
Differentiating Casual and Member Riders for Designing a Targeted Conversion Strategy

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Goals for our discussion today:

1

Share Key insights of historical bike share analysis

We will cover the key findings of the analysis and what they mean to solve the business problem

2

Examine the behavior difference b/w Casual and Member Riders

This will Allow us to understand the context why casual riders are not yet member riders and devise viable strategy

3

Discuss possible Marketing strategies to convert casual to annual members

Using previously discussed information as a base discuss the recommended marketing strategies

Key Insights from analysis of the historical bike share data:

Total no. of Rides

5,494,590

Average Ride Length

1103 secs or 18 mins

Casual Riders:

1708 secs 28 mins

Member Riders:

755 secs or 13 mins

Preferred Bike Type

1. Electric Bike
2. Classic Bike
3. Docked Bike

Months of the Year with most Rides

July and August

Quarter of the Year with most Rides

Q3 (July, August, September)

Number of Riders

Casual Riders:

2,006,959 or 37%

Member Riders:

3,487,631 or 63%

Day of the Week with most Rides

Saturday

Casual Riders:

Saturday

Member Riders:

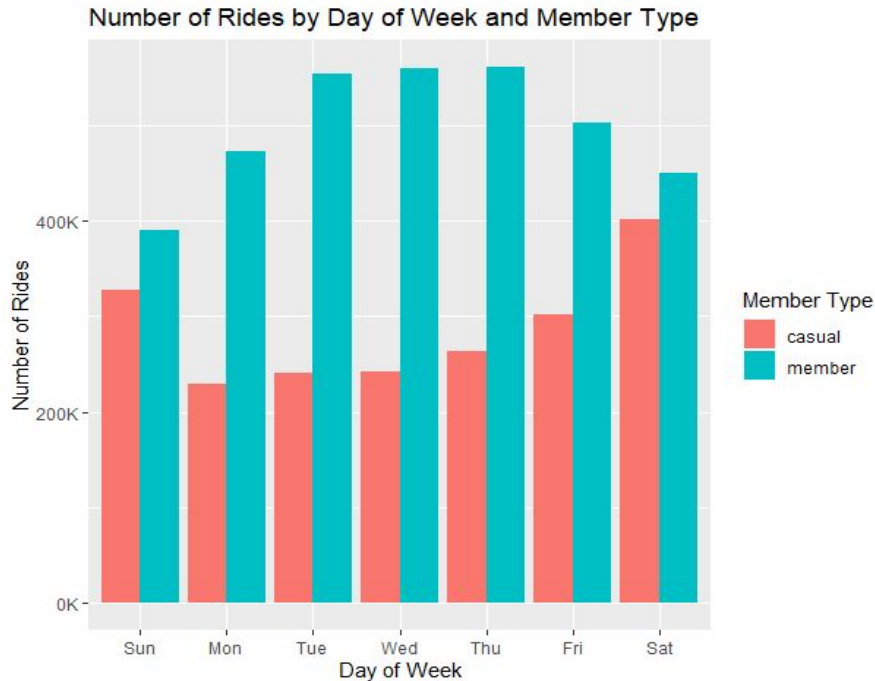
Thursday

Understanding Trends and Patterns that separate Casual Riders from Member Riders



- **Member riders** have a significantly **shorter average ride length than casual riders**.
- The **average ride length** for both member and casual riders is **highest on Sundays and Saturdays**, and **lowest on Tuesdays and Wednesdays**.
- There are **significantly more member riders than casual riders**.

Understanding Trends and Patterns that separate Casual Riders from Member Riders



- **Members** have **higher ridership on weekdays** (Tuesdays, Wednesdays, Thursday) suggesting regular use for commutes or errands.
- **Casuals** have a **significantly higher ridership on weekends** (Saturdays and Sundays). Weekday activity is lower but still present.
- **Where Members have high ridership the Casual have lower ridership and vice-versa.** This provides insight into the kind of activities performed by both categories.

Marketing Strategy Recommendations to convert Casual to Member Riders

- **Q3 Exclusive Annual Membership Offer:** Introduce a new annual membership plan specifically designed for casual behavior, with Discounts, Event-Themed Plans offering limited-edition memberships linked to popular summer events, festivals, or seasonal activities while emphasizing the cost savings and ease of use compared to frequent single-ride and full day purchases.
- **Partner for Additional Value and Visibility:** Expand reach and appeal by collaborating with local businesses and attractions. Highlight the convenience of accessing perks at nearby coffee shops, restaurants, or gyms close to docking stations along with offering targeted promotions during peak seasons.
- **Create a Rewarding Membership Experience:** Introduce Cyclistic Loyalty Points System for members based on the number of rides or ride lengths redeemable for bike discounts, merchandise or entry to fun exclusive member riding events. Introduce Members-Only Perks providing access to dedicated stations, priority bike rentals, or special discounts at partner businesses near popular routes.