

Cyclistic

Boosting Membership from Casual Users

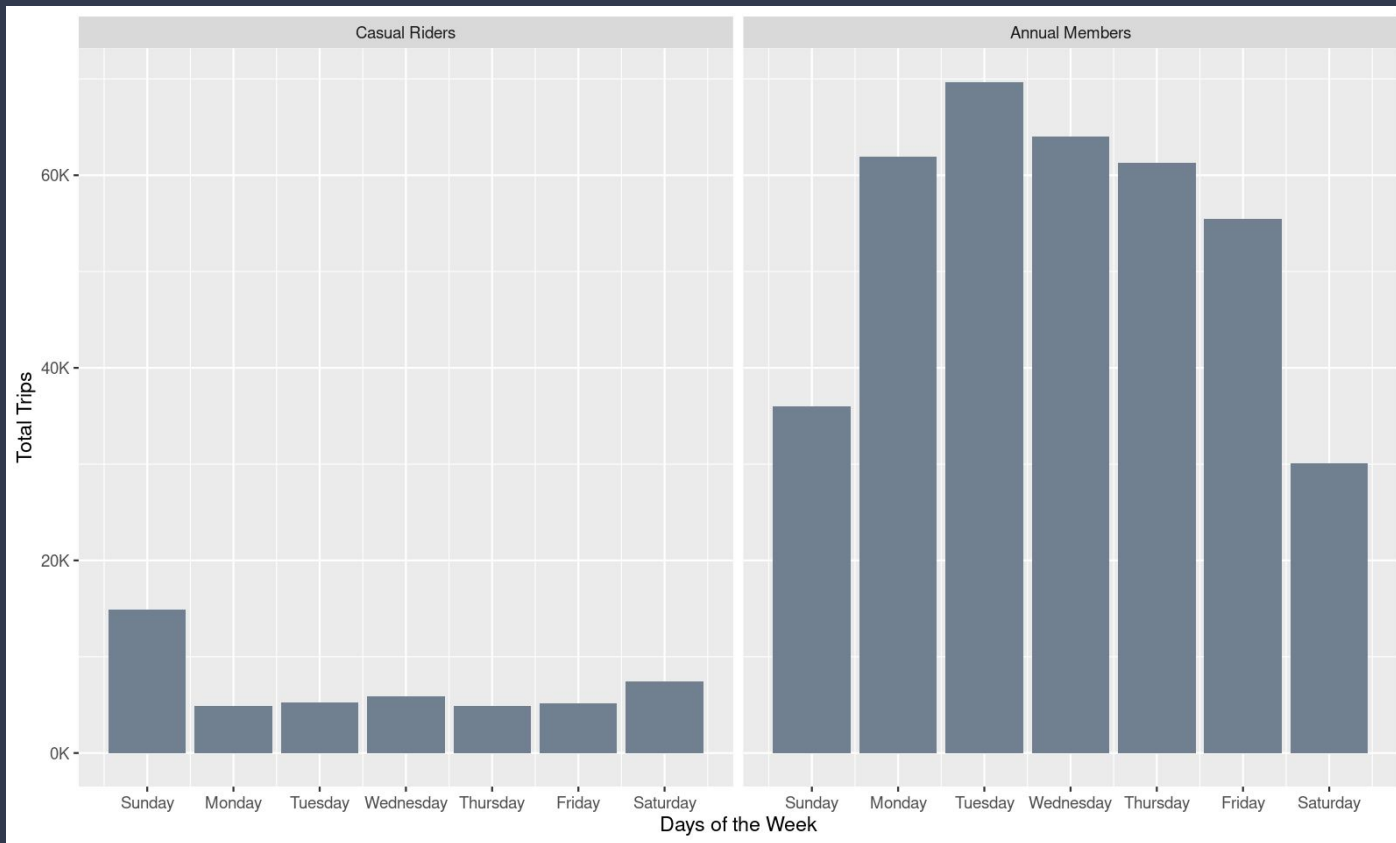
Questions & Answers

1. **How do annual members & casual riders use Cyclistic differently?**
 - Casual riders use bikes for a longer durations, primarily on weekends.
2. **Why would casual riders buy memberships?**
 - Casual riders would buy a membership to save money on longer trips and weekend use.
3. **How we can influence casual riders to become annual members?**
 - Run ads at top casual rider start stations on weekends highlighting membership savings on longer rides

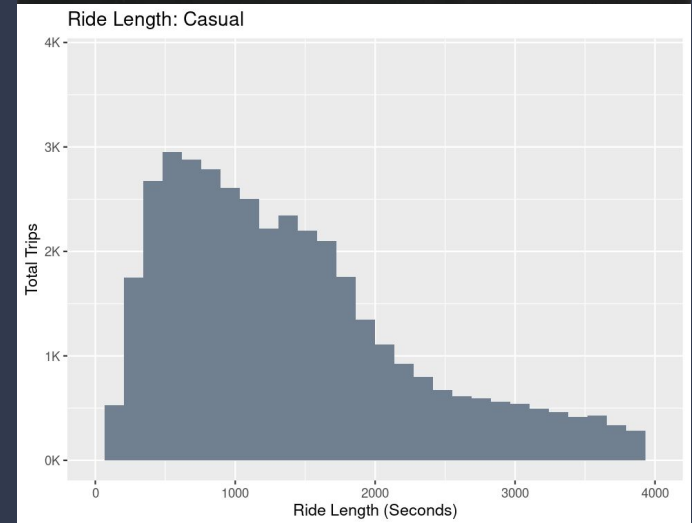
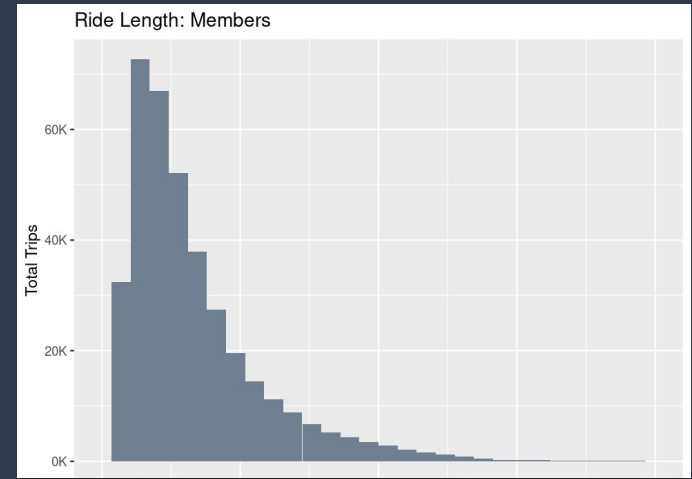
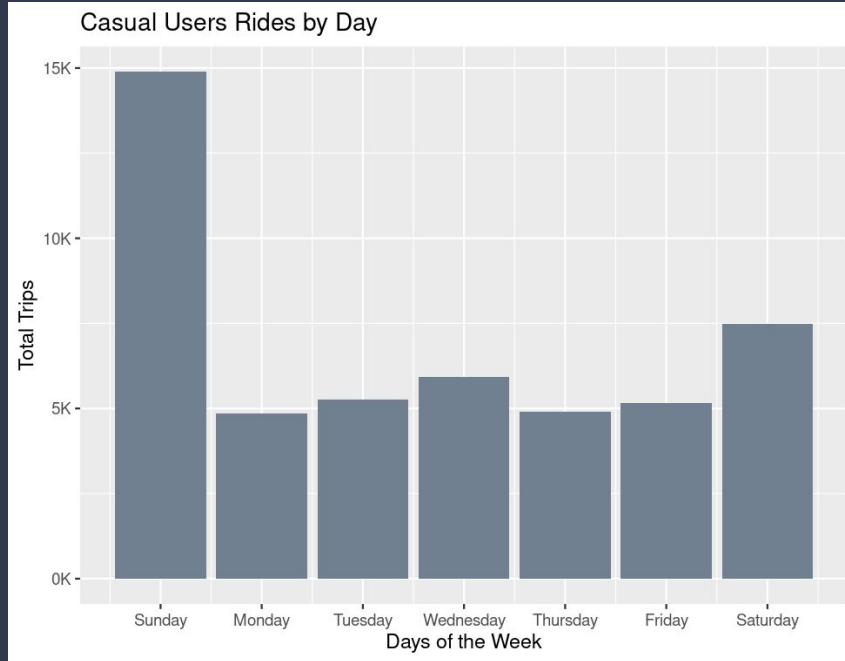
Data Overview

How We Got Our Answers

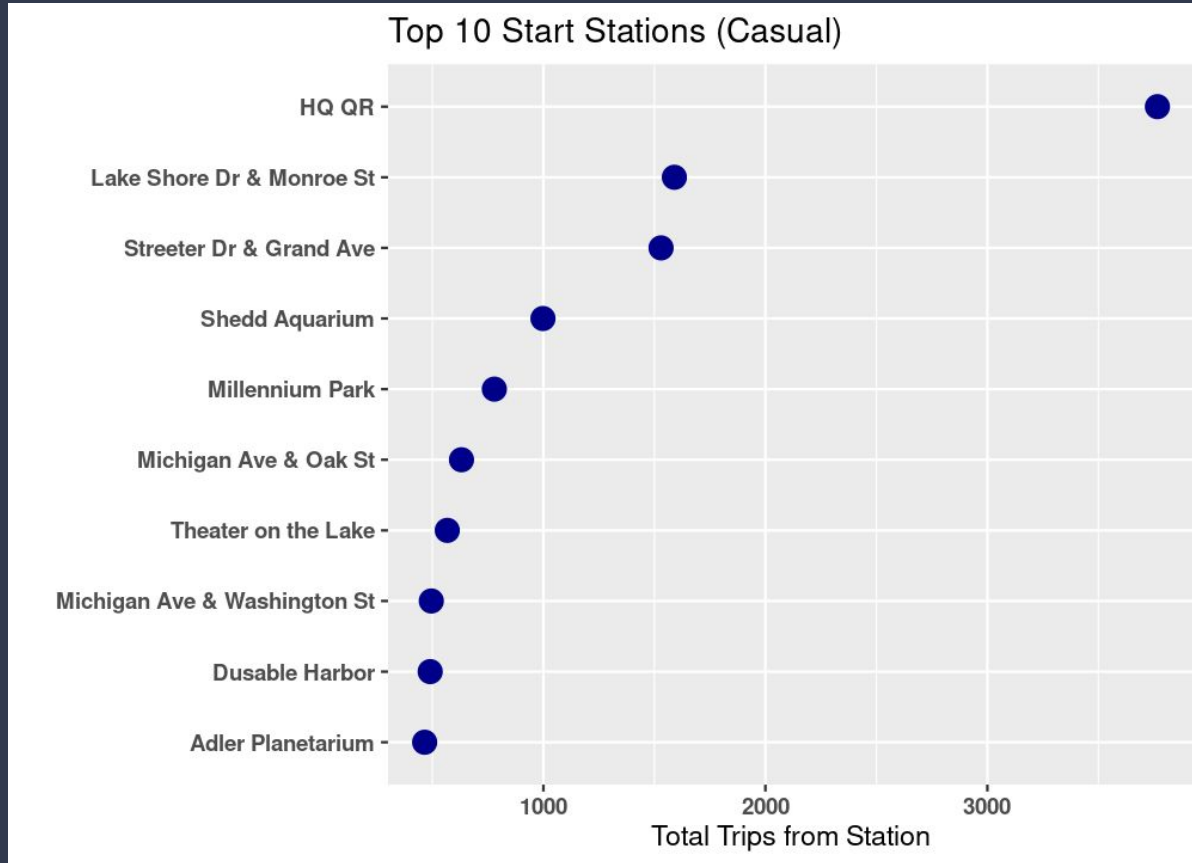
Annual Members Vs. Casual Riders – Trips by Day



Promote memberships on casual riders' peak usage days, emphasizing savings for longer rides, especially on weekends.



Target ads at top casual rider start stations.



Thank You