

Citi Bike Tableau Analytics Report

1. Problem Description & Project Goal

Our primary goal is to increase revenue by increasing the number of customers. According to the data, the number of usages (customers and subscribers) on weekends is about 400,000 less than the number on weekdays. The usage of subscribers is greater on weekdays than the one on weekends, which means that the purpose of subscribers is for commute. On the contrast, the usage of customers on weekends is around twice as much as the usage on weekdays. So customers are more likely to use city bikes on weekends. In addition, customers are an important revenue source for Citi Bike, especially for overages charge. The most frequent customer routes are around Central Park, City Hall Park, Cadman Plaza Park or between different parks. It can be concluded that the main purpose for customers using bikes on weekends is for entertainment and exercises. The goal is first to attract more customers to use idle Citi Bike on weekends by promoting the idea of exercise and entertainment with Citi Bike and then develop their habits of using Citi Bike and finally become subscribers or long-term customers. Specific recommendations are provided below.

2. Recommendations

*** Record riding mileage of users and reward active users with cash back for the next ride.**

Riding mileage is recorded in Citi Bike app. It is an indicator of the amount of exercise a user has done which encourages the user to continue exercising by bike. Active users who accumulate every 50 mileage will earn 3 dollars cash back in the Citi Bike account for the next ride within two weeks. The cash back reward can motivate users to ride more. Active users with high mileage will be labeled as “Golden User” which invokes a sense of achievement of using Citi Bike. Users who have high mileage will be more likely to become a subscriber since that will be more cost effective for them. The mileage reward can be applied to both customers and subscribers. Subscribers who are active users can get discount on continuous membership which can help retain subscrib

***Provide weekend discounts and activities for customers**

In order to attract more customers to use idle bikes on weekends, Citi Bike can provide discounts on single pass to encourage people hanging out for exercise and entertainment. In this way, idle bikes can be utilized to generate revenue. Besides, Citi Bike also promotes the idea of healthy life and low-carbon transportation. Moreover, based on the analysis, customers like riding bikes around parks. Citi Bike can also hold bicycle activities on weekends to promote the idea of “Healthy Life With Citi Bike” which improves Citi Bike’s image.

***Get a free ride by inviting a new user get his/her first ride through Citi Bike App**

To expand the positive word of mouth, encouraging current user to bring in new users will increase the number of users. By providing incentives for users to bring in new users, Citi Bike can enlarge their customer pool and reach more potential customers.

***Enriching Citi Bike App functionality**

The current Citi Bike app only serves as a bike availability check and payment channel. But it can achieve more in gaining and retaining customers. To support that and the mileage reward, weekend discount notification, and new user invitation mentioned above, the Citi Bike should allow users to register as any user type. Mileage record function should be added to the app. Discount information and advertisements can be sent through app. Citi Bike can get more detailed customer information and stay closer with users.