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CYCLIST BIKE-SHARE USAGE

A Data-Driven Strategy to Convert Casual Riders into Annual Members

Presented by Francisco Ferreira

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Cyclist Bike-Share Usage

EXECUTIVE SUMMARY

Goal: Help Cyclistic convert casual riders into annual members.
Approach: Analyzed Q1 data from 2019 and 2020 to understand user behaviour.

Key Findings

- Casual members take longer, less frequent, more weekend rides.
- Members show commuter-like patterns (short rides, weekdays, peak hours).
- Casual usage grew sharply in Q1 2020.

BUSINESS PROBLEM & MISSION

Challenge

Casual riders bring lower long-term value than members.

Objective

Convert casual riders into members through insight-driven marketing.

Role

Support marketing team with data analysis & strategic recommendations.

DATA SOURCES & PREPARATION

Data Used:

- Q1 2019 and Q1 2020 ride data.
- Total ~792,000 rides analyzed.

Notes:

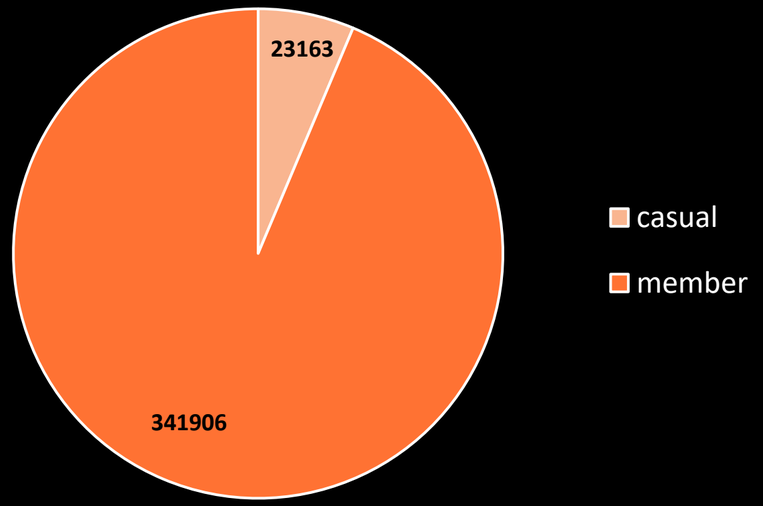
- 2019 data used different labels (Subscriber = Member, Customer = Casual).
- A new “Real_user_type” column was created for consistency.

Limitations:

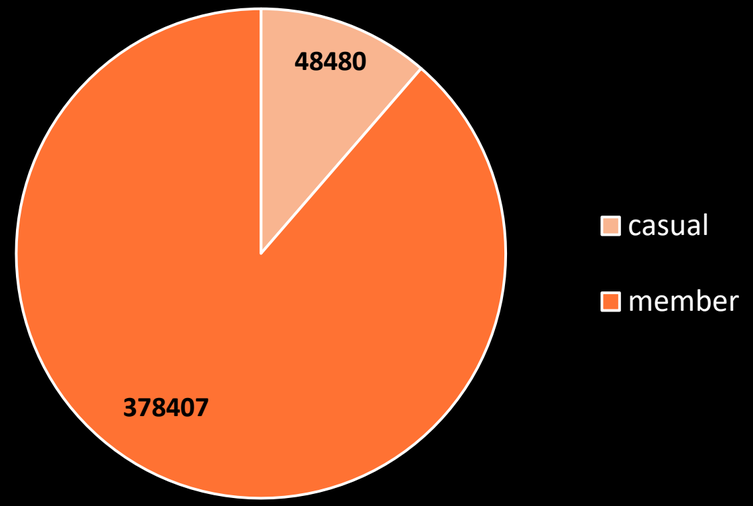
- Seasonal patterns (e.g., summer) not captured.
- Assistive bike (types of bikes) usage not separately analyzed.

DATA ANALYSIS

Total Rides By User Type 2019



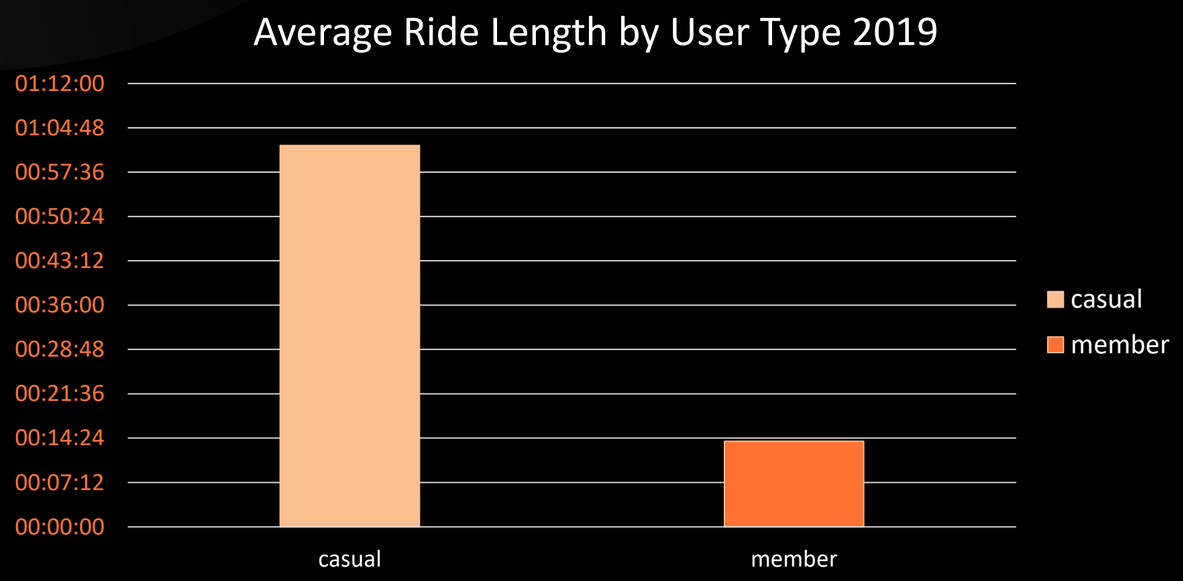
Total Rides By User Type 2020

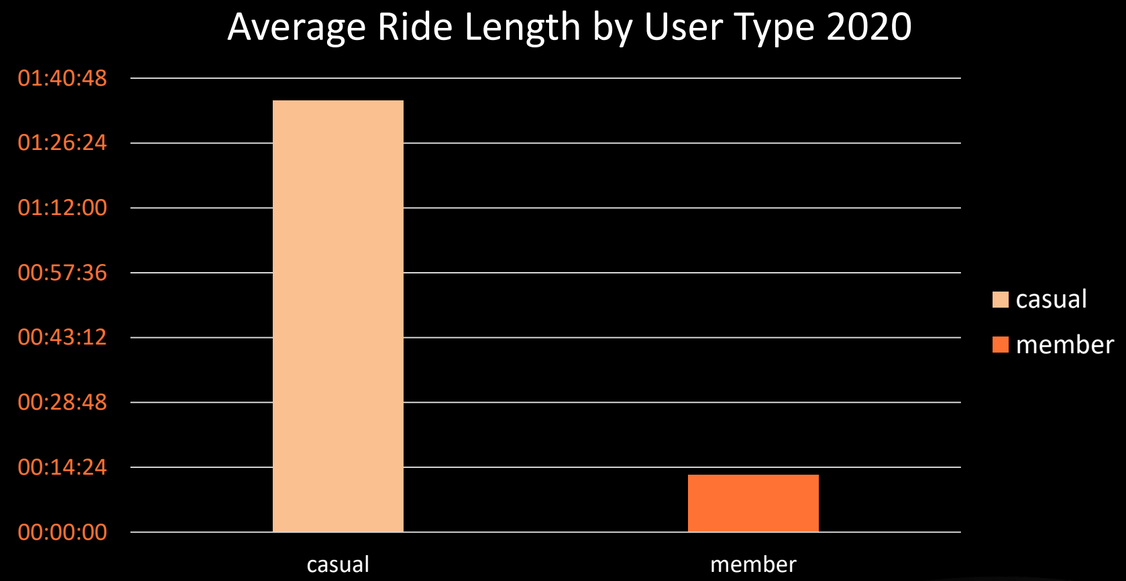


Insights

- Members vastly outnumber casual riders.
- Casual ridership increased from 23163 in 2019 to 48480 in 2020 (+109%).
- Implication: Momentum exists for converting casual usersbigger need to capitalize on it.

DATA ANALYSIS

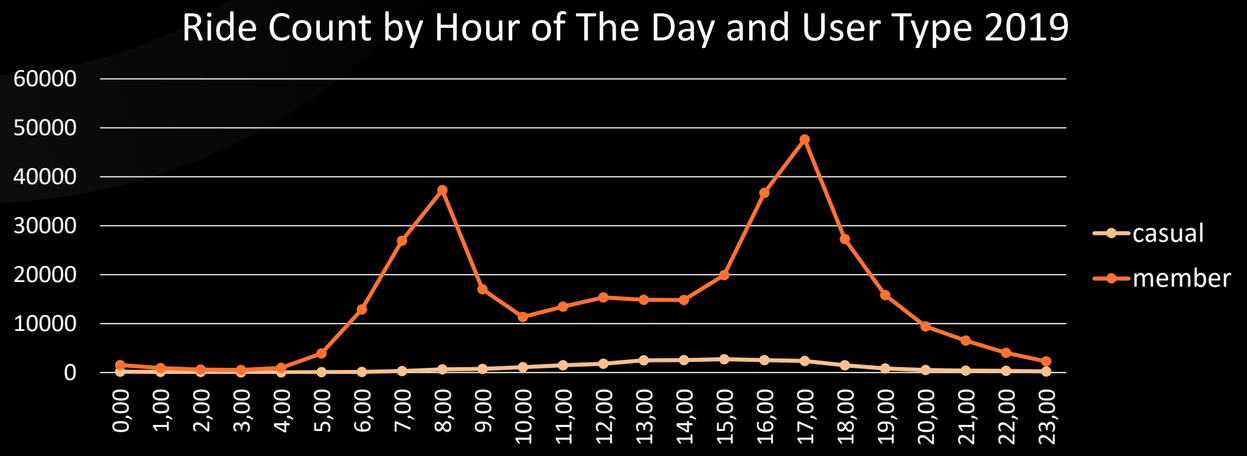


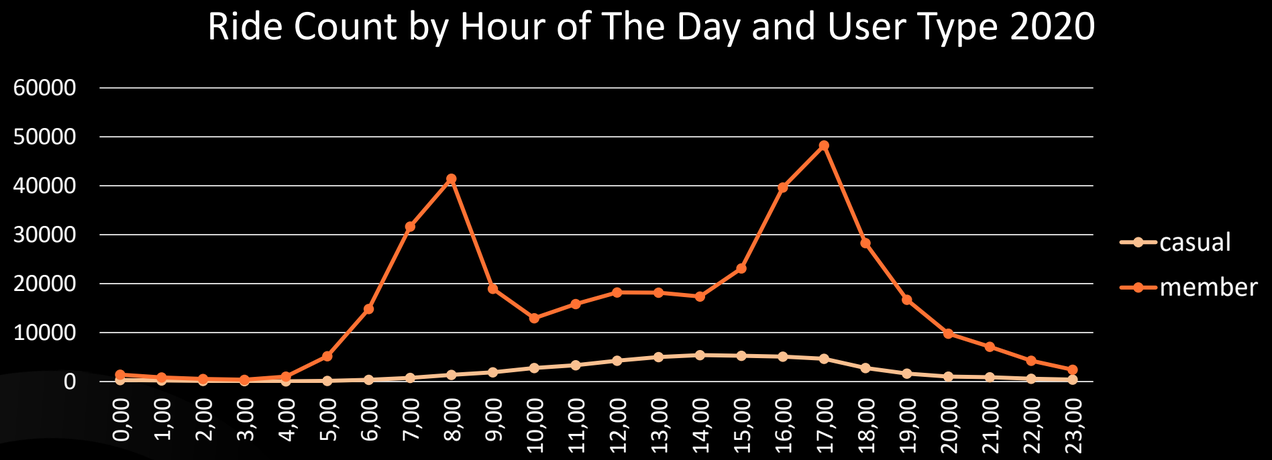


Insights

- Casual riders ride their bikes for longer periods of time.
- Member bike riders seem to use their bikes for general routine and commute.
- Implication: Casual users ride longer = likely leisure oriented → different motivations outside of work commute.

DATA ANALYSIS



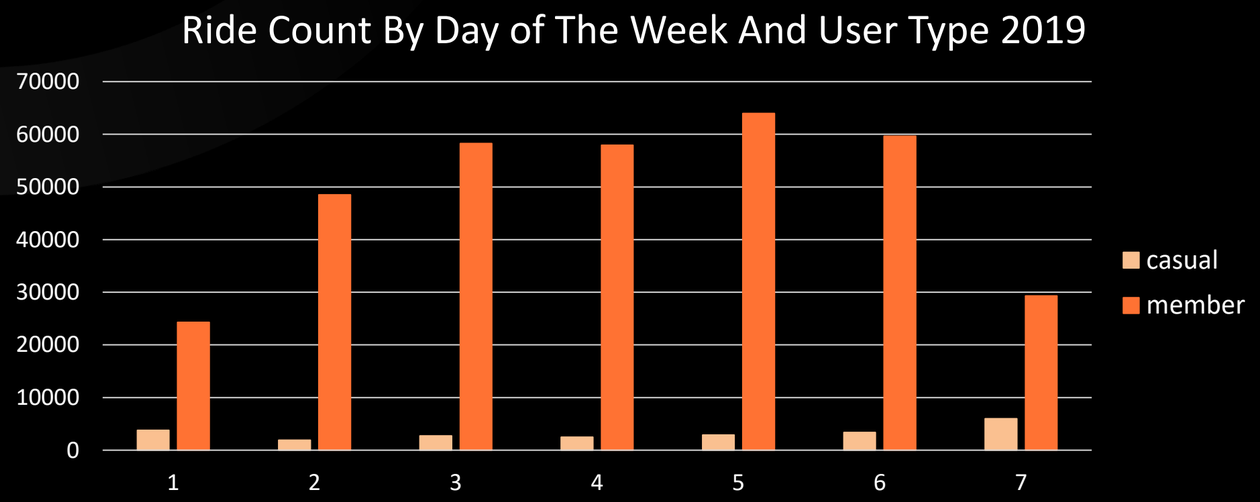


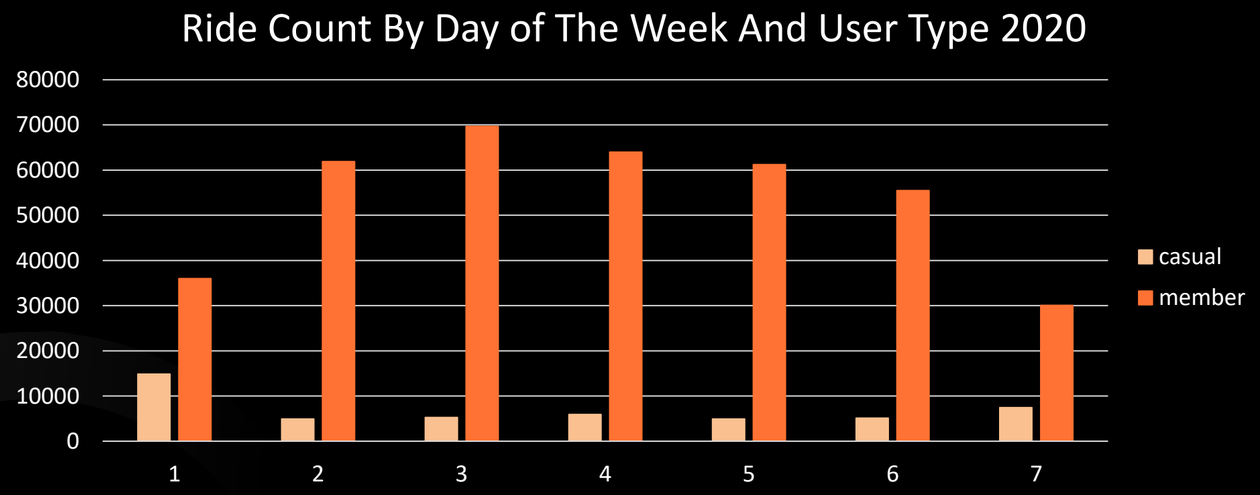
Insights

- Confirming the previous slide affirmations, we notice that members have clear commute peaks (7 – 9 AM & 4 – 6 PM).
- Casuals spike midday (12 – 4 PM).

- Implication: The timing of bike usage depends on lifestyle difference. In the next campaign promotions tailored messaging will be needed for these 2 groups.

DATA ANALYSIS



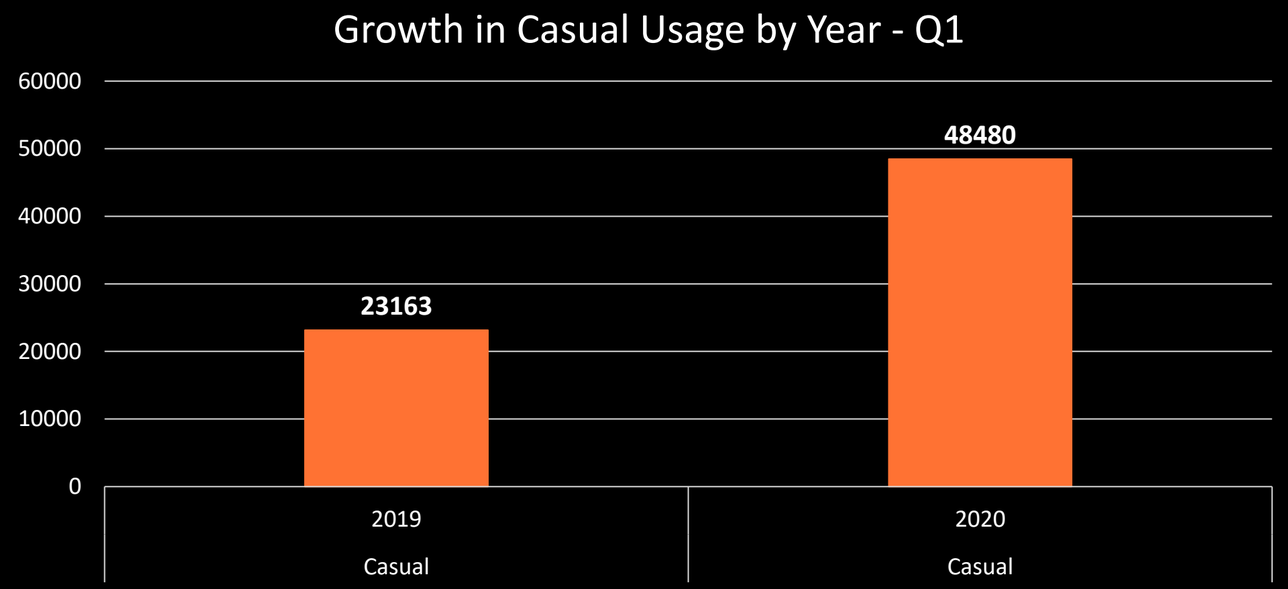


Insights

- Casual riders peak on weekends (especially Sunday).
- Members ride mostly on weekdays.

- Implication: Once again, the timing of bike usage confirms the difference on lifestyle, where Members are more inclined to be commuters and casuals to be more inclined to participate on weekend leisures.

DATA ANALYSIS



Insights

- Q1 2020 had over 25000 casual rides compared to Q1 2019.
- Implication: It suggest a positive trend in potential interest for this service.
- Might be relevant to channel it towards membership offers.

KEY INSIGHT SUMMARY

Insight	Interpretation
Casual ride length is 5–7x longer than members	Likely leisure-focused
Casual peaks = weekends & midday	Lifestyle pattern distinct from members
Members rides are short, regular and weekday-based	Suggests commuter behavior
Casual use grew significantly in 2020	Rising demand = membership opportunities

RECOMMENDATIONS

Convert Casual Riders to Members Through Targeted Marketing.

Peak Hour Campaigns:

We can target casual riders who ride midday or on weekends with promotions or time-limited membership trials.

In-App Promotions:

We can try to offer discounts or gamified rewards for frequent casual users who exceed a certain number of rides per month.

Commute-Focused Messaging:

Promoting convenience and savings of membership to users riding during morning and evening rush hours could be interesting, while pointing out the “pain” in commuting daily.

Email & Social Campaigns:

We can use personalized emails and social ads showing the value of switching to membership (cost/time savings).

RECOMMENDATIONS

Operational & Service Improvements:

Refocus Docking Station Placement:
Analyzing casual rider hotspots to ensure docking availability could encourages longer-term use.

Improve Sign-up Flow:
Simplify and promote sign-ups directly at high-traffic stations and in the mobile app.

NEXT STEPS

Data Collection Improvements
Include bike type usage (e.g., assistive vs. standard)
Collect full-year data to analyze seasonal trends
Optional trip purpose tagging (commute, leisure, etc.)
Add membership conversion tracking (e.g., when/why users switch)
Consider collecting non-sensitive demographics (e.g., ZIP code)

Future Analysis Suggestions
Analyze weather impact on ride patterns
Segment marketing strategies by neighborhood and ride purpose
Explore location trends by popular start/end stations

THANK YOU!

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All questions are welcome:

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