



Cyclistic Bike Rentals Marketing Strategy

Three questions will guide the future marketing program:

1. **How** do Cyclistic members and casual riders use Cyclistic bikes differently?
2. **Why** would casual riders buy Cyclistic annual memberships?
3. **Recommendations to** convert Casual Riders to Cyclistic Members.





Cyclistic Members vs Casual Riders

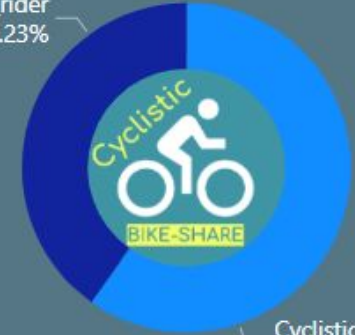
Based on the Cyclistic's historical trip data from April 2022 to March 2023, the different points is:

- **Percentage of users.**
 - **Casual riders** : 40.23%
 - **Cyclistic members** : 59.77%

VISUALIZING BIKE-SHARE DATA IN CHICAGO

FROM 04-2022 TO 03-2023

Casual_rider
40.23%



Cyclistic_member
59.77%

classic_bike

docked_bike

electric_bike

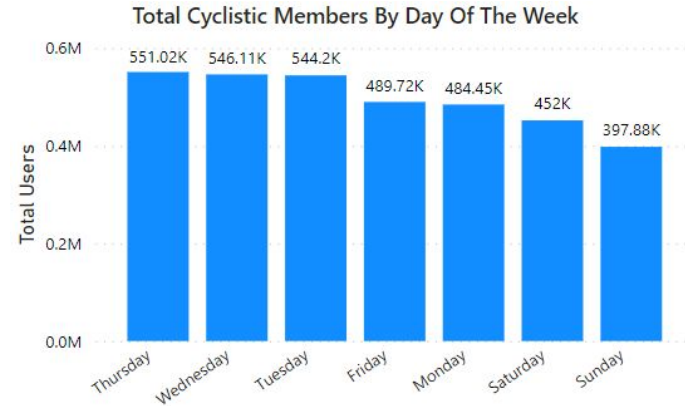
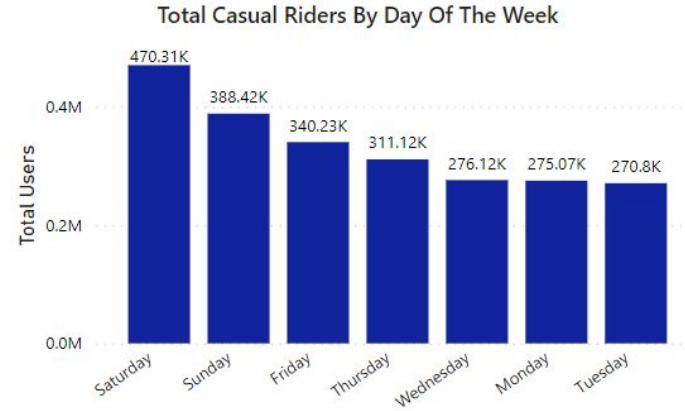




Cyclistic Members vs Casual Riders

Based on the Cyclistic's historical trip data from April 2022 to March 2023, the different points is:

- Percentage of users.
- **Favorite day of the week.**
 - **Casual riders** tend to rent bikes more frequently on weekends(Saturday, Sunday).
 - **Cyclistic members** rides are more balanced distributed across the week(Thursday, Wednesday, Tuesday).

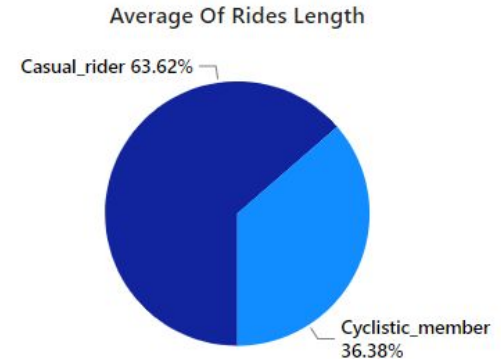
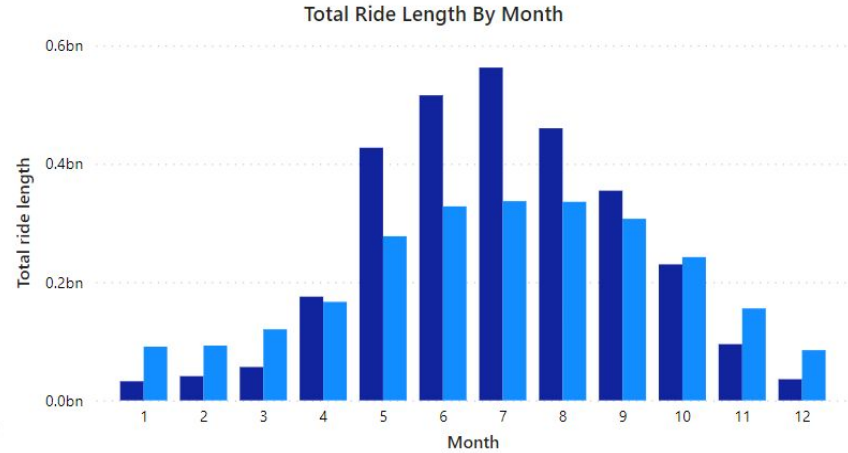




Cyclistic Members vs Casual Riders

Based on the Cyclistic's historical trip data from April 2022 to March 2023, the different points is:

- Percentage of users.
- Favorite day of the week.
- **Times "spent" on cycling.**
 - **Casual riders** spent more time biking than **Cyclistic members**.
 - The average ride length for **Casual riders** is: 63.62%
 - And for **Cyclistic members** is: 36.38%





Cyclistic Members vs Casual Riders

Based on the Cyclistic's historical trip data from April 2022 to March 2023, the different points is:

- Percentage of users.
- Favorite day of the week.
- Times "spent" on cycling.
- **Favorite types of bike.**
 - **Cyclistic members** do not use docked bikes. The percentage usage rates of electric bikes and classic bikes are approximately equal.
 - **Casual riders** use electric bikes more than classic bikes by 16.56%. Some **Casual riders** also use docked bikes, accounting for 7.34% of the total.

Bike types	Casual_rider	Cyclistic_member	Total
electric_bike	54.61%	49.53%	51.58%
classic_bike	38.05%	50.47%	45.47%
docked_bike	7.34%		2.95%



Why Casual Riders Would Buy a Membership

- Cost savings: Depending on the frequency of bike rides, buying a membership may be more cost-effective than purchasing single-ride or day-pass options.
- Convenience: With a membership, casual riders do not have to go through the process of renting a bike every time they want to ride. Instead, they can simply check out a bike using their membership card or app.

→ Overall, buying a membership is a good option for casual riders who use the bike-sharing system frequently and want to save money, enjoy convenience, and access additional benefits.



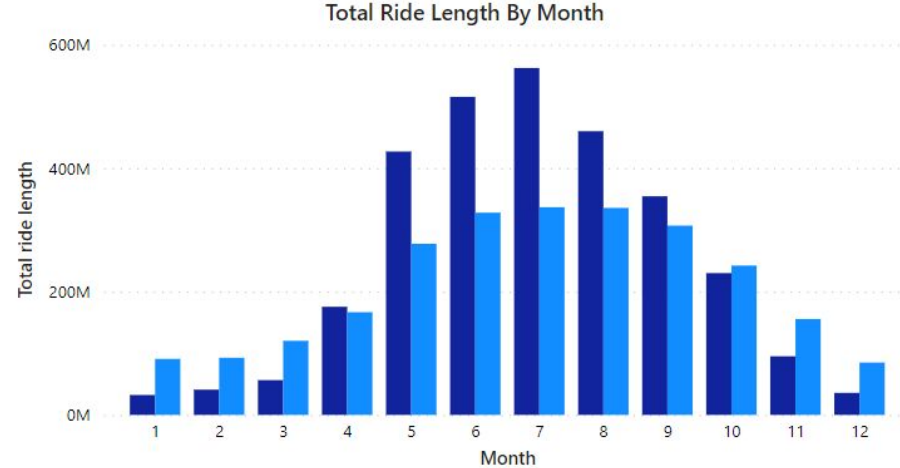
How Digital Media Affects Marketing Tactics





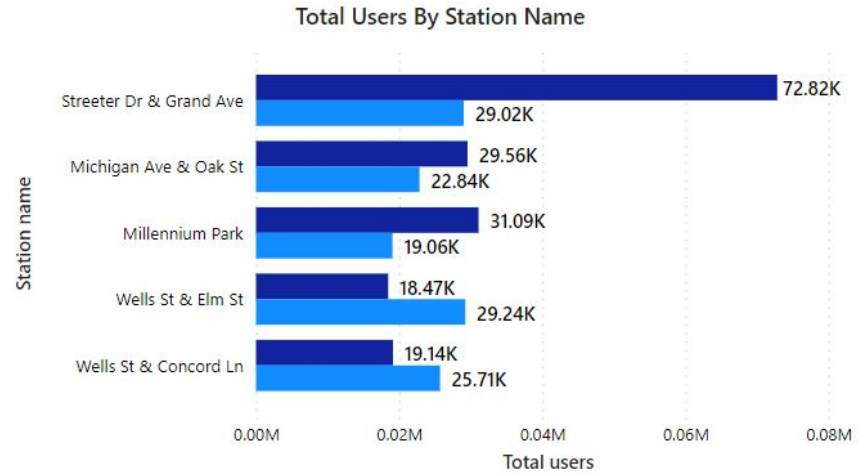
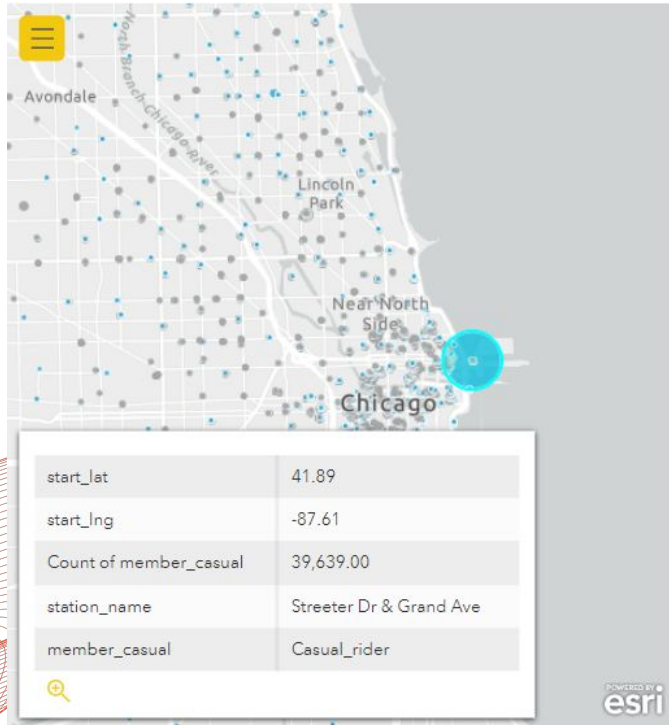
Some useful information.

- Summer is the best season for business. Customers ride more then, particularly **Casual riders**.
- The most popular bike rental station in Chicago is located at "Streeter Dr & Grand Ave".





- The most popular bike rental station in Chicago, particularly **Casual riders**:





Three recommendations: are valid strategies to convert casual riders into members and increase customer loyalty for Cyclistic's bike rental service:

01

Use social media and digital ads to target Casual riders with messaging that emphasizes the benefits of membership, such as cost savings and convenience. Especially during weekends and in summer.

02

Consider running marketing campaigns specifically targeting casual riders at the "Streeter Dr & Grand Ave" station. That is a great strategy to remind them of the benefits of membership and encourage them to make a longer-term commitment to the service.

03

Offering discounts or promotions for annual memberships can incentivize casual riders to commit to the service and become loyal customers. This approach can help increase revenue and improve customer retention.



Thank you for your time 😊

