



CYCLISTIC BIKE SHARE

Case Study :

HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS?

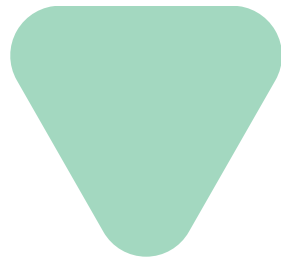
 06 September 2024

Overview

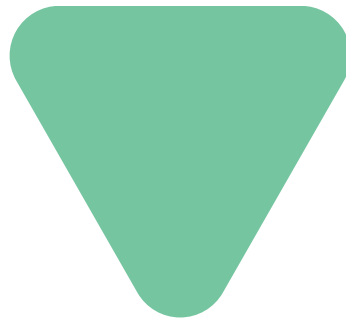
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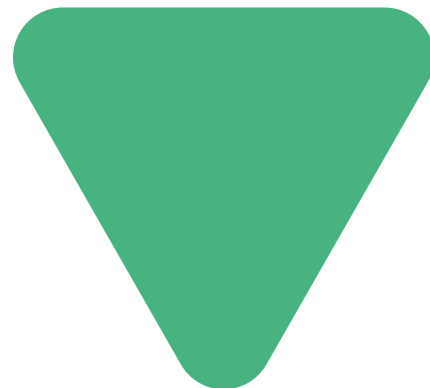
Introduction and Context Setting



Understand behavioral differences between casual riders and members.



Identify opportunities to increase membership conversion.



Increase the number of their annual subscriptions.



Scope of Analysis

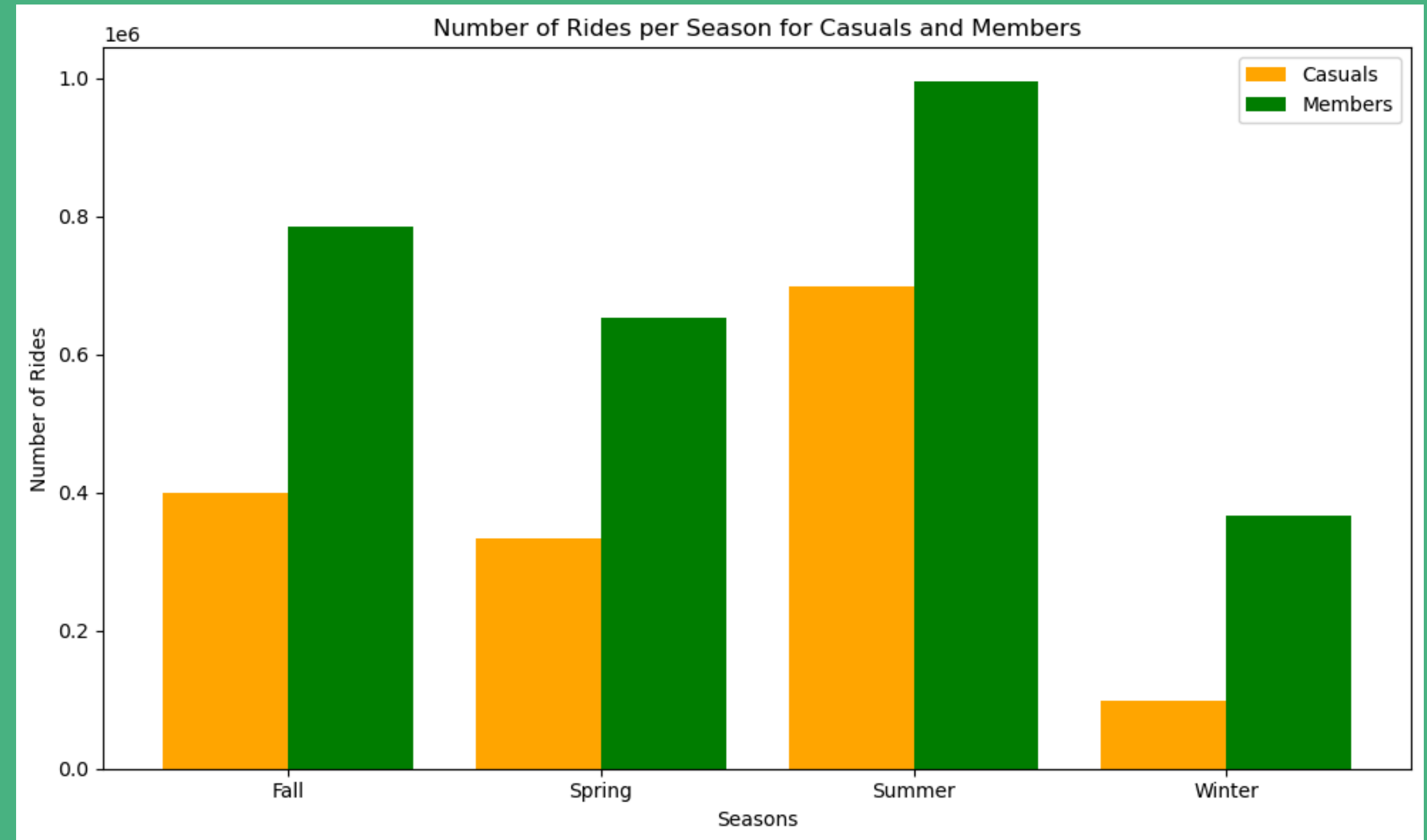
KEY METRICS

- Total number of rides per user type
- Average ride time per user type
- Season distribution per user type
- Day of week distribution per user type
- Ride duration distribution
- Top route per user type

Seasonal Trends

Total Rides per Season

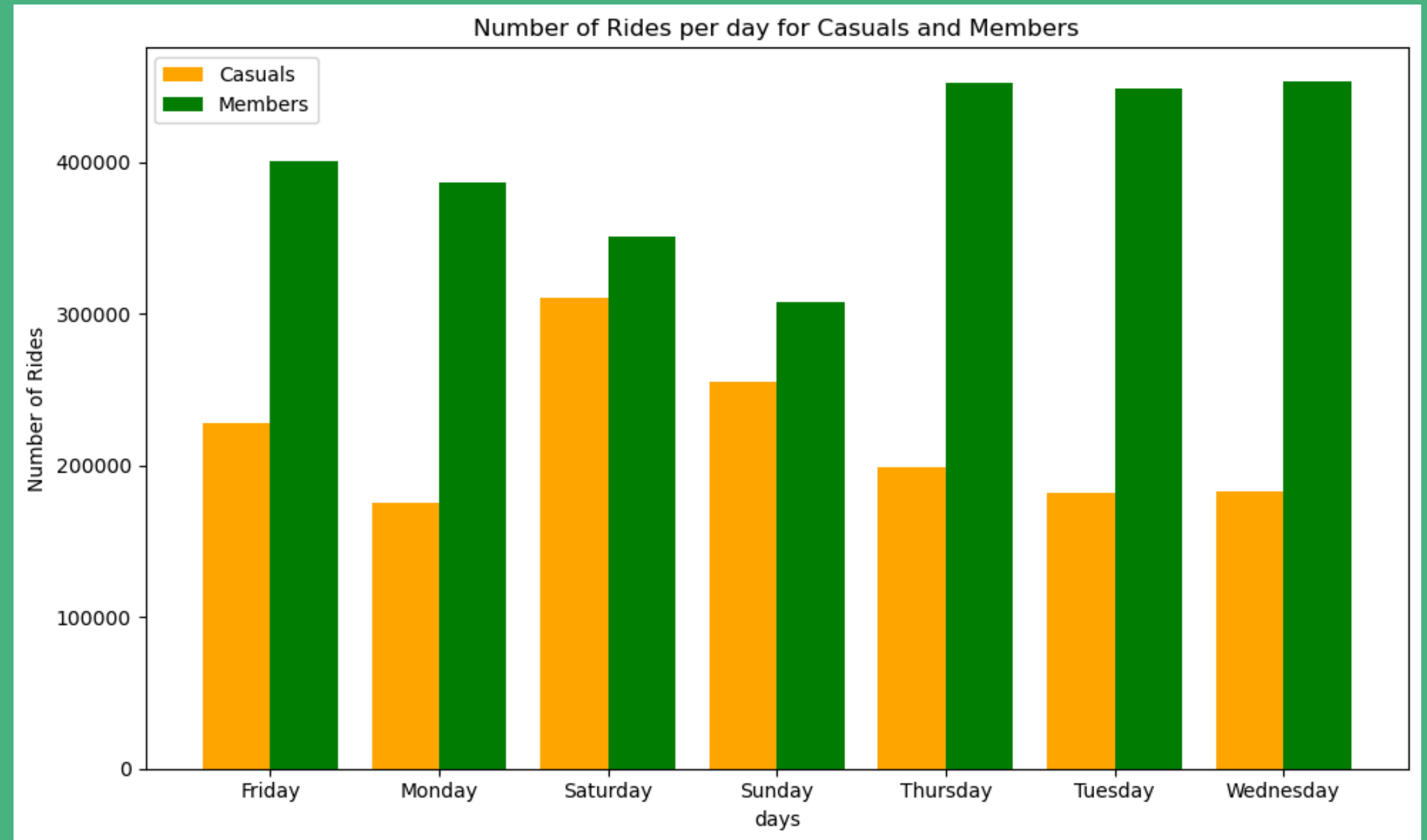
- Casuals have a big peak usage on summer seasons
- Members maintain a relatively stable usage pattern throughout the year with also a peak on summer
- Winter seems to be the season when activity declines
- **The weather have a stronger influence on casual rider behavior.**



Daily Trends

Total Rides and per Day of week

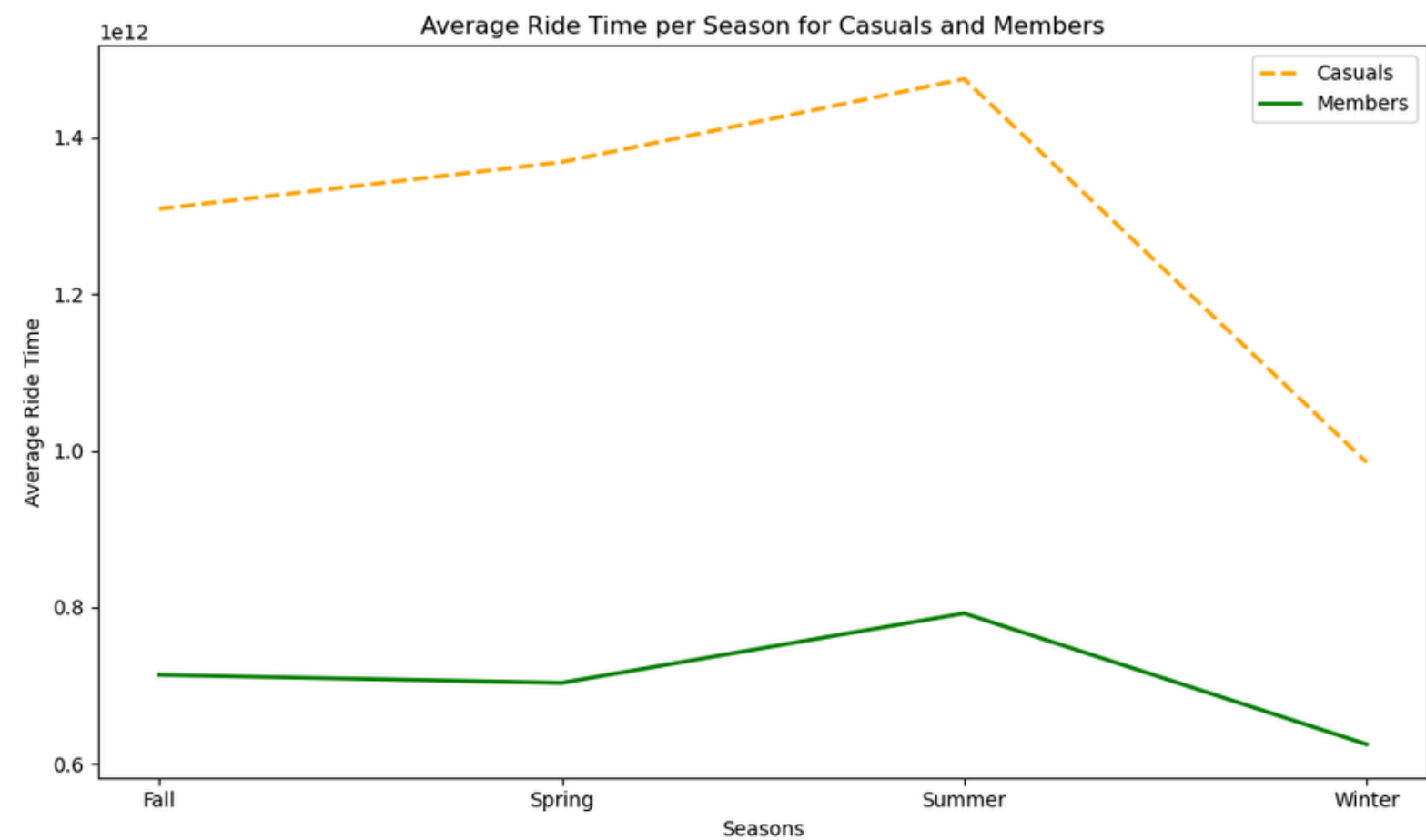
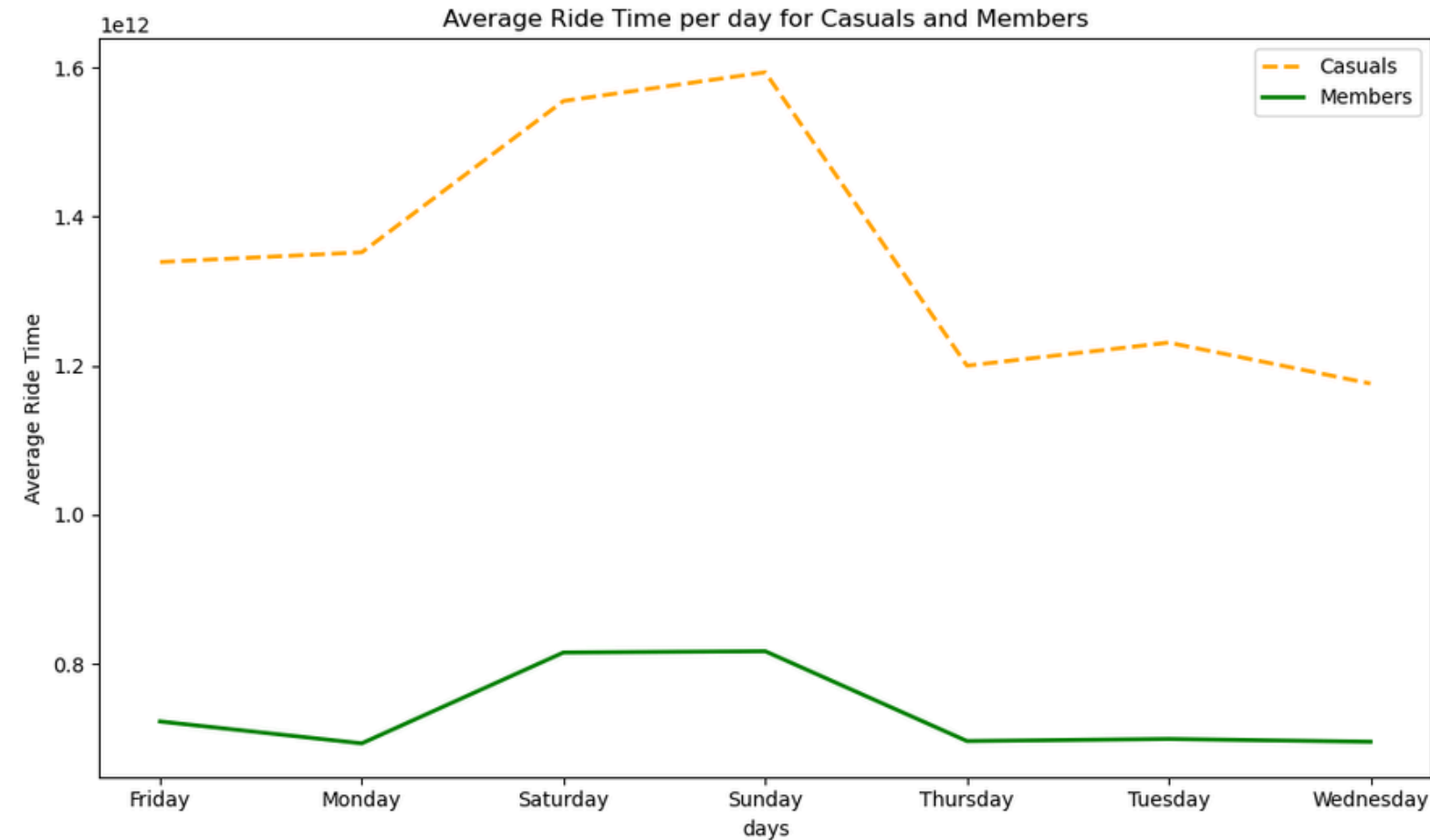
- Casual riders show a higher usage rate during weekends.
- Members use bikes consistently throughout the weekdays.
- **We can suggest that casual users ride primarily for leisure and members for regular commuting.**



Ride duration distribution

Ride duration differences

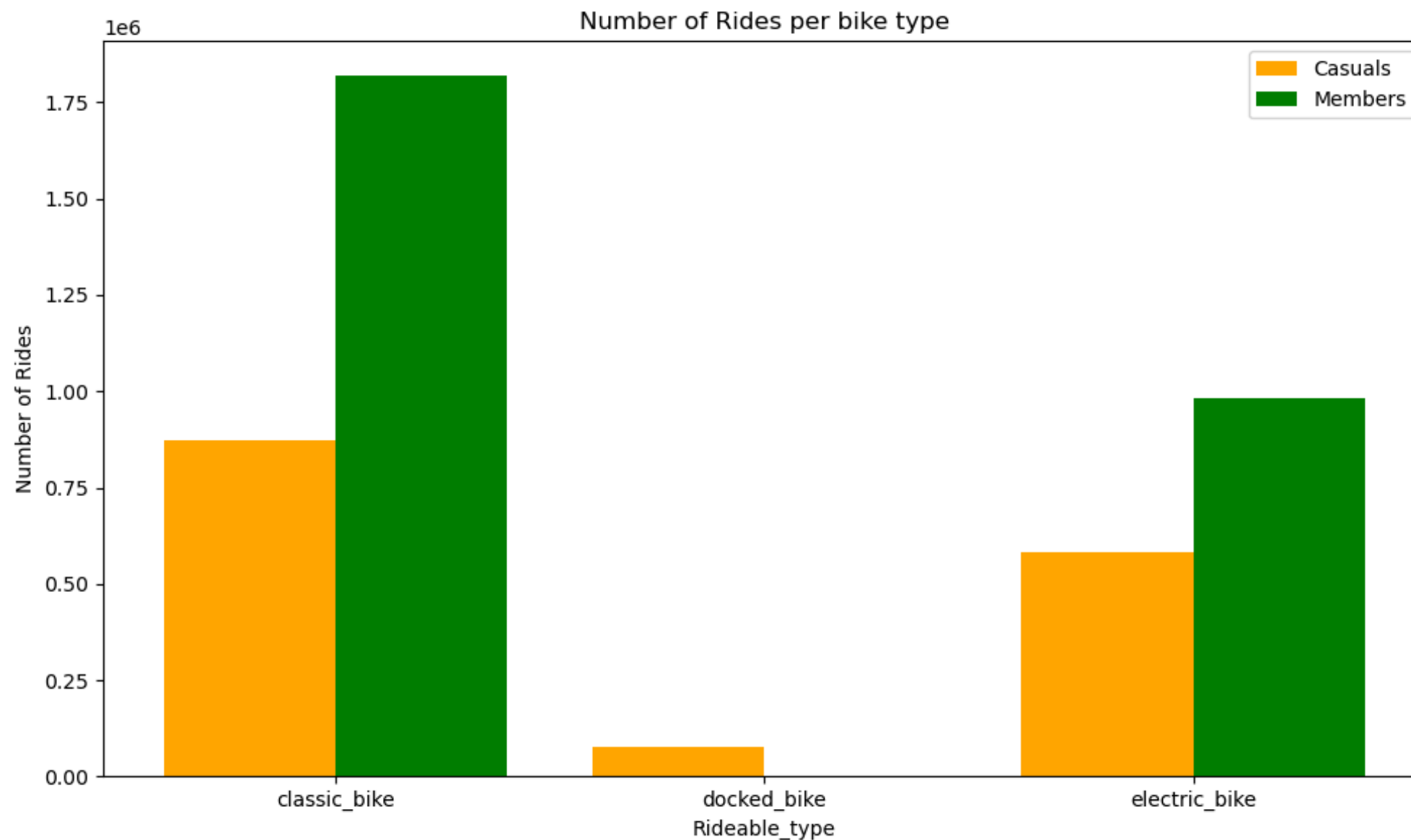
- Casual riders generally have longer average ride durations than members.
- Casuals riders tend to have a more volatile trend on average duration than members.
- **This reinforce the idea of leisure-oriented usage for casuals versus regular commuting for members.**



Bike Type Preferences

Ride duration differences

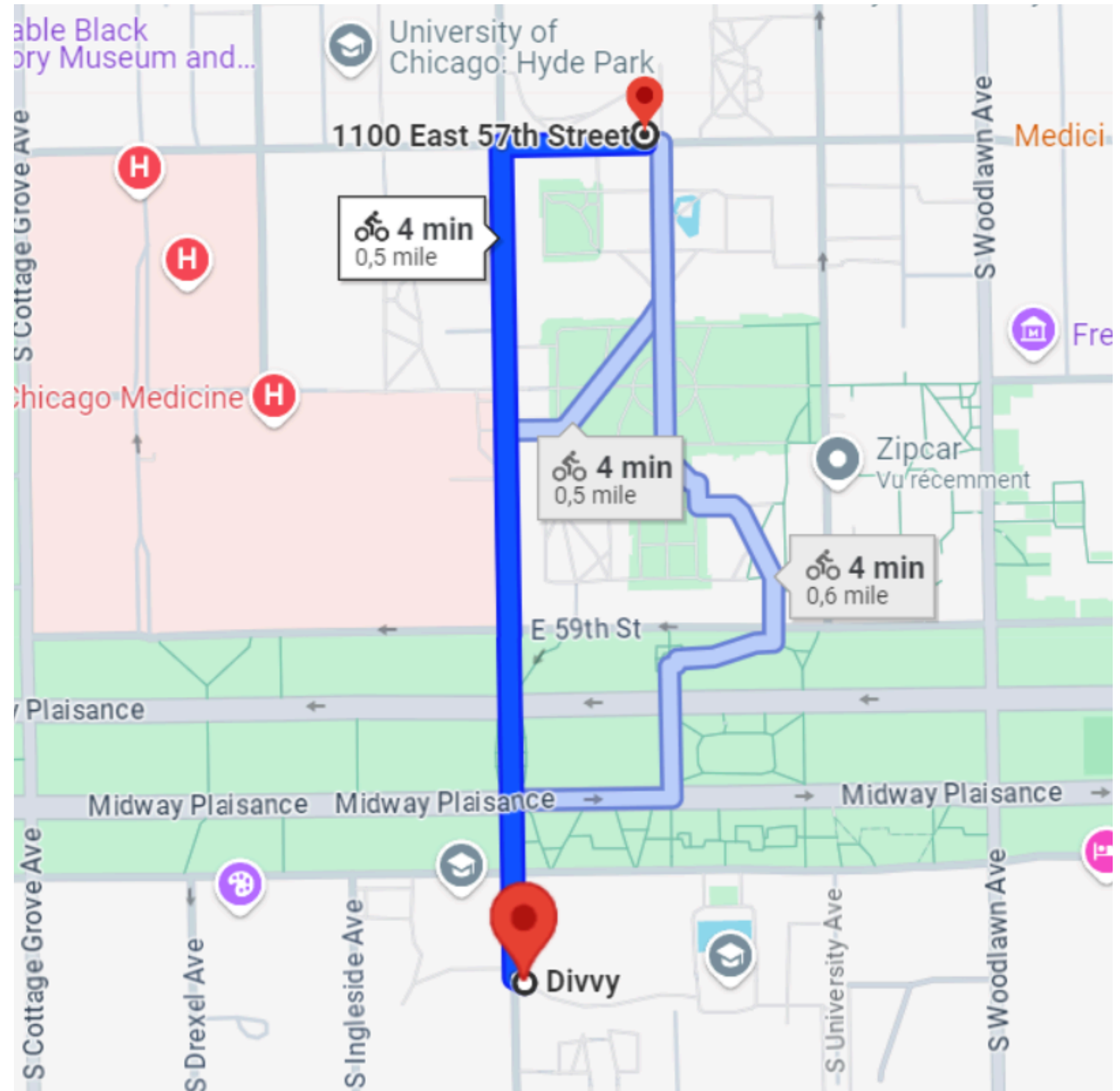
- Electric bikes are more popular among casual users, whereas members prefer classic bikes.
- All users seems to have no interest on docked bikes.
- **Indicating different needs or preferences that could inform bike allocation strategies.**



Top route used by members

A route used by students leaving the university to go to the University Community Service Center.

- This reinforce the assumption that members see utility of bikes for regular daily commute.



Top route used by casuals

Users tend to return the bike to the same station, given the Google maps area it looks like a fairly frequent area with restaurants and a children's museum not far away.

- This reinforces the hypothesis that casual riders have more interest in bicycles for leisure purposes.



Highlighting Key Findings

Differences	Members	Casuals
Usage	Consistently year-round. With peak interest for weekdays.	Irregular use with a volatile frequency of use and a average duration depending on the days and seasons.
Interest	Regular commutes	Irregular leisures
Preferences	Members show more interest on classic bikes	Casual riders tend to show more interest on electric bikes than members

Actionable Recommendations



PROMOTE MEMBERSHIP PLANS DURING HIGH-USAGE SEASONS

Targeting casual riders who show longer ride durations for example.

This can help increase the member rate conversion.



INTRODUCE LOYALTY REWARDS FOR FREQUENT RIDES

Develop programs for winter usage, such as discounted rates or incentives for riding in colder months.

This may help push casual users to take out a subscription.



OPTIMIZING BIKE DISTRIBUTION

Adjust the distribution of electric and classic bikes to meet the preferences of different user segments, especially in high-demand areas.

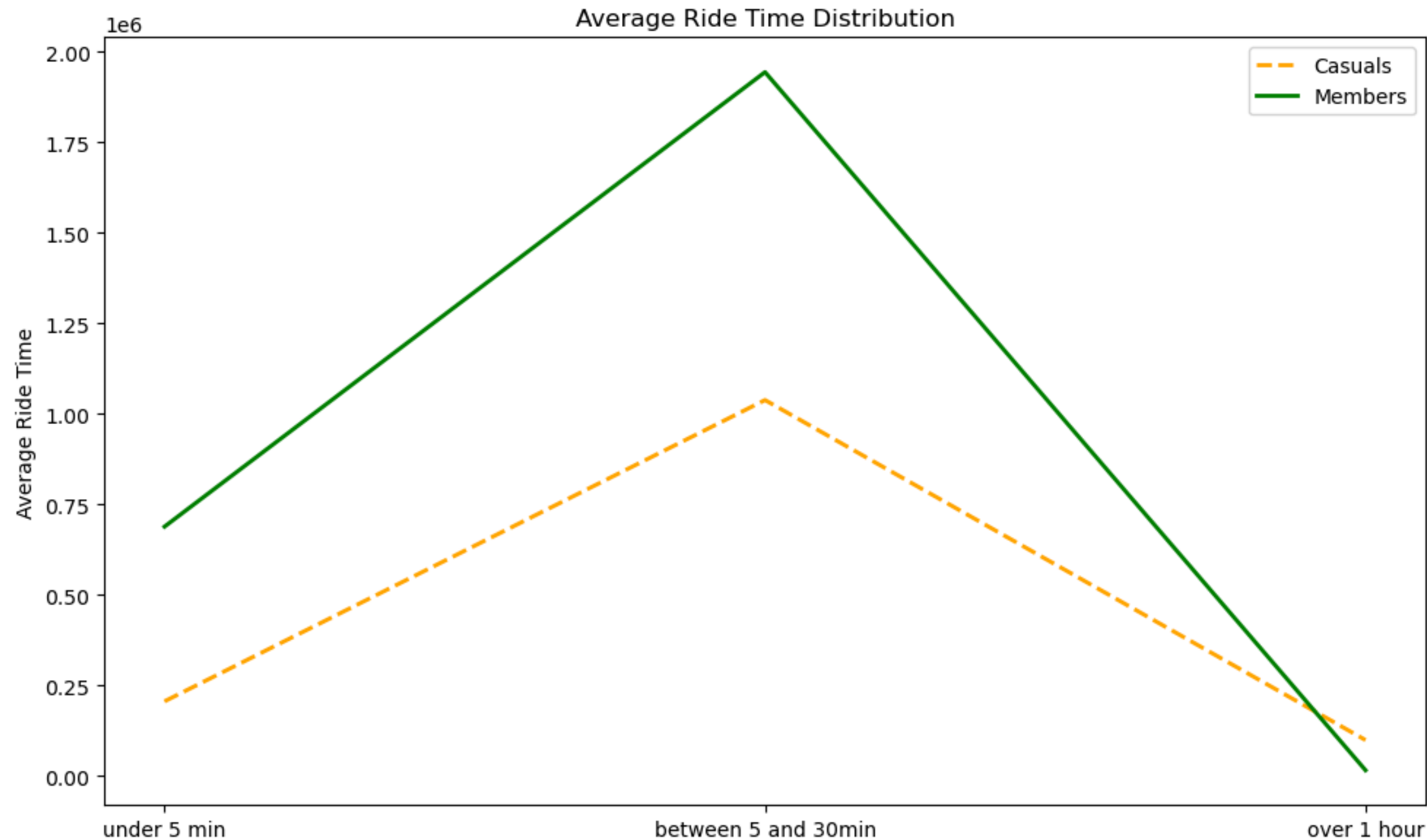
This can help attract more casuals riders that prefer electric bikes.

Suggested nex Steps

Conduct a Station Usage Study	Pilot Targeted Promotions	Monitor and Adjust
Perform a detailed analysis of station usage patterns to identify the most popular stations among casual riders. This will provide insights into specific locations where promotional efforts can be intensified.	Start with a pilot program offering seasonal discounts or special promotions in selected areas to gauge effectiveness and refine the strategy before broader implementation.	Continuously monitor ride data and user feedback to evaluate the impact of the new strategies, making adjustments as necessary to optimize membership conversion and retention efforts.

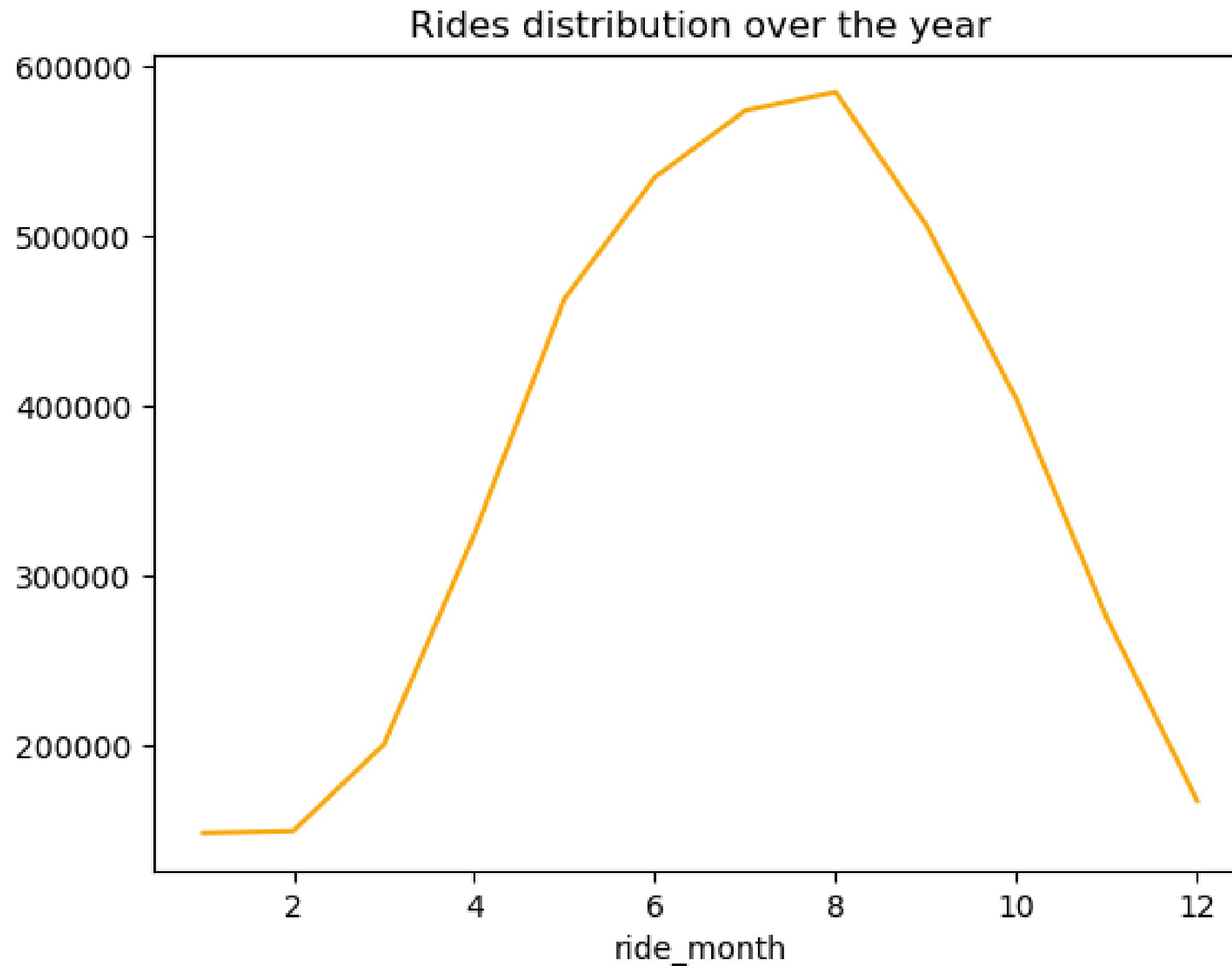
Appendix

Ride duration range



- We can see that most of the rides have a duration between 5 minutes and 30 minutes
- The members line stay above the casuals's one under five minutes and between 5 and 30 minutes but cross it above when its come to one hour period

Ride duration over the year



- We can see a rise in the average ride duration from April (month 4) through August (month 8), which encompasses the seasons from spring to summer