

**PREPARED BY:**

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# CYCLISTIC: MARKETING STRATEGY

FROM CASUAL RIDERS TO ANNUAL MEMBERS





# THE BUSINESS TASK

- **Goal:** Design marketing strategies to convert casual riders into annual members.
- **The Conflict:** Casual riders are profitable but erratic. Annual members provide sustainable, long-term revenue.

- **Data Source:** 5.7 Million rows of trip data (Jan 2025 - Dec 2025).

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- **SQL Server:** Used for cleaning, merging 12 datasets, and handling massive volume (Big Data).

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- **Python:** Used for statistical visualization and pattern recognition.

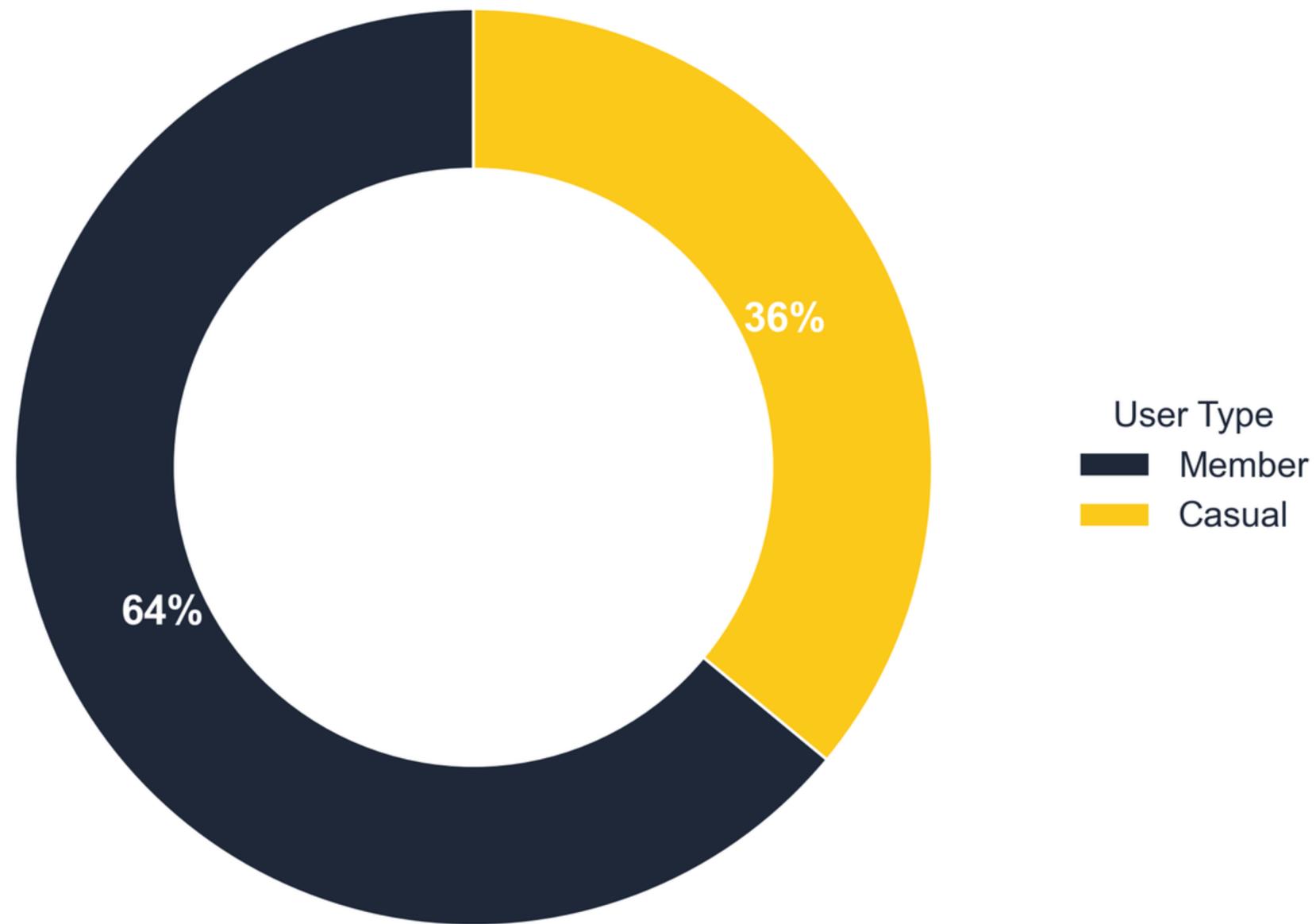


# DATA PROCESSING



# MARKET SHARE OVERVIEW

Total Market Share Comparison

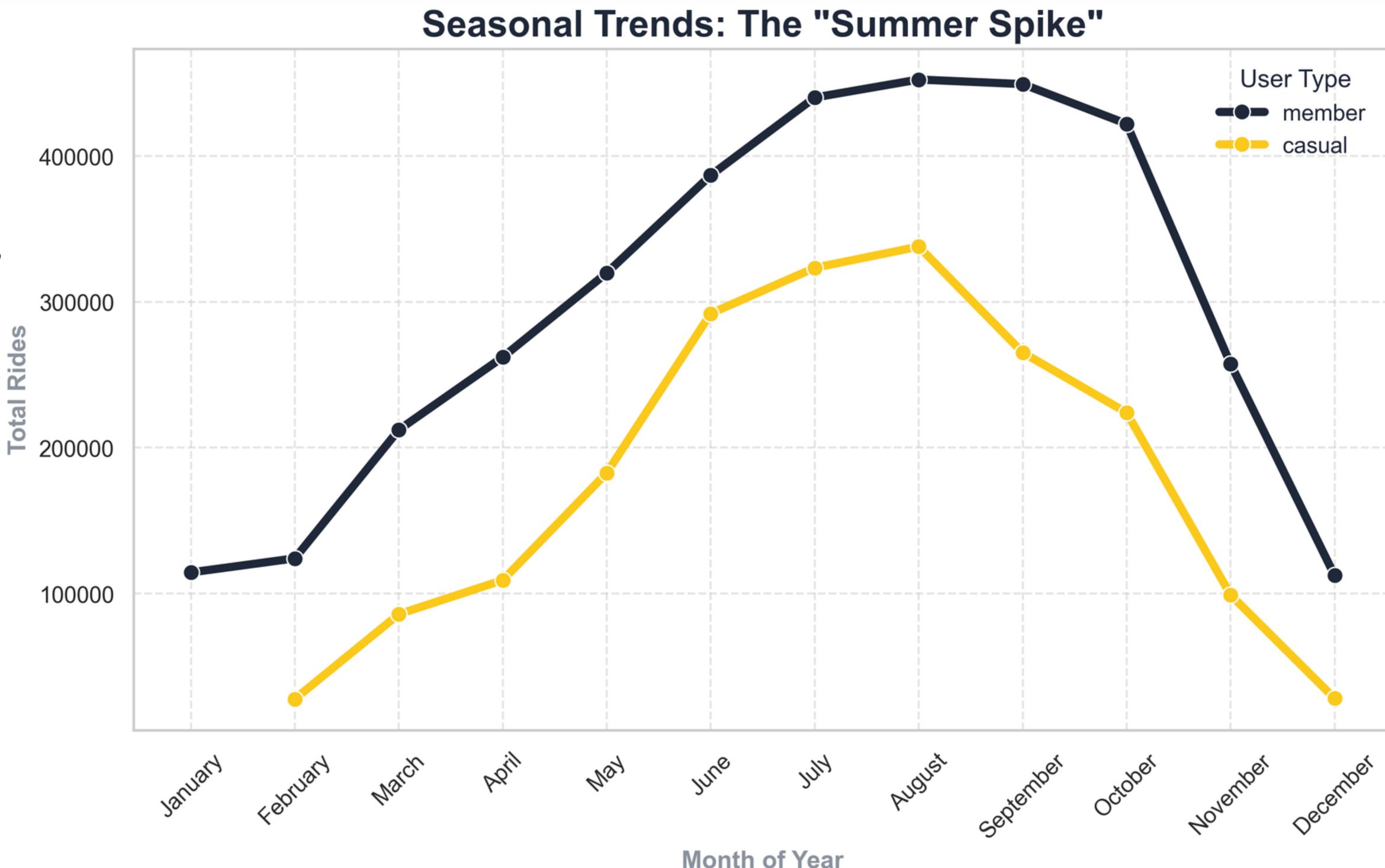


The remaining 36% (Casuals) represents a massive pool of potential conversions already familiar with our brand. We don't need new leads; we need to upgrade existing users.



# SEASONALITY & TIMING

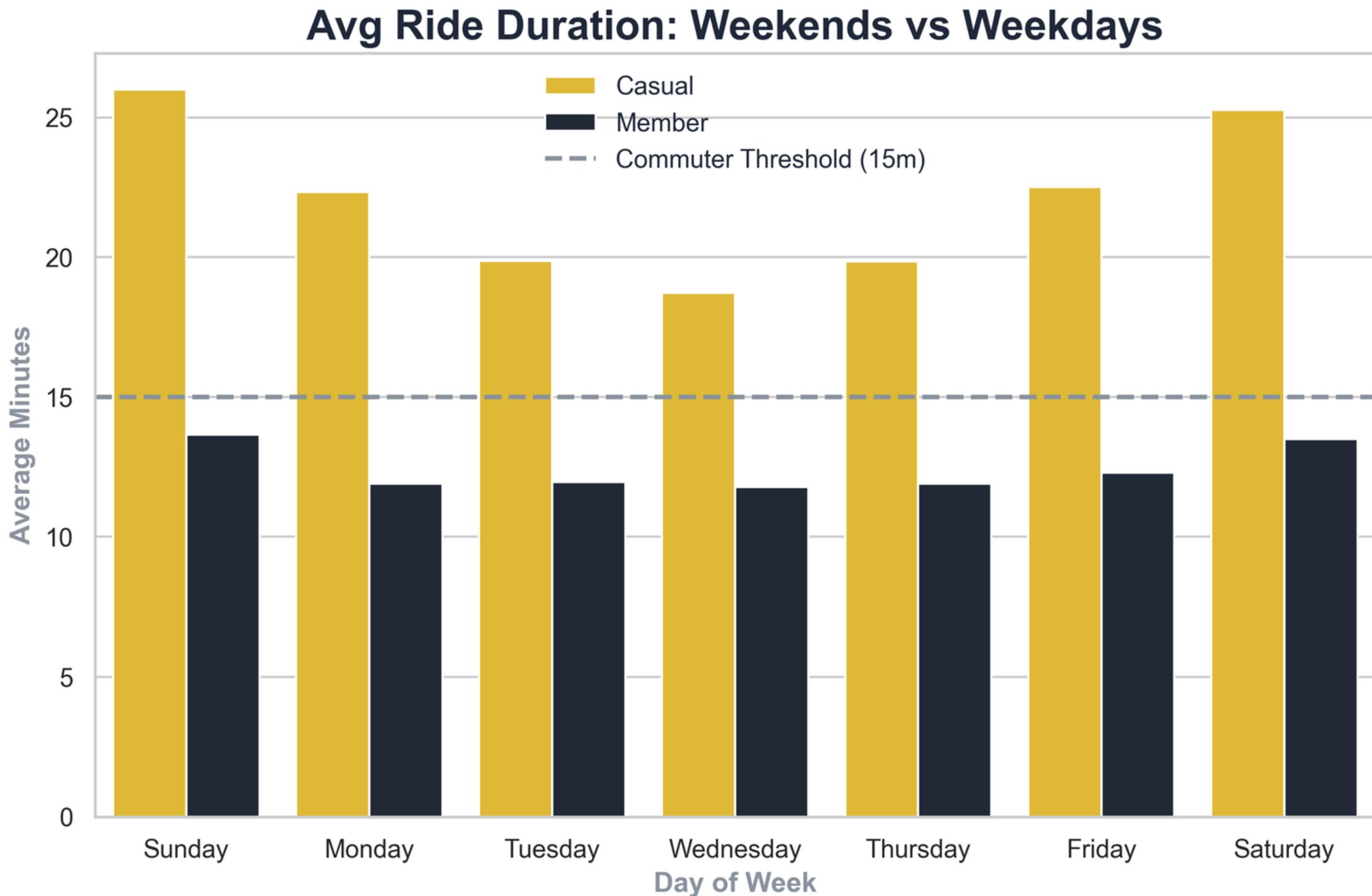
- Casual riders (Yellow line) almost disappear in winter, proving they ride for leisure, not commuting.
- **Action:** Marketing campaigns must launch in early May to capture the rising wave before the peak hits.





# RIDING BEHAVIOR

- **Members:** Short rides (~12 min), consistent Monday-Friday.
- **Casuals (Explorers):** Long rides (>20 min), specifically spiking on Weekends.
- **Conclusion:** Members use bikes for "A to B" transport. Casuals use bikes for "Experiences."

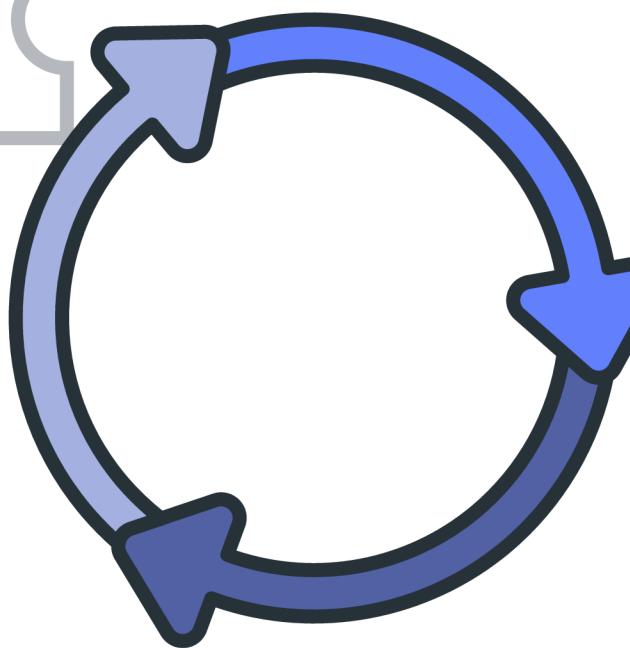




# **STRATEGIC RECOMMENDATIONS**

## **The "Summer Pass"**

Create a seasonal membership (June-Sept) to bridge the gap between single-ride and annual passes.



## **Leisure Partnerships:**

Place ads at parks, museums, and beaches (where Casuals go), highlighting the savings of an annual membership for long rides.

## **Weekend "Quest" Campaign:**

Gamify the experience. "Ride 5 weekends in a row, get 50% off your Annual Membership." Target their natural weekend habit.

# THANK YOU!

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