

# Welcome



MEMBER VS CASUAL USAGE OF THE BIKE

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# Objective and Sources

- ▶ Compare how usage of bike differ between the member and casual user.
- ▶ Support the decision-making process behind supporting or opposing the marketing strategy to convert a casual user to annual members.
- ▶ Data was obtained from <https://divvytripdata.s3.amazonaws.com/index.html>.

# Data Manipulation

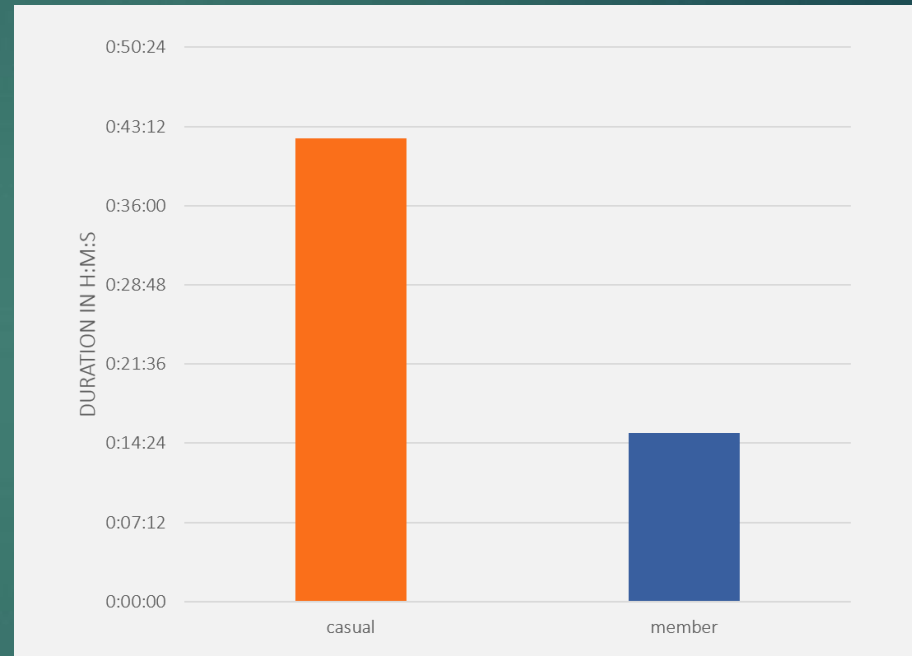
- ▶ Added ride length for calculating the trip duration, day of the week, and usage per day.
- ▶ Ride length or trip duration was calculated by the difference between start time and end time.
- ▶ Merged all the CSV files into one using the command in terminal.  
file.\*csv [file name]

# Data Cleaning

- ▶ Data cleaning was done using Power query and Sqlite.
- ▶ In some cases the start time was more than the end time hence the following rows were removed.
- ▶ Trip Duration less than 60 sec were also removed from the data set.

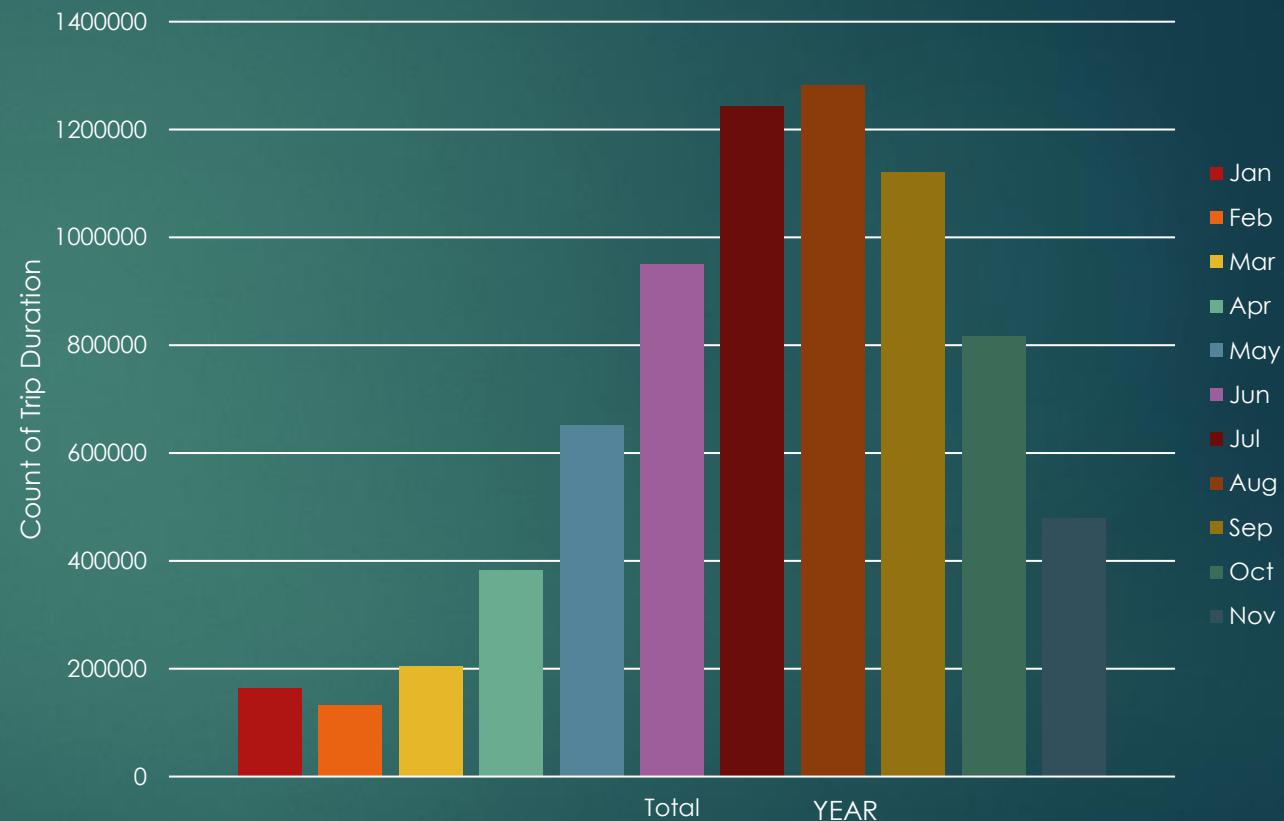
# Average Trip Duration

We can see that the average ride duration by casual members is about 3 times more than the riders who have taken membership



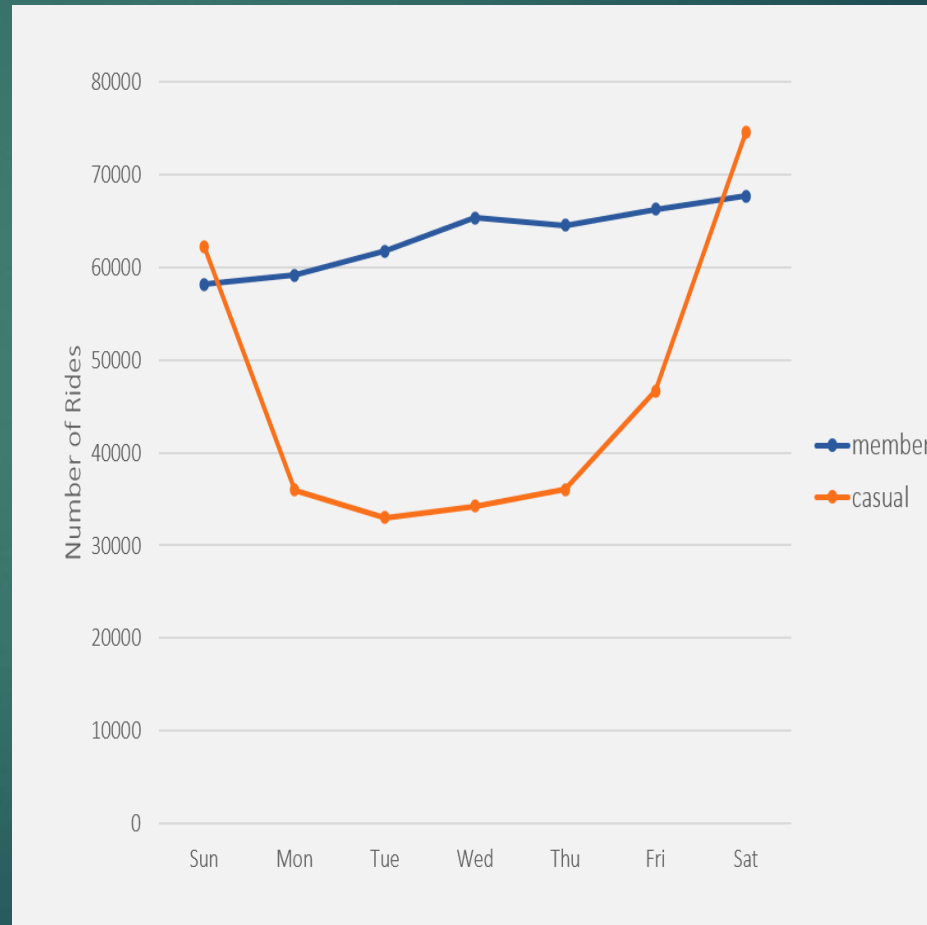
# Variation in Trip Duration through out the year

The Maximum usage of bikes was seen maximum in the month of July and August



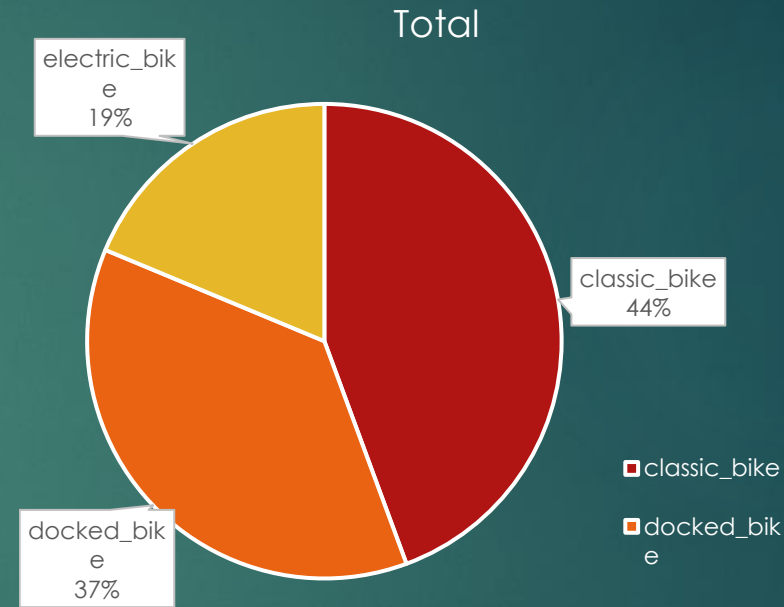
# Variation in Trip Duration through out the week

We can see from the graph that there is a sudden increase in the number of the casual rider on weekends whereas the riders who have taken membership remained constant throughout the year.



# Preferred ride type

The preferred ride type for riders are as follows, we can easily infer that riders mostly like to use a classic bike as compared to the docked bike and electric bike



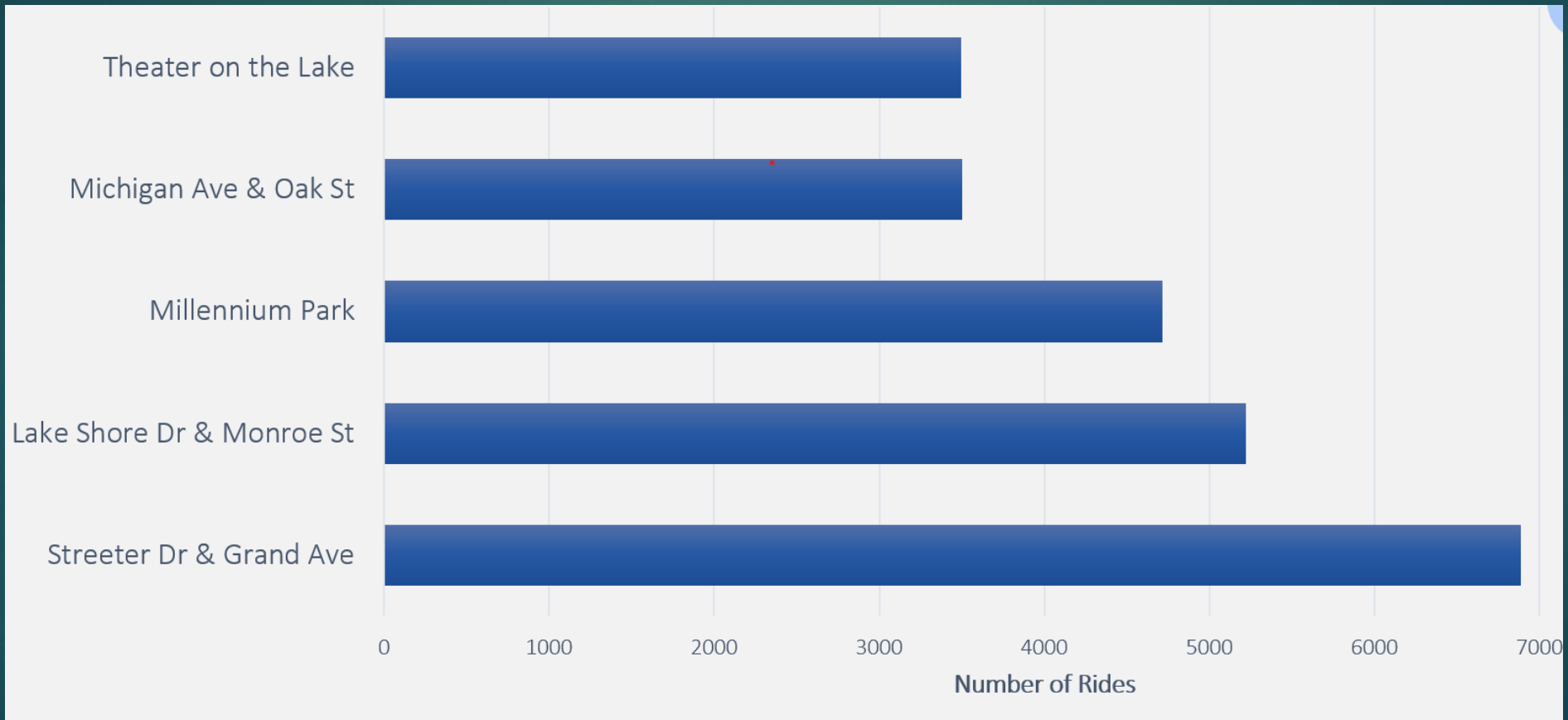


# Variation in ride length between member and casual user

- The average ride duration for the Riders who have taken membership remained constant throughout the year. One of the reasons for the above cause is that the riders mostly use bike to commute to and from work.
- Whereas the Average Ride length of casual riders varies through out the year



# TOP 5 STATIONS



# Key Takeaways

- Casual user rents bikes more on the weekend.
- Casual user bikes for longer on each trip than Member.
- Overall casual riders take less number of ride but they take it for a longer duration.
- Casual riders use bikes for recreational purposes.

# Suggestion

- Emphasize the longer ride duration allowed on the passes in marketing at bike stations and in-app. It would be especially effective after a Casual user sees a trip overage fee.
- Design a Seasonal package, it allows flexibility and encourages casual riders to get a membership.
- Effective and efficient promotion by targeting casual riders at the busiest station.
- If customers are charged based on duration, offer a specialized discount for regular users. We can also add a group/family package since most of the casual riders were seen on weekends.



THANK YOU