

# Customer to Subscriber Conversion Data

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Cyclistic

# Current Cyclistic Service Offerings

- For Casual Riders (Customers):
  - Single Use Passes
  - Full Day Passes
- For Cyclistic Members:
  - Annual Memberships

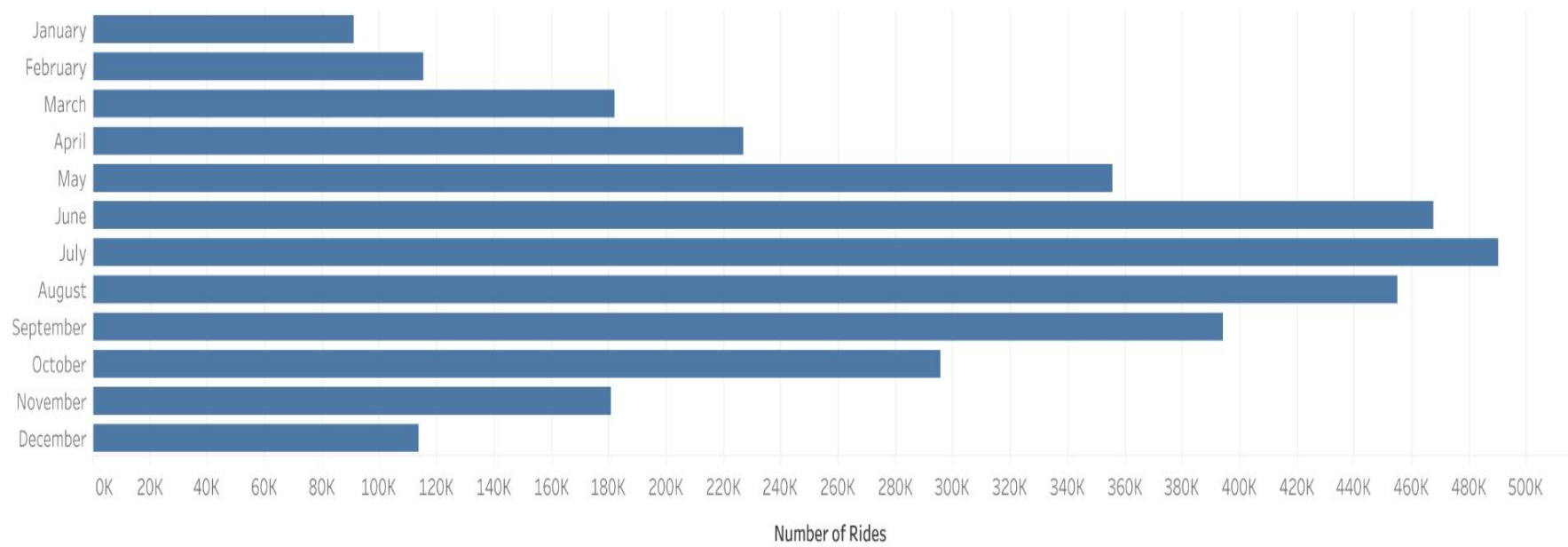
# What is Current Bike Usage?

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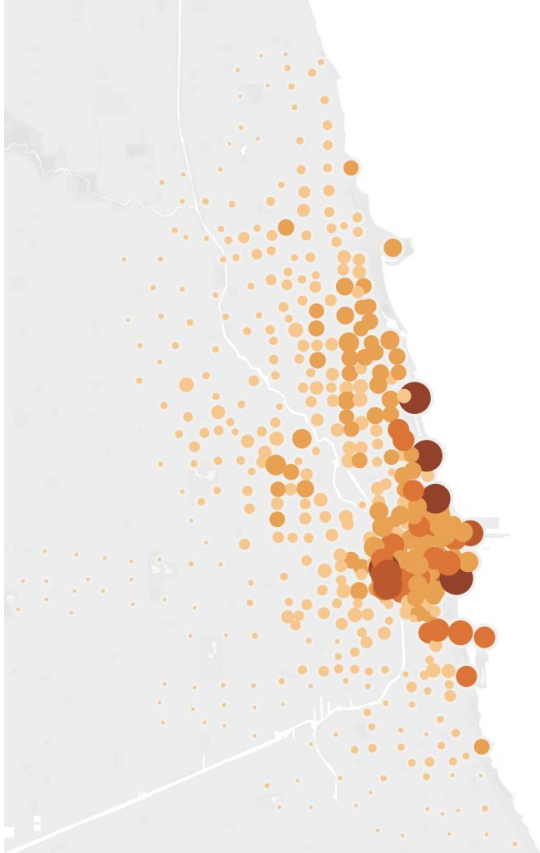
# Bike Rides Per Month

- Bikes are currently being used the most in the summer
  - Being based in Chicago - the colder months cause a significant drop off on people's desire to bike

Riders Per Month



# Usage Geography

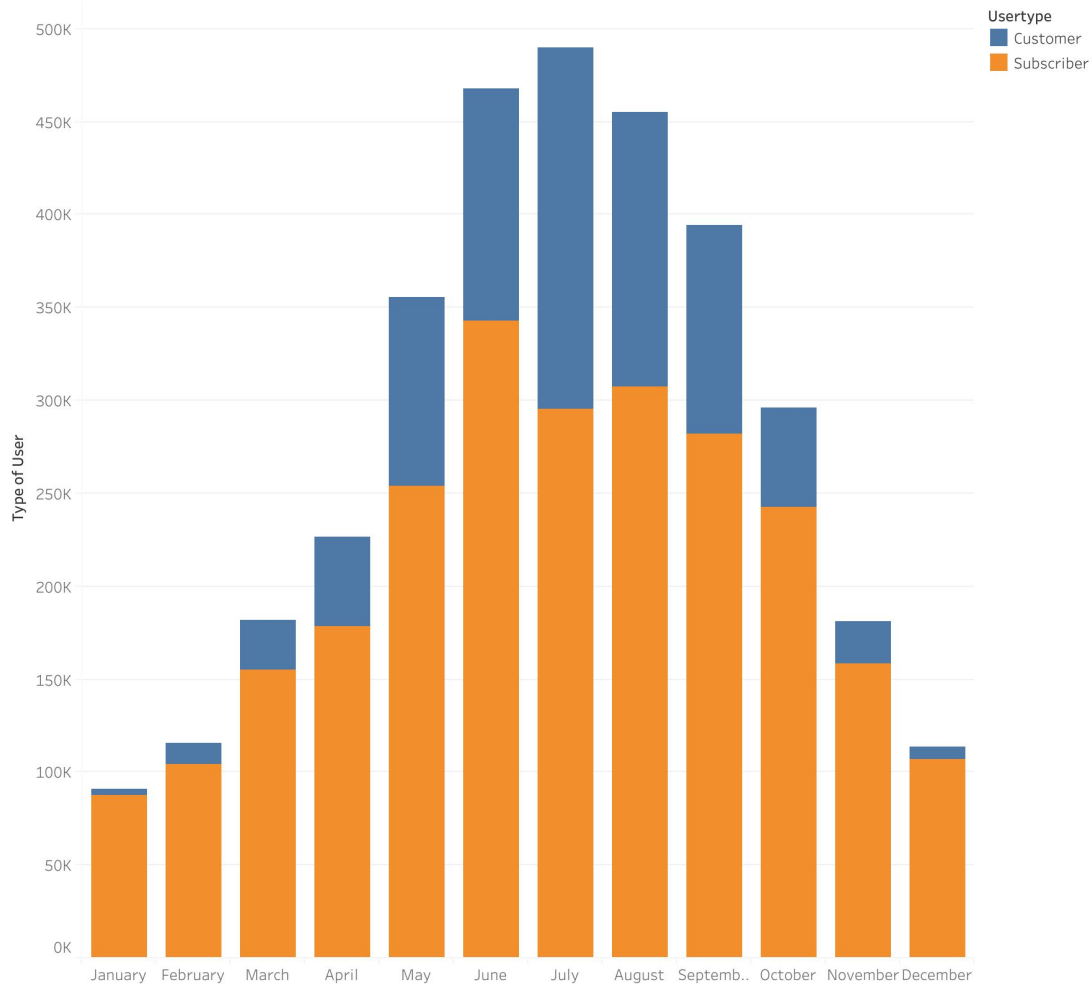


- Cyclistic's bikes are most active in the downtown Chicago area
- Significant drop off in activity when moving towards suburban areas
- Possible Causes:
  - Less car ownership in metropolitan areas
  - Higher tourist/traveller population
  - Proximity to travel locations making biking more feasible

How Do Members (Subscribers) and Casual  
Riders (Customers) Differ in Usage?

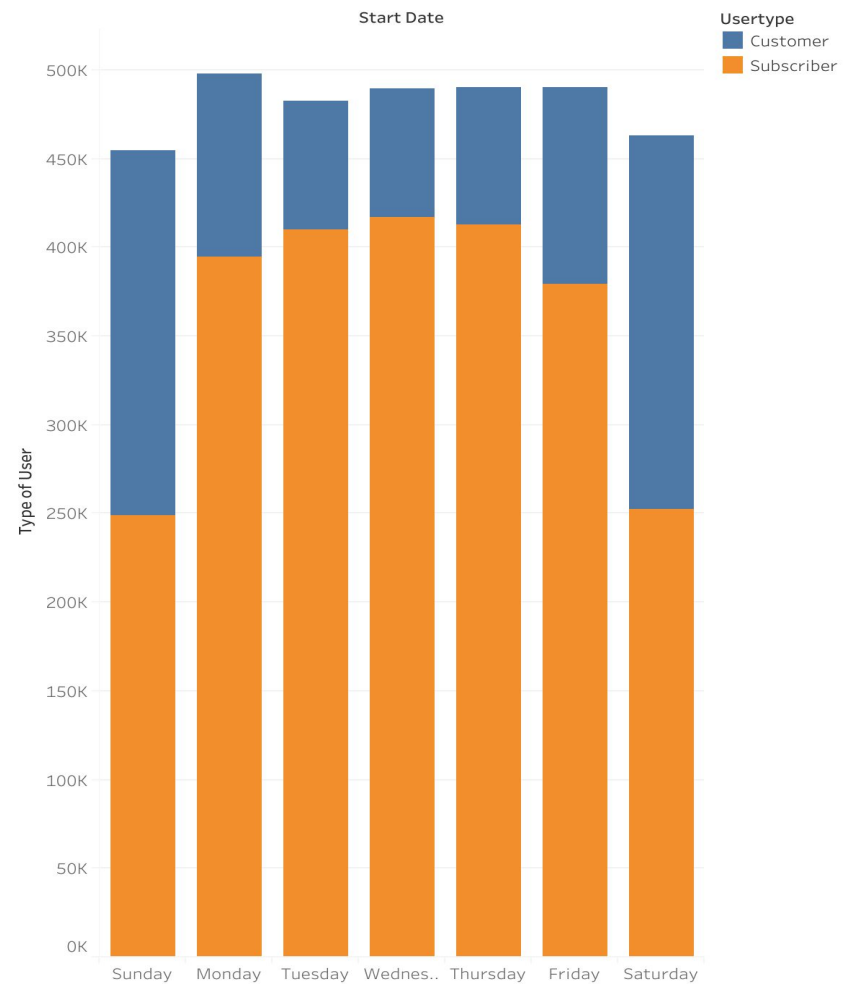
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## User Type Comparison



- Subscribers dominate a majority of usage numbers
- Casual Riders (Customers) are almost non existent during the winter months
- Casual Riders spike during warmer months, but still are not the majority of users
  - Potential correlation with lack of tourism during colder months in Chicago

# Riders Per Day



- Casual Riders are more likely to use the bikes on the weekends
- Subscribers show the opposite of this trend - they are more active during the weekdays
- These trends show that Subscribers are likely to be using the bikes for things such as commuting to work while Casual riders use the bikes for more leisurely activities



## Average Ride Length per User Type



- Casual riders tend to have over double the average ride length of Subscribers
  - This ties in with our earlier hypothesis on the usage types of both groups, as more leisurely activities will lead to longer usage of the bikes

How Do We Convert Casual Riders to  
Subscribers?

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# Potential Solutions

## 1. Offer a Summer Pass

- a. The data shows that casual customers use the bikes most during the summer. Offering a summer pass would allow for more customers to commit to longer packages than what is currently offered

## 2. Offer a Weekend Pass

- a. Casual customers are riding the bikes more during the weekend than weekdays. A weekend pass will allow for a more cost efficient option for these weekend riders

## 3. Market Bikes Towards Tourists More Aggressively

- a. The data shows that bikes are more active in the tourist heavy areas of Chicago. This combined with the trends of bikes being used more during the busiest tourist months (summer) show a likelihood of visitors using the bikes. More marketing for this market segment could lead to a surge in new customers adopting the previously outlined new passes.