

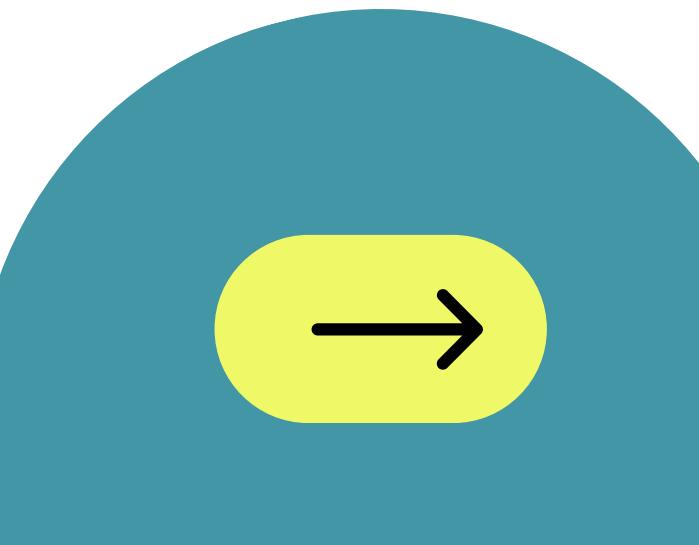
2023-2024



Cyclistic Membership Trends: Key Findings

A Data Analysis Overview

Mickael Barbieri



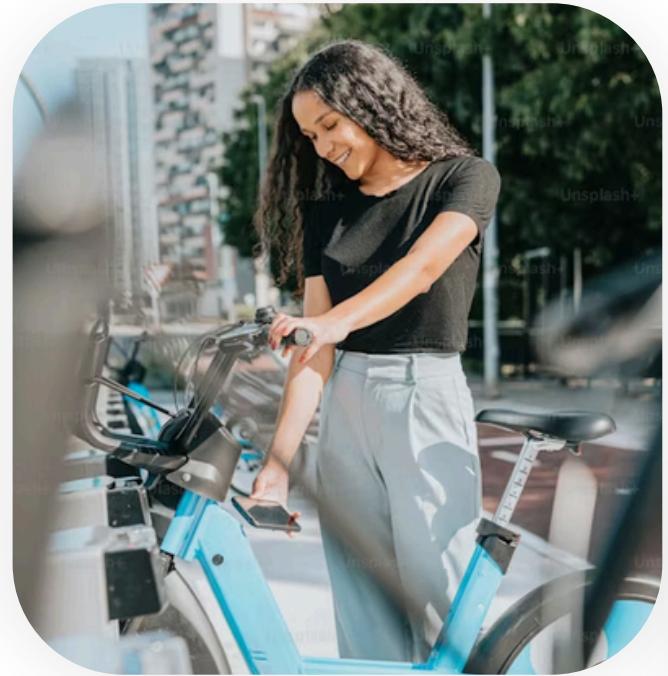


Objective

Understanding usage patterns between casual riders and annual members.

Key focus areas

- Ride Distribution
- Ride Length
- Seasonal Trends
- Usage by Day of the Week

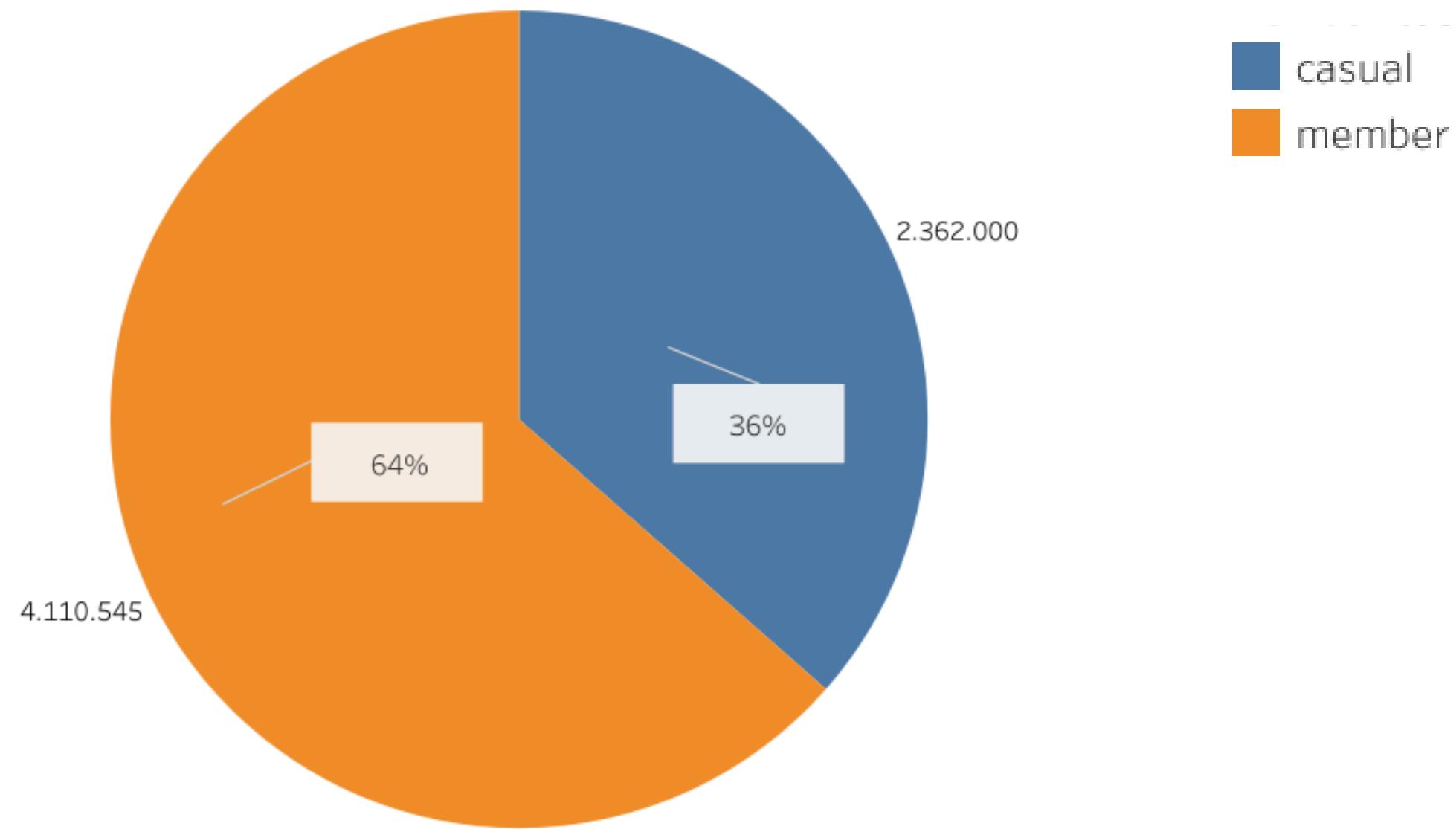


Ride Distribution by Member Type



Annual Members Dominate Usage

- Annual Members: **64% of total rides** (4.11M)
- Casual Riders: 36% of total rides (2.37M)

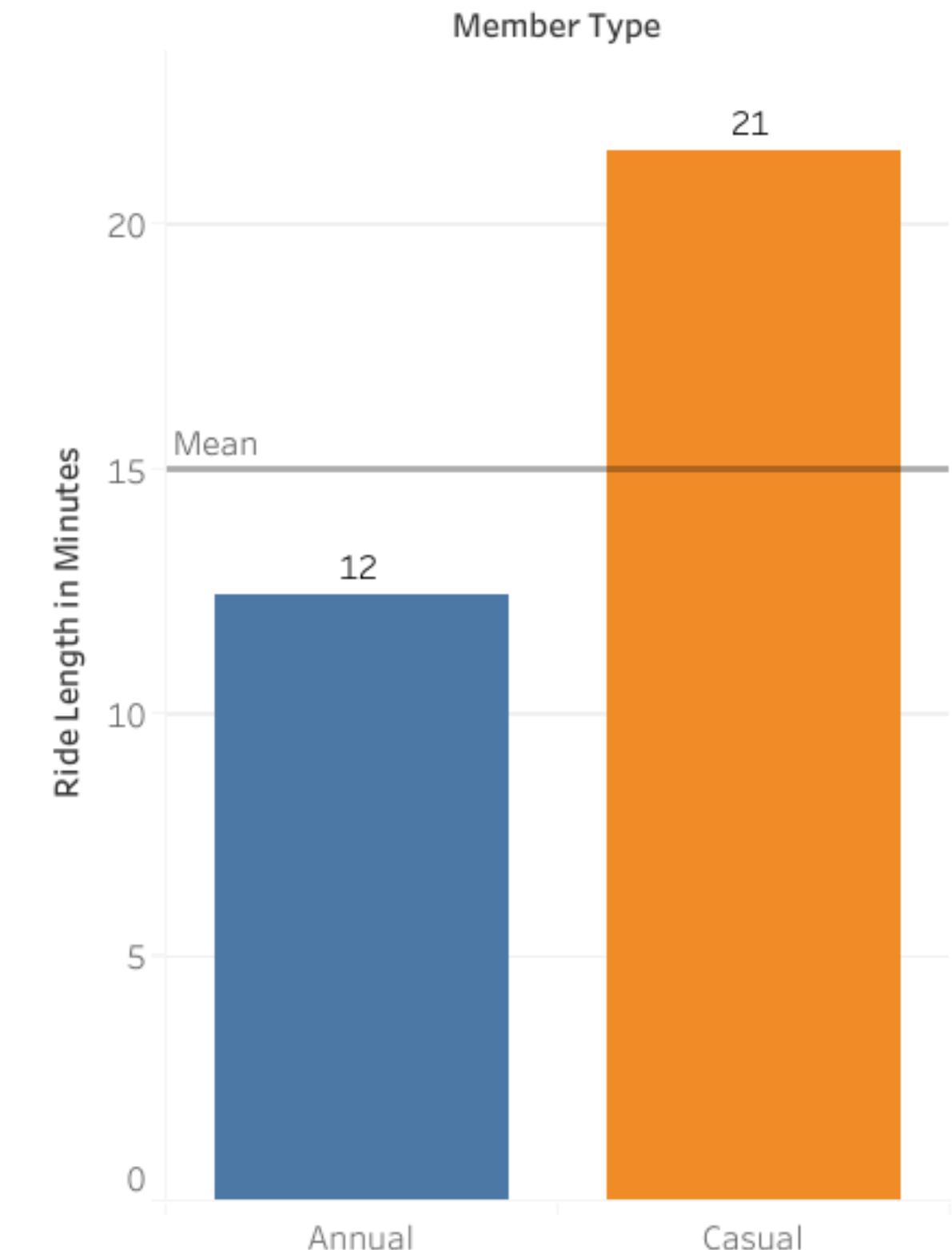


Average Ride Lengths



Casual Riders Tend to Ride Longer

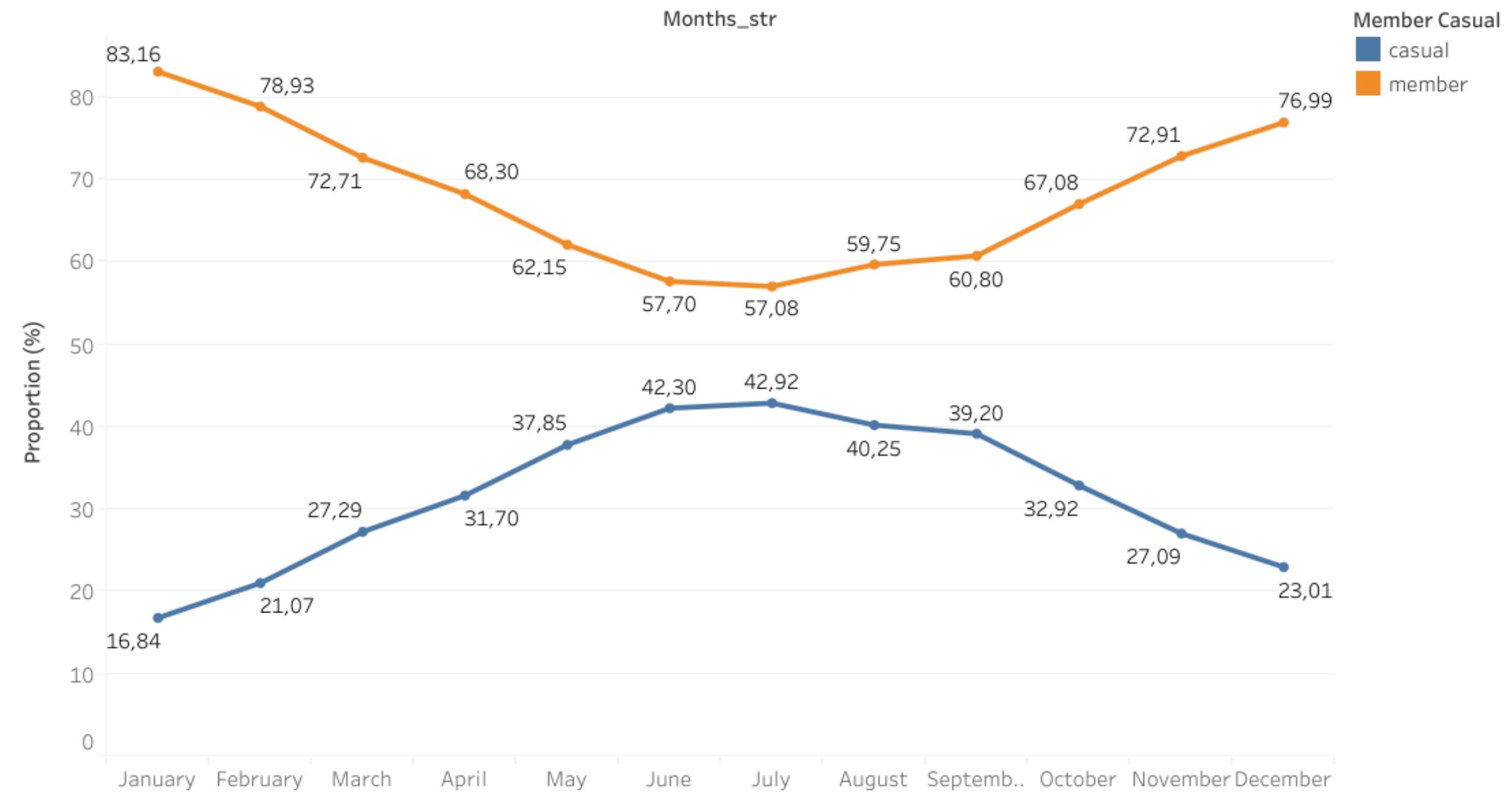
- Overall Average Ride Length: 15 minutes
- Casual Members: 21 minutes
- Annual Members: 12 minutes





Cyclistic is a Summer Favorite

- Peak Month: July (1.51M rides)
- Summer vs. Winter: More rides in summer, fewer in winter

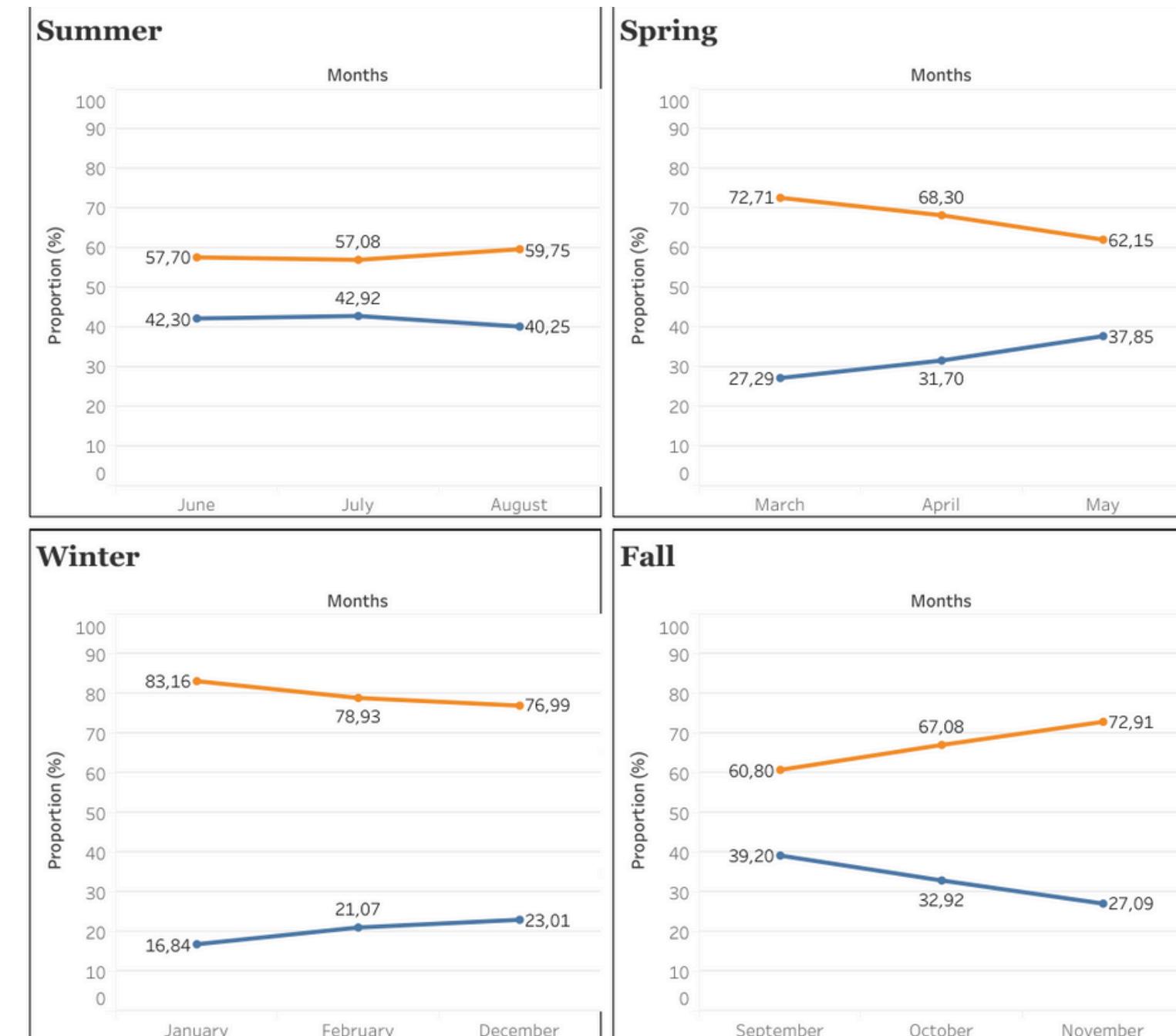


Seasonal Behavior by User Type



Casual vs. Annual Riders' Seasonal Trends

- Casual Riders: Peaks in summer (triple the winter usage)
- Annual Members: More consistent year-round with winter peaks

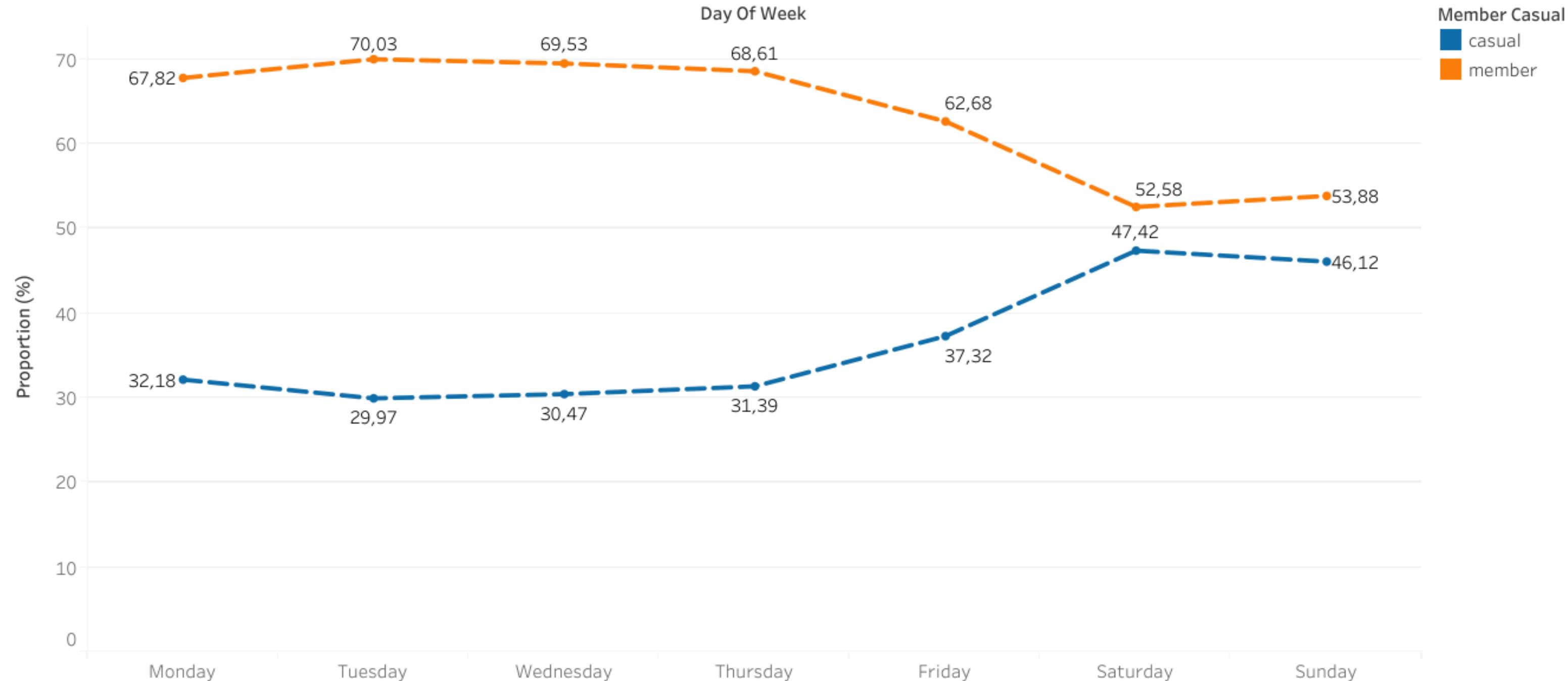


Weekday vs. Weekend Behavior



Different Usage Patterns by Day

- Casual Members: More active on weekends
- Annual Members: More active on weekdays, especially Tuesday and Wednesday





Confirmed:

Work Commutes Drive Weekday Usage

- **Conclusion:** Annual members use bikes to commute to work, even in winter
- **Implication:** Membership focus should target commuters





Key Takeaways & Next Steps

- **Target Summer Users:** Promote annual memberships during summer, when casual ridership triples. Highlight benefits like unlimited rides and savings during peak months.
- **Seasonal Discounts:** Provide summer discounts or "end of season" deals to entice casual riders to become annual members before the winter months.
- **Weekend Membership Offers:** Since casual riders are more active on weekends, create tailored membership options that emphasize weekend rides.
- **Promote Year-Round Benefits:** Market annual memberships as the best option for consistent commuters, even during winter. Emphasize the convenience of bike commutes in all weather.
- **Loyalty Programs:** Reward frequent casual riders with discounts on an annual membership after reaching a set number of rides.
- **Email Campaigns:** Target casual users with personalized promotions showing potential savings from switching to an annual plan based on their ride frequency.

Questions?

Thank You!

