



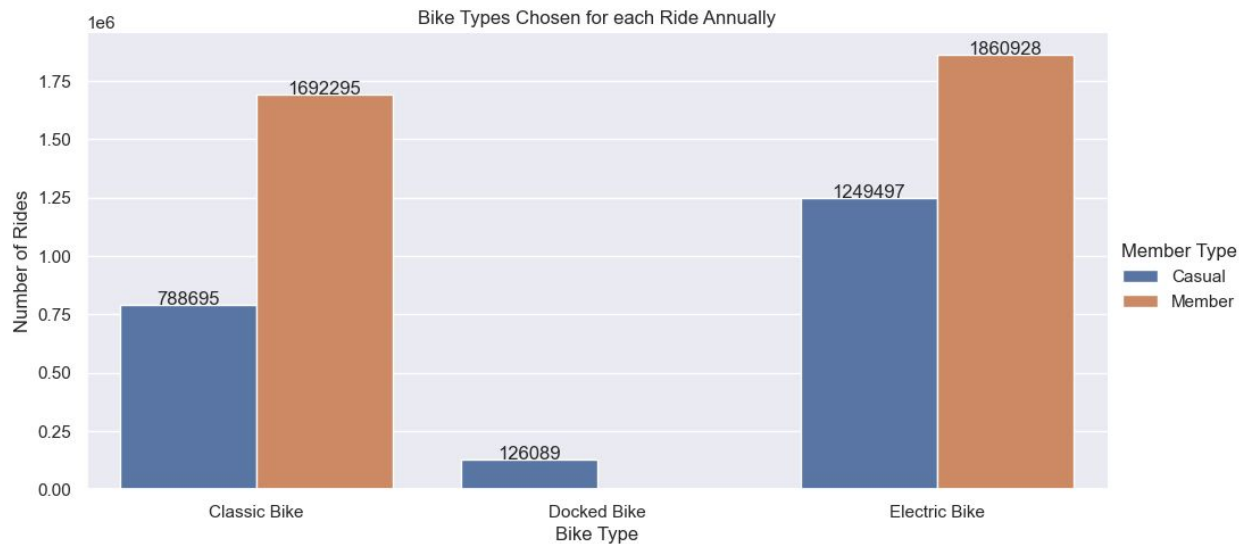
Cyclistic Ad Campaign

Cheng Wang

Objective:

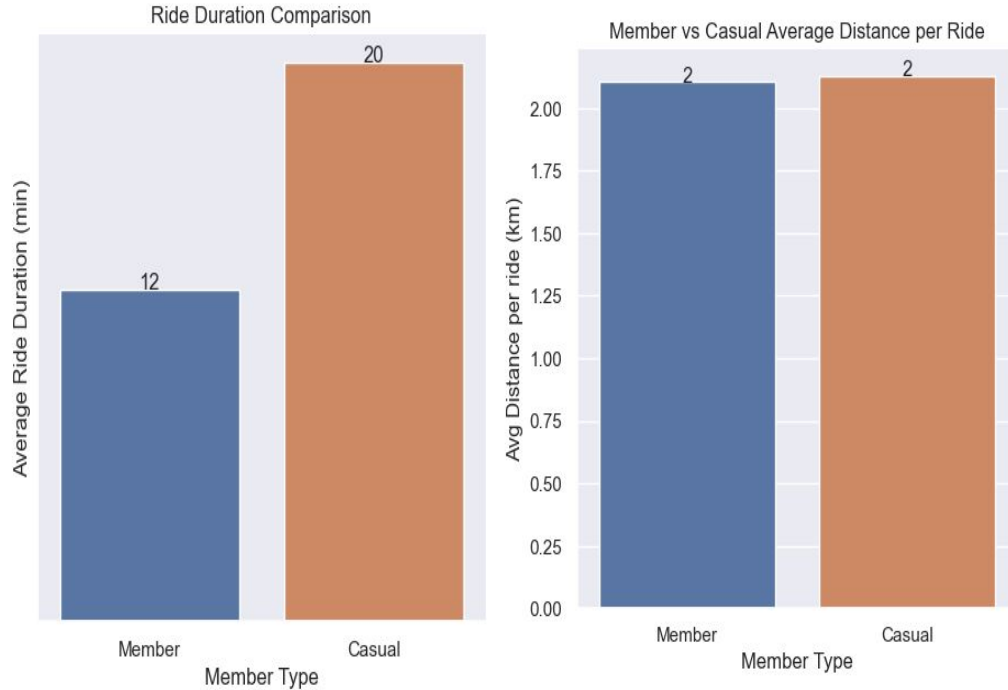
- As a bike share company, we are aiming to convert our casual riders to members
- We gathered 1 year's worth of user riding data from 8/1/2022 to 7/31/2023 to analyze the differences in member and casual rider's behavior

Bike Choices



- **Recommendation:**
Investigate what about docked bikes makes it a poor riding experience, and possibly consider doing away with the bike type

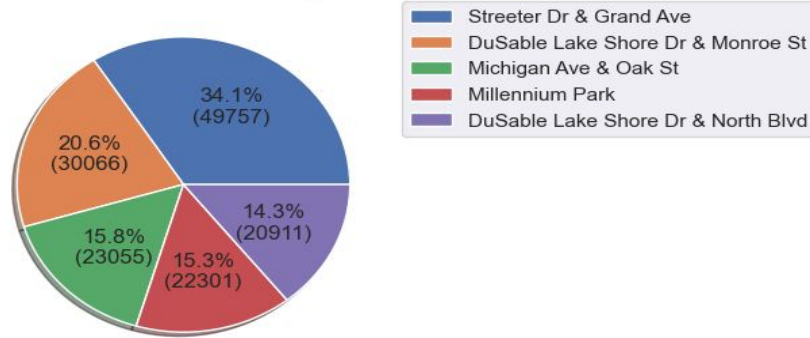
Time and Distance Comparison



- **Summary:** Members and casual riders ride the same average distance from start to end location, but members spend much less time
- **Recommendation:** Use time savings as a reason to convert

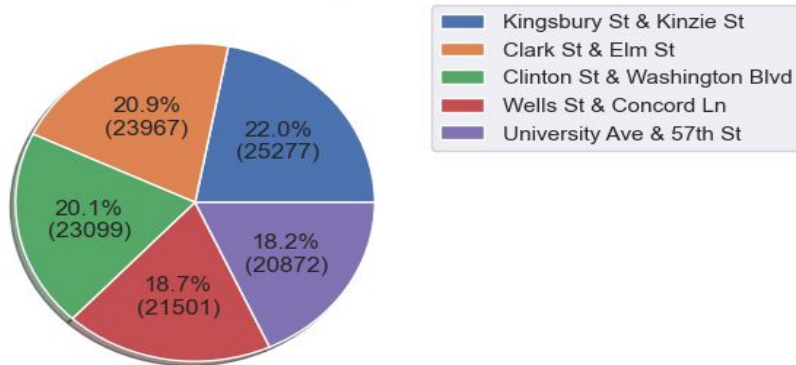
Most popular starting stations

Number of Casual Riders at Starting Stations



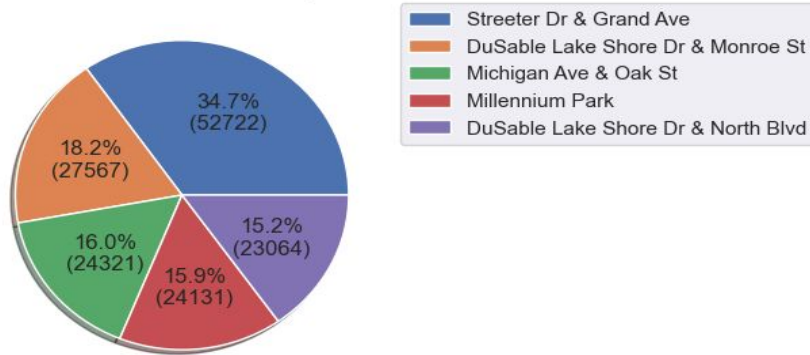
- **Summary:** The places where casual riders choose to ride are different from where members choose to ride

Number of Member Riders at Starting Stations

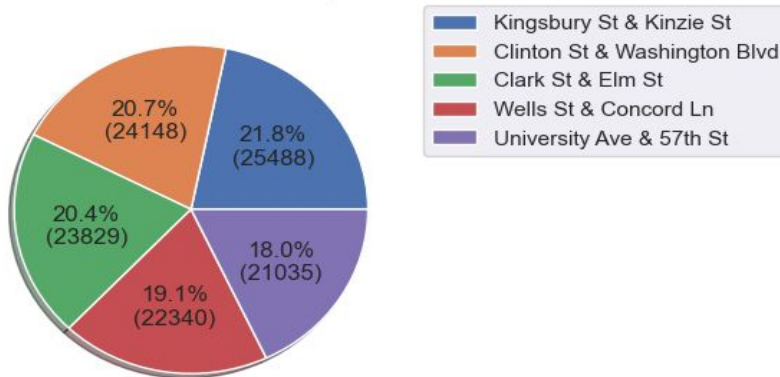


Most popular ending stations

Number of Casual Riders at Ending Stations

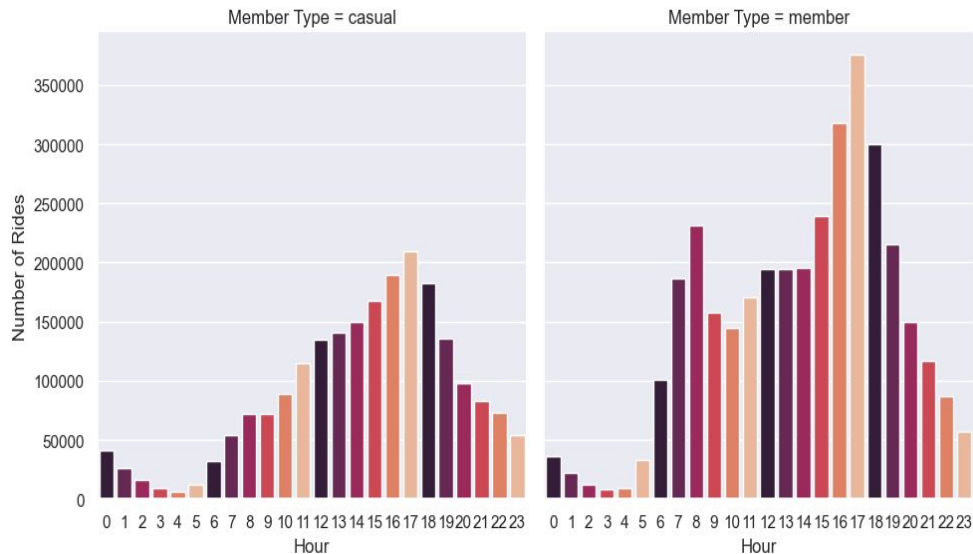


Number of Member Riders at Ending Stations



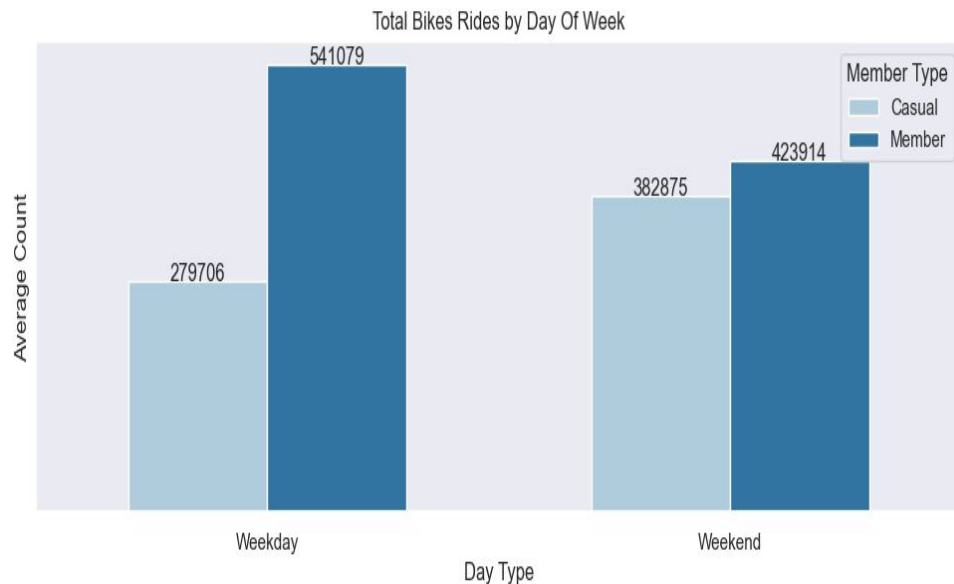
- **Summary:** The most popular starting/ending stations for casual riders and members likely differ because members tend to use bikeshare for commute, while casual riders for leisure
- **Recommendation:** At the most popular riding stations for casual riders, place flyers that show benefits of membership, such as annual money savings and time savings.

Hourly Usage



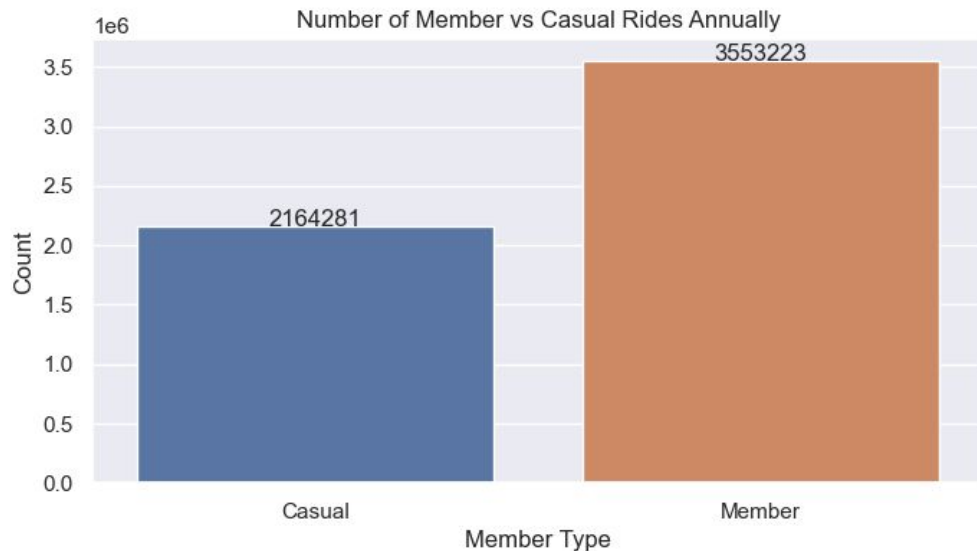
- **Summary:** Casual riders have peak usage after work 4-6 PM. Members have peak usage 7-9 AM and 4-6 PM, since they likely commute to work with bike share.

Weekly Usage



- **Summary:** Casual riders ride more on weekends while members ride more on weekdays due to their commute to and from work.
- **Recommendation:** Use weekend events and promotions to convince casual riders for conversion, as casual riders have the most usage then.

Annual Number of Rides



- **Summary:** Members ride their bikes significantly more than casual riders
- **Recommendation:** If possible, gather financial data to show that a member, despite riding more often, saves money annually compared to a casual rider.

Conclusion

- To drive conversion from casual riders to members, consider placing flyers at:
 - Streeter Dr & Grand Ave
 - DuSable Lake Shore Dr & North Blvd
 - Michigan Ave & Oak St
 - Millennium Park
 - DuSable Lake Shore Dr & Monroe St
- Use time savings and annual financial savings of membership as points of conversion, and paint a picture of how a casual rider can use a membership to efficiently travel to/from work or the nearby city
- Investigate into docked bikes, and if they are not necessary consider pulling future funding from them