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...
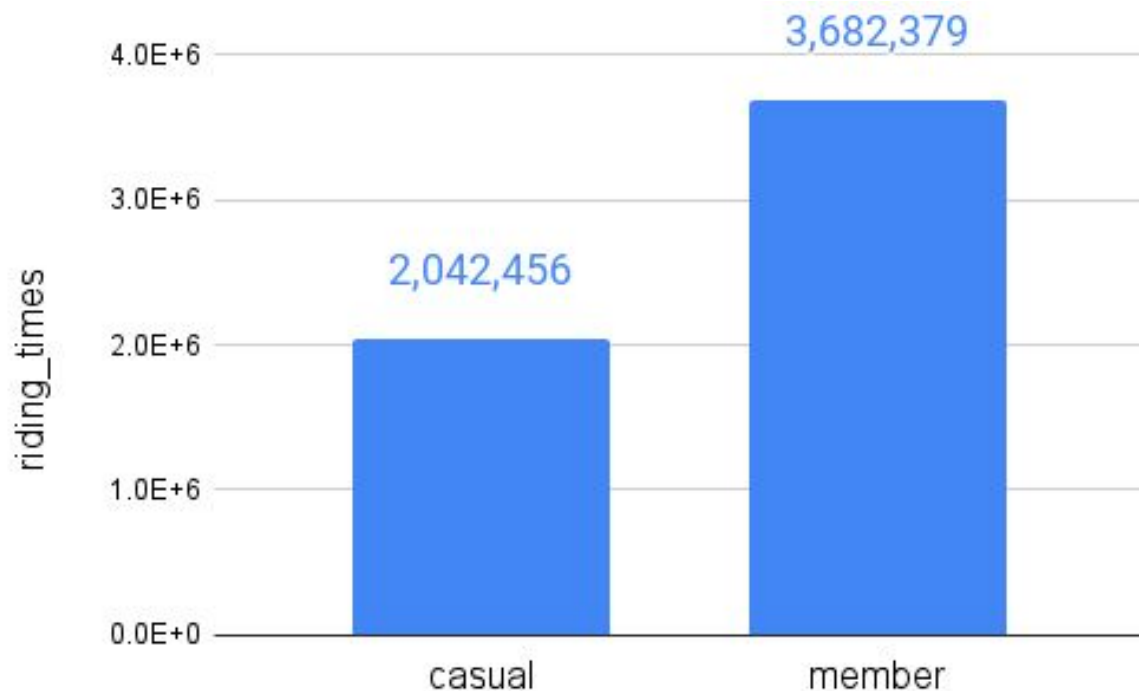
"How do casual riders and annual members use Cyclistic bikes differently ?"
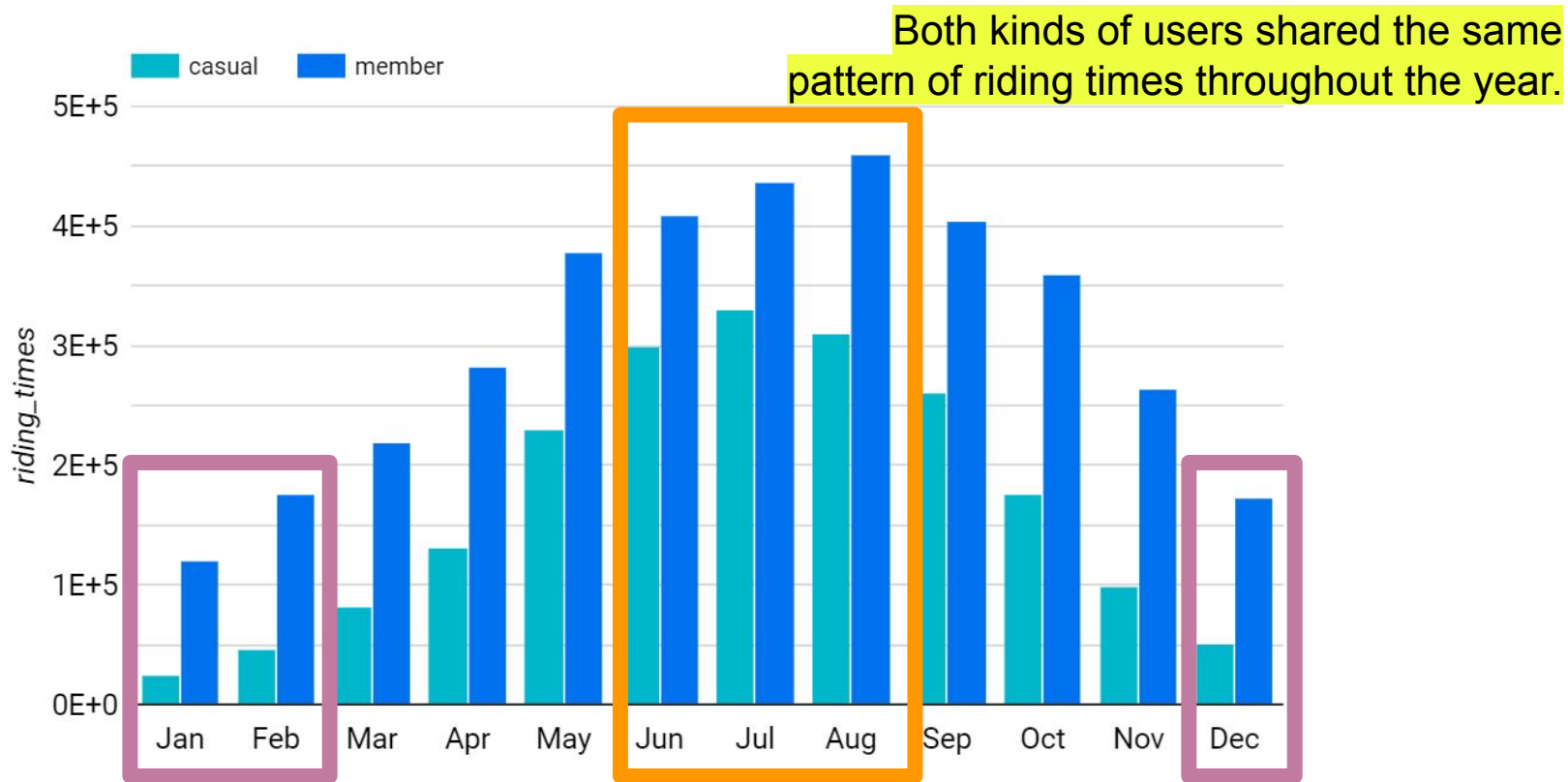
What type of bike did they prefer?
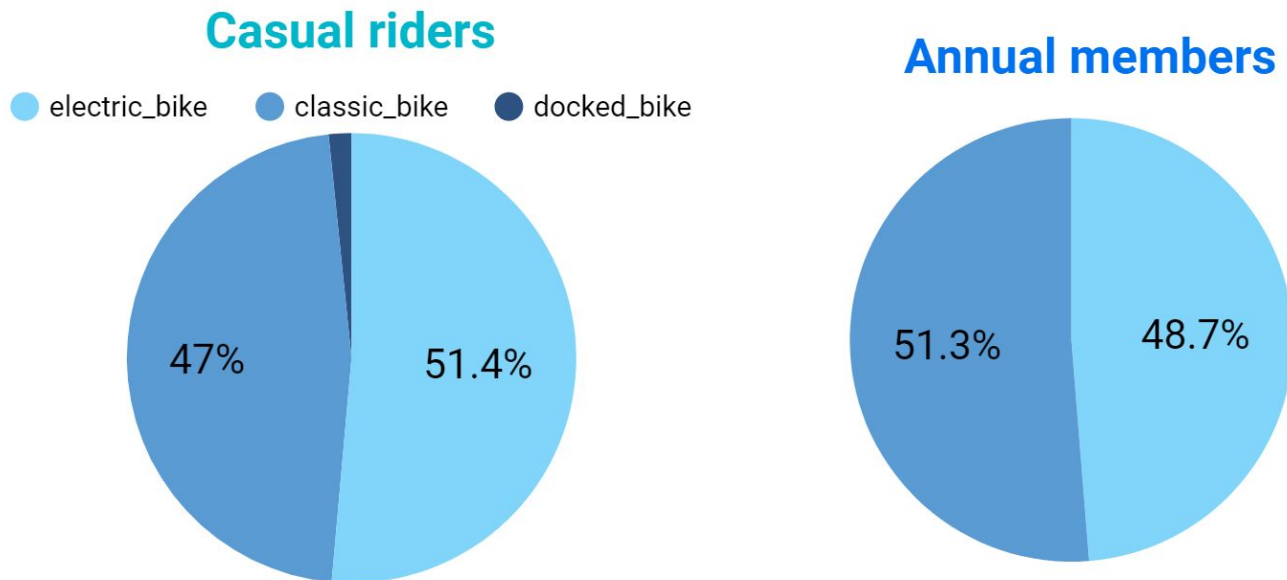
No significant difference between annual members and casual riders. Note that **no annual member used docked_bike** in the past year.
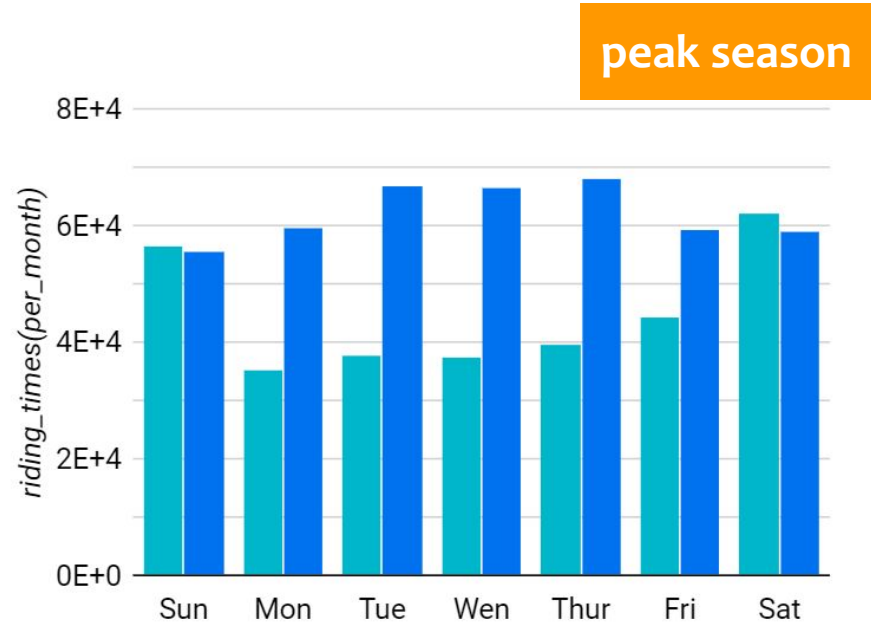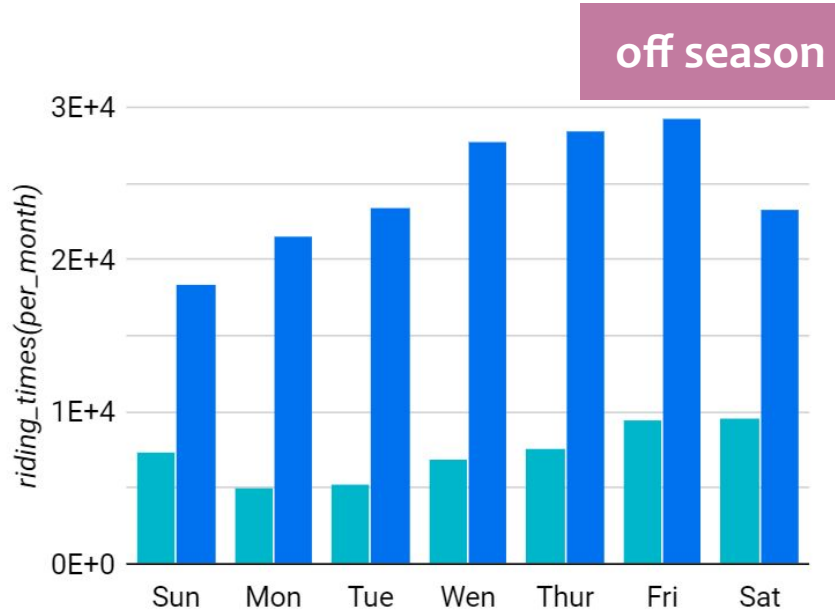
How often did they ride ?

Anual members rode 1.8 times more than casual riders !
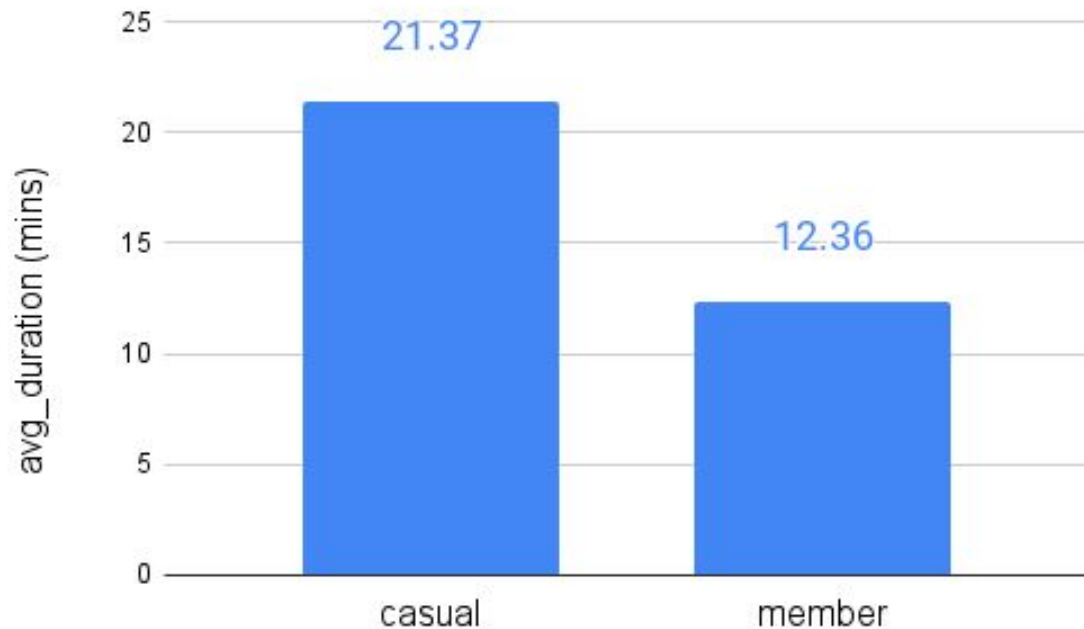
What season did they prefer to ride?

Both kinds of users shared the same pattern of riding times throughout the year.

How often did they ride throughout a week?

off season

peak season
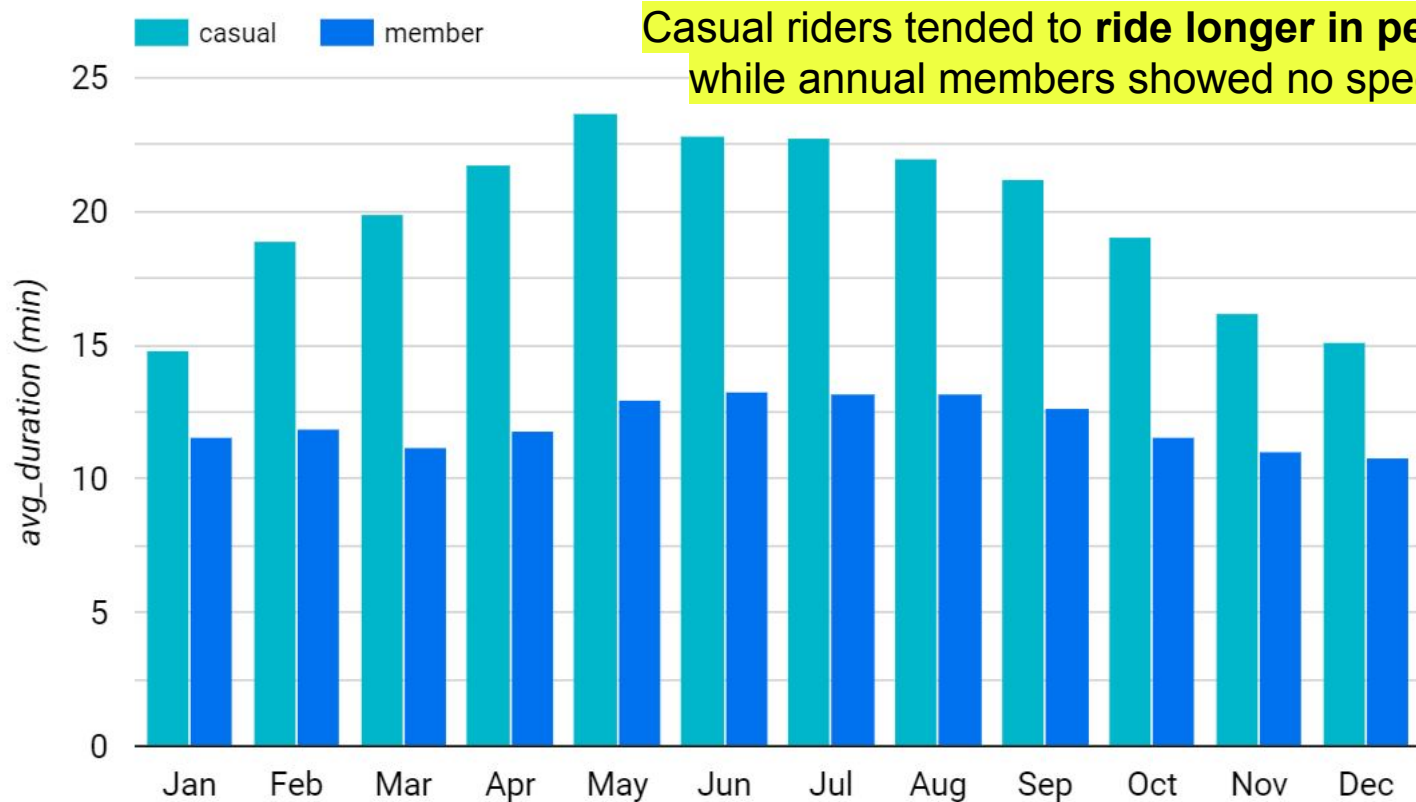
Casual riders used more often **on weekends in busy season**, while aunal members prefered **weekdays** use **in both seansons**.
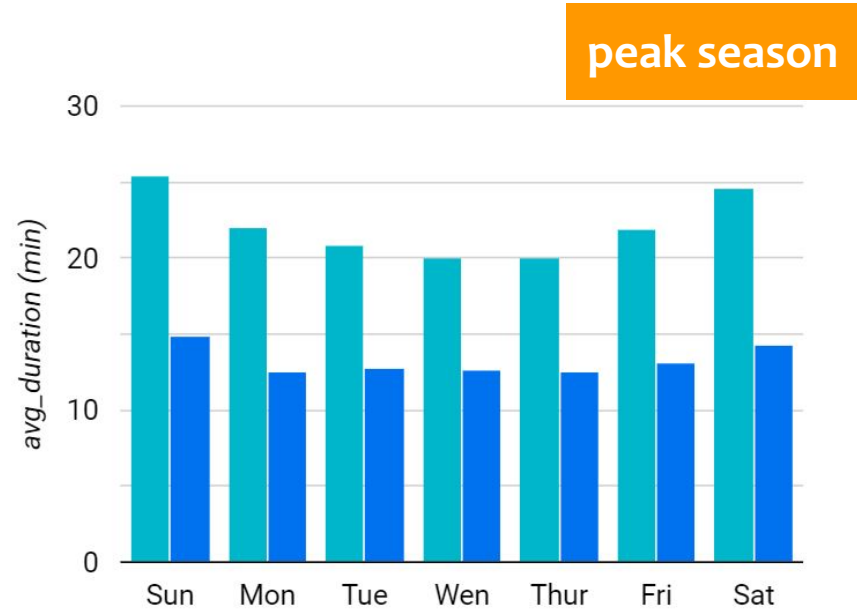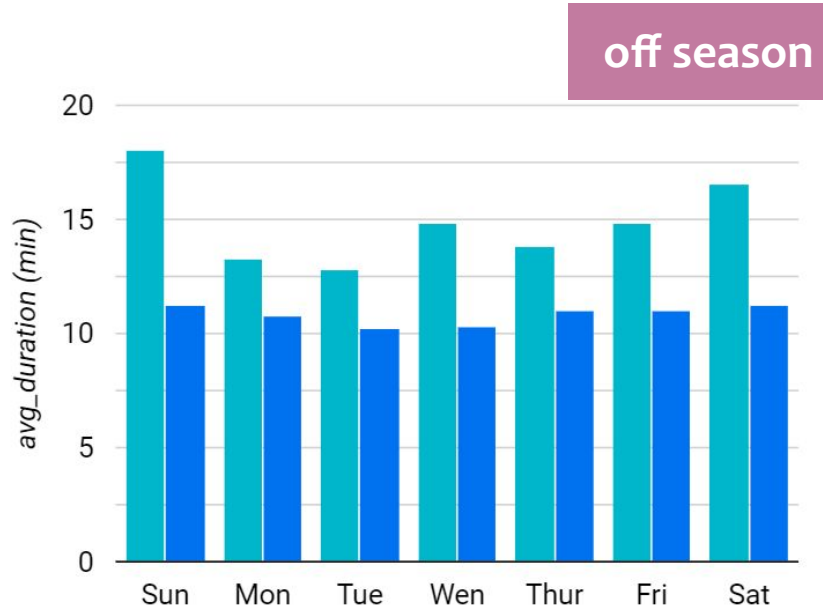
How long would they ride?

Casaul users rode 1.73 times longer than annual memebers!

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?
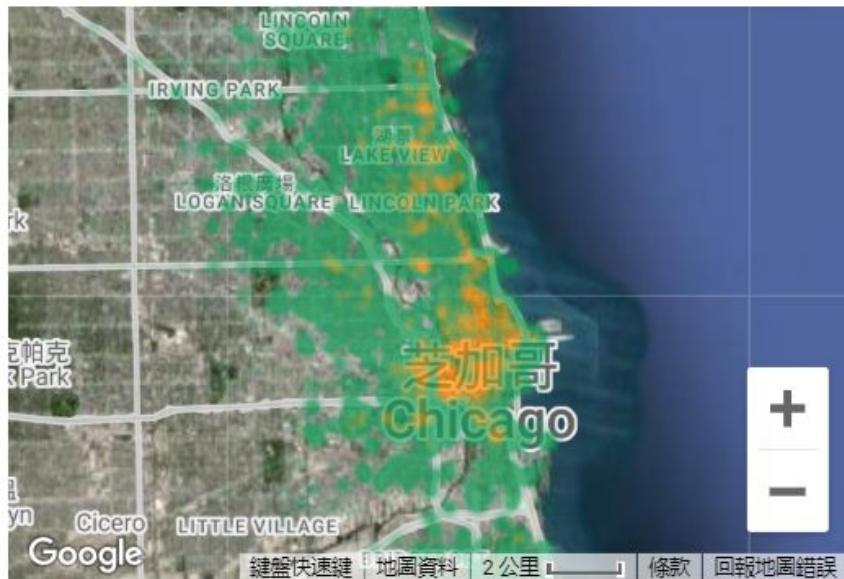

off season

peak season

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

riding_times 0 ▇▇▇ 28,686

riding_times 0 ▇▇▇ 50,632
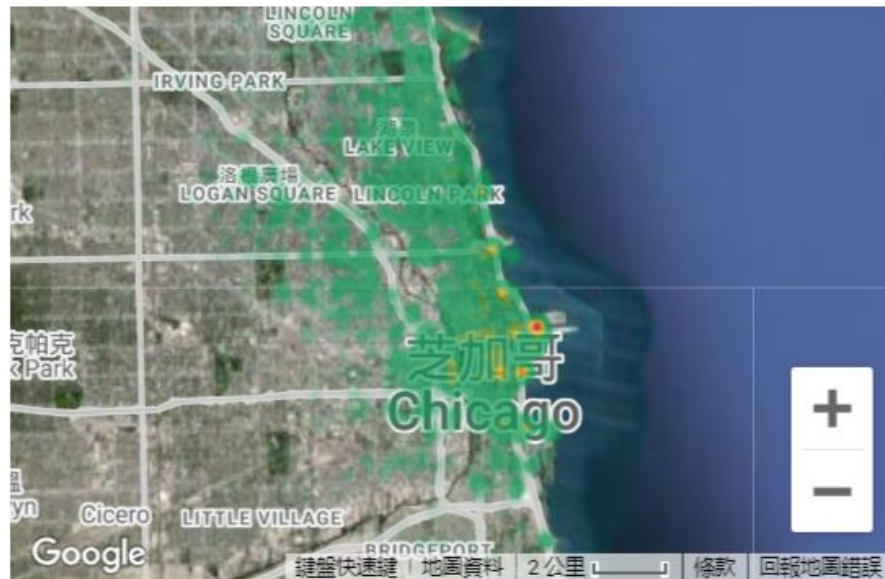
Casual riders' destinations were **concentrated in specific areas**, while annual members' destinations were **scattered throughout Chicago**.

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 Ln	TA1308000050	21,148	11,074	32,222

The most visited destinations of annual members and casual riders are different.
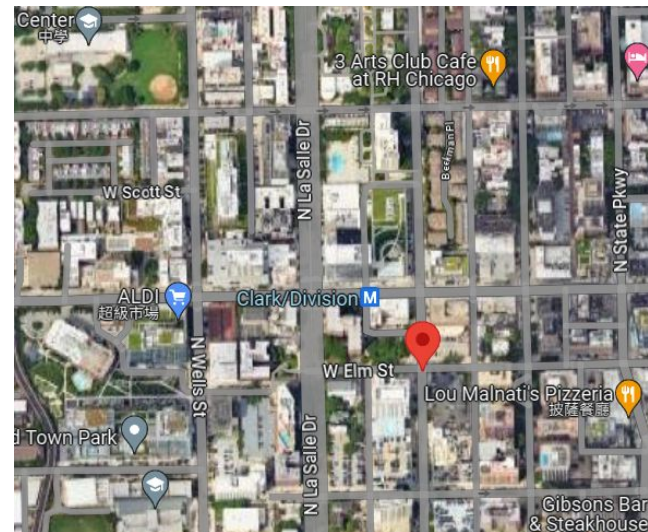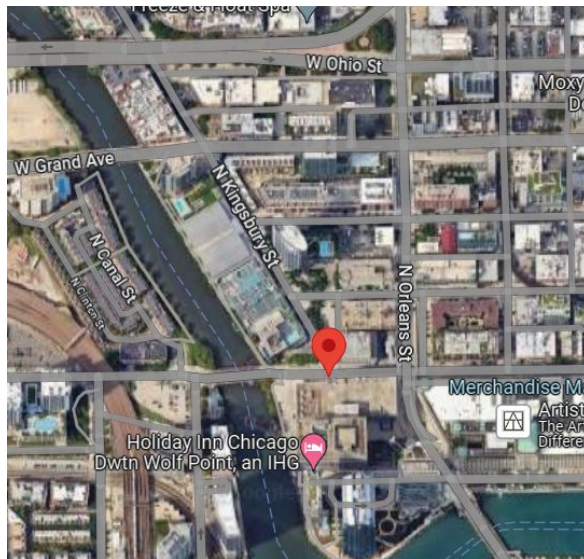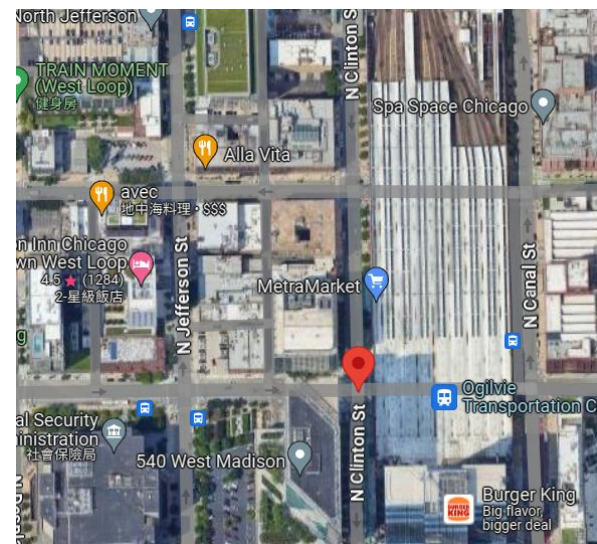
So, Where were they?

Top 3 popular destinations of casual riders
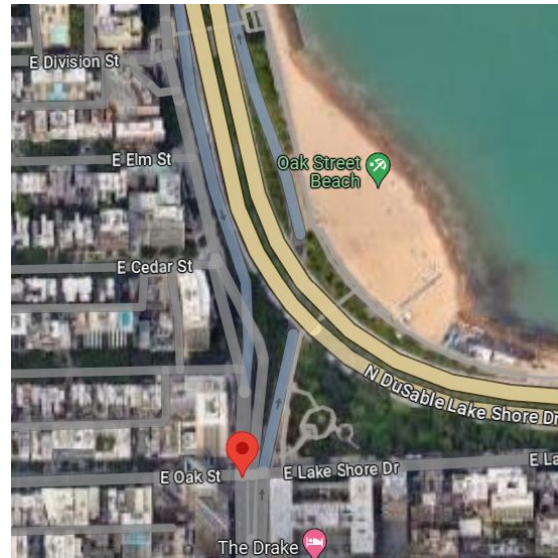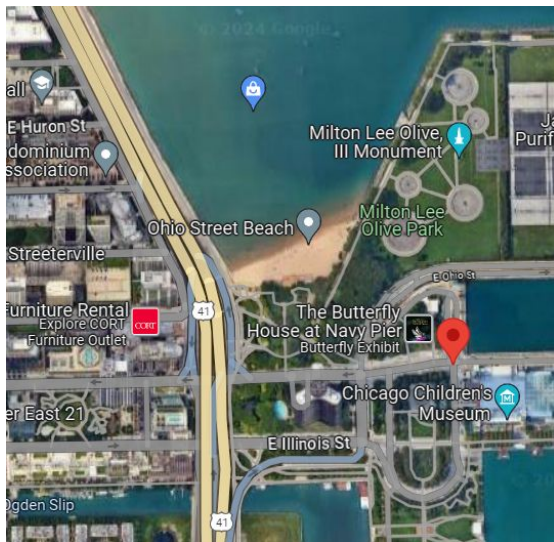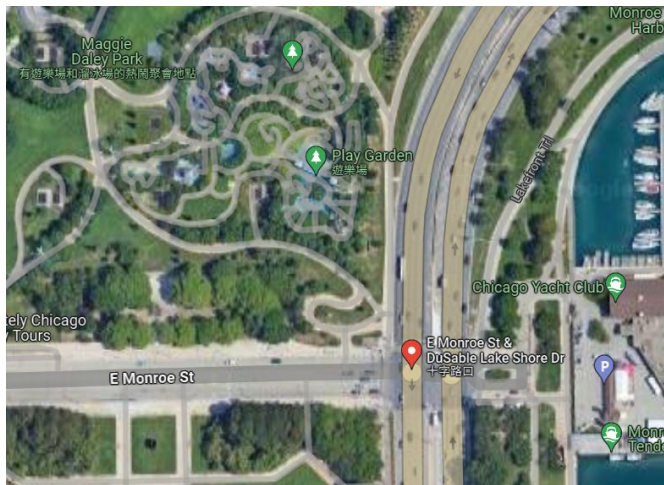
Casual riders tended to visit the **suburbans or beach**, while

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

	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	
Prerfer riding season (peak season)	**Summer** (From June to August)	

Conclusion

	Casual Rider	Annual Member

1. **Riding times were considerable** in both types of users (7.7 millions times in total) , **annual members** especially. This showed high popularity of Cyclistic.
2. **Causual 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!!

But how?

(peak season) | **Summer** (From June to August)

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. **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.