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

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Scenario A case study form Coursera

This was a fiction company Cyclistic, a bike-share company in Chicago. It had two types of users,

1. **Casual riders:** single-ride passes and full-day passes
2. **Annual members:** annual memberships, according to finance analysts they are **more profitable**

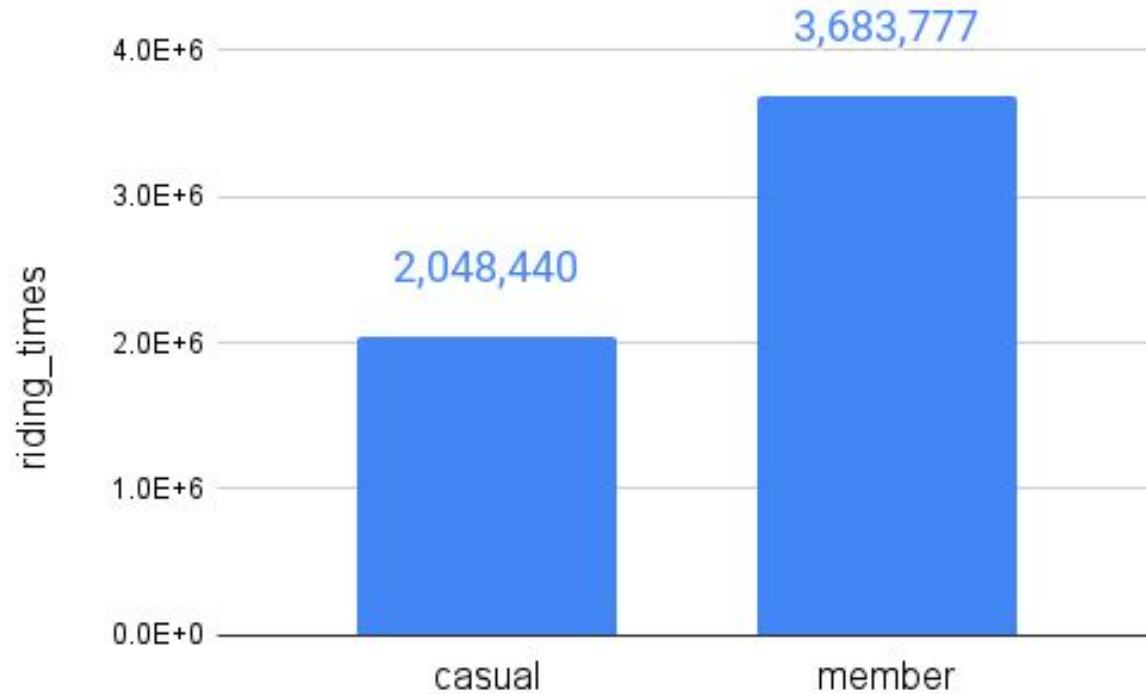
The marketing team had an insight:

“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...

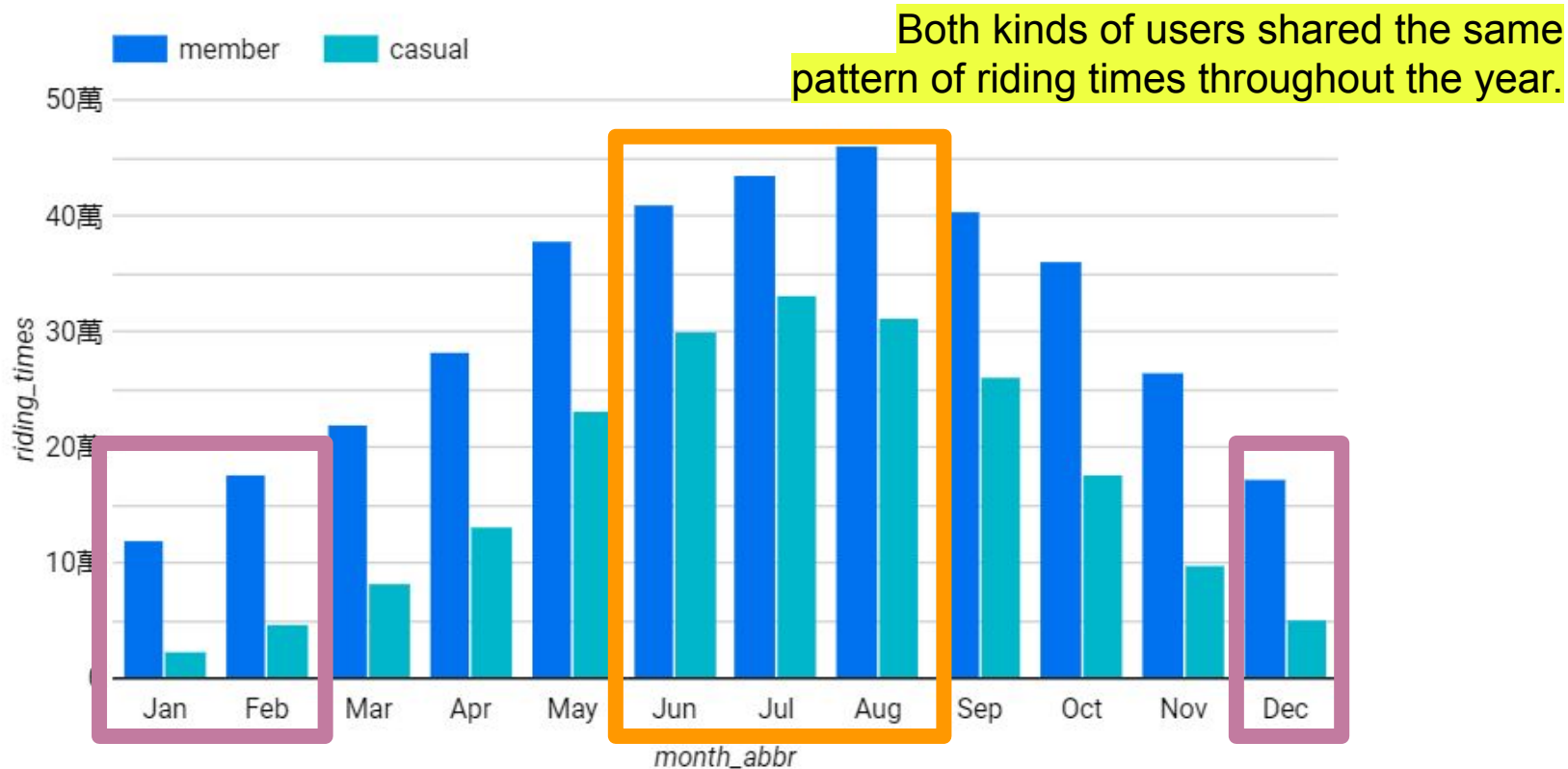
“How do casual riders and annual members use Cyclistic bikes differently ?”

How often did they ride ?

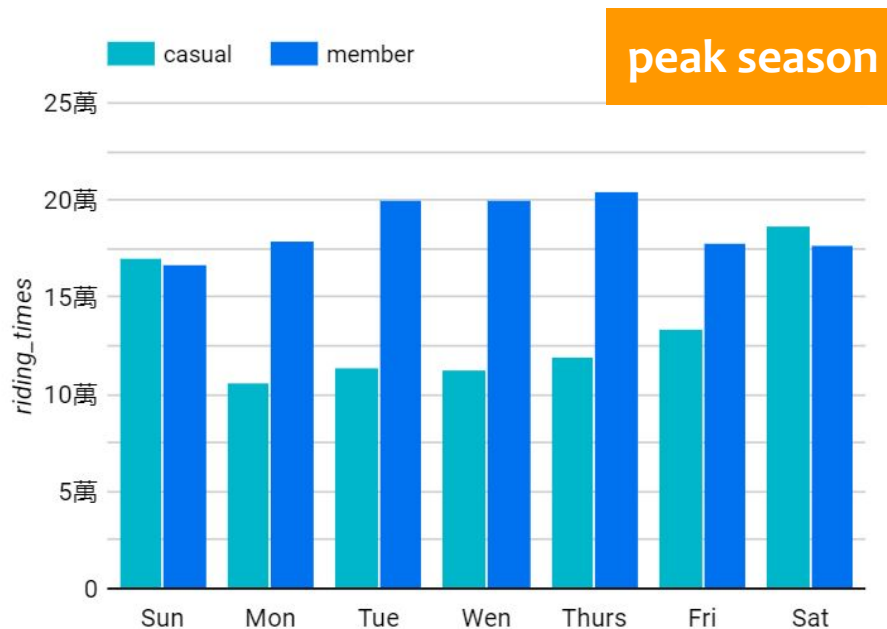
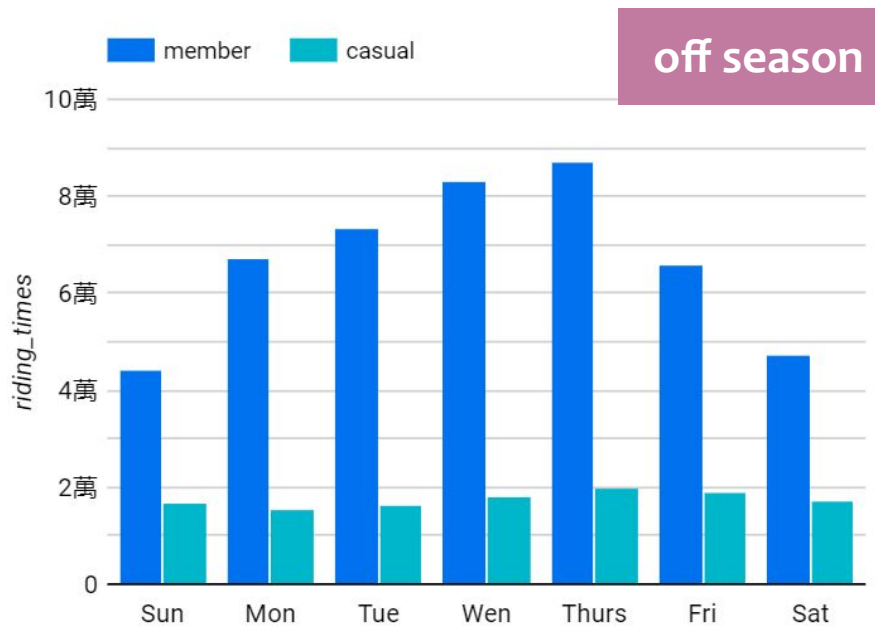


Annual members rode 1.8 times more than casual riders !

What season did they prefer to ride?



How often did they ride throughout a week?



Casual riders used more often on weekends in busy season, while aunal members prefered weekdays use in both seansons.

Where were their destinations?

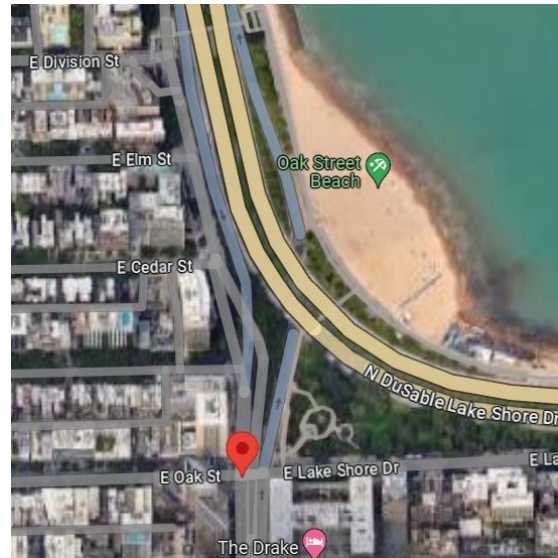
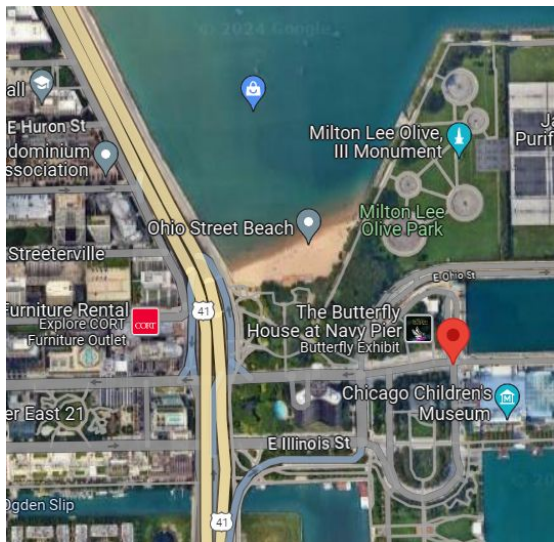
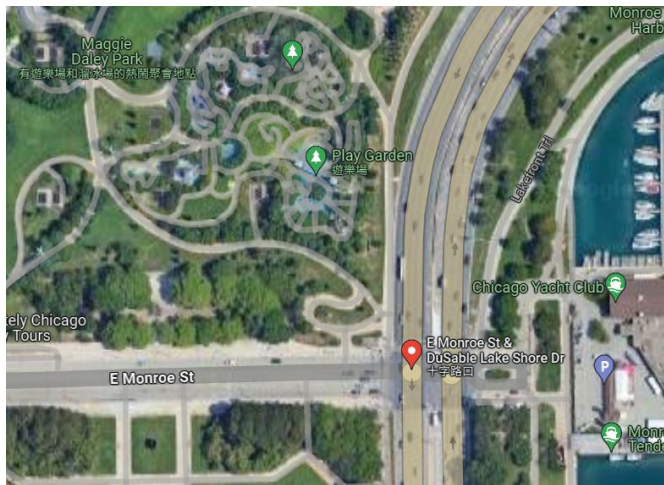
The most visited destinations of annual members and casual riders are different,

So, Where were they?

end_station_id	member	casual
13022	14,079	50,630
13300	11,282	29,723
LF-005	15,688	23,870
13042	14,133	24,303
KA1503000043	26,846	8,079
TA1307000039	24,762	10,012
WL-012	28,686	6,077
TA1308000050	21,148	11,073
13008	8,997	22,194
TA1308000001	12,797	17,620
KA1504000135	20,285	10,037
TA1305000032	24,094	6,022
13137	18,641	8,906

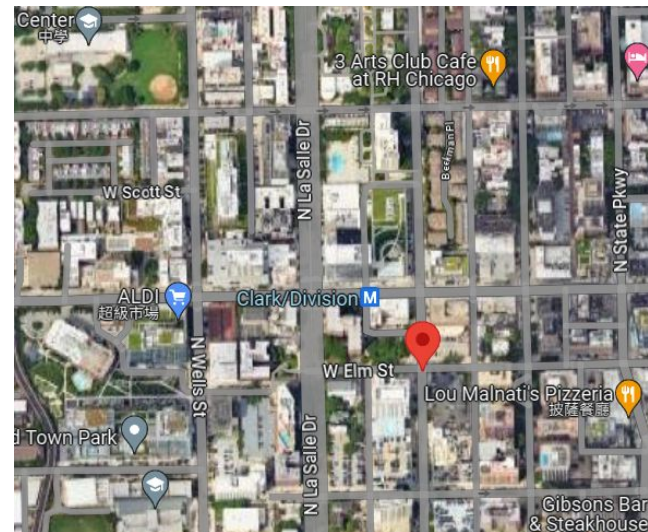
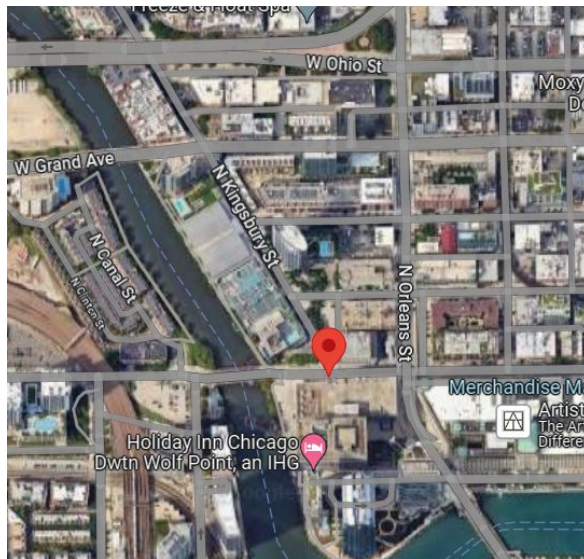
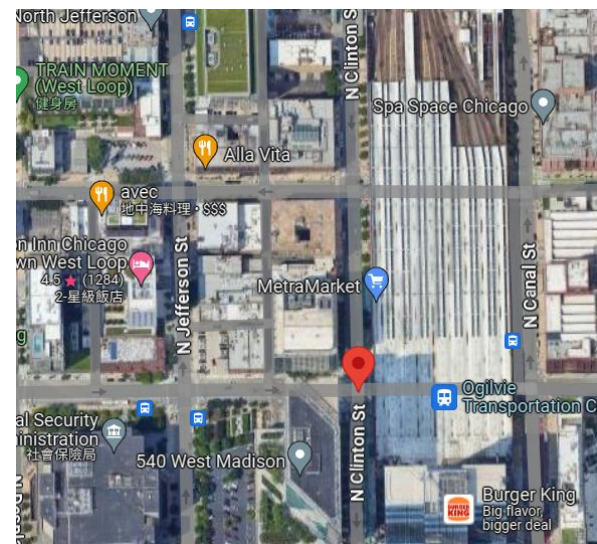
(visit times)

Top 3 popular destinations of casual riders



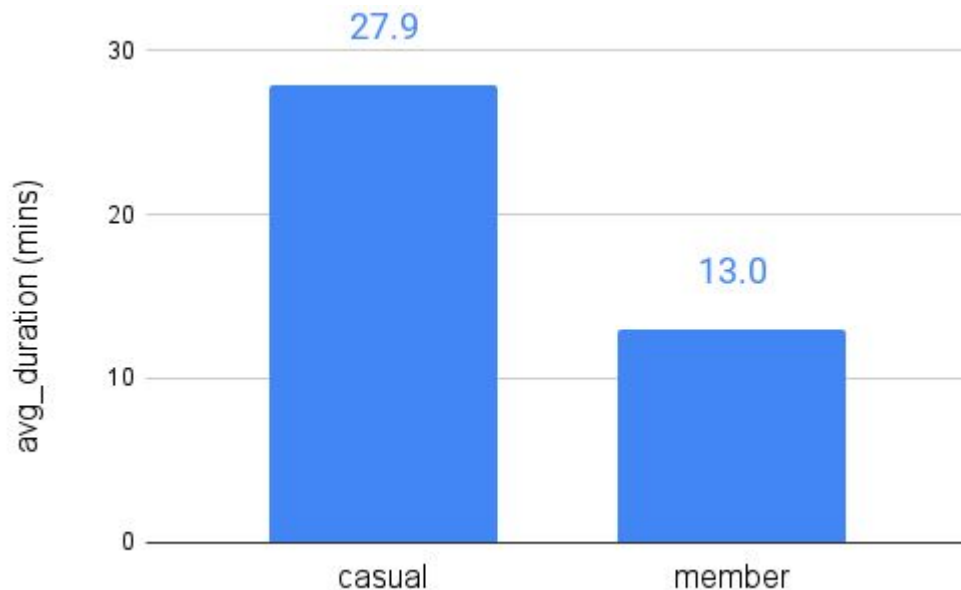
Casual riders tended to visit the **suburbans or beach**, while

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**.

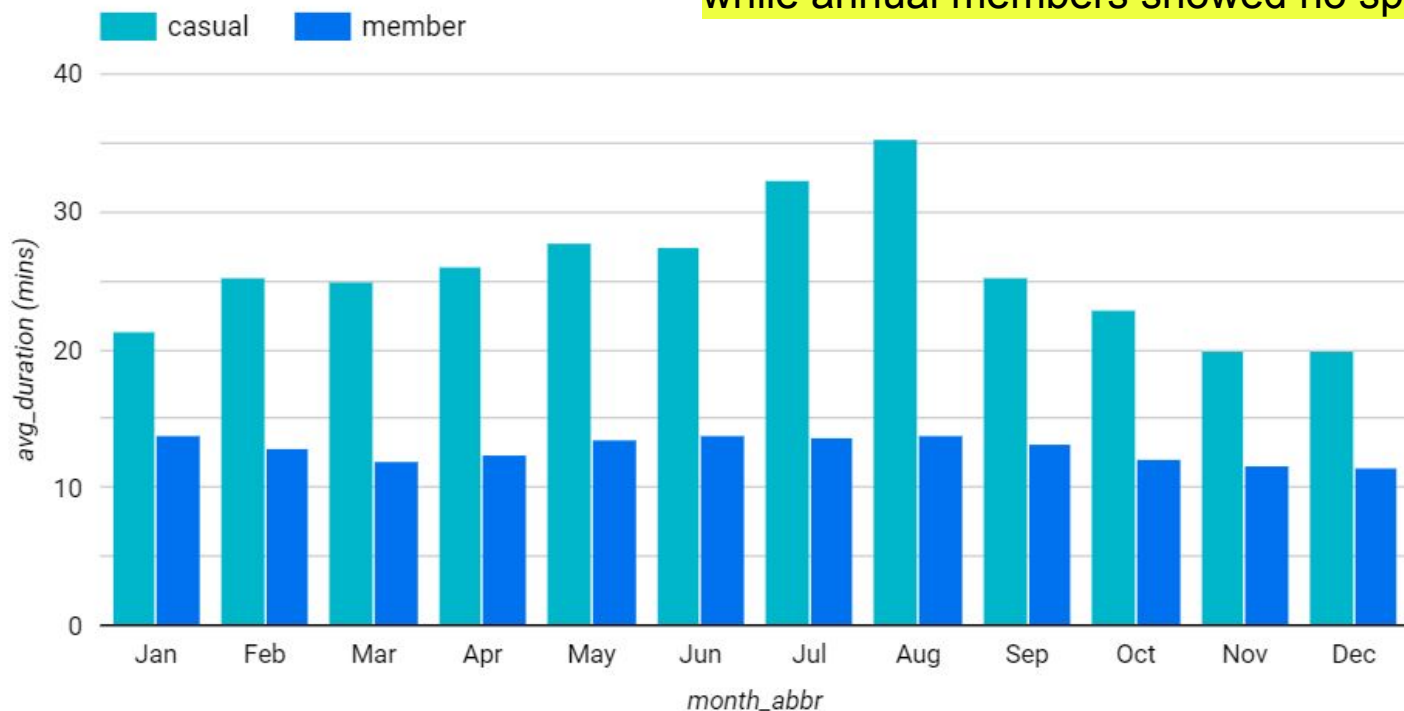
How long would they ride?



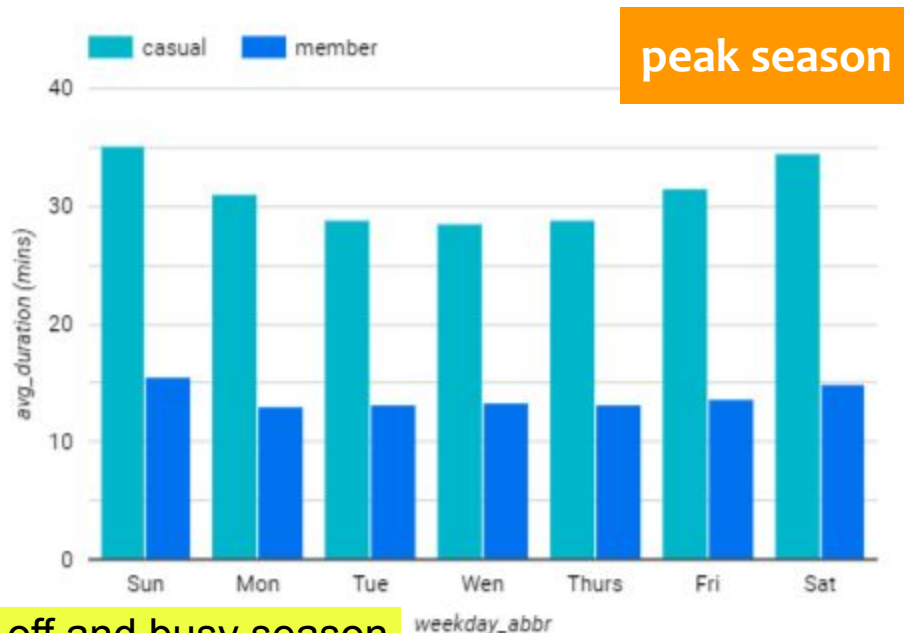
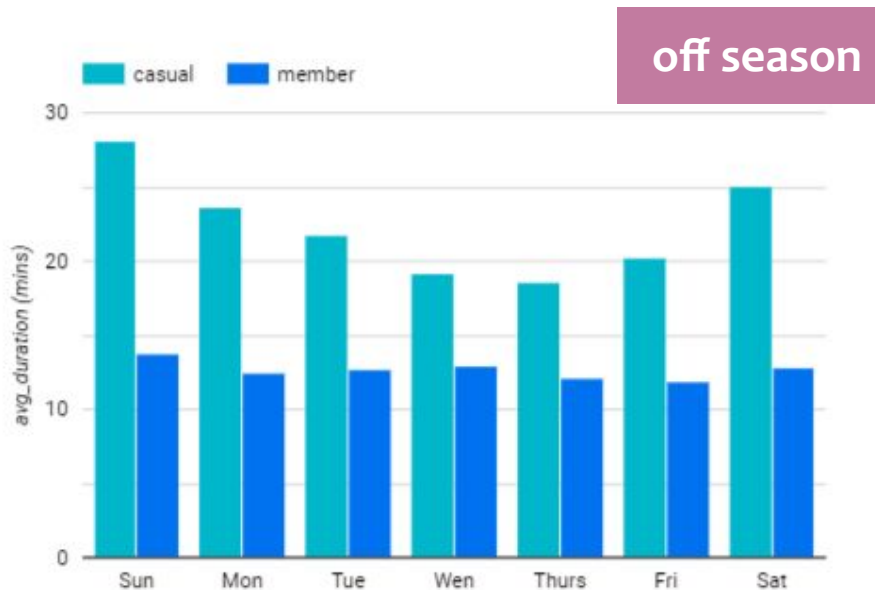
Casual users rode 2.15 times longer than annual members!

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?



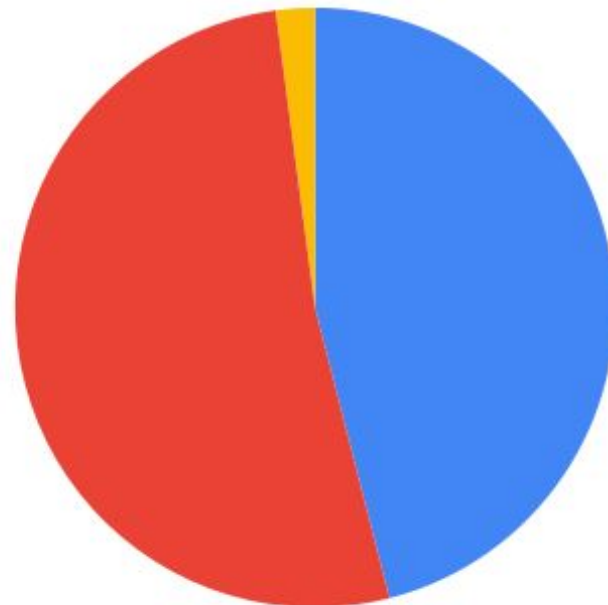
The patterns of riding duration **were similar** in off and busy season.

Casual riders tended to ride **longer on weekend**, while riding durations of annual members **were even throughout the week**

What type of bike did they prefer?

Rideable type of ANUAL MEMBERS

Rideable type of CASUAL users



- classic_bike
- electric_bike
- docked_bike

No significant difference between annual members and casual riders.
Note that **no annual member used docked_bike** in the past year.

Conclusion

	Casual Rider	Annual Member
Number of times	Fewer overall	Higher overall
Duration	Longer overall, especially in summer	Shorter overall, evenly in every month
Prefer days of use (weekdays / weekends)	Used more often and longer on weekends, especially in summer	Used more often on weekdays
Destination	Mostly tourist area	Mostly downtown
Prefer rideable type	No preference	
Prefer riding season (peak season)	Summer (From June to August)	

Conclusion

	Casual Rider	Annual Member
1. Riding times were considerable in both types of users, annual members especially. This showed high popularity of Cyclistic.		
2. Casual riders tended to ride longer, while annual members contributed more revenue than casual rider, according to the finance analysts.		
3. Annual members could create more stable revenue in terms of weekly usage, compared to casual riders.		
⇒ Turn casual riders to annual members to gain more stable revenue!!		
(peak season)	Summer (From June to August)	

1. **Riding times were considerable** in both types of users, **annual members** especially. This showed high popularity of Cyclistic.
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⇒ **Turn casual riders to annual members to gain more stable revenue!!**

But how?

Conclusion

	Casual Rider	Annual Member
Number of times	Fewer overall	Higher overall

4. Casual riders tended to bike **on holidays or vacations**.
5. Annual members tended to bike **for regular use (commutation probably)**.

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

Destination	Mostly tourist area	Mostly downtown
Prefer rideable type	No preference	
Prerfer seasons (peak season)	Summer (From June to August)	

Further things we can do...

1. **Confirm 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.