

# ***CYCLISTIC BIKE-SHARE***

Presented by Priscilla Aihoon







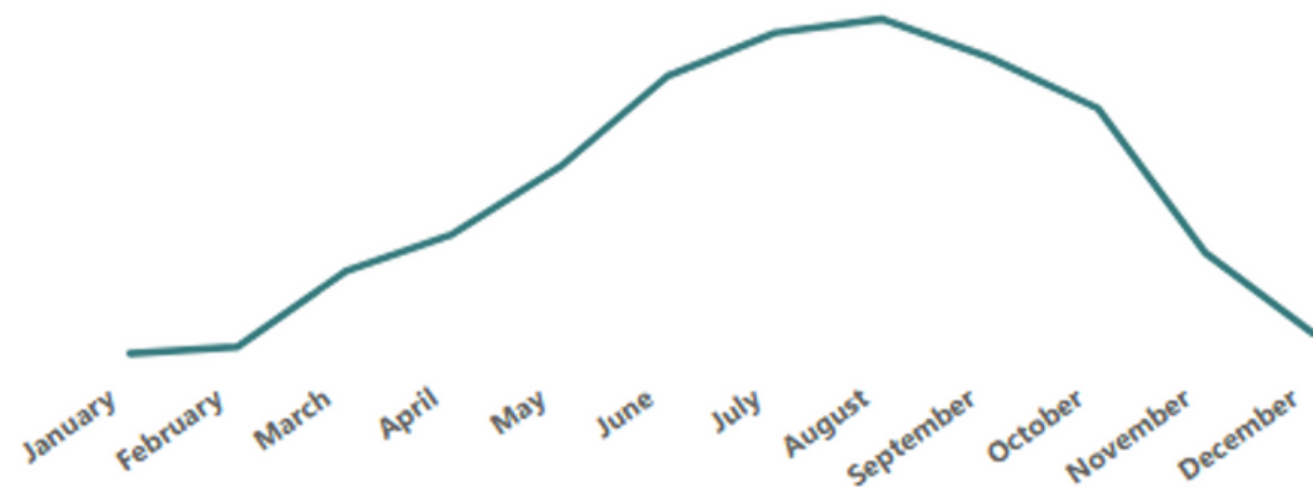
# ***BUSINESS OBJECTIVE***

- Grow annual memberships by understanding differences in usage between casual riders and members.
- Use insights to drive a targeted marketing strategy

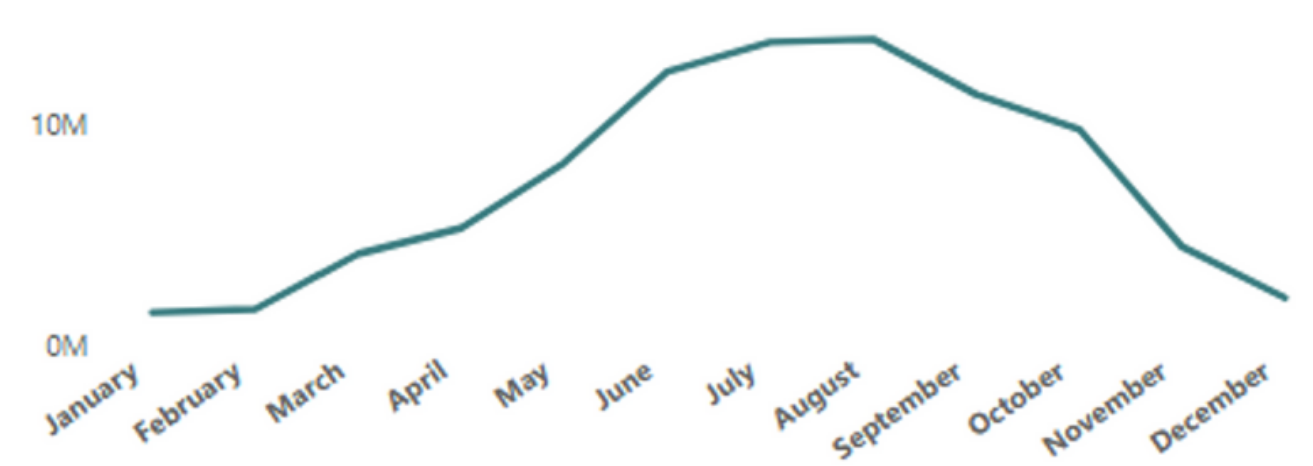
# EXECUTIVE SUMMARY



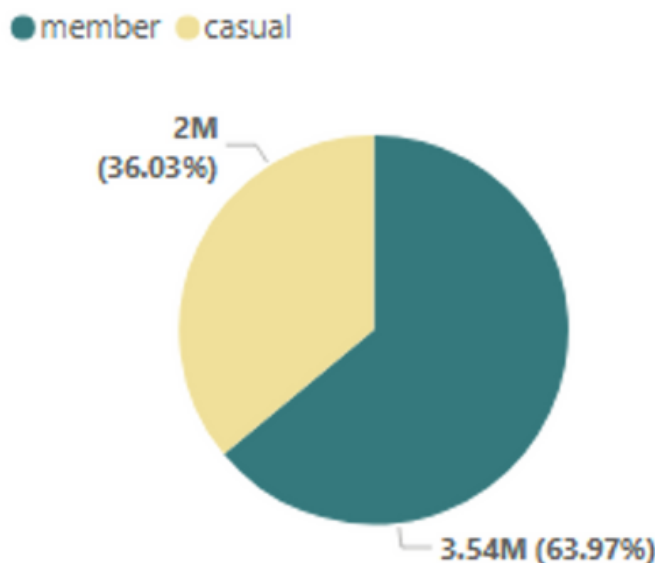
Monthly Trend per Ride Count



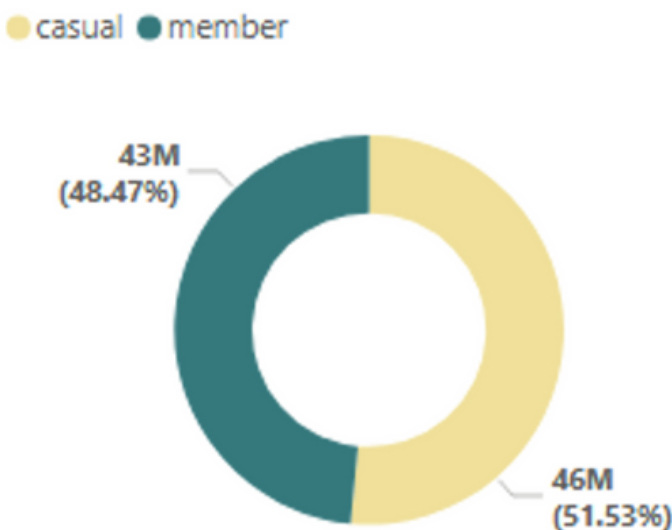
Monthly Trend per Ride Length



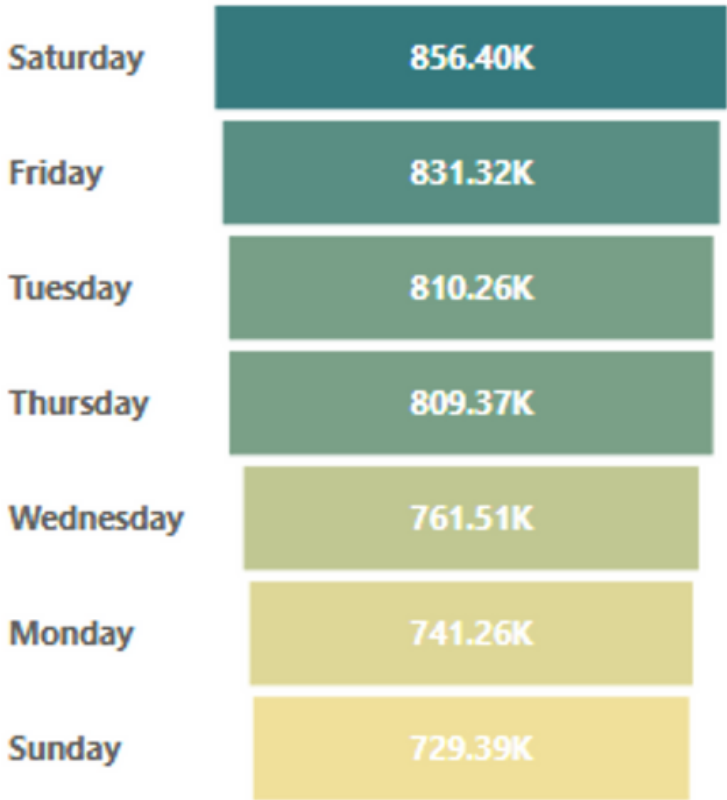
User Type Distribution



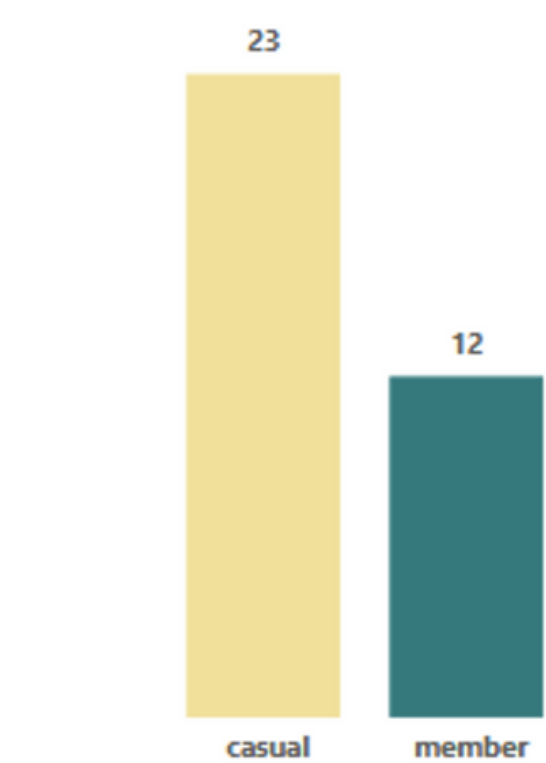
Ride Length per User Type



Ride Frequency by Day of Week



Avg ride\_length by member\_casual





# OPERATIONAL METRICS

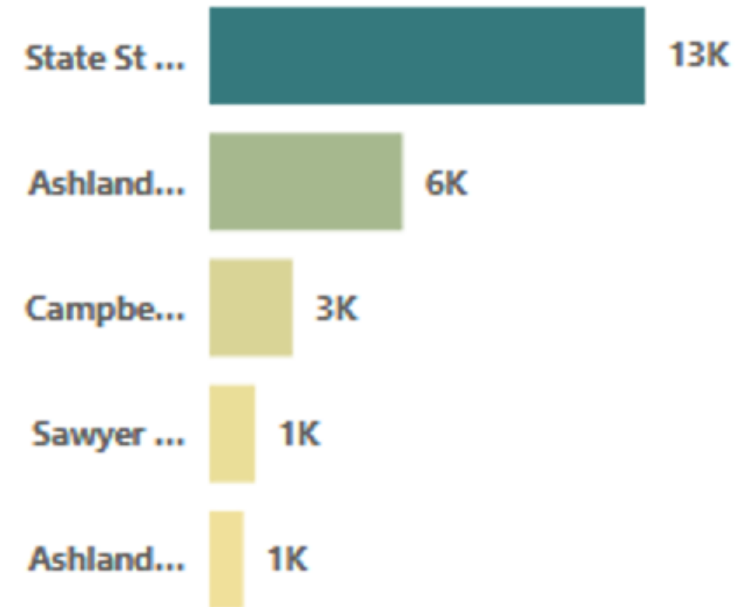
Start\_Stations

1.91K

End\_stations

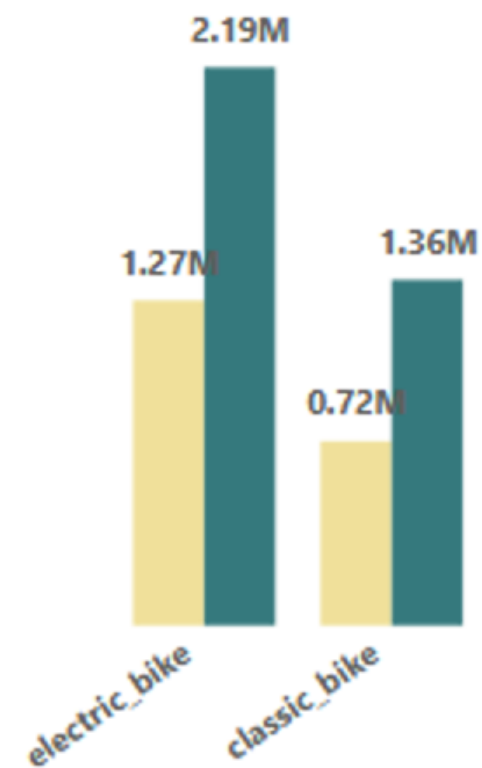
1.92K

Least End Stations

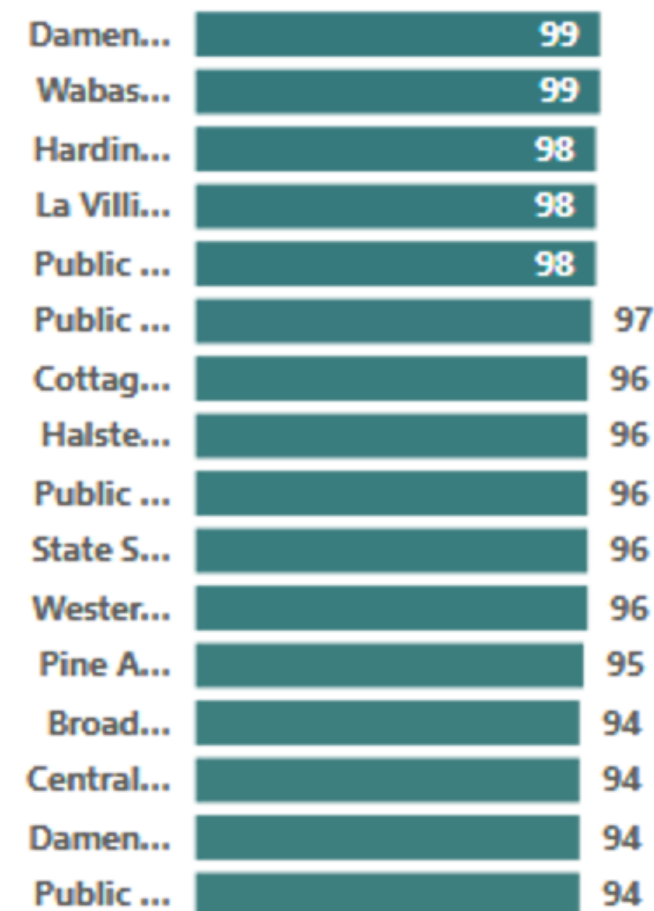


# of Rides by Ride Type and User Type

casual member



Least Start Stations



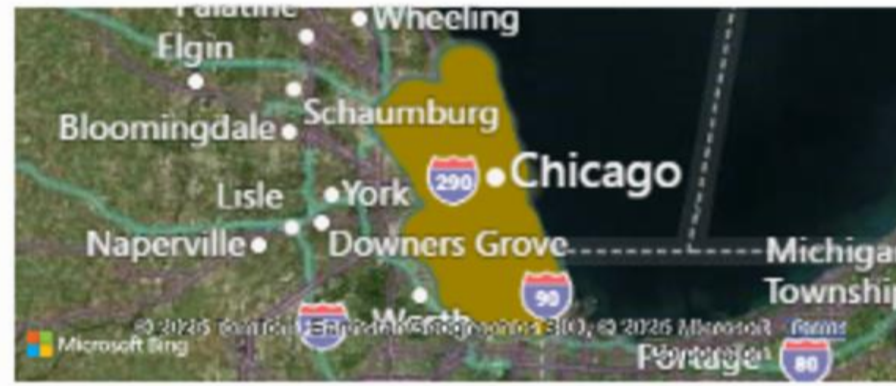
- There are more end stations than starts stations
- E-bike and classic bike usage metrics reveal different rider preferences
- Most of the Public Stops are the least frequently used

# GEOGRAPHIC METRICS

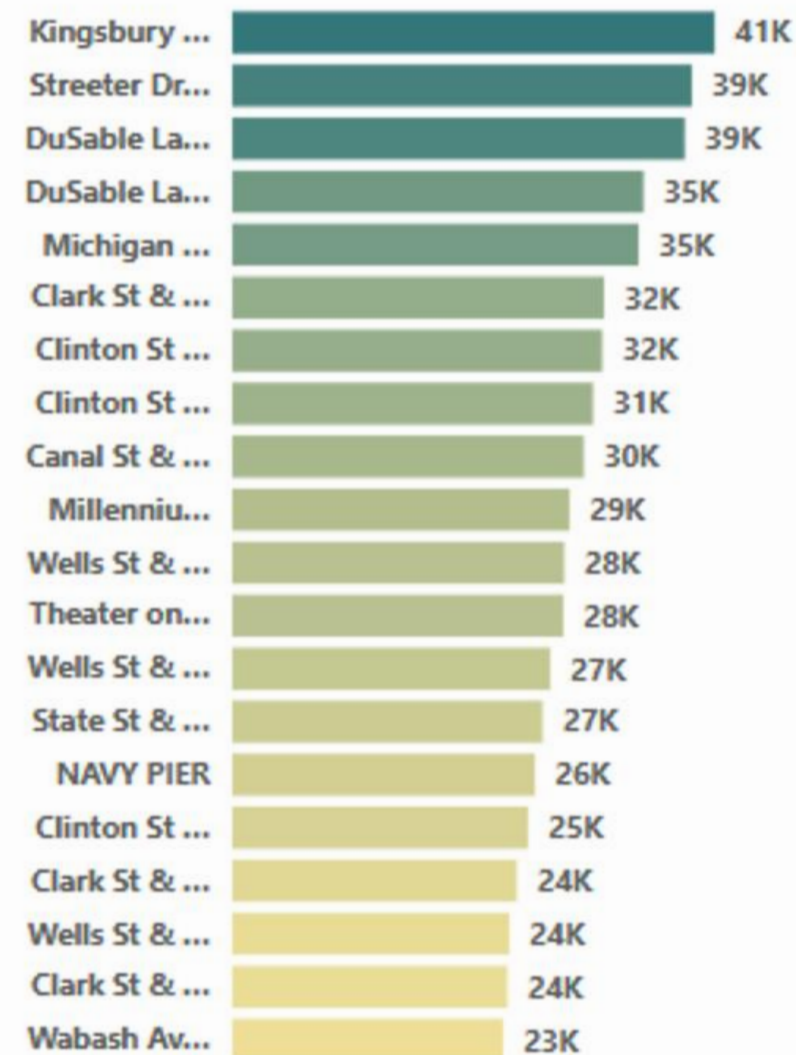
End Stations



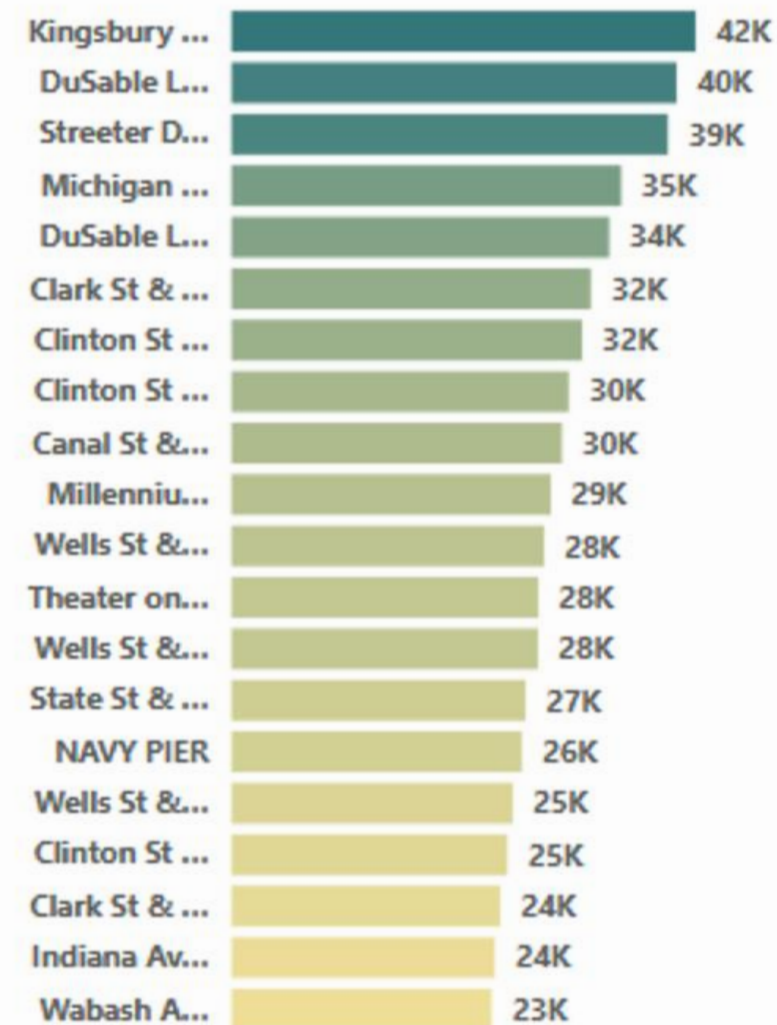
Start Stations



Top 20 End Stations



Top 20 Start Stations

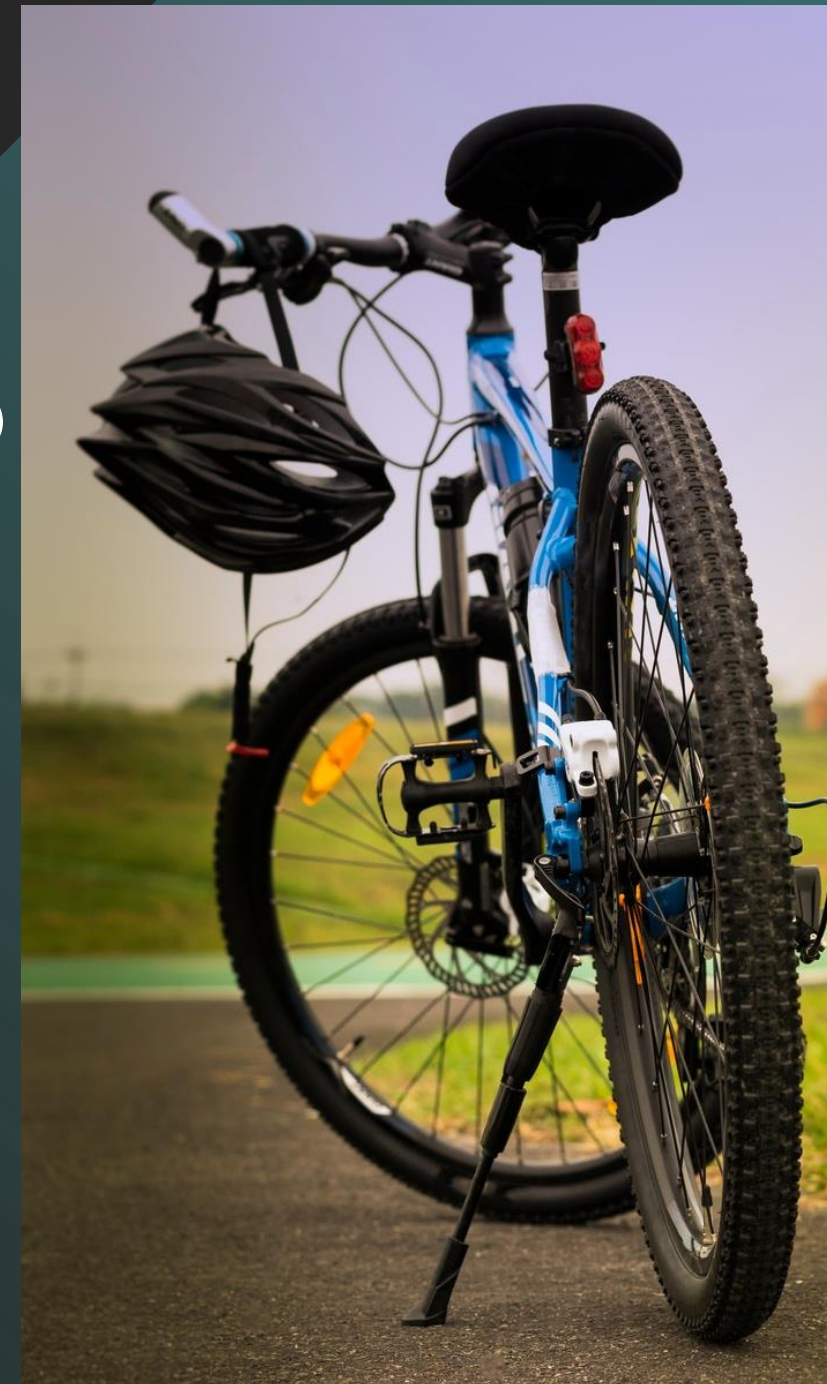


- The most popular start and end stations are clustered in key Chicago neighborhoods.
- More rides originate and end at high-traffic stations like Kingsbury and Streeter Drives



# KEY *INSIGHTS*

- ✓ 64% of rides by annual members; 36% by casual riders
- ✓ Members take shorter, more frequent rides during weekdays (commute behavior)
- ✓ Casual riders take longer rides, favor weekends (leisure behavior)
- ✓ Peak bike usage on Saturdays and in summer months (seasonality)
- ✓ Most rides start/end at popular downtown and commuter stations
- ✓ Clear opportunity to convert casual riders using targeted promotions





# RECOMMEN*DATIONS*



Launch targeted summer and weekend marketing campaigns focused on casual riders



Offer incentives and bundled discounts to encourage casual riders to become members



Enhance member benefits such as exclusive access and priority bike availability



Optimize station inventory based on usage peaks to improve availability and satisfaction



Use data-driven insights to tailor promotions around ride patterns and popular stations





***THANK YOU***

***QUESTIONS?***

