

CYCLISTIC/DIVVY BIKE-SHARING DATA ANALYTICS

PROJECT INSPIRED BY GOOGLE & COURSERA

We want to turn casual riders
into members

LET'S ANTICIPATE 3 HYPOTHESES WHY WOULD THEY, IF

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.

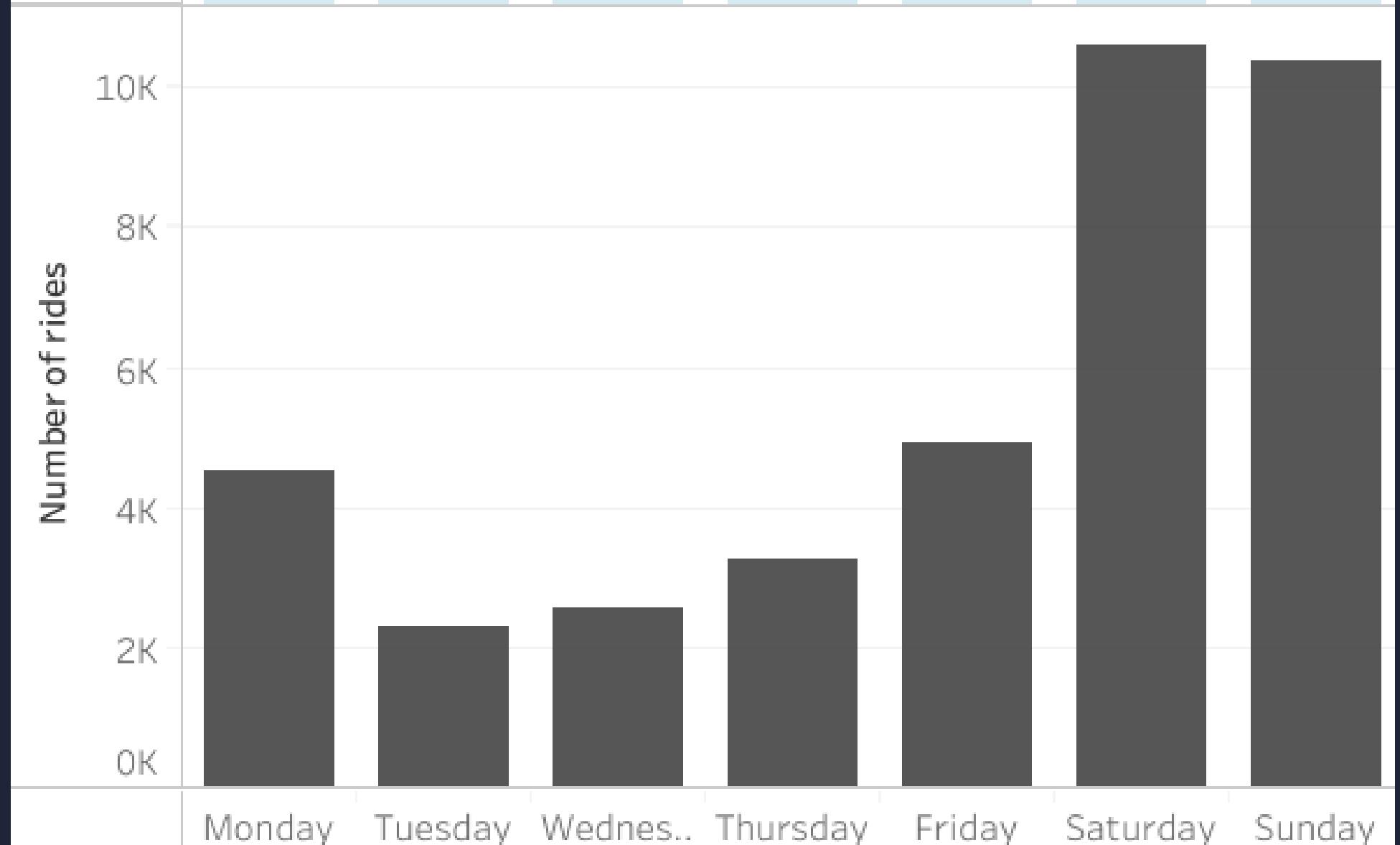
[LEARN MORE](#)

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?



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?

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

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



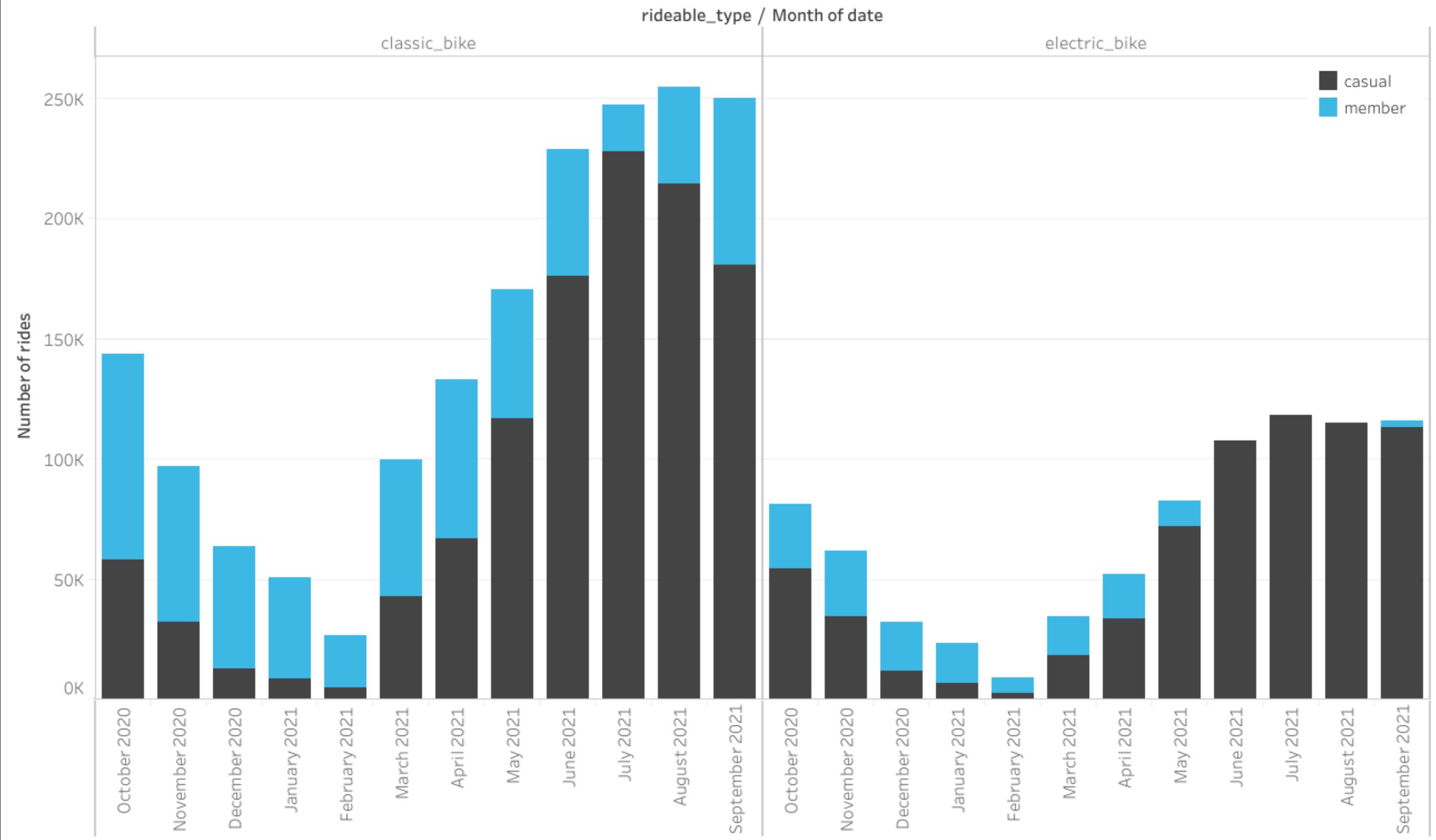
NO UNLOCK FEES

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.

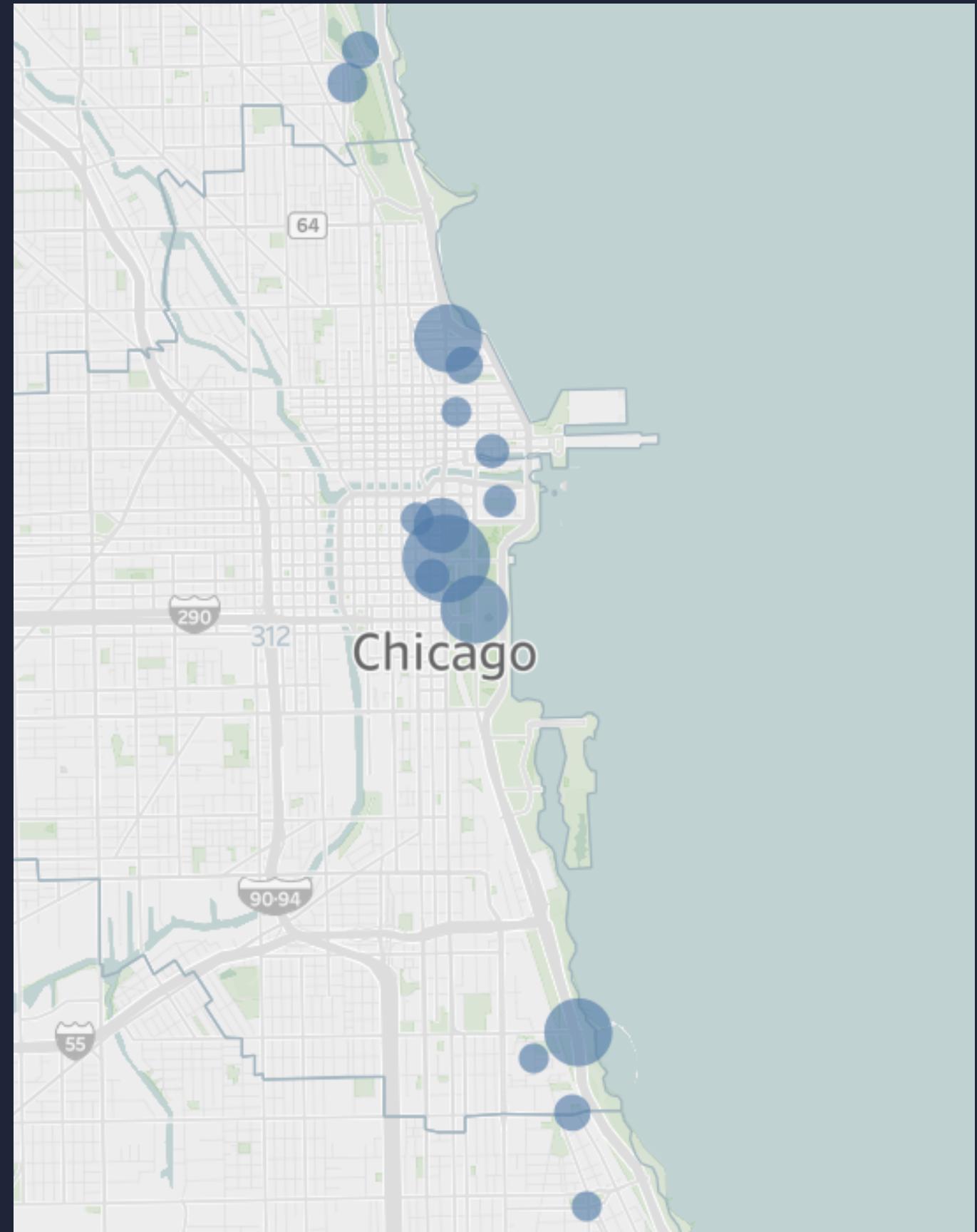


ANNUAL MEMBERSHIP

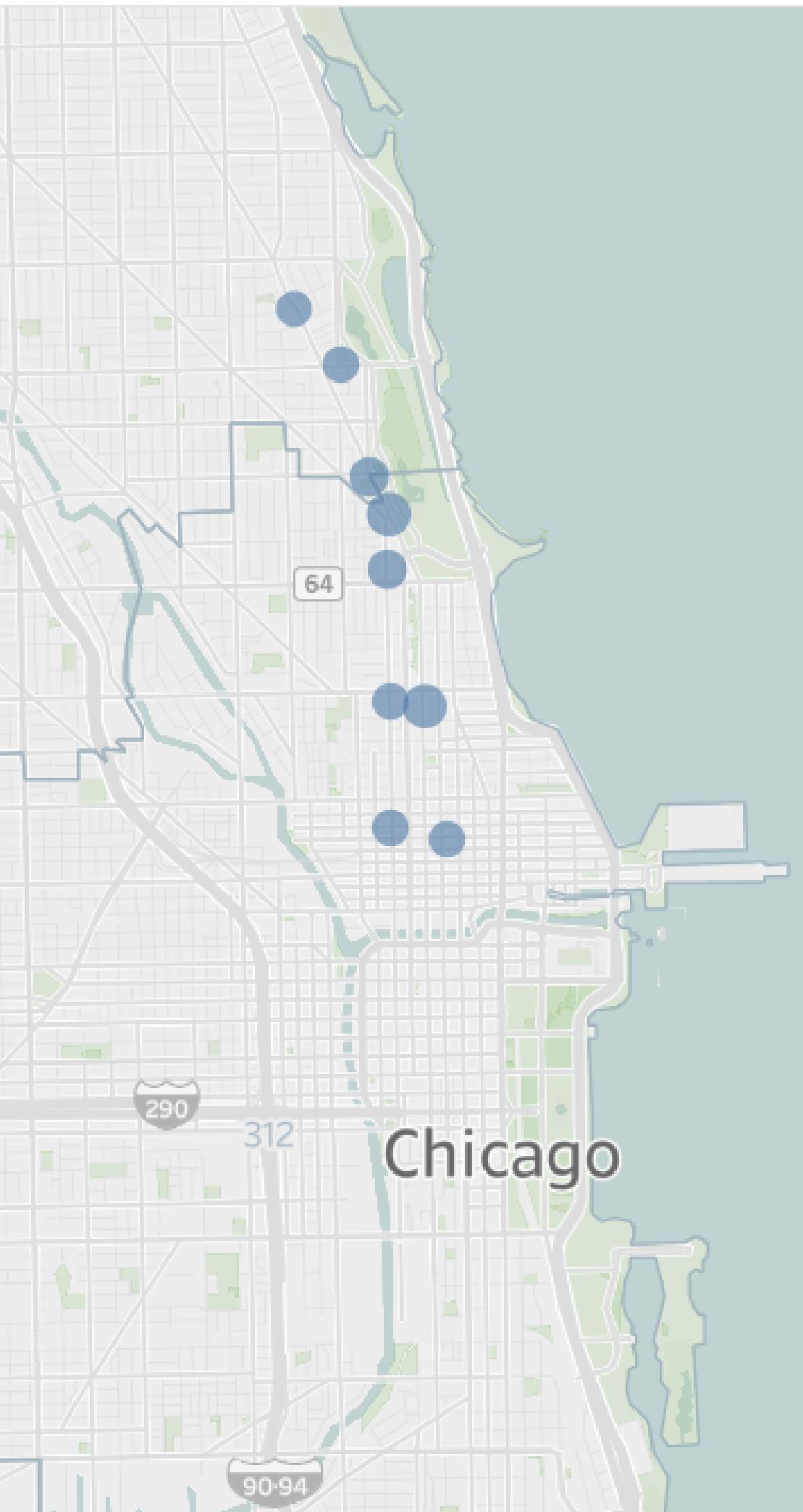
Customer statistics push notifications: how many, how much gas emissions and money saved, can help to keep members.

Top used stations by casual riders with day passes

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

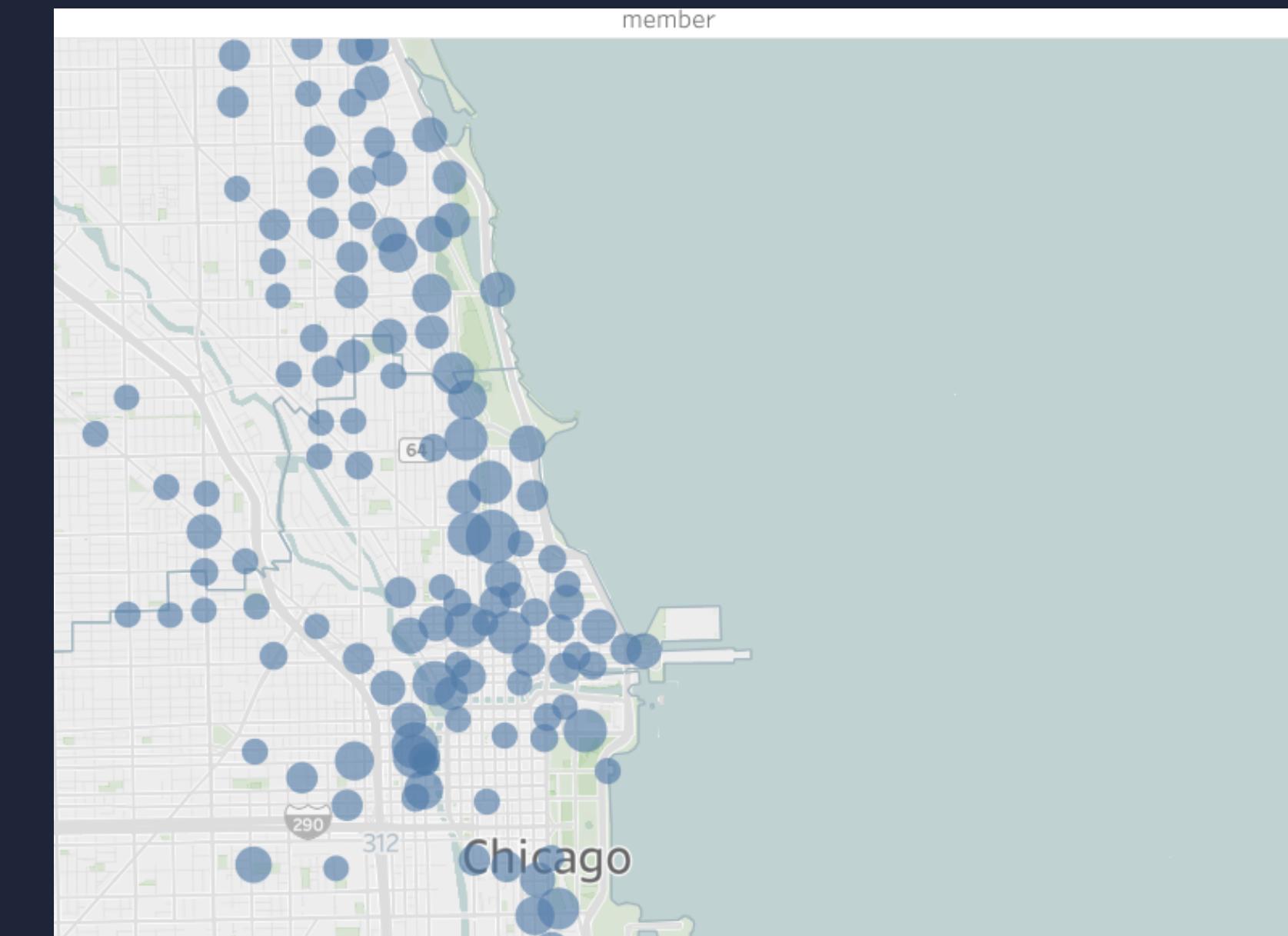


casual



Top stations during **rush hours** listed

member



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

THANK YOU!