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CYCLISTIC BIKE-SHARING DATA ANALYSIS CASE STUDY

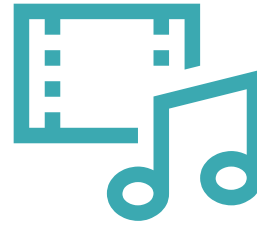
QUESTIONS



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



Why would casual riders buy Cyclistic annual memberships?



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

QUESTIONS (MODIFIED)



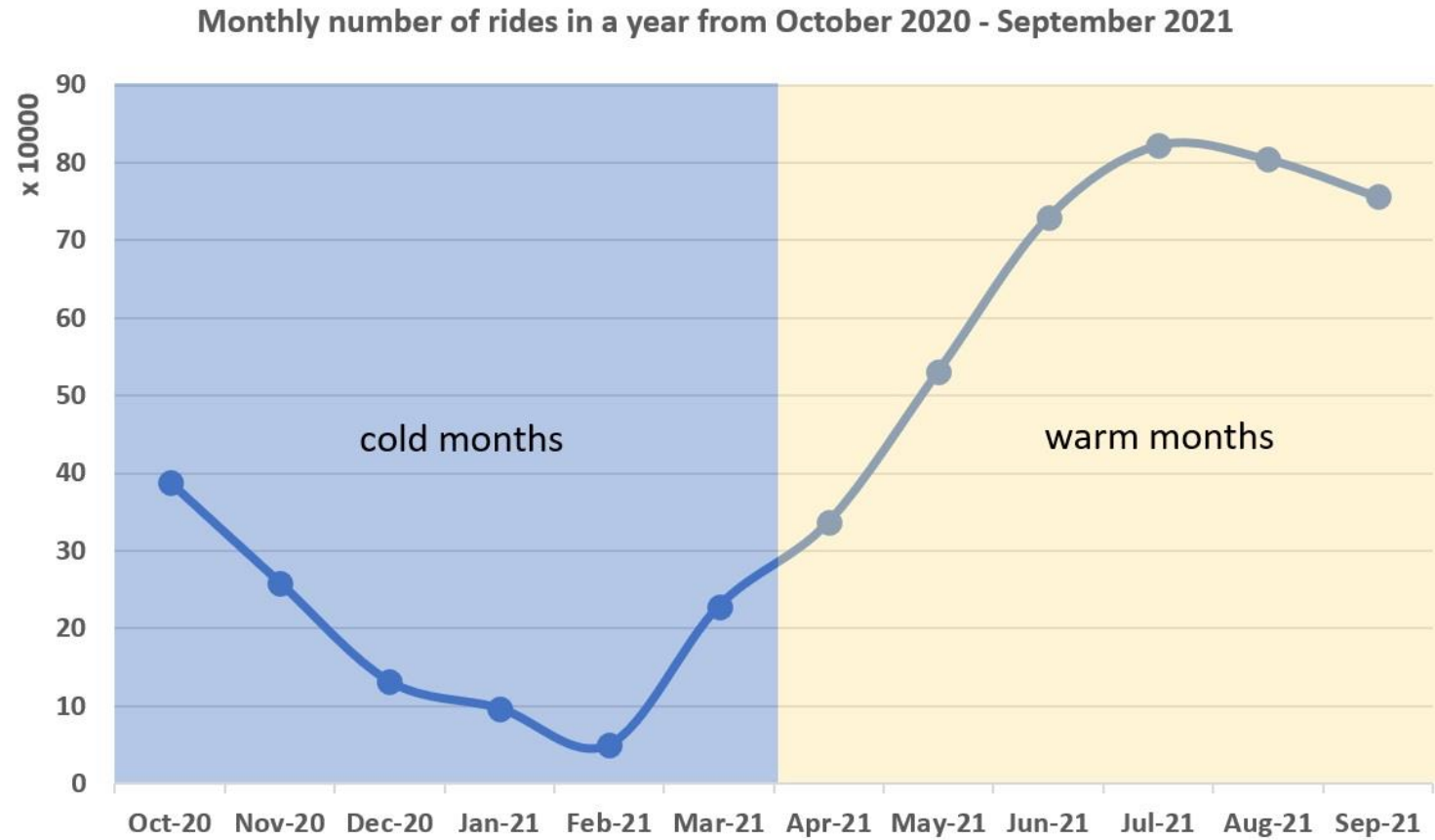
How to convert “casual” customers to “member” customers?



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

DATA ANALYSIS RESULTS

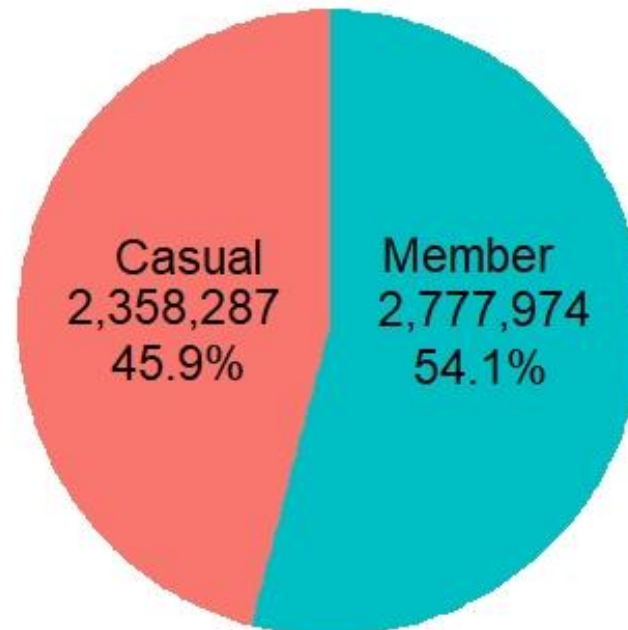
MONTHLY RIDES



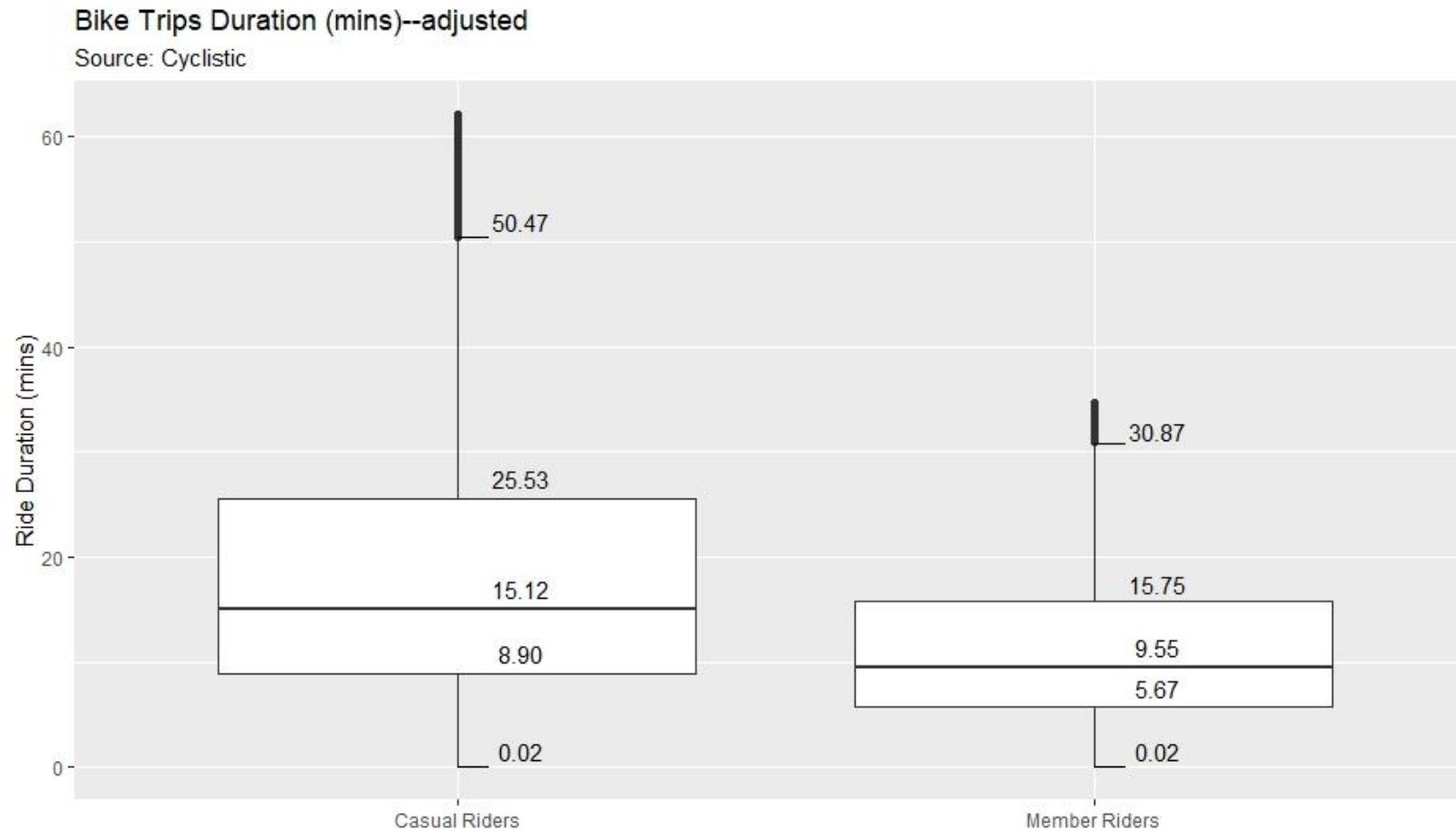
WHO'S THE REAL FAN?

Number of Rides from Each Customer Type

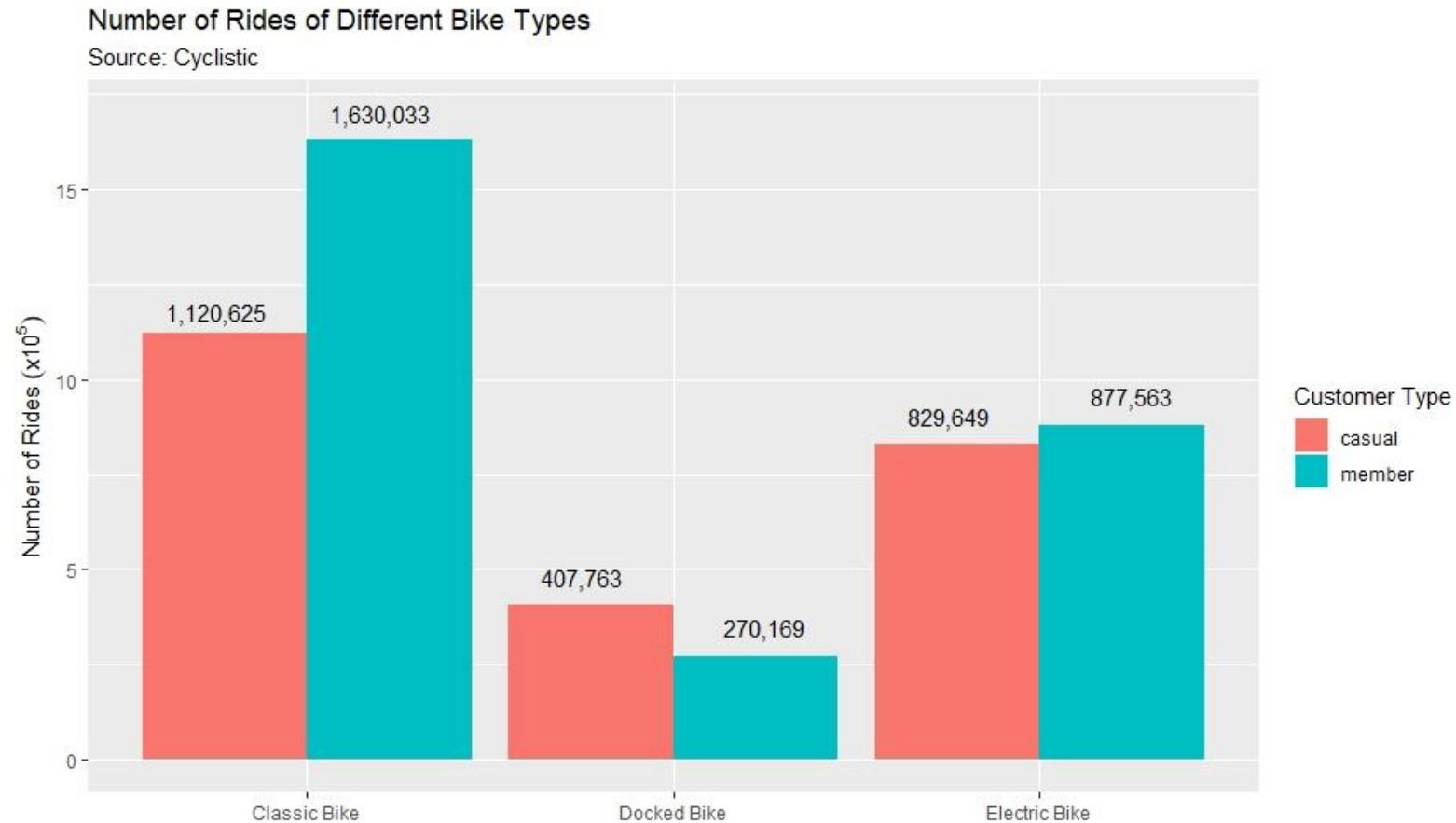
Source: Cyclistic



WHO RIDES LONGER?



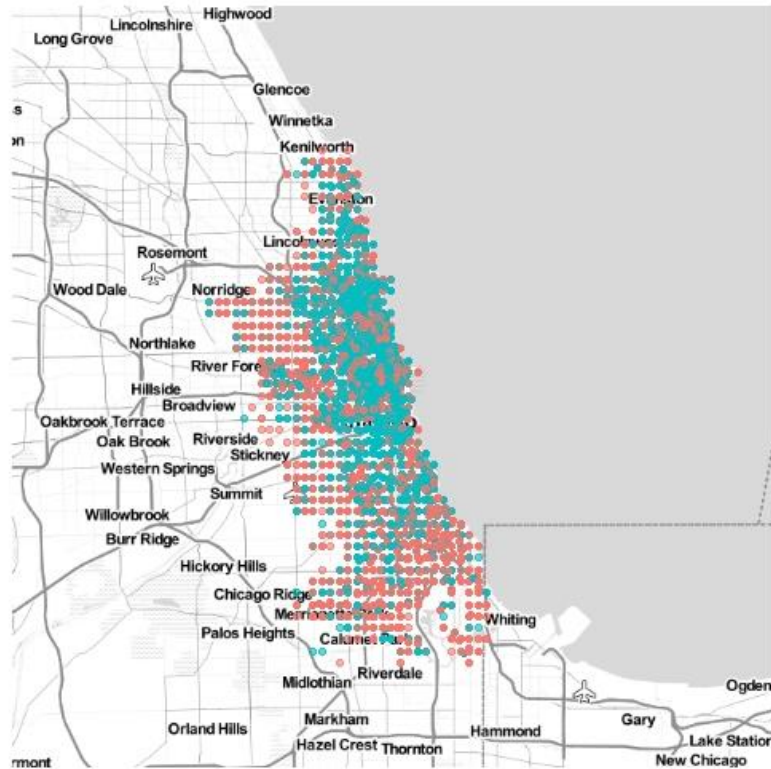
WHAT'S THE CUSTOMERS' FAVORITE?



WHERE ARE THE PARTIES?

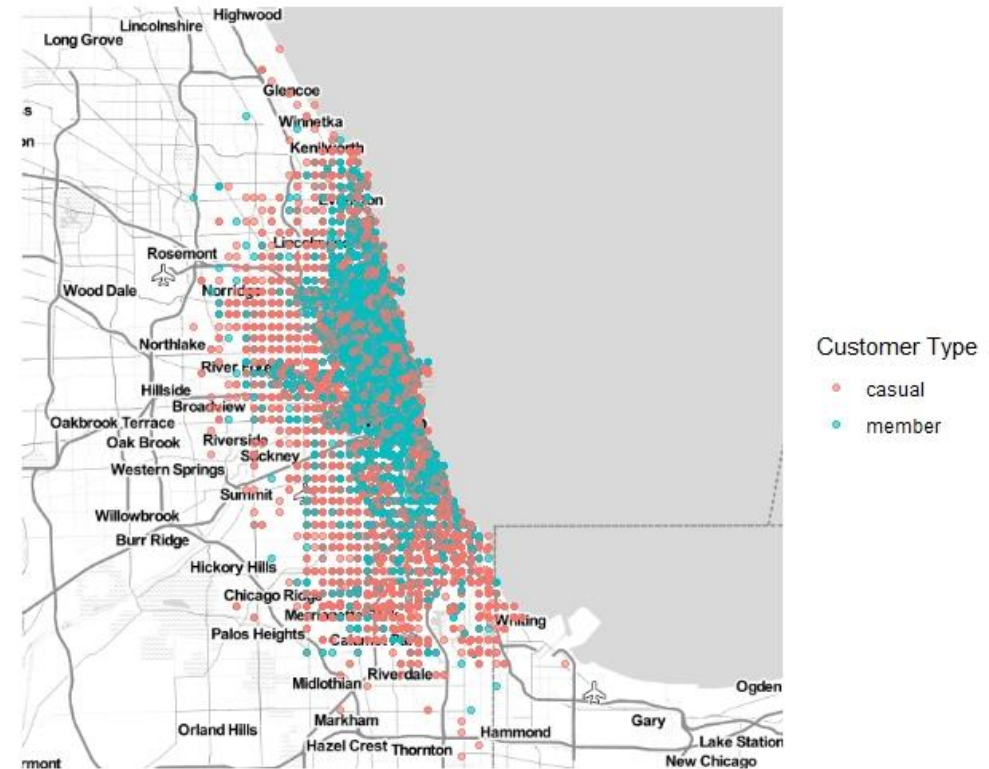
Bike Trip Starting Locations

Source: Cyclistic



Bike Trip Ending Locations

Source: Cyclistic



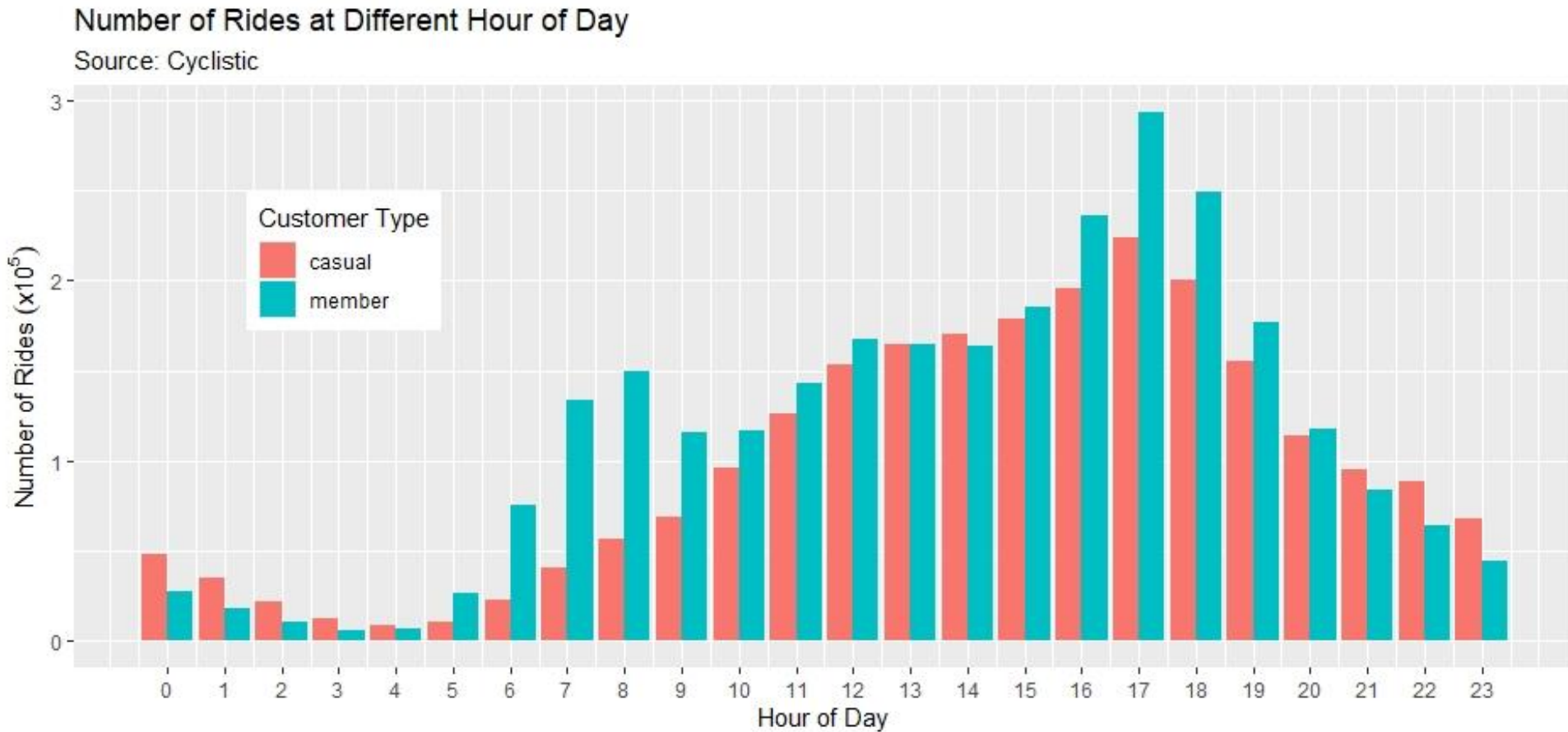
WHAT DAY IS THE DAY?

Number of Rides on Different Days of Week

Source: Cyclistic



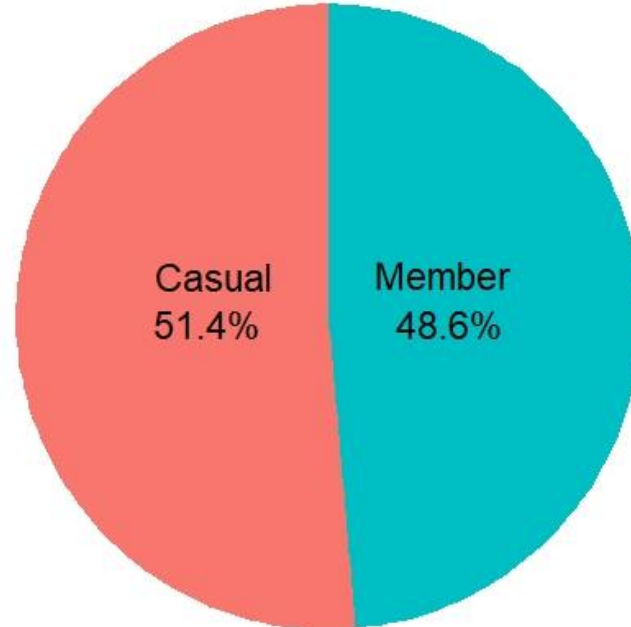
WHAT TIME IS THE TIME?



WHO WANTS MORE FREEDOM?

Unidentified Starting or Ending Stations

Source: Cyclistic



SUMMARY, STRATEGY & SUGGESTIONS



SUMMARY

- Two groups of customers with different purposes
- Not simple to convert but not impossible

STRATEGY

Expand the branches

More flexible price structure

Unconventional strategies

Tackle marketing challenges with digital media platforms

SUGGESTIONS



CHANGE THE QUESTION /
BUSINESS PROBLEM



COLLECT/PROVIDE DATA
ABOUT CUSTOMERS'
ADDRESSES