

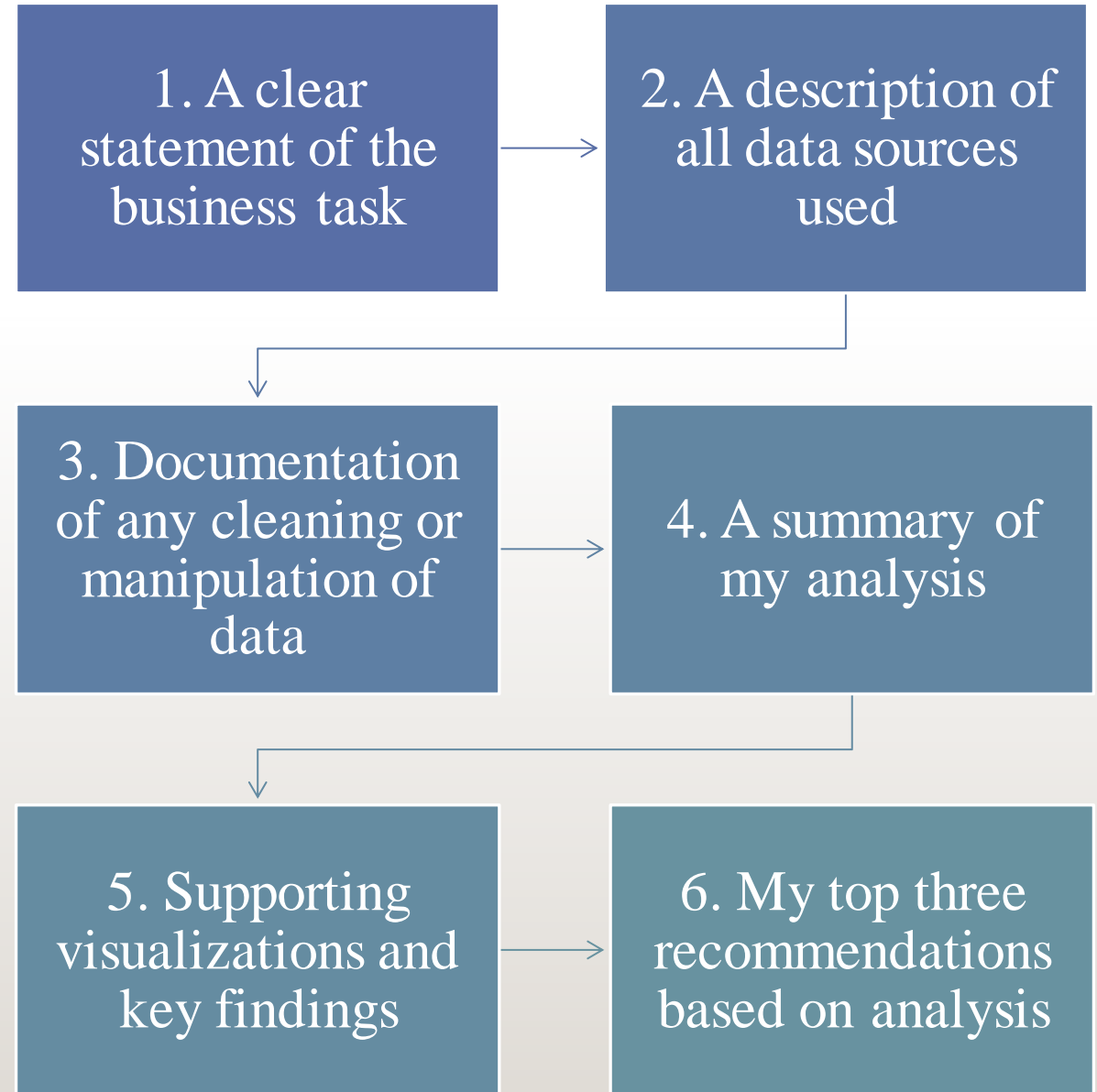


HOW DOES A
BIKE-SHARE
NAVIGATE
SPEEDY SUCCESS?

SCENARIO

- **About the Company**
- Offers a bike-sharing service across the city, featuring over ten thousand bikes at a thousand stations. We provide flexible pricing options, including single-ride day passes and annual memberships.
- **Problem Statement**
- Goal is to increase the number of annual members, as they are more profitable.
- **Proposed Solution**
- Strategy is to convert existing casual riders into annual members. Casual riders are already familiar with our service, making them prime targets for membership.

PRODUCE A REPORT WITH THE DELIVERABLES



ASK

- **Business task**
- To find out how casual riders and annual members use bikes differently. From these insights, would help team to design a new marketing strategy to convert casual riders into annual members.

PREPARE

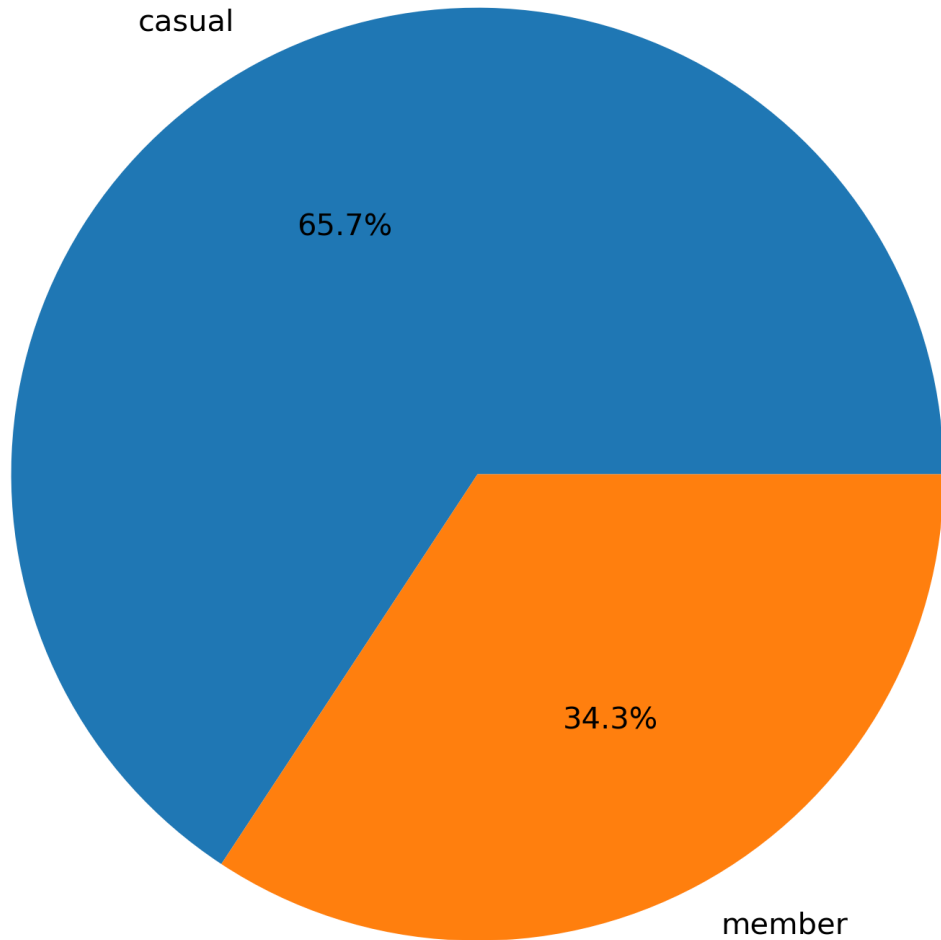
- **Data Sources**

- Publicly available data from open database.
- Data requires cleaning but is readable and conforms to ROCCC standards.

PROCESS

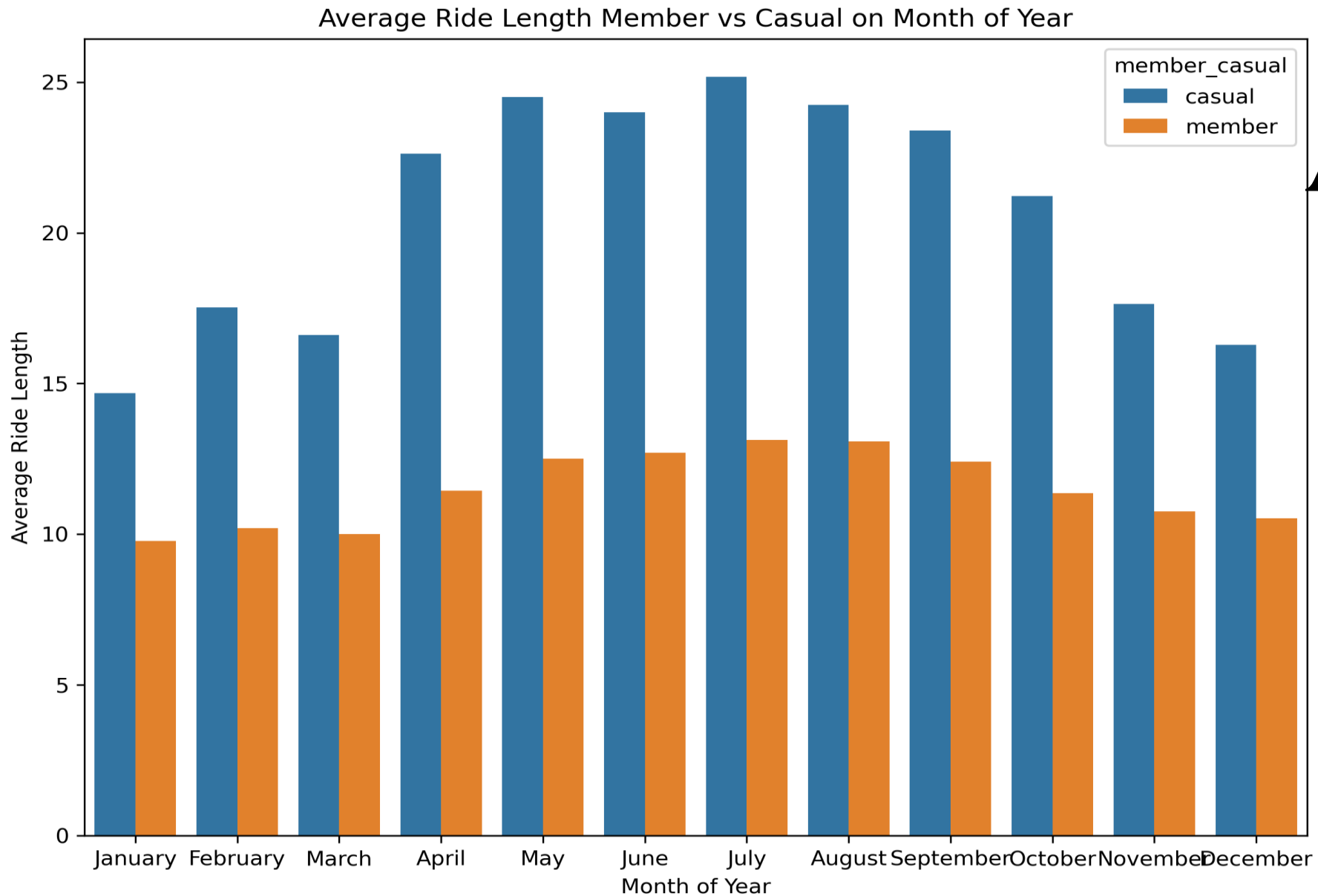
- **Data Cleaning**
- Used Python in Jupyter Notebook for efficient data cleaning and manipulation.
- Documented each step to ensure reproducibility and transparency.

Average Ride Length Member vs Casual Riders in 2023



ANALYZE

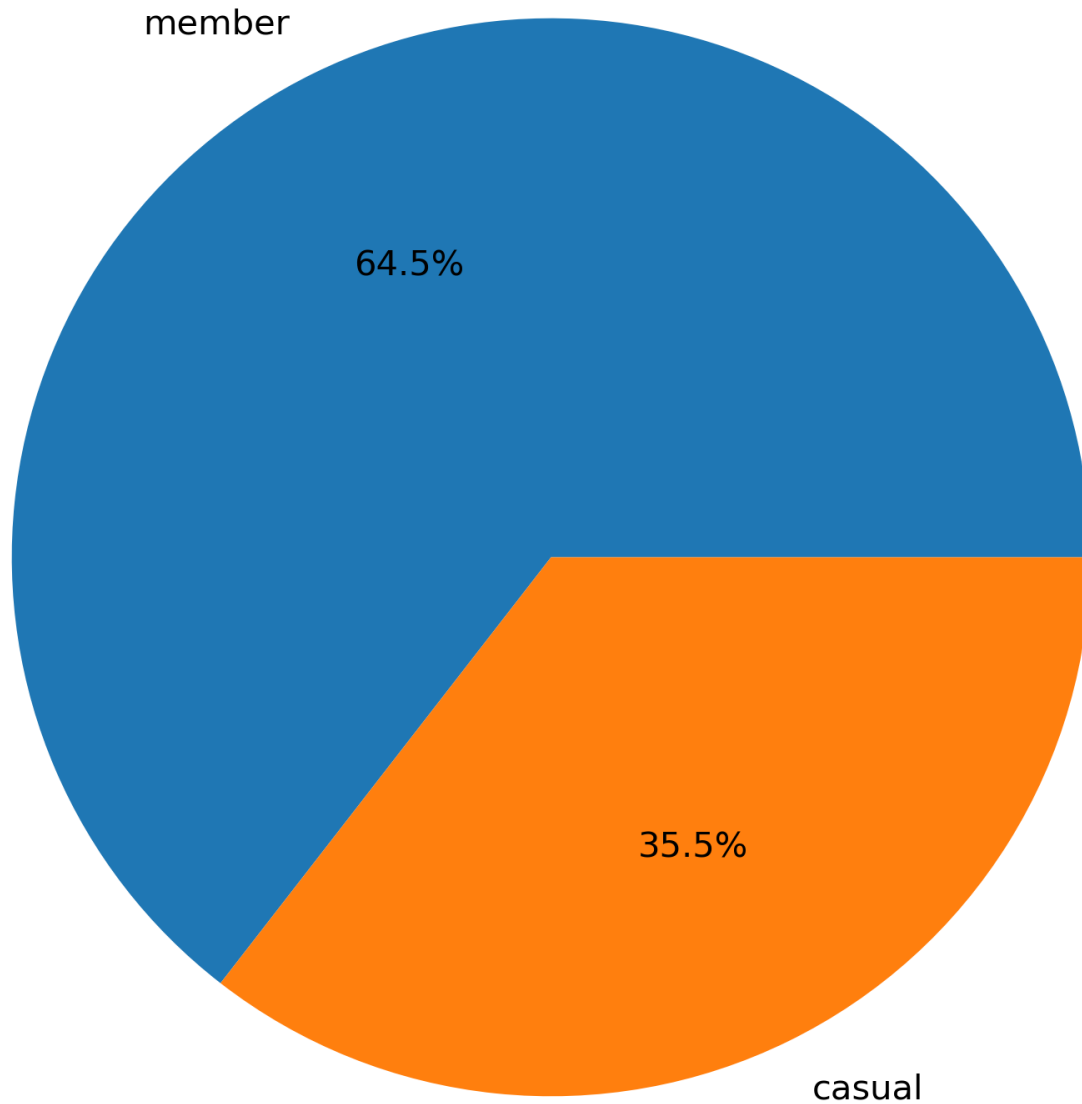
- The average trip duration for the the members is less than that of average trip durations of casual rider.



ANALYZE

- During summer months number of rides at its highest level for both casual and member riders.

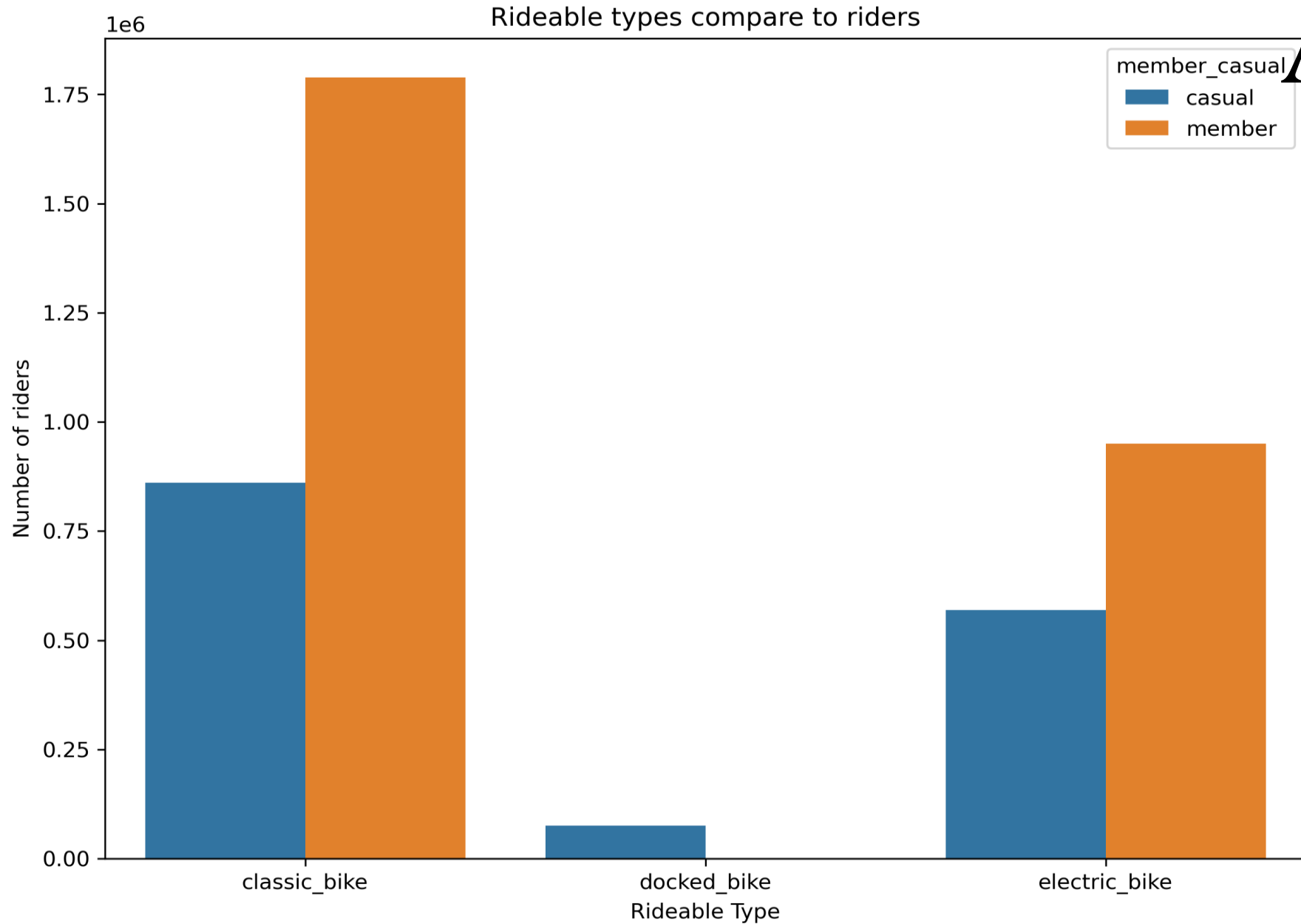
Percentage of Total Users



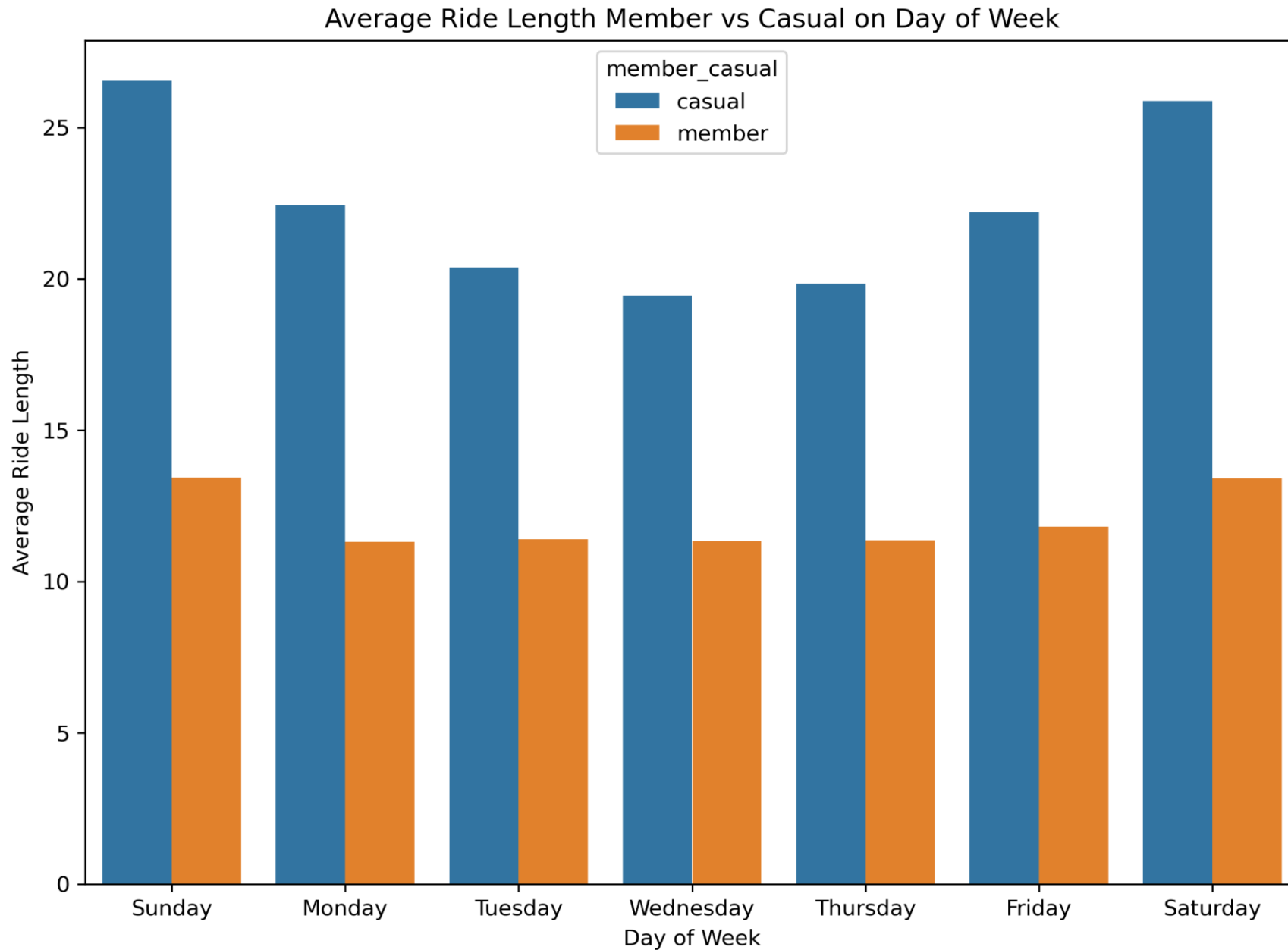
ANALYZE

- Most of the riders are member users.

ANALYZE



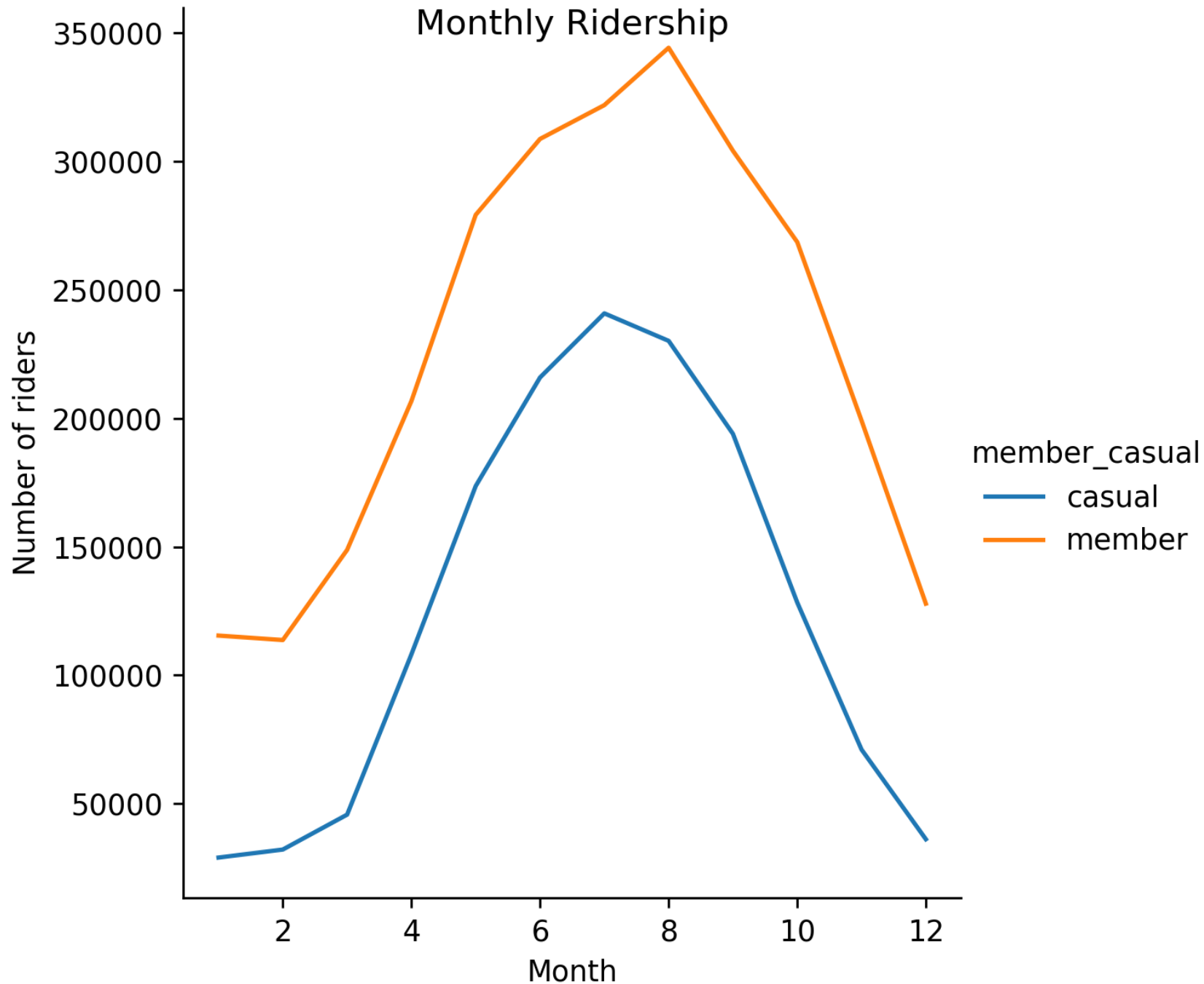
- Classic bikes are the most popular kind.
- Only casual users use docked bikes, membership users prefer classic bike



ANALYZE

- Ride Duration:
On weekends,
casual riders
have longer ride
durations.

ANALYZE



- Number of rides during the summer months.
- Members consistently surpass casual riders.
- Average ride length for casual riders was less than half that of members.

- **Usage Differences:**

SHARE

- **1. Trip Frequency and Duration:**

- Casual Riders: Fewer but longer rides, especially on weekends, indicating leisure use.
- Annual Members: More frequent, shorter rides, indicating commuting or errands, with longer rides on weekends.

- **2. Bike Type Preference:**

- Casual Riders: Prefer classic bikes, use docked bikes for short trips.
- Annual Members: Prefer both classic and electric bikes, indicating a mix of commuting and leisure use.

- **3. Seasonality:** Both groups ride most frequently during summer months.

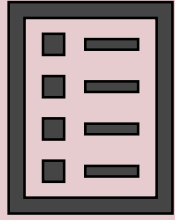


ACT

Recommendations

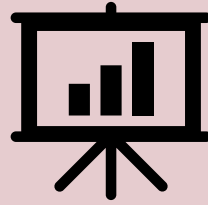
- **1. For Casual Riders:**
 - Promote the convenience and affordability of classic bikes for leisure.
 - Offer weekend promotions or discounts.
 - Target docked bike usage in popular sightseeing or recreational areas.
- **2. For Converting Casual Riders to Annual Members:**
 - Highlight cost savings of annual membership over frequent casual rides.
 - Showcase the versatility of classic and electric bikes for various uses.
 - Focus marketing efforts during the peak summer months.





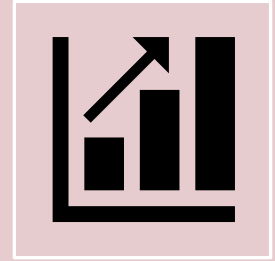
UNDERSTANDING USAGE PATTERNS

- TRIP DURATION
- SEASONAL TRENDS
- BIKE PREFERENCES
- WEEKLY TRENDS



TARGETED STRATEGIES

- PROMOTIONS AND DISCOUNTS
- HIGHLIGHTING COST SAVINGS
- SEASONAL MARKETING CAMPAIGNS



INCREASED ANNUAL MEMBERSHIPS

- HIGHER PROFITABILITY
- ENHANCED CUSTOMER ENGAGEMENT
- SUSTAINABLE GROWTH FOR THE COMPANY

DATA SOURCE

- [[Amazon](https://divvy-tripdata.s3.amazonaws.com/index.html)](https://divvy-tripdata.s3.amazonaws.com/index.html)