

Casual Riders Conversion to Members

Cyclistice Bike Share Company

Problem

Converting casual riders to the annual membership plan

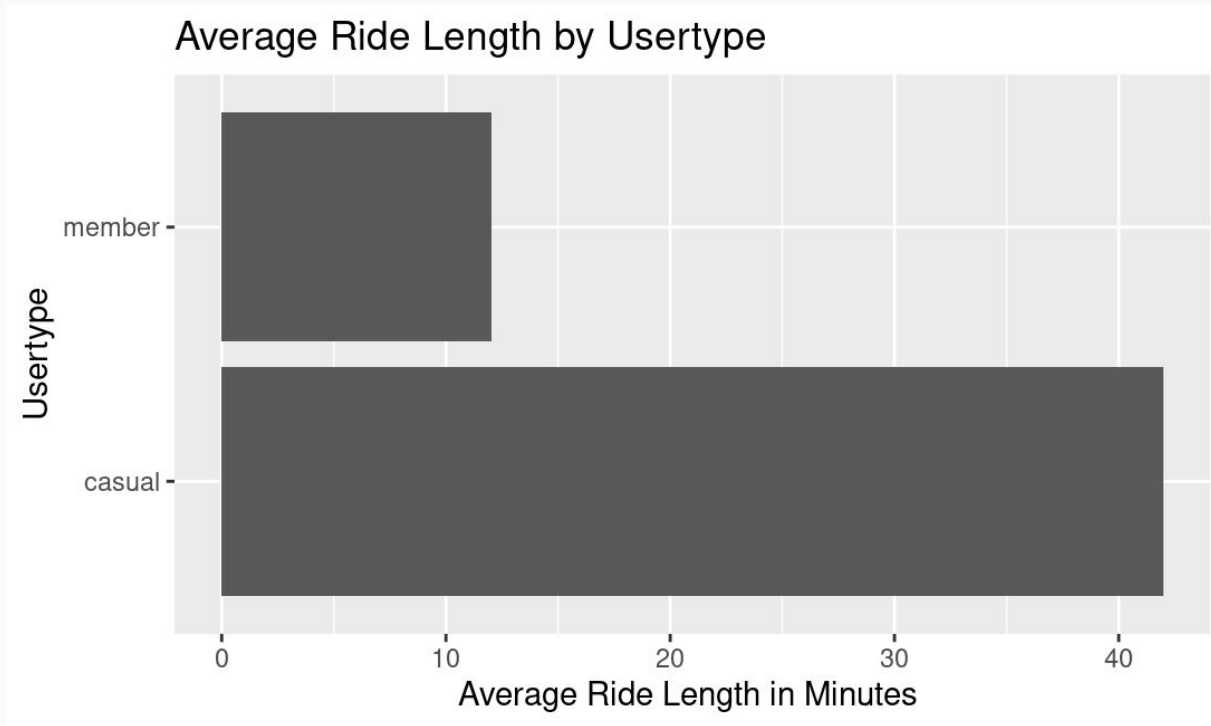
Solution

Help the company to understand how both classes of riders differ and propose a plan to convince casual riders to convert

Analytics Goals

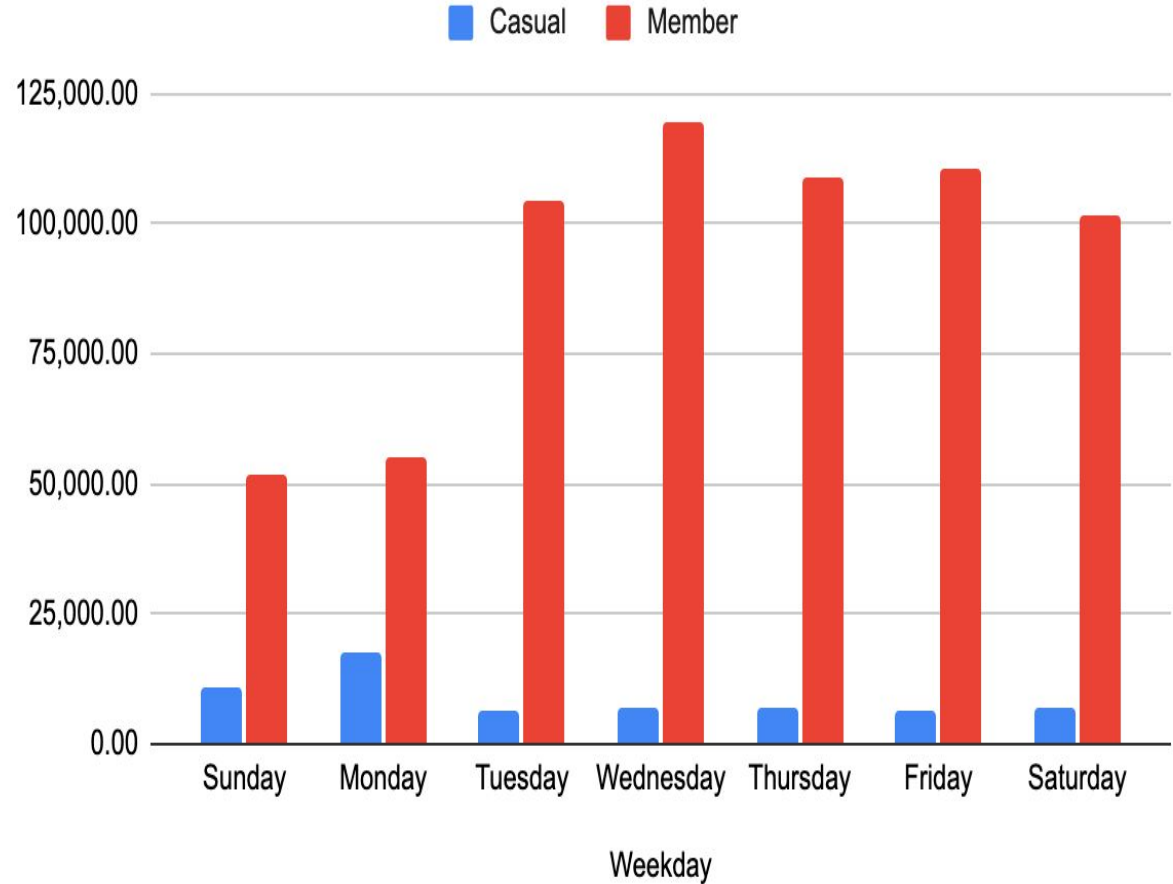
How do annual members and casual riders differ

The average casual rider spends 30 more minutes than the average member rider



This chart clearly shows that the average casual rider rides more on Sundays and Mondays making it a suitable day to exhibit digital ads on electronic billboards across the city

Casual and Member



Thanks!

