



# **Cyclistic Bike-Share Analysis: Maximizing Annual Memberships**

A Data-Driven Marketing Strategy

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# **Business Objective**

**Understand usage differences between casual riders and members to create targeted marketing strategies for increasing annual membership**

# Analysis Overview

**Explored ride data to compare usage patterns between casual and member users**

## **Key focus areas:**

- **Total ride duration**
- **Average ride duration**
- **Month ride patterns**
- **Daily ride patterns**
- **Time of peak usage**

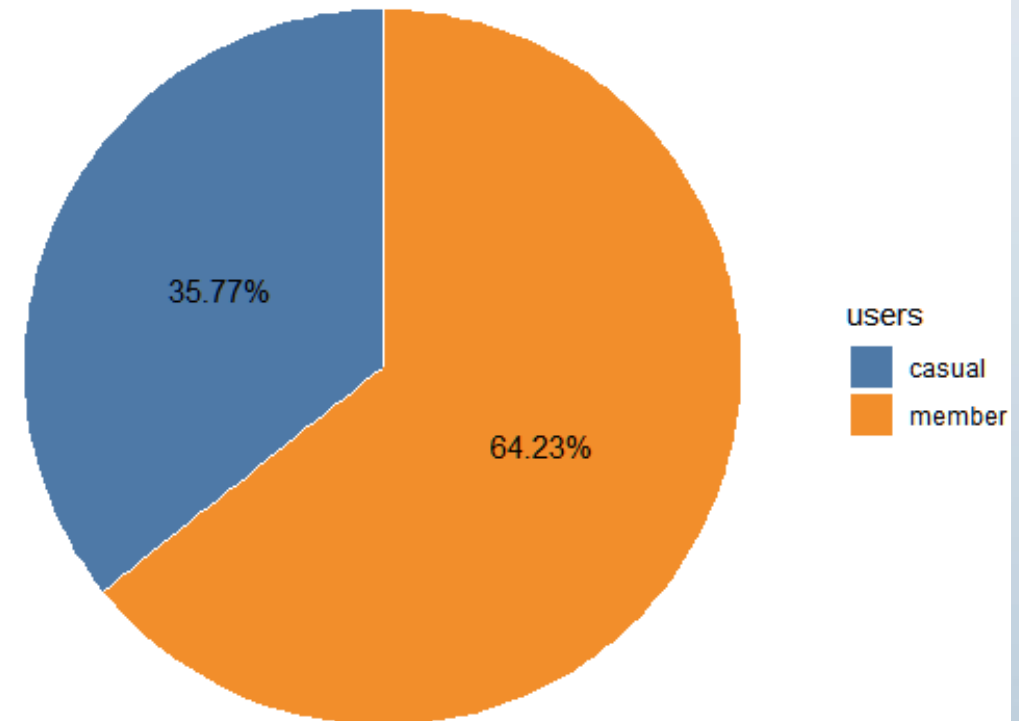
**Tools used: R, Tableau**

# Ride Distribution by User Type

**Members contribute the majority of rides**

**Casual riders still represent a significant segment, which can be converted into memberships**

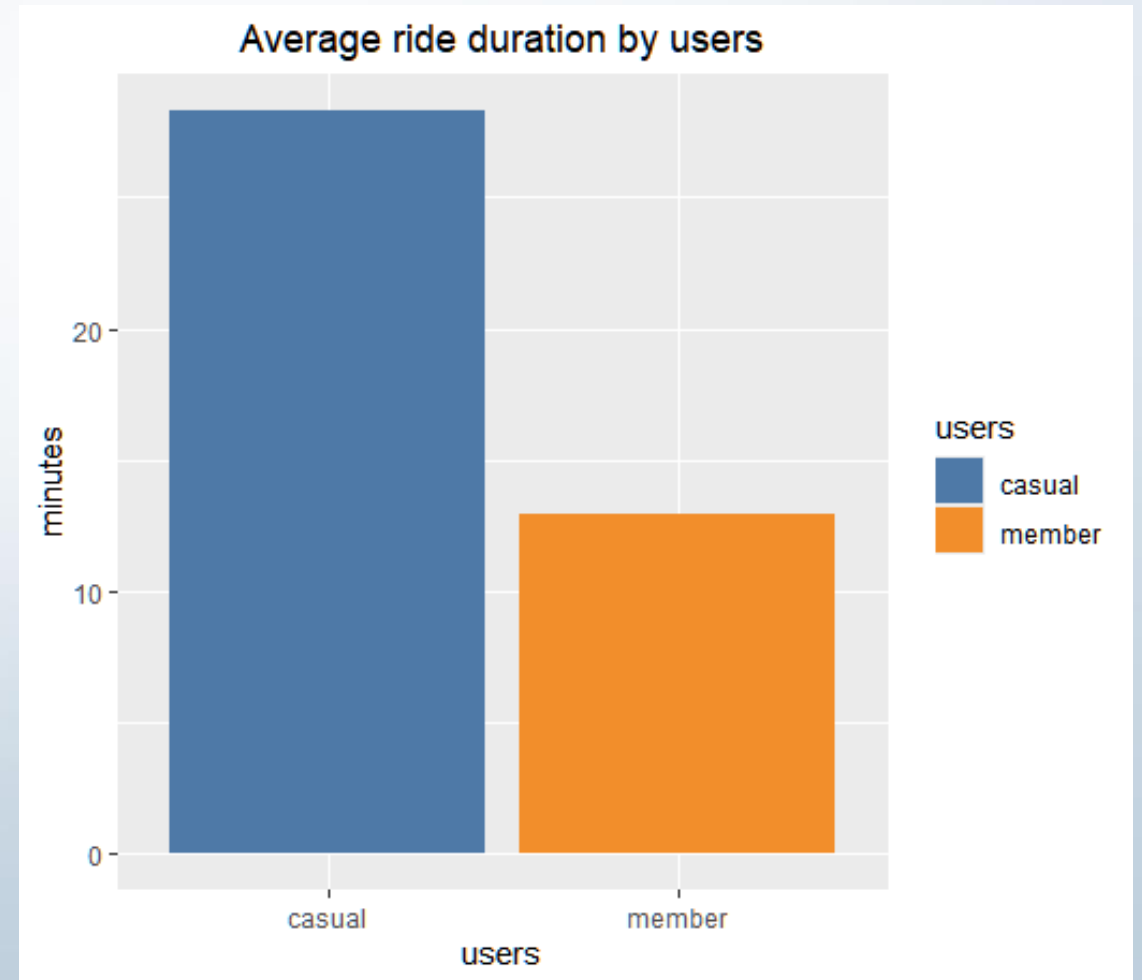
Percentage of rides by users



# Average Ride Duration by User Type

Casual riders have significantly longer average ride durations compared to members

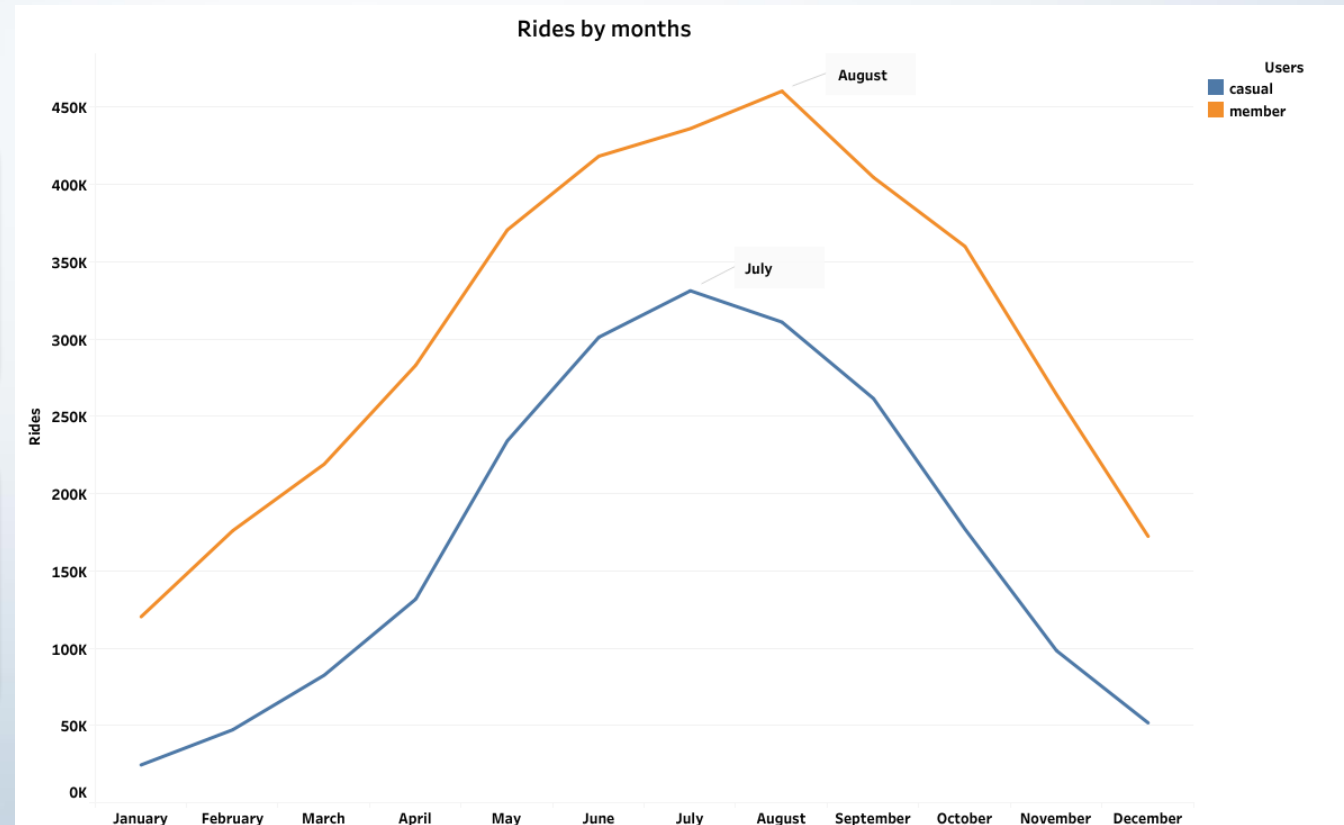
Casual riders may use bikes for leisure or one-off trips



# Monthly Ride Trends by User Type

**Casual Riders:** significant increase in rides during warmer months, peaking in July. Decline in usage during colder months, reflecting seasonal behavior

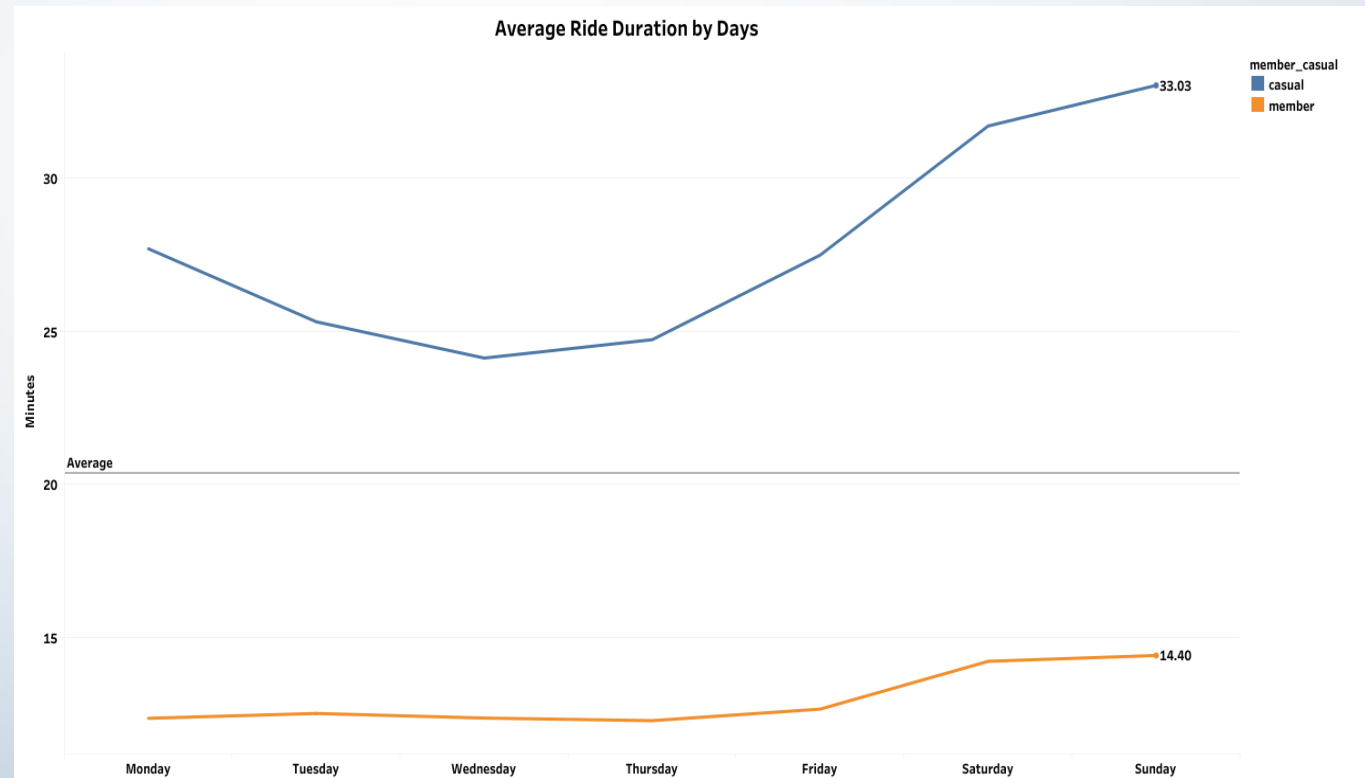
**Member Riders:** more consistent usage throughout the year, with a slight peak in August



# Average Ride Duration by Day of the Week

Casual riders have longer ride on weekends, reflecting leisure trips

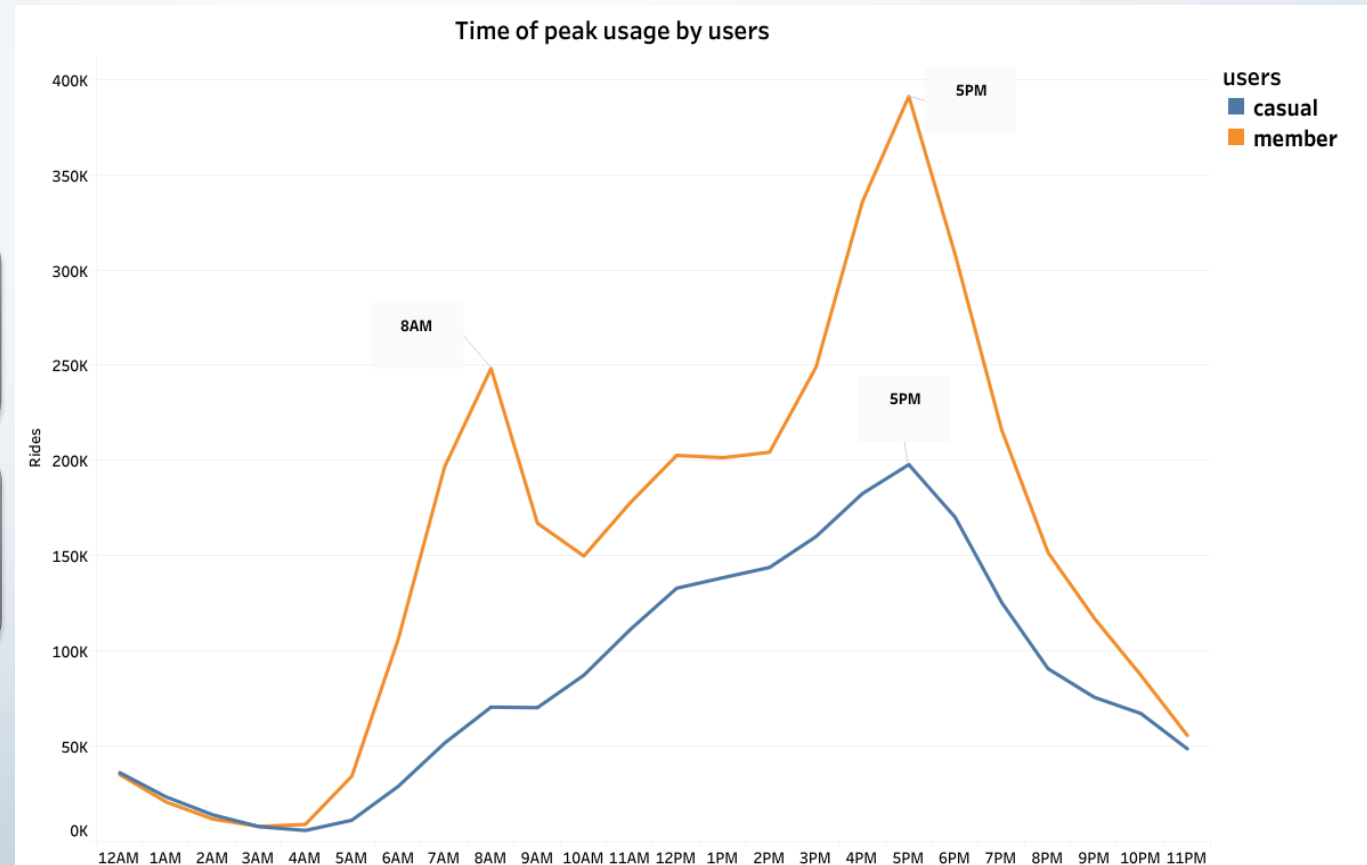
Member riders maintain consistent ride durations throughout the week, indicating commuting habits



# Time of Peak Usage by Users

**Member riders peak at 8 AM and 5 PM, aligning with commuting hours**

**Casual riders show steady usage throughout the day, with no sharp peaks**





# Recommendations

**Seasonal Campaigns:** Launch targeted marketing campaigns in summer (July and August) to promote memberships. Highlight the cost benefits of annual memberships compared to single-ride payments

**Weekend Promotions:** Offer weekend membership trials or discounts to casual users, leveraging their longer ride durations on weekends

**Weekend Accessibility:** Ensure high availability of bikes near parks, tourist attractions, and leisure areas during weekends and summer months

# Thank You!

