

Rider Insights: Understanding Members VS Casual Ride Behaviour

Marketing Strategy to Increase Annual Memberships



Prateek A / Feb 18

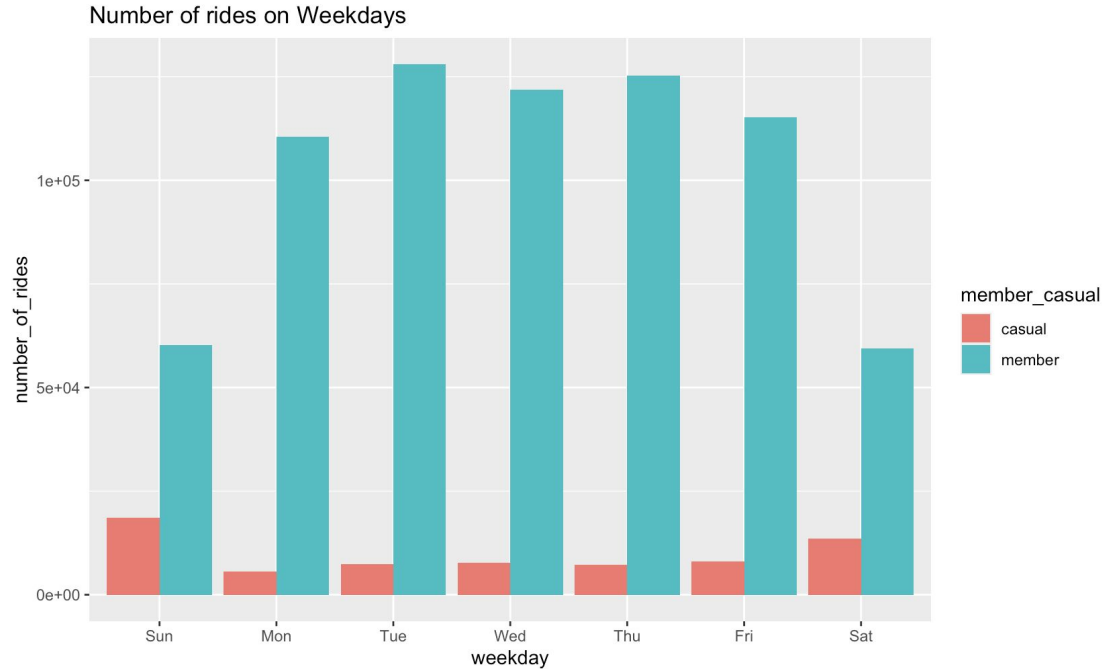
How do annual members and casual riders use Cyclistic bikes differently?

Why this matter?

- Members are more **profitable**.
- Understanding behaviour can help increase membership conversions.
- Analyzed **ride patterns**, **duration**, and **station usage**.

Ride Frequency by day

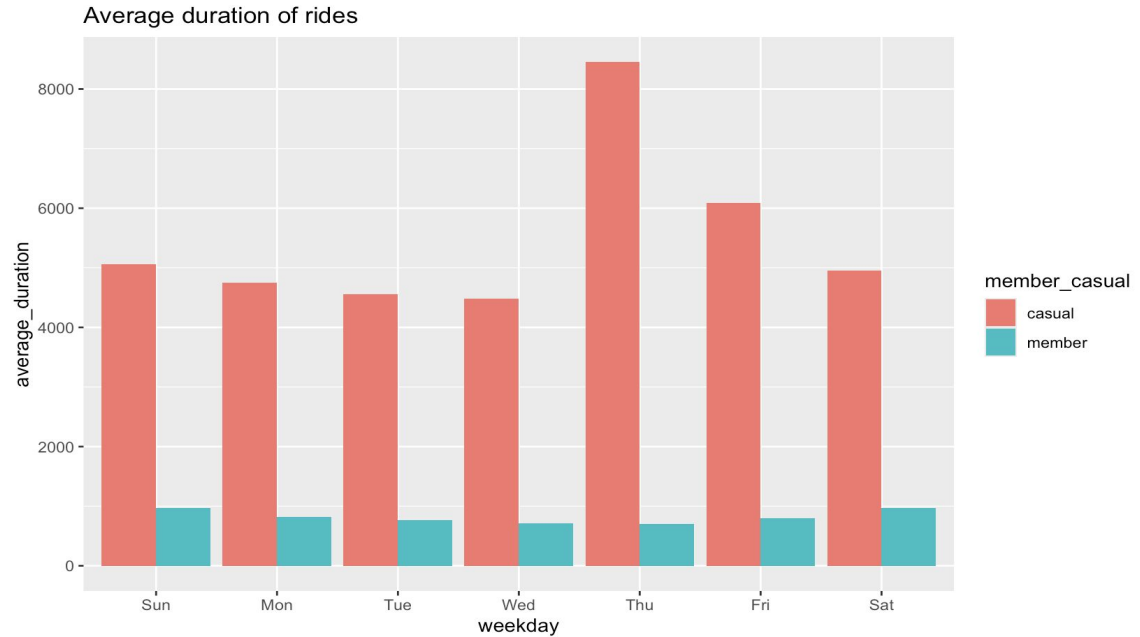
- Members ride more on **Tuesdays**.
- Casual ride more on **Sundays**.



“Workday Warrior Membership” – Exclusive weekday pricing for commuters.

Ride Duration trend

- Casual riders take longer rides on **Sundays** and **Thursdays**
- Members ride longest on **weekdays**.



"Tour & Ride Thursdays" – Discounts for long-duration trips on key days.

Most popular stations

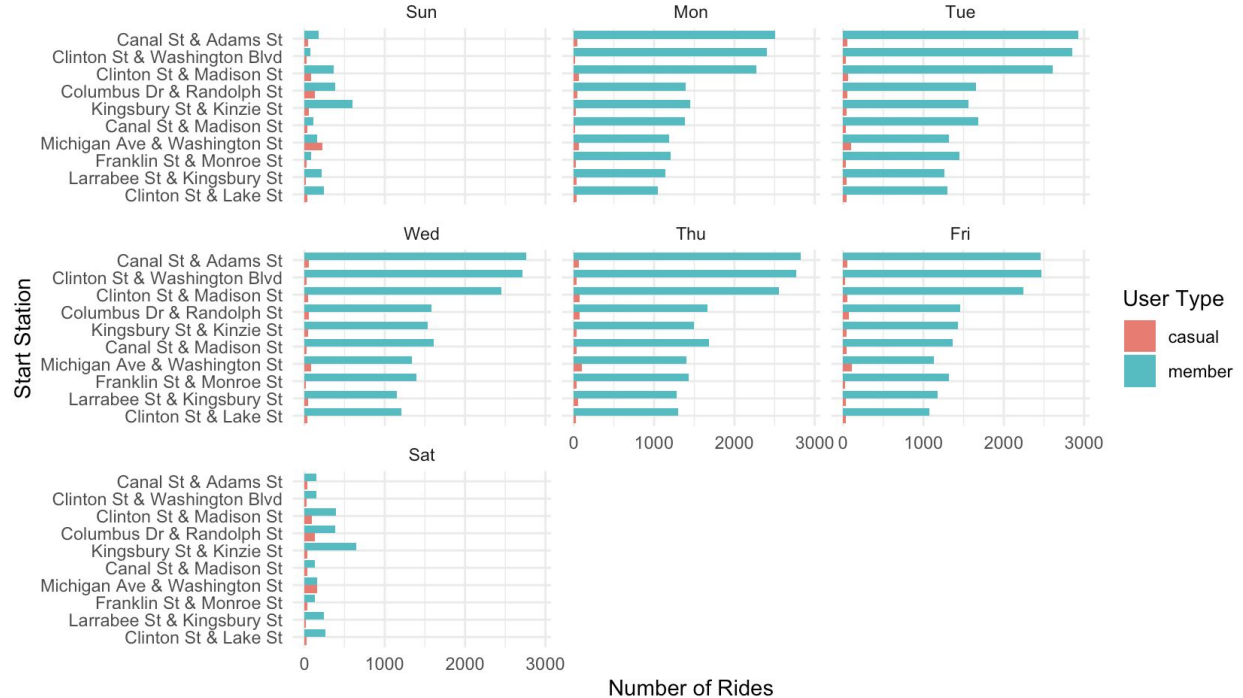
- For members:

Canal St & Adams
St station

- For casual riders:

Michigan Ave &
Washington St.

Top 10 Stations with the Most Rides by Weekday



"Ride More, Pay Less" – Station-based membership incentives.

Connect insights to real world behavior






What this tells us?

- Members = Commuters; Casuals = Tourist and leisure orders.
- Popular locations & long ride durations = clear segmentation.

Marketing Strategy Recap:

- Weekday commuter deals, weekend offers, & tourist-targeted pricing.
- Geo-targeted ads near high-traffic casual stations.

Targeted marketing campaigns

Campaign Name	Target Audience	Execution
 Workday Warrior Membership	Weekday commuters	Discounted membership for frequent workday riders
 Weekend Explorer Pass	Leisure riders (weekends)	Membership with weekend-only perks
 Tour & Ride Thursdays	Long-distance casual riders	First-month-free for long-duration users
 Ride More, Pay Less	High-traffic station users	Location-based QR code discounts
 Refer & Earn	Current members	Referral rewards for bringing in new members

Conclusion

What should cyclist do next?

- Different rider behaviors = Different marketing approaches.
- Personalized marketing strategies can drive membership growth.
- Data-backed decisions = Higher ROI on marketing efforts.

Final Call to Action

What's next?

- Launch targeted test campaigns & measure results.
- Refine marketing strategies based on performance data.
- Enhance Cyclistic's digital marketing presence.

Thank you

