





# CYCLISTIC BIKE SHARE MARKETING STRATEGY REPORT

CONVERTING CASUAL RIDERS INTO ANNUAL MEMBERS

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# BUSINESS TASK

## GOAL

Design marketing strategies to convert casual riders into annual members.

## KEY QUESTIONS

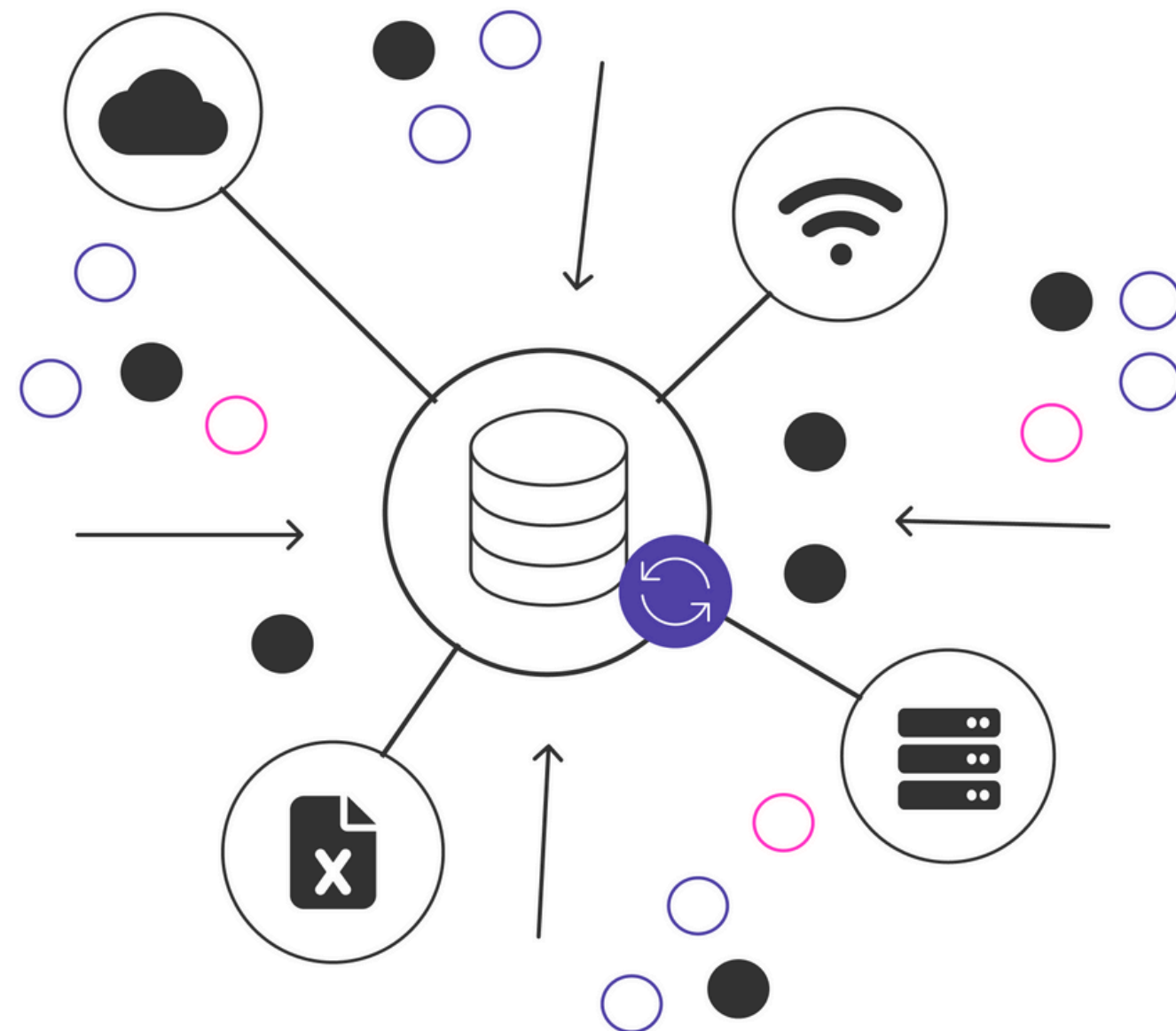
1. Do annual members and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy a Cyclistic annual membership?
3. How can Cyclistic use digital media to influence casual riders to become members?



# DATA SOURCES

## DATA SOURCES USED

- Cyclistic Bike Share Trip Data (trip duration, timestamps, user type, bike type, station details).
- User Demographics (casual vs. member classification).
- Seasonality & Time-Based Trends (usage patterns across months, weekdays, hours).



# DATA CLEANING AND MANIPULATION

1

- Removed duplicates.

2

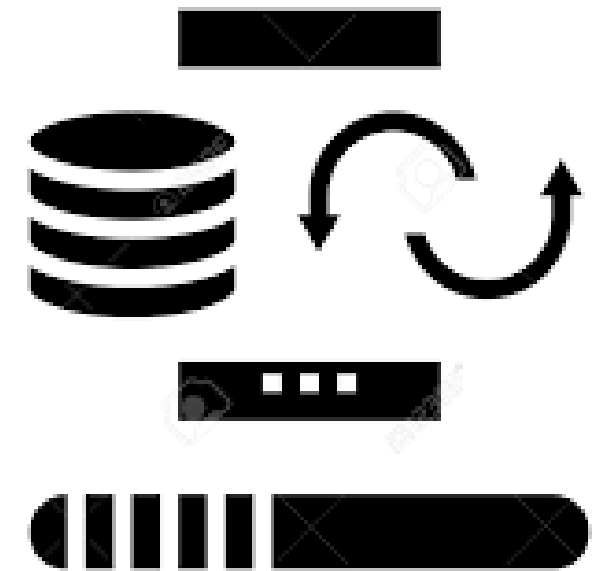
- Converted ride duration & timestamps into appropriate formats.

3

- Created new calculated fields:
  - Ride duration in minutes.
  - Weekday and month categories.
  - Ride distance groups.

4

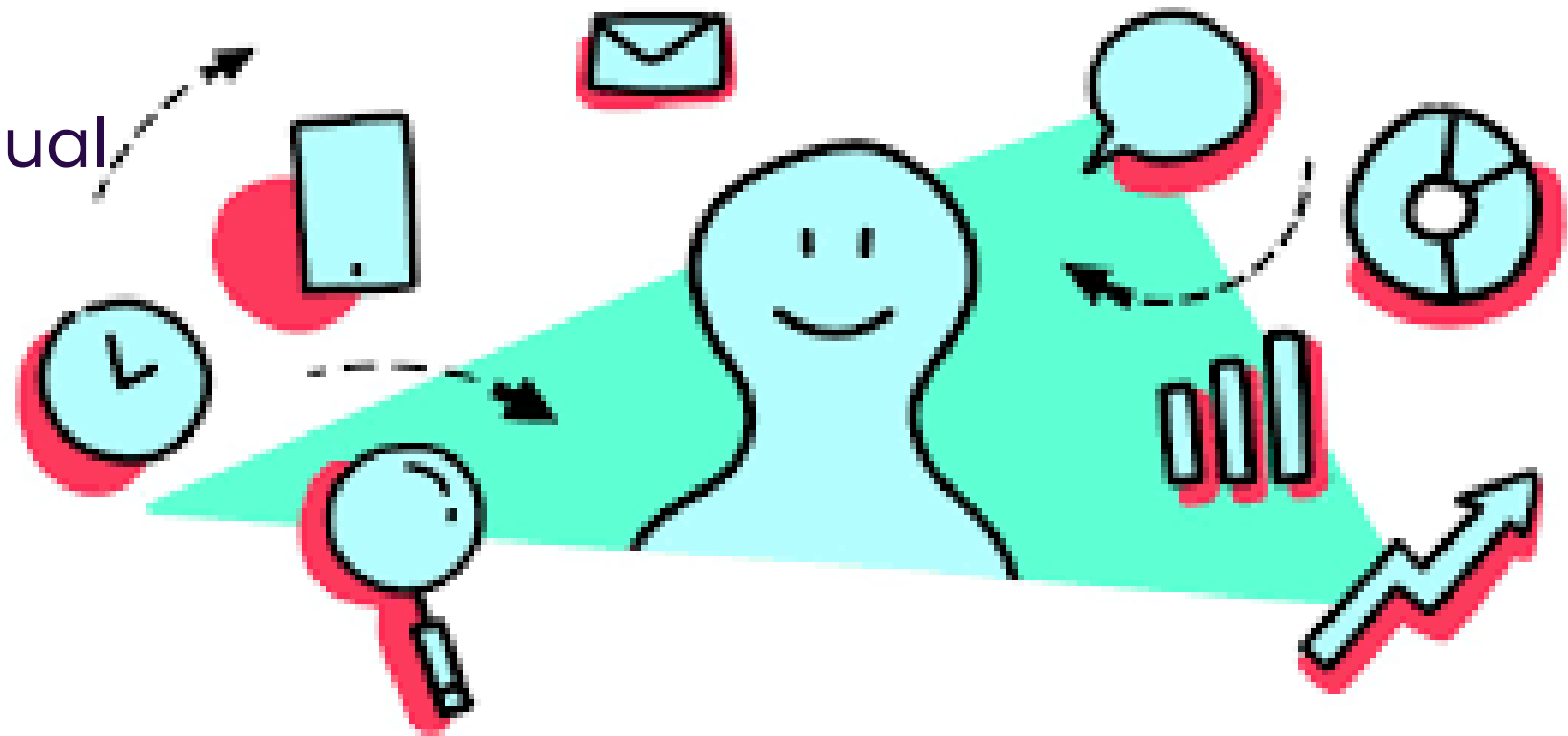
- Filtered out incomplete ride records.





# USAGE PATTERNS

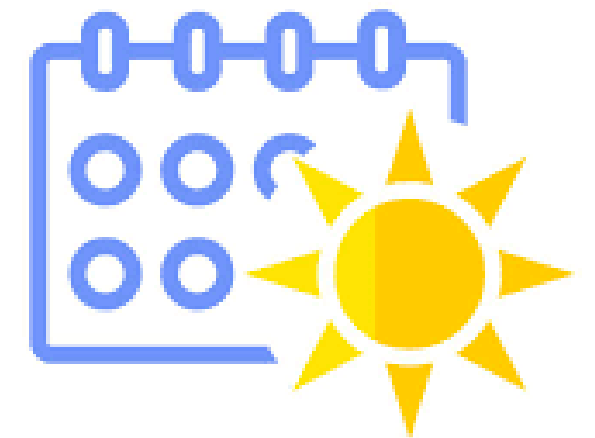
- Members take more rides overall (58%) than casual riders (42%).
- Members ride consistently; casual riders peak in summer.
- Casual riders prefer weekends; members ride on weekdays.
- Members take shorter, frequent rides; casual riders take longer trips.
- Electric bikes are more popular among casual riders.

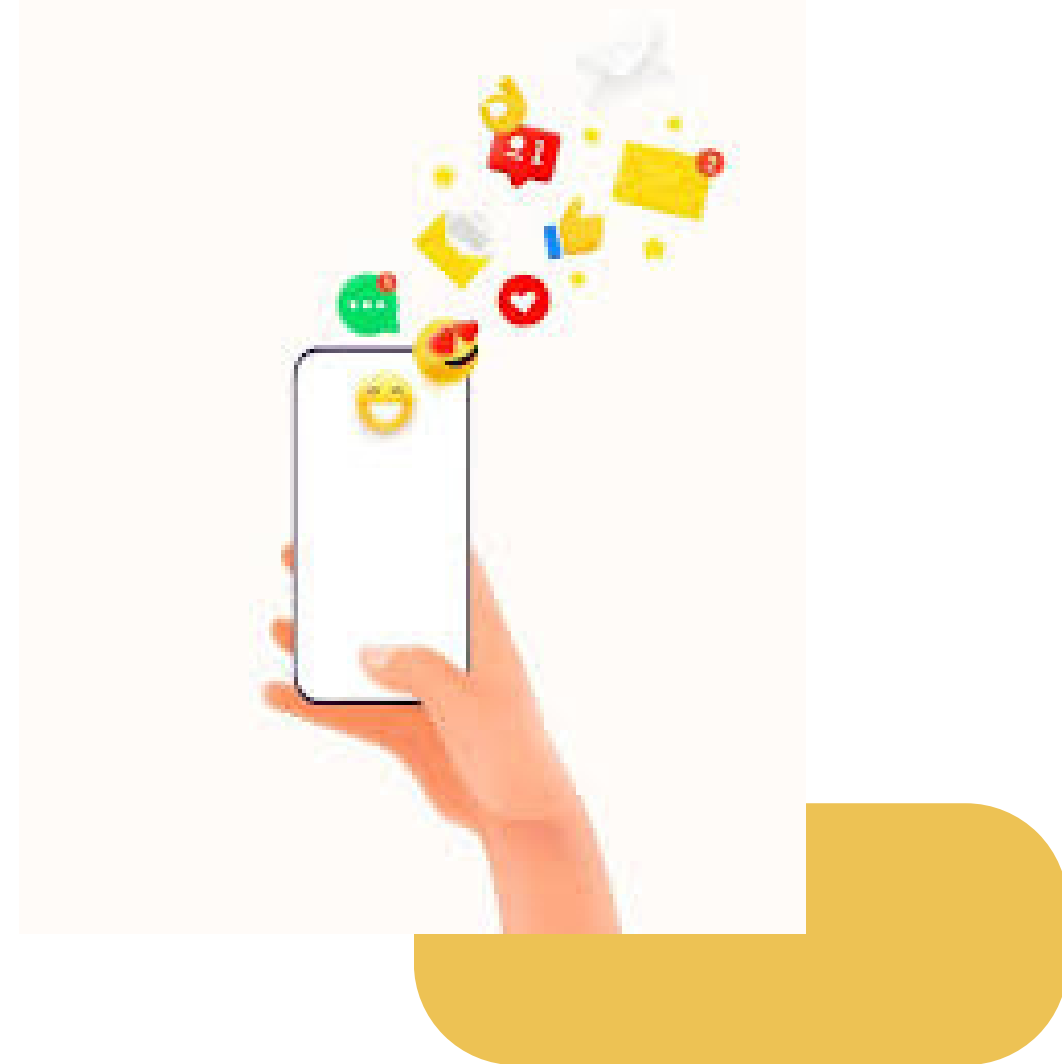


# WHY CASUAL RIDERS WOULD BUY A MEMBERSHIP?



- Frequent riders could save money with a membership.
- Members enjoy perks like priority bike access & lower ride costs.
- Convenience: No need to purchase single rides each time.
- Weather & seasonal factors: Target casual riders in summer.





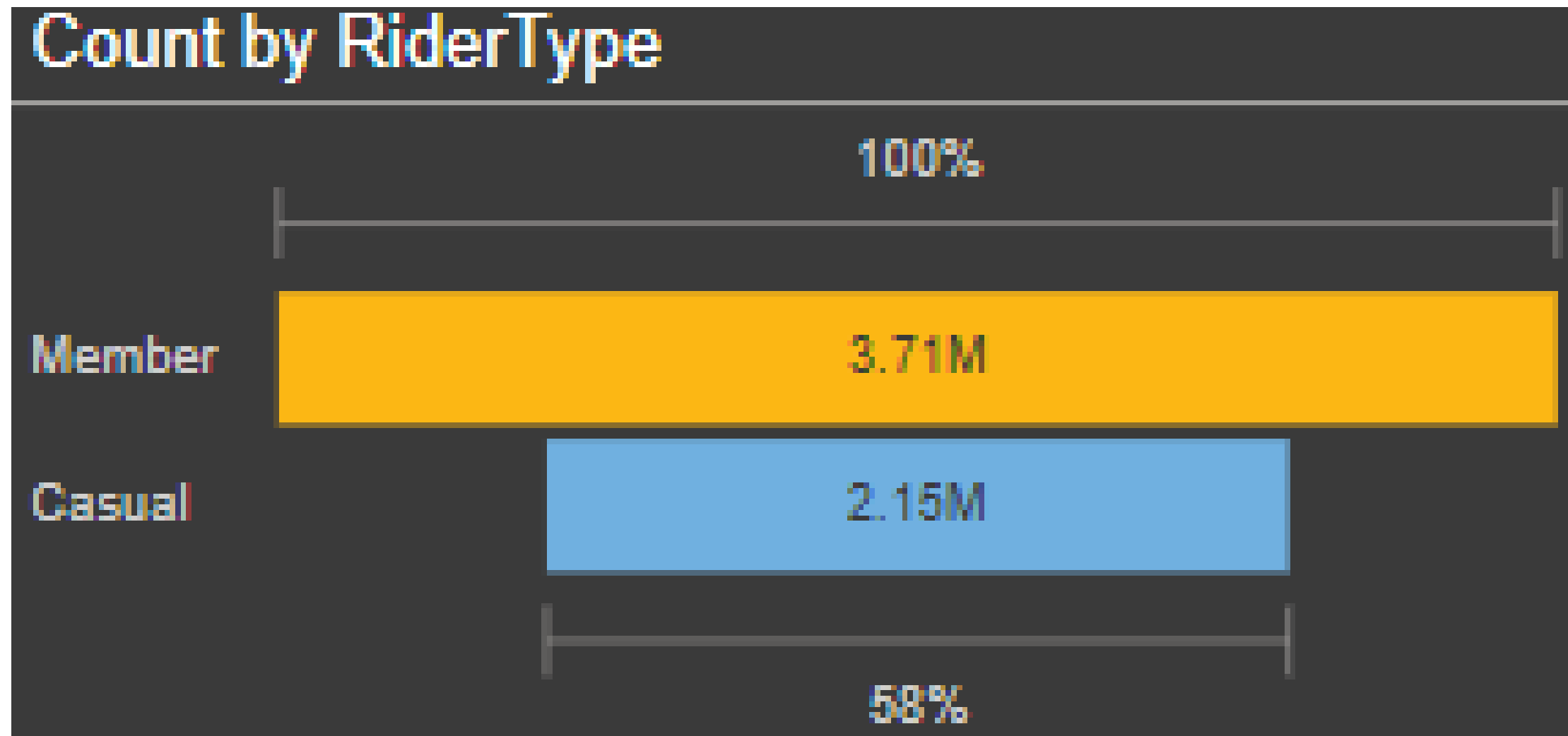
- Email & Notifications: Usage reports showing savings.
- Referral Incentives: Rewards for referring casual riders.

# MARKETING STRATEGIES

- Social Media Ads: Personalized promotions.
- In-App Discounts: "First-month free" or seasonal memberships.



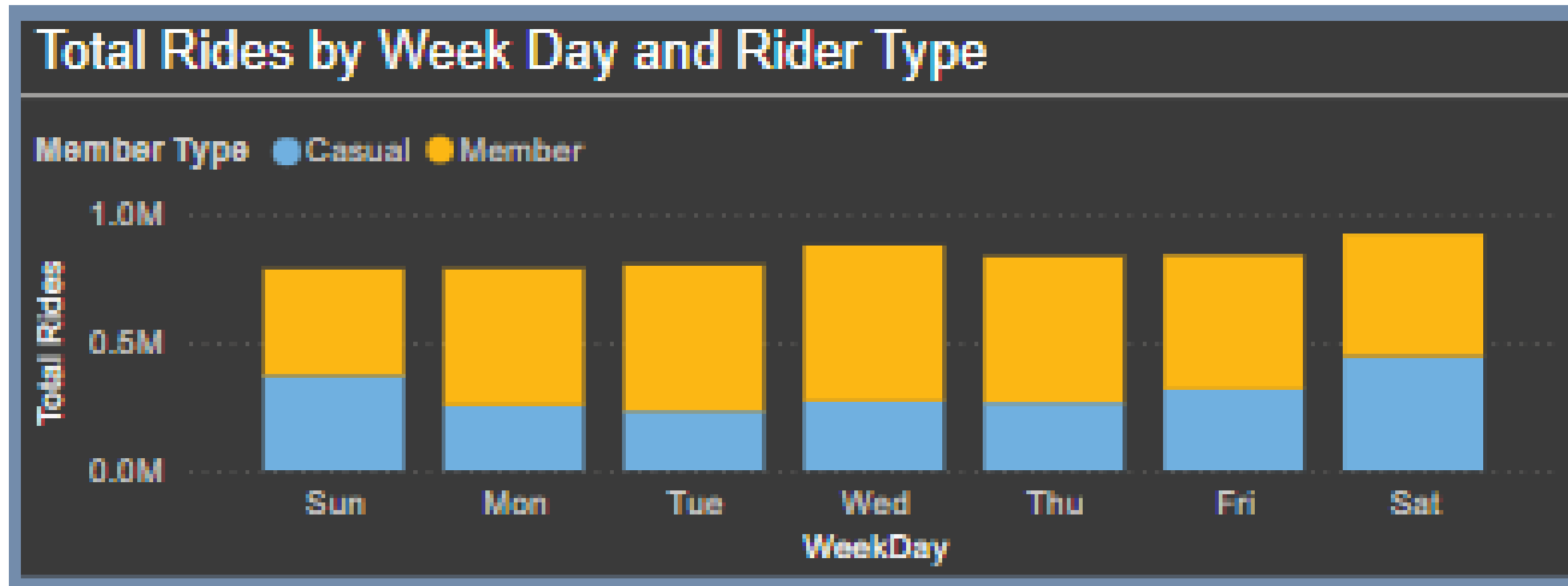
# VISUALIZATIONS



MEMBERS TAKE MORE RIDES OVERALL (58%) THAN CASUAL RIDERS (42%)

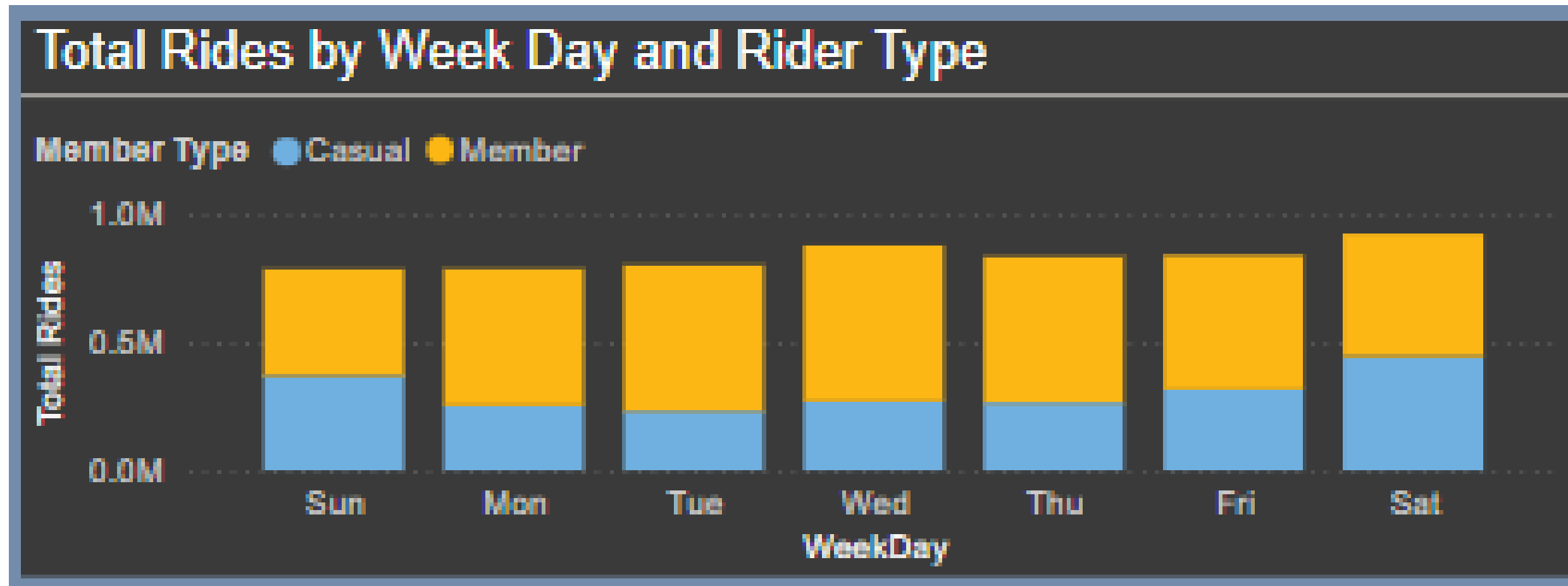


# VISUALIZATIONS



- CASUAL RIDERS PREFER WEEKENDS; MEMBERS RIDE ON WEEKDAYS.

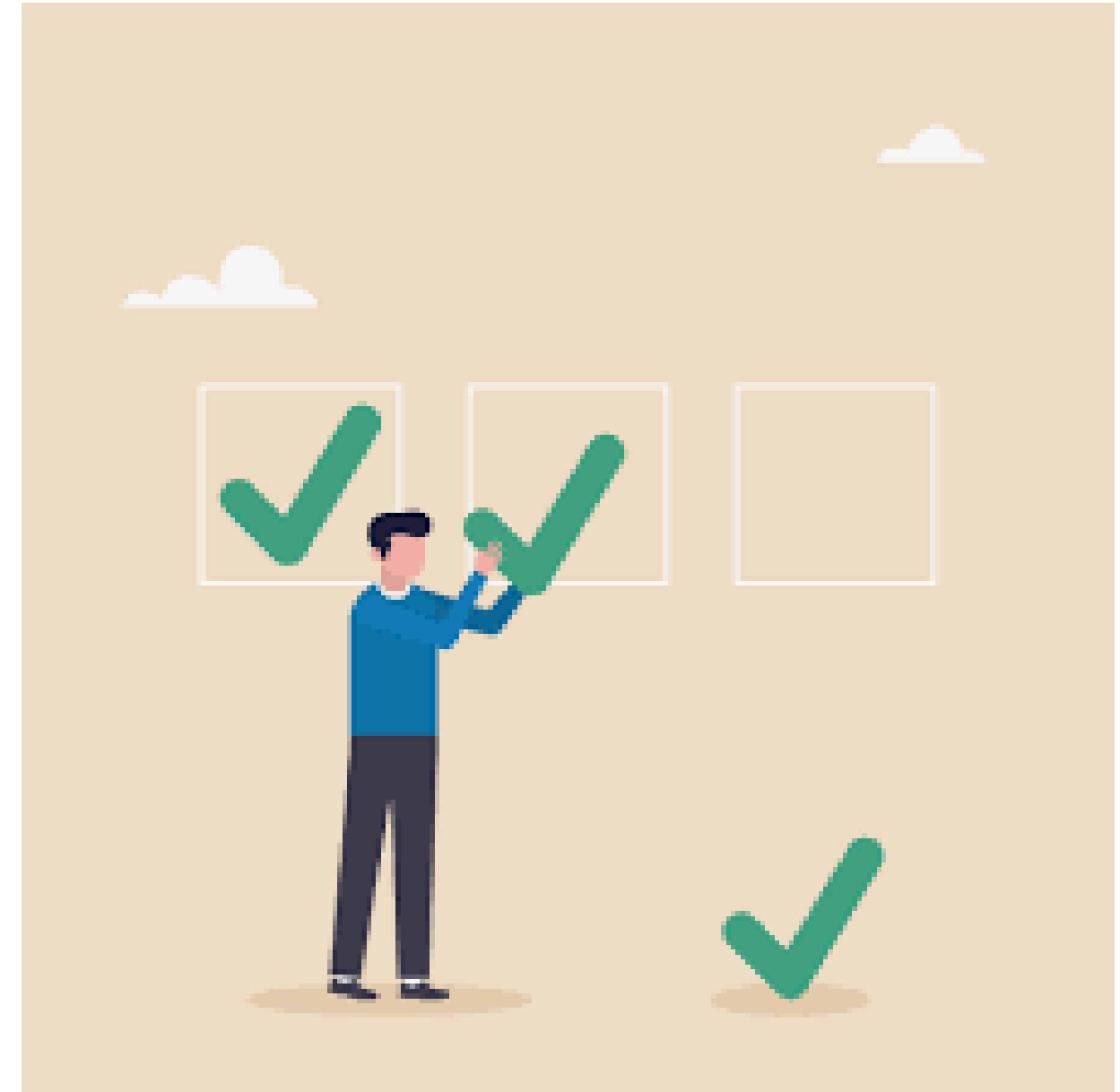
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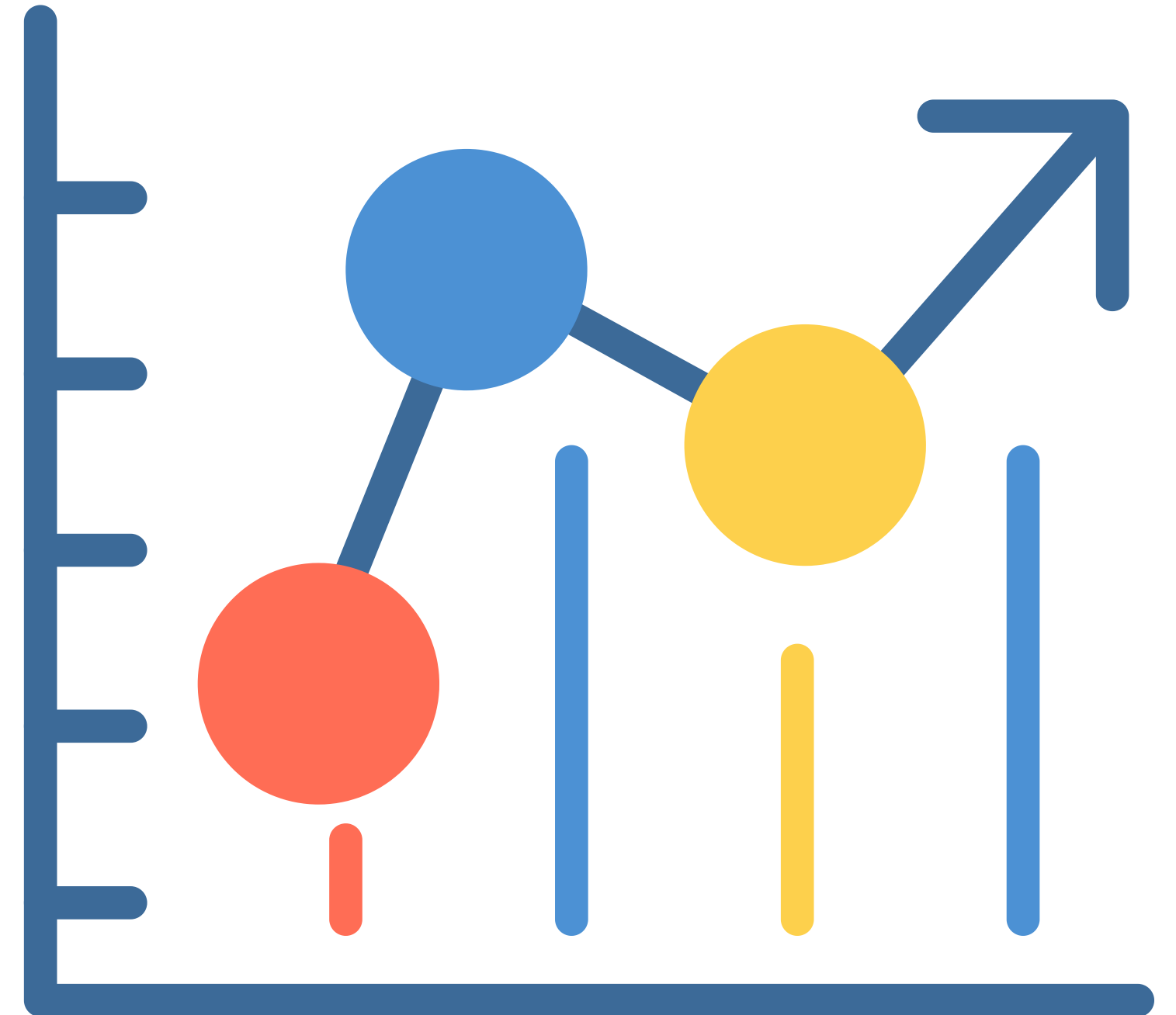
# TOP 3 RECOMMENDATIONS

1. Launch a targeted digital ad campaign: Use Facebook, Instagram, and Google Ads.
2. Offer seasonal promotions & trial memberships: Summer riders get "1-month free."
3. Use in-app notifications & email marketing: Send personalized savings reports.



# CONCLUSION

BY LEVERAGING SEASONAL TRENDS, USER BEHAVIOR INSIGHTS, AND DIGITAL MARKETING STRATEGIES, CYCLISTIC CAN CONVERT CASUAL RIDERS INTO LOYAL MEMBERS, INCREASING REVENUE AND RIDERSHIP. 🚀






# THANK YOU

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