

How Does a Bike-Share Navigate Speedy Success?

Tyler Bell

The Case Study

Cyclistic: A bike-share company based in Chicago.

Pricing Plans: Single-Ride (Under 30 minutes), Full day, Annual Membership

Cyclistic's finance analysts have concluded that annual members are much more profitable than casual riders.

Can we design a marketing strategy to convert casual riders into annual members?

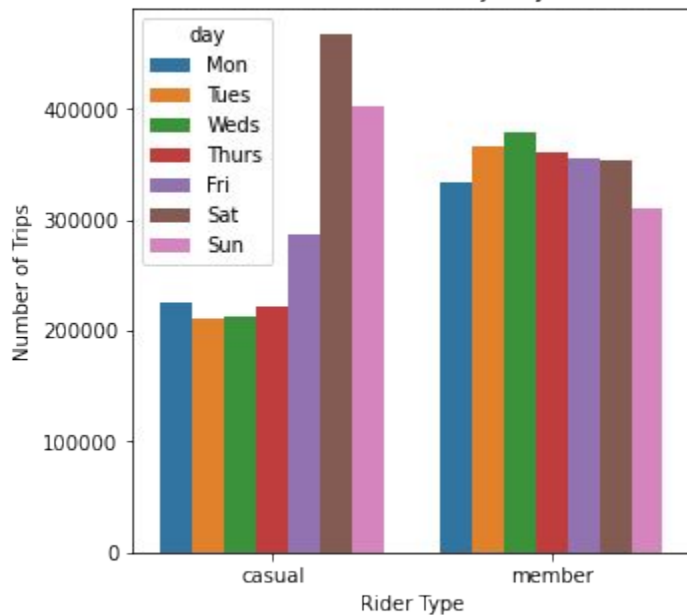
The Data

4,489,721 rides over 12 months. 55% are members, 45% are casual.

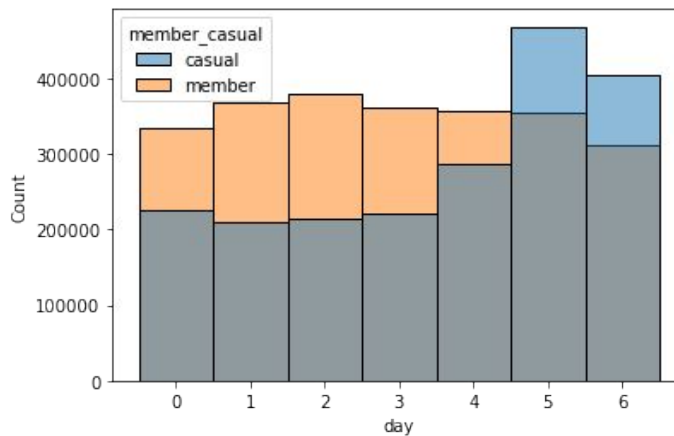
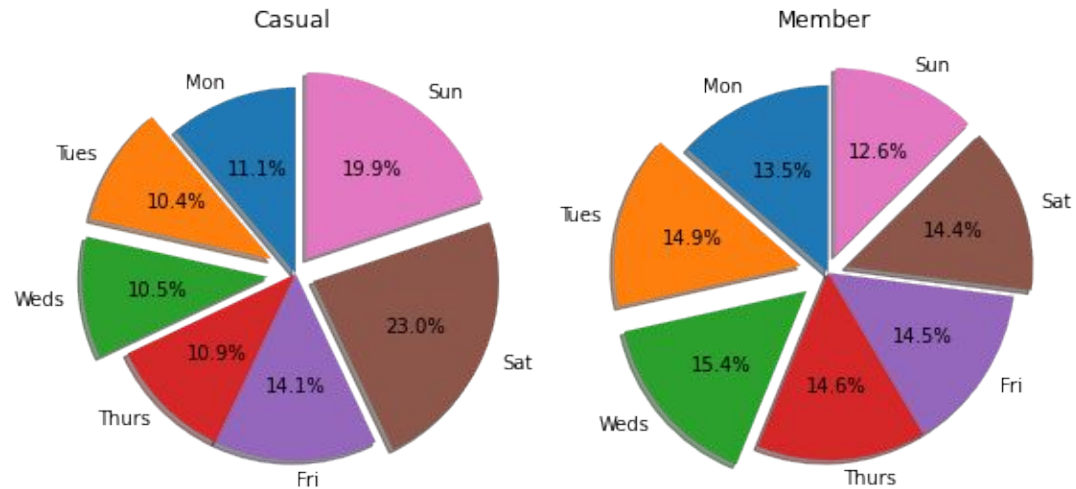
Features: Start date/time/location, End date/time/location, bike type

Created Features: Net displacement, trip duration, day of week, month of year/season,

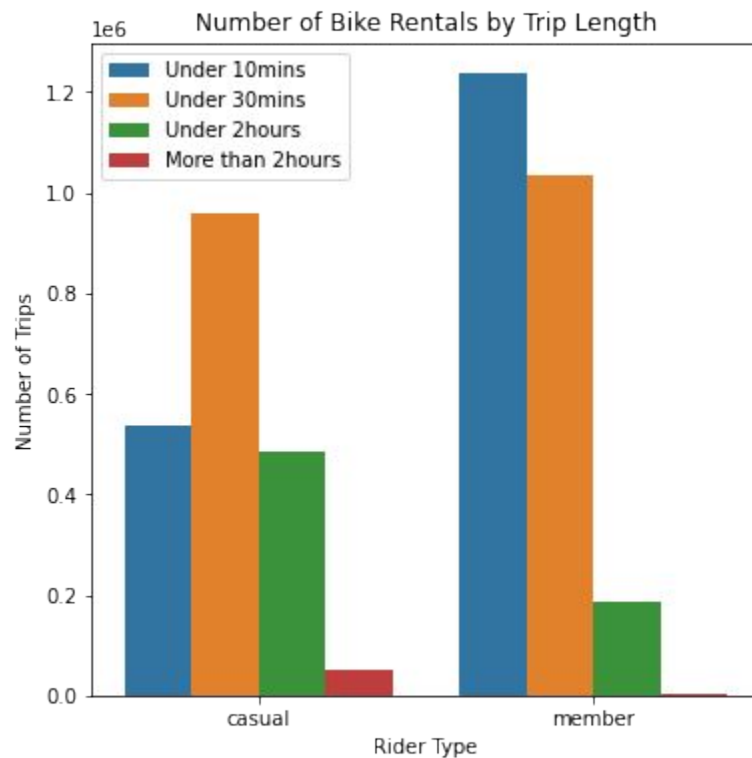
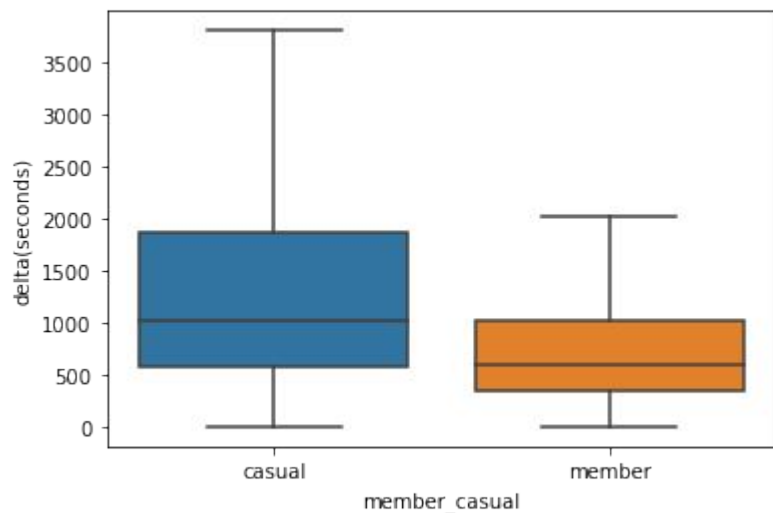
Number of Bike Rentals by Day of Week



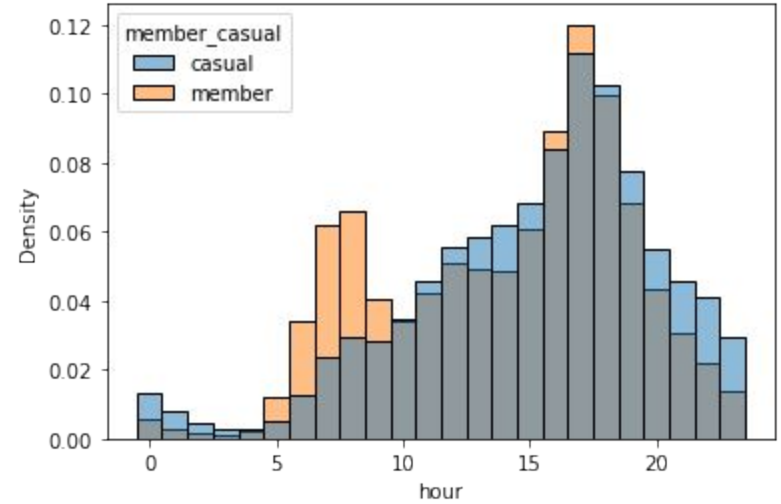
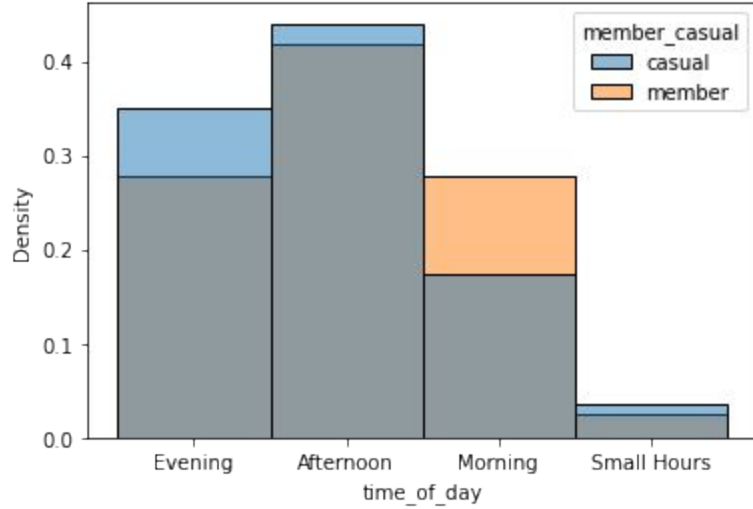
Percentage of Rides by Day of Week



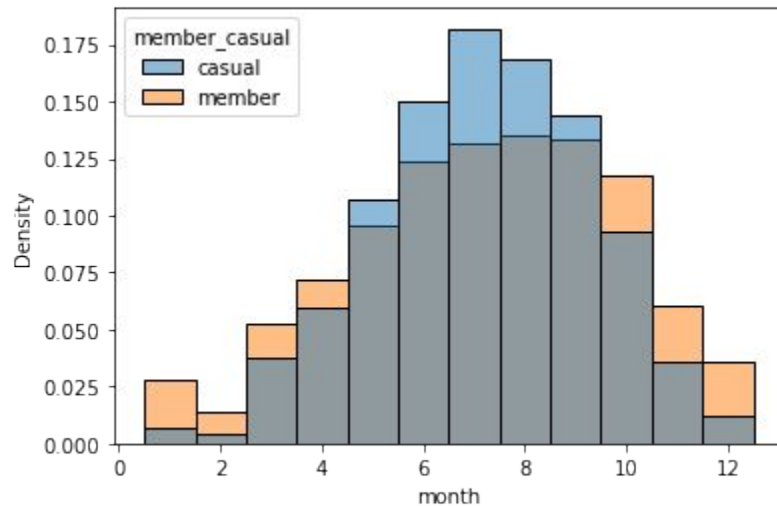
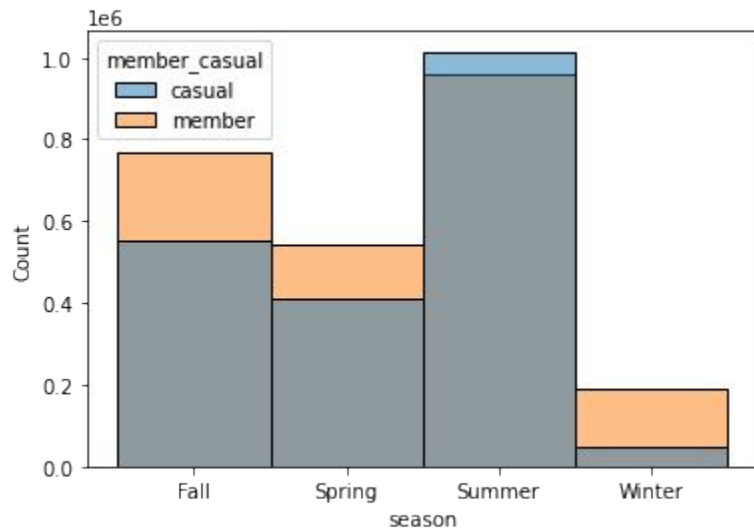
Length of Trip



Bike Rental by Time of day



Bike Rental by time of year



Summary

- Members predominantly use the service during the week, while casuals use during the weekend
- Members go on trips shorter than 10 mins, while casuals have trips between 10 and 30 mins.
- Members use the service in the morning while casuals do not
- Casuals primarily use the service in the summer and have a sharper decline in the other seasons

Marketing Strategies.

1. How do annual members and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy Cyclistic annual memberships?
 - a. If they felt it was a good deal. They were saving money.
 - b. Flexibility of casual is outweighed by the usefulness of service.
3. How can Cyclistic use digital media to influence casual riders to become members?