CYCLISTIC

CASE STUDY: HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS?

Data resource：Google Data Analytics dataset
Tool：R

MAIN QUESTIONS

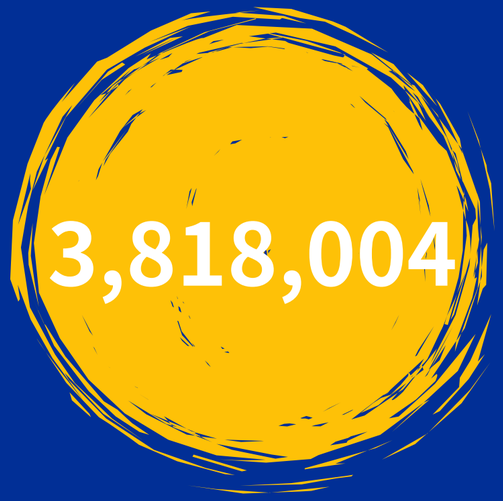
1. How do annual members and casual riders use Cyclistic bikes differently?

2. Why would casual riders buy Cyclistic annual memberships?

3. How can Cyclistic use digital media to influence casual riders to become members?

ABOUT CYCLISTIC：2019 Q1~Q4

Total number of Rides



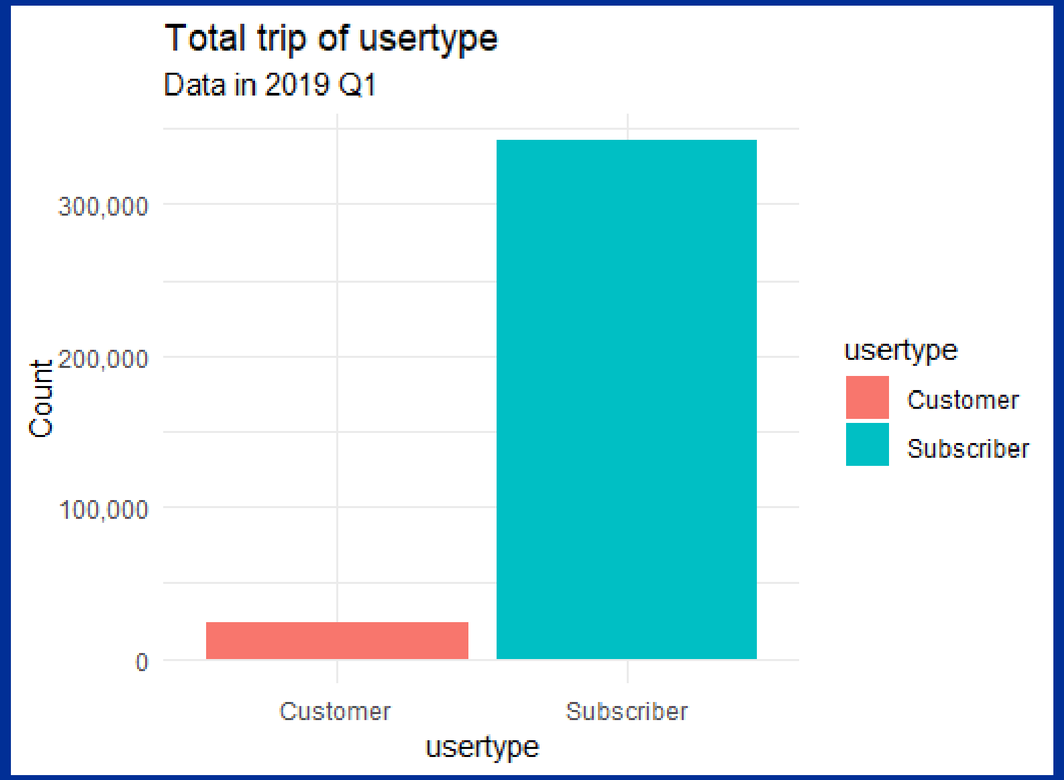
Average Ride Duration

Busiest Quarter

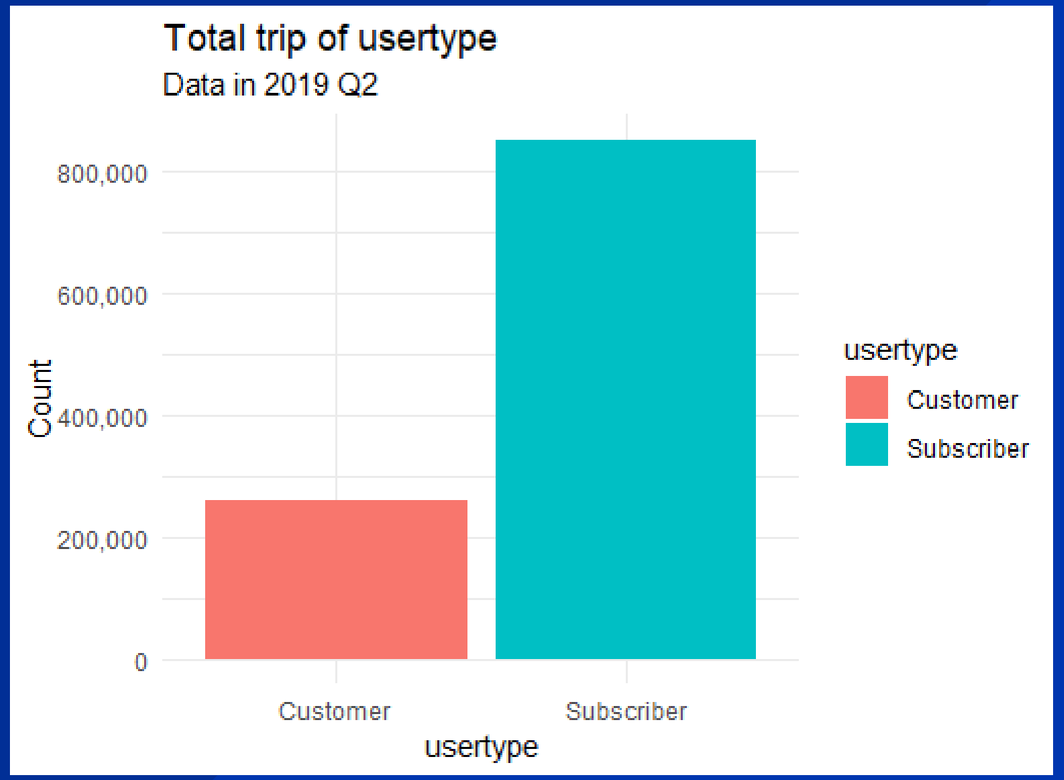
ABOUT CYCLISTIC：2019 Q1~Q4

Most Rides

TOTAL TRIP BY USERTYPE IN 2019

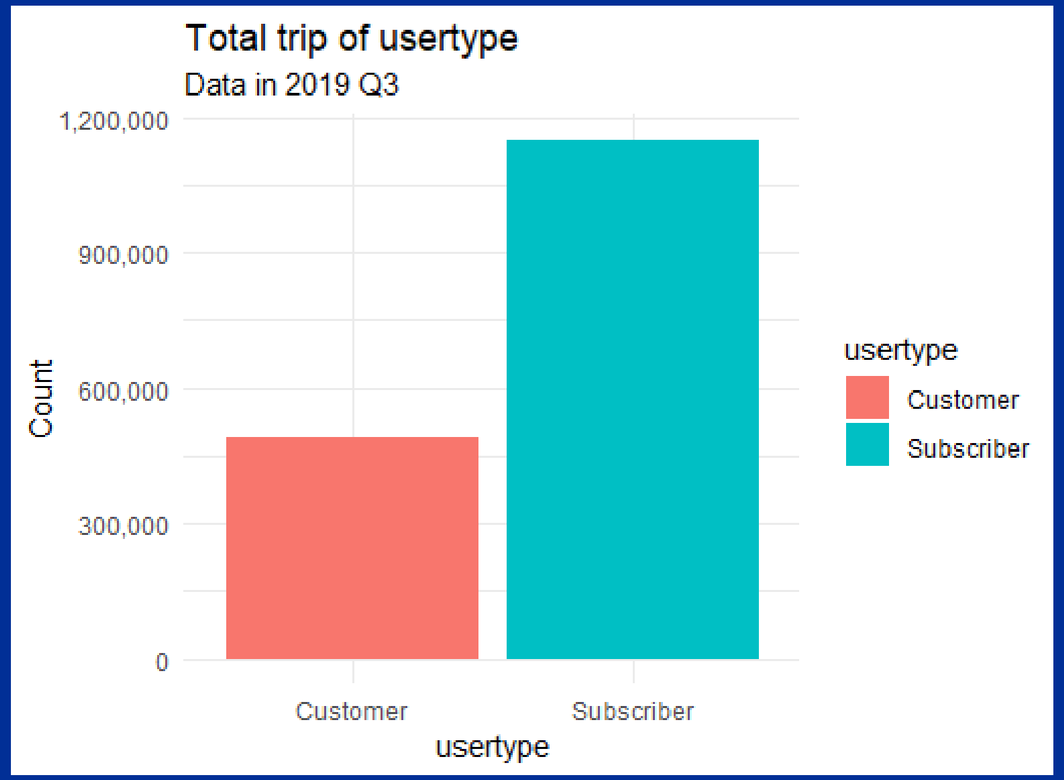


For usertype, Subscriber take 94% of total trip in 2019 Q1.

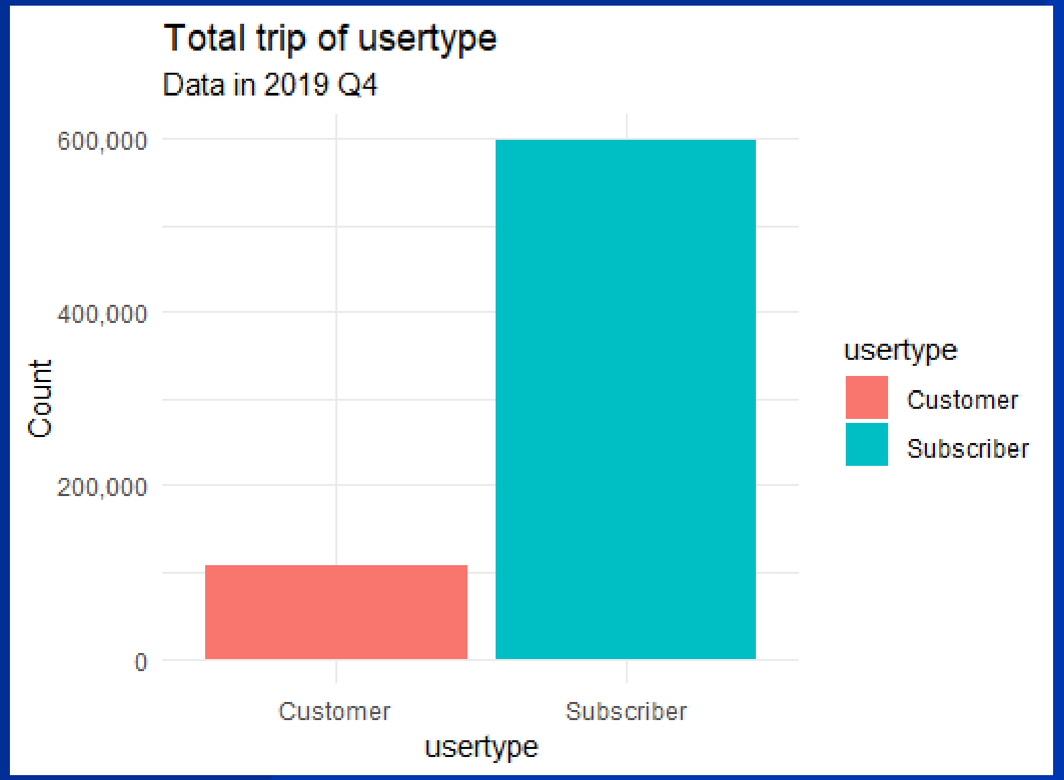


In 2019 Q2, the proportion of customer increases to 23%.

TOTAL TRIP BY USERTYPE IN 2019

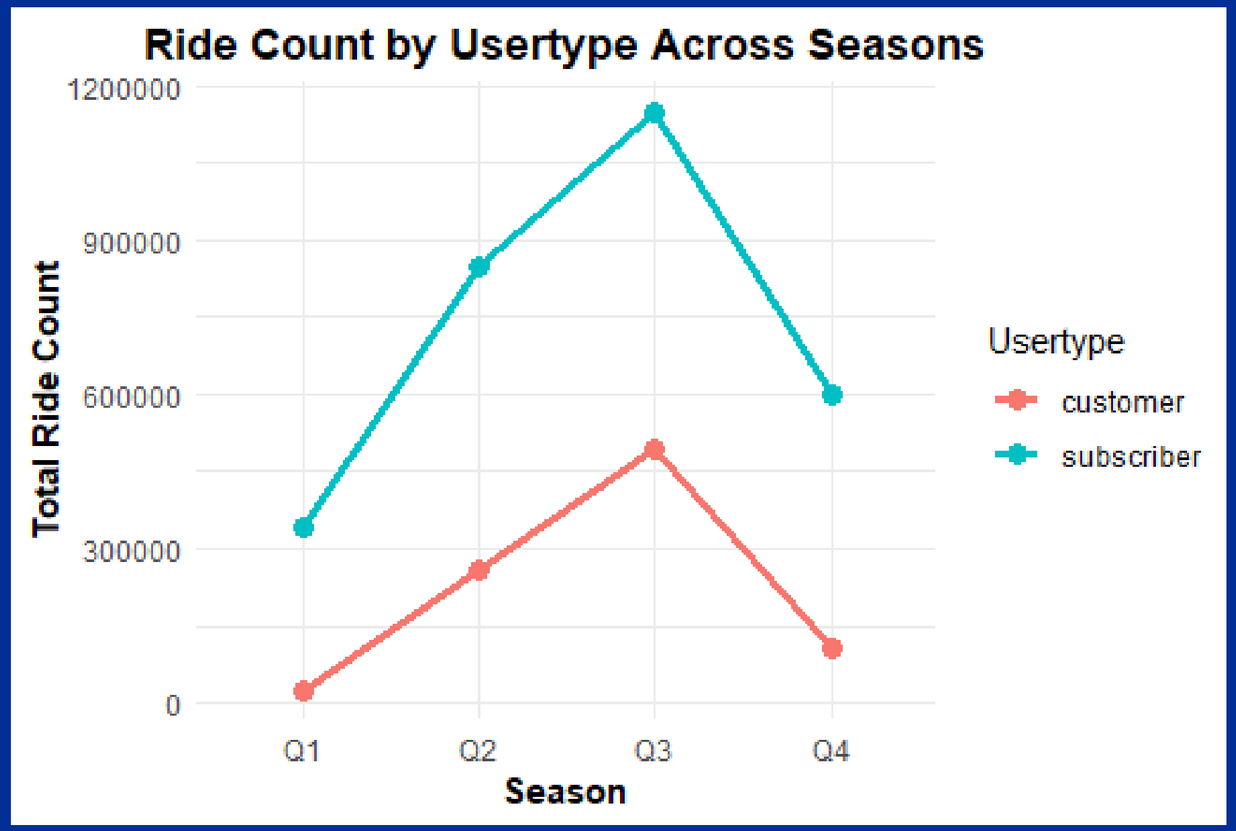


The proportion of customer keep climbing, and goes to 30%.



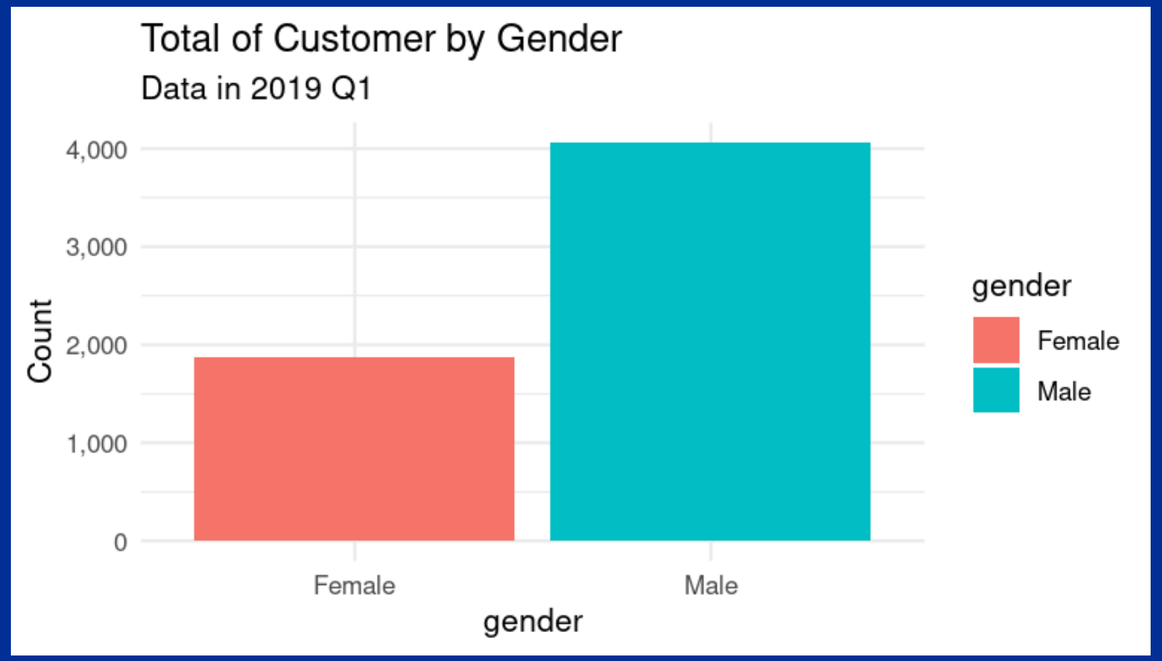
In Q4, Subscriber take 85% compred to 15% for customer, the proportion of Customer decreases.

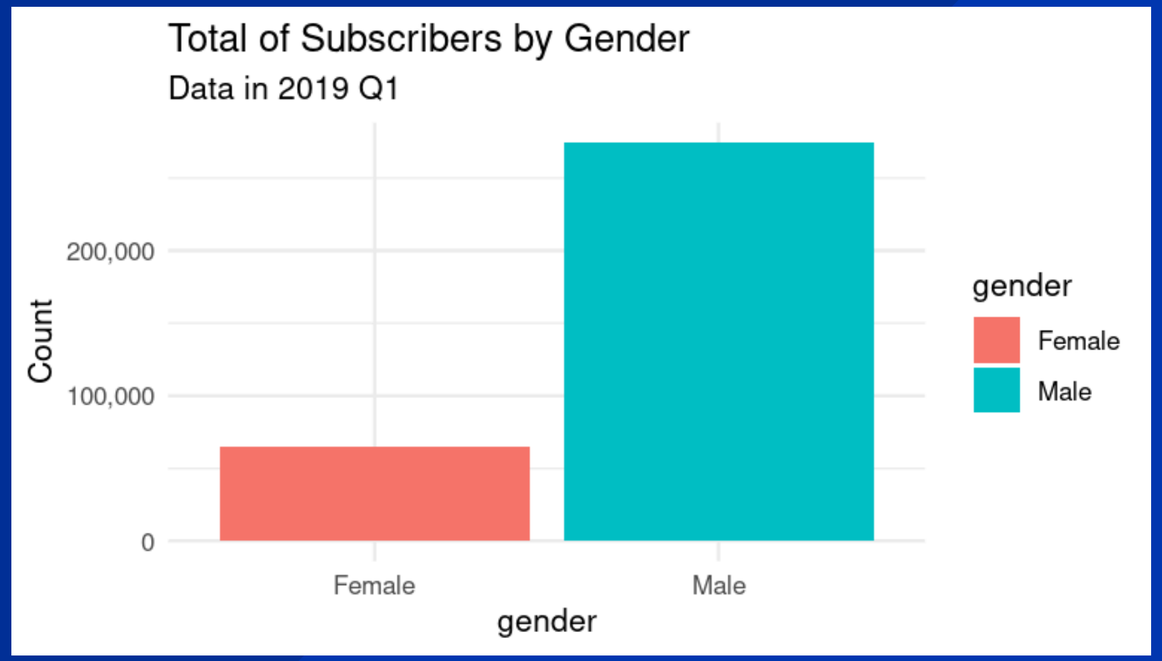
TOTAL TRIP BY USERTYPE IN 2019



- Subscibers consistently have higher ride compared to customers throughout all seasons.
- The peak season of ride is the third quarter, , followed by a decline in Q4.

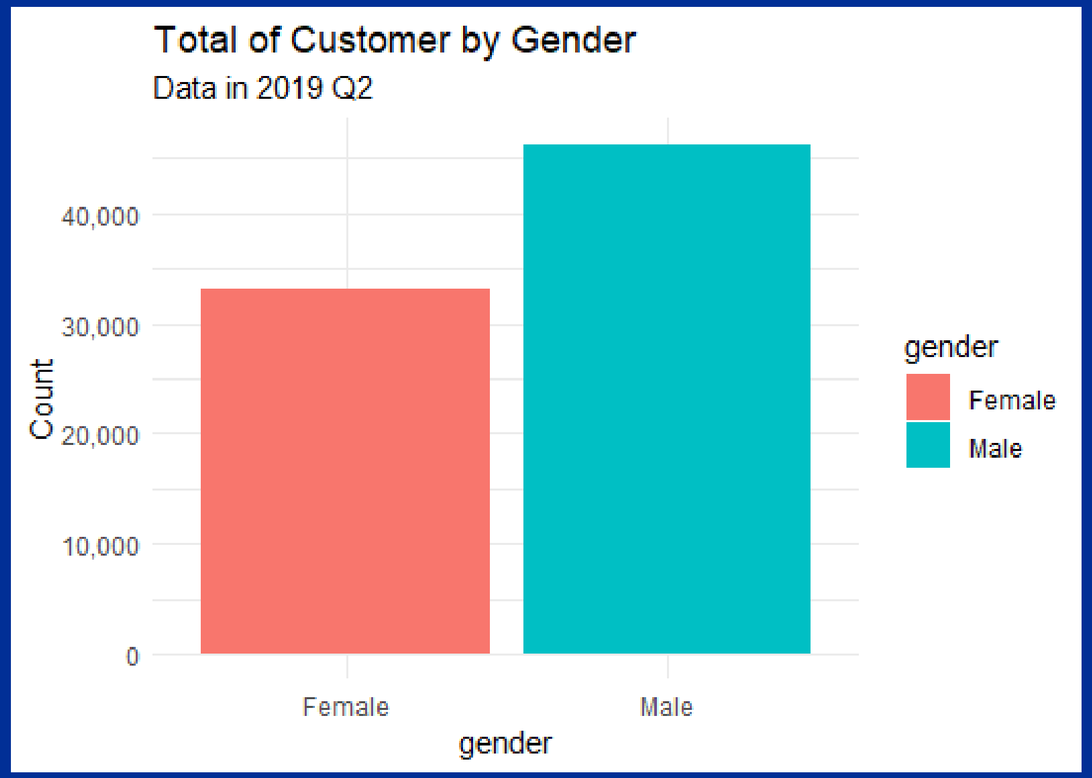
TOTAL TRIP BY GENDER IN 2019

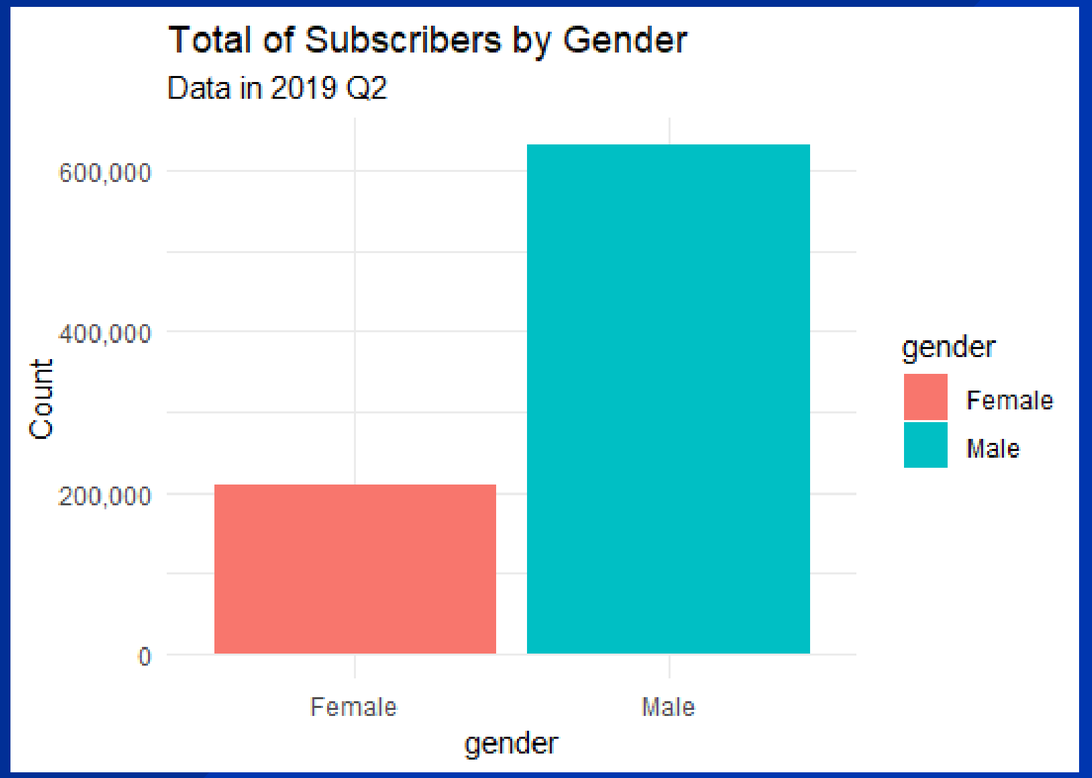




From the Customer and Subscriber data in Q1, there is a large gap between male and female Subscribers. This suggests that females are more likely to remain casual riders rather than registering for membership.

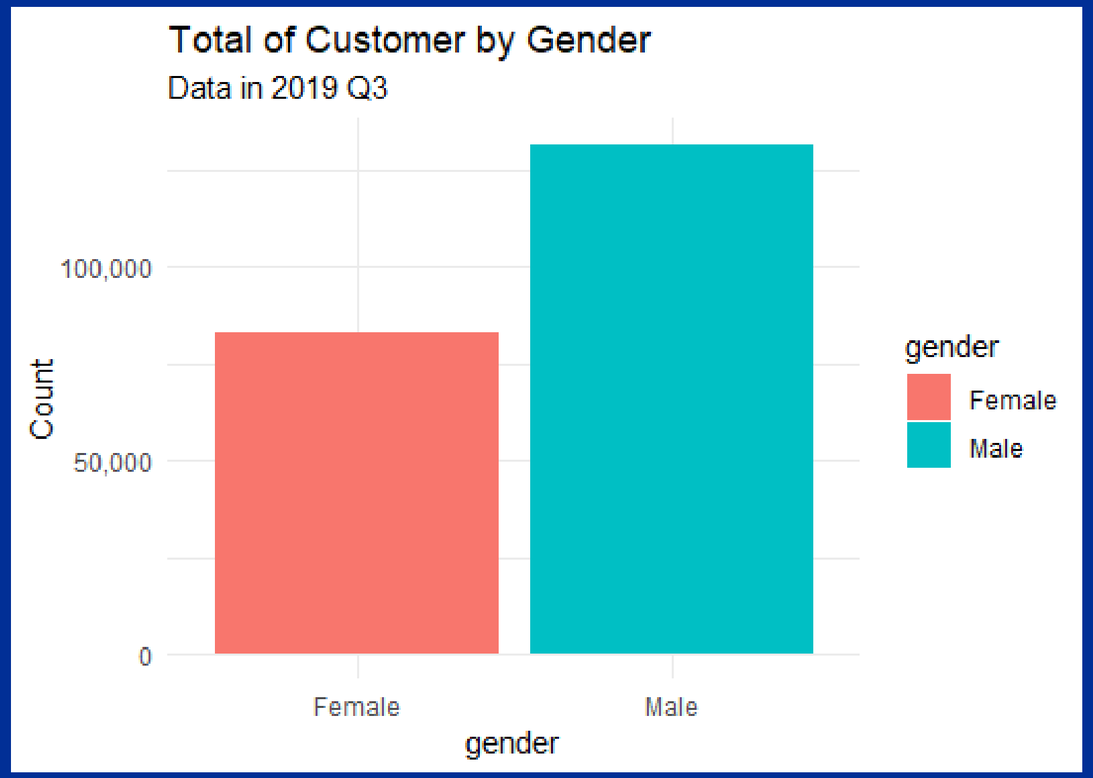
TOTAL TRIP BY GENDER IN 2019

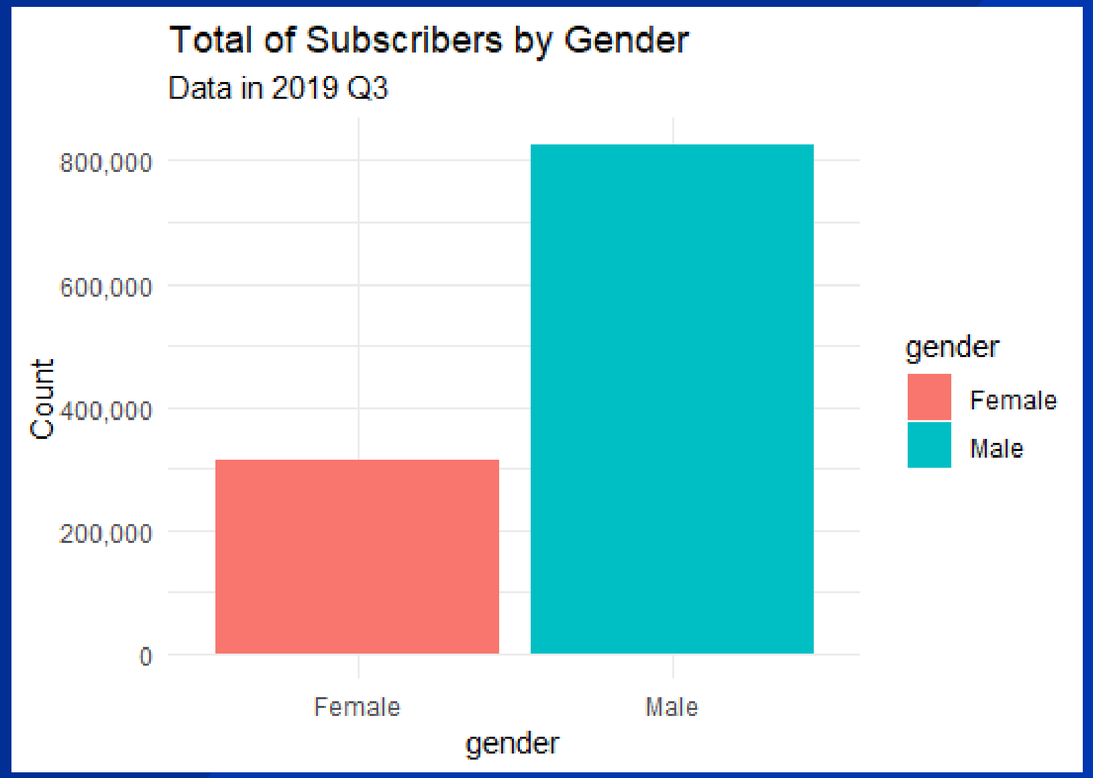




The condition of subscriber is all similar across all season in 2019.

TOTAL TRIP BY GENDER IN 2019





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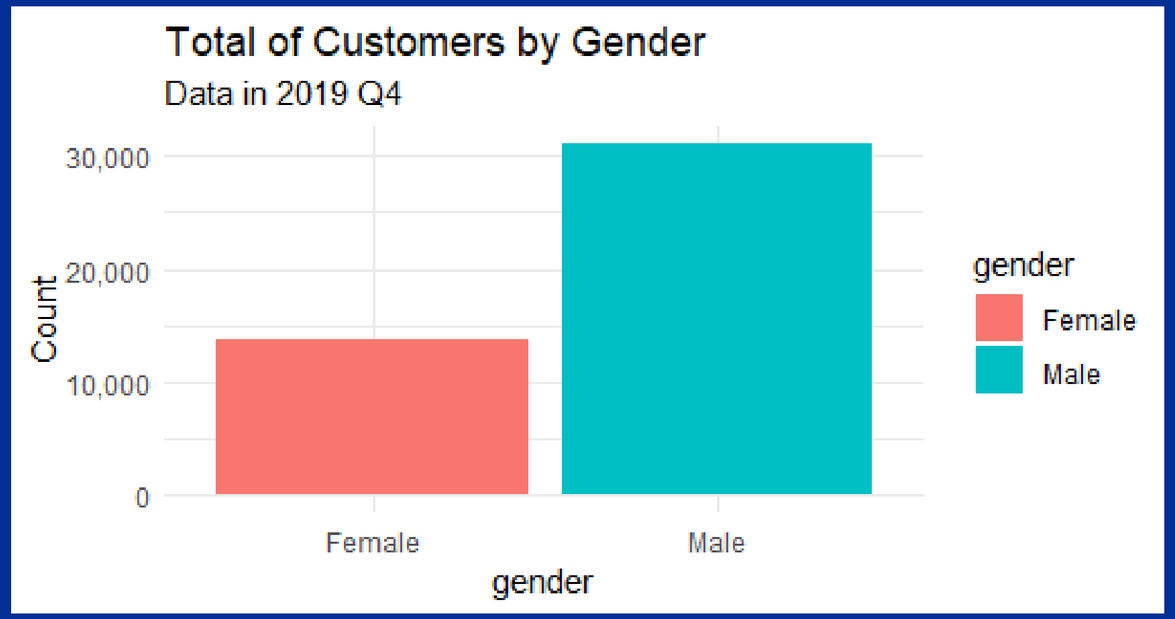
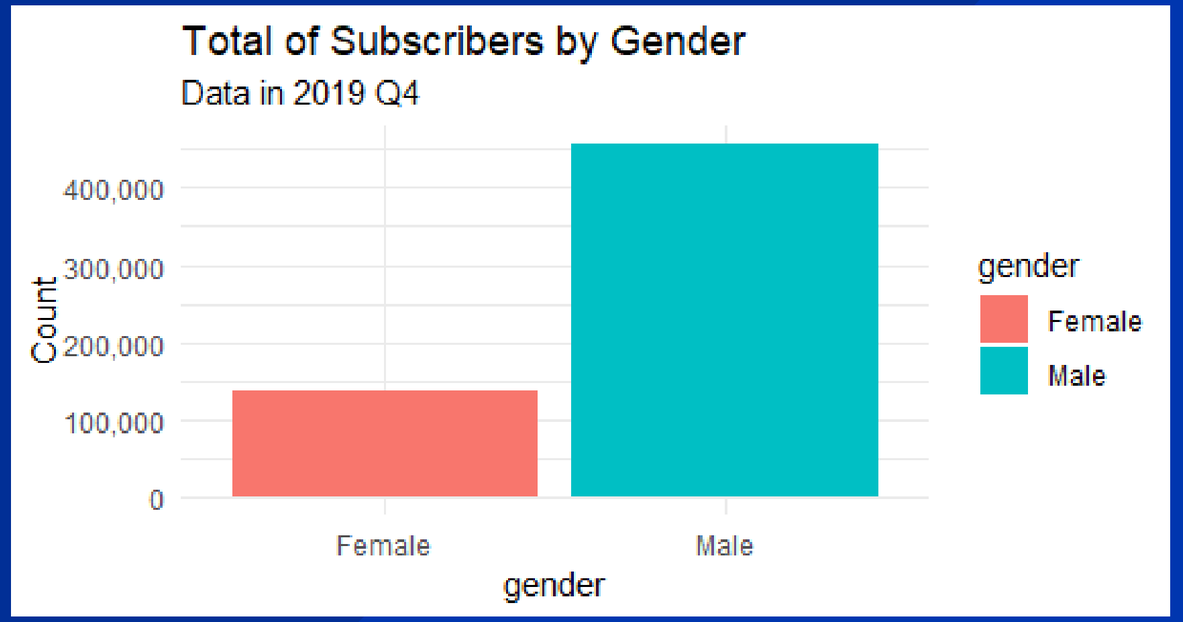
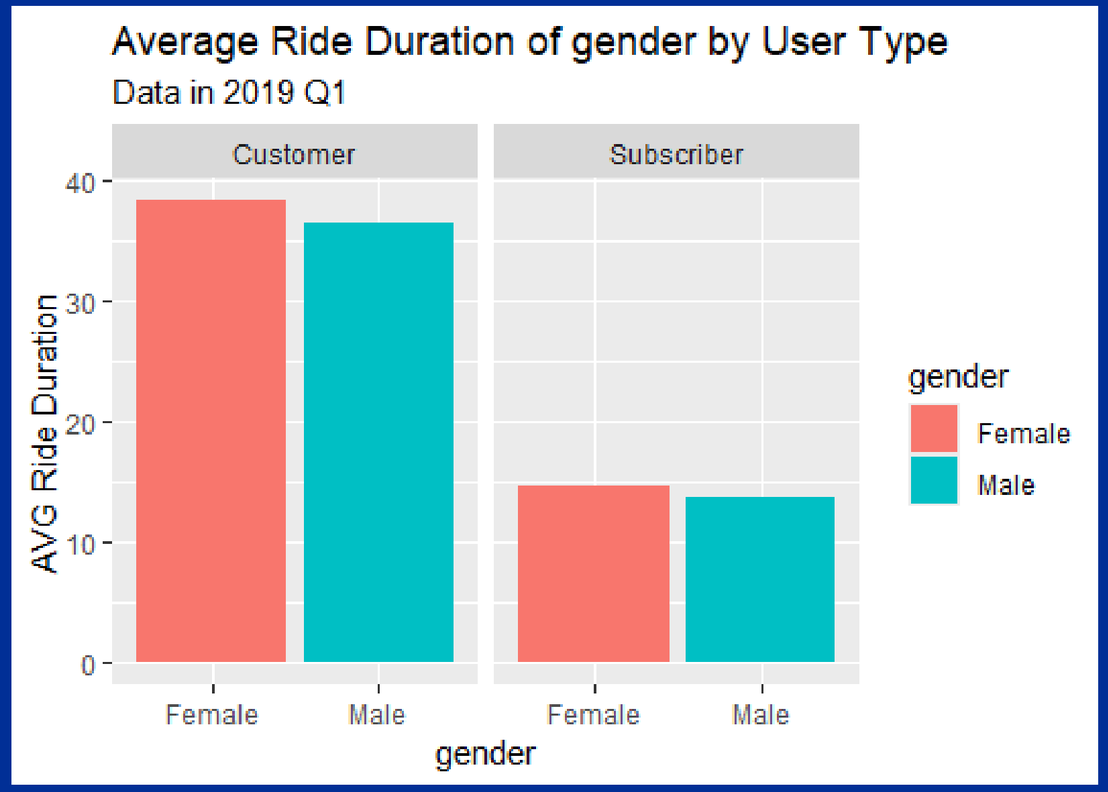




The condition of subscriber is all similar across all season in 2019.

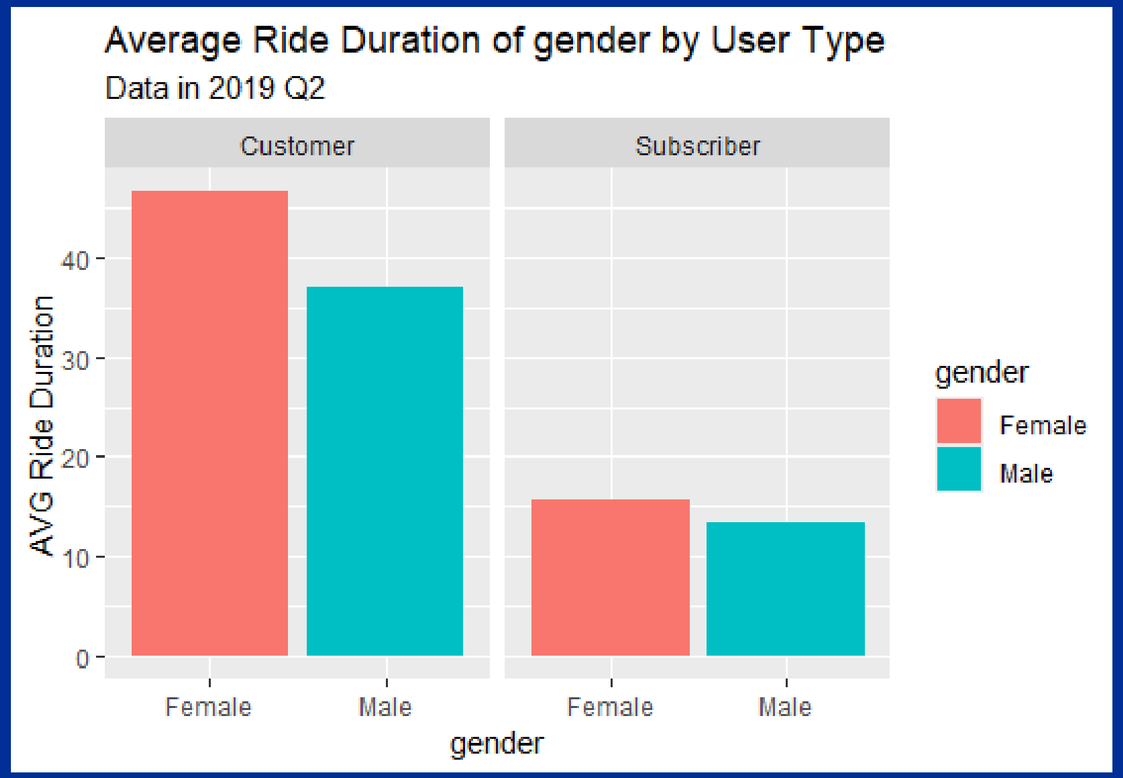
AVERAGE RIDE DURATION IN GENDER BETWEEN USERTYPE.



In Q1:

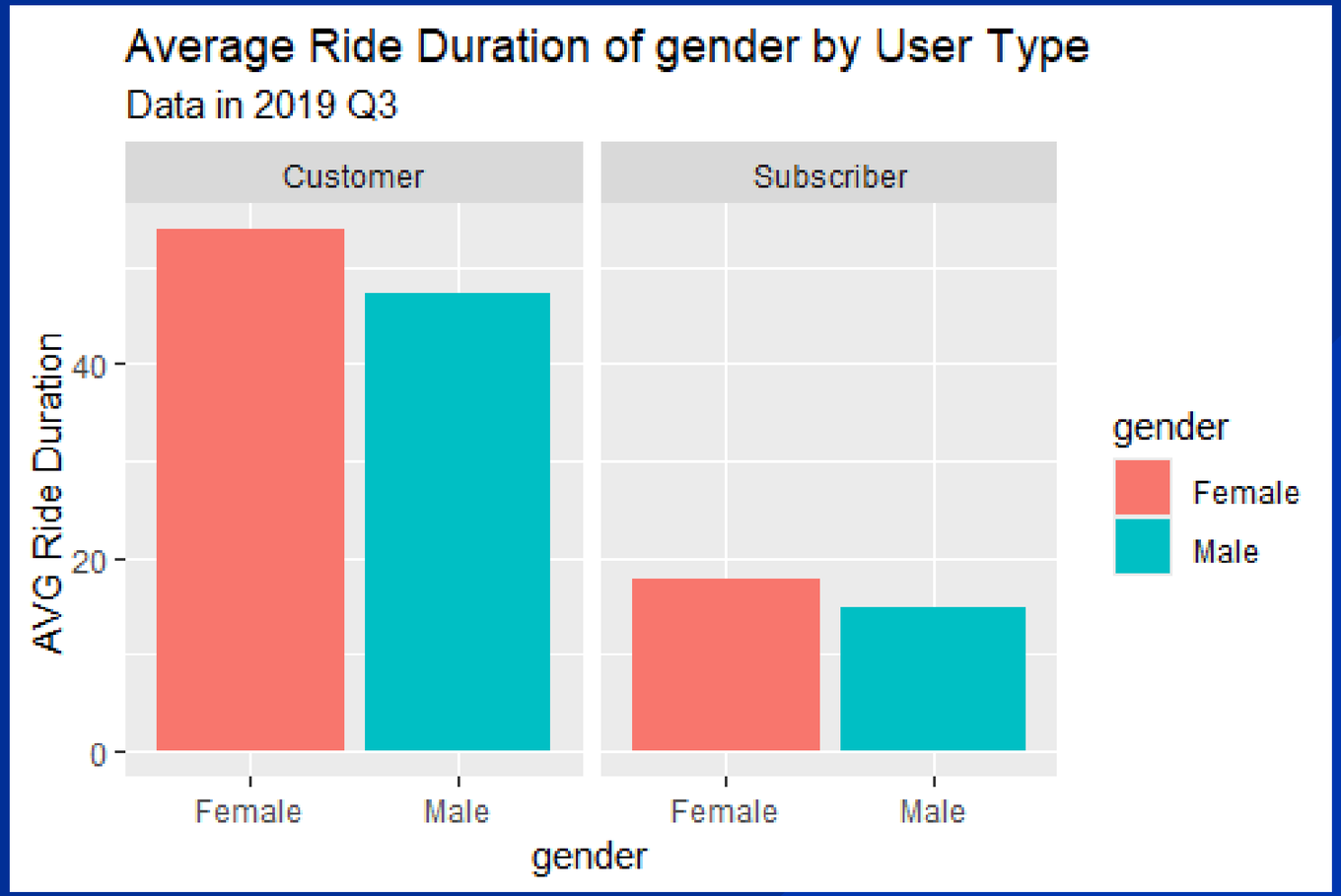
- Regardless of gender, the average ride duration of customer is higher.
- Moreover, the average ride duration of female is higher than male.

AVERAGE RIDE DURATION IN GENDER BETWEEN USERTYPE.



In Q2:
The rsult is similar to Q1, but the avg. duration of female is much more than male compared to Q1.

AVERAGE RIDE DURATION IN GENDER BETWEEN USERTYPE.



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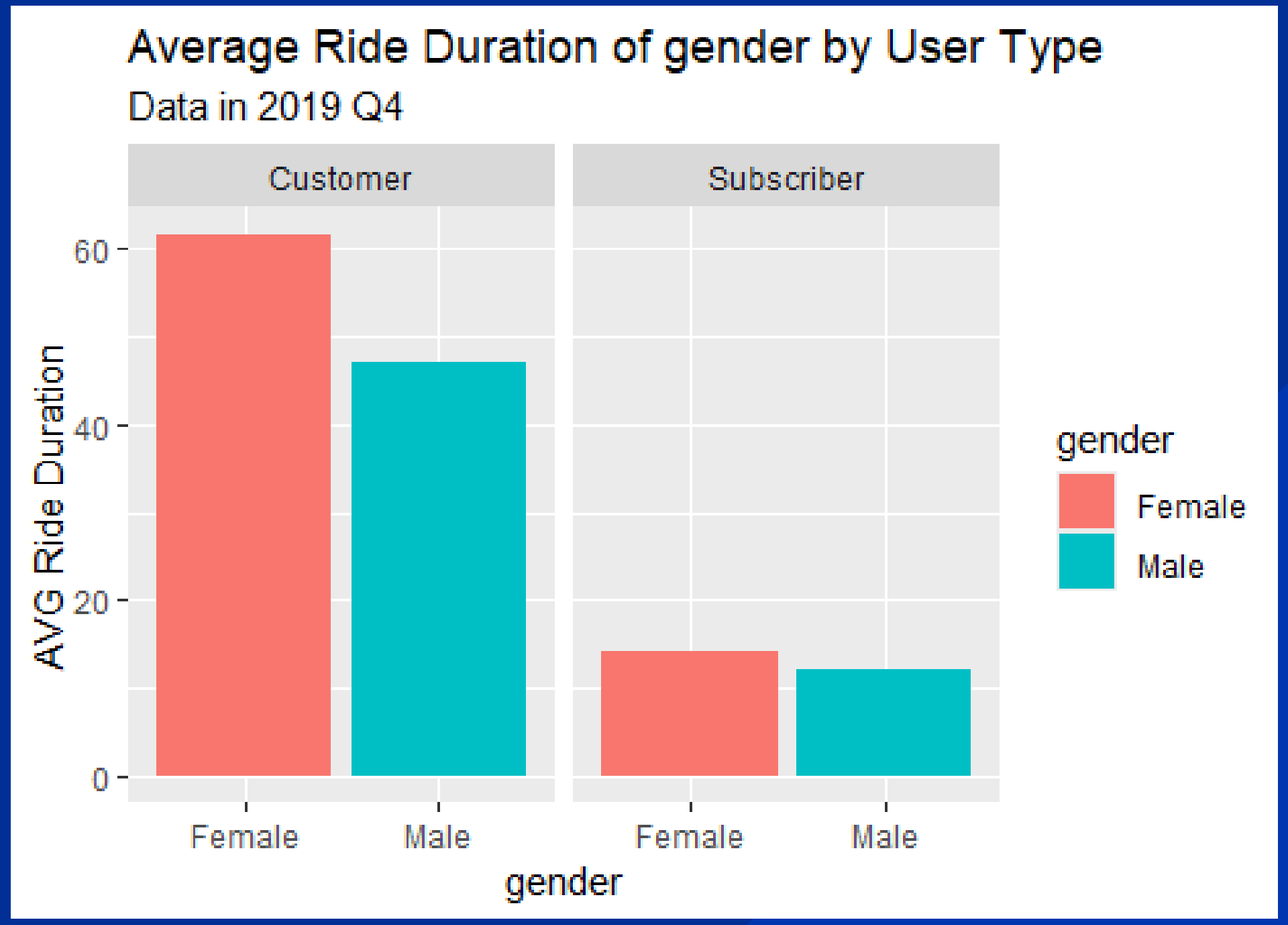
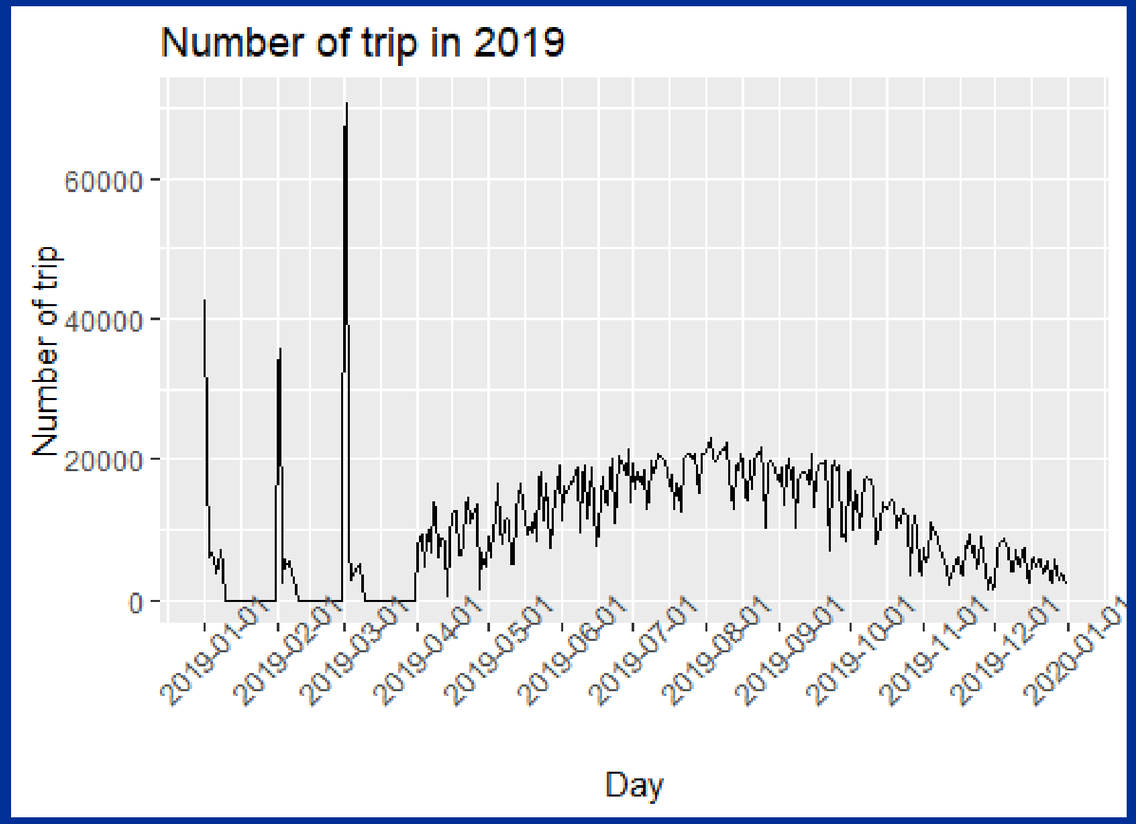
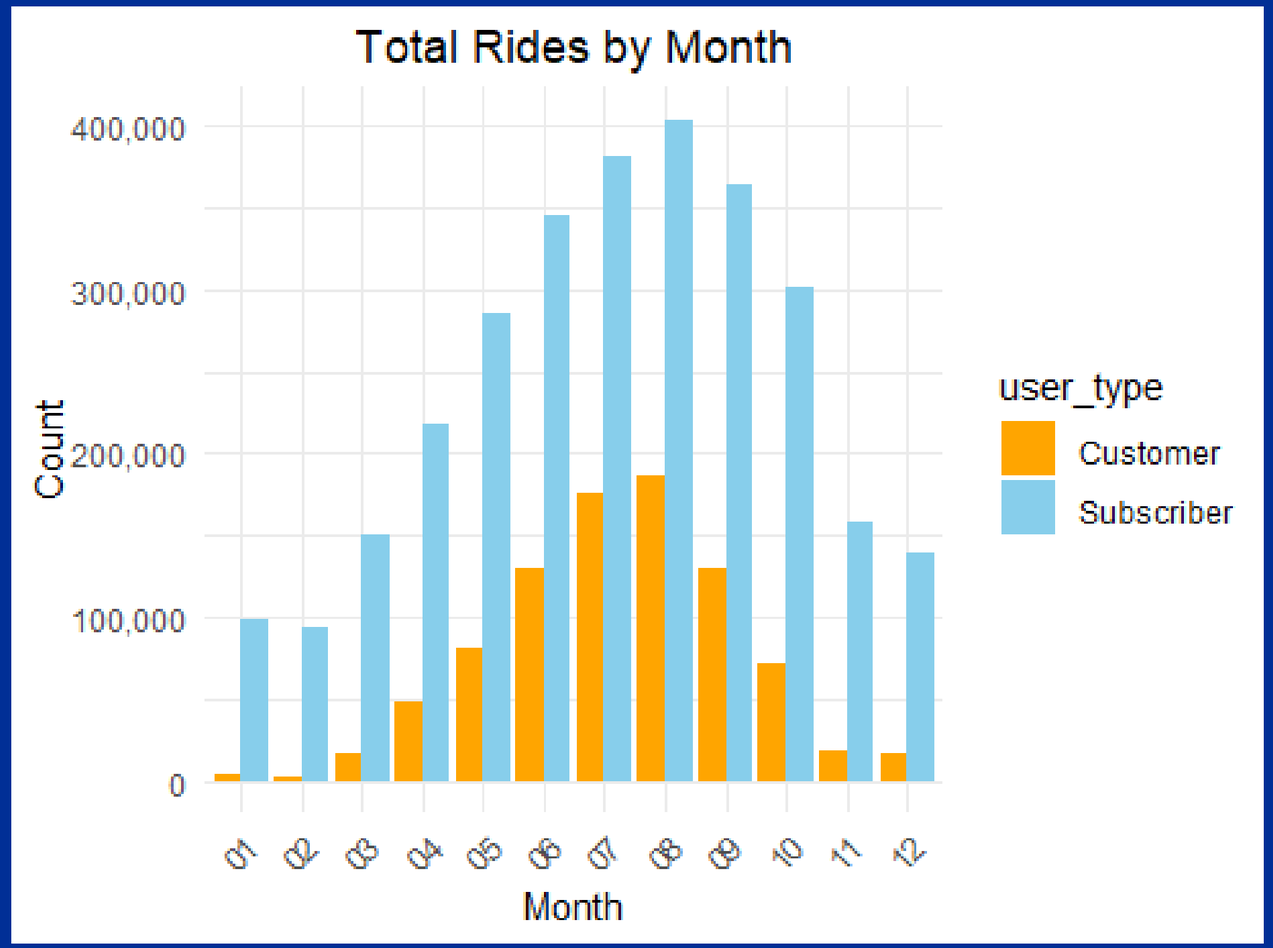


THE TREND OF TOTAL RIDE IN 2019



There may have been a gap or interruption in the data collection process in Q1, we also can see there is a peak in 2019.3.1 and 2019.3.2.。(but this may be a misleading).

TOTAL RIDE BY MONTH IN 2019



- Subscribers remain higher than customers through all months in 2019.
- Customer riders and subscribers were high in June and July.

RECOMMENDATION

01

女性相比於男性在平均騎乘時間更長，但會員使用女性極少，大多為casual users，或許可以針對女性用戶提供一些運動休閒相關優惠及會員制度以吸引更多女性成為會員。

02

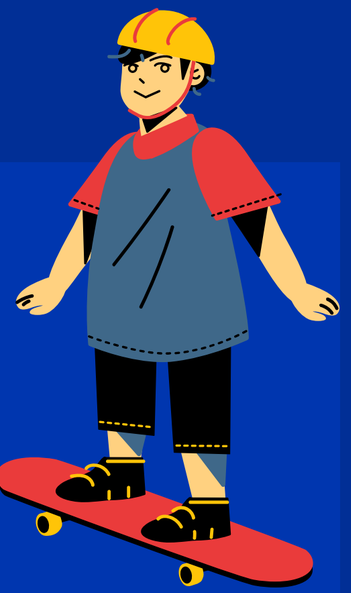
在夏季約6.7.8月為使用共享單車使用的高峰期，可以主打休閒或單車運動相關活動搭配季節性(短期)註冊會員，不但可以維持營收也可以吸引喜歡單車相關休閒活動的客群。

03

使casual riders成為會員的部分可考量長距離使用者及每日使用的通勤者，可以提供里程兌換等活動。

04

呈上：可將以休閒或運動導向(長距離)為導向的會員，以Cyclist的app或網路平台提供個人騎乘運動數據登錄。

THANK YOU

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