

Understanding Rider Behavior: Annual Members vs. Casual Users

Cyclistic Bike-Share
By Kedon Pruitt



Executive Summary

Objective: Understand how casual riders and annual members differ in usage behavior to develop strategies that increase annual memberships.

Key Findings:

- Member rides peak during weekday commute hours (8 AM & 5 PM).
- Casual riders are most active on weekends and afternoons.
- Seasonal trends show both rider types peak in summer, with a sharper decline for casuals in winter.

Recommendations:

- Launch summer membership campaigns
- Educate casual riders with personalized notifications
- Offer membership free trial to frequent casual riders
- Offer employer or student discounts

What is Cyclistic?

Cyclistic is a **bike-share program** based in Chicago that features more than **5,800 bicycles** and **600 docking stations**. Cyclistic sets itself apart by also offering reclining bikes, hand tricycles, and cargo bikes, making bike-share more inclusive to people with disabilities and riders who can't use a standard two-wheeled bike.

Problem:

How can we turn **Casual Members** to **Annual Members**?

Cyclistic has **three** variations of passes for customers:

- single-ride passes
- full-day passes
- annual memberships

Problem:

How can we turn **Casual Members** to **Annual Members**?

- Customers who purchase **single-ride** or **full-day passes** are referred to as **casual riders**.
- Customers who purchase **annual memberships** are **Cyclistic members**.

Analytical goals

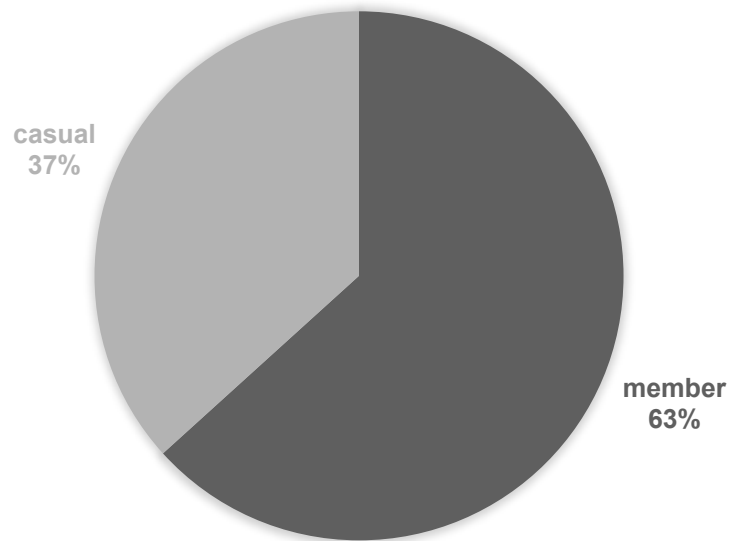
WHY: Understand differences in behavior between **casual riders** and **annual members** to boost membership conversion.

HOW: Analyze customer **usage patterns**, then develop targeted marketing and feature enhancements to encourage casual riders to convert to annual members.

Distribution of Cyclistic's Customers

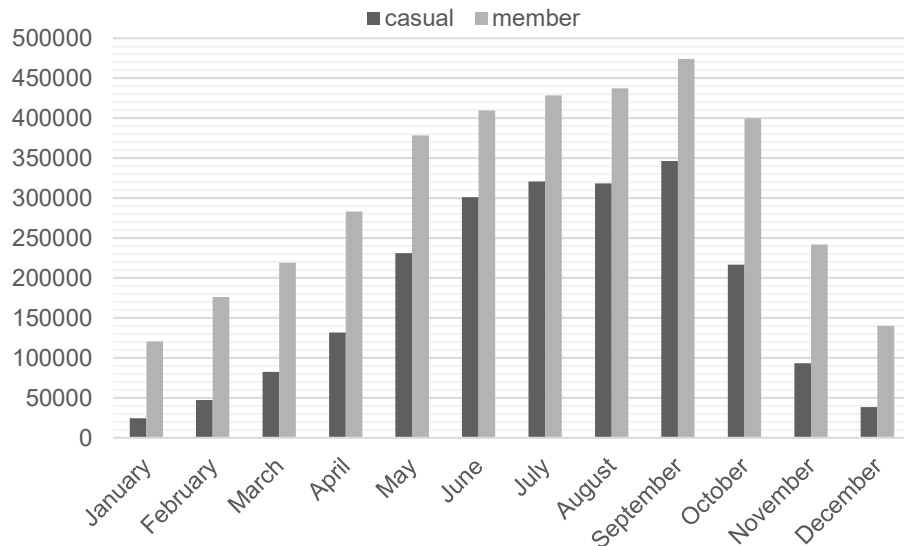
Customers

The majority of Cyclistic's users are **annual members**, accounting for **63%** of all rides as of 2024.



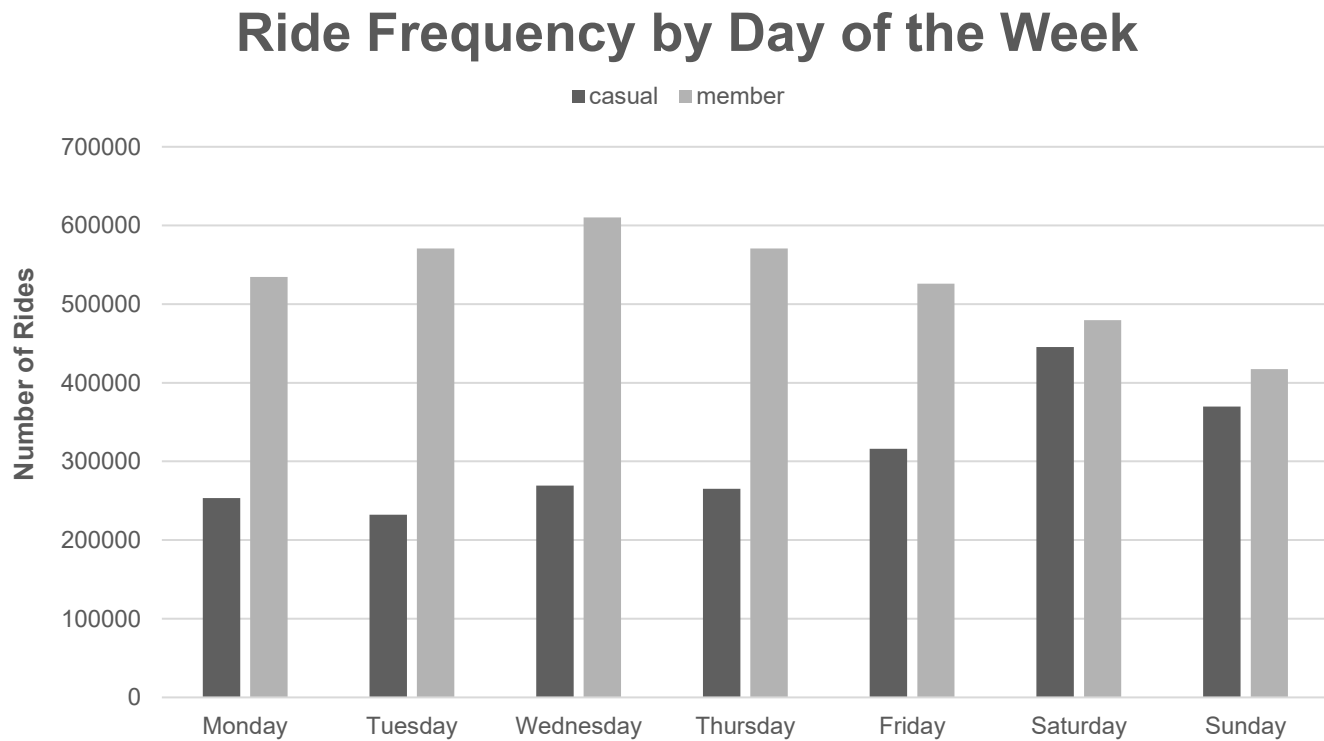
How Do Members and Casual Riders Use Cyclistic Differently?

2024 Monthly Customers

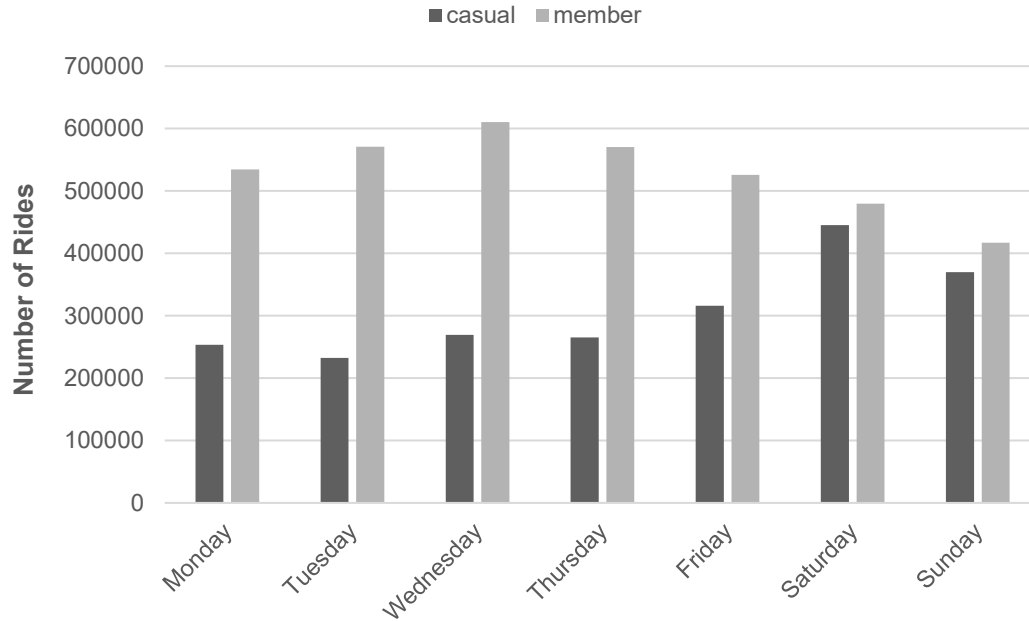


- Both rider types peak in summer, but casual riders show a more dramatic increase.
- Members ride more consistently than casuals year-round, with smaller seasonal variation.
- Casual rider activity significantly drops in colder months, suggesting they may be using Cyclistic bikes for recreational reasons over daily transportation.

Are Riders Using Cyclistic for Commuting or Recreation?

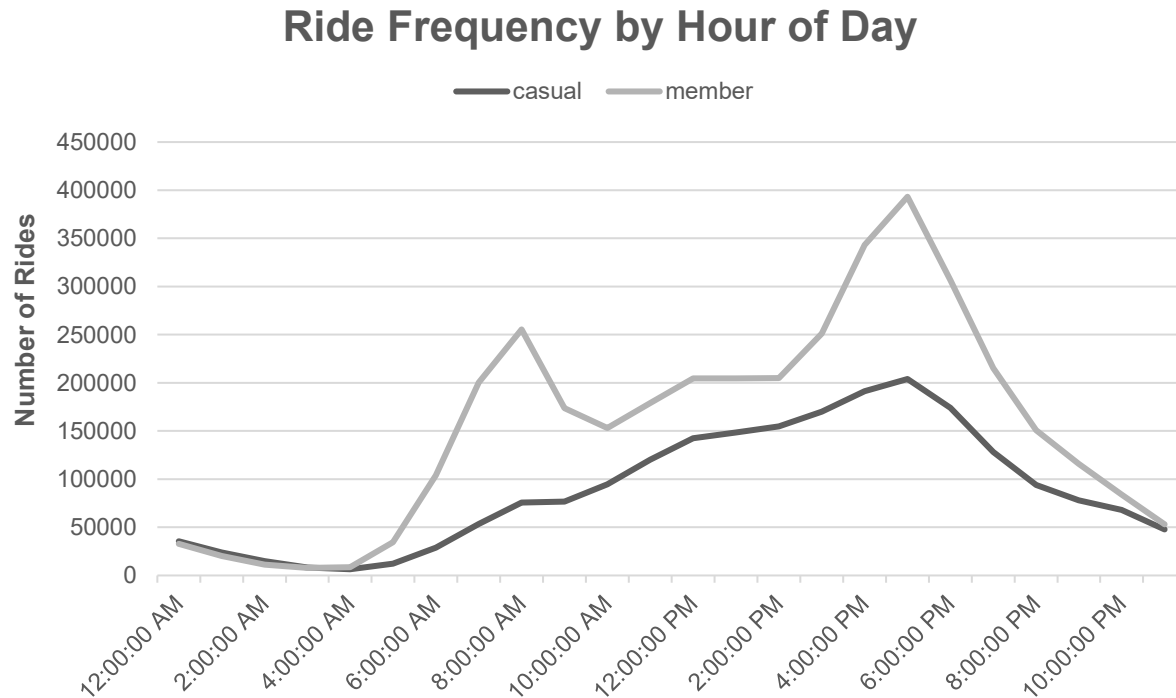


Ride Frequency by Day of the Week

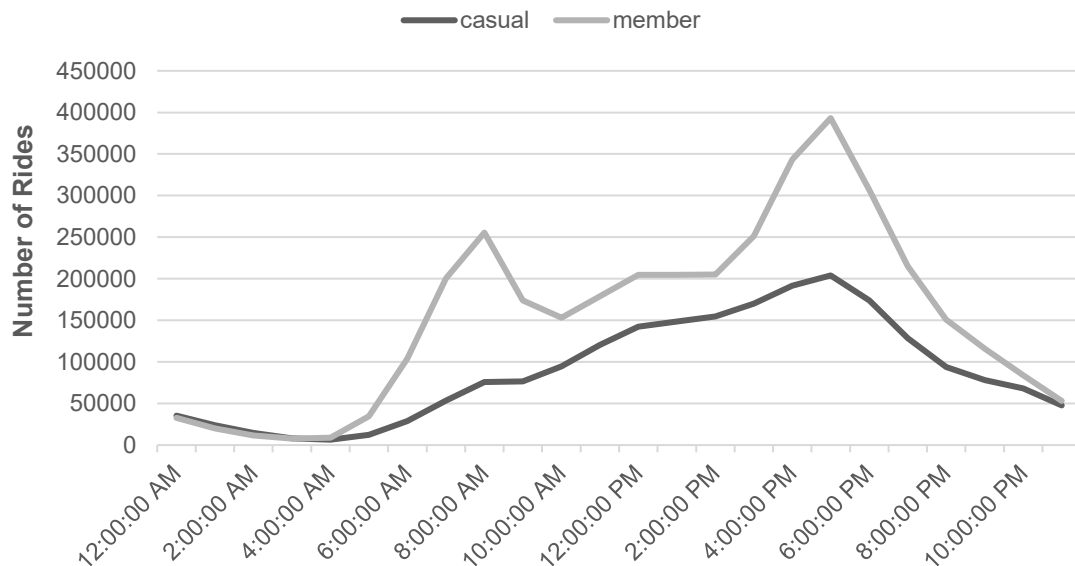


- Member rides are consistently high Monday to Friday then noticeably drops during the weekend.
- Casual rides are consistently low Monday to Friday then peaks during the weekend.
- Member rides are highest on weekdays, while casual rider activity increases on weekends.

Are Riders Using Cyclistic for Commuting or Recreation?



Ride Frequency by Hour of Day



- Member rides show two clear peaks, one around 8 AM and another near 5–6 PM, aligning with typical work commute hours.
- Casual rides steadily increase throughout the day then peaks at 5 PM.
- Both rider types decline gradually after 6 PM, with rides steadily decreasing into late evening.

Casuals are likely using Cyclistic for recreational purposes in contrast to **Members** using it for daily transportation.

Problem:

How can we turn **Casual Members** to **Annual Members**?

Solution:

Launch Summer Membership Campaigns

- Target casual riders during peak months (June–September) with limited-time offers to encourage membership sign ups.

Educate Casual Riders with Personalized Notifications

- Identify casual riders with frequent usage and send personalized messages (email/app) emphasizing how much they could save with a membership.

Offer Membership Free Trial to Frequent Casual Riders

- After casual riders have taken a certain number of trips, we should offer a membership free trial and emphasize how much they saved prior to the trial.

Employer or Student Discounts

- Partner with local companies and universities to offer discounted memberships to employees and students.

