

# Cyclistic Bike-Share: How Does a Bike-Share Navigate a Speedy Success?

# Background

In 2016, Cyclistic launched a successful bike-share offering. The program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

## **Moreno has set a clear goal:**

Design marketing strategies aimed at converting casual riders into annual members. In order to do that, the marketing analyst team needs to better understand how annual members and casual riders differ, why casual riders would buy a membership, and how digital media could affect their marketing tactics. Moreno and her team are interested in analyzing the Cyclistic historical bike trip data to identify trends.

# Background

Key shareholders:

- Cyclistic Consumers
- Lily Moreno
- Cyclistic marketing analytics team
- Cyclistic executive team

# Ask

## **Three questions that will guide the future marketing program:**

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?

## **Assigned task:**

- Determine how do annual members and casual riders use Cyclistic bikes differently?

# Prepare

Data is located at: <https://divvy-tripdata.s3.amazonaws.com/index.html>

Data is organized chronologically

There are no issues in terms of bias/integrity with the data since Cyclistic is a fictional company and the data has been made available by Motivate International Inc. Under the license: [Data License Agreement | Divvy Bikes](#). This is public data that can be used to explore how different customer types use Cyclistic bikes.

Data-privacy issues prevent using rider's personally identifiable information.

Problems amongst the data include:

- Blanks
- Spelling
- Formatting

# Process

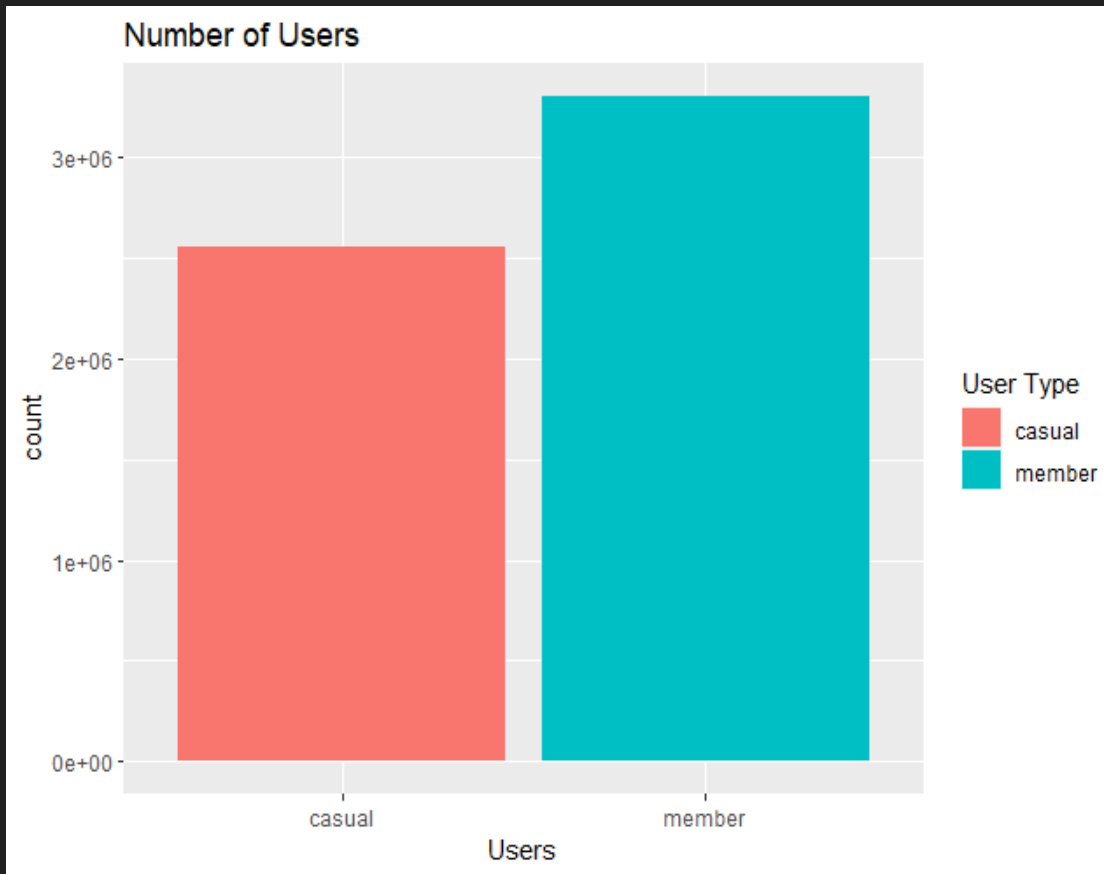
## Tools Used:

- R Studio
  - Can handle the large data sets for organizing, cleaning, producing visualizations, and changes are documentable.

## Link to R Studio Script:

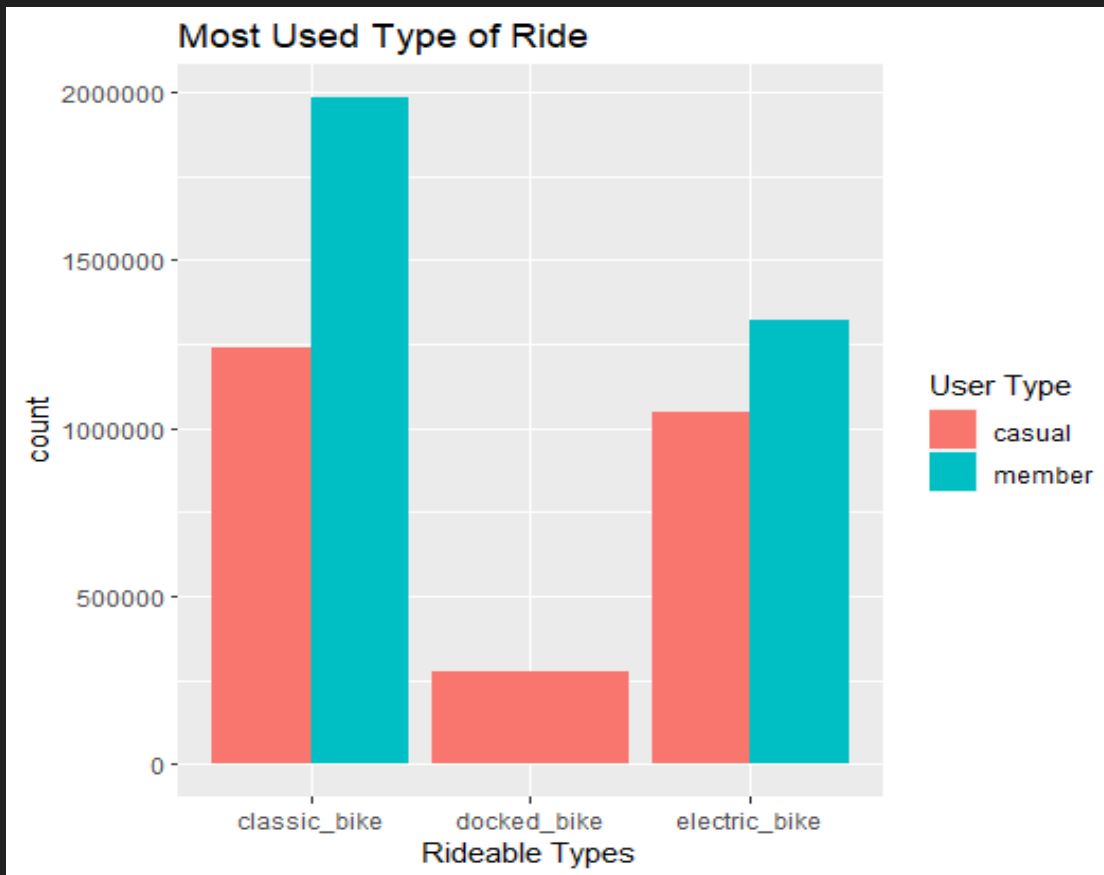
[https://github.com/tanuki6000/Test/blob/main/12\\_month\\_Ride.R](https://github.com/tanuki6000/Test/blob/main/12_month_Ride.R)

# Share



➤ Displays number of Cyclistic users.

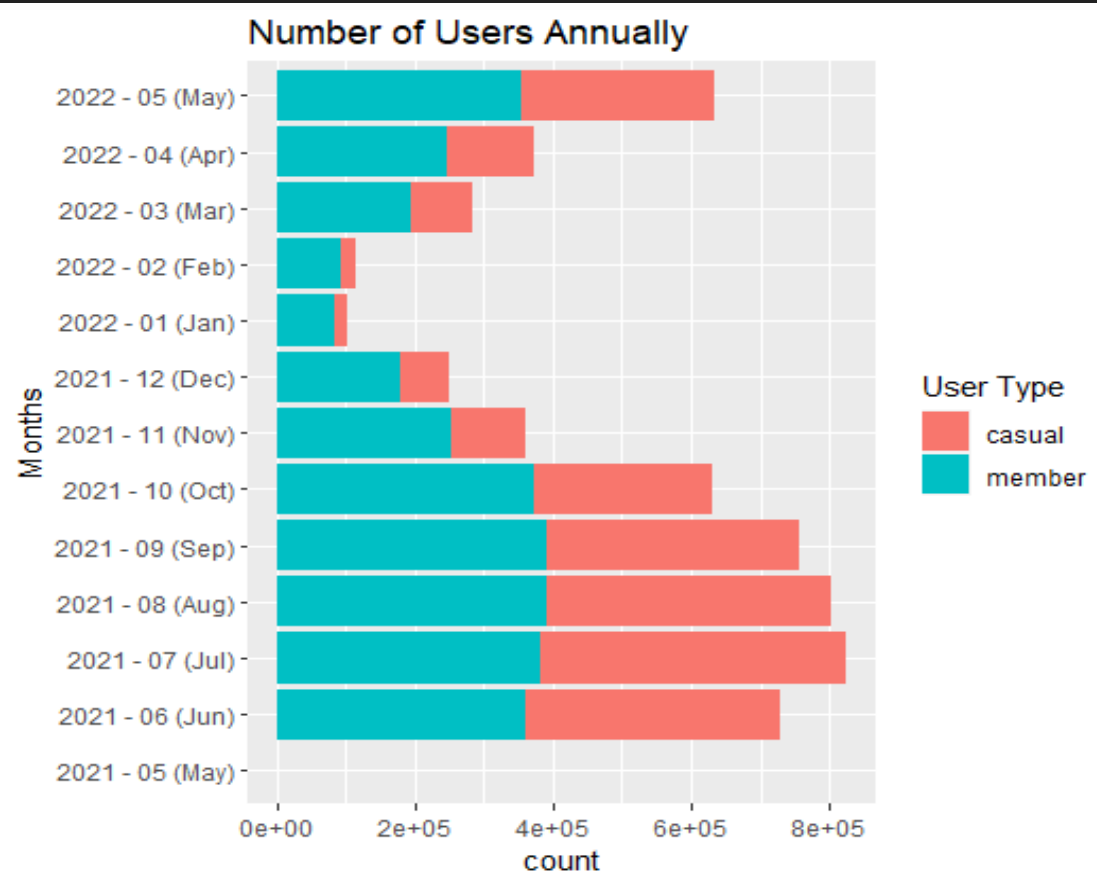
# Share



- Displays most used Rideable Types amongst member casual riders.

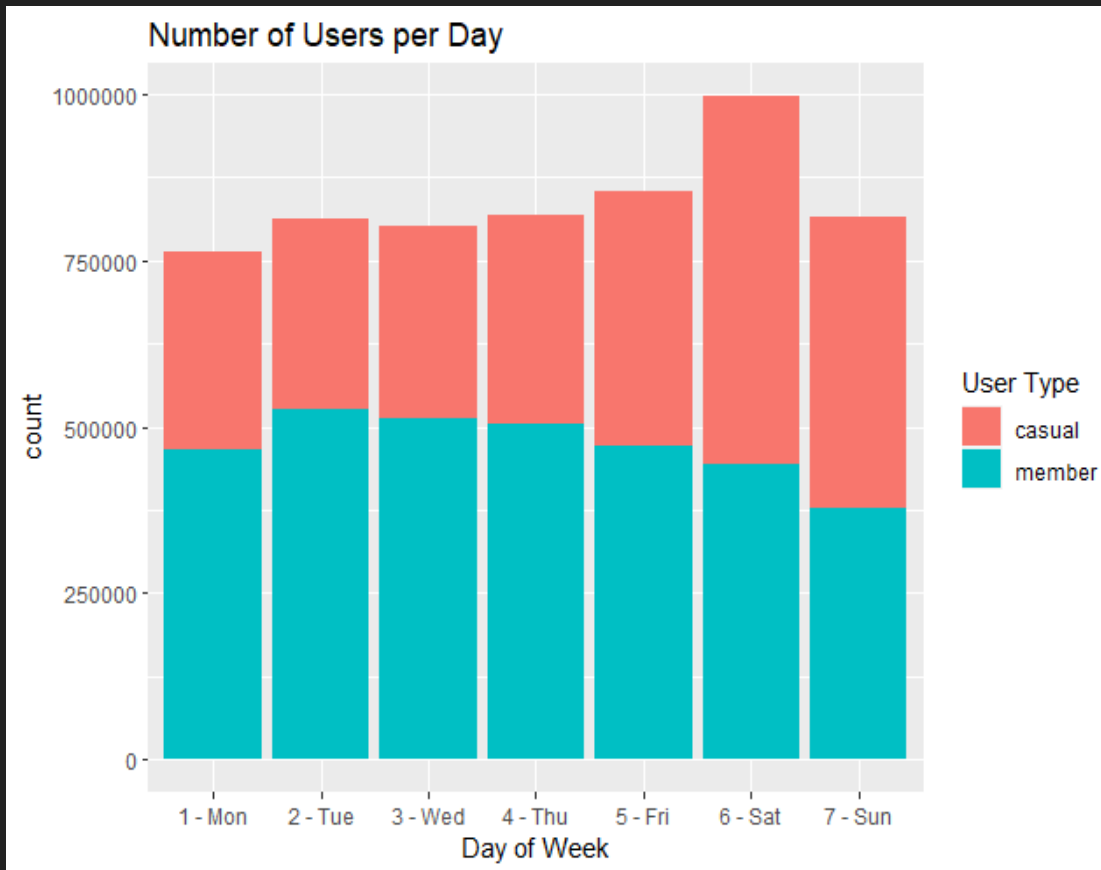


# Share



- Displays the number of rides annually by user type.

# Share



- Displays the number of rides per day by user type.

# Act

## **Final Conclusion:**

Based on the data analyzed, casual riders have been observed to have longer ride lengths through out the week. However, members are observed to use the service more often throughout the week. It is also observed that during the warmer months, the service is used more often during the warmer months of the year by both users.

## **Top Three Recommendations:**

1. Increase the cost to ride for casual riders
2. Use social media to promote the service during the optimal seasons
3. Offer incentive to remain a member i.e. badges or prizes for distance traveled or ride length via app

## **Additional Data to Use:**

- Distance traveled