Maximizing annual memberships.

By Ria Yadav | 4th March 2022

Goal of our discussion

1

USERS DISTRIBUTION

Will cover how the distribution of annual members differ from the casual riders over a span of period and what does that mean of Cyclistic business needs

2

CASUAL RIDER VS ANNUAL MEMBERS

Understanding different trends between casual riders and annual members and their usage of cyclistic bikes can help digital marketing team derive better stratergy.
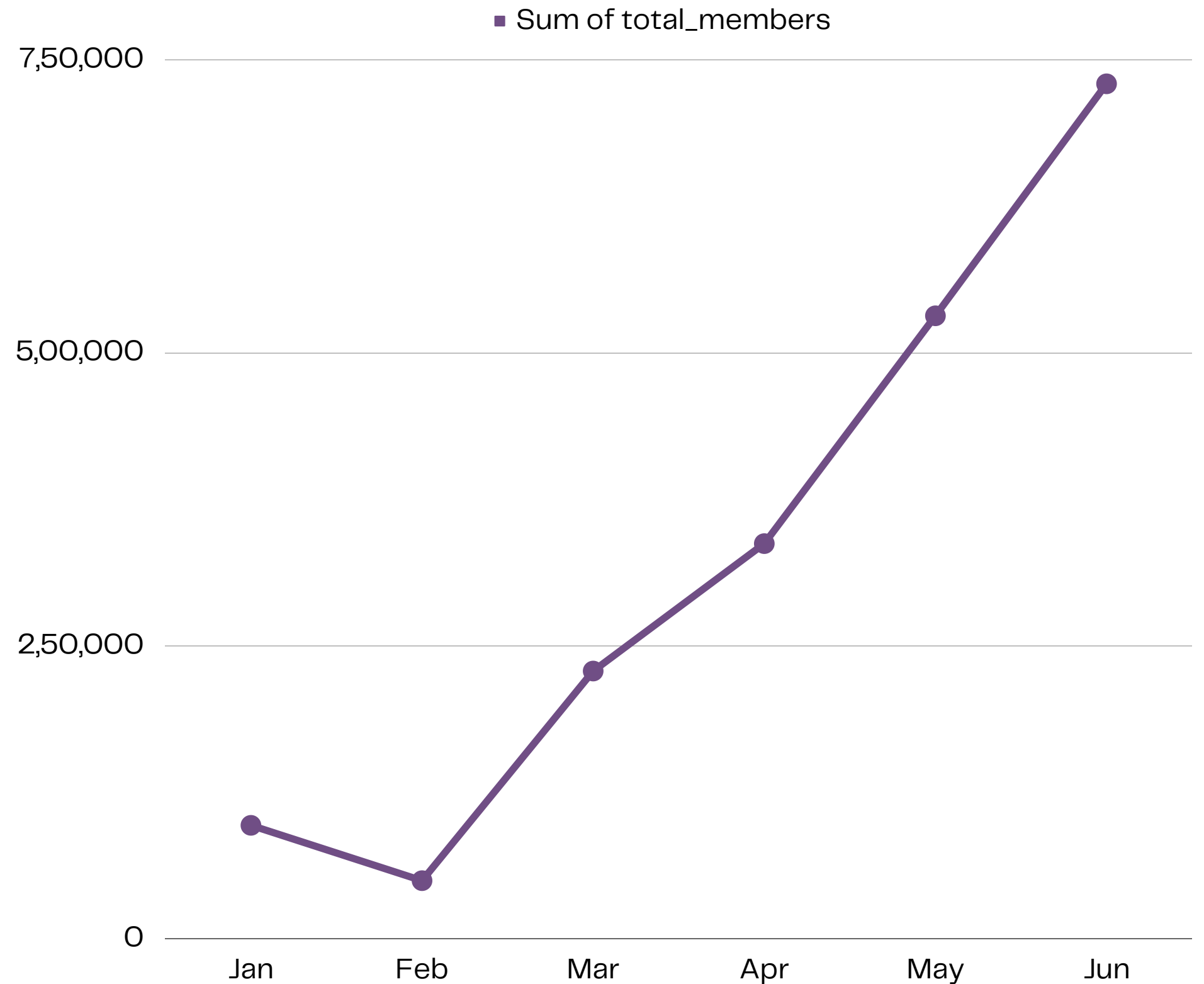
3

POTENTIAL AREAS OF FURTHER DISCUSSION

While there are many next steps we want to focus on the ones that are most important of our current business task.

# From March till June there is consistent user growth.

Data Overview

1. Our data shows cyclistic users information from **Jan to Jun of 2021**.
2. Data is limited to the location of **Chicago Only**.

■ Sum of total_members

# From March till June there is consistent user growth.

Key Takeaways

1. By looking 6 Months of data, we're able to identify **consistent monthly trend of usage growth**.
2. **Feb has experienced lowest usage** in comparison to other months.
3. **Annual members happen to use the cyclistic bikes more** than casual riders
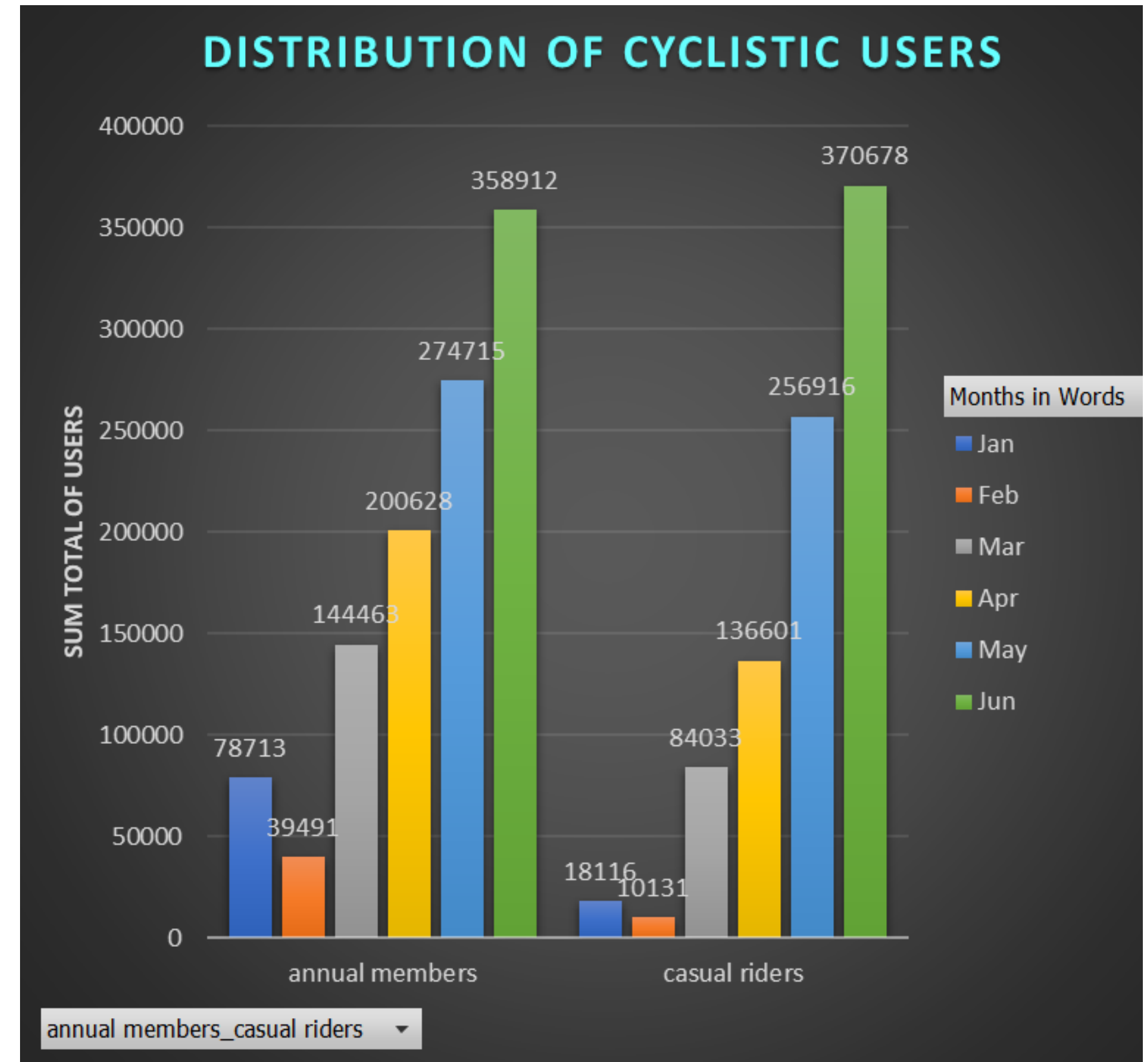
Casual members ride for more time .
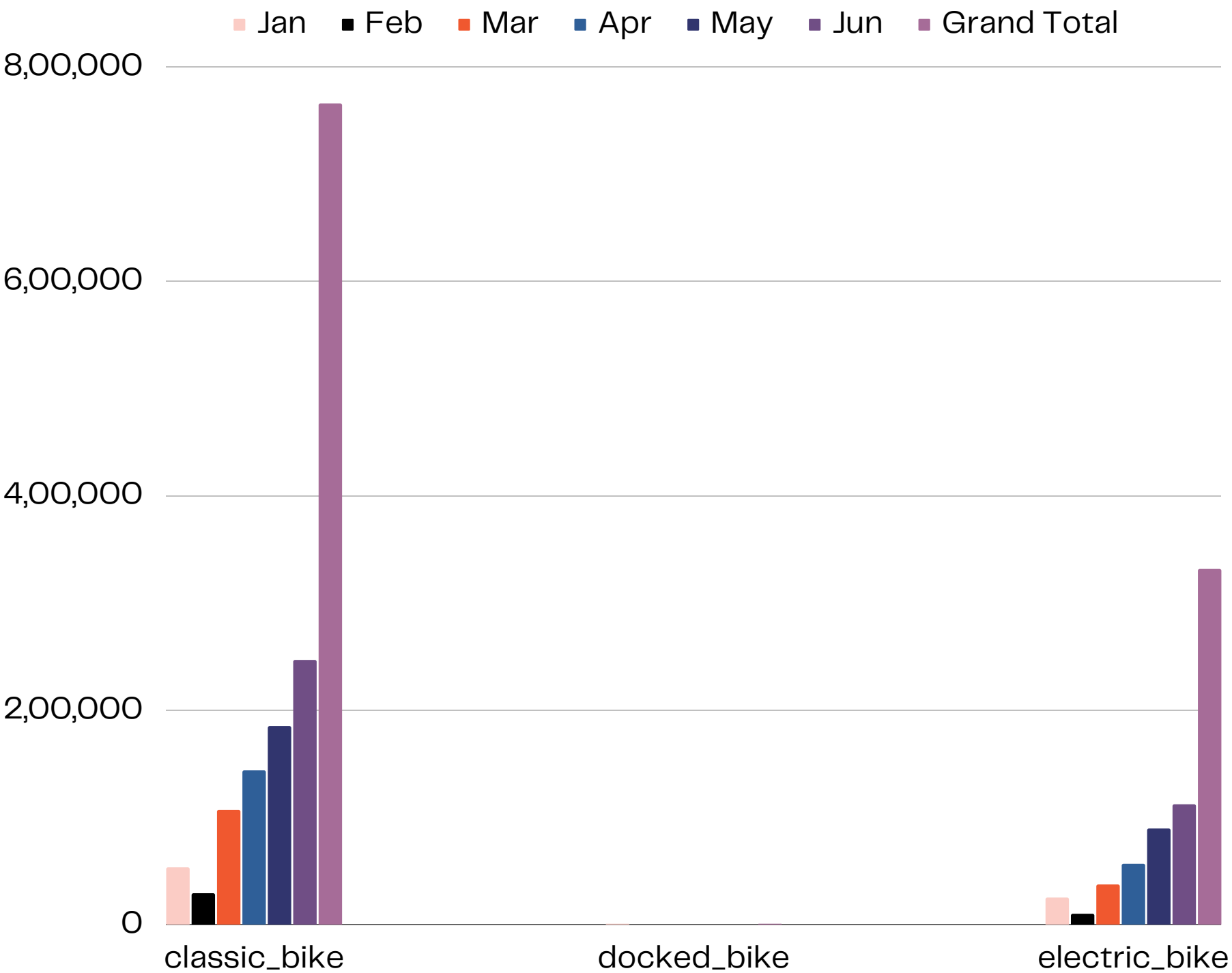
Key Takeaways

1. By examining 6 Months of data, we're able to identify **avg ride time of casual_rider is higher than annual members** .

2. On an average **casual riders ride 15min 37secs more than the annual members**

3. **Avg ride time** for both user type is **consistent for trailing months**.
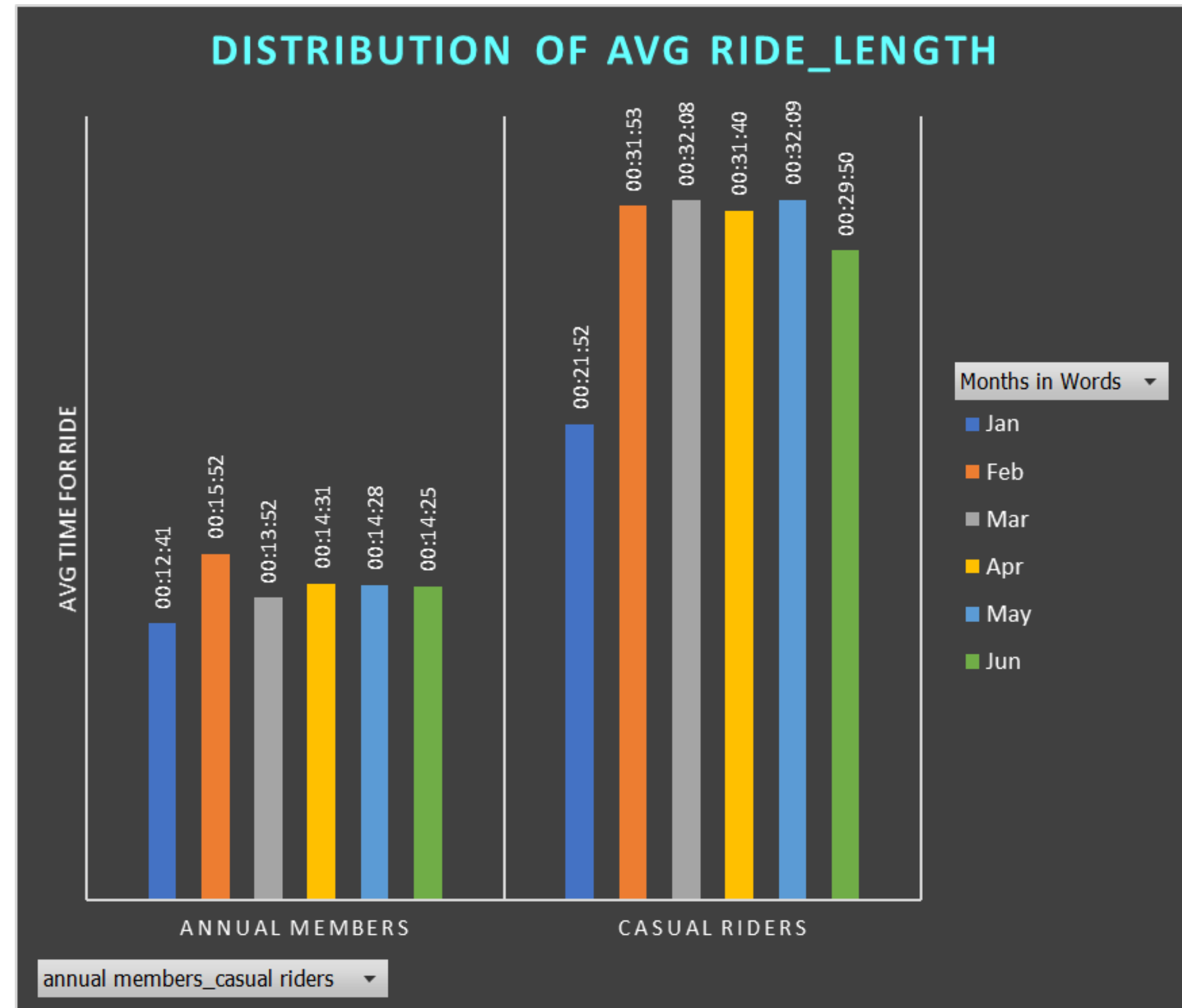
# Classic & Electic bike has major share of preference among annual members.

Key Takeaways

1. **Docked_bike type has negligible preference in comparison to classic_bike**
2. **Classic_bike type has highest prefernce of all.**
3. **Electric_bike type do have considerable prefernces among the annual member but is lower than classic.**

Classic has major share of preference among casual riders
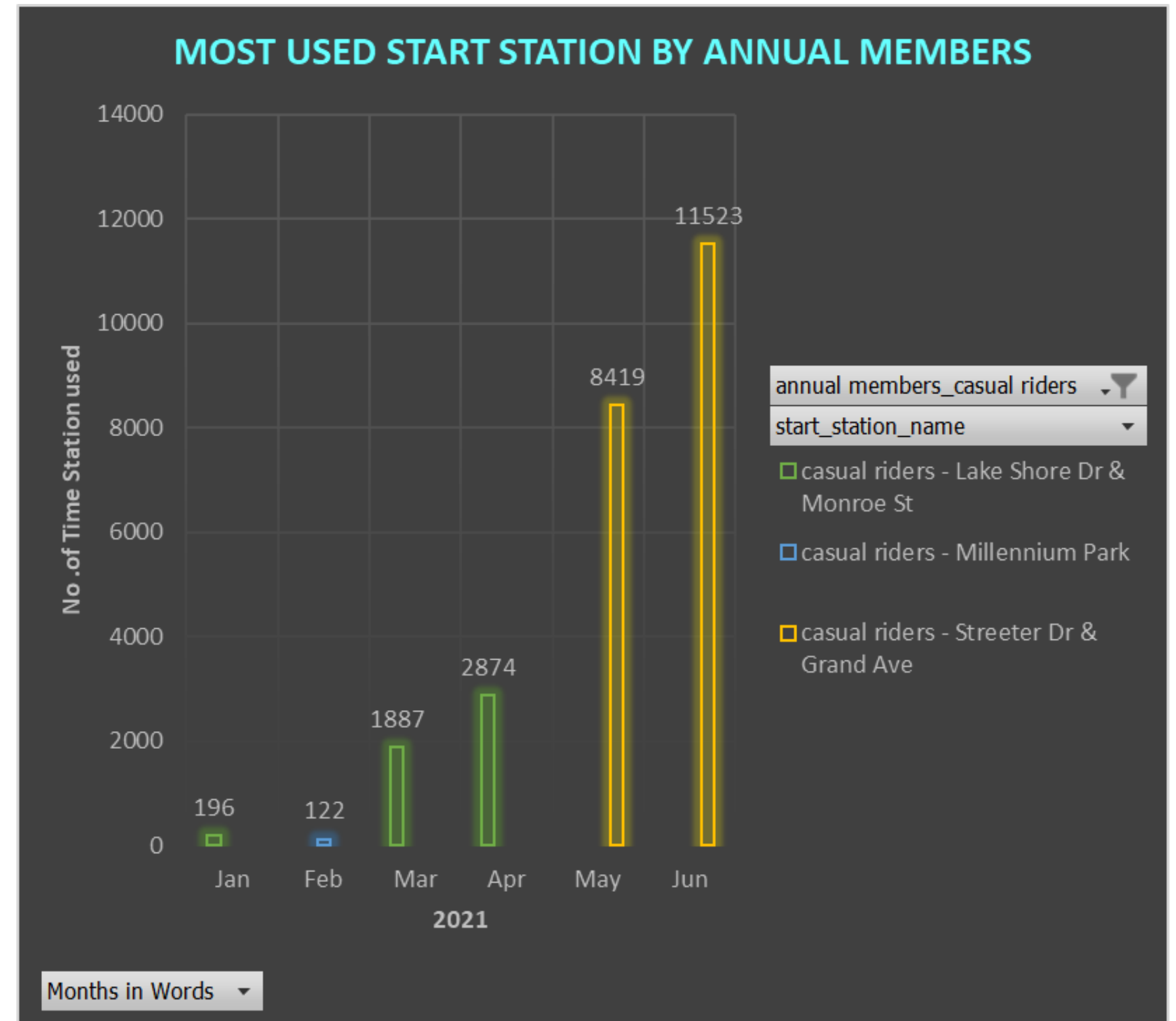
Key Takeaways

1. **For Casual riders Docked_bike type has considerable preference in comparison to annual members**
2. **Classic_bike type has highest prefernce of all.**
3. **Electic_bike type do have considerable prefernces among the annual member but is lower than classic.**
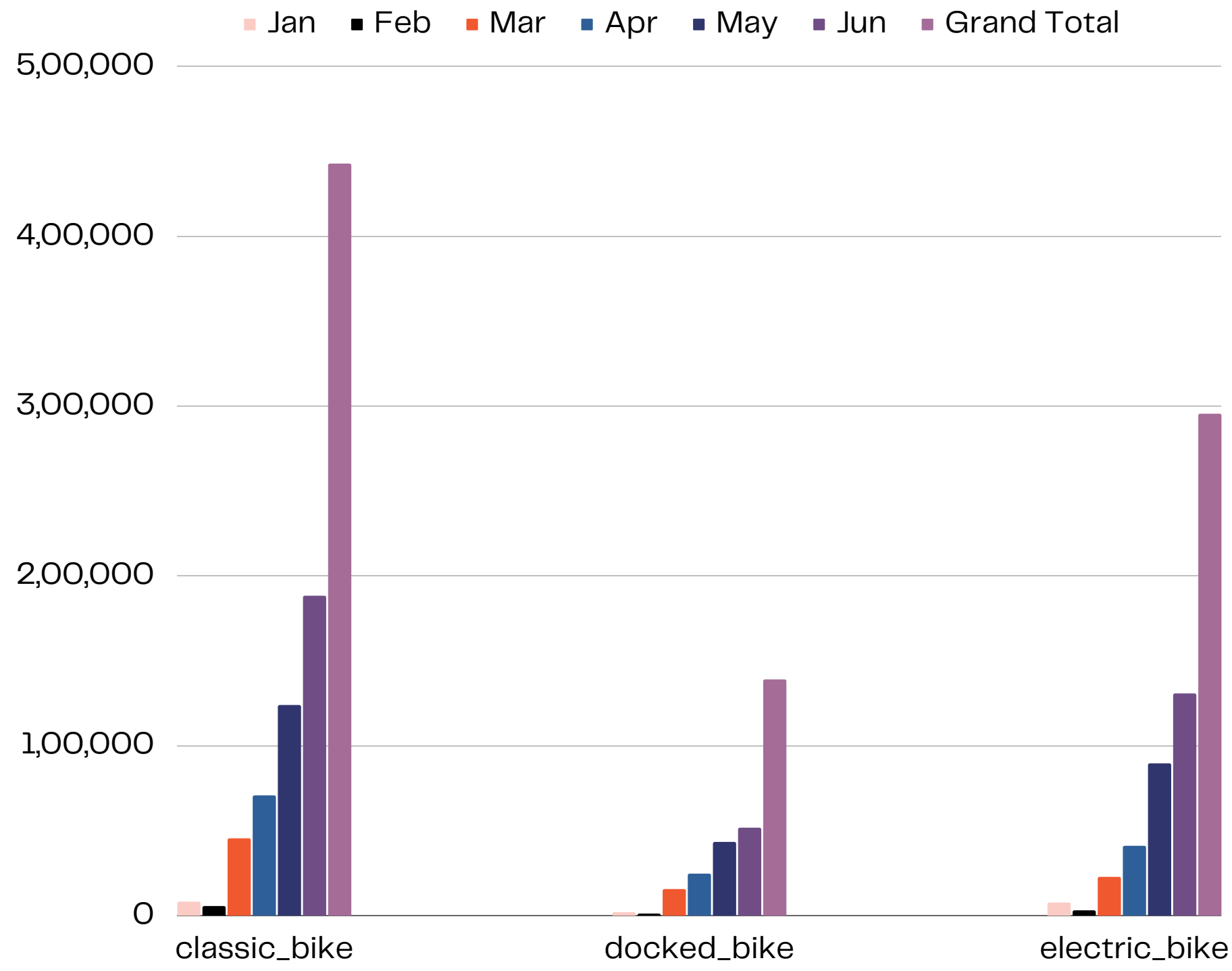
# Most preferred starting stations for casual riders.

Key Takeaways

1. By analyzing starting station used by casual riders **we found 3 most common station across the range of 6 months.**

2. **Lake Shore Dr & Monroe St was most used** starting station during the months of **January, March & April.**

3. **Streeter Dr & Grand Ave** experienced very high traffic during the months of **May &June.**

4. **Millennium Park** was the third most used station during the span of 6 months in the month of **February**

MOST USED START STATION BY ANNUAL MEMBERS

No .of Time Station used

14000
12000
10000
8000
6000
4000
2000
0

196   122   1887   2874   8419   11523

Jan   Feb   Mar   Apr   May   Jun

2021

annual members_casual riders
start_station_name

☐ casual riders - Lake Shore Dr & Monroe St
☐ casual riders - Millennium Park
☐ casual riders - Streeter Dr & Grand Ave

Months in Words

Most preferred starting stations for annual members.

Key Takeaways

1. By analyzing starting station used by casual riders **we found 2 most common station across the range of 6 months.**
2. **Clark St & Elm St & Dearborn St & Erie** St are 2 most used starting stations.
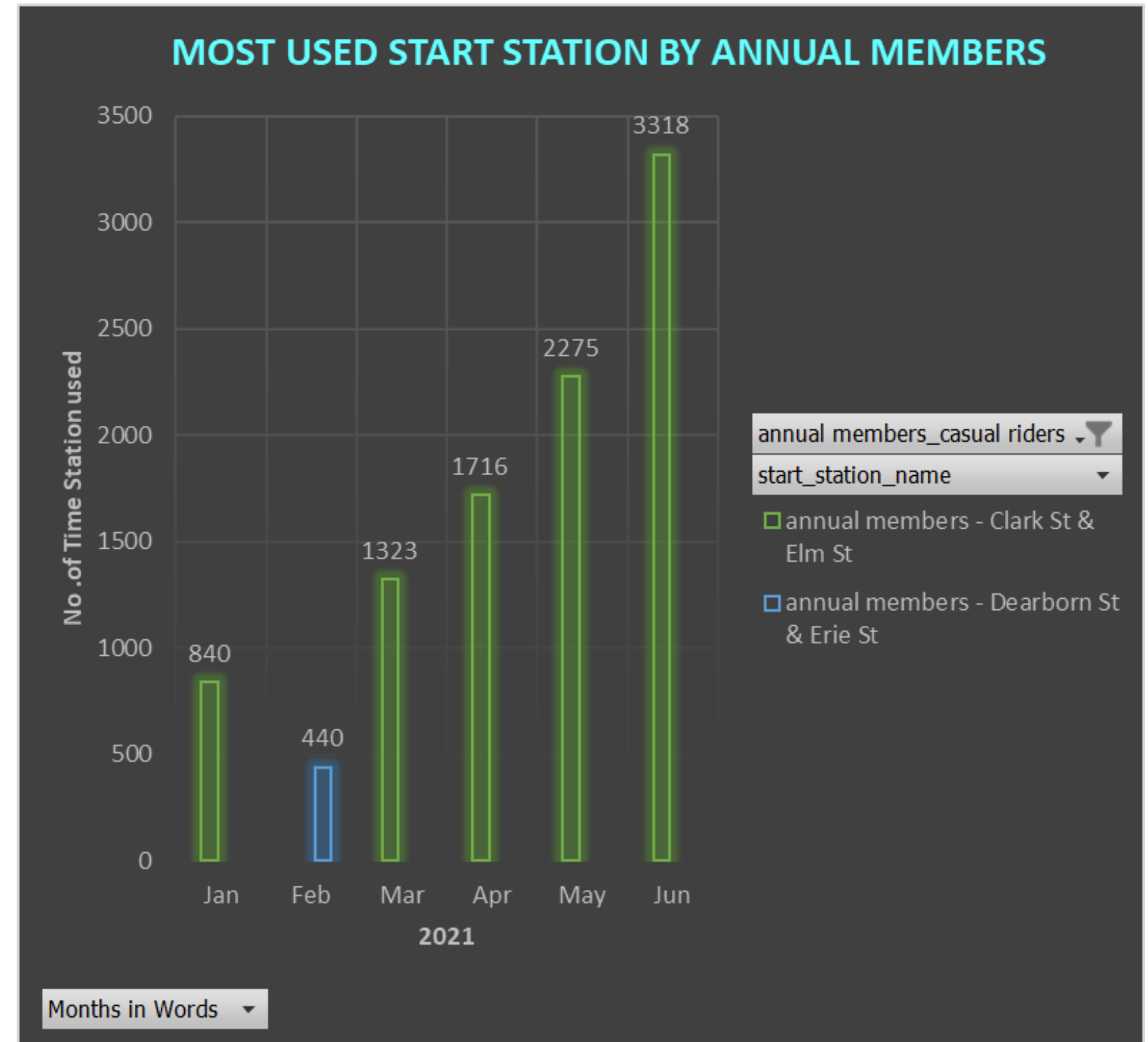
How annual member differ from casual riders?

Usage

Annual Member happen to use cyclistic bike more than casual riders

Ride Time

Casual rides ride bike for more duration than annual members.

Bike Types

Docked bikes has no preference for annual members but casual rider to use it considerate amount.

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Points to Act on.

1 **MAKE MEMBERSHIP A CONVIENT OPTION.**

For riders using bike more than 20mins on weekly average has to be targeted to buy membership for their ease of future rides as it's time saving in comparison to buying daily pass.

2 **ADVERTISE & PULL IN AT RIGHT STATIONS**

As per analysis certain station are used my casual riders most no. of time in comparison to other those station and it's vicinity should be first target for digital marketing team.
This will pull in a lot of casual members and their probability to become annual member