



Converting Casual Riders into Members

An analysis of historical bike trip data to identify trends in how annual members and casual riders use Cyclistic bikes differently (Feb 2021 - Jan 2022)

Casual Riders

customers who purchase single-ride or full-day passes

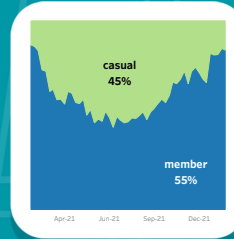
Members

customers who purchase annual memberships

Cyclistic Customers

Maximizing the number of annual members will be key to future growth

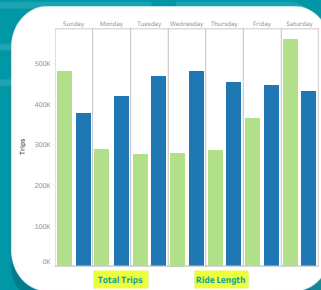
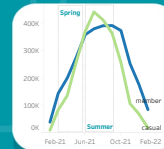
Cyclistic's finance analysts have concluded that annual members are much more profitable than casual riders. Casual riders accounted for 45% of all trips during this 12 month period. Since casual riders are already familiar with the Cyclistic program and using Cyclistic bikes, there is a very good opportunity to convert them into annual members. One opportunity is focusing on seasonal trends in demand.



Seasonal Trends

Casual rider demand peaks in Spring and Summer

Casual riders were outnumbered by members in every quarter except Q3, and they were only slightly edged out in Q2. The increase in demand by casual riders during the months of Spring and Summer are an opportunity for timing targeted advertising campaigns and promotional activities.



Looking Through Weekday Lens

Casual riders favor weekends, while members favor mid-week

The "Total Trips" chart to the left shows the distribution of rides per weekday over 12 months. Notice how the distribution is almost inverse when comparing casual riders to annual members. Annual members slightly favored mid-week and casual riders heavily favored weekends.

The "Ride Length" chart shows the median ride length (time duration measured in HH:MM:SS) per weekday over 12 months. Note that casual riders have longer ride lengths that vary across the week at a greater amount and peak over the weekend. Meanwhile, Annual members have shorter ride lengths that are extremely consistent day-to-day.



Start Times Reveal Use Cases

Evening and Morning Commutes

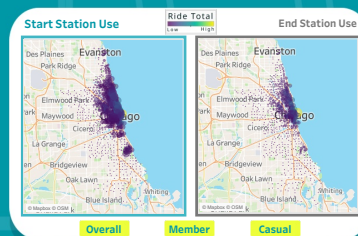
The chart to the left shows the distribution of rides per hour of day (0-24) over 12 months. Both groups have similar trajectories: activity begins to increase at in the early morning, peaks at 5:00 p.m., and then begins to decrease.

One area where the groups differ is the 5:00 a.m. to 9:00 a.m. window. An explanation for this is that annual members are utilizing bikes for their morning commute at a higher rate than casual riders. The shared 5:00 pm peak tells us that casual riders could be using bikes for their evening commute. There could be an opportunity here to make casual riders more aware about the advantages of using Cyclistic bikes for their morning commutes.

Location, location, location

Member rides are spread out while casual rides are concentrated

The maps to the right allow exploration of start and end station use. Notice there are more colors represented across the member map versus the consistent coloring across the casual map. This tells us that rides by members are more distributed across stations while rides by casual riders are more top heavy in that a huge chunk are happening at the same few stations.



Based on the insights above, there are three main areas Cyclistic should focus on while designing marketing strategies to convert casual riders into annual members: seasonality, usage time and use case.