

Brief - Cyclistic Marketing Analysis: Converting Casual Riders to Members

1. Understanding Usage Patterns: How Casual Riders Differ from Members

- **Overall Ride Volume:**
 - Members: 2,317,410 rides
 - Casual Riders: 1,360,656 rides
 - Members take nearly 70% more rides than casual users.
- **Weekly Distribution:**
 - Casual riders peak on weekends (especially Friday-Sunday).
 - Members ride more consistently throughout the week, with a stronger presence on weekdays, especially during commuting hours.
- **Time of Day:**
 - Members ride more during morning and evening commuting hours (6AM-9AM, 3PM-6PM).
 - Casual riders favor midday and evening rides (12PM-3PM, 6PM-9PM), likely for leisure or social activities.
- **Seasonality:**
 - Casual rides spike in warmer months (Q2 and Q3), while member usage remains high year-round, with a steady decline only in winter.
- **Popular Routes:**
 - Casual riders prefer scenic, tourist-friendly routes (e.g., Streeter Dr & Grand Ave).
 - Members use more practical, point-to-point routes (e.g., State St & 33rd St) for commuting or errands.

2. Why Casual Riders Might Buy a Membership

- **Cost Savings:** Frequent casual riders could save money with a membership, especially those riding more often in peak seasons.
- **Convenience & Perks:** Exclusive perks like priority bike availability, faster checkouts, or discounts on longer rides could appeal to casual users.
- **Health & Fitness:** Promoting the health benefits of consistent cycling as part of a lifestyle subscription.
- **Community & Events:** Hosting member-only events, group rides, or social meetups could encourage community-driven conversion.

3. Leveraging Digital Media for Member Conversion

- **Targeted Campaigns:** Use ride data to target high-frequency casual riders with personalized ads showcasing potential savings with a membership.

- **Social Proof & Testimonials:** Share stories of casual riders who became members and enjoyed the benefits.
- **In-App Prompts:** Offer in-app reminders or pop-ups highlighting membership benefits when casual riders hit a threshold of monthly rides.
- **Referral & Loyalty Programs:** Encourage current members to refer friends with rewards, and offer casual riders a trial membership after a certain number of rides.

4. Strategic Recommendations:

- **Flexible Membership Plans:** Introduce seasonal or short-term membership options to attract casual riders hesitant about an annual commitment.
- **Enhanced Weekend Benefits:** Offer weekend-focused membership perks to align with casual riders' habits.
- **Partnerships & Bundles:** Collaborate with local attractions, gyms, or cafes to offer bundled experiences with membership.

By aligning marketing strategies with the distinct behaviors of casual riders, Cyclistic can increase membership conversions, boost retention, and enhance overall rider satisfaction.