



Rider Segmentation Analysis

Behavioral Insights Inform Conversion Strategy

Brandon Gaiffe / February 16, 2026



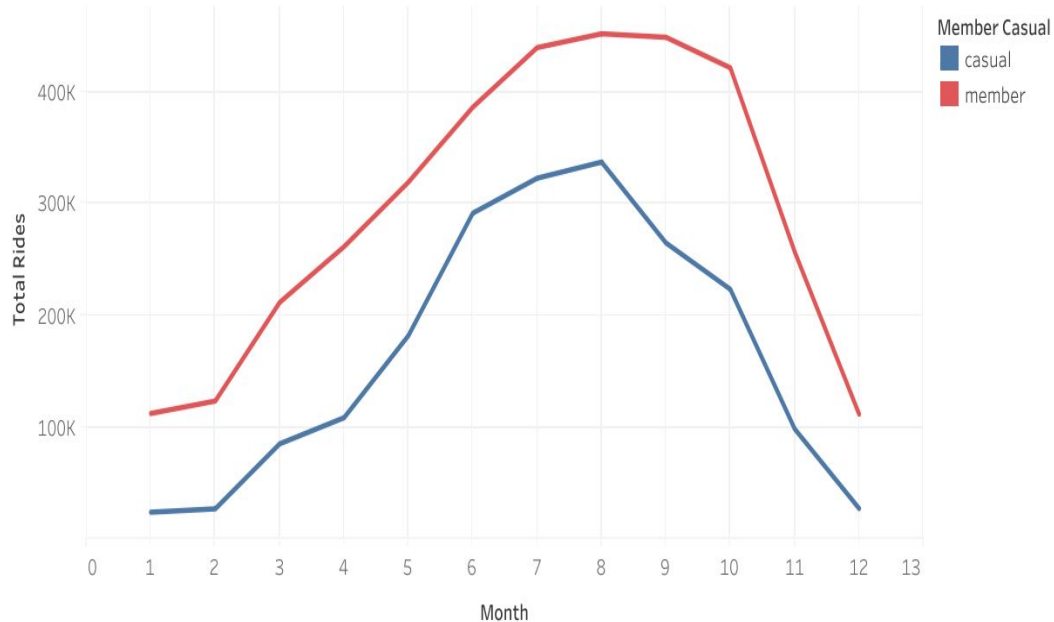
Leveraging Rider Behavior to Increase Annual Subscriptions

How do ride patterns differ between Casual Riders and Annual Members?

- Casual Riders demonstrate longer ride durations
- Casual riders exhibit a strong preference for leisure based usage
- Both rider segments display comparable seasonal trends
- A subset of Casual Riders exhibit behavioral patterns similar to Annual Members
 - This segment represents a high-probability conversion opportunity

Seasonal Demand Patterns

Rides by Month

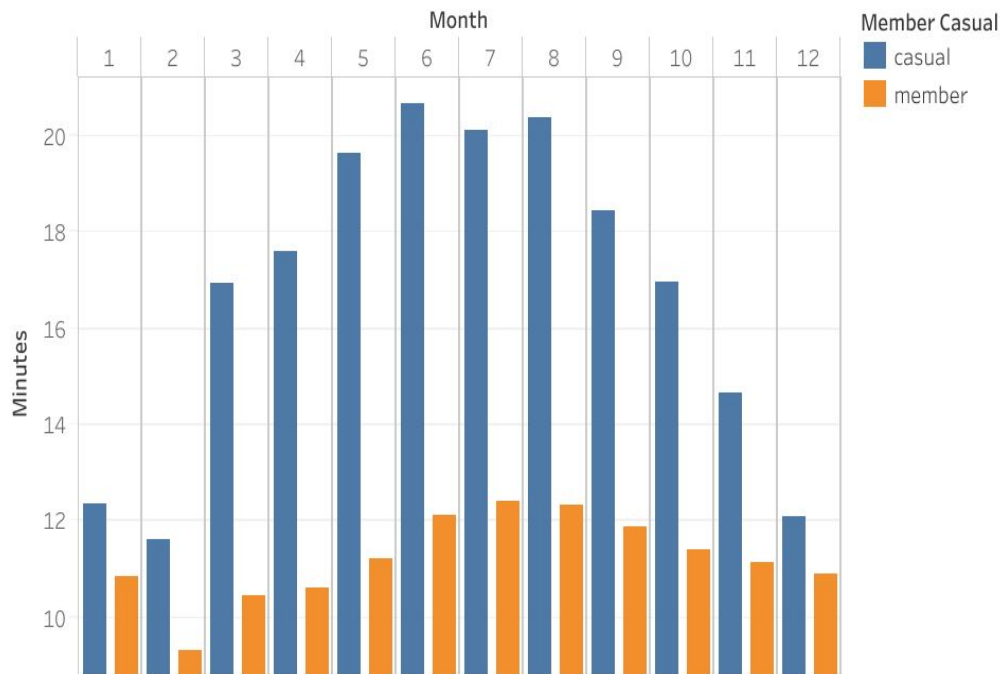


- Overall ridership reaches its lowest levels during winter months
- Behavioral similarities between rider types are most pronounced during summer
- Annual Members maintain consistent usage throughout summer and fall
- Casual Rider activity begins declining in autumn

Monthly Usage Highlights Behavioral Gap



Average Ride Times by Month

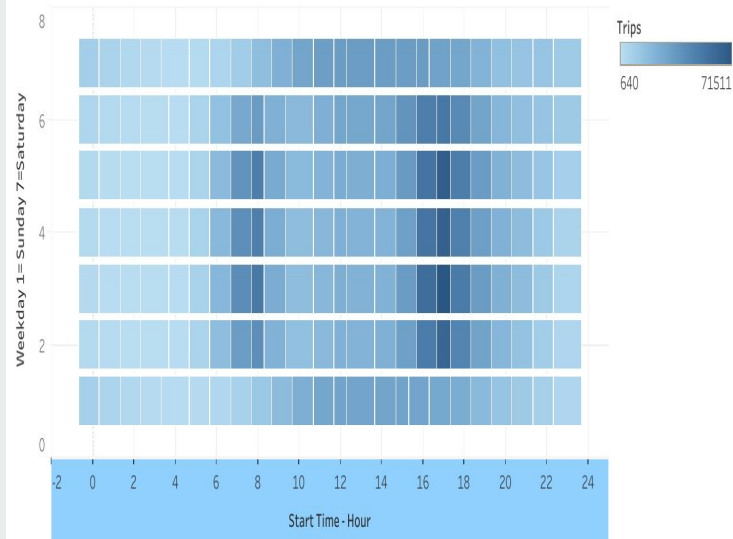


- Casual Riders consistently record longer trip durations
- The difference in ride duration is most significant during summer months
- Casual Riders show leisure-oriented behavior

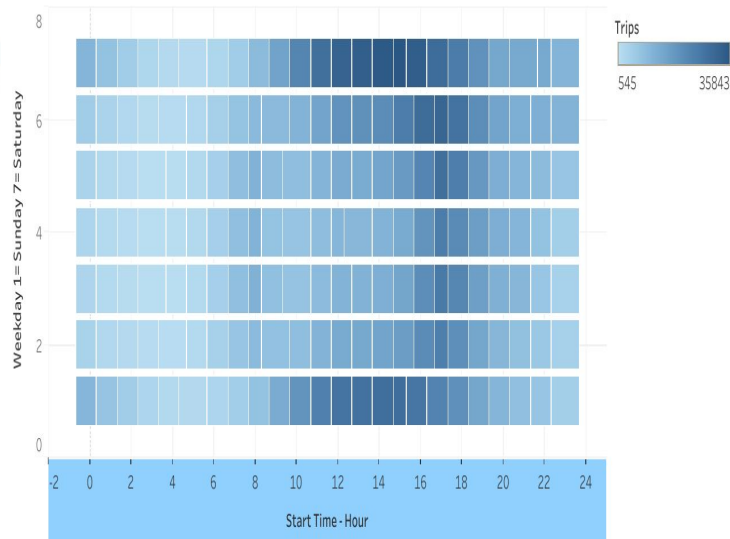
Commute Patterns Reveal Conversion Window



Annual Members Ride Times



Casual Riders Ride Times



- Casual Riders demonstrate weekend-driven demand
- Members exhibit consistent commute-hour utilization
- Peak commute overlap presents conversion opportunity

Strategic Actions to Increase Membership Conversion



- **Seasonal Conversion Campaigns:** Discounted annual memberships in fall/winter to boost off-season revenue (~10–15% projected increase).
- **Tiered/Summer Memberships:** Lower-cost seasonal plans to convert high-frequency summer riders into recurring revenue.
- **Peak-Hour Dynamic Pricing:** Incentivize Casual Riders during commute peaks; potential 3–6% increase in conversions.