

Differences between Casual Riders and Annual Members

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Table of contents

Differences between Casual Riders and Annual Members

→ Objective

Slide 3

→ Differences between Casual Riders & Annual Riders

Slides 4-6

→ Proposed Solutions

Slide 7

→ Appendix: Info about Files

Slide 8

Objective

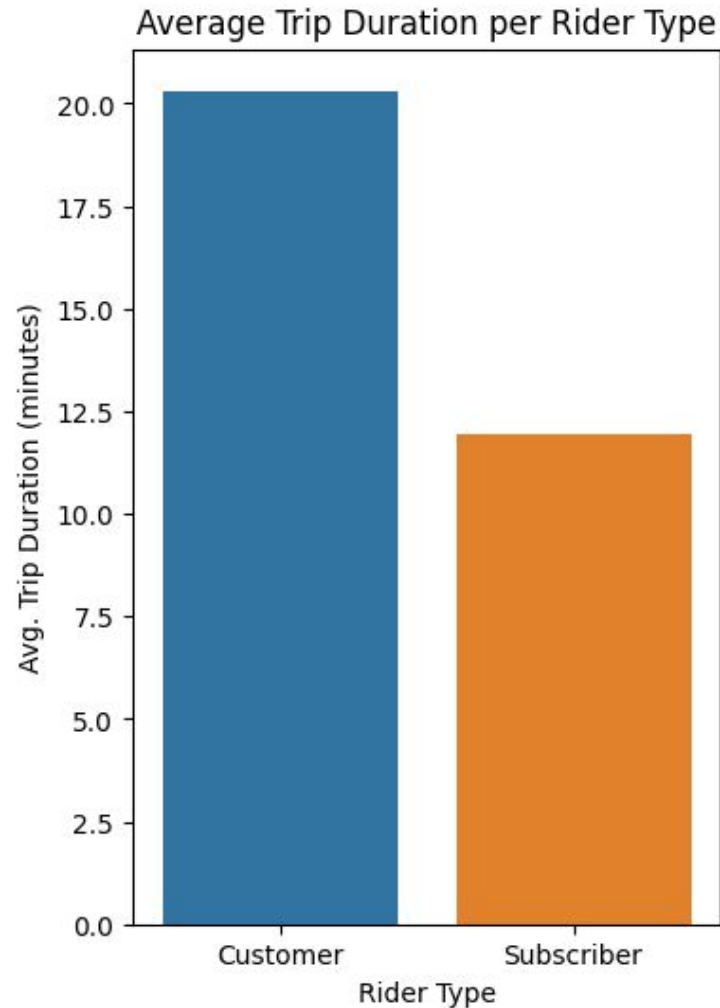
The objective of this project is to explore strategies to maximize the amount of annual customers for Cyclist, a bike-share company in Chicago.

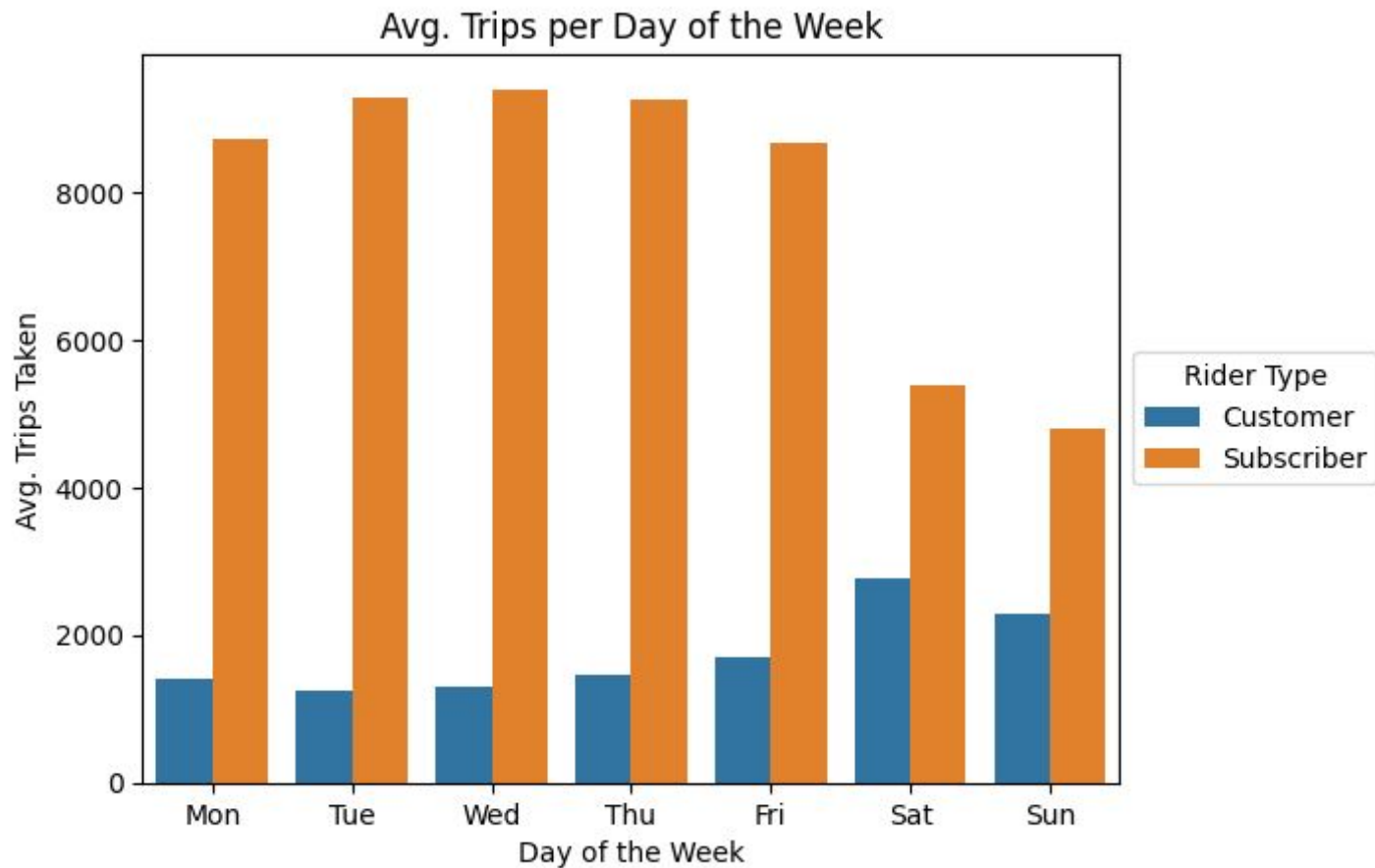
This will be done by:

1. Analyzing differences between Casual Riders and Annual Members
2. Developing and applying solutions to convert casual riders, informed by identified differences and emerging trends.

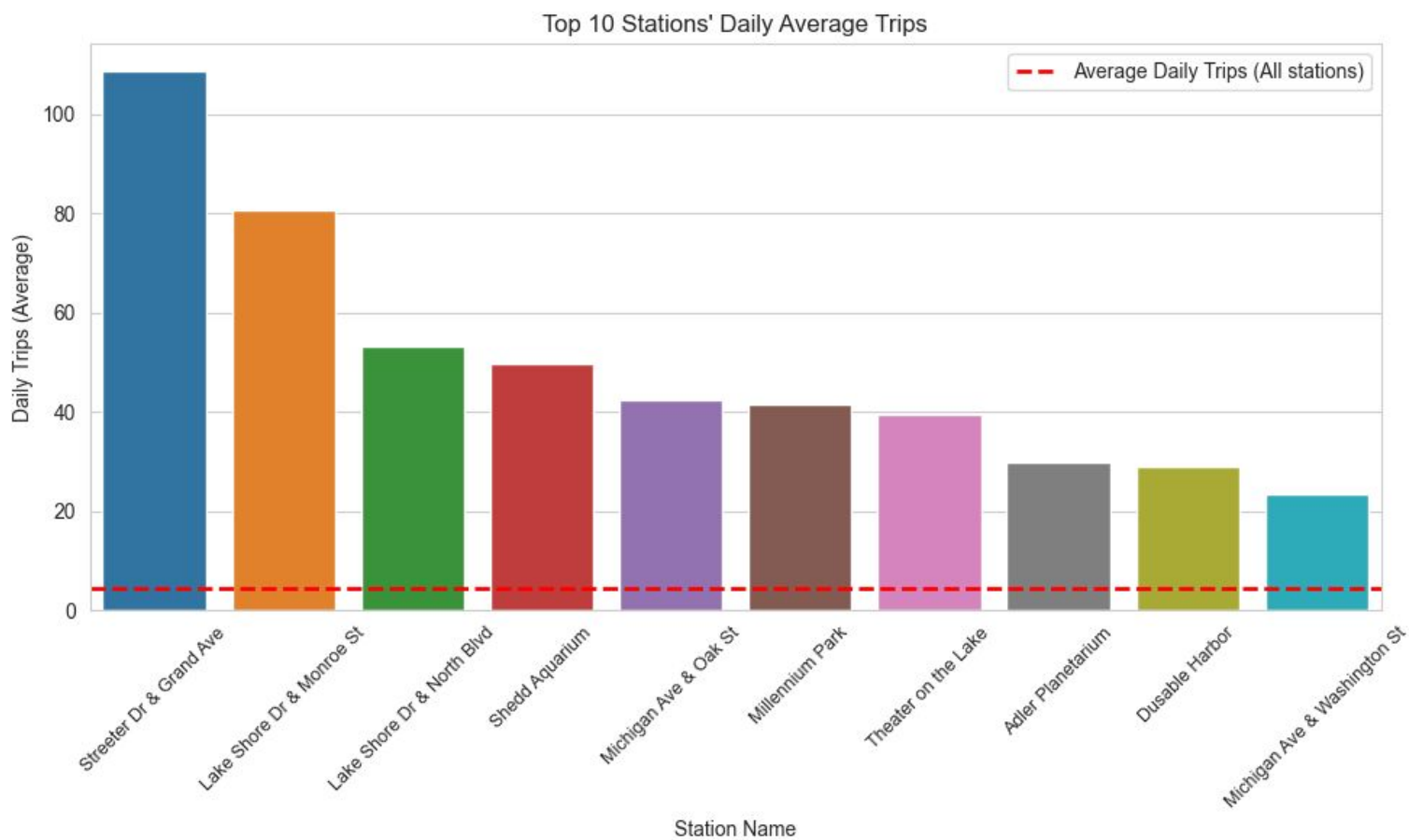
Findings

Customers, representing Casual Riders, are shown to take longer trips compared to Subscribers, who are Annual Members.





Casual Riders use Cyclistic bicycles more frequently on the weekends, which is in contrast to Annual Members who use the bicycles more frequently during the weekdays.



Casual Riders also tend to use certain Bike stations more than others. Above are the top 10 stations with the highest average usage. Further details about the remaining stations can be found in the attached CSV File.

Potential Solutions

“How can we convert casual riders into annual members?”

- Given that Casual Riders tend to take longer trips, advertising should focus more on the potential benefits an Annual Membership can have in regards to longer rides.
- Concentrating advertising efforts more intensively during weekends, when Casual Riders are most likely to use Cyclistic Bicycles, is advisable.
- Furthermore, allocating more advertising resources to stations with higher ridership rates would increase reach and impact on a larger number of Casual Riders.

Appendix

Information about the provided files:

- **Station_Trip_INFO.csv:** This CSV File shares the average daily trips for each Cyclist Station. It helps stakeholders determine advertising allocation based on station-specific Casual Rider traffic.
- **OutlierRemoval.ipynb:** Code documentation for removing outliers.
- **RiderUsageViz.ipynb:** Code documentation for creating presentation visualizations.

These findings were based on 2019 data provided by Cyclist.