HOW DOES A BIKE-SHARE NAVIGATE SPEEDY SUCCESS?

Prepared by: Alina Hinzhul

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GOAL

Maximizing the number of annual memberships

Difference

How do annual members and casual riders use Cyclistic bikes differently?

Motivation

Why would casual riders buy Cyclistic annual memberships?

Next steps

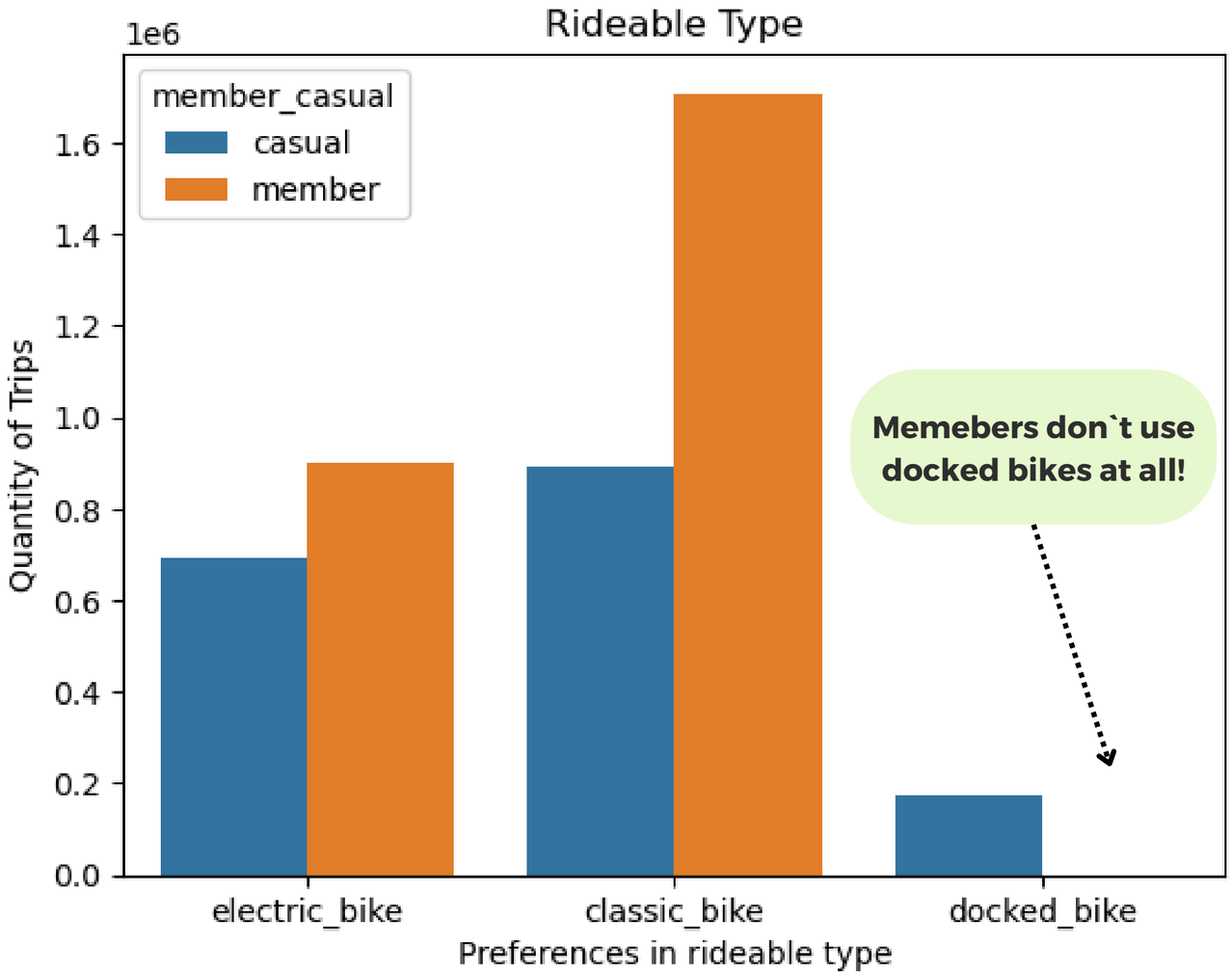
How can Cyclistic use digital media to influence casual riders to become members?

RIDEABLE TYPE PREFERENCES

Memebers prefer classic bikes.

*__65.4%__ of memebers prefer classic bikes.

*__50.6%__ of casual riders prefer classic bikes.



TRIP DURATION

Casual riders

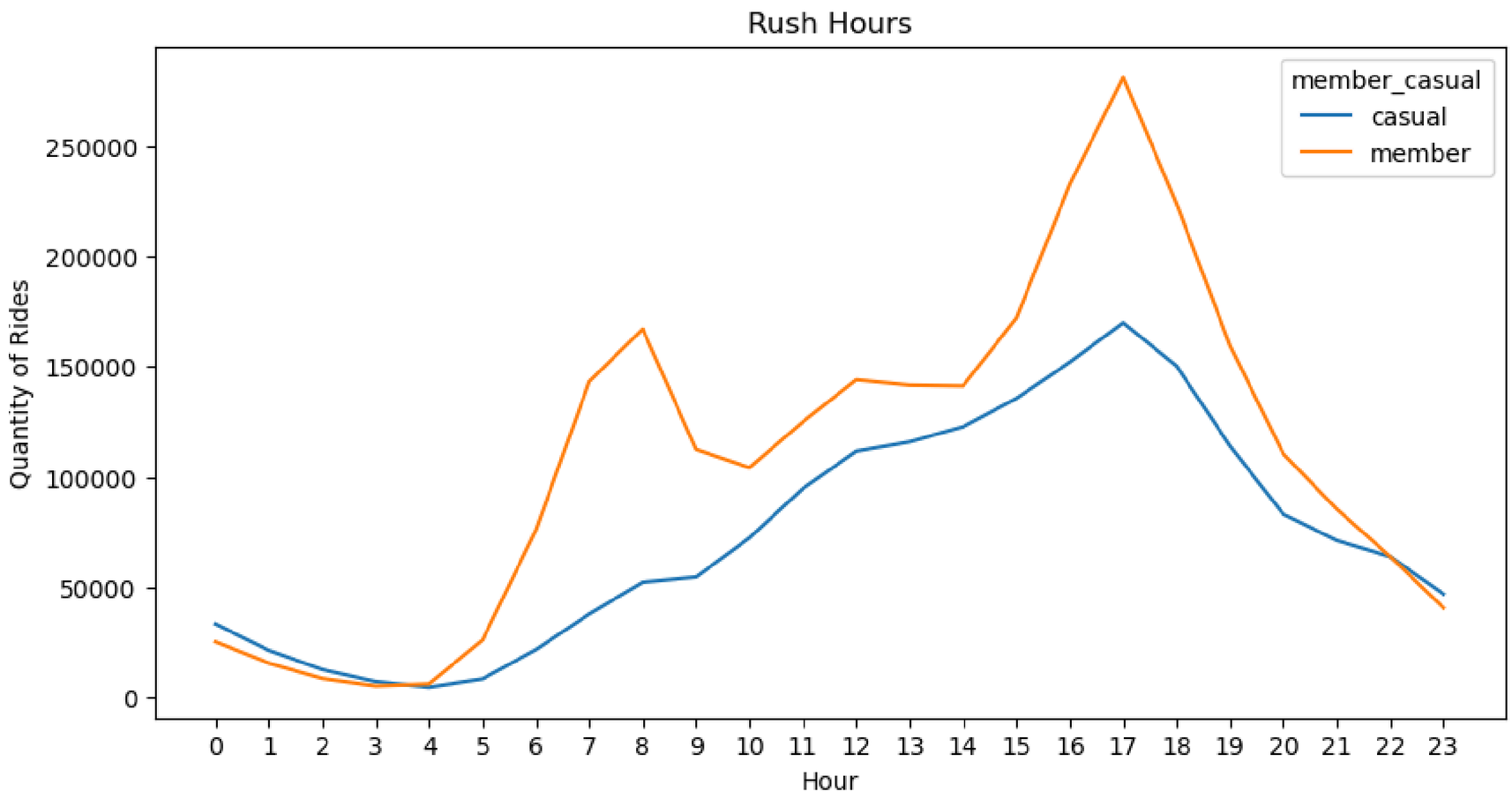
1.93 times longer

Members

*Casual riders' trips are 1.93 times longer than members' trips (based on time).
*Members and casual riders have different preferred routes.

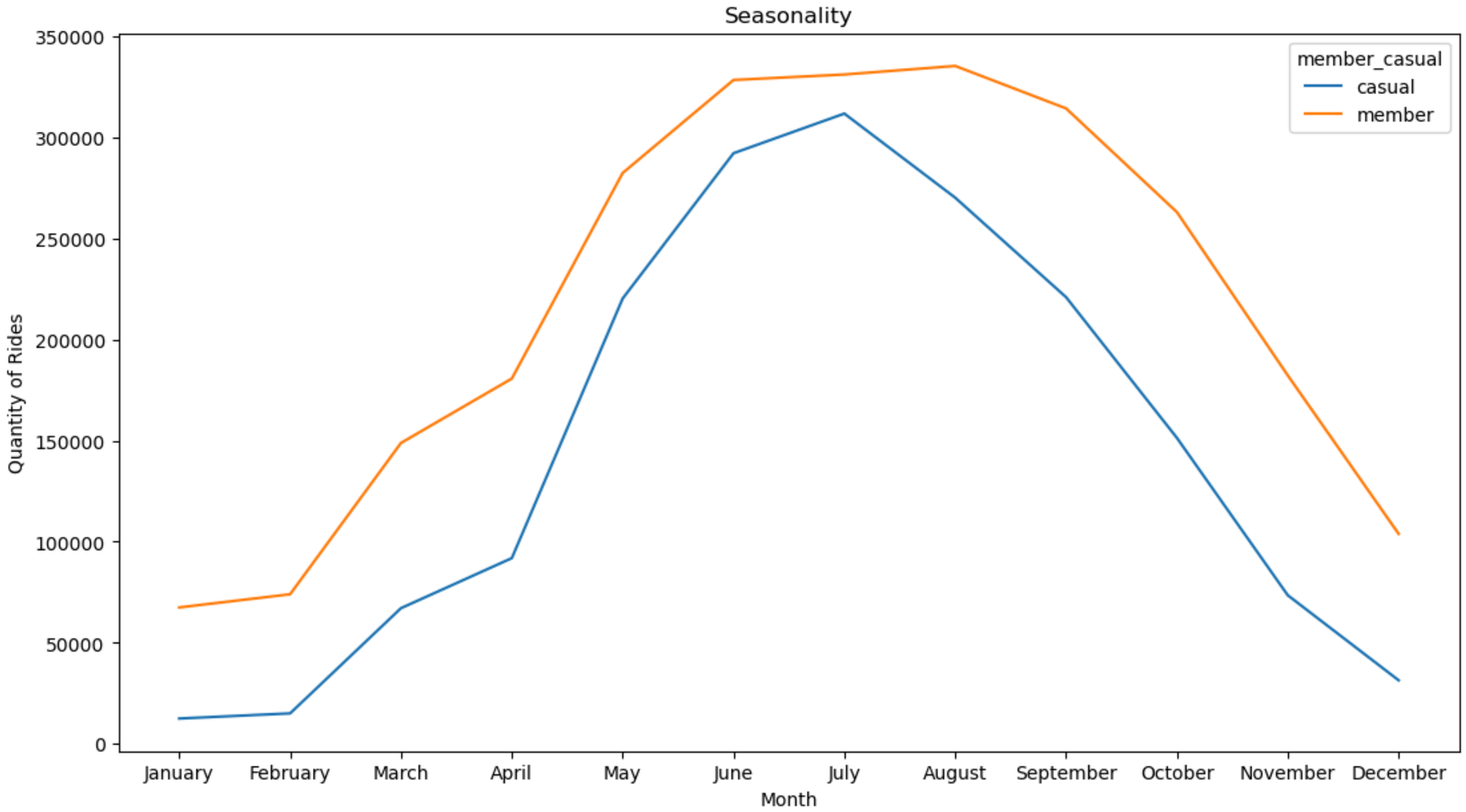
HYPOTHESIS: Casual riders and members have different goals (customer survey is necessary for any conclusions).
QUESTION FOR FURTHER ANALYSIS: Do members need high speed trips?

RUSH HOUR



HYPOTHESIS: Members use bicycles to go to work (because rush hour is 9 AM and 5 PM).

SEASONALITY



HYPOTHESIS: **Bike sharing is a seasonal business.**

RECOMMENDATIONS

1

Summary: Members prefer short trips on classic bikes during rush hour in the warm season.

2

Next steps: Getting info about the goal for different types of riders in order to confirm the hypothesis (using survey).

3

Questions for further analysis: Data about speed is required to analyze the differences in trip style.

THANK YOU FOR YOUR ATTENTION!

Any Questions?

* APPENDIX

DATA SOURCE & PROJECT FILES

- Dataset is a **public data** about fictional company provided by Motivate International Inc (2022).
- Download initial datasets here.
- Check project files here.

Project URL: