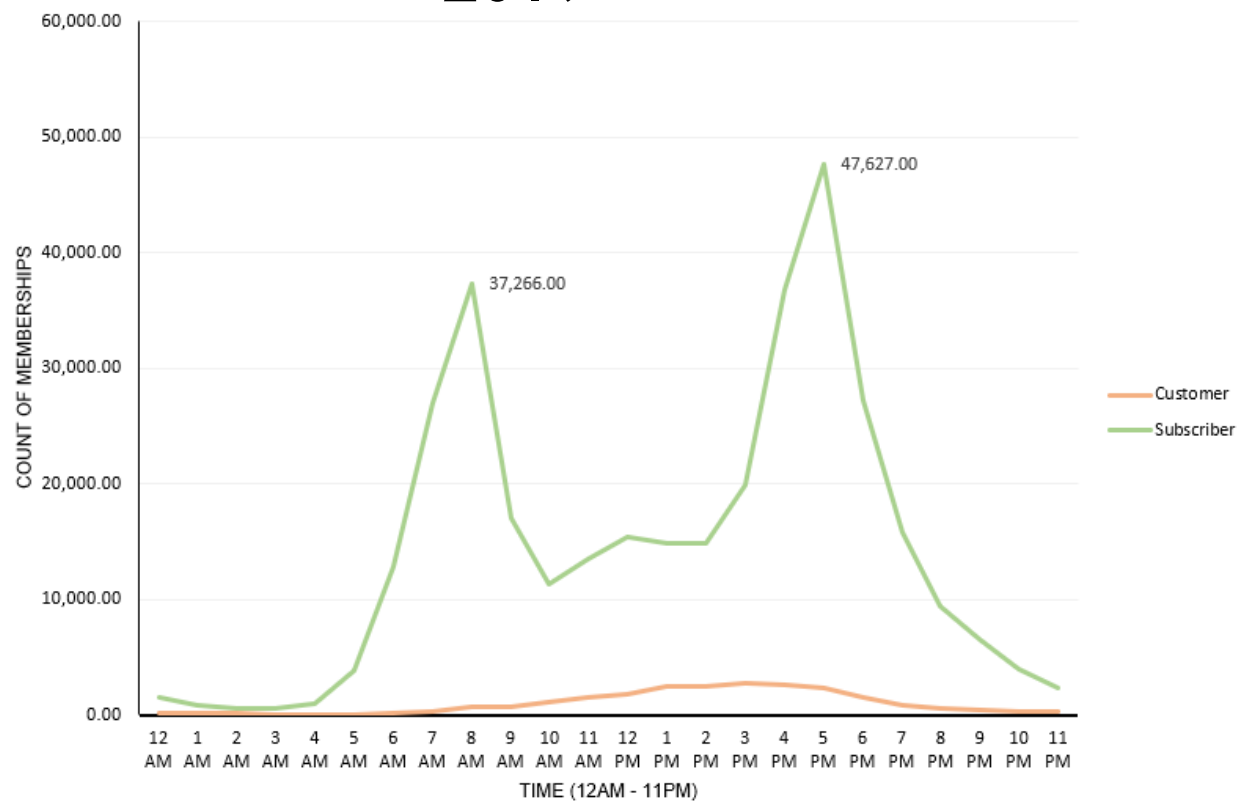
## 2020



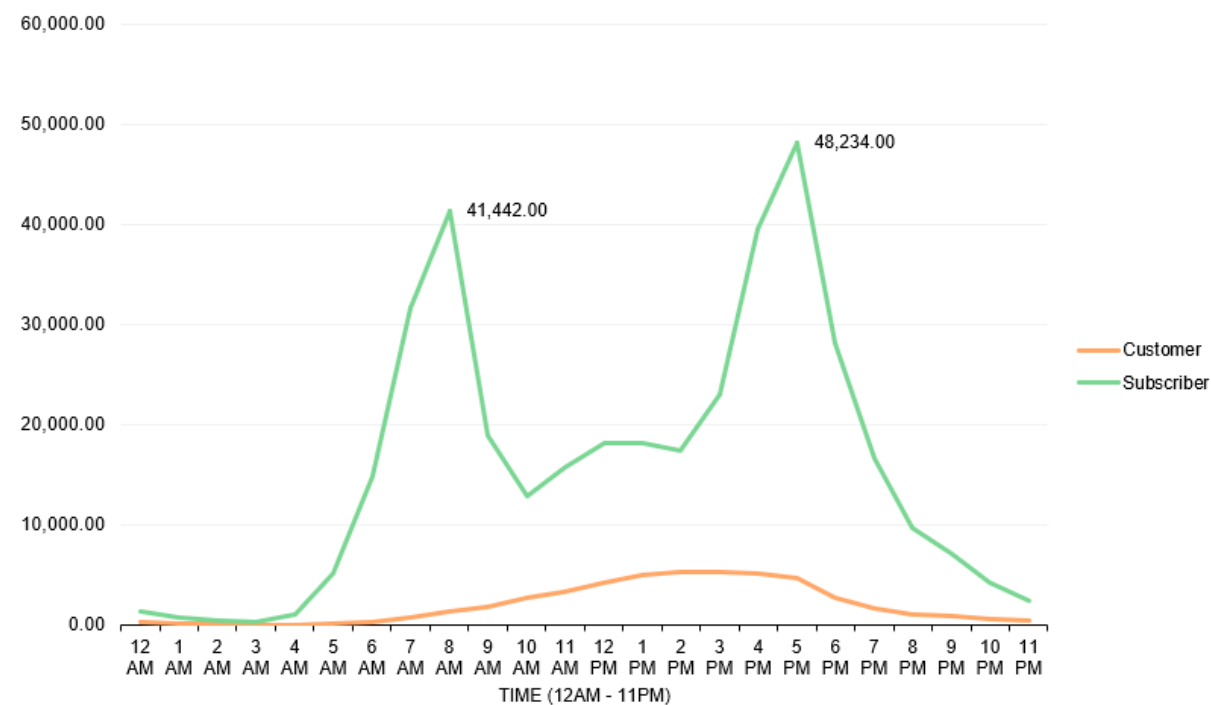
- Weekends are more popular for Customers
- Subscribers prefer the Weekdays

# HOURLY CHARTS

## 2019



## 2020



Peaks at 8 am, 5 pm



- Based on data shown, **subscribers** are the group of people we need to **prioritize**

# EVENTS TIMELINE

**APRIL**  
**(W1-W2)**

**ANALYZE DATA (Q1)**

**APRIL**  
**(W3-W4)**

**PRESENT ANALYSIS**

**MAY**  
**(W1-W4)**

**CREATE PROMOTION**

**JUNE -**  
**AUGUST**

**TESTING + COLLECT**  
**DATA**

**SEPT.**  
**(W1-W2)**

**ANALYZE DATA (Q2)**

**SEPT.**  
**(W3-W4)**

**PRESENT ANALYSIS**





THANK YOU

