



# Cyclistic Customer Analysis

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From **casual** rider to annual **member**

# Purpose

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*How can we increase profit by converting **casuals** to **members**?*

# Synopsis

## Key findings



The busiest period of the year is **June to September**.



**Casuals** use Cyclistic mostly for **leisure activities**.



**Members** use Cyclistic mostly for **commuting**.

## Top three recommendations

### 1 Target group and campaign content

Market to **local casuals** that rent bikes after work or on weekends to visit parks or the coast.

### 2 Campaign timing

Launch a **campaign in May**, when activity starts increasing.

### 3 Long-term planning

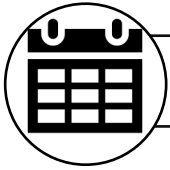
Improve future decision making by collecting **better quality data**.

# Agenda

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Purpose



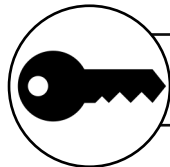
When do **casuals** and **members** use Cyclistic?



Where do **casuals** and **members** use Cyclistic?



Why do **casuals** and **members** use Cyclistic?



Key findings and recommendations

# Purpose

Who are **casuals** and **members** and what is our aim?

## Background

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### Who are our customers?

**Casuals** buy single-ride or full-day passes.

**Members** pay \$119 for a yearly subscription.

### Aim

Convert **casuals** to **members**.

### Why?

**Members** are our most **profitable** customers.

## Casuals and members in numbers

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### Total bike rides

**2,199,527** vs **3,116,655**

### Average ride duration

**22.4** vs **12.9** min

### Rides longer than 45 min

**10.7%** vs **1.7%**

### Electric bike rides

**43.8%** vs **37.1%**

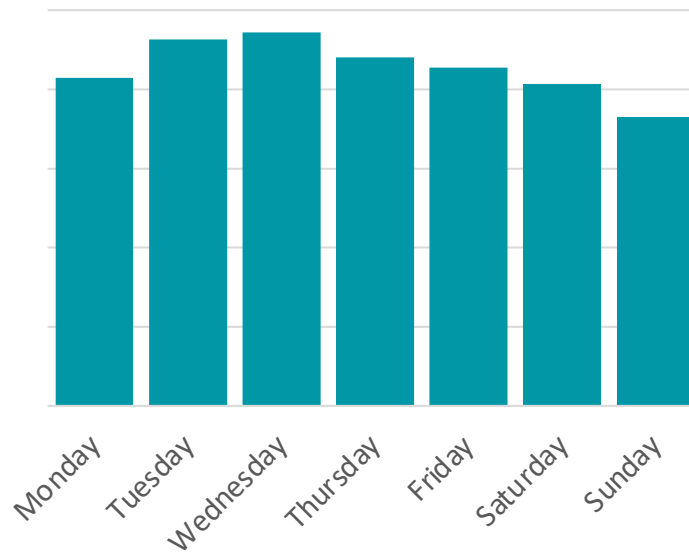
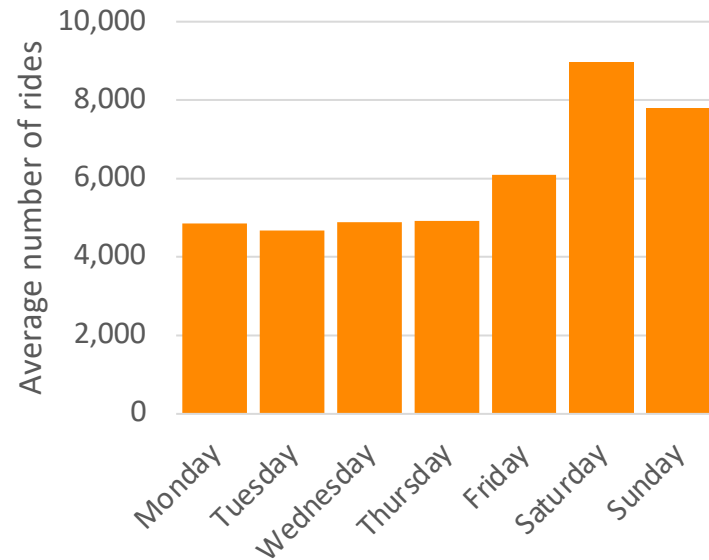
# Section 1

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*When do **casuals** and **members** rent bikes?*

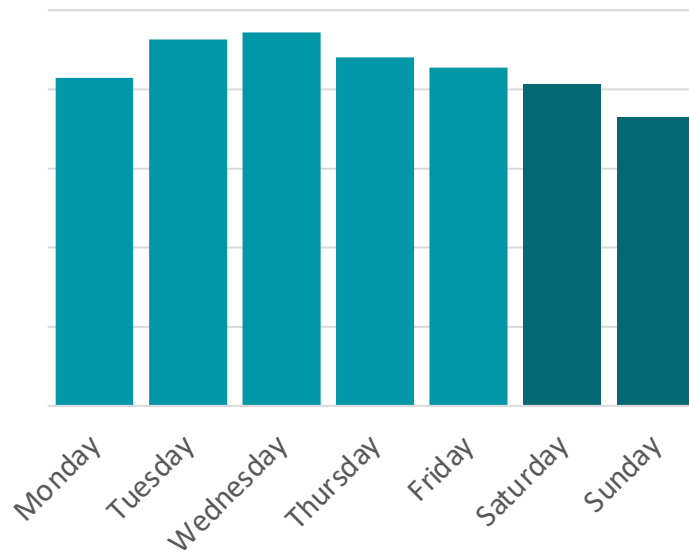
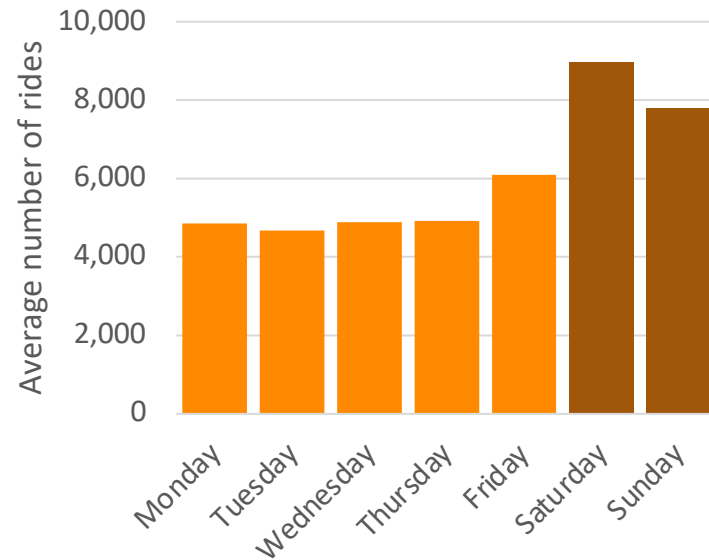
# When do **casuals** and **members** rent bikes?

Daily fluctuations



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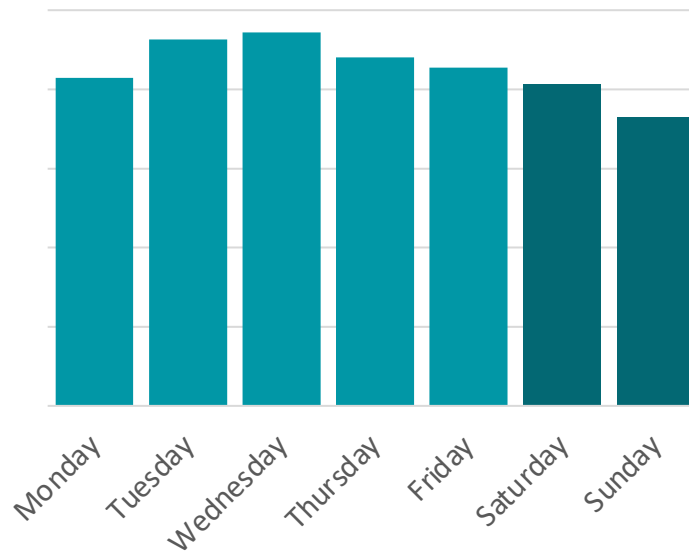
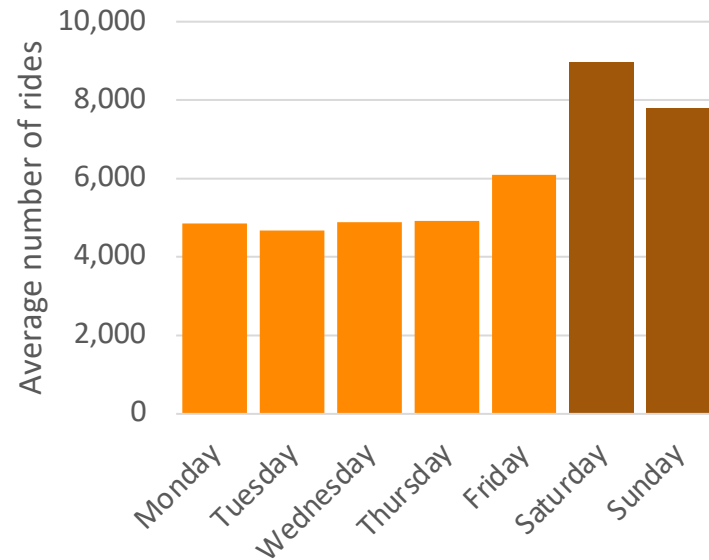
Daily fluctuations





# When do **casuals** and **members** rent bikes?

Daily fluctuations

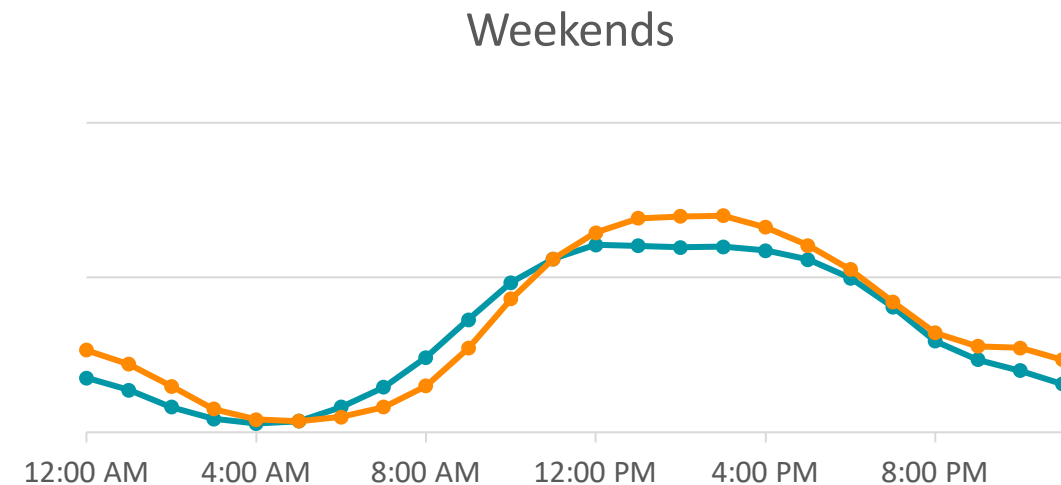
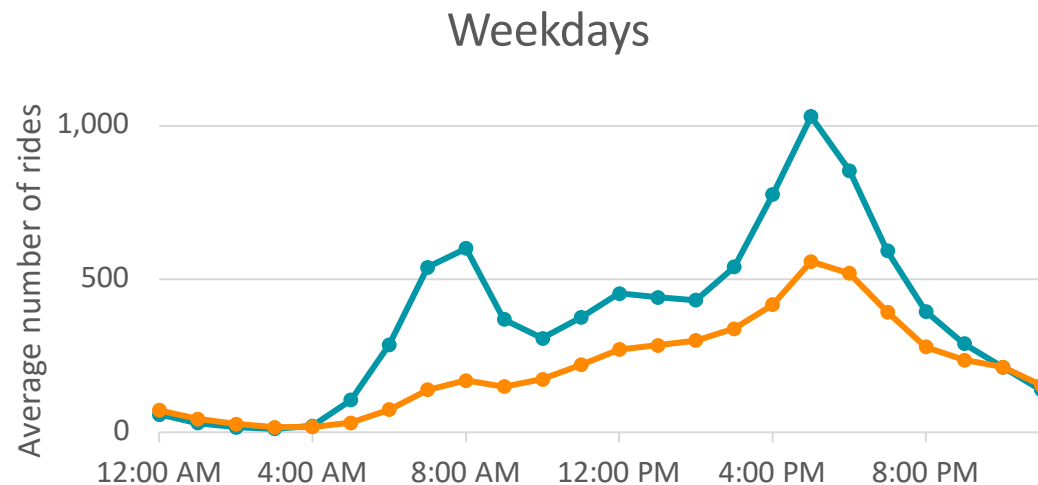


30% of customers use Cyclistic to **commute** to work. Are they mostly **members**?



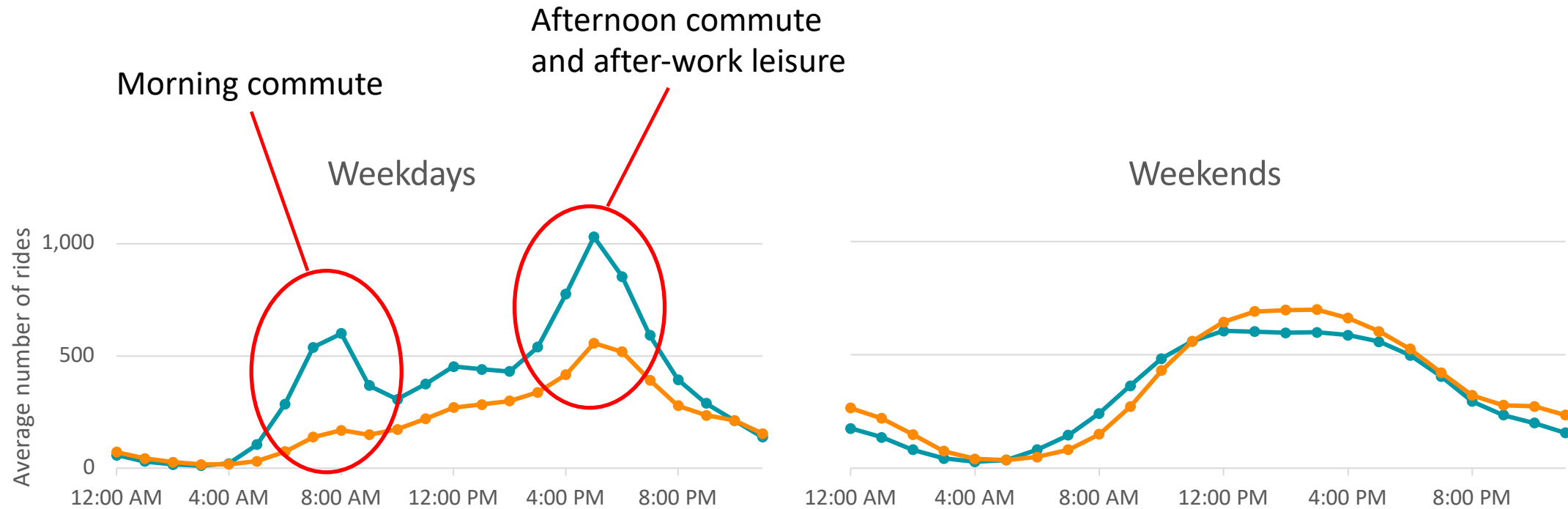
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Hourly fluctuations



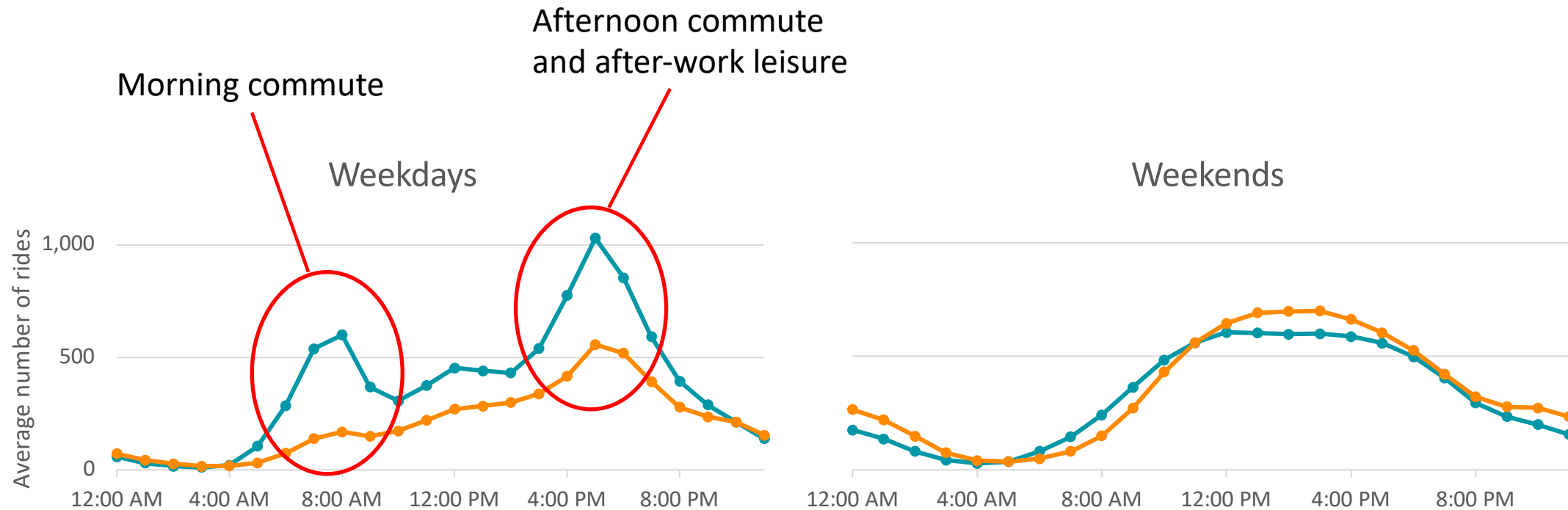
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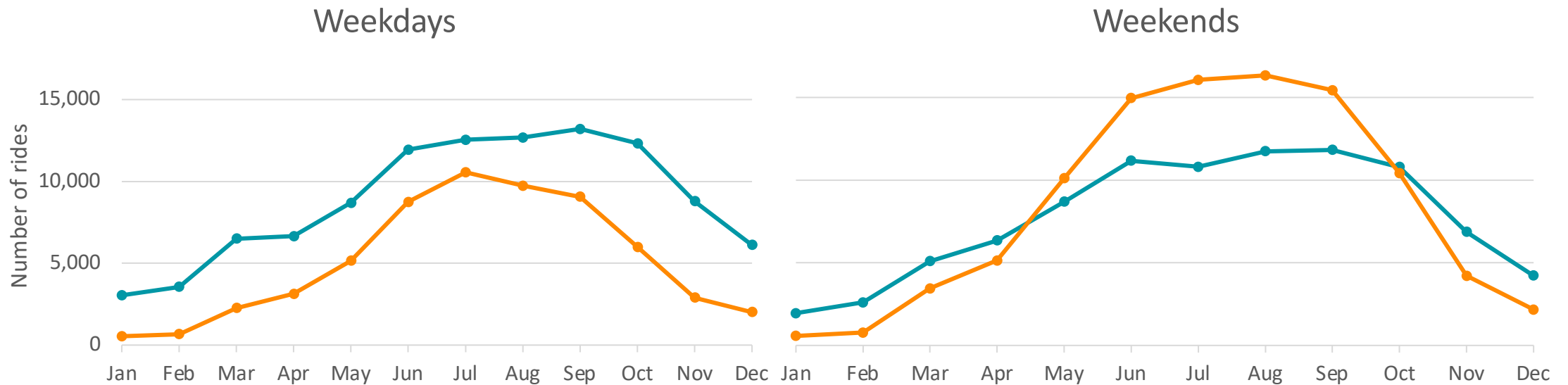


A large portion of **members** use Cyclistic for their daily **commute**.  
**Casuals** use our bikes mainly for **leisure activities**.



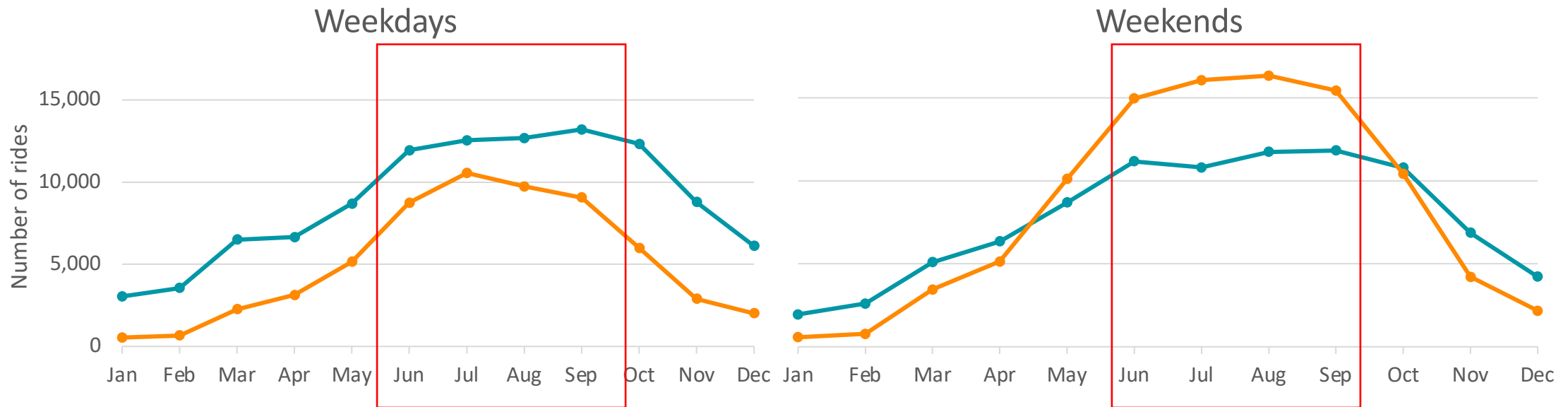
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Monthly fluctuations



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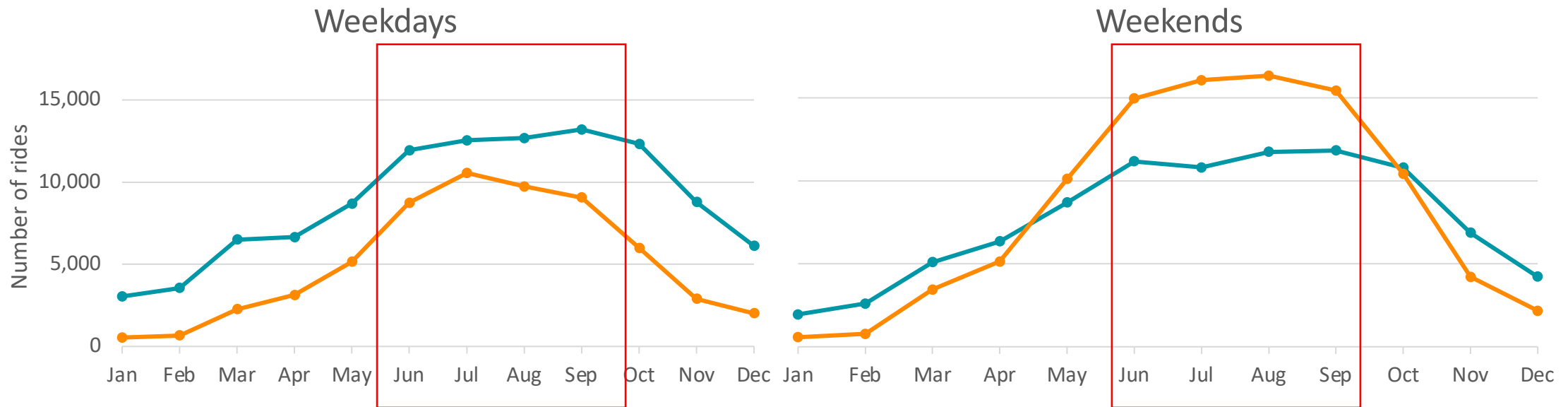
Monthly fluctuations



**Peak season is between June and September.**

# When do **casuals** and **members** rent bikes?

Monthly fluctuations



**Peak season** is between **June** and **September**.

**Member** activity is more spread out throughout the year.

## Takeaway 1 – Campaign Timing

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*In order to maximize our reach, we should start our marketing campaign at the start of the season in **May**.*



## Section 2

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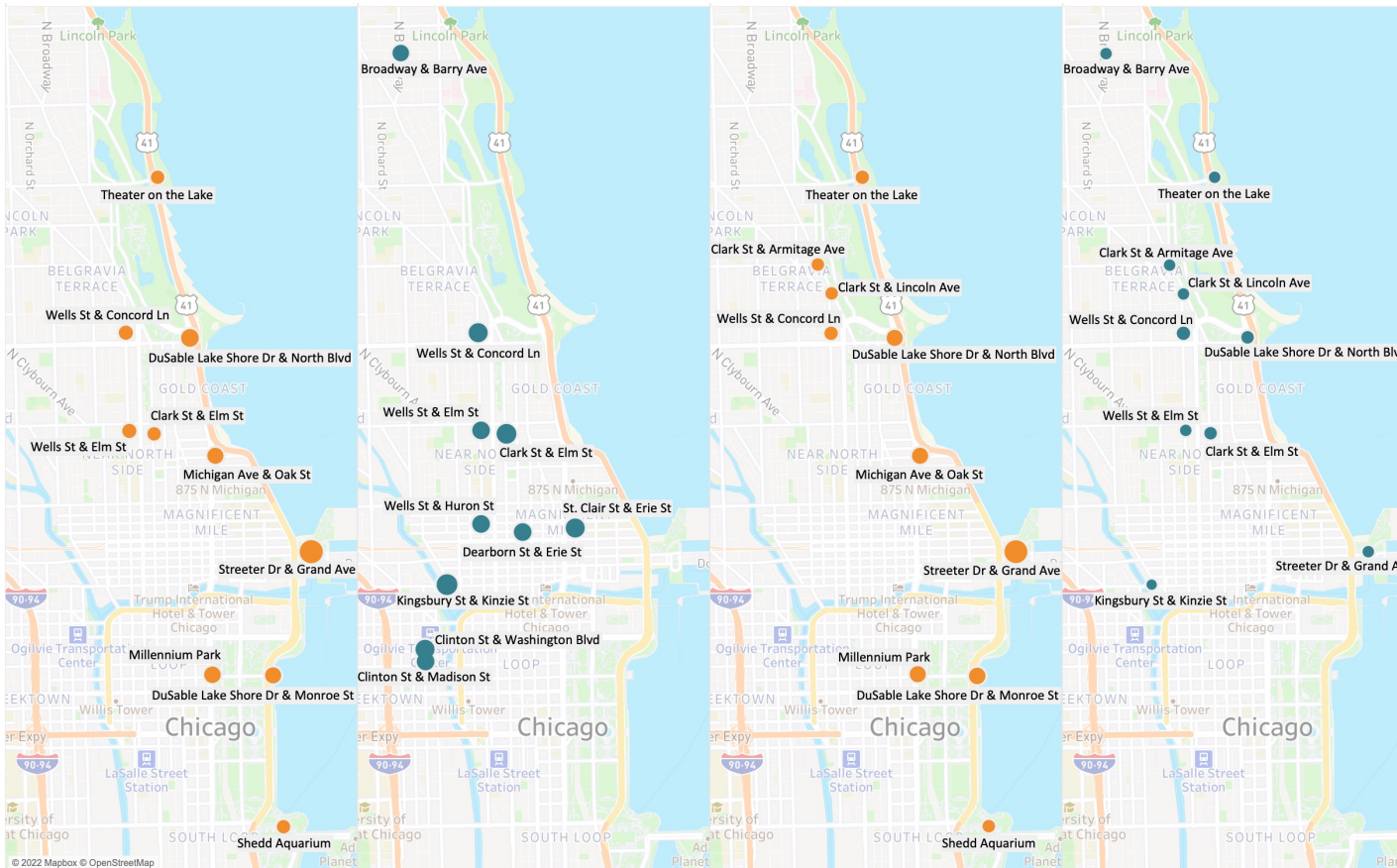
*Where do **casuals** and **members** rent bikes?*

# Where do **casuals** and **members** rent bikes?

## Top 10 most popular stations by group

Weekday

Weekend



Similar between weekdays and weekends.  
Mostly **parks and coast**.

Different between weekdays and weekends.  
**City center/business district** on weekdays.  
More parks and coast on weekends.

**Supports hypothesis about bike usage.**  
**Informs where and what to advertise.**



## Takeaway 2 – Cyclistic use cases

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***Casuals** pursue mostly **leisure activities** around the **coast** and **parks**. **Members** also pursue leisure activities on weekends but are more active in the **city center**, especially on weekdays when they use Cyclistic for their **daily commute**.*



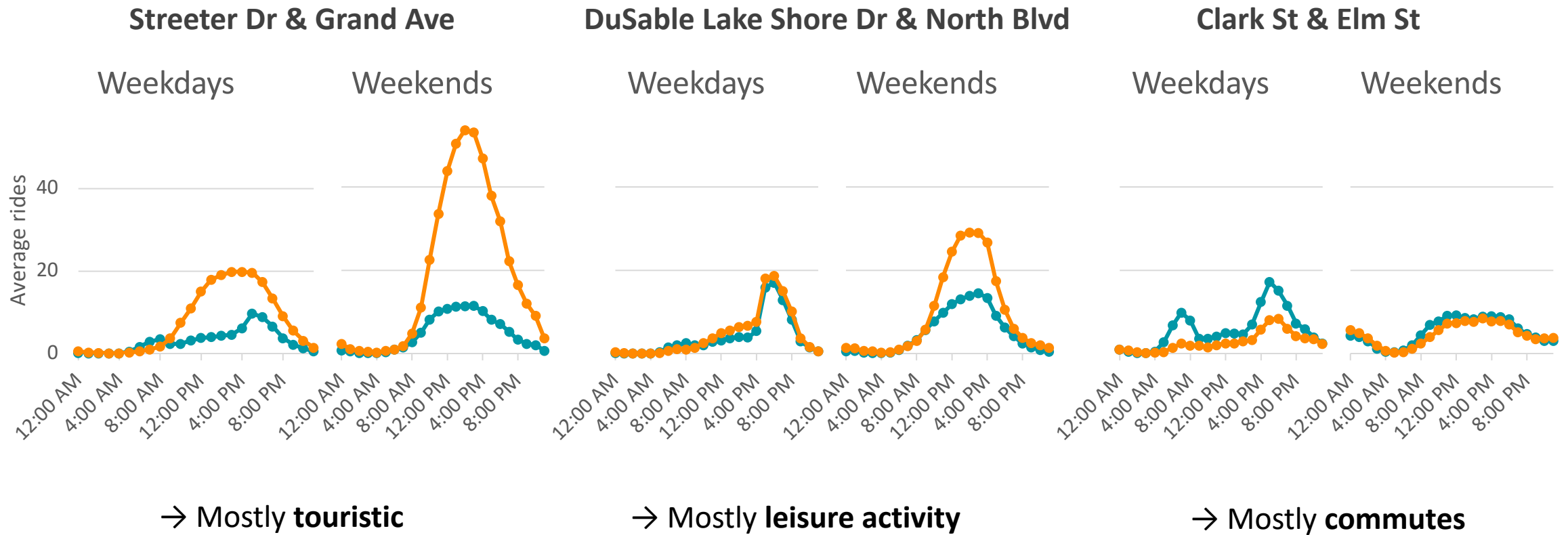
## Section 3

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*Why do **casuals** and **members** rent bikes?*













# Why do **casuals** and **members** rent bikes?

Not all stations are the same, not all **casuals** are the same



# Why do **casuals** and **members** rent bikes?

Three reasons to use Cyclistic

						
	Demographic	Destinations	Busiest days	Busiest time of day on weekdays	Casual frequency	Member frequency
Tourism	Tourists	Sights	Weekends	12pm to 5pm		
Leisure	Locals	Parks and coast	Evenly distributed	5pm to 6pm		
Commute	Locals	Business district	Weekdays	4pm		

**Target group:** Local **casuals** that use Cyclistic bikes for **leisure**

## Takeaway 3 – Campaign Content:

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*Our target group are **local** **casuals** that use Cyclistic bikes for leisure activities. We need to convince them to*

***1) get annual membership for leisure activities***

***or***

***2) use Cyclistic for commuting.***



# Section 4

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## *Key findings and recommendations*



## Key findings



There are three reasons to use Cyclistic – tourism, leisure and commuting.



**Casuals** use Cyclistic mostly for **touristic** and **leisure activities**.



**Members** use Cyclistic mostly for **commuting** and **leisure activities**.



Daily, weekly and yearly activity patterns reflect these tendencies.



So do station preferences.

## Our target group



Use cyclistic for **leisure activities**.



Target specific stations around parks, the coast and the city center.



Are most active on **weekends** between 12pm and 6pm.



Are also highly active on weekdays after 4pm.



Are most active from **June to September**.

# Top three recommendations

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## 1 Target group and campaign content

Market to **local** **casuals** that rent bikes after work or on weekends to visit parks or the coast.



## 2 Campaign timing

Launch a **campaign in May**, when activity starts increasing.



## 3 Long-term planning

Improve future decision making by collecting **better quality data**.

# Recommendation 1

*Market to **local casuals** that use Cyclistic after work and on weekends to visit parks or the coast.*

## **Approach 1**

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Highlight benefits of annual membership for regular leisure activities.

## **Approach 2**

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Highlight benefits of extending bike use to commuting.

## **Advertise at the right stations**

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Don't base decision solely on overall casual activity but keep identified target group in mind



# Recommendation 2

*Launch a campaign in May, when activity starts increasing.*

## **Three months for *free***

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Pay only \$1 for the first three months if you sign up for an annual membership before the end of June.

## **Market towards target group**

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Spend the summer outdoors in parks and with your friends.

## **Advertise at the right stations**

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Keep target group in mind



# Recommendation 3

*Improve future decision making by collecting **better quality data**.*

**1** Differentiate between single-ride and full-day passes.

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**2** Connect ride data to **anonymous customer IDs**.

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**3** Give customers an incentive to provide **anonymous demographic data**.

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**4** Use the app to sporadically **ask customers about the purpose of a trip** and give an incentive for answering.

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# Recap

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## 1 Target group and campaign content

Market to **local** **casuals** that rent bikes after work or on weekends to visit parks or the coast.



## 2 Campaign timing

Launch a **campaign in May**, when activity starts increasing.



## 3 Long-term planning

Improve future decision making by collecting **better quality data**.

# Thank you for your attention

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*Any questions?*

