

How Does a Bike-Share Navigate Speedy Success?

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Introduction

Cyclistic: a bike-share company based in Chicago.

- Over 5,800 bicycles and 600 docking stations
- Single ride, full-day, and annual membership plans
- Finance analysts found annual memberships to be the most profitable

Goal:

Design a marketing strategy aimed to convert casual riders into annual members

The Data

4,489,721 unique trips

Spanning from November 2020 until October 2021

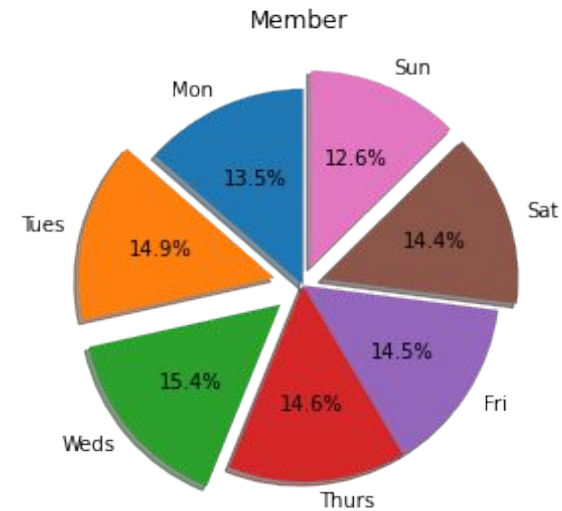
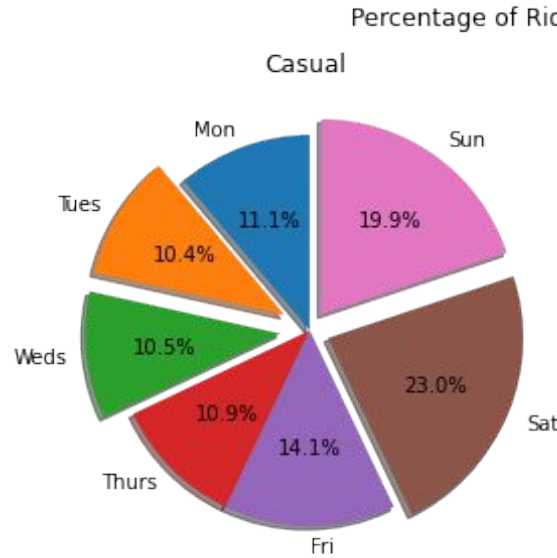
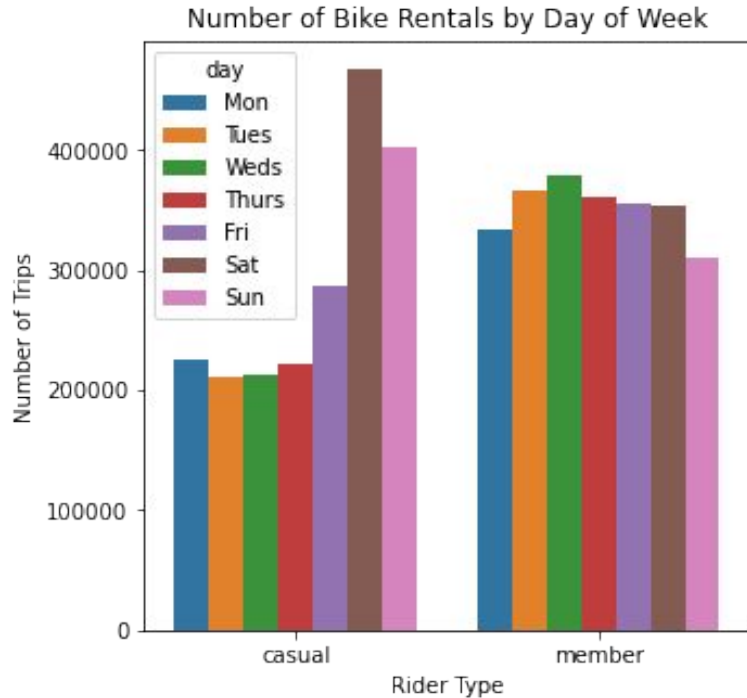
55% Member rentals, 45% Casual rides

Purpose:

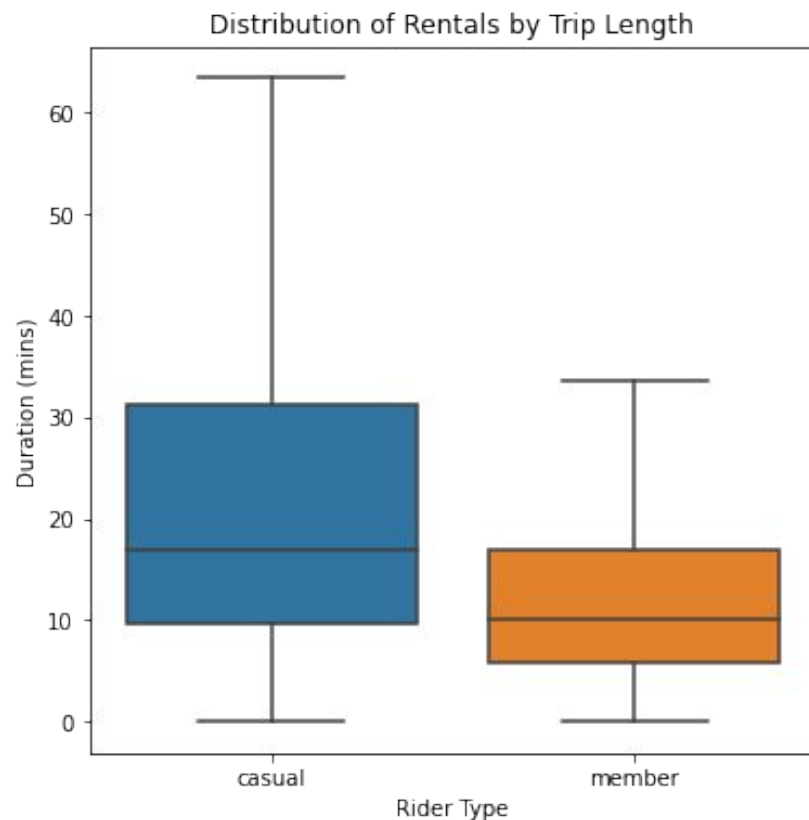
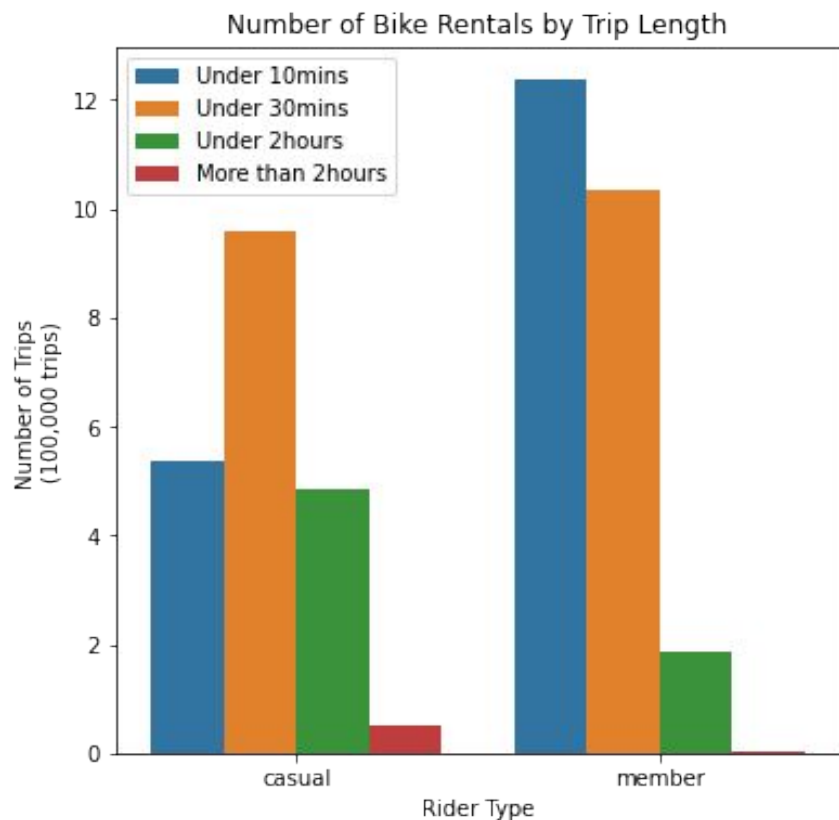
Compare data of member rentals and casual rides.

Identify differences that can be used to inform marketing strategy

Cyclistic Usage by Day of Week

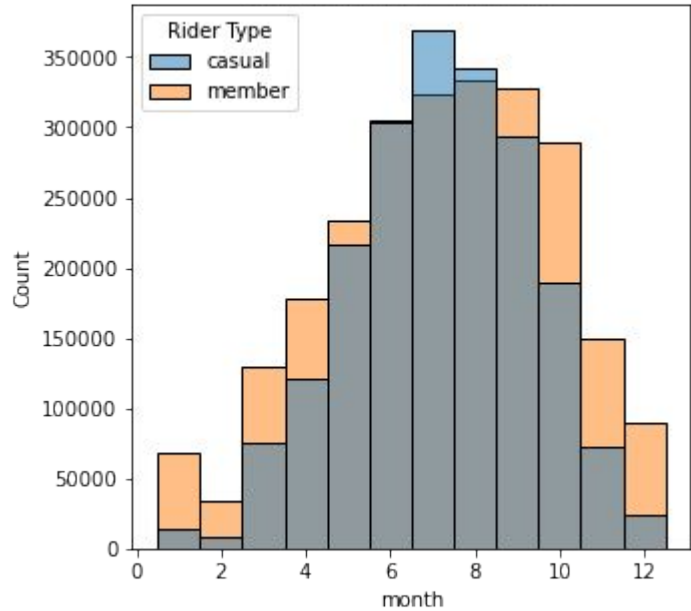


Trips by Duration

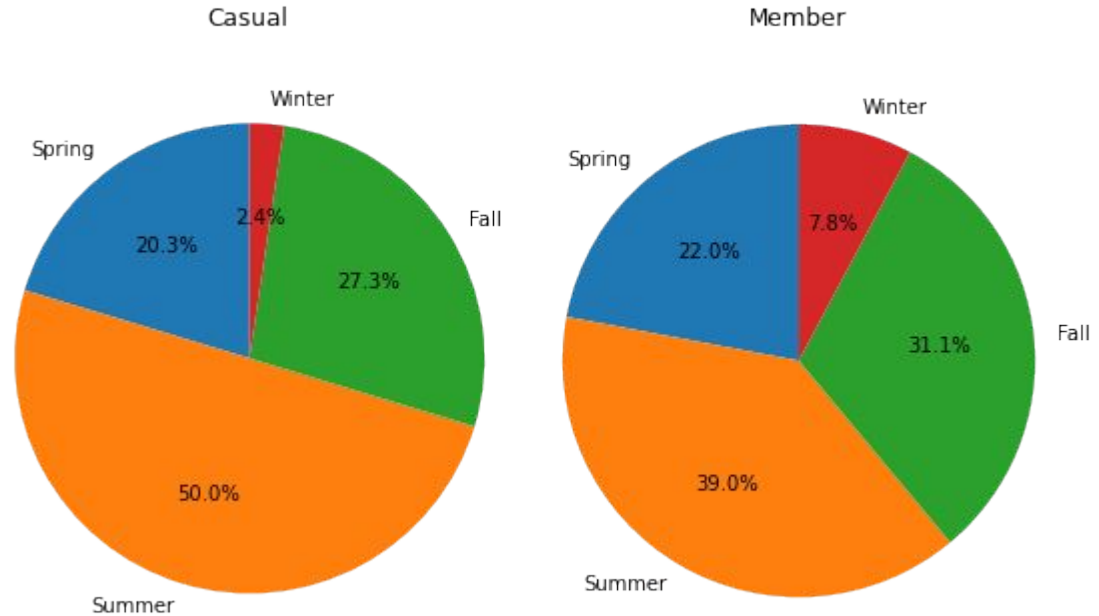


Trips by Time of Year

Number of Rides by Month

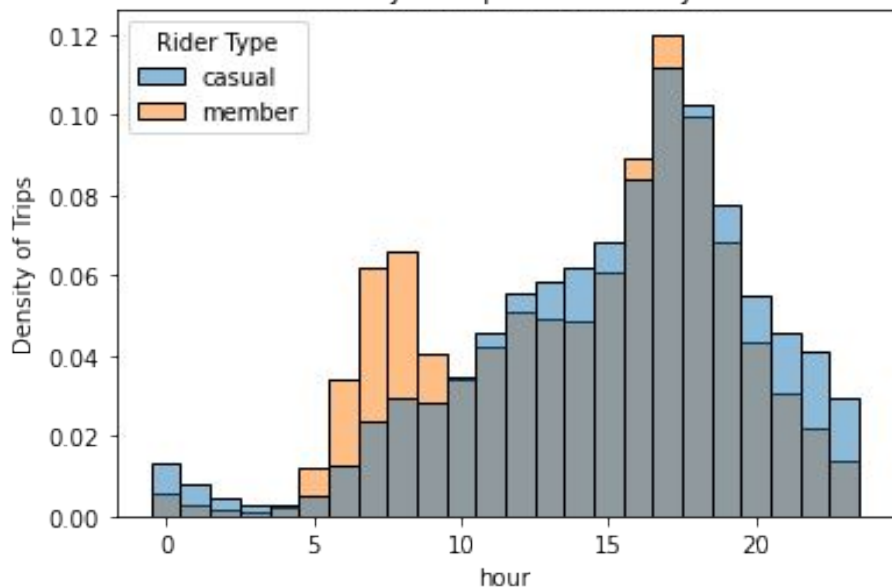


Percentage of Rides by Season

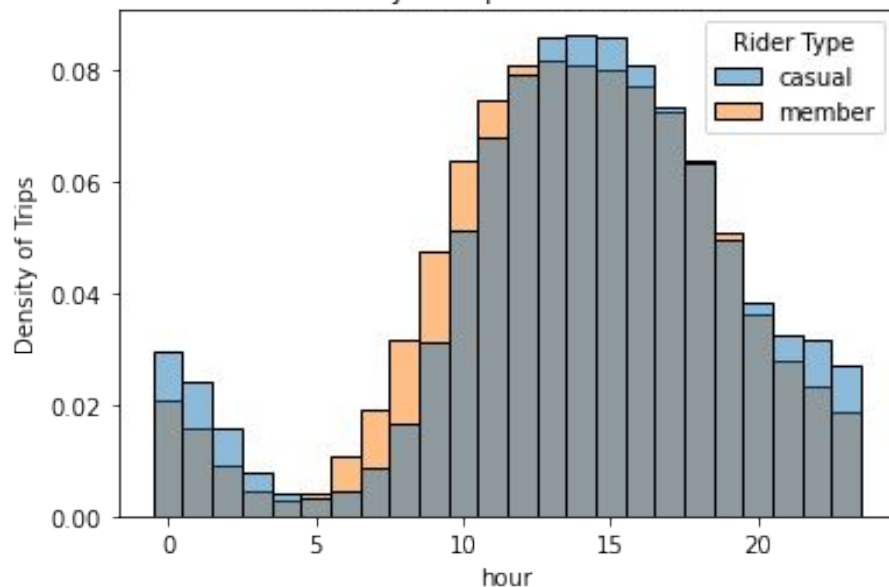


Bike Rental by Time of day

Density of Trips on Weekdays



Density of Trips on Weekends



Summary

- Members use the service on weekdays, while casual riders predominately ride on the weekend.
- Majority of Member rides are shorter than 10 minutes, while the majority of casual rides are between 10 and 30 minutes.
- Members use the service as part of their morning work, while casual riders use the service mainly in the evening
- Casual riders have a sharper decline in service usage outside of summer compared to members.

Recommendations / Marketing Strategies

- 1) Promote casual riders to use the service as part of their daily work commute. Lower prices during weekday mornings. Potential pun about using Cyclistic to ride over the “hump” day (Wednesday)
- 2) Change the perception of the service being a weekend leisure activity to being a legitimate commute alternative to walking or taking the train. With single rides priced the same up to 30 minutes, it almost feels like a waste of money to only use it for 10 minutes. Create a new tier of sub 15 minute rides to encourage service use for shorter durations.
- 3) Wintertime promotion: If you begin a membership you get a pair of warm biking gloves and a hat.