

How Does a Bike-Share Navigate Speedy Success?

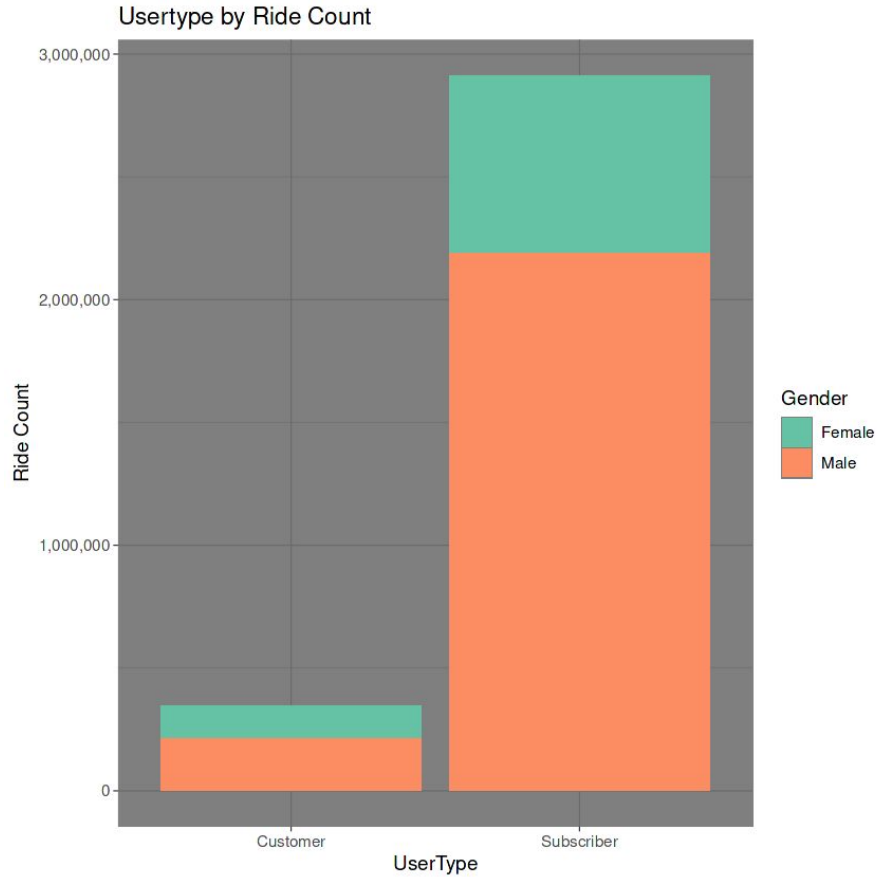
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Agenda

- Introduction
- Project overview and goals
- Data and analysis
- Recommendation
- Questions

Purpose

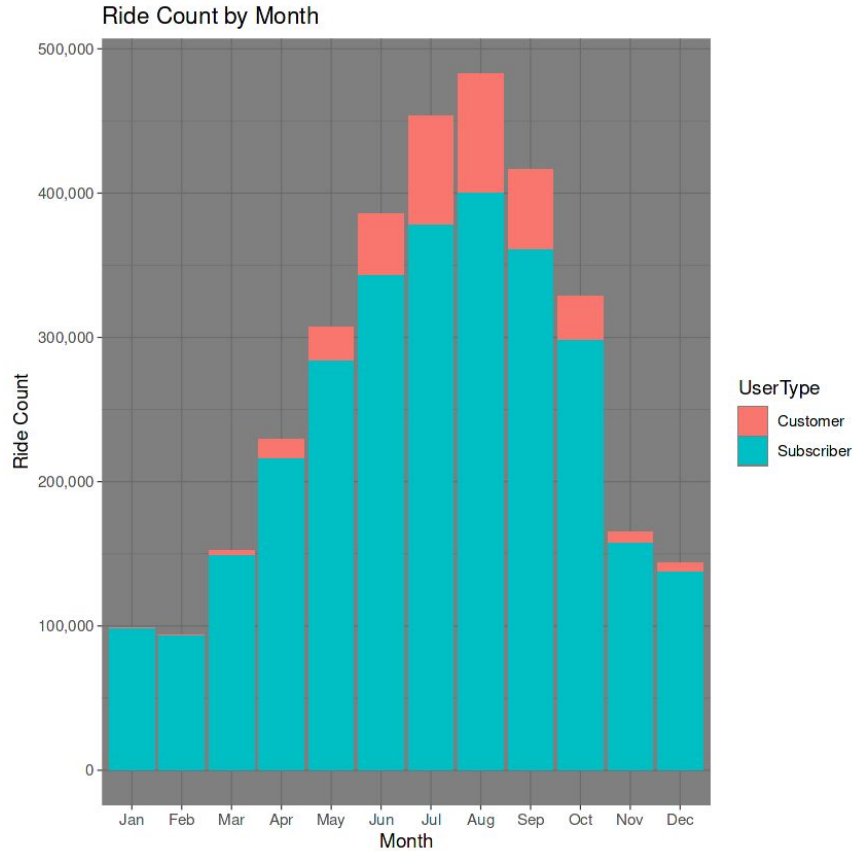
The company's future success depends on maximizing the number of annual memberships. The aim of this project is to help us identify how **casual riders** and **annual members** use Cyclistic bikes **differently**. The results will help us to target the marketing campaign to casual riders to **convert** them into **yearly members**.



- The number of subscribers is almost 8 times the number of casual customers
- Only about 26% of the riders are females and the rest are males

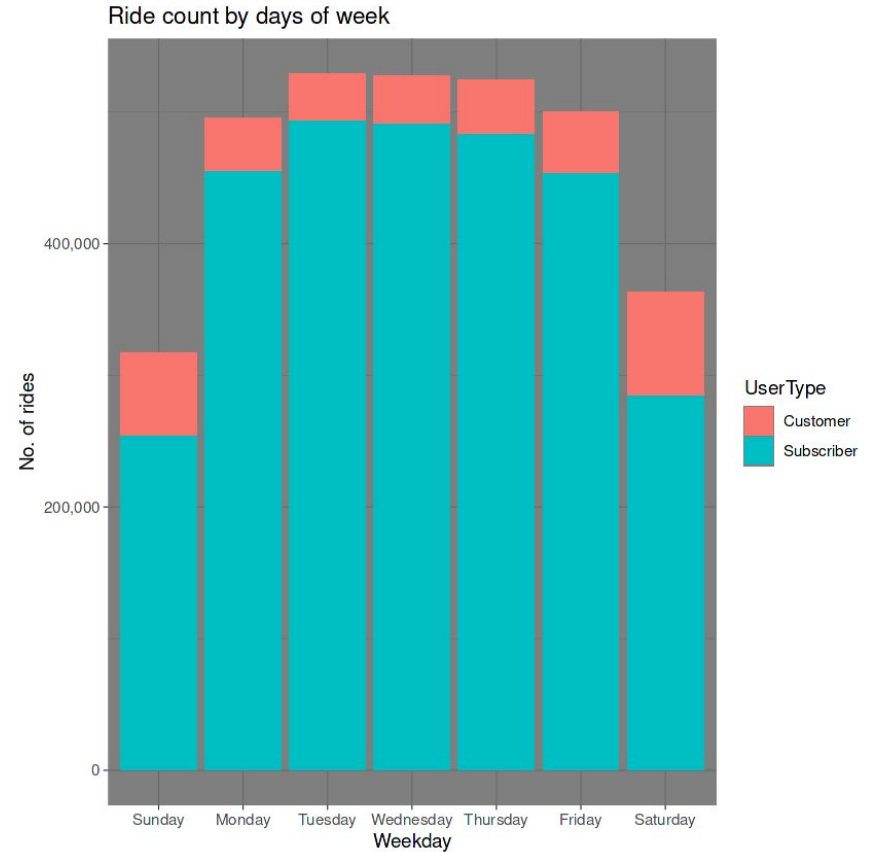
Summary Statistics

	Customers			Subscribers		
	Count	Mean Age	Mean Ride Duration	Count	Mean Age	Mean Ride Duration
Female	131425	30.1	3157.7	726428	34.1	965.2
Male	212714	31.5	2691.1	2187036	35.8	821.8
Total	344139	30.9	2869.3	2913464	35.4	857.5



- Summer season is the most busy season in terms of both kind of users
- Almost negligible use of bikes is seen in winter season by casual riders
- Clearly casual riders are using the Cyclists services for leisure activities

- Casual riders use the bikes most on weekends
- Annual subscribers are mostly using bikes on the weekdays



Recommendations

1. Offer benefits or discounts for weekends with the annual subscription plan.
2. *Promote riding bikes to work to encourage riders to use bikes on weekdays too.
3. Encourage and attract more women riders as they have the potential to maximise profits

*Futher analysis required to understand why casual riders do not use bikes to work

Questions!