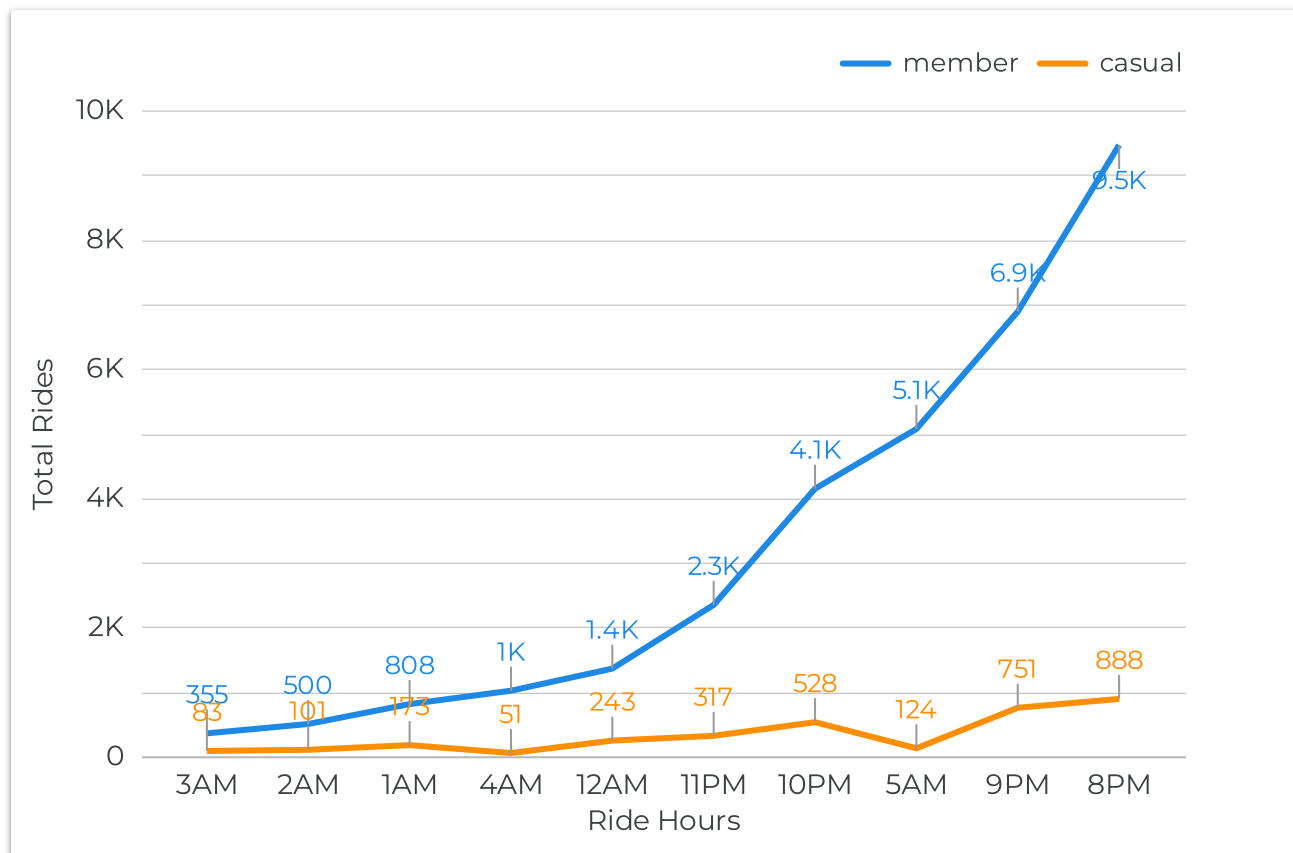


Cyclastic Ride Patterns: Members vs Casual

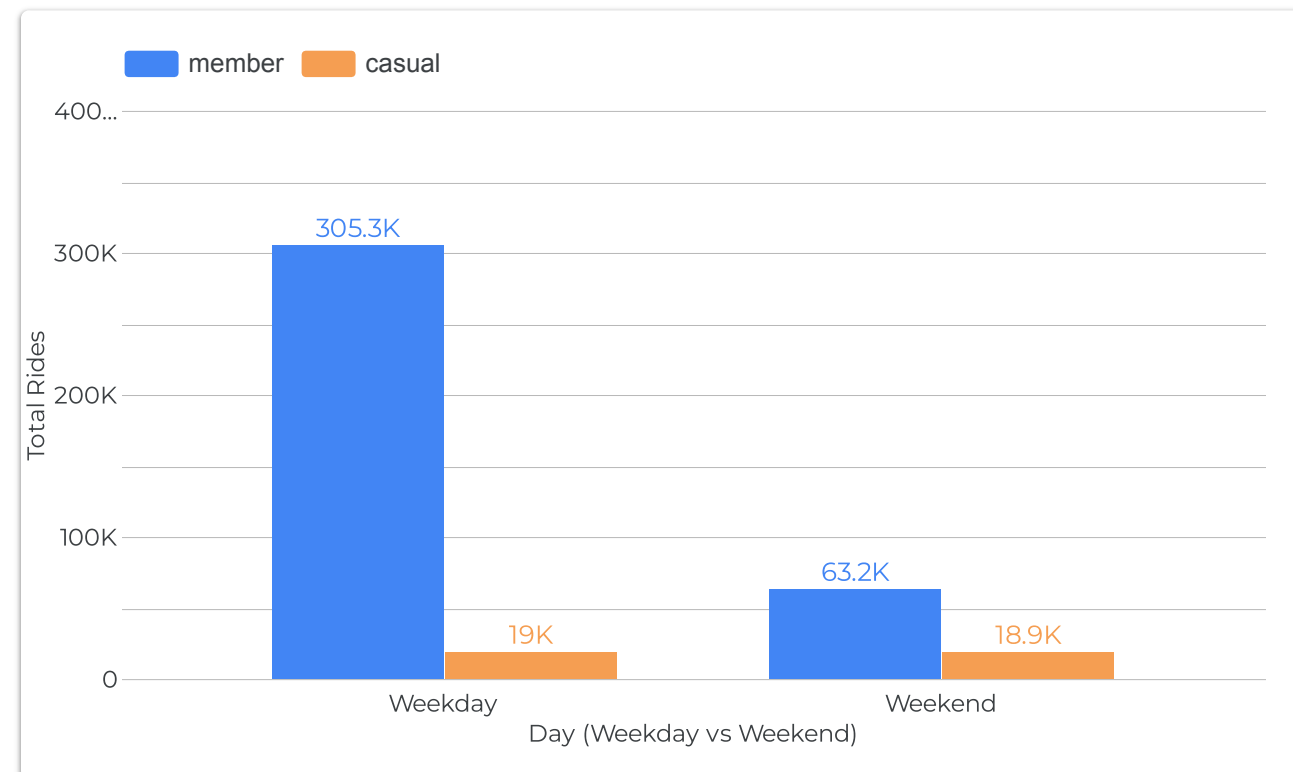
Understand how **annual members** and **Casual members** use Cyclastic differently and identify strategies to increase membership conversions

Data Source: Open source trip data from the year 2020

2020 Hourly Ride Trends: Members vs Casual Riders



2020 Ride Volume Comparison: Weekend vs Weekday



Members: Peak usage during **weekday mornings** (8 AM) and **evenings** (5 PM), indicating **commuting behavior**.

Casual Riders: Peak usage during **afternoon hours** (2 PM - 4 PM), suggesting **leisure rides**.

Members: Higher ride volume on **weekdays**, aligning with commutes.

Casual Riders: Slightly higher usage on weekdays (18,964 rides) compared to weekends (18,881 rides), but the difference is small.

2020 Heat Map: Peak Ride Hours by Day of Week

Members: Highest usage during **weekday mornings** and **evenings**, especially **Tuesdays, Wednesdays**, and **Thursdays**.

Casual Riders: Highest usage during **weekday afternoons**, with moderate usage on weekends, especially Saturdays.

ride_hour / member_casual / total_rides						
		11PM		10PM		9PM
day_name	member	casual	member	casual	member	
Tuesday	307	30	667	54	1.3K	
Wednesday	312	60	672	59	1.2K	
Monday	248	21	577	37	1.1K	
Thursday	403	37	694	102	1.2K	
Friday	351	40	516	85	733	
Sunday	315	56	477	73	819	
Saturday	407	73	538	118	639	

Summary of Key Insights

- **Members** ride most during **weekday mornings (8 AM) and evenings (5 PM)**, suggesting **commuting behavior**
- **Casual riders** ride slightly more on **weekdays than weekends**, with peak usage in **afternoons (2 PM - 4 PM)**.
- **Weekday commutes** drive **higher ride volume** for members, while **leisure-based rides** dominate for casual users.
- **Heatmap confirms peak activity** for **members on weekday mornings/evenings** and **casual riders on weekday afternoons**.

Recommendations to Increase Cyclastic Memberships

Targeted Membership Campaigns:

- Focus on **weekday afternoon riders** to increase **membership sign-ups**
- Highlight **weekend benefits** for leisure riders

Flexible Membership Plans:

- Introduce **Weekday Commuter plans** for daily riders
- Offer **Weekend Memberships** tailored to recreational users

Ride Incentives:

- Provide **ride credits & discounts** to encourage sign ups
- Promote **membership perks** via app notifications