

How does a bike-share navigate speedy success?

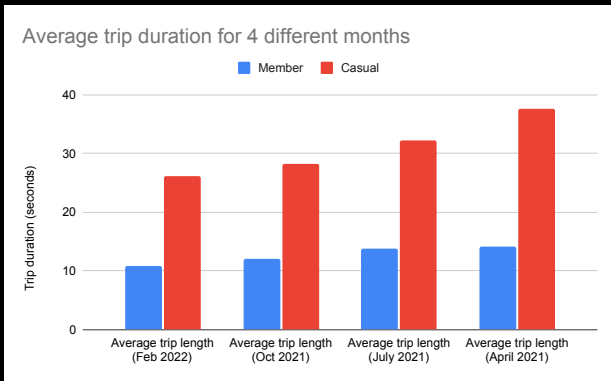
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- Cyclistic is a bike-sharing company based in Chicago.
- Annual members are more profitable than casual riders.
- How to organize a marketing campaign to convert more casual riders to members ?

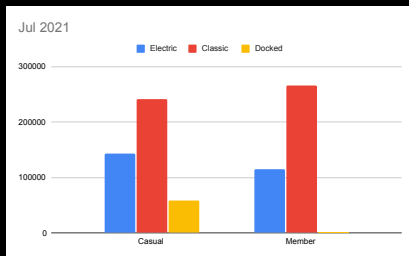
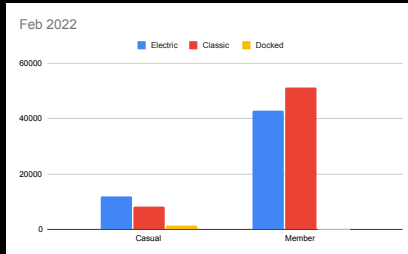
- Data made publicly available by Motivate International Inc.
- License found here:
<https://ride.divvybikes.com/data-license-agreement>.
- No personally identifiable information.

- ride_ID are mutually distinct, have same length
- rideable_type has 3 values: electric bike, classic bike, docked bike.
- Datetimes in started_at and ended_at are sensible.
- Plotted latitudes and longitudes of stations on a map of Chicago.
- member_casual has 2 values: member or casual.



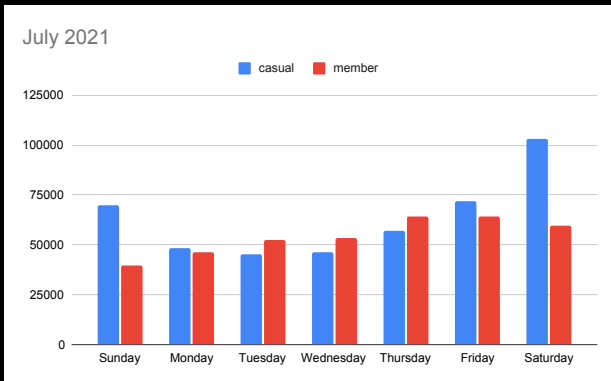
Casual riders ride longer (tourism vs commuting).

Cold season vs warm season



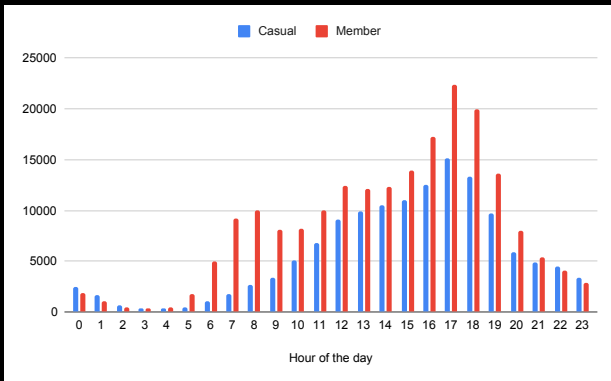
More rides in the summer than winter. (tourism picks up in the summer.)

Weekday vs weekend

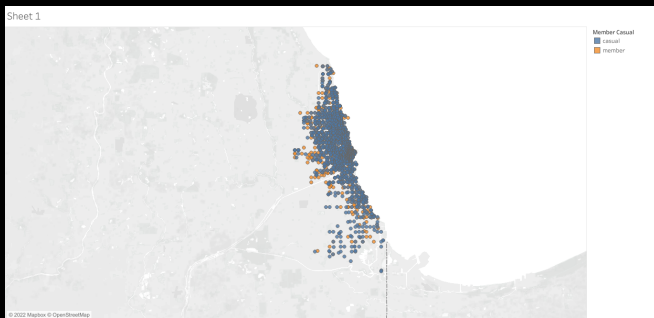


For casual riders, ridership peaks at weekend. (again, because it's leisure and sightseeing)

Breakdown by hour of the day



For members, ridership peaks at rush hour, both morning and evening. (because they commute)



Geographically, both casual riders and members seem evenly spread out across Chicago.

- Offer discounts for signing up for memberships for riders who ride for longer periods (because they tend to be casual riders);
- Organize marketing campaigns during the warmer months (when there are more casual riders);
- or near famous tourist attractions in Chicago (because the casual riders ride for tourism).