



Cyclistic Bike-Share Case Study

How Data Can Drive Cyclistic's Membership Growth Strategy

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◆ **Introduction:** Unlocking Growths for Cyclistic

◆ **Business Challenge:**

- ◆ Casual riders account for 45.54% of total rides but have a low membership conversion rate. Understanding their behaviour is key to increasing memberships.

◆ **Key Questions:**

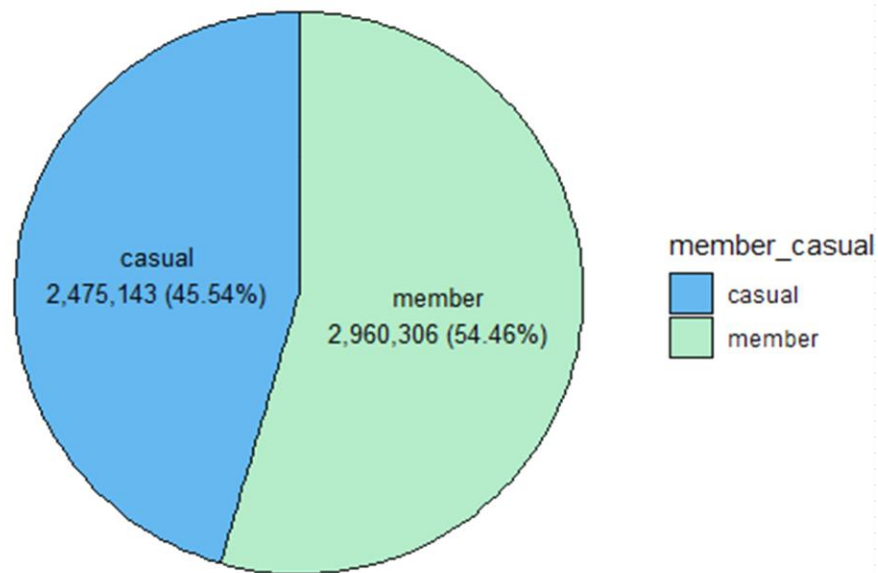
- ◆ What factors influence casual riders' decision to subscribe?
- ◆ How do their riding patterns differ from members, and how can we leverage this insight?
- ◆ What strategies can effectively convert casual riders into long-term members?

◆ **Approach:**



- ◆ **Data cleaning:** To ensure data integrity and accuracy, duplicate ride IDs were removed and ride length was filtered.
- ◆ **Analyze** ride frequency, seasonal trends, and usage patterns.
- ◆ **Identify** when and how casual riders use Cyclistic bikes.
- ◆ **Develop** data-driven marketing strategies to increase membership sign-ups.

Total Rides During 2021:

- Cyclistic recorded **5.4 million rides**, showing a strong demand for bikes in Chicago.

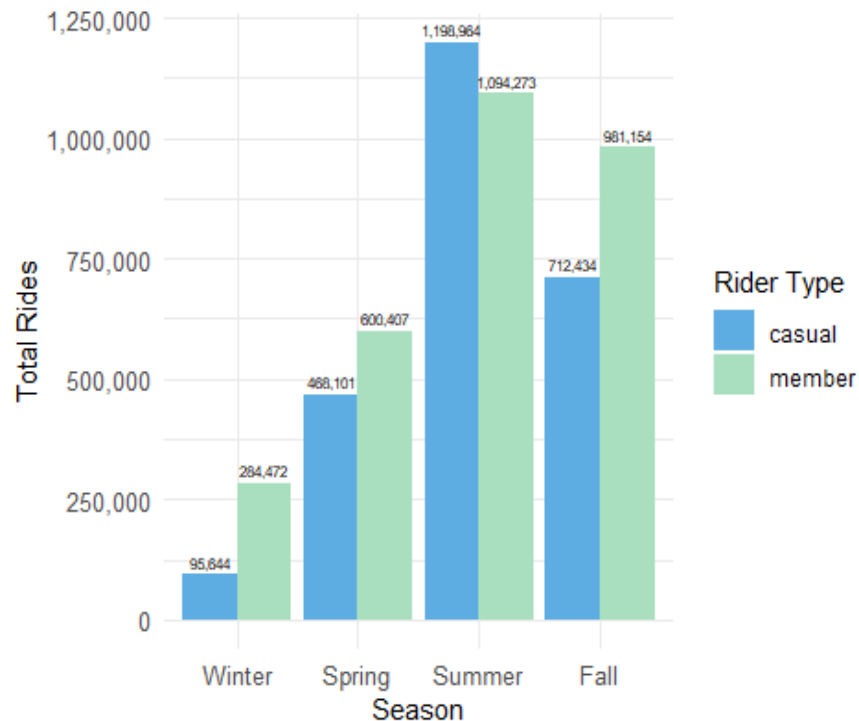


Seasonal Ride Patterns

- Understanding seasonal variations helps us see how ride activity changes across the year.
-  Casual riders peak in summer (June–August), but annual members have steady usage year-round.
-  Lowest ridership occurs in winter (January–February).

Business Opportunity:

- Target summer promotions to convert casual riders into members.
- Develop winter engagement strategies to maintain ridership.

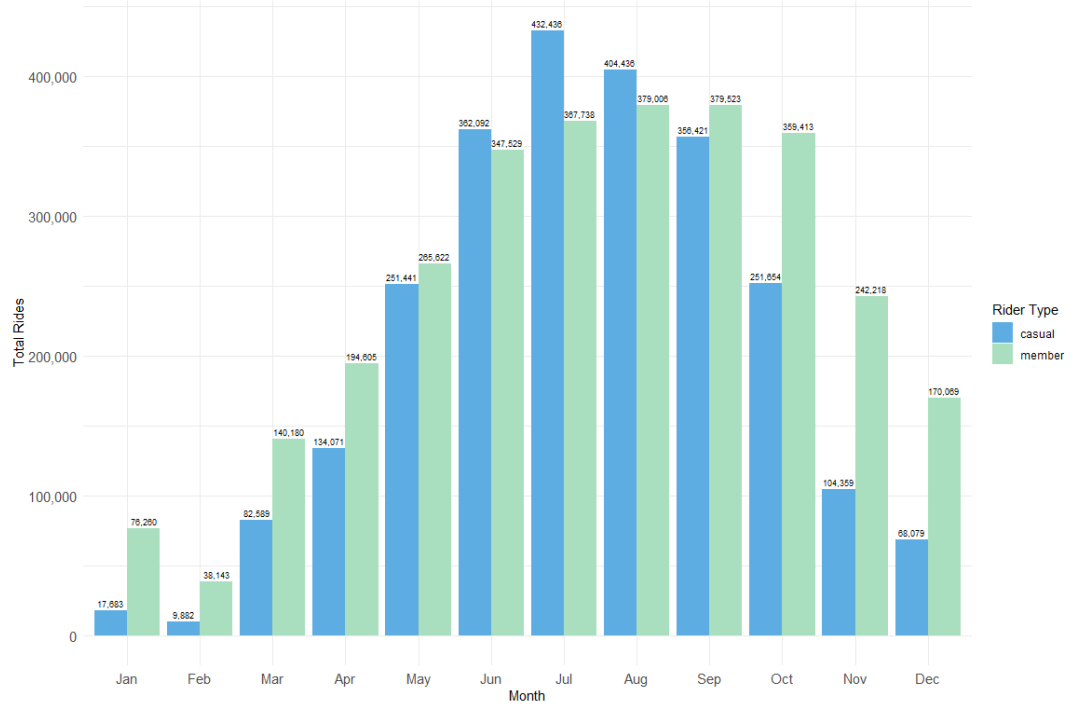


Monthly Ride Patterns: Key Insights



- 📊 Summer months (June–August) drive the highest ridership, with a sharp drop in winter (January–February).
- 📈 Casual riders show extreme seasonality, while annual members ride consistently year-round.

Business Opportunity:

- **Peak Season Strategy:** Use targeted summer promotions to increase membership sign-ups.
- **Off-Peak Strategy:** Offer winter ride discounts or bundle deals to keep engagement steady.
- **Transition Strategy:** Spring (March–May) is the best time to start marketing membership plans before summer demand spikes.

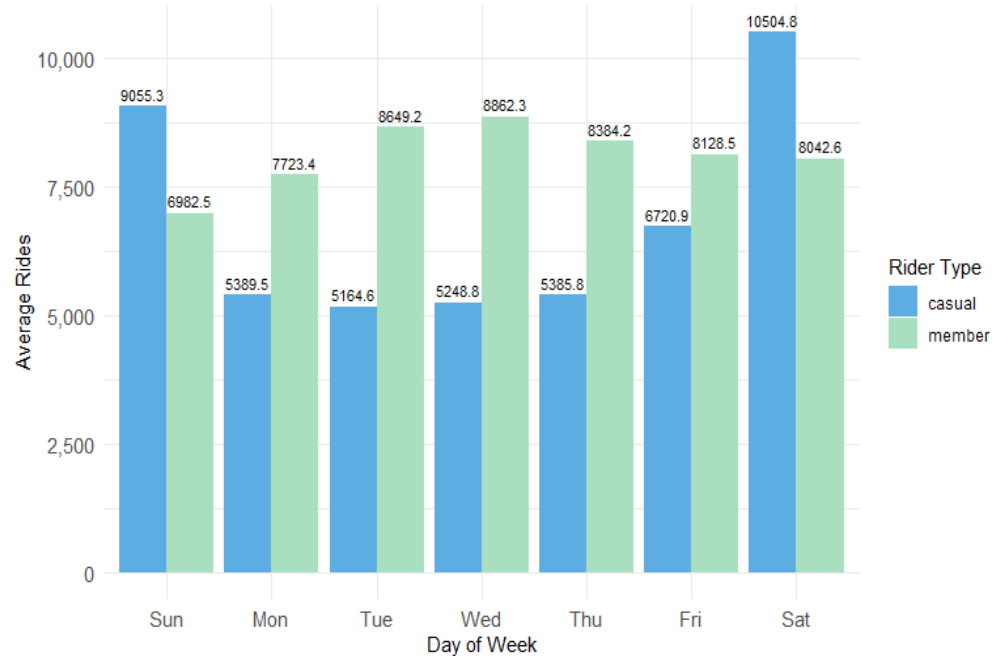


Weekly Ride Patterns: Key Insights

-  Casual riders peak on weekends (Saturday–Sunday), while annual members dominate weekday rides (Monday–Friday).
-  Weekend rides are longer, while weekday rides are shorter and more frequent.

Business Opportunity:

- Weekend Strategy:** Offer longer ride packages or discounted weekend passes to attract casual riders.
- Weekday Strategy:** Introduce morning/evening commute incentives (e.g., priority docking, ride credits for frequent users).
- Targeted Ads:** Promote weekday membership benefits to commuters and adventure-based offers on weekends.

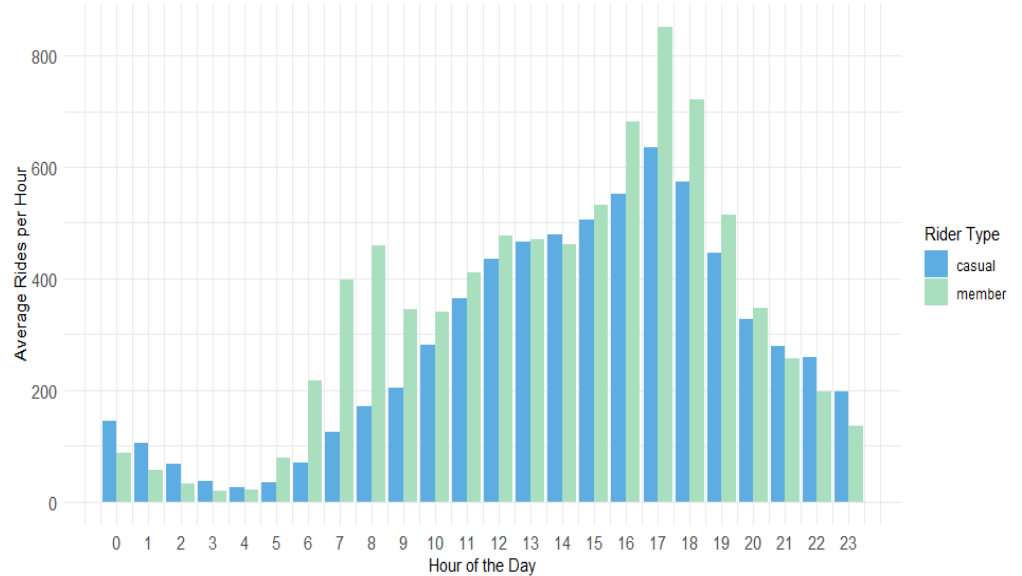


Hourly Ride Patterns: Key Insights

- Two major ride peaks: Morning rush hour (7-9 AM) and evening commute (4-6 PM).
- Casual riders are more active in the afternoon and evenings (12-8 PM), while annual members ride mostly during commute hours.



Business Opportunity:

- Commute Strategy:** Offer morning ride discounts or priority docking for annual members to enhance retention.
- Leisure Strategy:** Since casual-riders ride in the evening, introduce special evening ride promotions to boost engagement.
- Operational Planning:** Ensure more bike availability at peak hours (e.g., repositioning bikes at major commute hubs).



Average Ride Duration by Day of the Week:

Key Insights

-  Casual riders take significantly longer trips, especially on weekends (Saturdays & Sundays).
-  Annual members have shorter, more consistent ride durations throughout the week.

Business Opportunity:

Weekend Pricing Strategy:

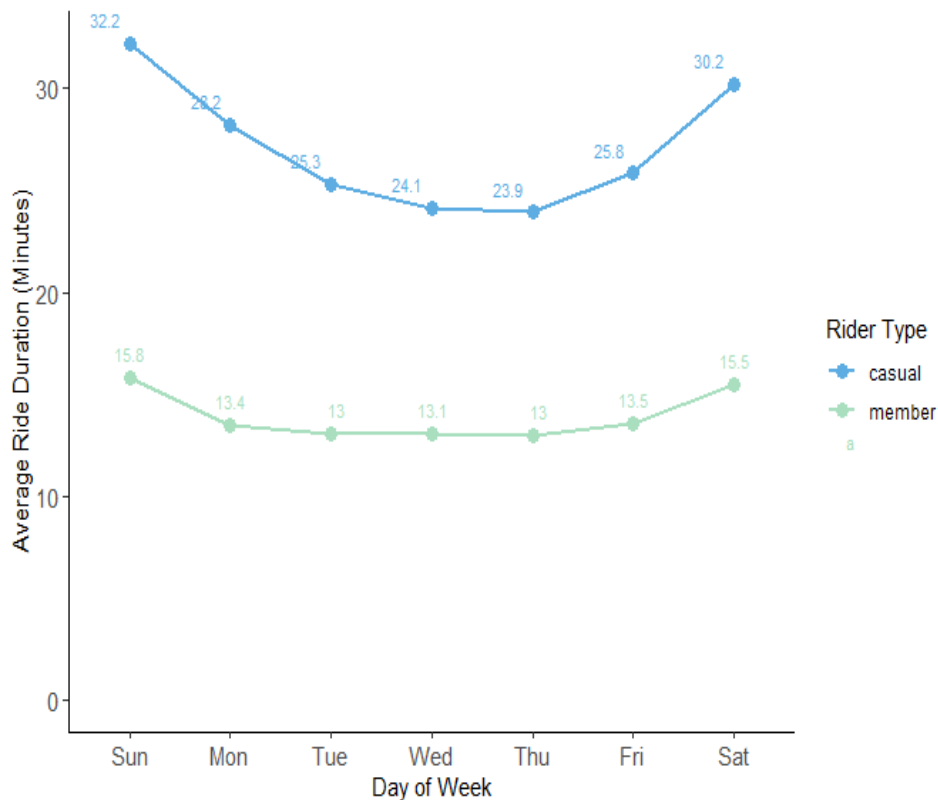
- Introduce premium pricing or ride duration-based pricing to maximize revenue from longer casual rides.

Commuter Benefits:

- Offer ride credits or discounts for frequent short rides to encourage more weekday engagement from members.

Operational Planning:

- Ensure bike availability is higher on weekends when casual riders take longer trips.

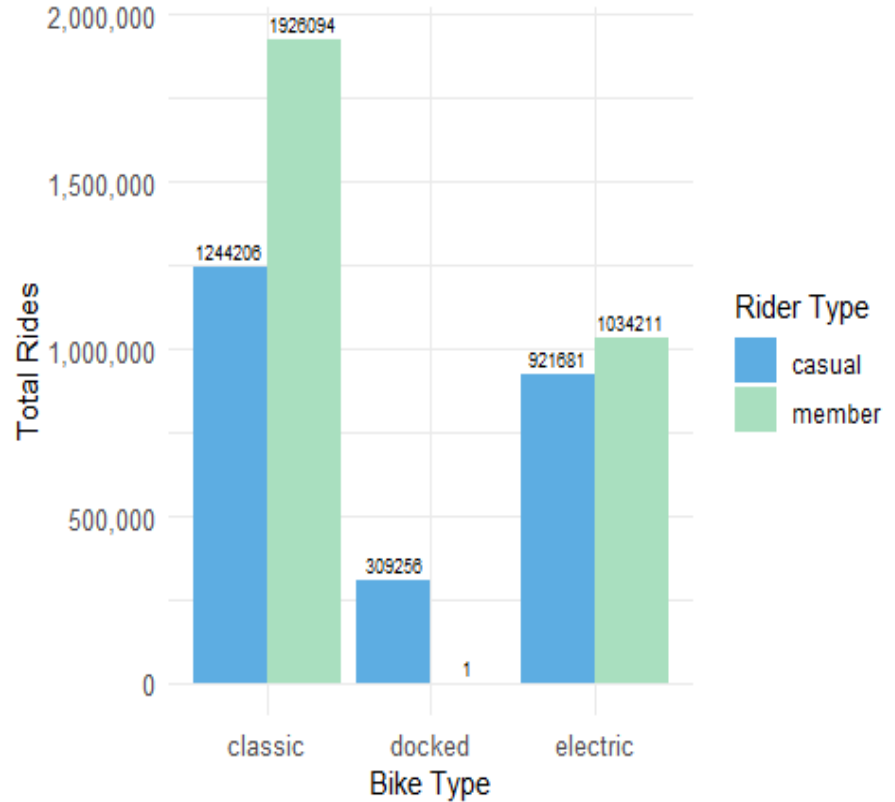


Total Rides by Bike Type: Key Insights

- Classic bikes are the most used overall, making 58% of all rides across both casual and annual members.
- Electric bikes rank second (35%), showing strong adoption, especially among casual riders (37%).
- Docked bikes are the least used (6%), with annual members almost never using them.

Business Opportunity:

- Optimize Classic Bike Fleet – Classic bikes remain dominant, so prioritize maintenance and availability.
- Electric Bike Growth Strategy – Since casual riders favor them, introduce electric bike membership plans or pricing bundles.
- Reduce Docked Bike Inventory? – With very low usage, especially among annual members, consider relocating or optimizing docked bike stations.



Conclusion: Key Insights & Strategic Direction

- Casual riders generate a significant portion of rides (~45%), but their financial contribution remains unclear without revenue data.
- Annual members provide steady year-round revenue and company loyalty, reducing marketing acquisition costs.
- To optimize our strategy, financial data is needed to determine whether casual riders or members contribute more revenue.

Looking Ahead:

- Request access to financial and demographic data to refine strategies.
- If casuals bring higher revenue, optimize per-ride pricing strategies.
- If members bring more revenue, create stronger conversion incentives.
- **Sustainability factor:**
- Promoting membership helps create a culture of cycling, reducing pollution and improving public health.

Top Recommendations – Two Strategic Approaches

OPTION A: Request Access to Financial & Demographic Data

- Before implementing major marketing strategies, we need to analyze revenue contribution by rider type.

Key Missing Data for Better Decision-Making:

1. Revenue per ride for casual vs. annual members (Who contributes more?)
2. Customer demographics (Who are the casual riders? Can they afford membership?)
3. Conversion patterns (Do casual riders naturally become members over time?)
4. Operating costs per bike type (Are electric/classic/docked bikes equally profitable?)

Why Choose A?

- Ensures data-driven decision-making before spending money on marketing.
- Helps design better pricing models that balance revenue and user experience.

OPTION B: Implement Marketing Strategies Based on Current Findings

- If financial data isn't available, we move forward with targeted marketing strategies.

Key Actions to Convert Casual Riders:

1. Summer Membership Promotions – Offer limited-time discounts when casual ridership is at its peak.
2. Weekend & Electric Bike Packages – Since casual riders prefer these, introduce weekend passes or electric bike perks.
3. Commuter Loyalty Programs – Incentivize annual members with morning ride credits or priority docking.
4. Referral Incentives – Encourage existing members to bring casual riders through discounts on future rides.

Why Choose B?

- Quickly boosts ridership & engagement without waiting for additional data.
- Uses existing insights to create effective promotions.

Data Ethics & Source Transparency

Data Source:

- Provided by **Motivate International Inc.** under public [license](#).
- Data used for non-commercial, educational analysis only.

Privacy & Ethics Compliance:

- No personally identifiable information (PII) is included.
- Analysis follows ethical data usage practices.
- Recommendations are based on anonymized aggregate trends.

Thank You

Let's explore insights together!