



Case Study

Cyclistic

Bike Share

16 NOVEMBER 2022

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Introduction

Statement of Business Task



- ▶ Understand how do annual members and casual riders use Cyclistic bikes differently
- ▶ Understand Why do casual riders buy Cyclistic annual membership
- ▶ The tasks will be used to design a marketing strategy to attract casual riders into annual members

The background features a blue-toned molecular lattice structure, possibly representing a crystal or a network of atoms. A solid lime green vertical bar is positioned in the top right corner. The main text is enclosed in a double-lined lime green rectangular frame.

Insigth From 12 Mont

Oktober 2021 – September 2022

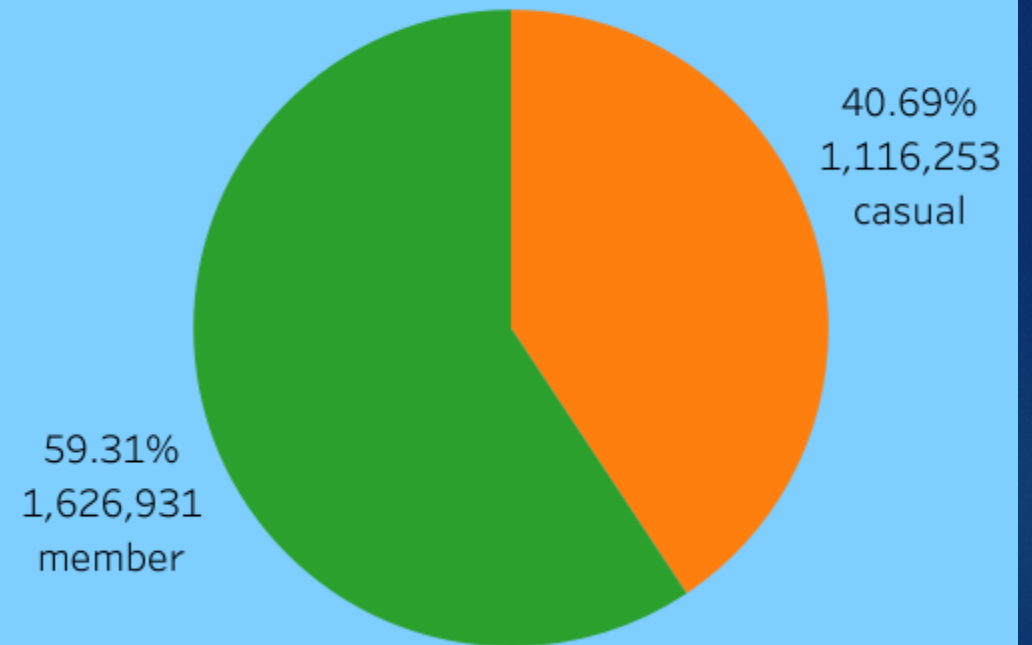
Lets Dive In

Total Riders By User Group

Insight 1

Number of riders by membership, annual member is 19 % more than casual riders.

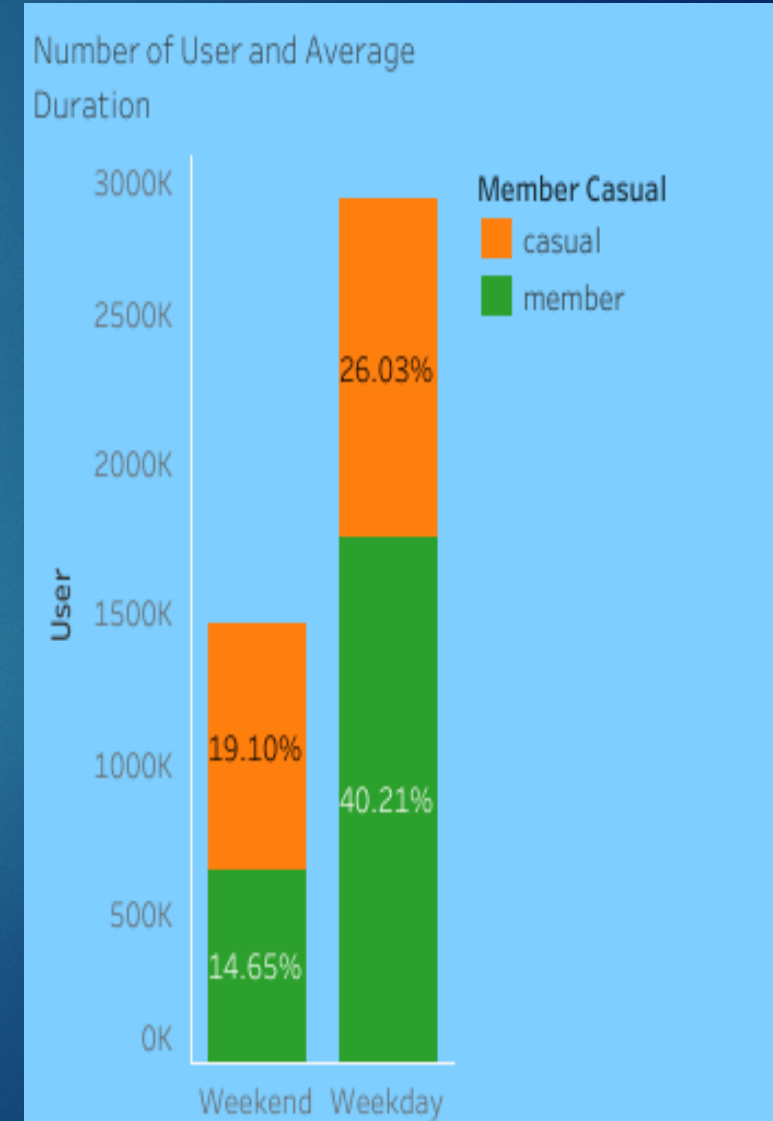
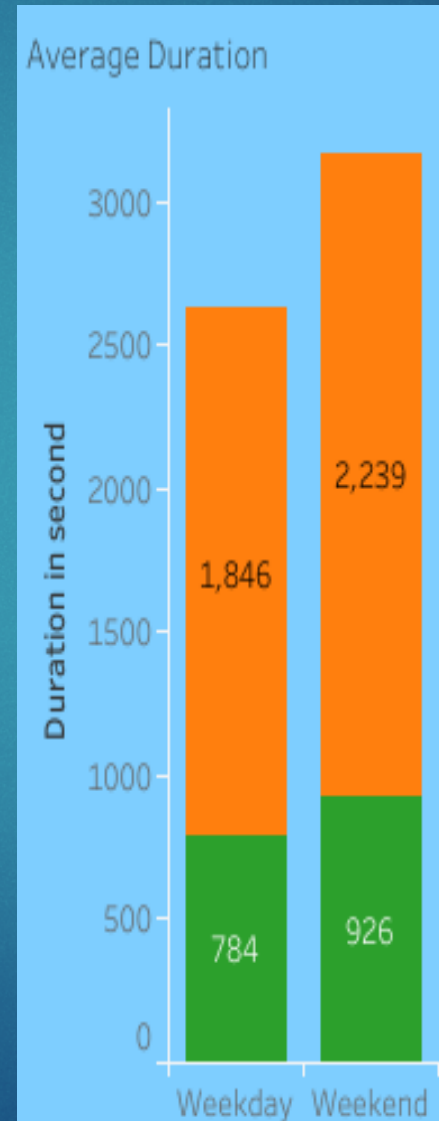
Percentage Member Type Comparison



Riders in Weekday vs Weekend

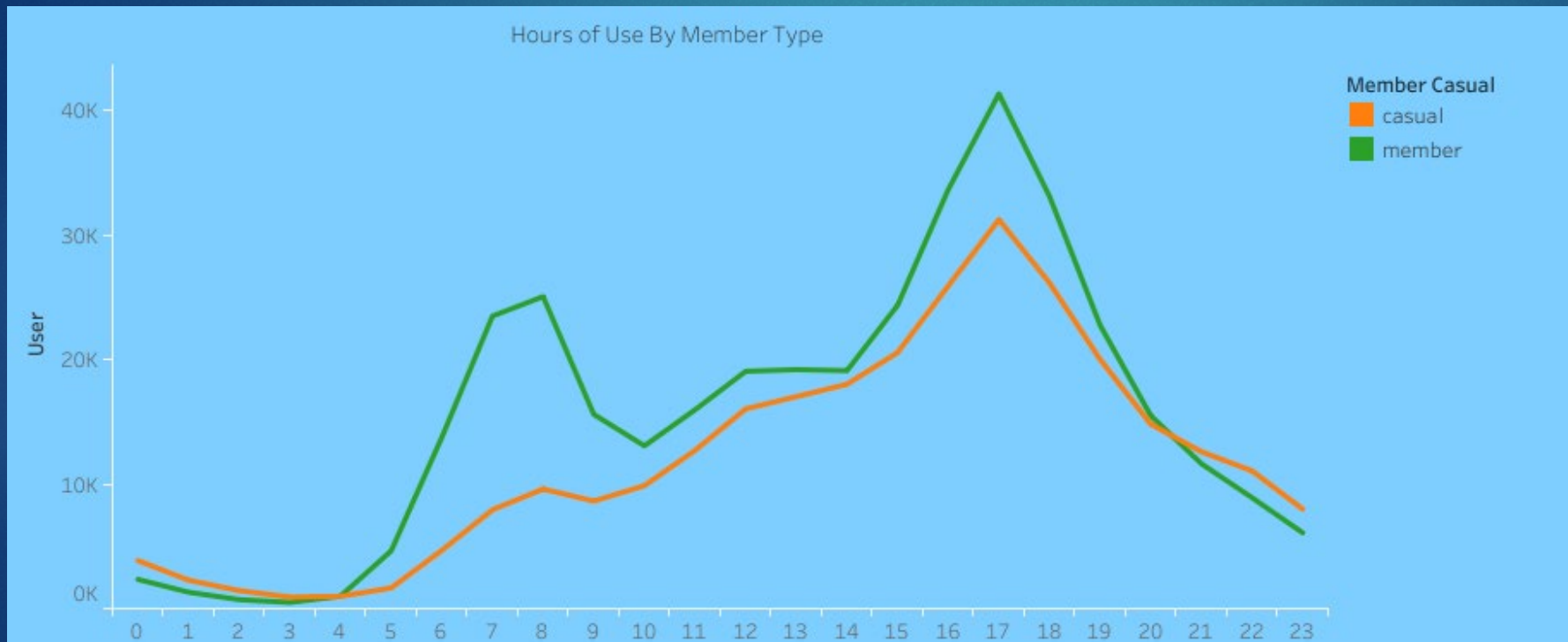
Insight 2

- ▶ Anggota tahunan menggunakan sepeda kebanyakan pada hari kerja
- ▶ Pengendara biasa menggunakan sepeda pada hari libur lebih banyak dibandingkan anggota tahunan
- ▶ Rata-rata durasi pemakaian pengendara biasa lebih tinggi dibandingkan anggota tahunan



Hours Total Riders in Weekday

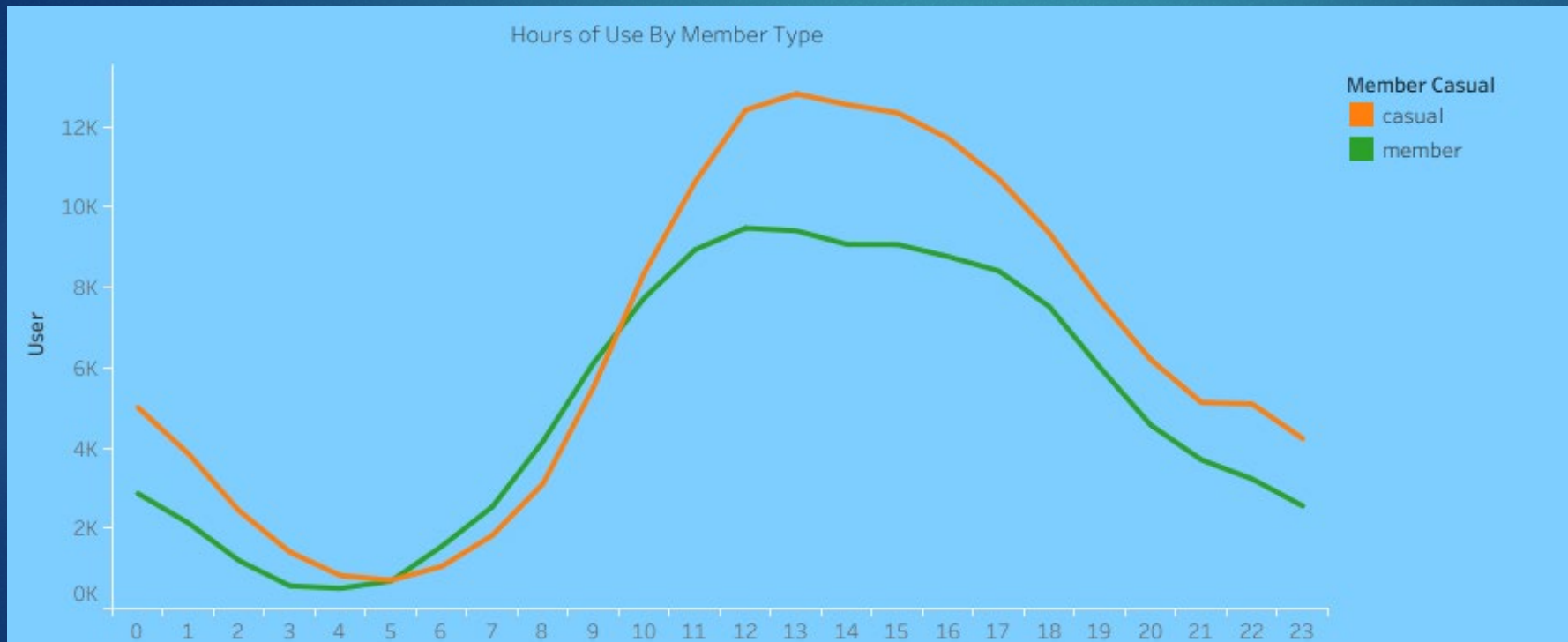
Insight 3



- ▶ Annual member bicycle use peaks at 8 and 17
- ▶ The use of bicycles for ordinary riders reaches the peak and 17

Hours Total Riders in Weekend

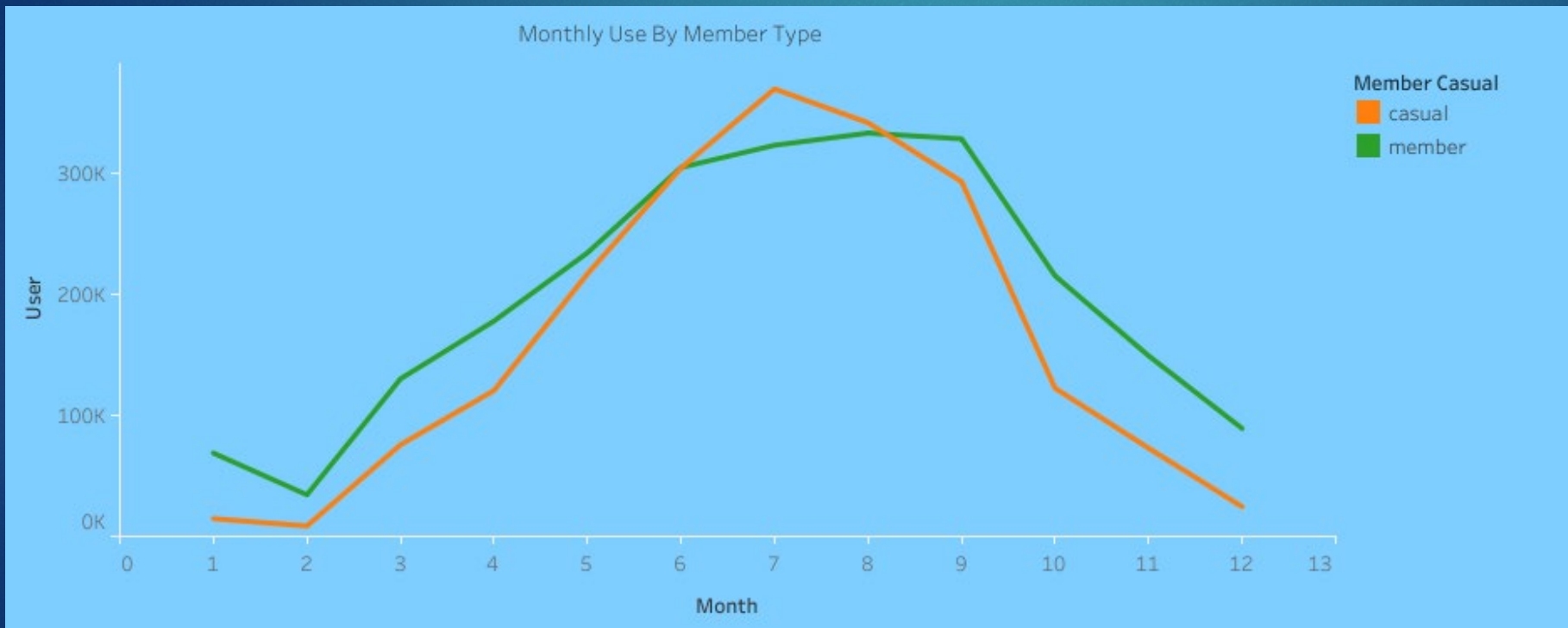
Insight 4



- ▶ Bike use peaks at 11 – 16 or in noon to late afternoon

Monthly Total Riders

Insight 5



- ▶ The most bicycle use is in the 7th month, or more precisely, between the 6th – 10th months (Summer and autumn)



Summarize Insights

Summary



- ▶ Overall, Casual riders take less number of rides but for longer duration
 - ▶ Casual riders take 19% less rides than annual members but 2.3 times longer duration.
- ▶ Annual riders mostly use bikes for work trips in weekday
 - ▶ Annual riders have consistent activity throughout year in weekday suggests they use bike for work trips. But casual riders use bike on weekends and holiday suggest for recreational purpose
 - ▶ Peak use on weekdays is at 8 and 17, and use on weekend is at 13
- ▶ Riders use bikes the most in June to October
 - ▶ Peak use is in July, and most in summer and autumn seasons

Recomendation



Now that we know how Casual riders and Annual member use bike differently, We can :

- ▶ Design of vacation travel packages with bicycles that focus on stations close to recreational locations with strategic routes
- ▶ Design seasonal package, which gives riders the option to subscribe in summer and autumn
- ▶ Design an annual subscription package that contains discounts for riders who have reached a certain usage duration
- ▶ Design promo package during working hours on weekdays



Thank You!

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https://github.com/saipardopratama/Sepeda_Cyclic