

# CYCLISTIC/DIVVY BIKE-SHARING DATA ANALYTICS

PROJECT INSPIRED BY GOOGLE & COURSERA

We want to turn casual riders  
into members

LET'S ANTICIPATE 3 ISSUES WHY THEY WOULDN'T WANT TO

# They might not plan for that long

- Casual riders that want to use bikes once a year on a day off with a family.
- Riders who are sure they won't use bikes in winter.
- Some who don't think they will use on a regular basis.

# They might not be happy with **current** pricing plans

- Annual membership plan offers rides only up to 45 minutes without additional fees.
- Electric bike rides are billed from the first minute even for members.

# They might not see clearly the benefits of the membership

- Casual riders who haven't received messages with offers explaining what fits them best.
- Those who haven't calculated the number of their rides per year.

# Do we have to offer single ride on pricing plans page?

A fun and affordable way to get around town

**Annual Membership**

**\$9 / month**

The best deal for locals and frequent riders. \$108 billed upfront annually.

[LEARN MORE](#)

**Single Ride**

**\$3.30 / trip**

Great for quick trips.

[LEARN MORE](#)

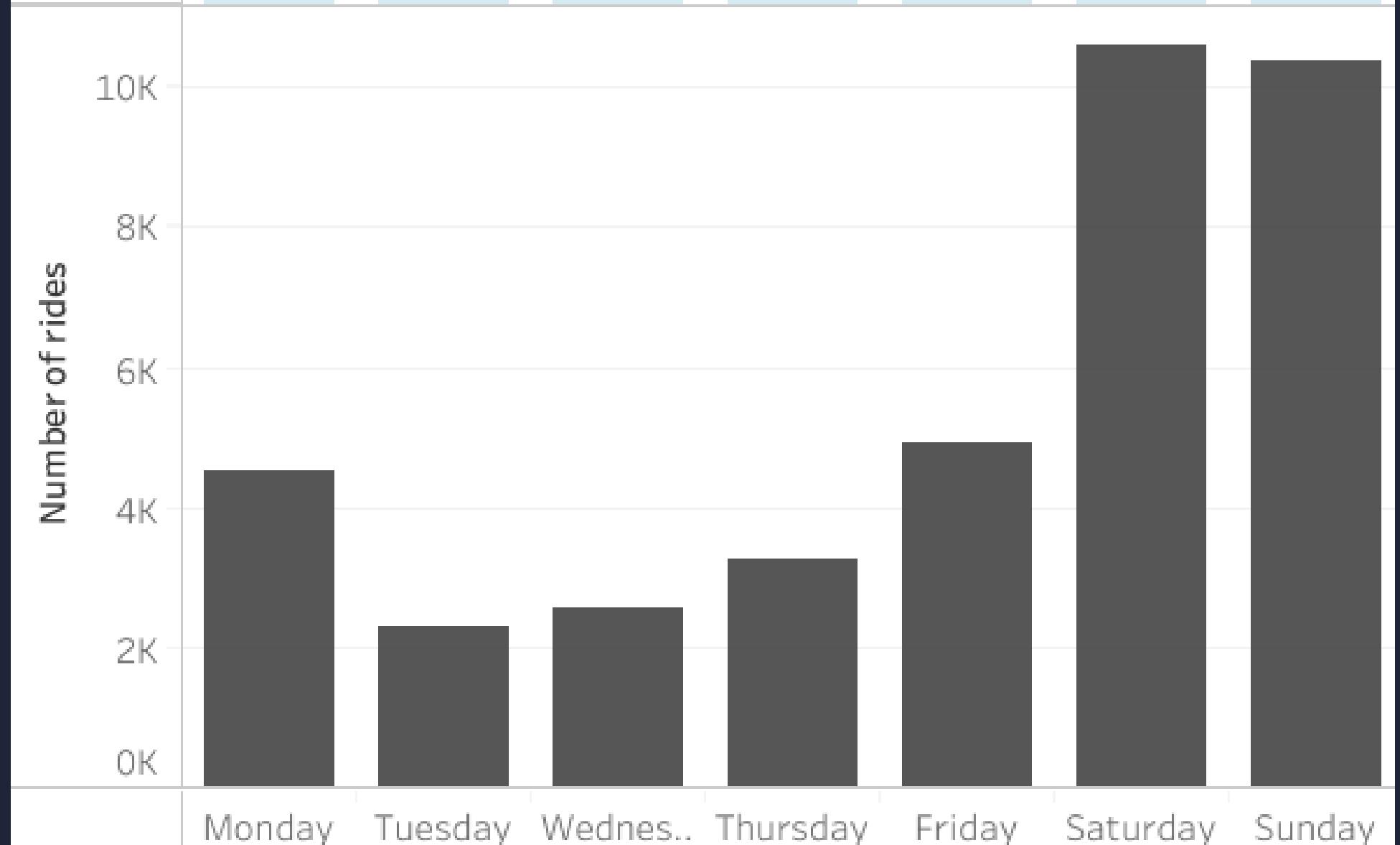
**Day Pass**

**\$15 / day**

Perfect for visitors and exploring Chicago.

[LEARN MORE](#)

SHOULDN'T THERE BE AN **OFFER THAT WILL SUIT SHORT TERM CASUAL RIDERS?**



\*How casual users with trip duration > 50 min tend to use classic bikes throughout the week

## Get a **MONTHLY PASS**

Hard to decide on an annual membership if you have used it only once on a weekend. Can you have one more nice weekend during the same month?

**Users with  
annual  
membership  
tend to use  
e-bikes as  
long as  
classic bikes**



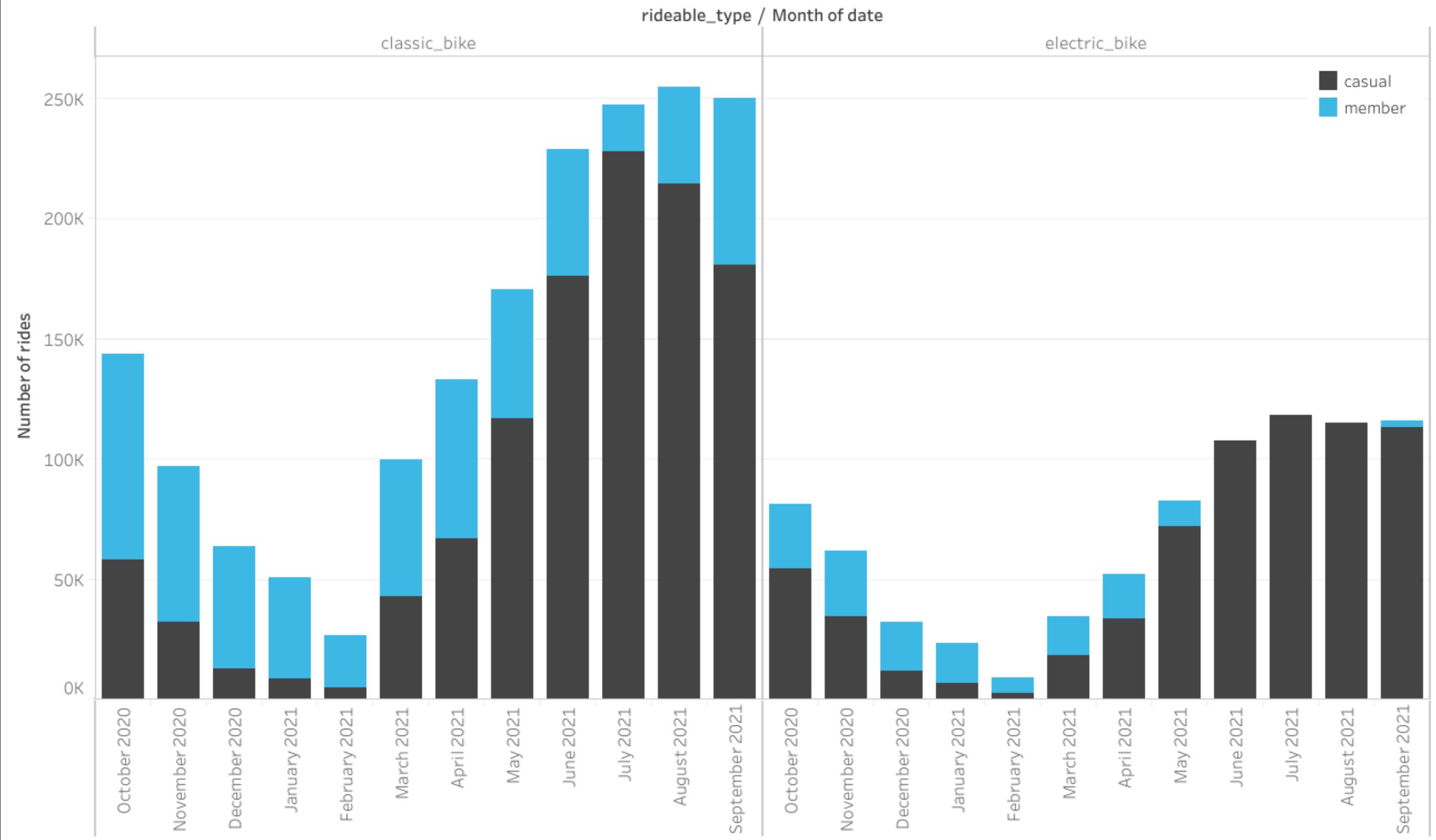
#### **NO UNLOCK FEES**

For the price of the unlock fee casual users pay, members can have a trip for [22 minutes](#).

#### **CASUAL RIDERS ON E-BIKES**

This could be a driving point for casual riders who want to use e-bikes more. A pass with [no unlock fee](#), still \$0.2 billed per minute.

## Bike type NUMBER OF TRIPS | membership | month



THE NUMBER OF  
USERS OF E-BIKES  
DOESN'T DROP  
AS MUCH AS  
OF CLASSIC BIKES  
EVEN CLOSER  
TO THE  
COLD SEASON

**Monthly membership**

**\$20 / month**

**The best deal for people  
who don't plan to use  
shared bike service for the  
entire year.**

**LEARN MORE**

**This pricing plan  
will let**

- more casual users to onboard easily.
- feel the benefits of being a member with no unlock fees for e-bikes.
- get used to ride a lot more and think less about getting billed extra.



Communication channel via App

# Customer journey map to annual membership



## APP INSTALLATION

All the best offers from Cyclistic can be brought to users at right spots and at the right time.

**FREE**

## FREE TRIP FOR THE FIRST TIMERS

Since the App is the best way to reach right users with proper offers then any promos that help installations are the key.



## MONTHLY PLAN SUBSCRIPTION

Members who already see the benefits of unlimited rides and can calculate their benefits may tune in for more.

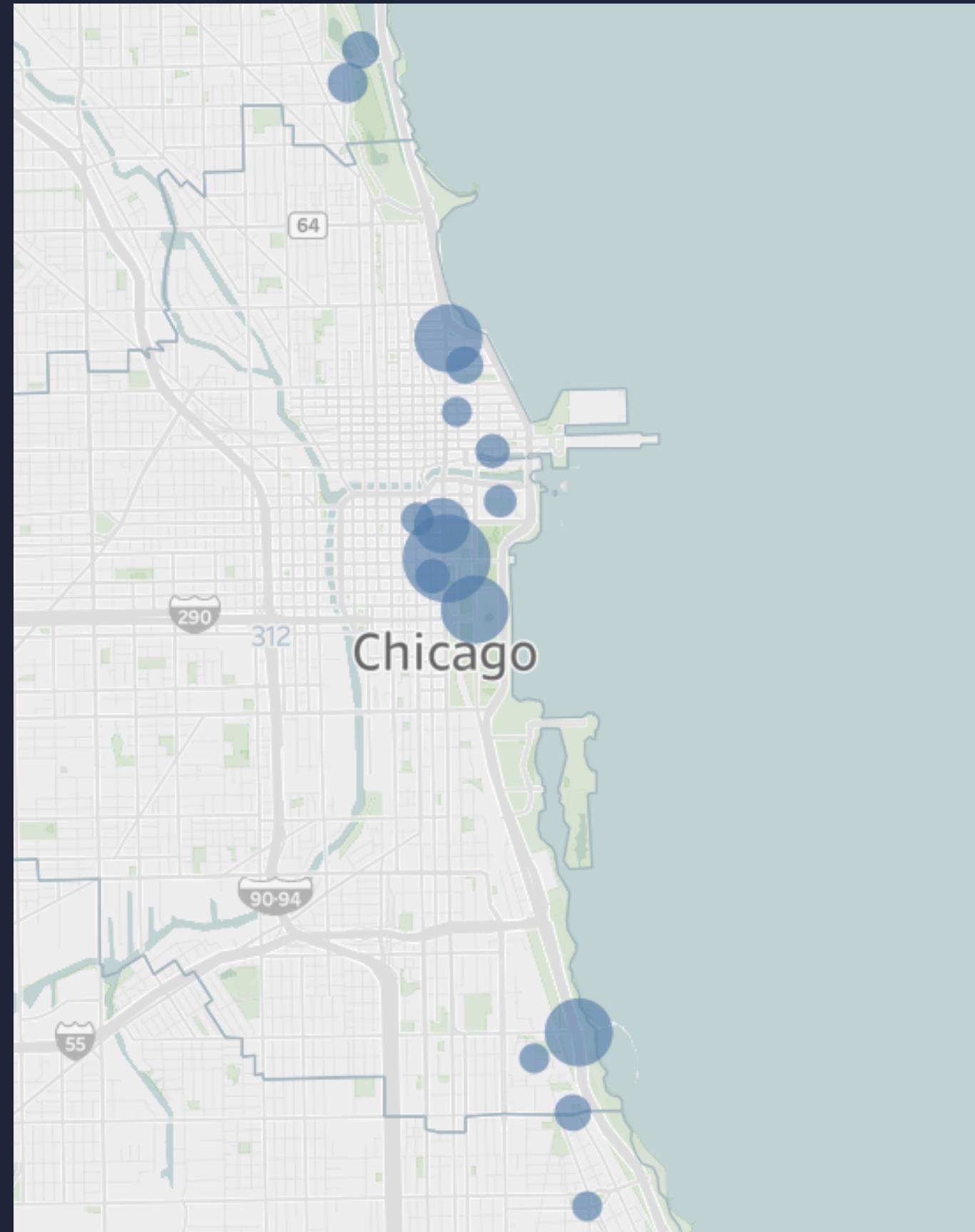


## ANNUAL MEMBERSHIP

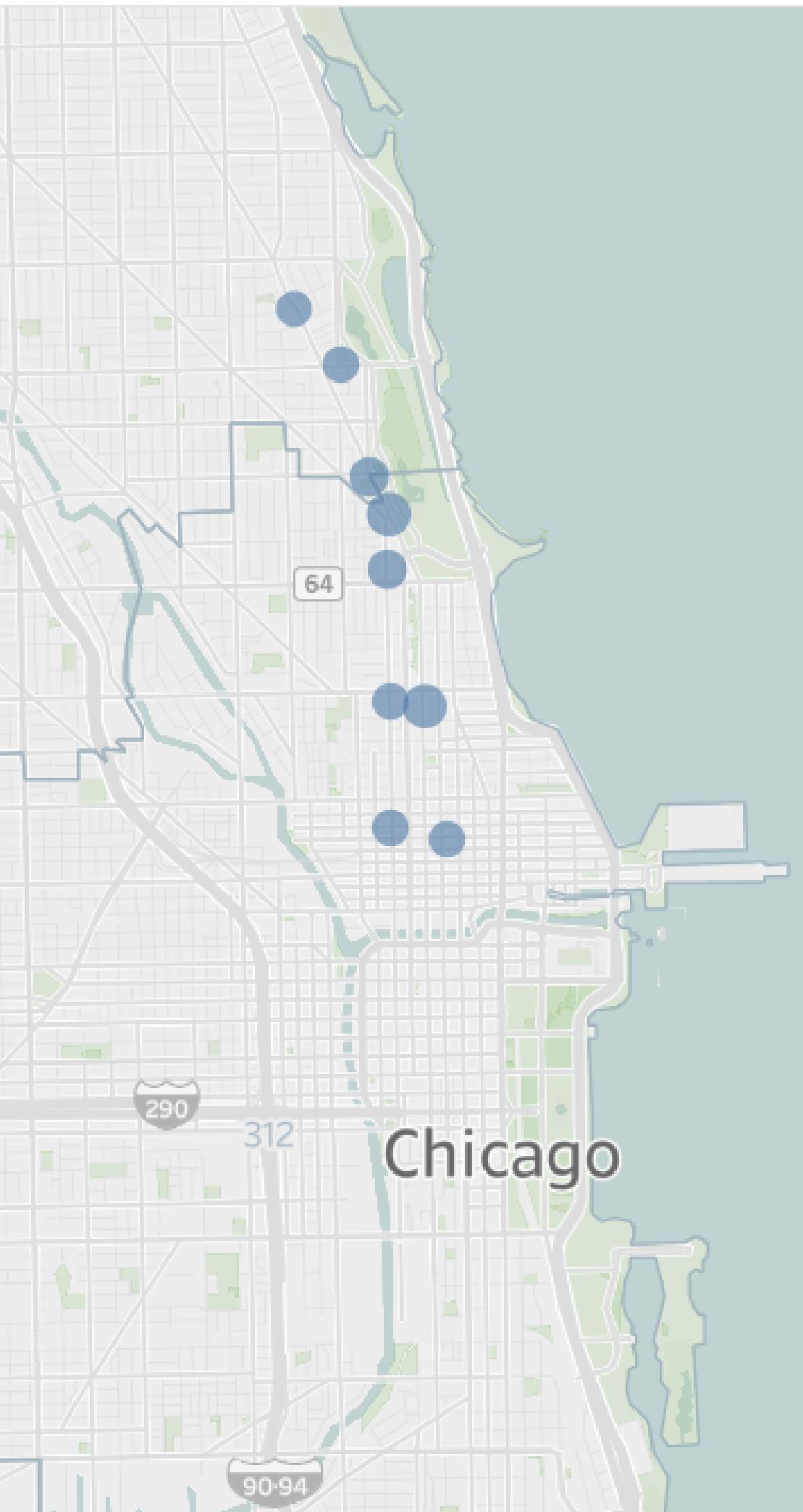
Customer statistics push notifications: how many, how much gas emissions and money saved, can help to keep members.

# Top used stations by casual riders with day passes

Can be found in [Tableau visualization](#)  
and used for monthly pass geotargeting ads

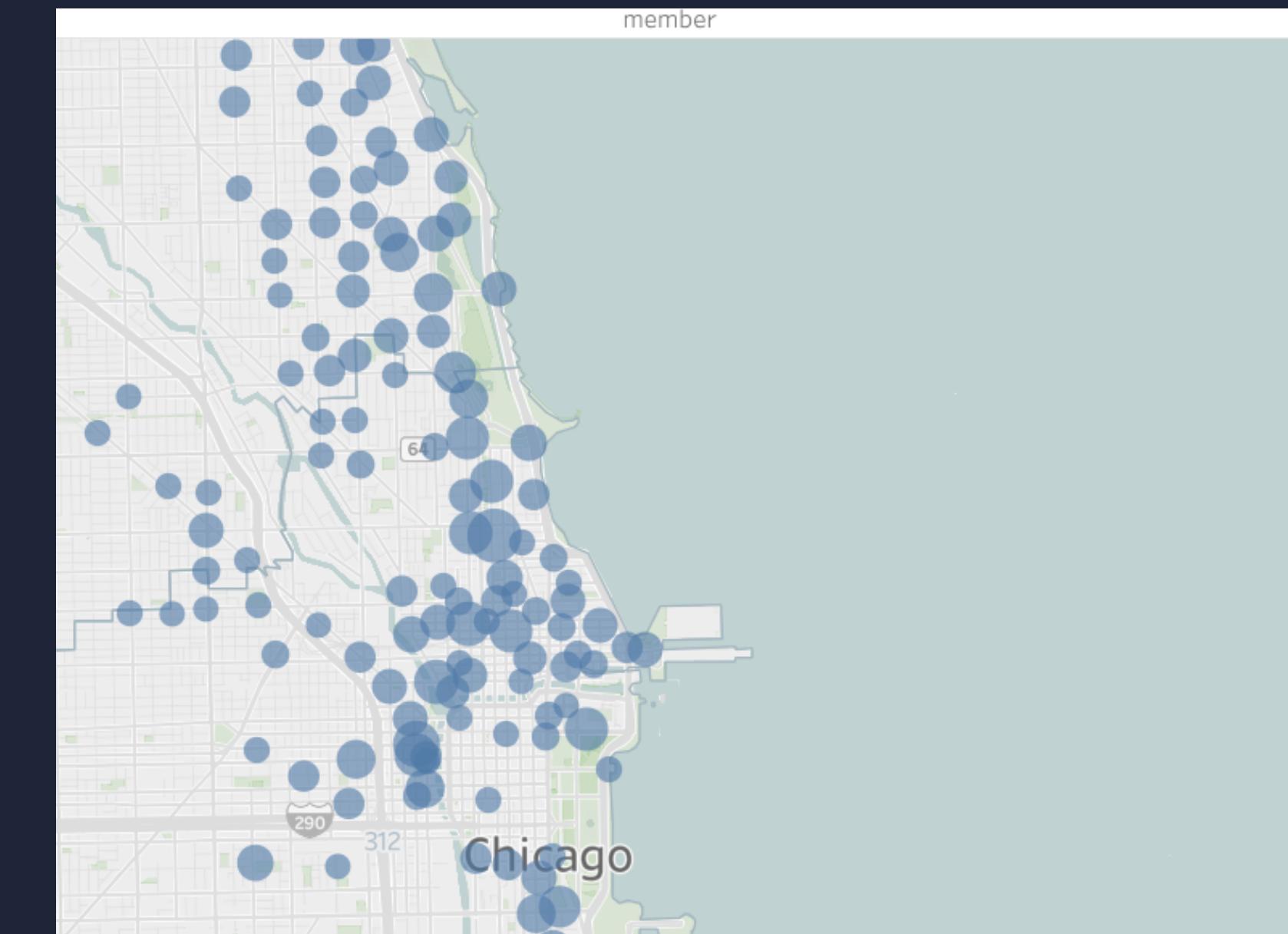


casual



Top stations during **rush hours** listed

member



kaggle notebook with relevant analysis is available  
[here](#)

# THANK YOU!