



Pedaling Towards Membership Growth

A Data-Driven Marketing Strategy for Cyclistic

Dave R. Lashley / FEB 14, 2025

Agenda

- Introduction
- Data Collection & Preparation
- Rider Behavior Analysis
- Membership Conversion Strategies
- Final Tips & Takeaways





Introduction

Analyze Cyclistic rider behavior to create a data-driven marketing plan that converts casual users into annual members

Data Collection & Preparation

- Data from **Amazon AWS (2024)** included casual riders and members
- Analyzed **4,202,561** unique trips
- Data was cleaned to ensure **trip uniqueness**
- Only trips **1 minute or longer** were analyzed





Rider Behavior Analysis

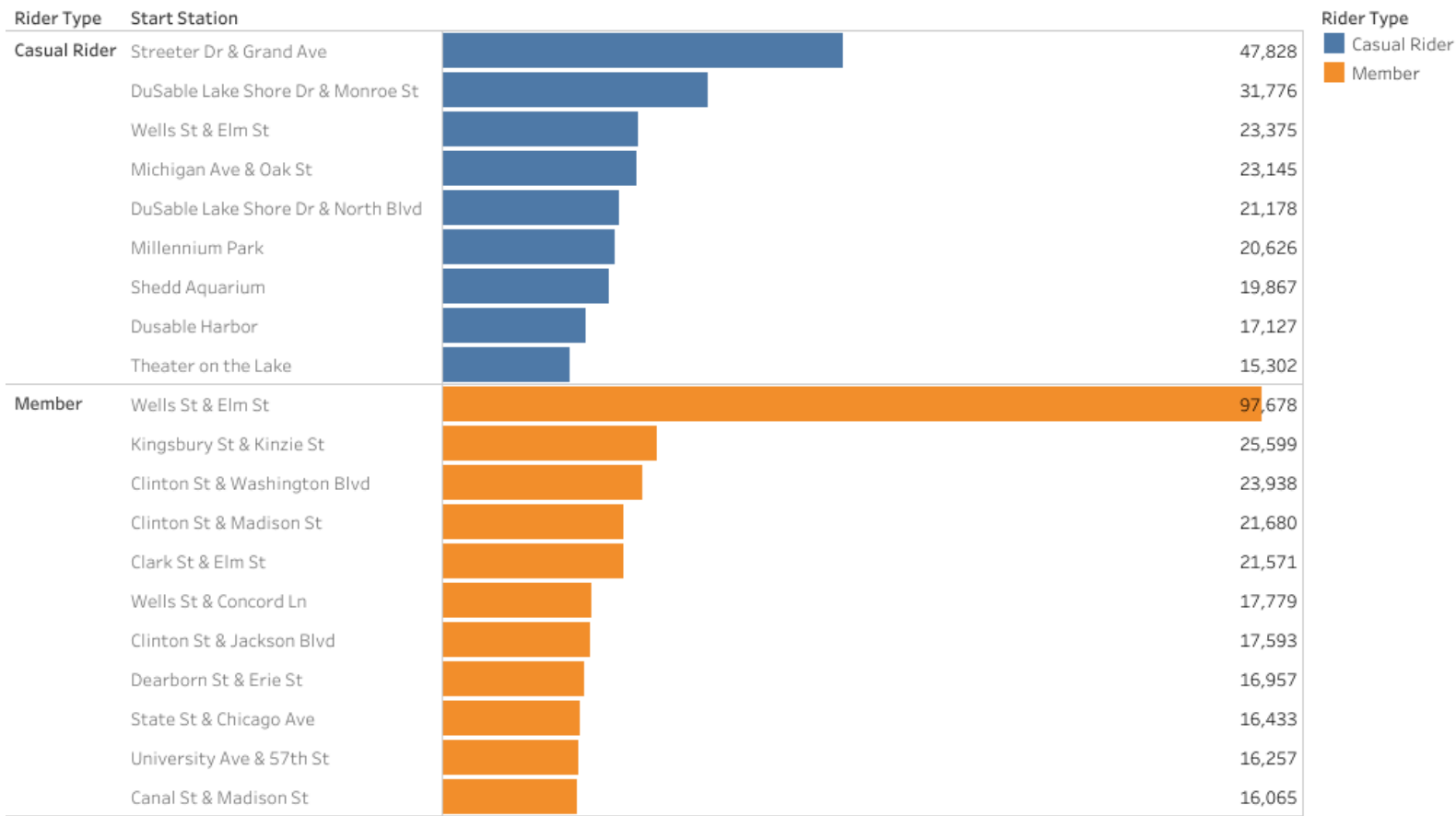
Usage Patterns and Trends

Members vs Casual Riders

- Members take **1.7x more rides** than casual riders
- Casual riders take nearly **2x longer trips**
- Casuals prefer **round trips**; members use **repeat stations**
- Both prefer **classic bikes** over electric bikes or scooters



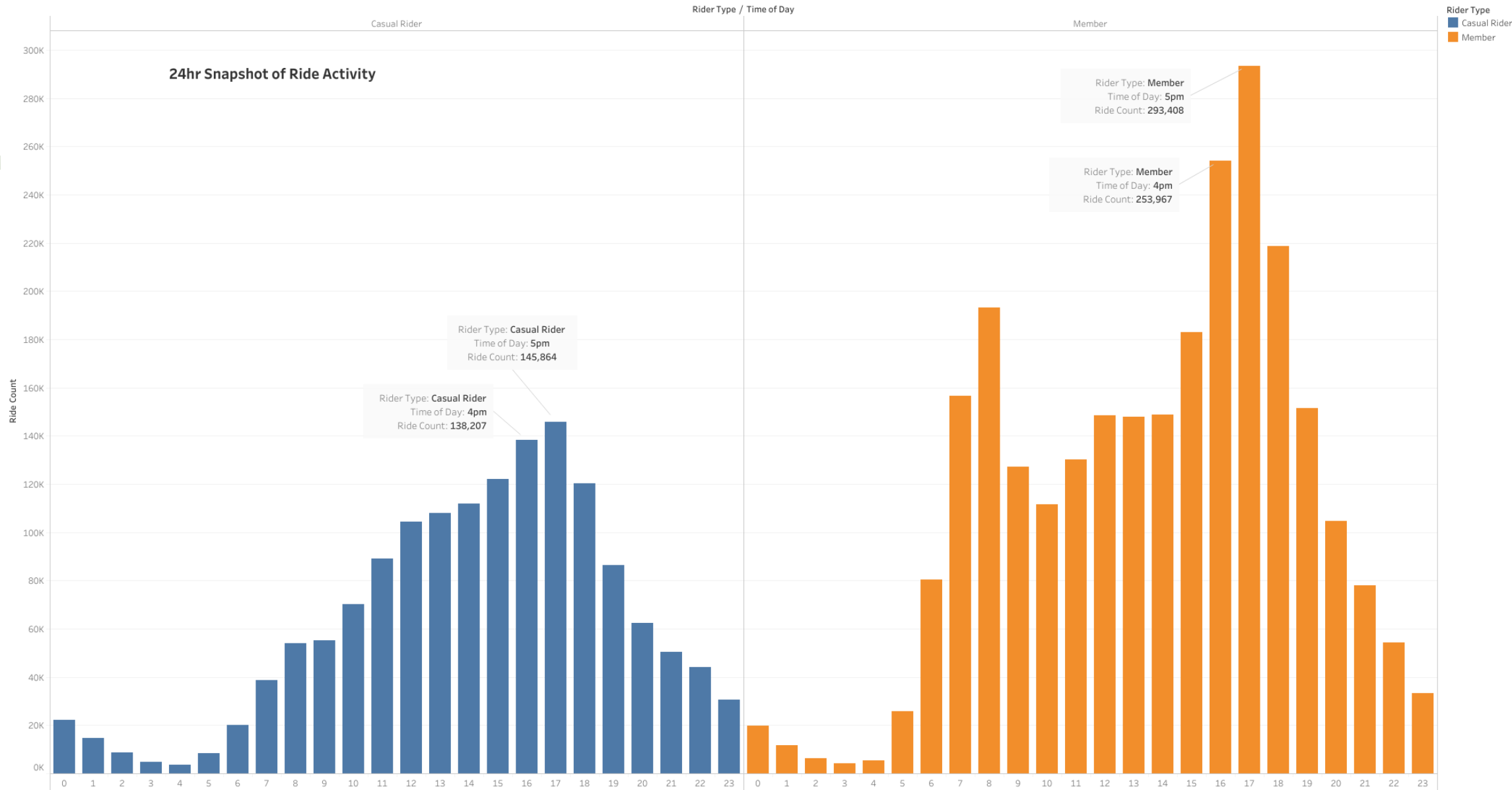
An average of **220K+** casual riders use these stations, presenting a strong opportunity for membership conversion



Popular Starting Stations

Peak Ride Hours

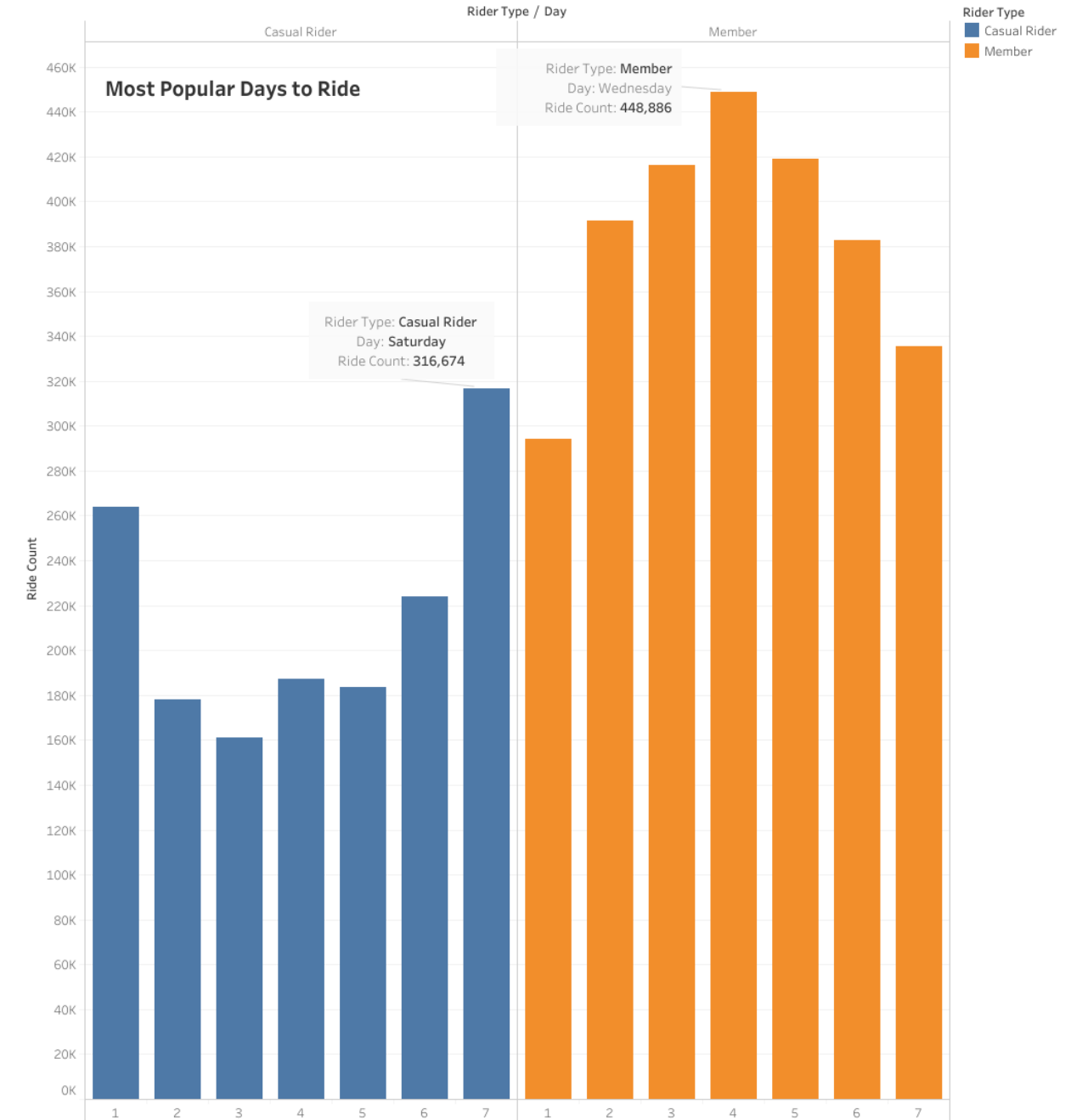
5pm is busiest for both groups followed by 4pm



Peak Ride Days

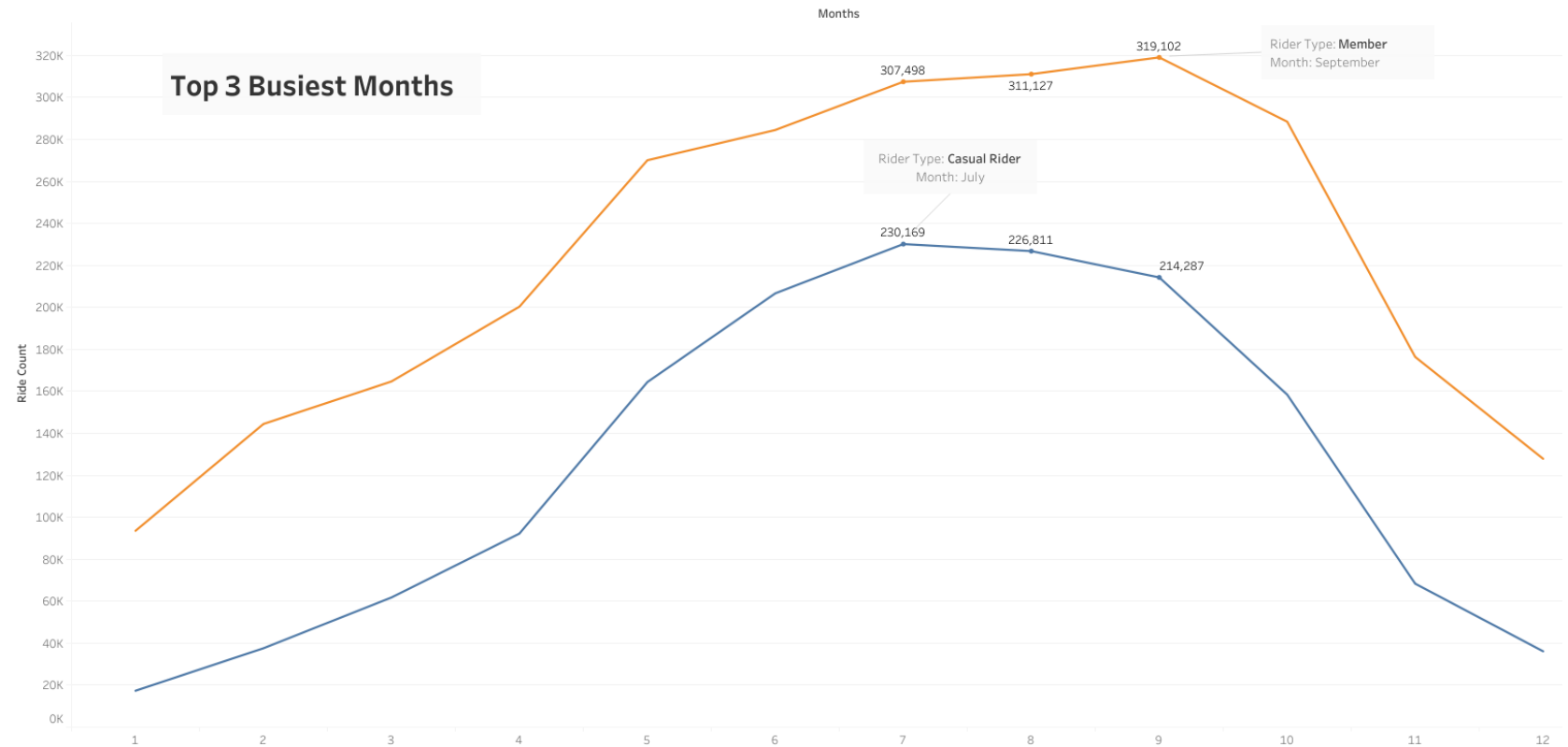
- **Casual Riders:** Peak on **Saturday** with **316K+** users
- **Members:** Peak on **Wednesday** with **448K+** users

Sunday - Saturday



- **Peak Rides:** Mid-summer to early fall (July - Sep)
- **Lowest Rides:** Winter season.
- Members have highest ridership in **all seasons.**

Seasonal Ride Data



Seasonal Rides



Membership Conversion Strategy

Maximizing Rider Retention

Immediate Conversion Plan:

Seamless Sign-Up Process:

- QR codes for **instant activation** or **trial membership** access
- Exclusive **Discounts** for **First-Time Memberships**
- Highlighted **cost savings at checkout**, showcasing valuable membership perks



Ongoing Plan:

Peak Time Perks & Rewards:

- **Priority Access:** Members **skip the wait** with **exclusive lanes** at top stations
- **Commute & Save:** **Bigger rewards** for frequent **rush-hour riders**
- **Bonus Days:** Extra points on **Wednesdays** & **Saturdays**
- **Referrals:** **Discounts** & **perks** for referring friends



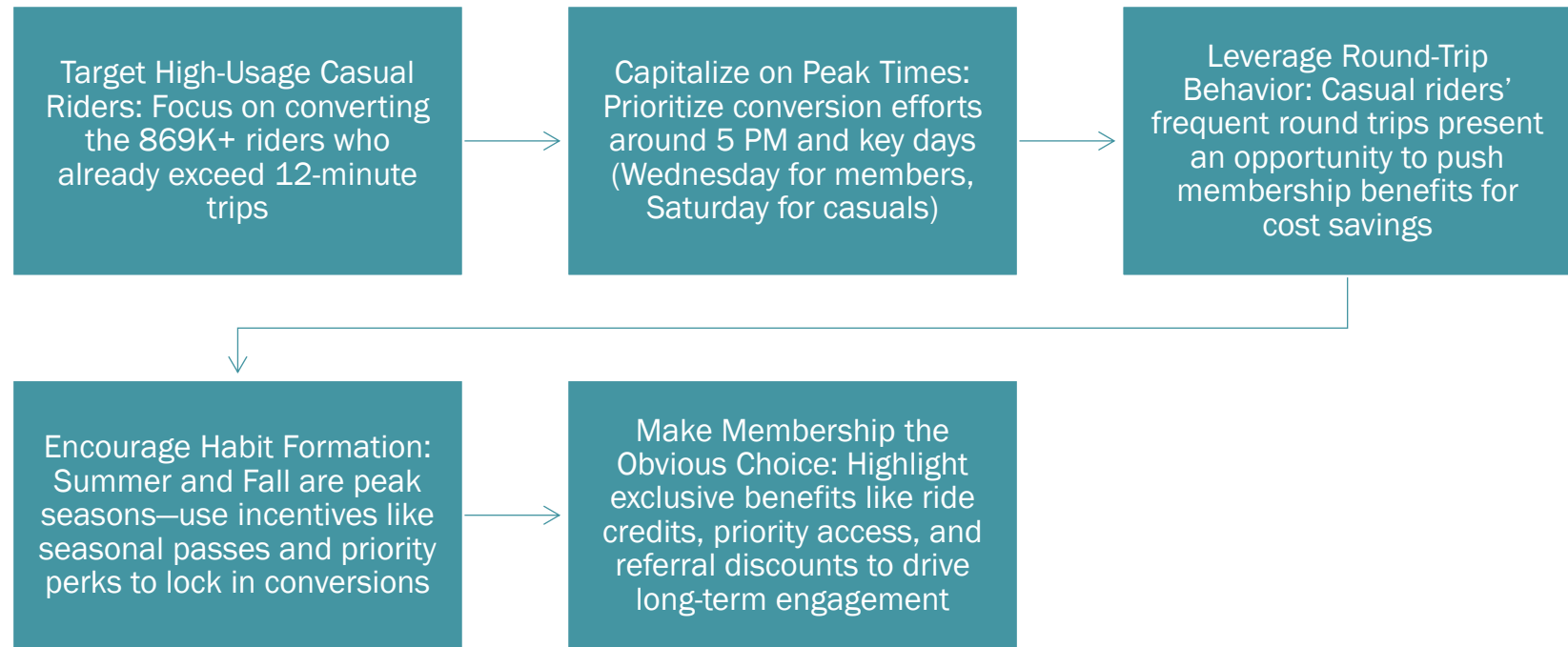
Seasonal Plan:

Promotions:

- **Long Ride Rewards:** Casuals unlock **exclusive membership** deals on extended trips
- **Event Partnerships:** **Discounted memberships** or **free access** to festivals
- **Summer Ride Pass:** Low-cost seasonal membership to **build riding habits**



Final Tips & Takeaways



Thank you

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