

Cyclistic Bike Trip Presentation

An in-depth analysis of how customer use the bike-share service

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Project Overview

Cyclistic has partnered with the city of New York to provide shared bikes for customers to travel throughout Manhattan and neighboring boroughs. The Customer Growth Team wants to understand how their customers are using their bikes; their top priority is identifying customer demand at different **station locations**, as well as relevant information.

How can the team apply customer usage insights to inform **new station growth** to alleviate demand in different geographical areas?

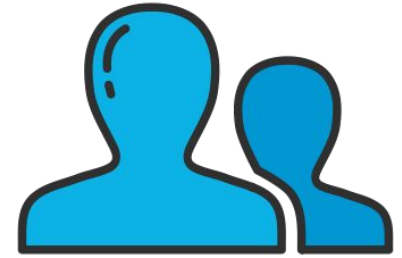
Dashboard Key Insights



Bike using
trends **year**
over year



Understand
how
different
locations
affect the
bike using



How do different
users (**subscriber**
and **non-subscriber/**
customer) use the
bike service ?

Bike Trip Year-Over-Year Change

- Higher frequency
- Seasonality
- Inform on bike maintenance in months with lower bike usage to prepare for months with higher bike usage

Total Trip Count Current (2020)

9,754,420

↑23.1% vs. PY

Total Trip Minutes Current (2020)

52,729,610

↑68.2% vs. PY

7,924,968

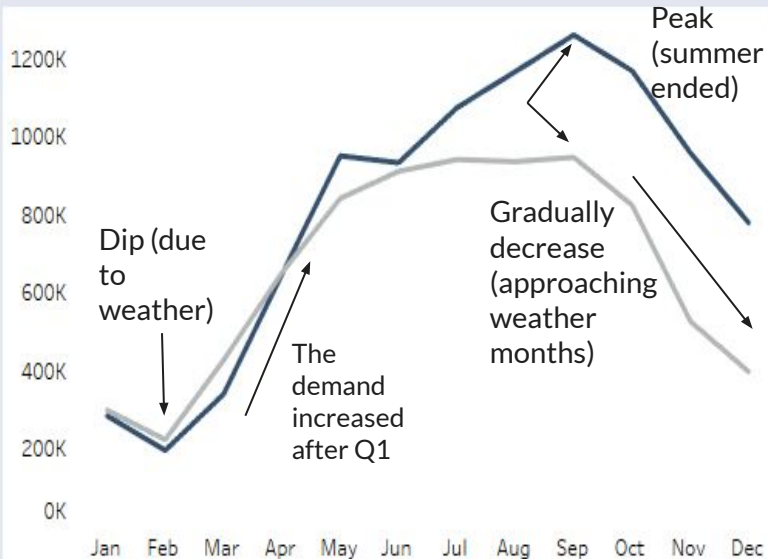
31,347,960

Trip Count - Month Per Year

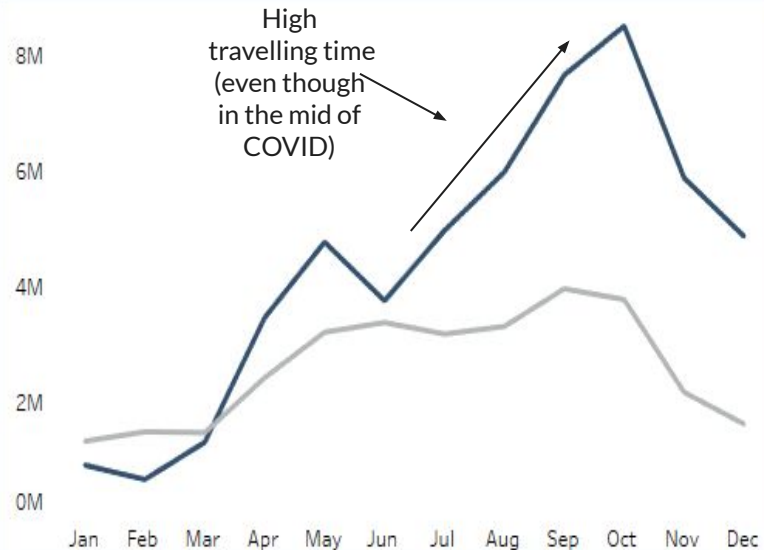
Year

2019

2020



Trip Minutes - Month Per Year



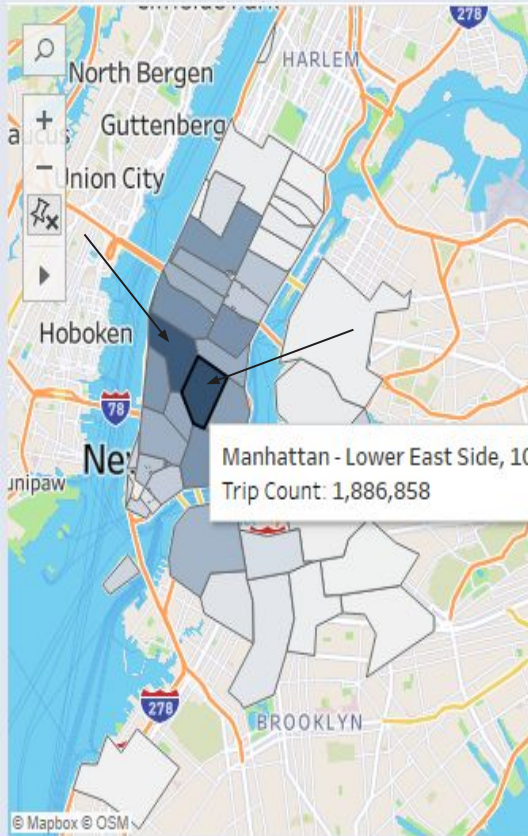
How Does The Locations Affect The Bike Used?

Metrics

Trip Count

Starting Locations Trip Count

Ending Locations Trip Count



Zip C..	Neighborh..	Boroug..	2019												2020											
			J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
100..	Lower East..	Manhat..																								
100..	Chelsea an..	Manhat..																								
100..	Chelsea an..	Manhat..																								
100..	Lower East..	Manhat..																								
100..	Gramercy ..	Manhat..																								
100..	Greenwich ..	Manhat..																								
100..	Chelsea an..	Manhat..																								
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100..	Chelsea an..	Manhat..																								
100..	Chelsea an..	Manhat..																								
112..	Northwest..	Brooklyn																								
100..	Gramercy ..	Manhat..																								
100..	Lower Man..	Manhat..																								
100..	Lower Man..	Manhat..																								
100..	Gramercy ..	Manhat..																								
112..	Greenpoint	Brooklyn																								
100..	Lower Man..	Manhat..																								

Lower East Side & Chelsea and Clinton gained the most popularity that customers travelling back and forth (entertainment, cuisine, shopping places, and so on)

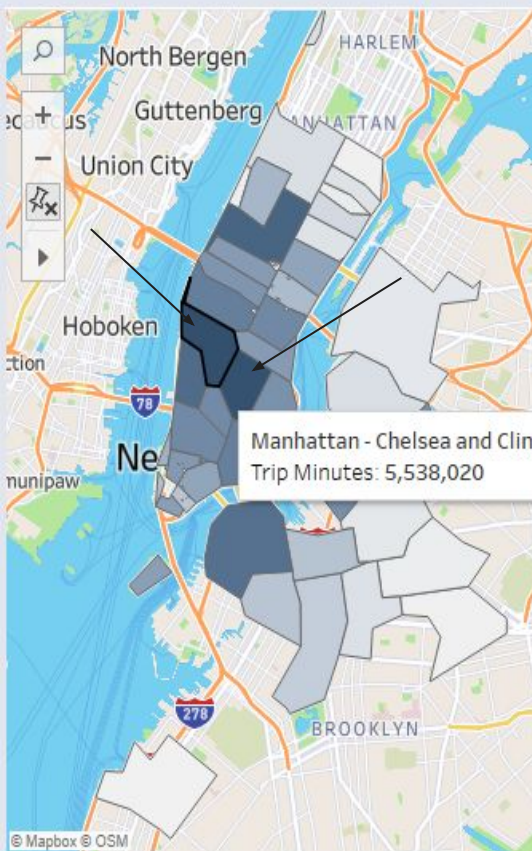
How Does The Locations Affect The Bike Used?

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Trip Minutes

Starting Locations Trip Minutes

Ending Locations Trip Minutes



Zip C..	Neighborh..	Boroug..	2019												2020											
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100..	Gramercy ..	Manhat..																								
100..	Upper Wes..	Manhat..																								
102..	Tribeca	Manhat..																								
112..	Northwest..	Brooklyn																								

Could inform in the new station growth in these places to address customer need.

How Do Different Users Use the Bike Service?

Metrics

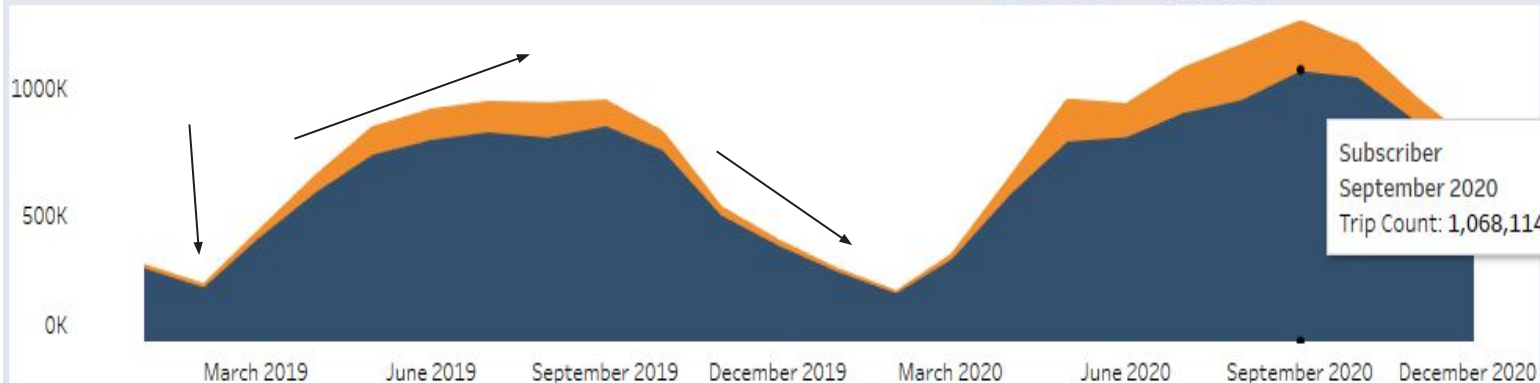
Trip Count

User Type - Trip Count

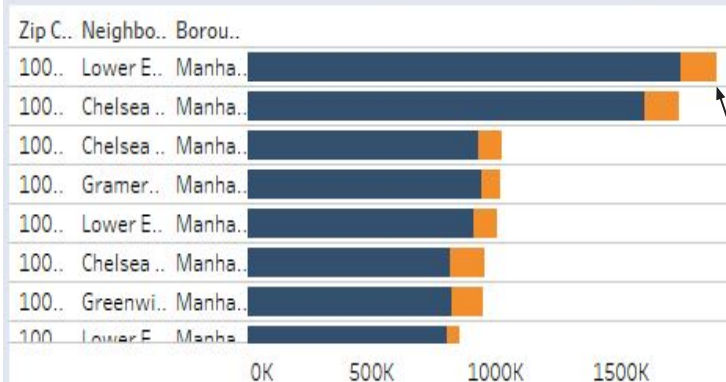
Usertype

Customer

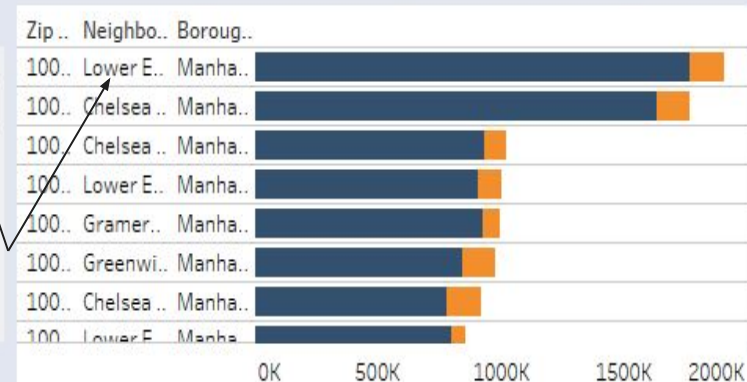
Subscriber



Total Trip Count At Starting Locations By User Type



Total Trip Count At Ending Locations By User Type



Trends about **seasonality** and **most visited places** also applied to the user type.

The majority in number of trips from **Subscriber** (80-90%)

How Do Different Users Use the Bike Service?

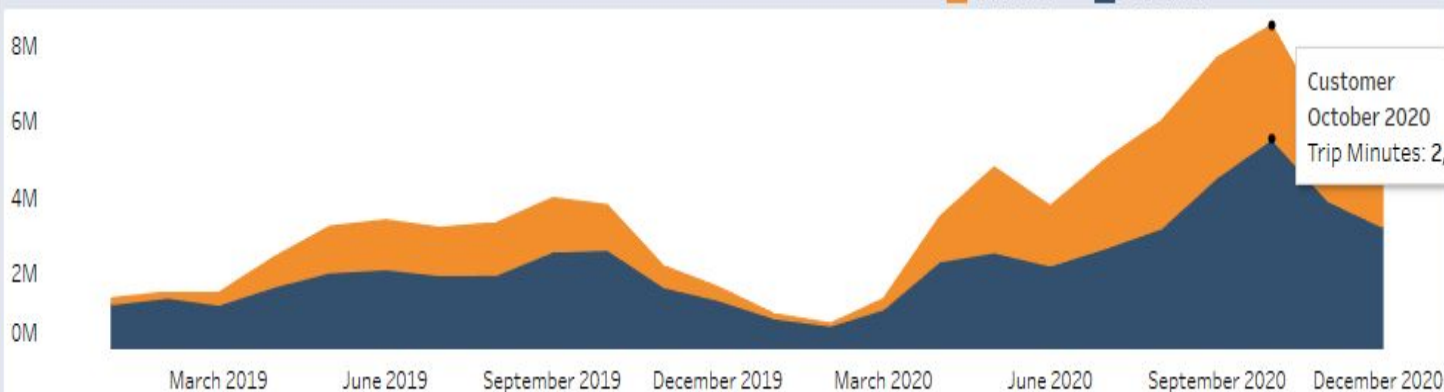
Metrics

Trip Minutes

User Type - Trip Minutes

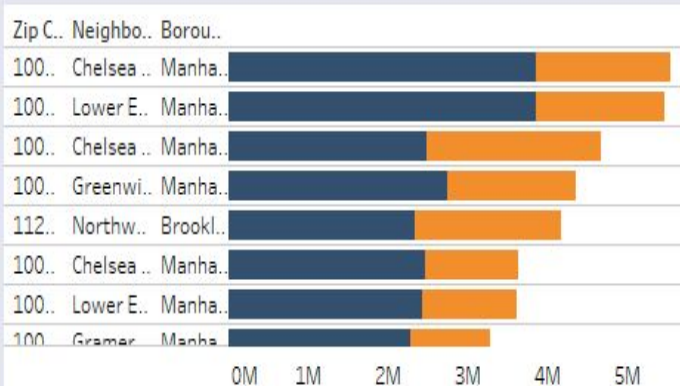
Usertype

Customer Subscriber

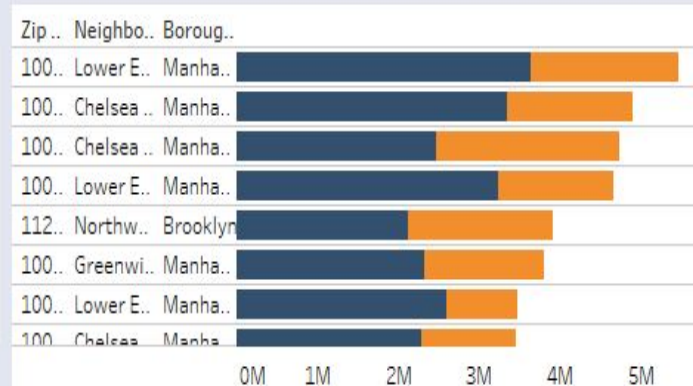


Customer
October 2020
Trip Minutes: 2,977,090 (35.0%)

Total Trip Minutes At Starting Locations By User Type



Total Trip Minutes At Ending Locations By User Type



- 30-40% frequency in time travelling for non-subscriber during peak months.

- Deploy marketing strategies to convert non-subscriber become subscriber (around after Q1)

Dashboard Reference:

Bike | Tableau Public

THANK YOU