How Does a Bike-Share Navigate Speedy Success?

Cyclistic Study Case Analysis

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16/8/2021

Cyclistic

- A **Chicago-based bike-share** program

- Features more than **5800 bicycles** and **600 docking stations**

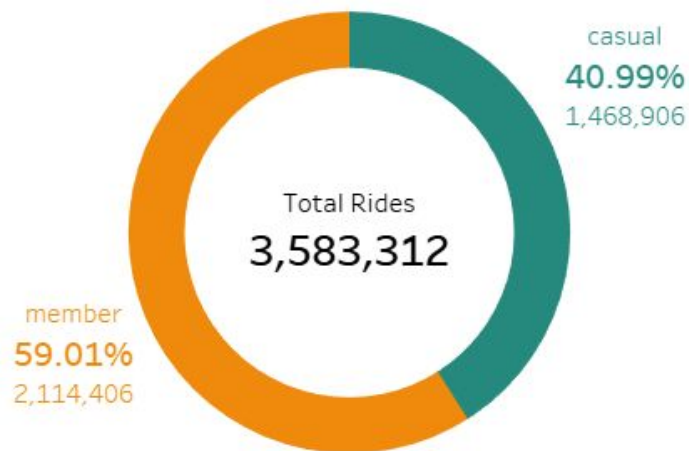- User divided into two types: **members** and **casual** user

Business Goal

How to increase the conversion of casual riders into members?
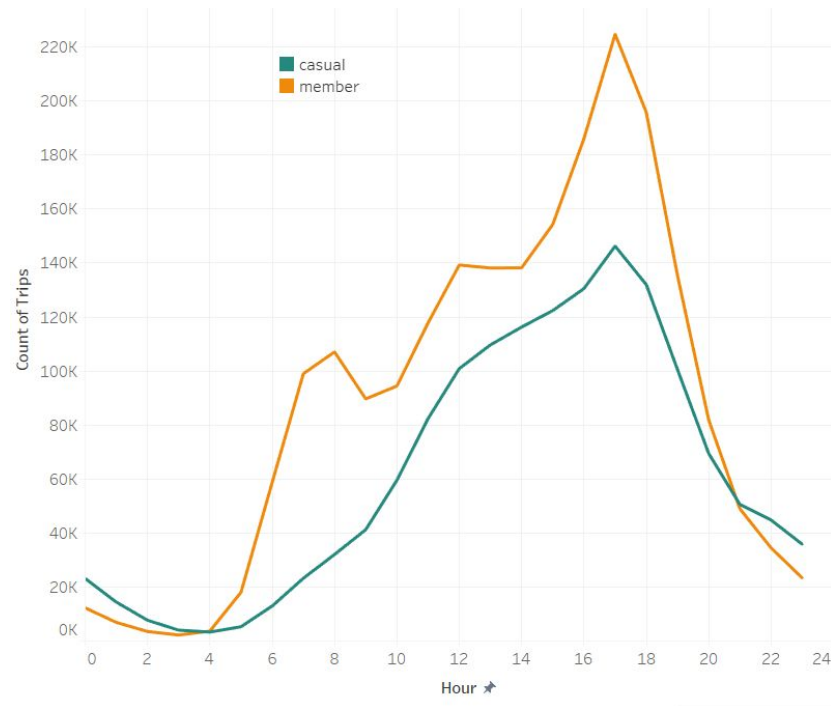
Analytical Goals

- Understand how annual members and casual riders differ

- Why casual riders would buy a membership?

- How digital media could affect their marketing tactics?
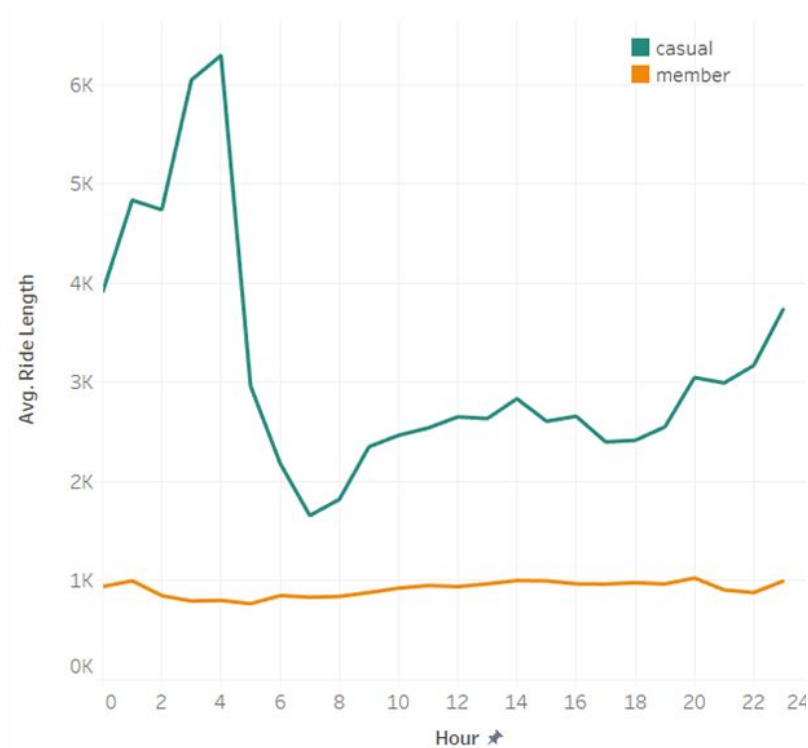
Member vs Casual Rides

Hourly Trips Count

- There are more trips for member than casual.
- Both of the user types have a similar trend.
- The traffic peak hour is at 17:00

Hourly Ride Length

- The member user average ride length are more stable
- The casual user average ride length peaked at 4 AM
- The casual user averaged more ride length than the member user.

Daily Trip Count

- There are more trips from casual user on the weekend, with the highest count of trip on Saturday.
- The member user trend are more stable, with the most trip also on Saturday.

Day Of Week / Member Casual
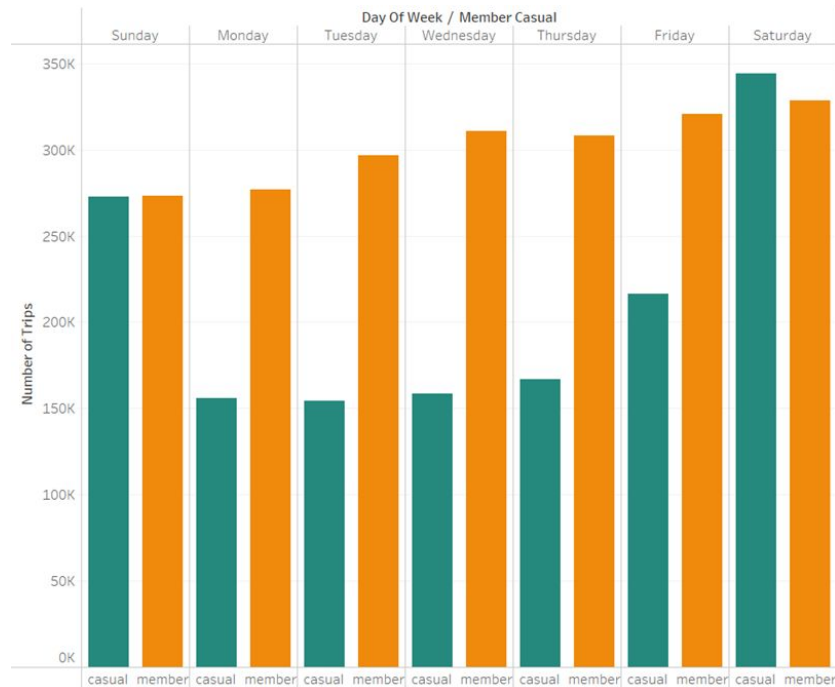
Daily Trip Length

- The member user averaged less in trip length than the casual user.

Day Of Week / Member Casual
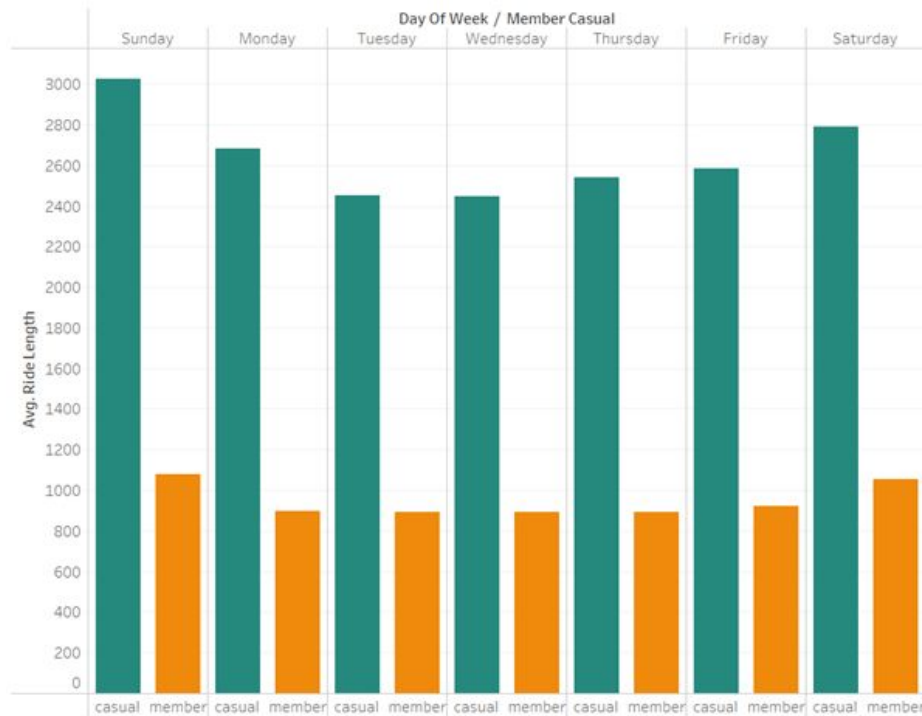
Monthly Average Trip Count

- Most of the trips from both user type are made in summer (Jun-Aug).

- The member user made more trips on each month.

Popular Route - Member

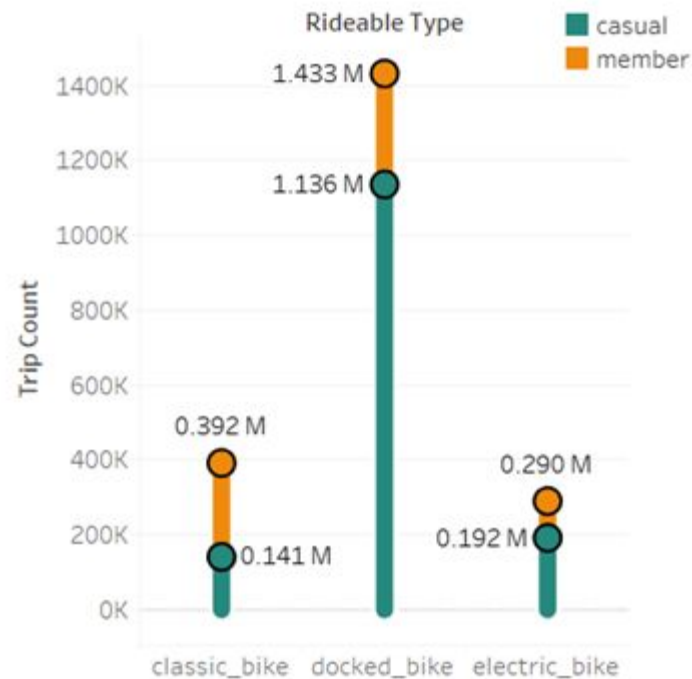| User Type	Route	Trip Count
Member	**MLK Jr Dr & 29th St to State St & 33 Rd St**	**1407**
	State St & 33rd St to MLK Jr Dr & 29th St	1242
	Clark St & Elm St to Clark St & Elm St	1161
	Lake Shore Dr & Wellington Ave to Lake Shore Dr & Wellington Ave	1136
	Ellis Ave & 60th St to Ellis Ave & 55th St	1128

Popular Route - Casual

- Most of the popular trips by the casual rider made from and ended on the same station

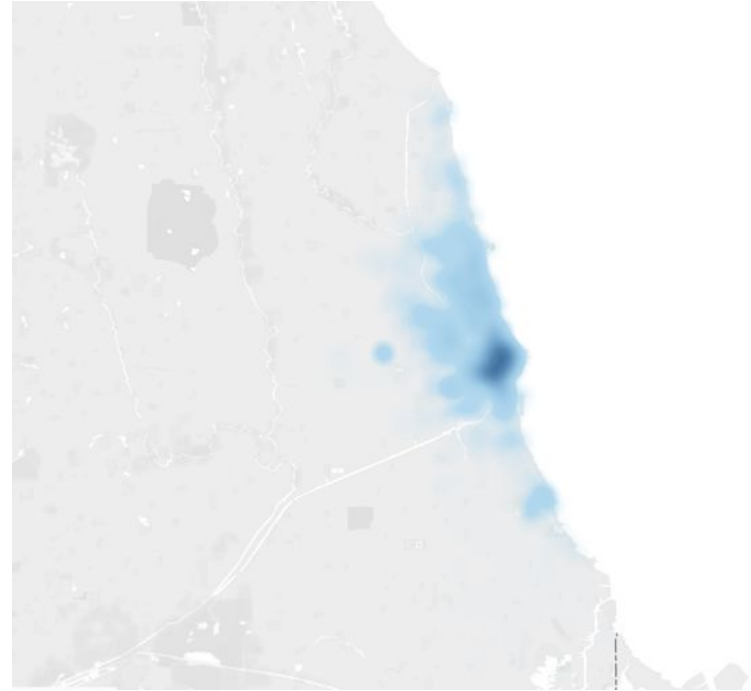| User Type	Route	Trip Count
Casual	**Lake Shore Dr & Monroe St to Lake Shore Dr & Monroe St**	**6800**
	Streeter Dr & Grand Ave to Streeter Dr & Grand Ave	6734
	Millennium Park to Millennium Park	5577
	Buckingham Fountain to Buckingham Fountain	5303
	Indiana Ave & Roosevelt Rd to Indiana Ave & Roosevelt Rd	4166

Rides by Bike Type

- **Majority of the user** prefer to use **docked bike**

- The classic and electric bike share identical popularity

Rideable Type

■ casual
■ member

1.433 M

1.136 M

0.392 M

0.290 M

0.141 M

0.192 M

Trip Count

1400K
1200K
1000K
800K
600K
400K
200K
0K

classic_bike   docked_bike   electric_bike

Heatmap of Starting Station

- Most of the trips are made from the city centre

Conclusion

- **Member user made more trips** than the casual user, with **59%** amount of trips from the total data.
- Casual user rode bike **29 minutes longer** than the member user.
- The **peak traffic hour** for both user types is at **5 PM**.
- Hourly **member users** ride length are **more stable**, meanwhile the **casual user** rode the average lengthest time at **4 AM**.
- Casual user increases on the **weekend**, peaked on **Saturday**.
- Most of the trips from both user type are made in **summer (Jun-Aug)**.
- The most popular route for member and casual user is **MLK Jr Dr & 29th St to State St & 33 Rd St** and **Lake Shore Dr & Monroe St to Lake Shore Dr & Monroe St.**
- Majority of the user prefer to use **docked bike.**

Recommendation

- Increase the marketing for casual users on the weekend, we can give a cheaper rent on the weekend for the members.
- Make extra promotion on the popular casual user routes, can be done through making a member registering booth on those routes.
- Focus more on using docked bikes as a marketing platform. We can put stickers or posters on those bikes to give casual riders more exposure to membership.
- Make a fun program for the "morning" casual riders, who peaked the bike ride length at 4 AM, to get more discount or privileges if they're registered as a member.
- Use the summer season as a moment to get more conversion, this can be done by making a special 3-months campaign with only members that can get more discount and special treatment, hopefully the converted user will still continue their membership after the summer ended.