

Cyclistic Bike-Share – Executive Summary

Executive Summary

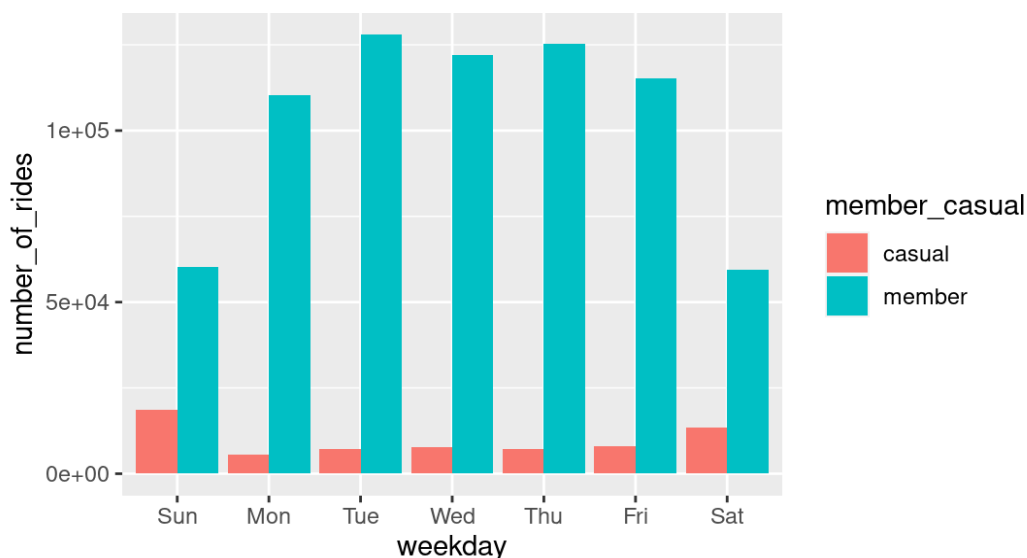
This analysis examines how annual members and casual riders use Cyclistic bikes differently. Findings show that annual members ride frequently for short, weekday trips, while casual riders take fewer but significantly longer rides, particularly on weekends. These insights highlight a strong opportunity to convert casual riders into annual members through targeted, data-driven marketing strategies.

Business Objective

To understand behavioral differences between annual members and casual riders in order to support marketing strategies that increase annual memberships.

Key Findings

- Annual members dominate weekday ridership and exhibit short, consistent ride durations, indicating commute-based usage.
- Casual riders have much longer ride durations and peak on weekends, suggesting leisure-oriented behavior.
- Usage behavior, not awareness, is the primary barrier to membership conversion.



Strategic Recommendations

1. Launch weekend-focused or seasonal membership plans for leisure riders.
2. Use digital nudges after repeated long casual rides to highlight membership savings.
3. Promote leisure-oriented membership benefits such as bonus weekend minutes.

Conclusion

Cyclistic can unlock sustainable growth by converting existing casual riders into annual members. Aligning membership offerings with leisure-focused riding behavior presents a high-impact, low-acquisition-cost growth strategy.