

Cyclistic Bike Share Case Study



Sneha Kumar

Question Posed:

“How do annual members and casual riders use Cyclistic bikes differently?”

Executive Summary

A few key differences between casual riders and annual members:

- Casual riders ride for **longer periods of time** and **less frequently** than annual members
- Casual riders prefer to bike on the **weekends** while annual members generally ride their bikes during the **weekdays**
- The **time of day** varies between both groups. While both casual riders and annual members experience a peak in bike use around **5:00 PM**, annual members experience another surge in bike use around **8:00 AM in the morning**

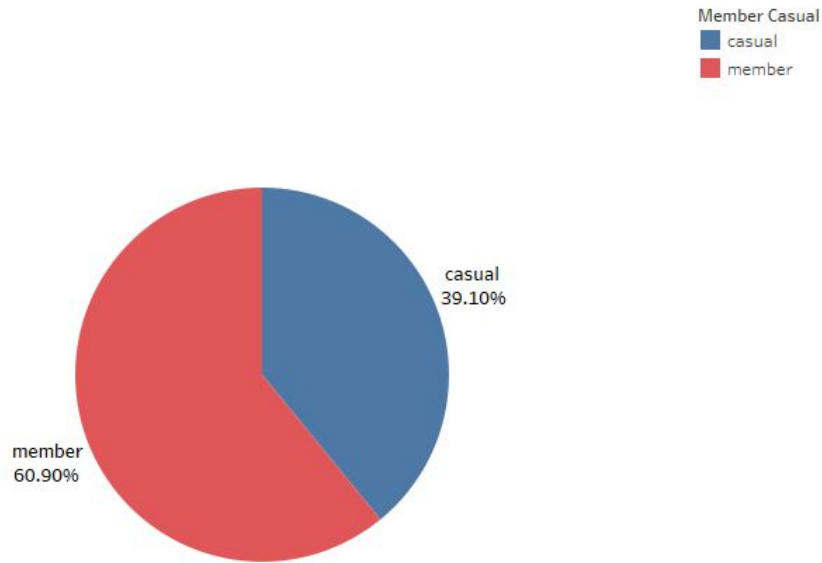
The target areas for marketing strategies include: **season popularity, week use, and hour of day.**

Problem

Almost 40% of total bike rides in the past 12 months are from casual riders.

Cyclistic wants to design a new marketing strategy to convert casual riders into annual members because the company's future success depends on maximizing the number of annual memberships.

Percentage of Member Types



Member Casual and % of Total Distinct count of Ride Id. Color shows details about Member Casual. The marks are labeled by Member Casual and % of Total Distinct count of Ride Id.

Data Source

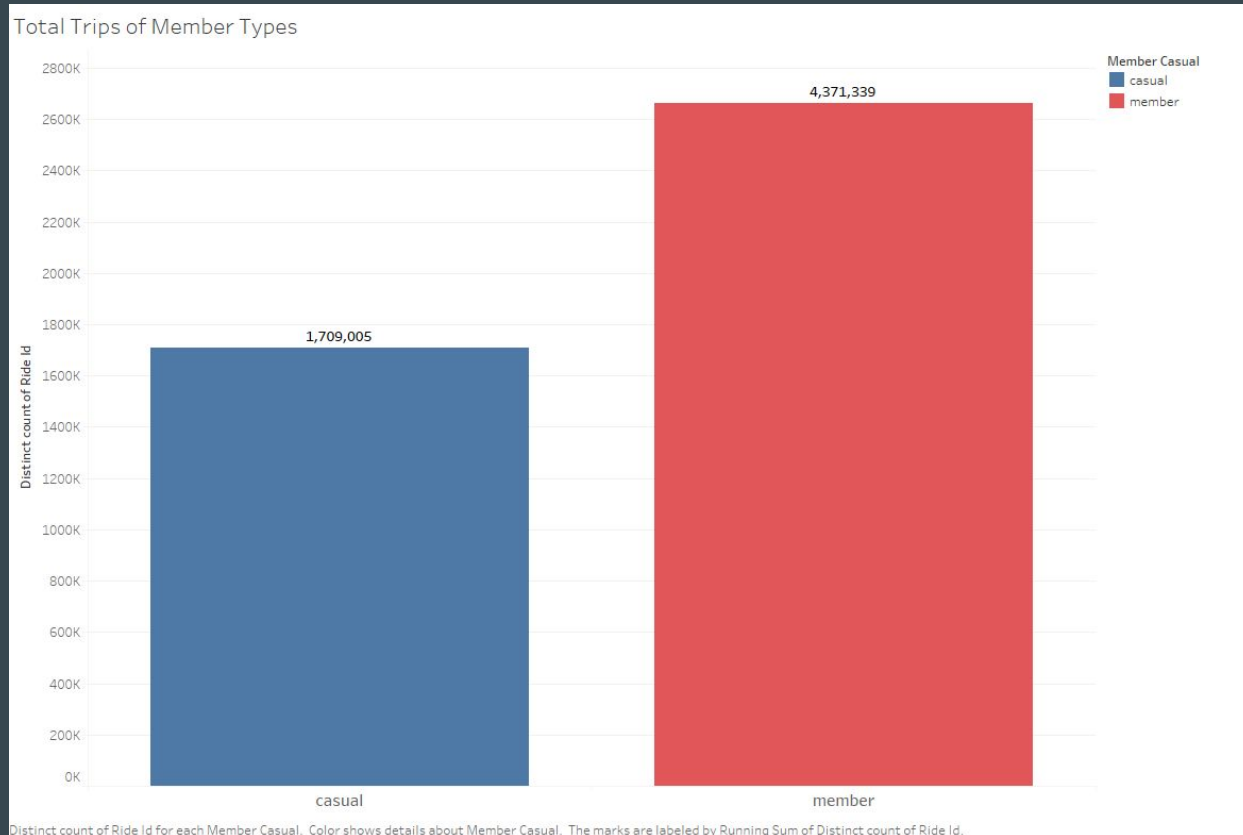
Motivate International Inc. has made Cyclistic's historical trip data available. We will use the datasets from the past 12 months (June 2022-May 2023) to analyze the difference in bike usage between annual members and casual riders.

Source: : <https://divvy-tripdata.s3.amazonaws.com/index.html>

License: <https://www.divvybikes.com/data-license-agreement>

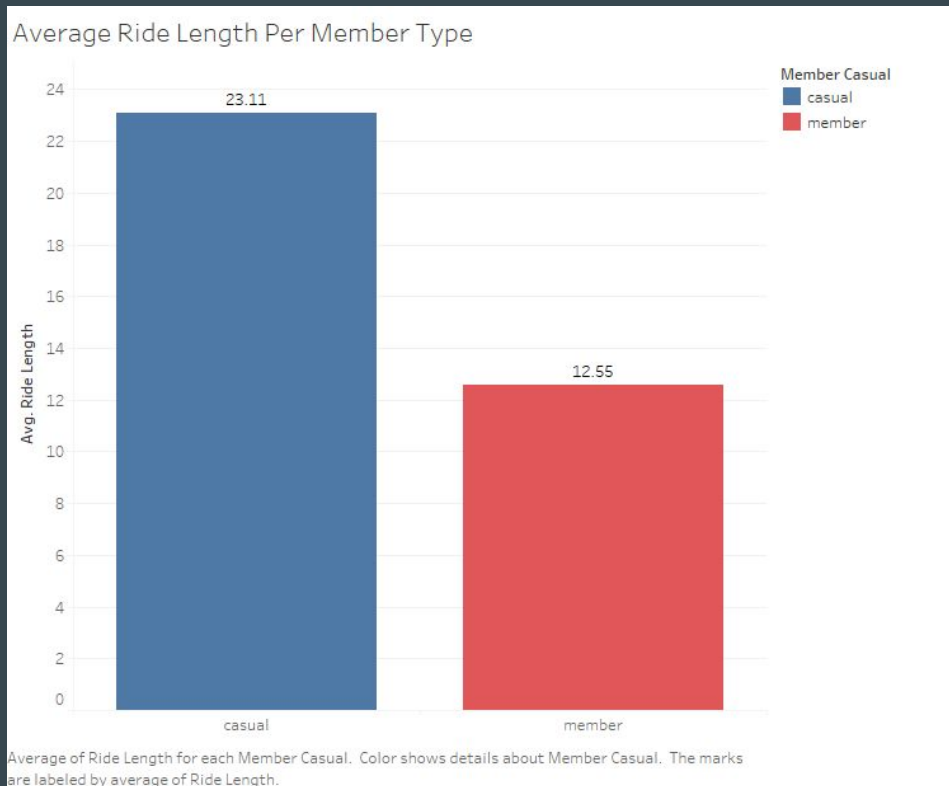
Frequency

Members use Cyclic bikes more frequently and **took around 60% more trips** than casual riders.



Duration

On average, casual riders spend around 23 minutes on their bike trips, while members use their bikes for around 13 minutes. Casual riders use their bike **for around 10 more minutes** than annual members.



Total Trips

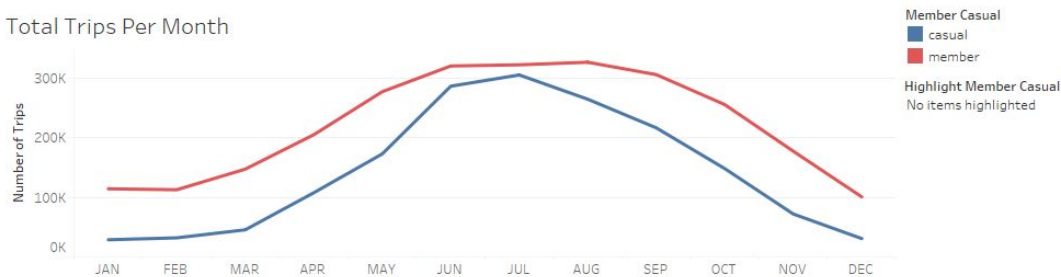
Months: Both members and casual riders bike usage peak in the summer season. Highest trips taken are in the months of June-August.

Days: The numbers of trips taken members increase over weekdays and decrease during the weekends. On the other hand, casual riders take more trips on the weekends than weekdays.

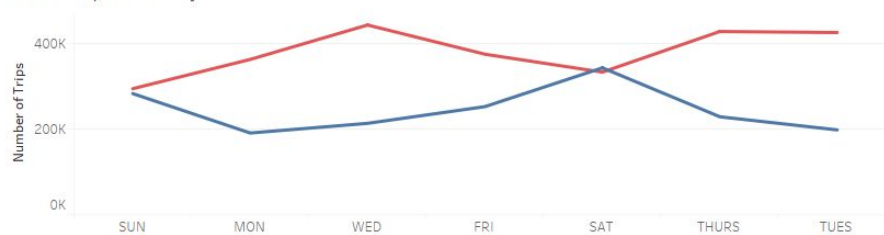
Hour of the Day: Members generally use bikes around 8AM and 5PM, while there is a gradual increase of casual riders using bikes from 9AM, peaking at 5PM.

Total Trips of Bike Riders

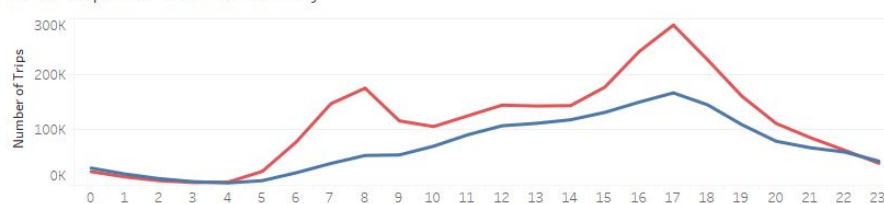
Total Trips Per Month



Total Trips Per Day



Total Trips Per Hour of the Day



Average Ride Length

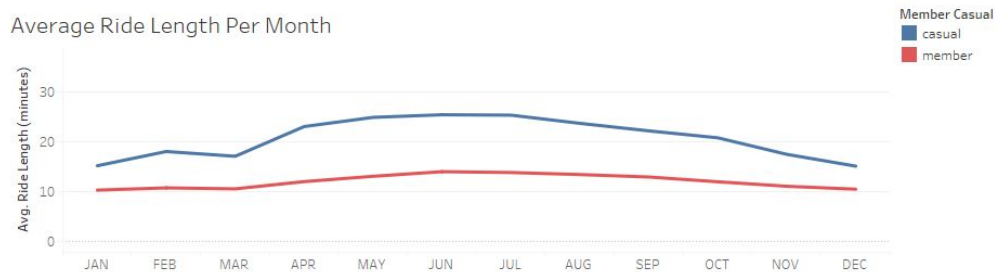
Months: Both members and casual riders had consistent ride lengths across all months.

Days: Both members and casual riders tend to ride for longer during the weekend (casual riders increase in duration is more significant)

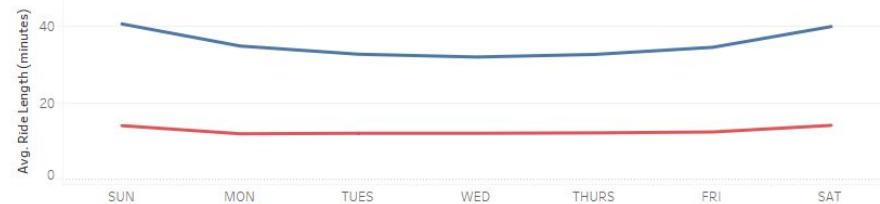
Hour of the Day: Casual riders tend to ride for longer around 10AM-2PM (around lunch time). Their shortest ride times occur around 5AM-8PM. Members have a rather unchanging ride length throughout the day

Average Ride Length of Bike Riders

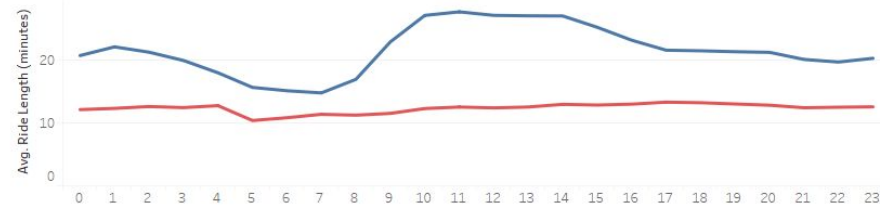
Average Ride Length Per Month



Average Ride Length Per Day



Average Ride Length Per Hour of the Day



Recommendations

1. Summer Special

- Both groups predominantly use the Cyclistic bikes during the summer season. Therefore, this time of the year would be the best time to introduce a summer special to casual riders.
- Summer Special:
 - During the months of June-August, the cost of the annual membership will have a 10% discount for the first year of the subscription

2. Weekend Partnerships

- Casual riders typically use the bikes on the weekends
- Cyclistic can partner with local venues on the weekends to promote their activities and in turn, provide discounts to their annual members.
 - Example: Cyclistic partners with Giordano's (Chicago Deep Dish chain) by promoting their menu and specials (could also provide routes to the nearest Giordano using the Cyclistic bikes). In return, Giordano's will offer a special discount on the weekends to those who used a Cyclistic bike to arrive to their establishment.

3. Lunch Hour and Rush Hour

- Casual riders use the bikes for the longest around lunch hour(10AM-2PM)
- Both groups take the most trips around rush hour (5PM)
- Lunch Hour:
 - Offer a list of lunch places nearby that links to a DoorDash or UberEats platform and allows the member to place an order ahead of time
- Rush Hour:
 - Marketing Campaign: comparing the time saved using Cyclistic bikes to being stuck in post-work traffic congestions

Thank you for listening!
Questions or Comments?