



Casual Riders vs Annual Members

What's the difference?

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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>

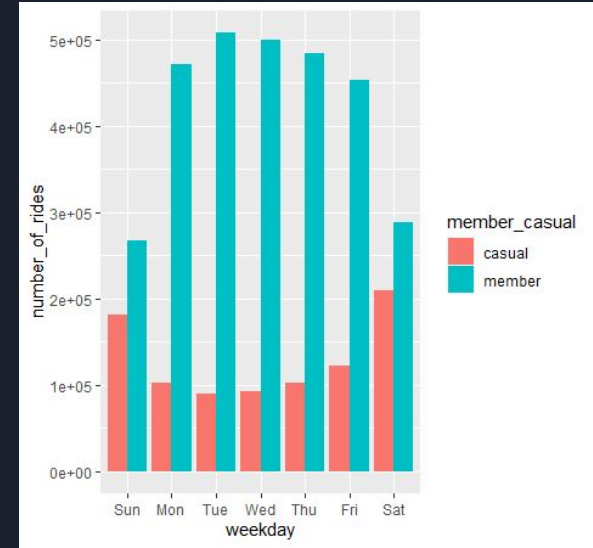
Differences

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**





What this means

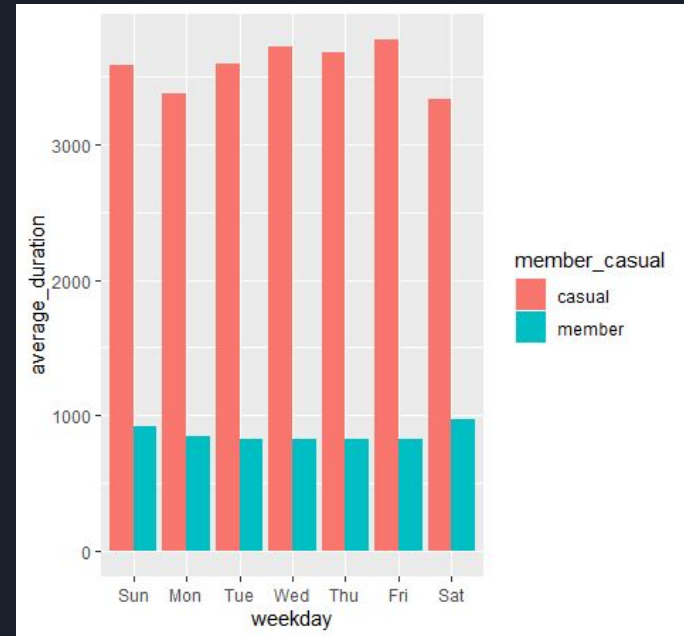
The interesting thing is that the most active days per group are opposites.

Casual riders prefer the weekends, because they most likely do not make riding a lifestyle, but instead do it on the weekends, OR they choose the weekends because they are the least active in terms of annual riders showing up.

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





What this means

Casual riders do not go on rides as frequently, so they go on longer trips to make it worthwhile
Annual members go on a more consistent basis and frequently go on bike trips, and have shorter ride times.



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



Actions to take

1. The final conclusion based on my analysis is that yes there are some key differences between the 2 groups that can be used to impact their likelihood of converting from casual riders to annual members.
2. If we were to run a marketing campaign it would need to emphasize benefits for coming during the week, as that is when casual members are choosing to come the most.
3. Since casual members tend to enjoy longer trips, maybe adding incentives to the annual memberships based on trip length might be helpful.
4. Creating a survey and sending it out to casual riders might also give us more insight as to why they choose to not go for the annual membership and what would be some lucrative that could entice them.