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

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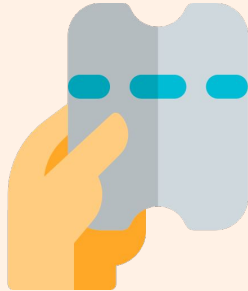
# Scenario

This was a fiction company Cyclistic, a bike-share company in Chicago.

Two types of users:

## Casual riders

single-ride passes or  
full-day passes



## Annual members

annual memberships



According to finance analysts  
they are **more profitable**



# Scenario

The marketing team had an insight:

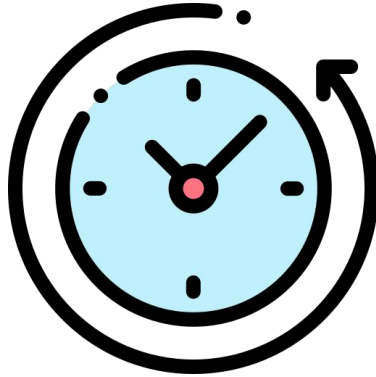
*“Cyclistic’s future success depends on maximizing the number of annual memberships. There is a very good chance to **convert casual riders into members** because they are already aware of the Cyclistic program ”*

Before designing marketing strategies aimed at converting casual riders into annual members, they needed to know...

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



**How often?**  
(riding times)

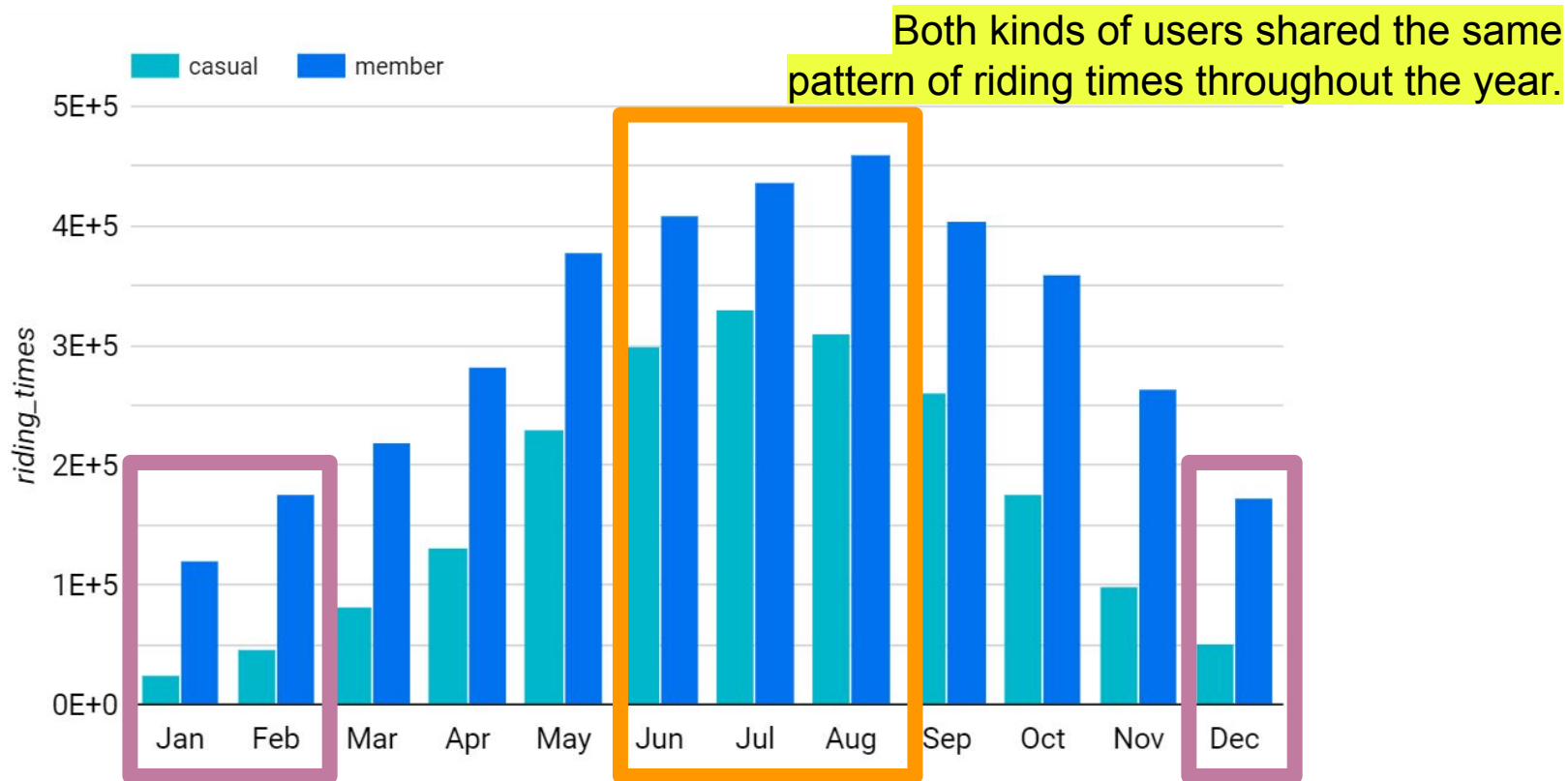


**For how long?**  
(riding duration)

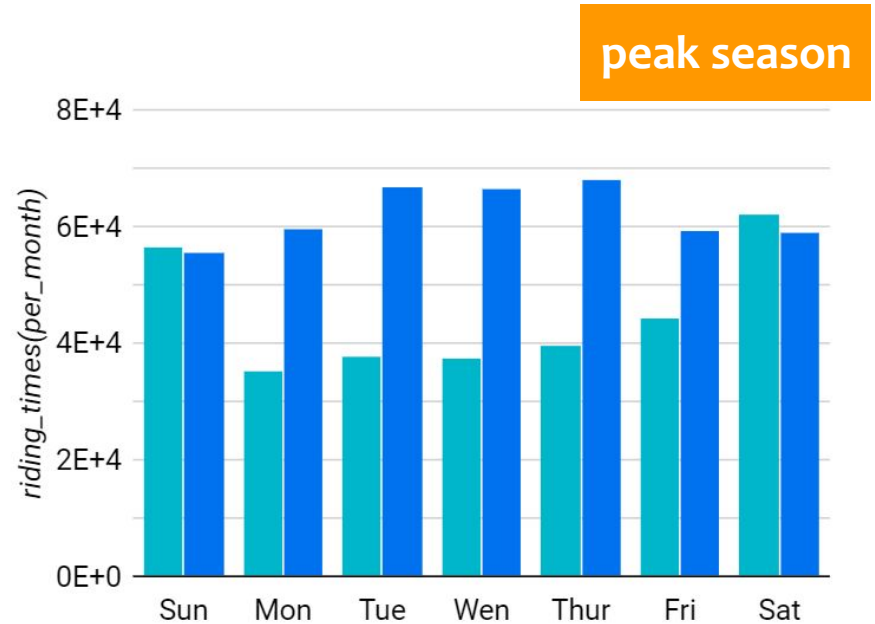
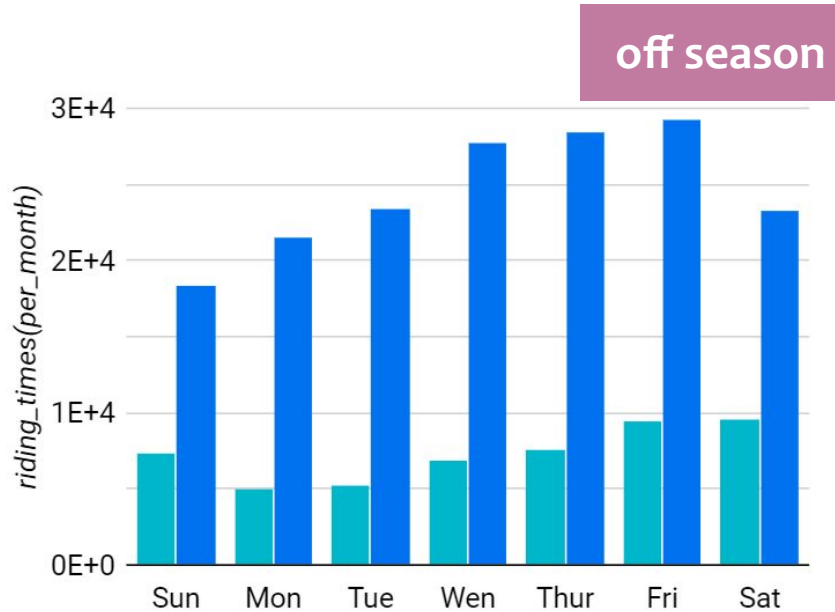


**Where to go?**  
(destinations)

# Riding times throughout the year



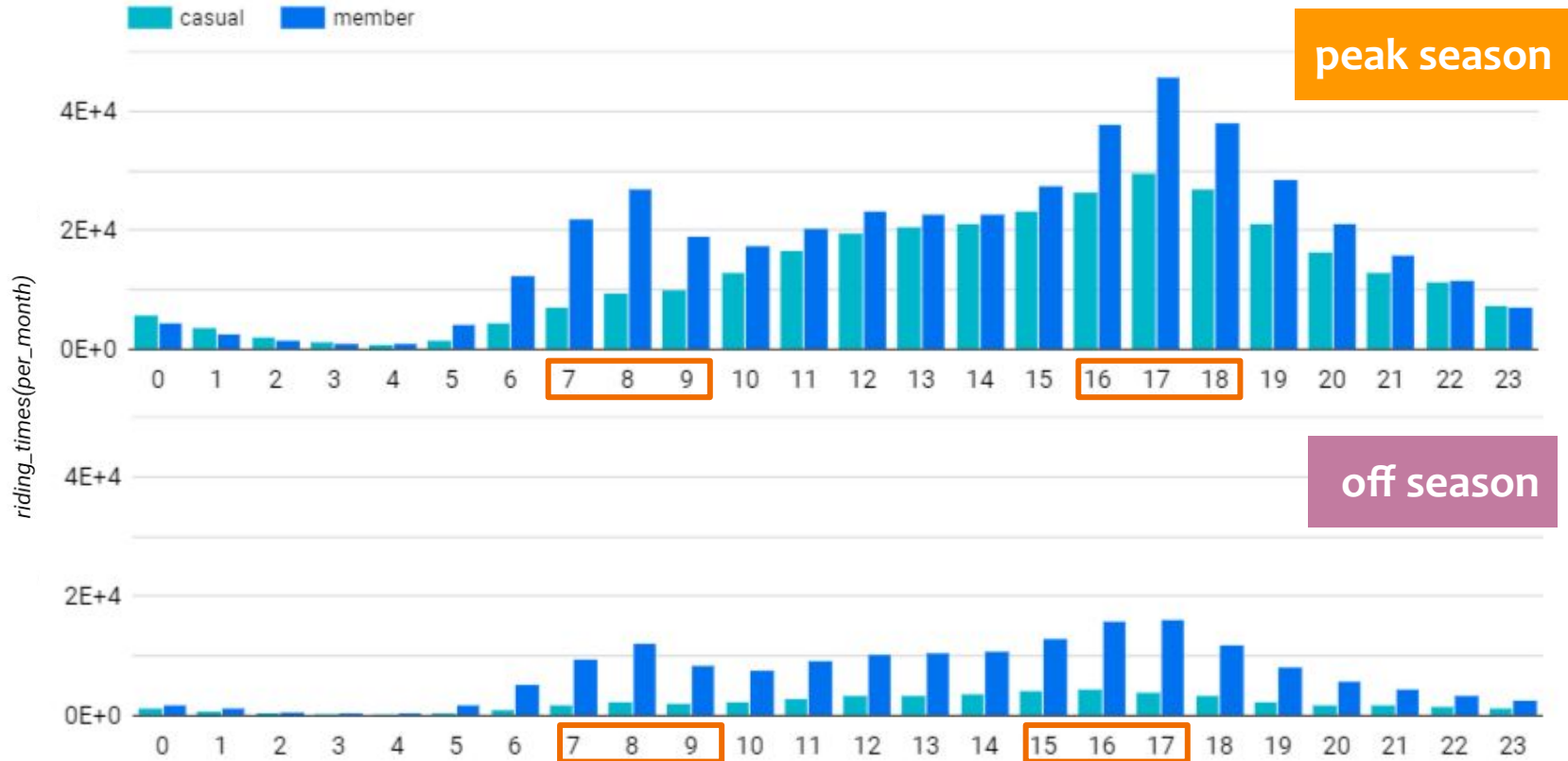
# How often did they ride throughout a week?



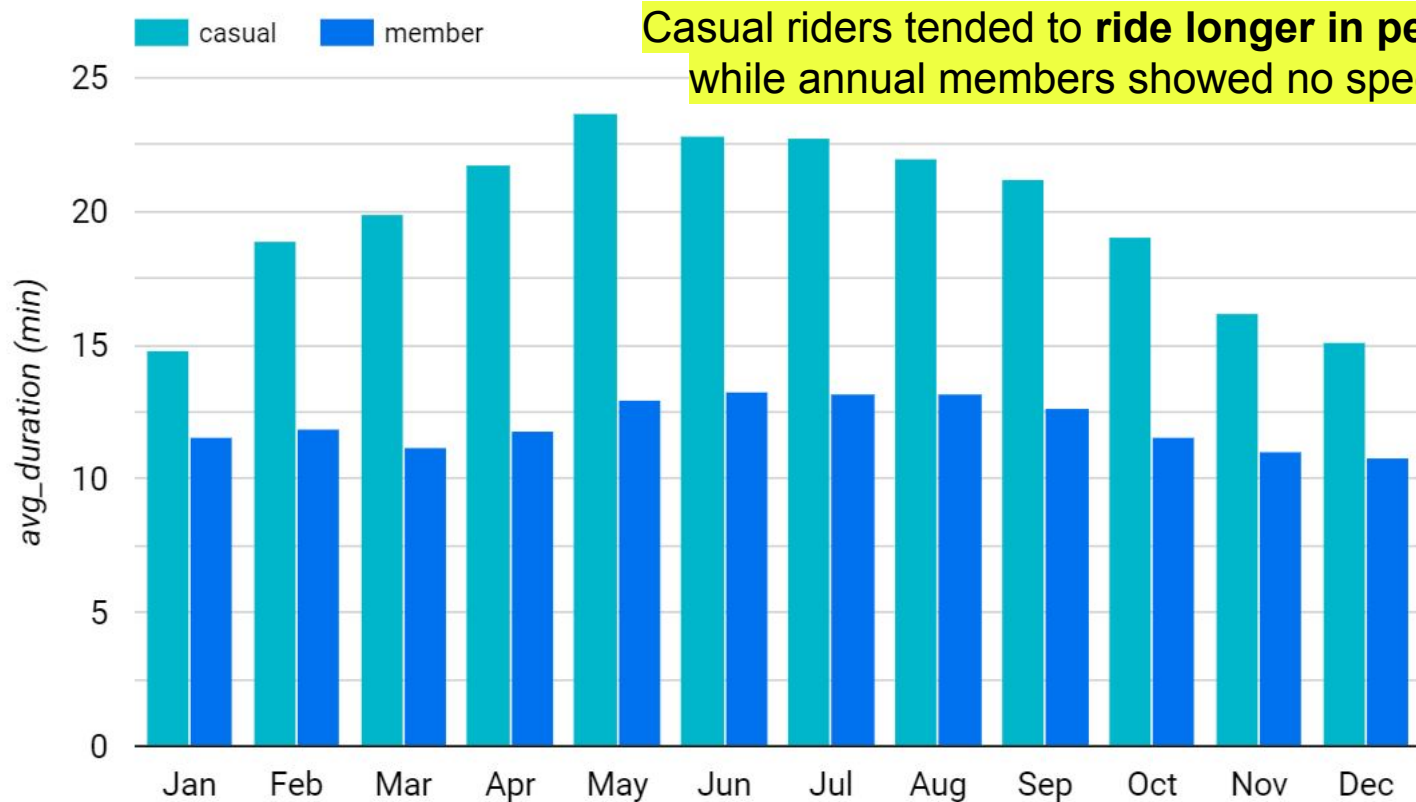
Casual riders used more often **on weekends in busy season**, while annual members preferred **weekdays use in both seasons**.

Annual members might ride Cyclistic for **commutation!**

## Drill down to one day



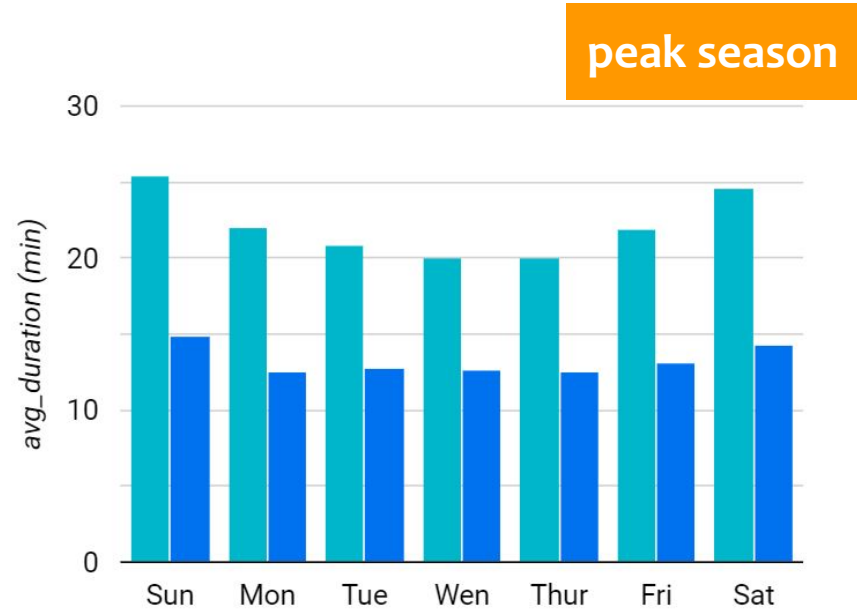
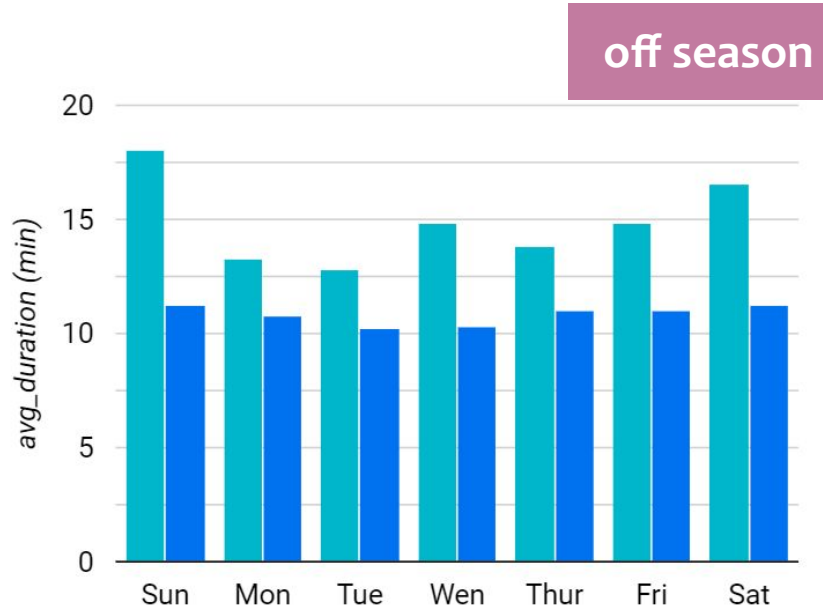
# Would they ride longer in peak season?



Casual riders tended to **ride longer in peak season**, while annual members showed no specific pattern.



# How long did they ride throughout a week?

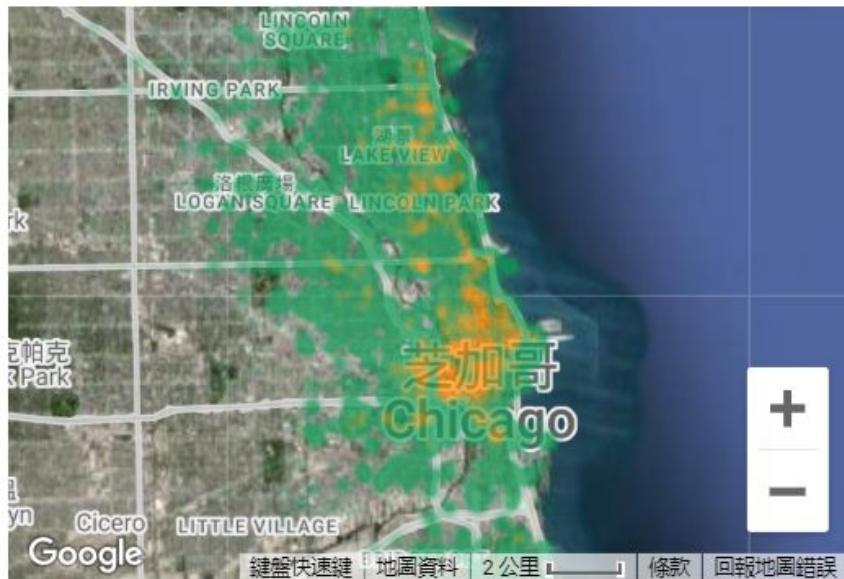


The patterns of riding duration **were similar** in off and busy season. Casual riders tended to ride **longer on weekend**, while riding durations of annual members **were even throughout the week**

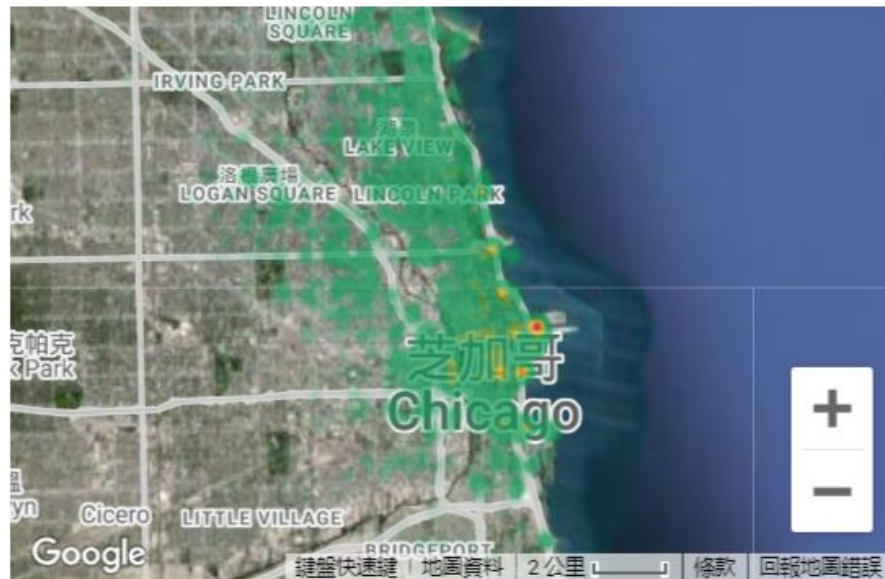
# Where were their destinations?

(visit times)

Annual members



Casual riders



Casual riders' destinations were **concentrated in specific areas**, while annual members' destinations were **scattered throughout Chicago**.

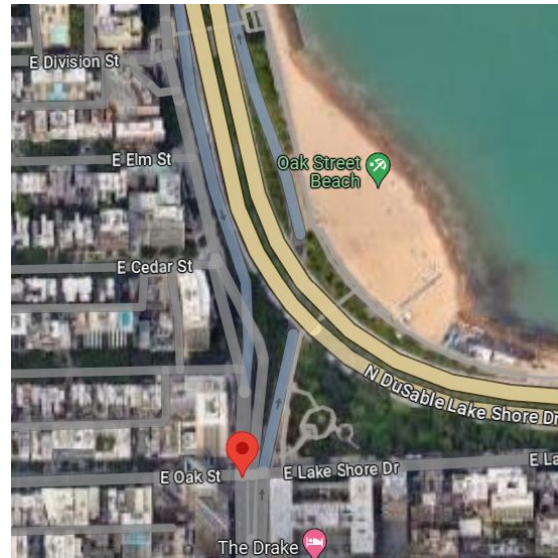
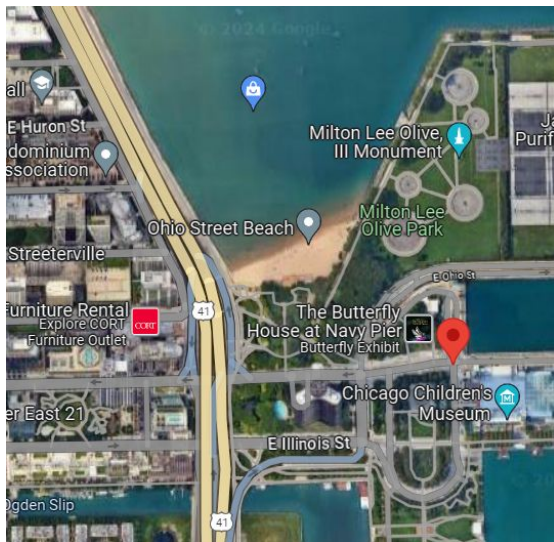
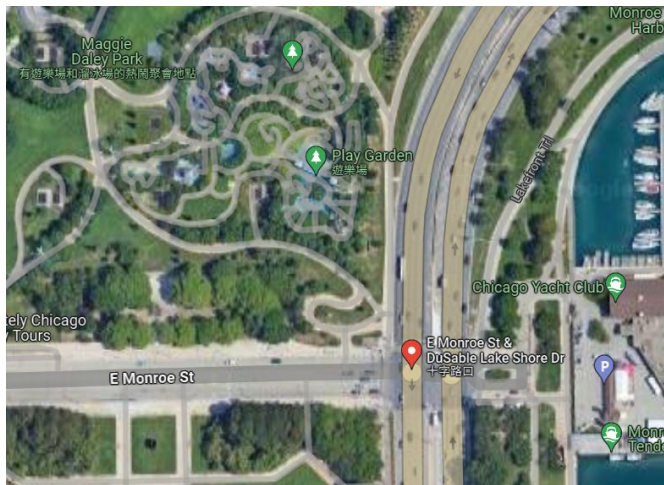
# Where were their destinations?

end_station_name	end_station_id	member	casual	(visit times)
Streeter Dr & Grand Ave	13022	14,080	50,635	64,715
DuSable Lake Shore Dr & M...	13300	11,282	29,726	41,008
DuSable Lake Shore Dr & N...	LF-005	15,688	23,870	39,558
Michigan Ave & Oak St	13042	14,133	24,303	38,436
Kingsbury St & Kinzie St	KA1503000043	26,846	8,080	34,926
Clark St & Elm St	TA1307000039	24,765	10,012	34,777
Clinton St & Washington Bl...	WL-012	28,686	6,077	34,763
Wells St & Concord La...	TA1208000050	21,148	11,074	32,222

The most visited destinations of annual members and casual riders are different.

**So, Where were they?**

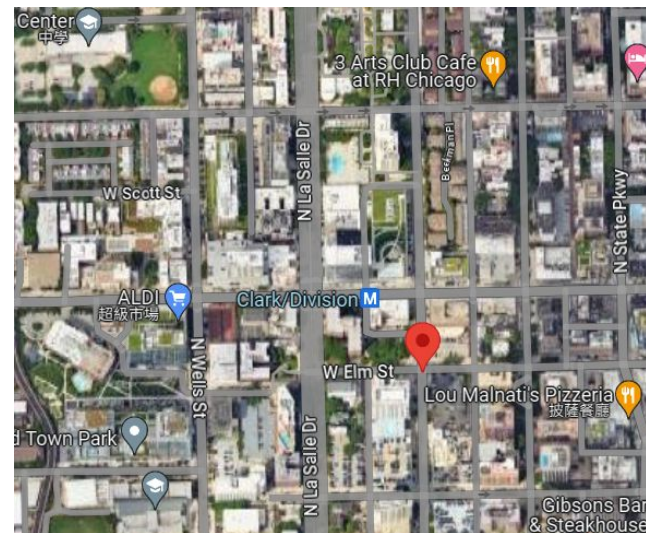
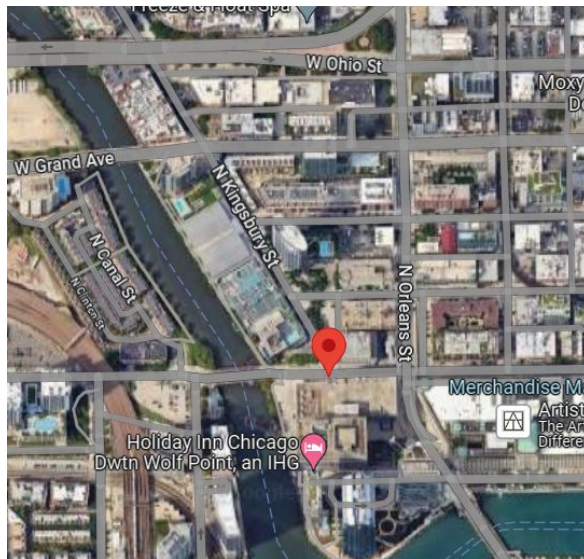
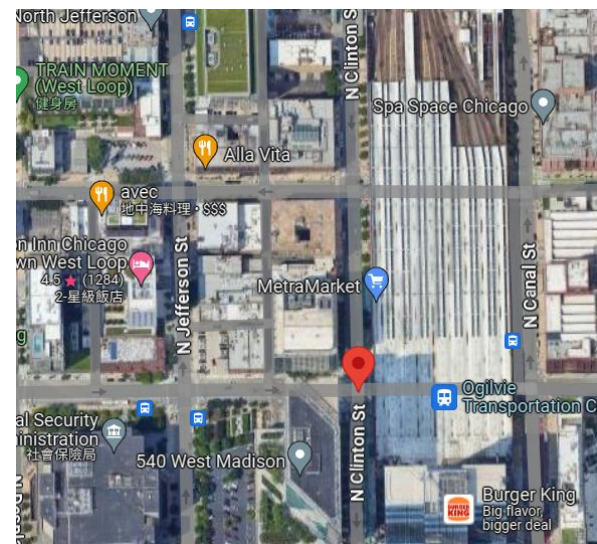
# Top 3 popular destinations of casual riders



Casual riders tended to visit the **suburbans or beach**, while



# Top 3 popular destinations of annual members



Casual riders tended to visit the **suburbans or beach**, while annual members tended to go to **downtown area**.

# Conclusion

1. **Riding times were considerable** in both types of users, **annual members** especially. This showed high popularity of Cyclistic.
2. **Annual members contributed more revenue** than casual rider, according to the finance analysts.
3. **Annual members could create more stable revenue.**

⇒ **Turn casual riders to annual members to gain more stable revenue!!**

**But how?**

# Conclusion

4. **Casual riders** tended to bike **on holidays or vacations**, and they preferred to go **tourist area**.
5. **Annual members** tended to bike **for regular use (commutation probably)**.

⇒ Launch campaigns on holidays, encouraging the users commuting by bike.

# Further things we can do...

1. **Comfirm the usage habit** of casual rider and annual member, for example by conducting a survey.
2. The survey should also include whether annual members have been casual riders and **why they chose to covert to annual**.
3. Develop marketing strategies after exploring **the type of digital media that Cyclistic users used**, including when to use and how often to use. (by a survey or data tracked by our app)
4. To set the “goal of successful marketing”, it is important to figure out the **difference in fees between casual and annual membership** and how it influence the revenue.