



# Casual Riders vs Annual Members

What's the difference?

Bara Yousef 03/18/2023



# Introduction

Purpose: To understand the reasons behind customers being casual riders or annual members.

- To suggest a marketing strategy that will push customers to convert from casual riders to annual riders
- Casual Riders → Annual Members



# Questions to Ask

- **How do annual members and casual riders use cyclistic bikes differently?**
- What would be some reasons for casual riders to consider switching to an annual membership?
- How can we utilize digital media to influence casual riders to become annual members?



# Business Task

- Design marketing strategies aimed at converting casual riders into annual members
- The data source that will be used for the analysis is the Cyclistic historical bike trip data from the last 12 months
- The license to the data is here: <https://www.divvybikes.com/data-license-agreement>

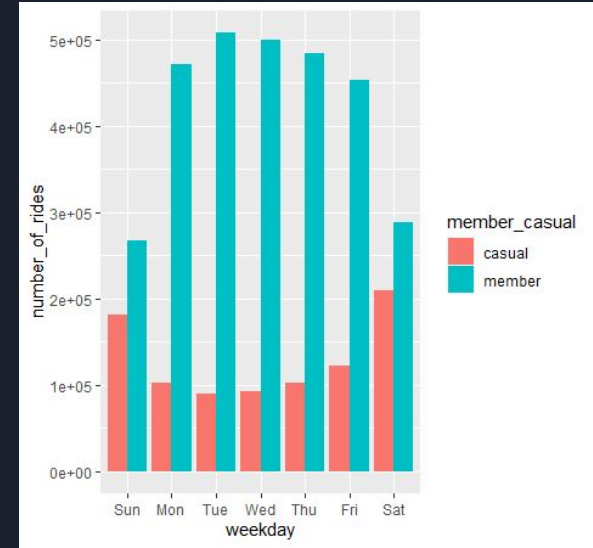
# Differences

Casual Riders' most active days are **Sat and Sun**

Casual Riders' least active days are the weekdays **Mon-Fri**

Annual Members' most active days are the weekdays **Mon-Fri**

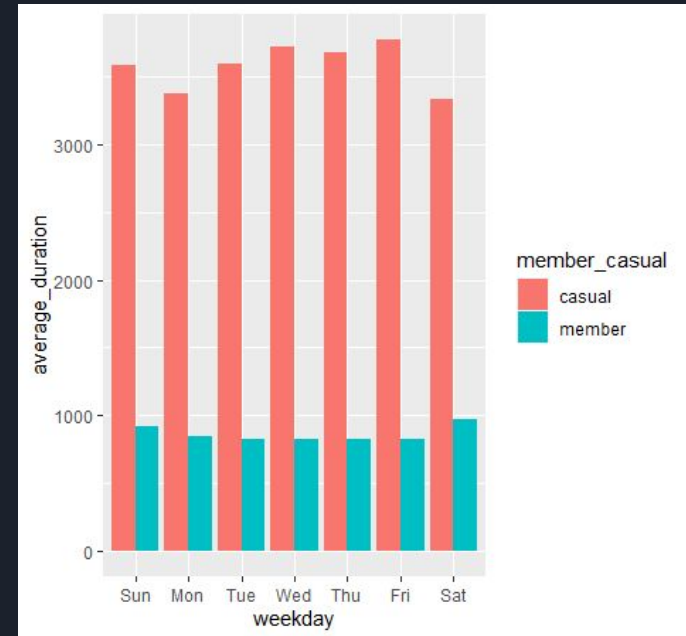
Annual Members' least active days are **Sat and Sun**



# Differences

Day of Week	Casual Riders Average Ride Length	Annual Members Average Ride Length
1	0:26:29	0:12:38
2	0:20:20	0:10:38
3	0:20:17	0:10:03
4	0:16:20	0:09:51
5	0:15:49	0:09:55
6	0:19:11	0:10:13
7	0:35:11	0:12:02

- Trip durations for casual riders are almost double that of annual members on a day to day basis





# Summary of Differences

- Casual riders are mostly active during the weekends, while Annual Members are active all week
- Annual members take shorter trip times, but have more rides overall
- Casual riders take fewer trips, but longer rides