Case Study : How Does a Bike-Share Navigate Speedy Success?

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Business Objective

Cyclistic, a bike-share company in Chicago, features more than 5,800 bicycles and 600 docking stations.

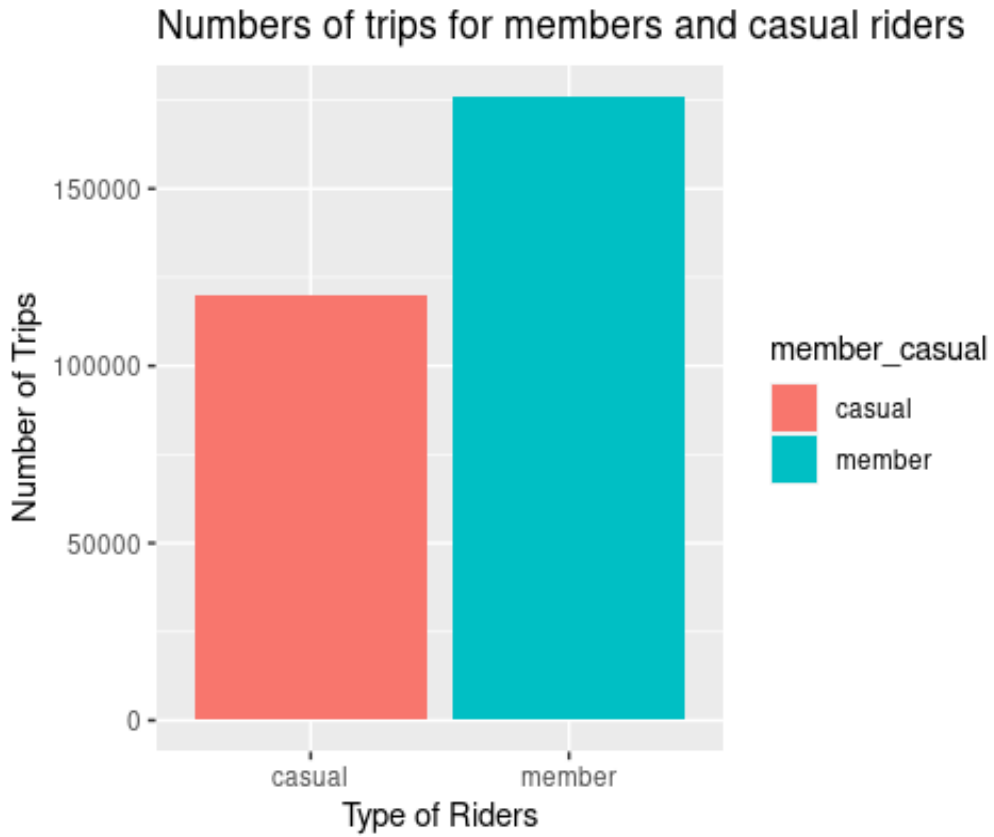
The director of marketing believes maximizing the number of annual memberships leads to success, and she wants to know how to convert casual riders into annual members.

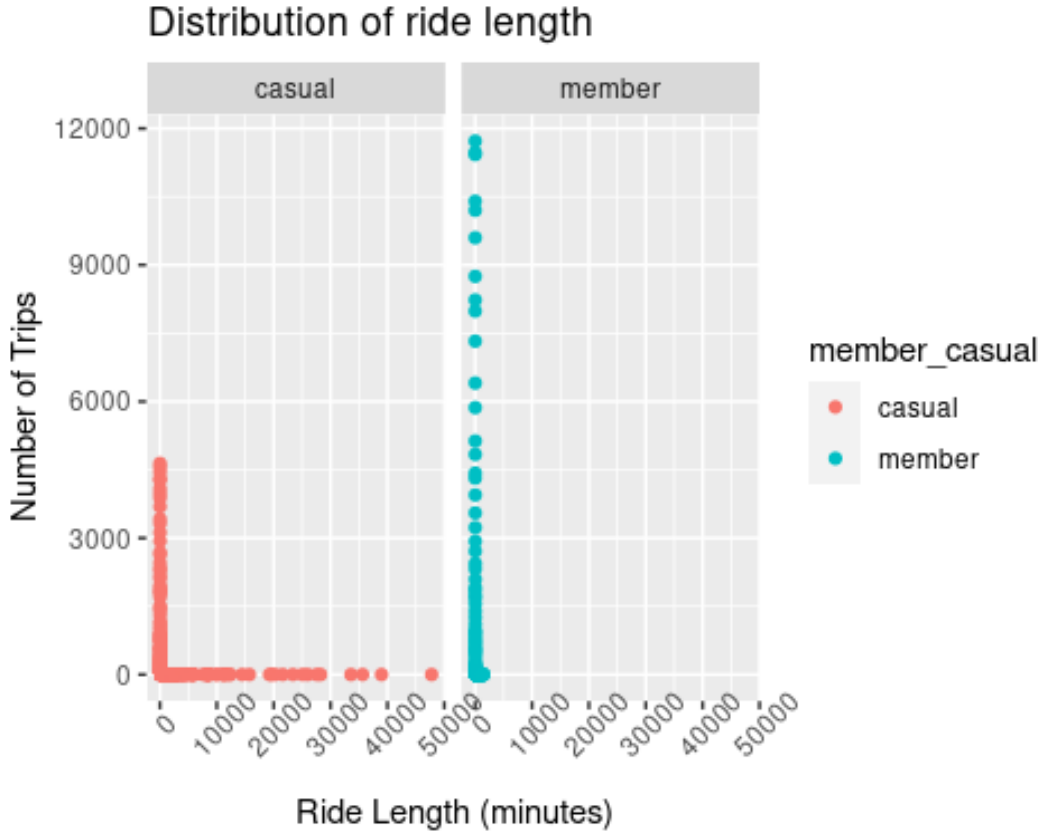
Business Task

- How can Cyclistic use digital media to influence casual riders to become members?
- Why would casual riders buy Cyclistic annual memberships?
- How do annual members and casual riders use Cyclistic bikes differently?

Visualizations and Key Findings

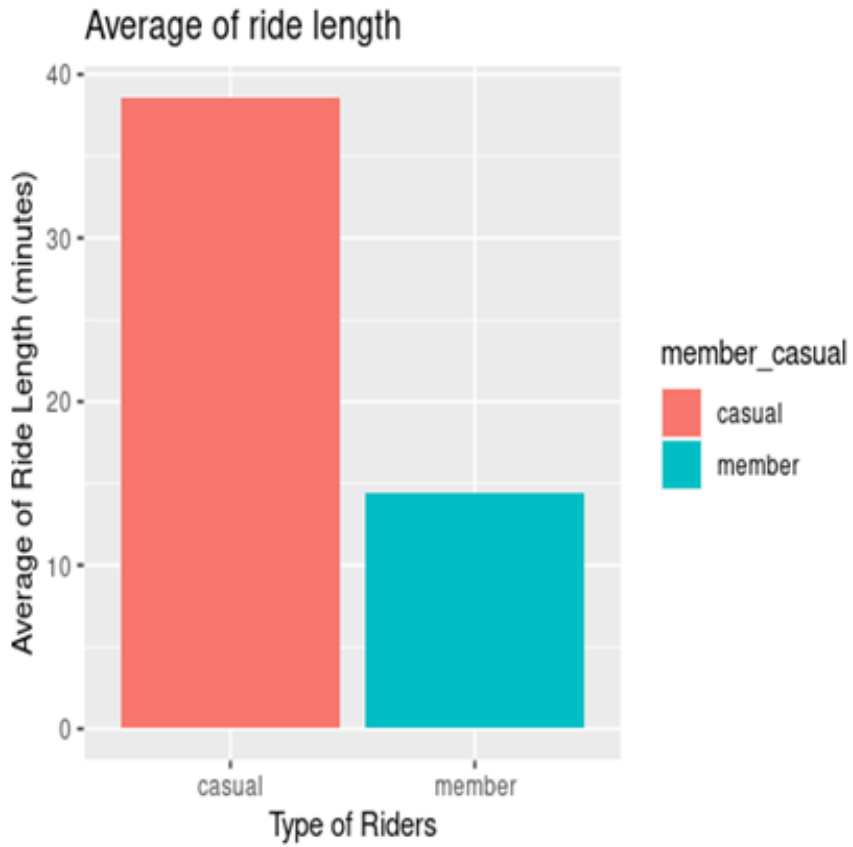
- Annual members are more than casual riders.
- Casual riders have a variety of ride length for each trip

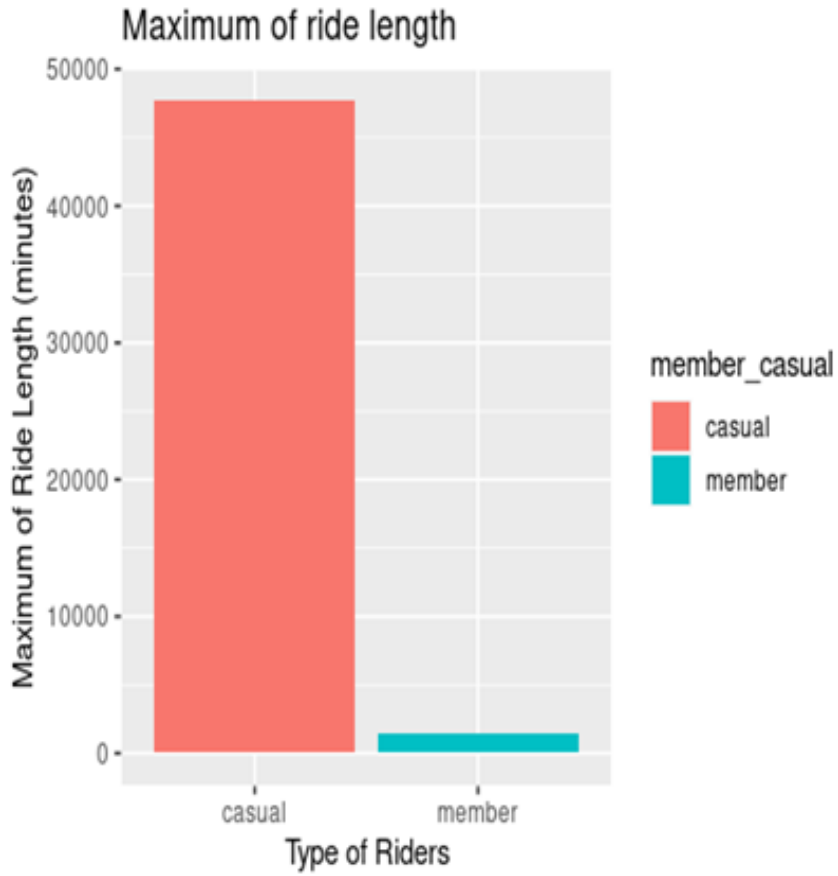




Visualizations and Key Findings

- Casual riders tend to have longer trips but fewer numbers of trips.
- No incentive to become annual members.

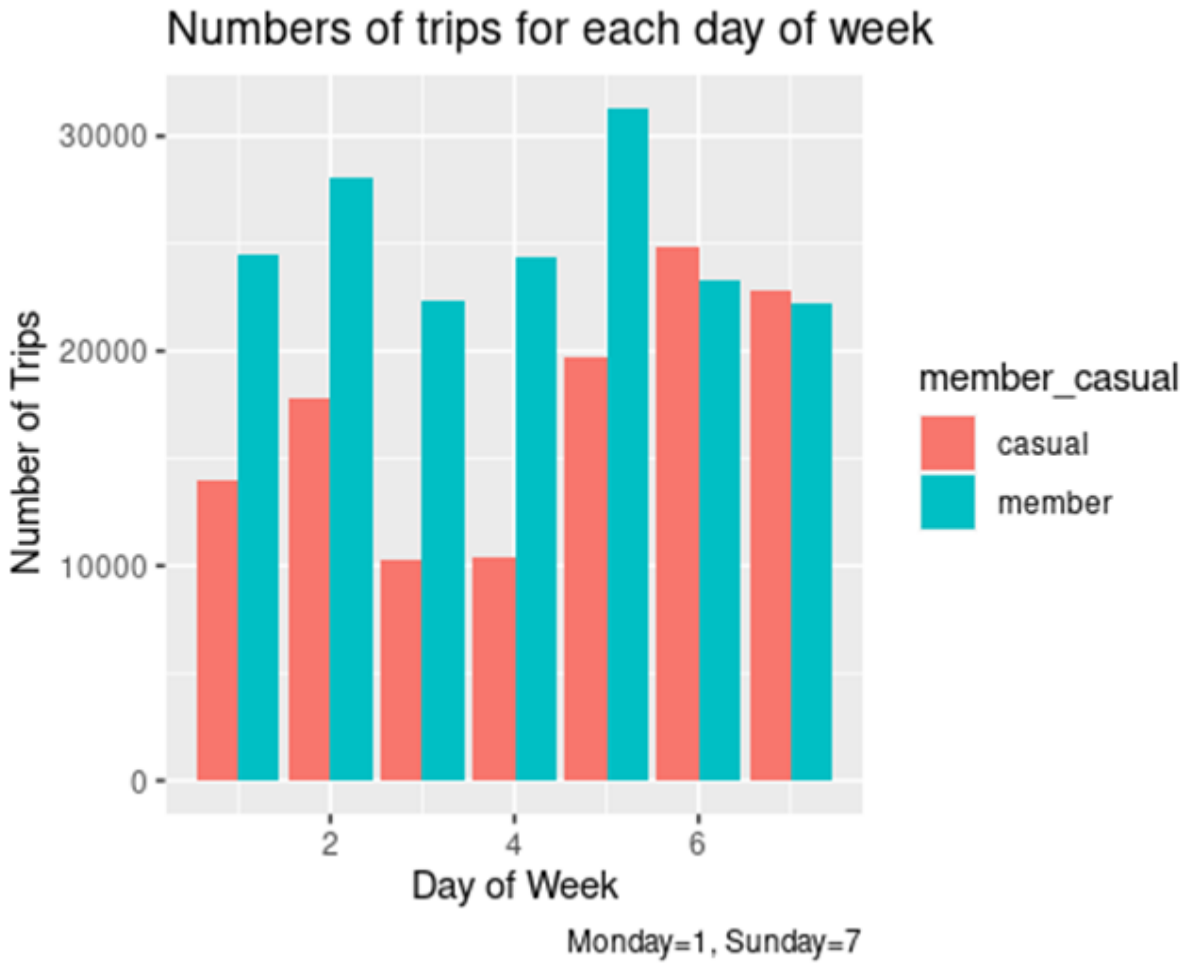




Visualizations and Key Findings

- Casual riders are more active on weekends i.e., leisure time instead of working time.

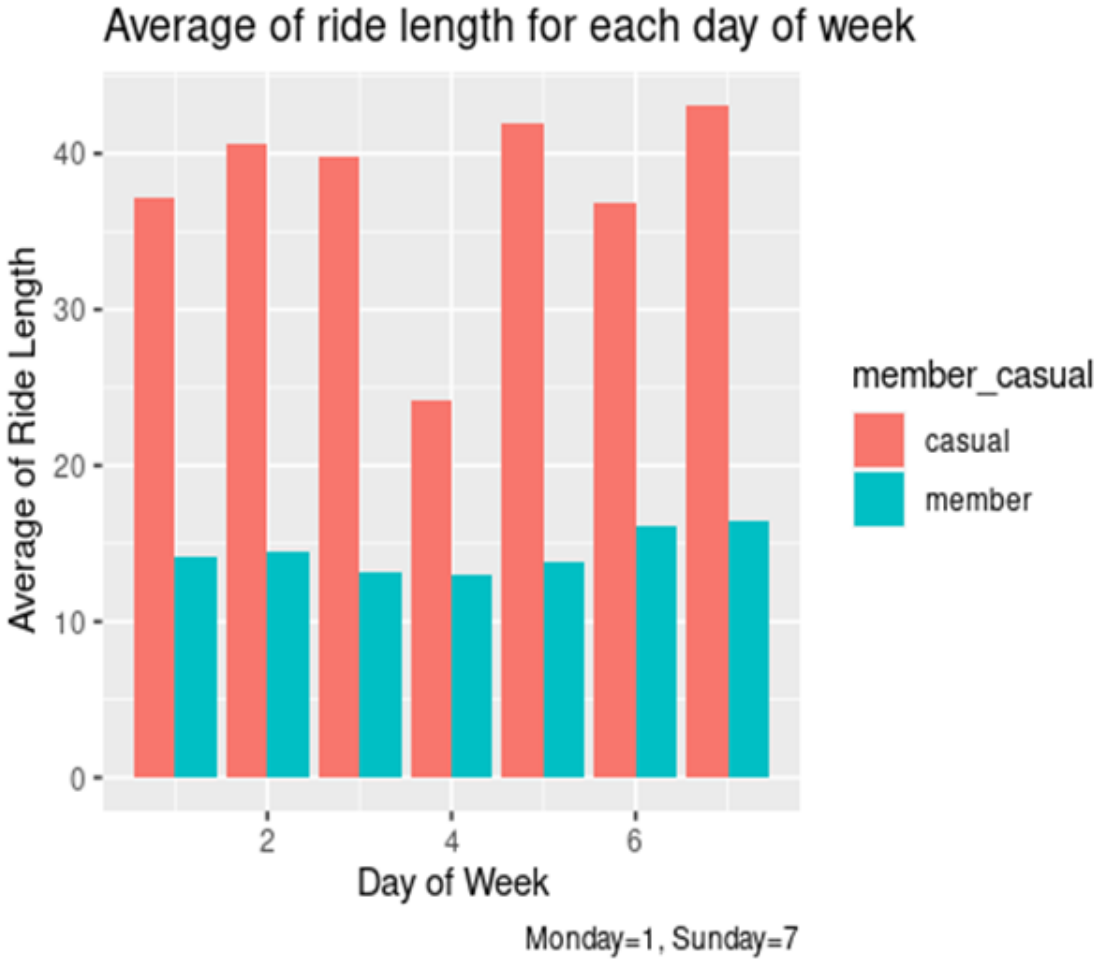
- Since members pay the fees for a whole year, most of the users would like to ride bikes every day.



Visualizations and Key Findings

- Casual riders have a lower average ride length on Thursdays compared to other days.

- Members are used to riding bikes every day with fixed duration trips.



Top Three Recommendations

Provide price discounts for members when the ride length exceeds a particular duration. And inform casual riders the discount with digital marking tools.

Provide price discounts for casual riders on weekdays, especially Thursdays to increase customer adoption leading to annual membership subscriptions.

Social media is an effective form of advertisement to increase user adoption. The health benefits of bike riding could be promoted with articles to increase bike usage among commuters and as a source of leisure activity.

Appendix – Description of Data

Data source	The dataset is generated from Cyclistic itself, including the Cyclistic trip data in April 2021. *Dataset*
Data privacy and security	The data has been made available by Motivate International Inc.

Thank you!