
Cyclistic Bike-Share: A Case Study

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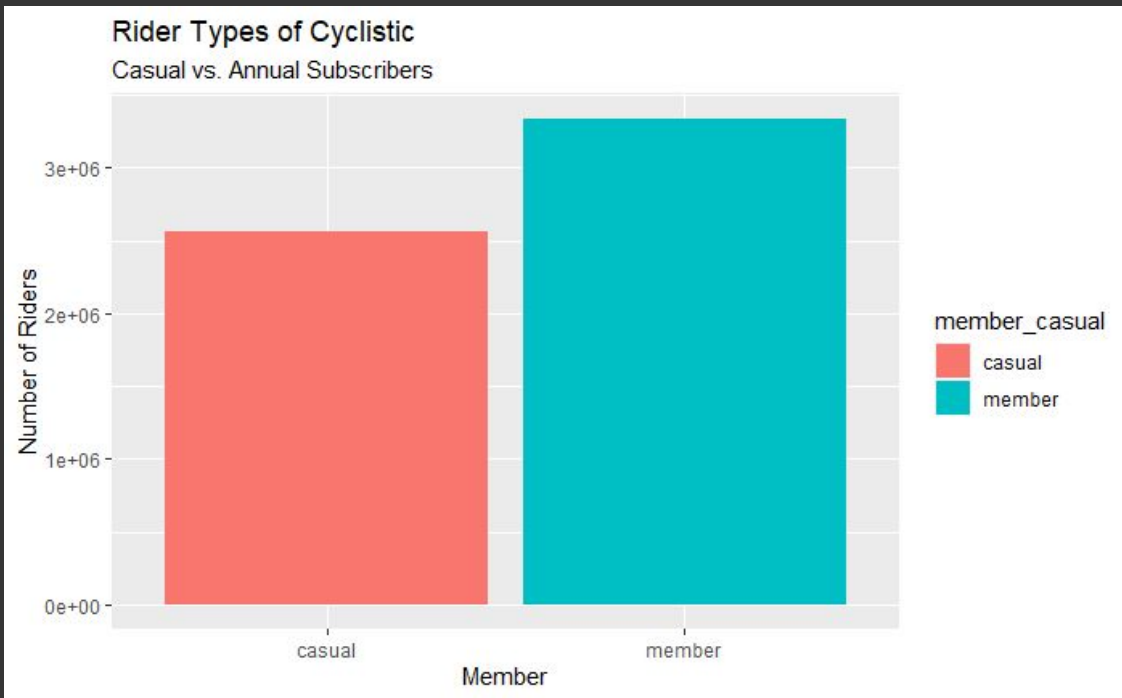
-Timeframe of when to act.

Ask (Business Task)

-Find the difference between annual subscribers and casual riders.

-Awareness of how annual subscribers use our service could help in making a marketing strategy to persuade **casual riders** to **upgrade their membership**.

Share (Viz of Differences)

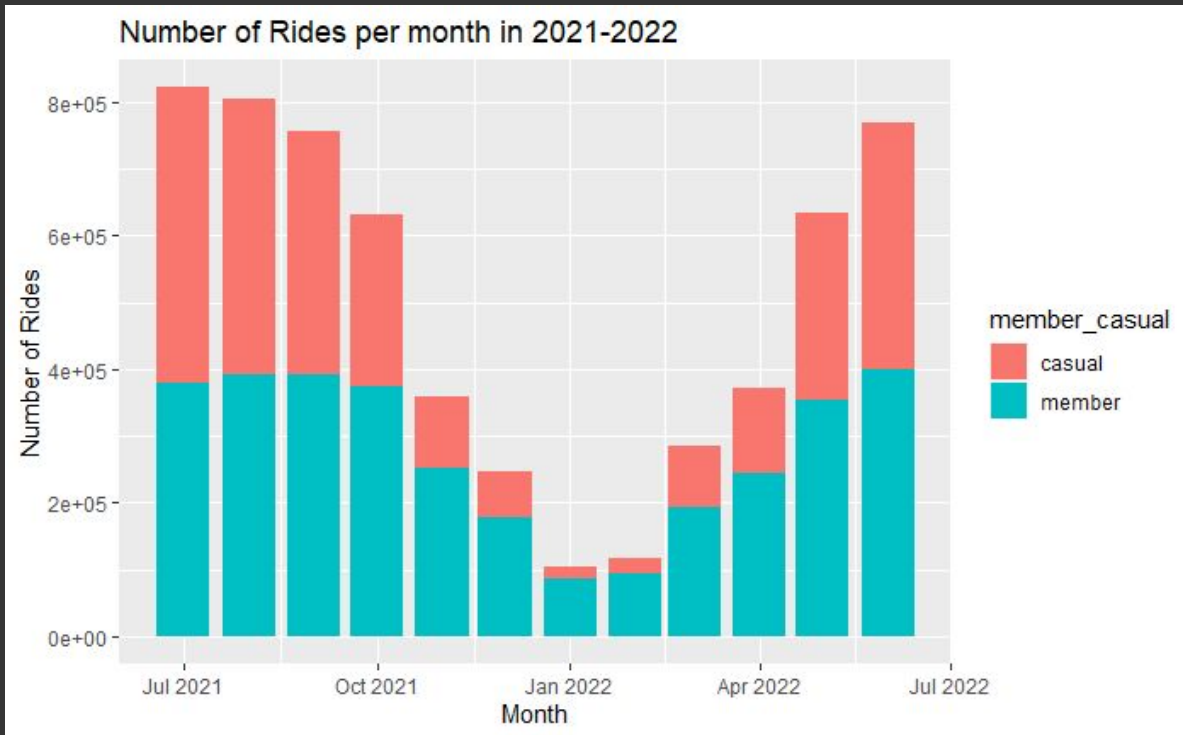


-Number of annual Members is **deceptive** of actual usage of our bikes.

Actual Values

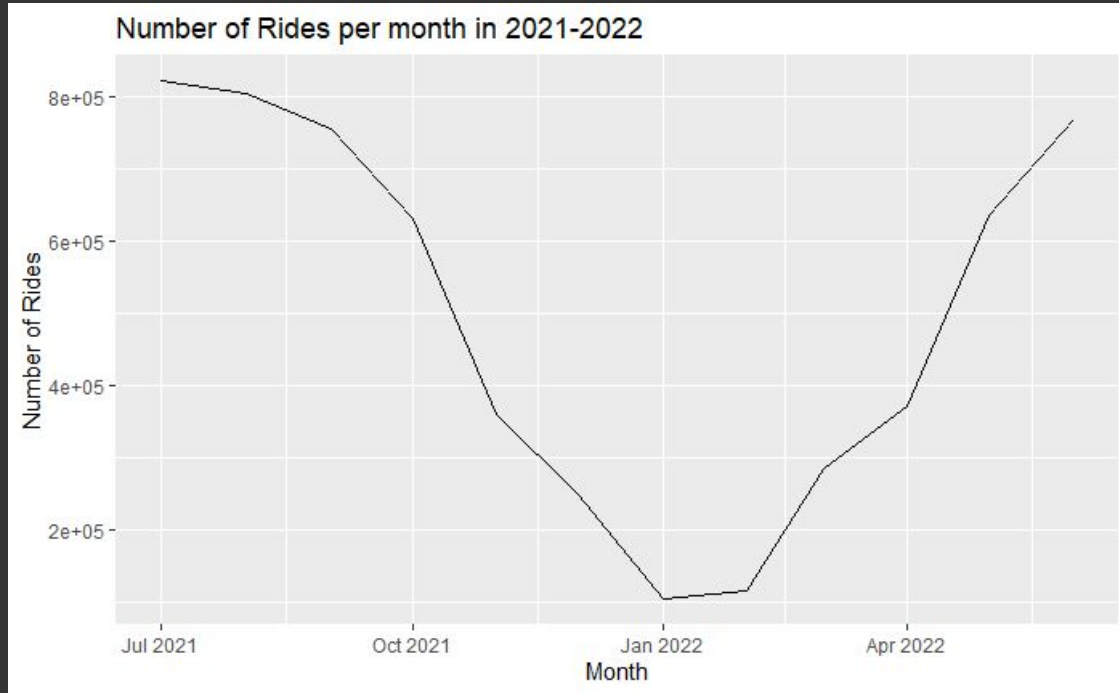
member_casual	number_of_rides
<chr>	<int>
casual	2557634
member	3341262

Rides in July '21 - June '22



-Number of rides, especially by casuals, lowers around November to February, which makes sense because of rainy/winter season.

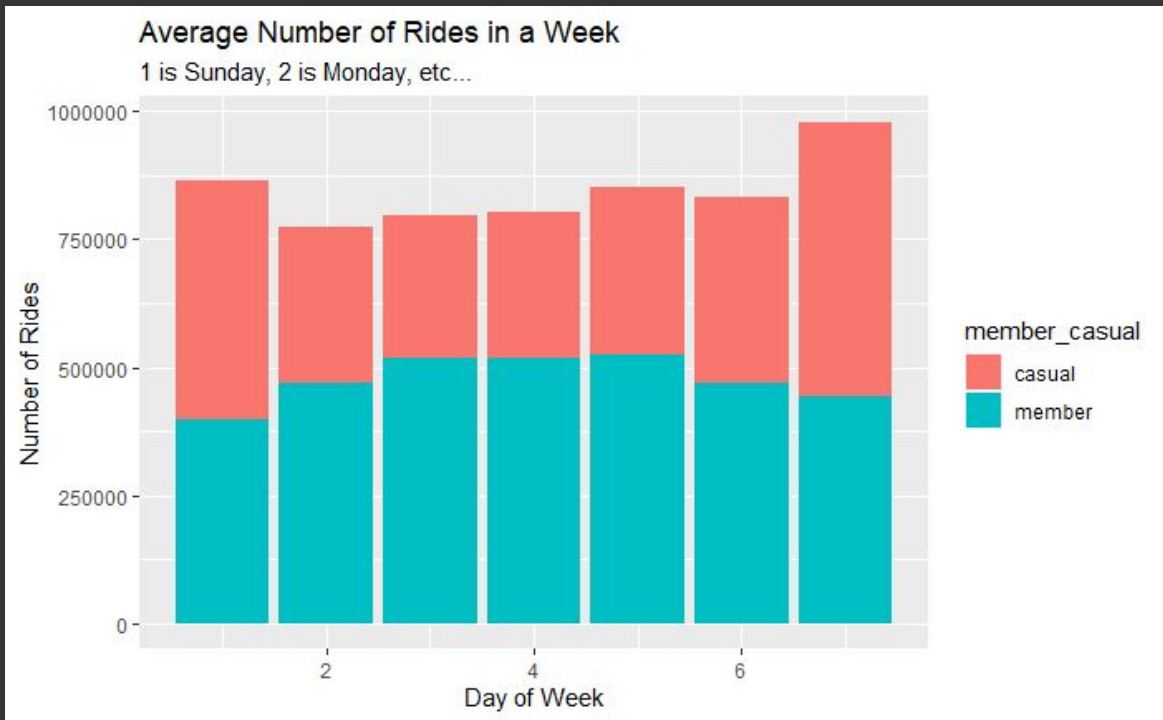
Rides in July '21 - June '22



-It starts to return around **March** onwards, and get higher upon beginning and time of **summer**.

-Hence, marketing should be focused as **summer** times approach, during it, and few months after (**around March to September**).

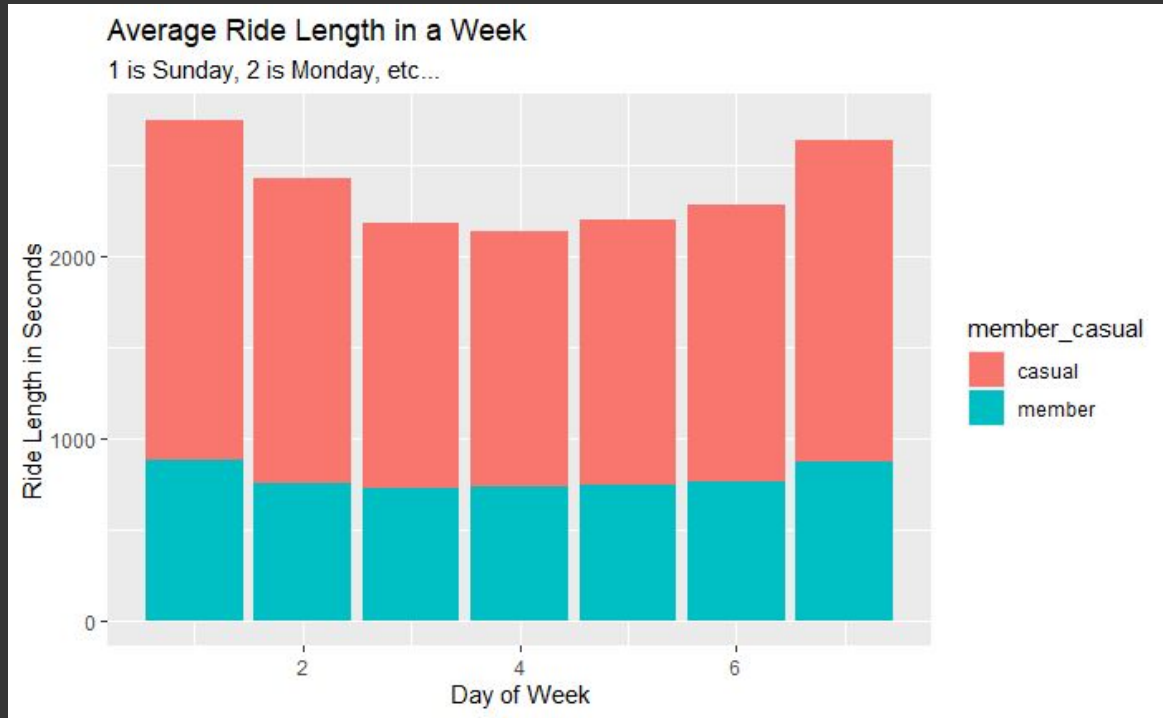
Rides in a Week



-Data shows that there are more users during **weekend**, especially **casuals**.

-Hence, **promos** like giving discounts for annual memberships' availability should be based in there, like limited time offer during **weekends**.

Rides in a Week



-**Casual** users, as a group, collectively uses our bike in a **longer** period of time.

This **increases** our **outward cashflow**, towards fund for maintenance, even if they actually spend less money for our service.

CONCLUSION

-Marketing should be ramped up as summer approaches, during, and a few months after it.

-Promos like limited time offerings should be given during weekends.

-Though annual subscribers are greater in number, casual members should still be converted, as that group could cost us more in the long run with maintenance of our bikes.

Thank you!

-Cedrick C. Sante