



Strategic Growth: Converting Casual Cyclistic Riders to Annual Members

Data-Driven Marketing Recommendations for 2026

Kristina Čečura
Junior Data Analyst

December 2025



Agenda

- **01** Business Task
- **02** Data Preparation & Cleaning
- **03** Rider Behavioral Analysis
- **04** Marketing Recommendations

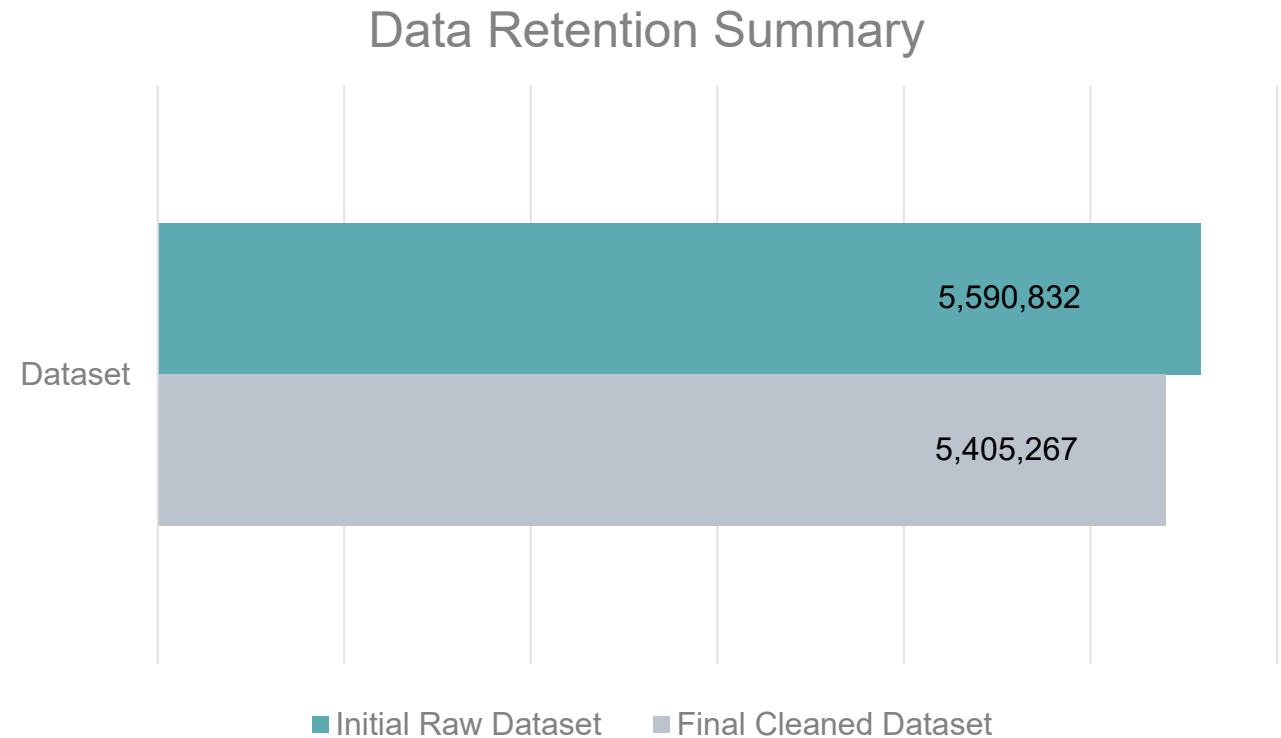
How do annual members and casual riders use Cyclistic's bikes differently?

- The objective is to **maximize** Cyclistic's profitable **annual membership** base by converting existing casual riders into members.
- Analyzing how annual members and casual riders use Cyclistic's bikes differently will inform a **targeted marketing strategy** designed to achieve this conversion goal.
- **Primary Stakeholder:** Lily Moreno, Director of Marketing



Data Integrity & Credibility

- **Reliable & Original:** Primary source data collected directly by **Bikeshare** and owned by the **City of Chicago**.
- **Comprehensive:** Full dataset includes all necessary variables to perform deep behavioral profiling: ride duration, timestamps, and station locations
- **Current:** Analysis utilizes the most recent 12-month trailing period, accounting for post-pandemic urban mobility shifts.
- **Cited & Licensed:** Data is accessed and used in strict accordance with the **Divvy Data License Agreement**.
- **Source:** Chicago Department of Transportation (CDOT)



Dataset at a Glance

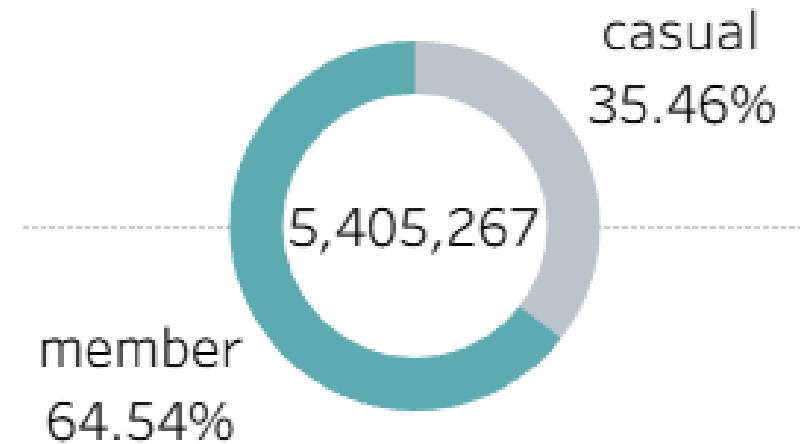
Member vs. Casual

Analysis Scope

- **Timeframe:** 12-month period (Dec 2024 - Nov 2025).
- **Total Volume:** 5.4 Million verified rides analyzed post-cleaning.
- **Technical Rigor:** Data transformed via **SQL** to calculate trip duration, day types, and seasonal identifiers.

Current Landscape

- **Core Users:** Annual members provide the consistent, high-volume foundation of the service.
- **Opportunity Segment:** Casual riders represent a significant portion of total trips, primarily concentrated in leisure-heavy timeframes.



How do annual members and casual riders use Cyclistic bikes differently?

Behavioral Analysis

- Key **differences** in rider behavior were identified across **four** primary **dimensions** →



Time of Day



Trip Duration



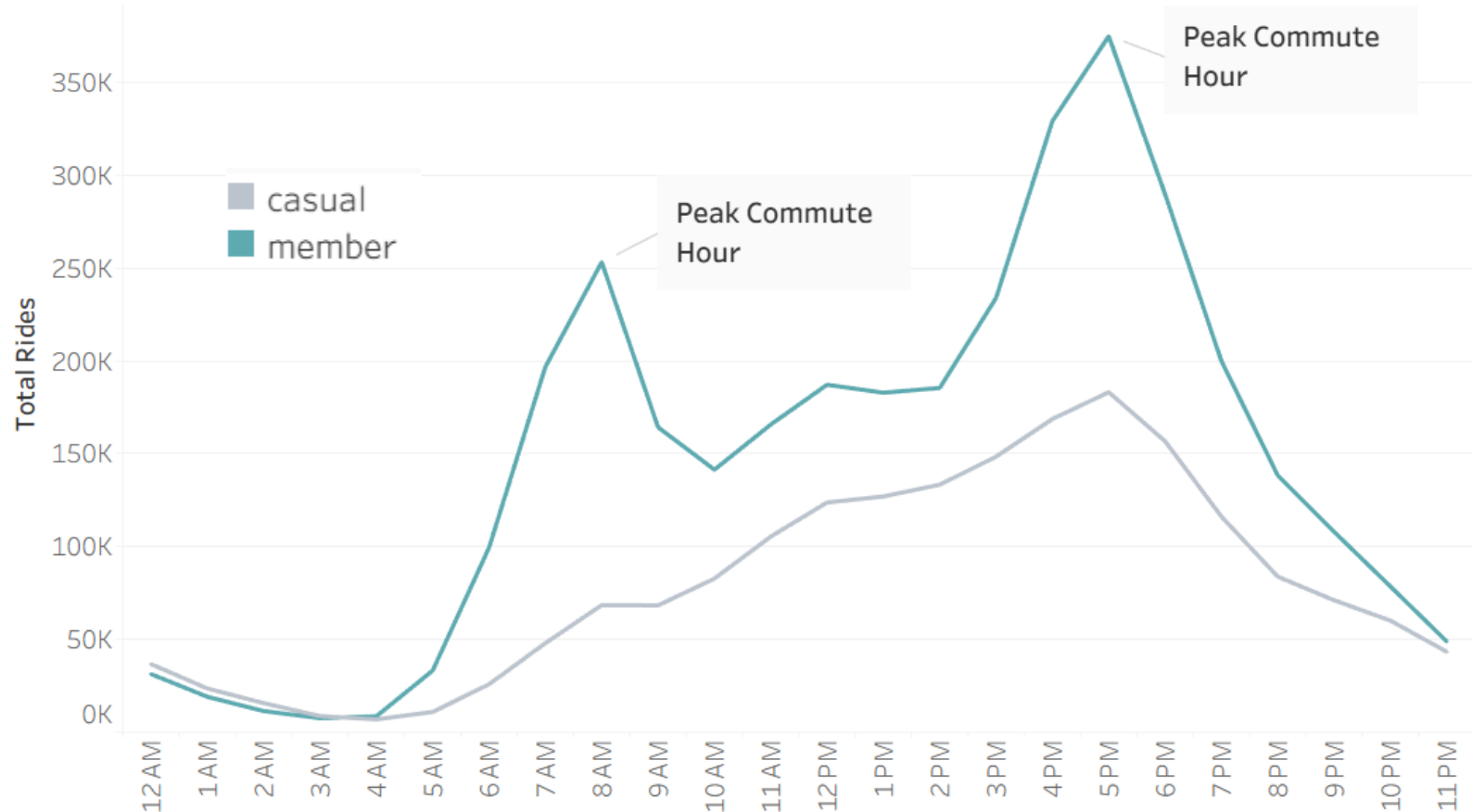
Seasonality



Geography

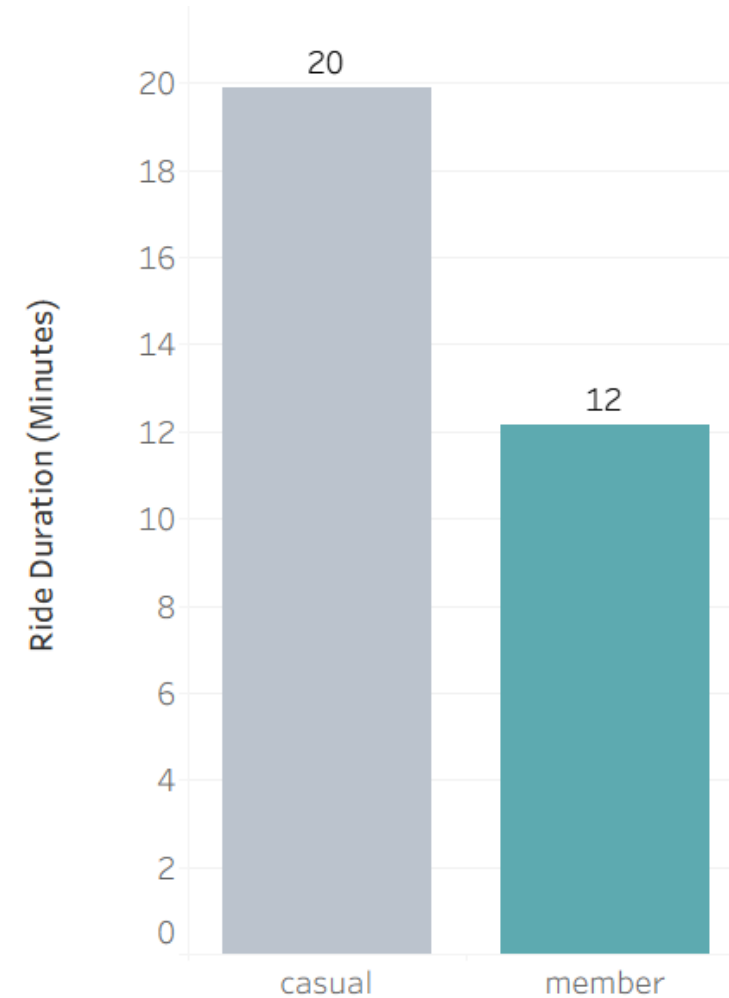
The "Tourist vs. Commuter" Pattern

- **Annual Members:** Exhibit a distinctive "M-shaped" ridership curve, with sharp peaks during **standard commuting hours** (8:00 AM and 5:00 PM) on **weekdays**.
- **Casual Riders:** Display a steady, building growth in volume throughout the day, peaking in the **afternoon** and reaching maximum capacity on **weekends**.
- **Key Insight:** This data suggests that while Members rely on Cyclistic for **essential** daily transit, Casual riders primarily view the service as a **recreational** luxury.



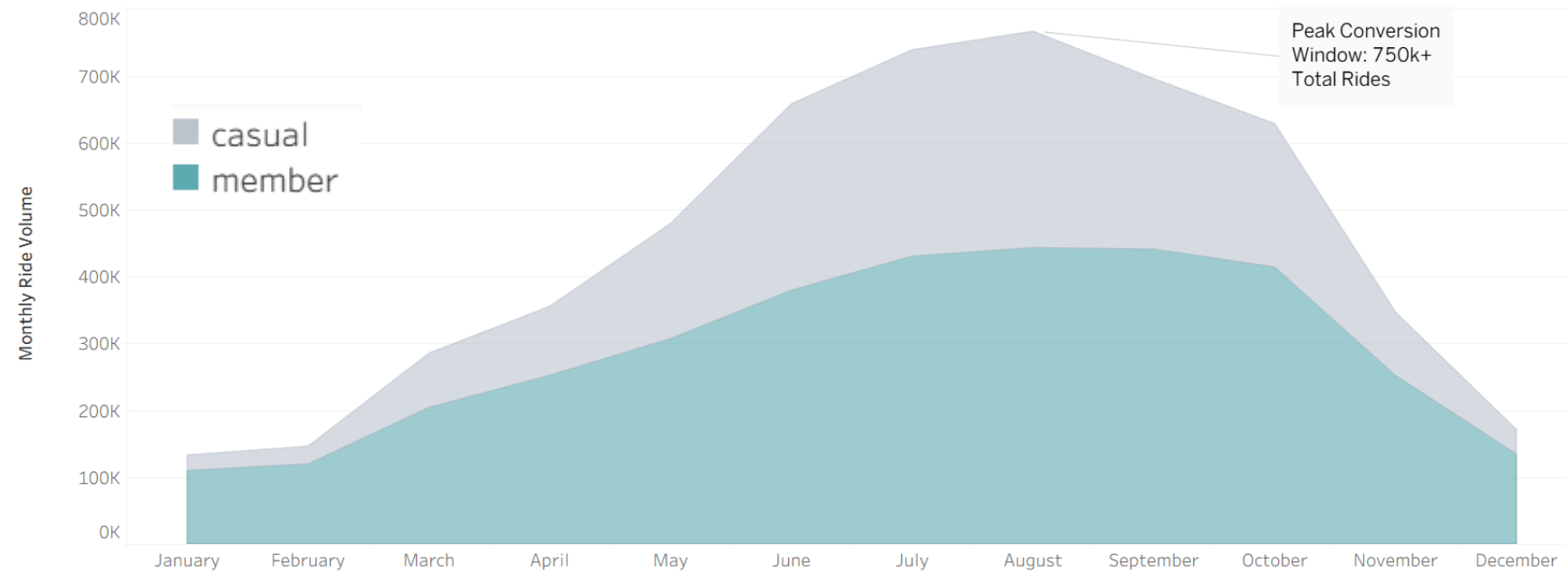
Trip Duration & Engagement

- **Annual Members:** Average trip length is **12 minutes**, reflecting direct transit to work or errands.
- **Casual Riders:** Average trip length is **20 minutes**, nearly double the duration of members.
- **Strategic Implication:** Casual riders are high-engagement users but low-frequency. The goal is to show them that membership makes their "long rides" more cost-effective.



Year-Round Reliability

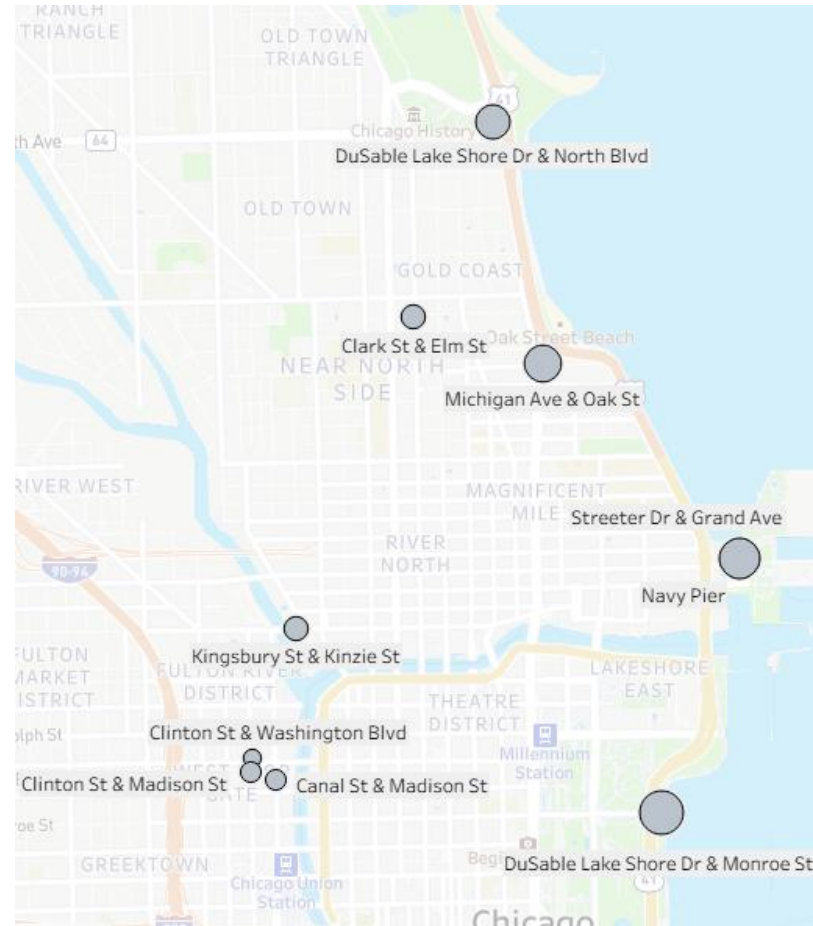
- **Peak Season:** Both groups peak in **July/August**, but Casual volume drops by over 80% during winter months.
- **Member Retention:** Members maintain a significantly more **stable** ridership floor during the off-season.
- **The Window:** May through September is the "Golden Window" for conversion campaigns when Casual volume is at its highest.



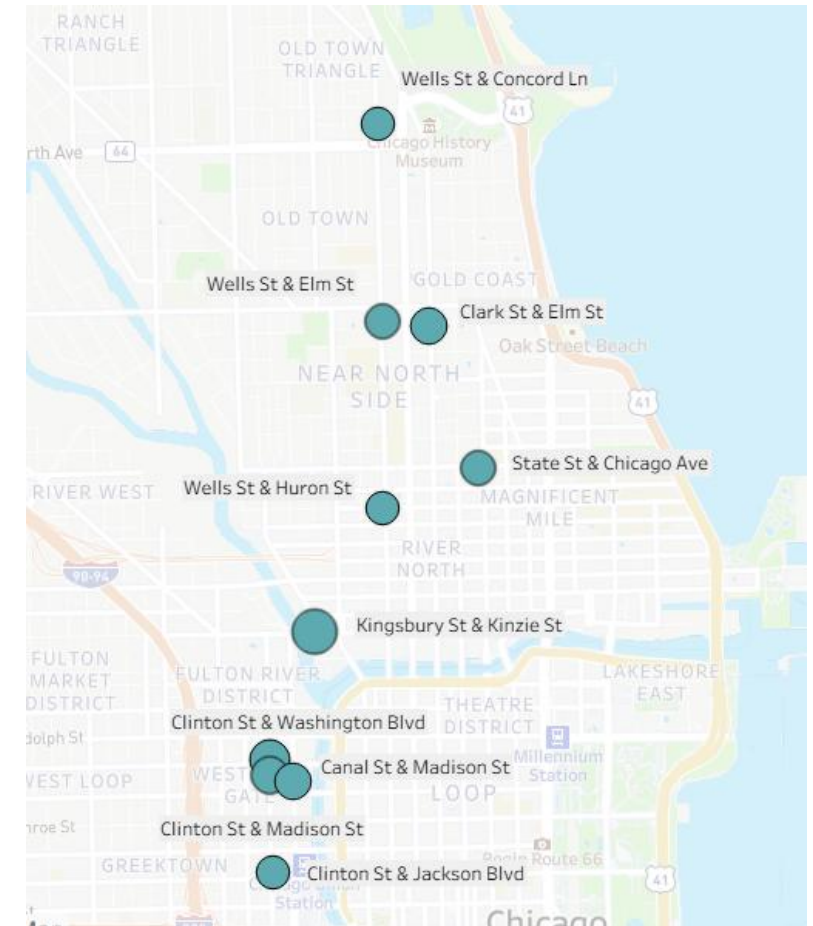
Geographic Footprint

- **Casual Hubs:** Concentrated near the **Lakefront, Parks, and Tourist Landmarks** (e.g., Streeter Dr & Grand Ave).
- **Member Hubs:** Distributed across **Residential Neighborhoods and Commercial Centers**.
- The geographic footprint supports the **"Tourist vs. Commuter"** hypothesis.
- **Action:** Physical marketing for memberships should be saturated at the top 10 "Casual-Heavy" stations.

Casual Rider Hotspots



Annual Member Hotspots



Proposed Strategy: The "Casual-to-Commuter" Pipeline

- **1. Targeted Seasonal Memberships:** Launch a "Weekend Warrior" or "Summer Pass" (3 - month tier) to bridge the gap for recreational users.
- **2. Station-Based Digital Ads:** Use geo-fencing to push membership promos to users' phones when they start/end rides at high-volume leisure stations.
- **3. Benefit Messaging:** Shift marketing copy from "Faster Commute" to "Unlimited Weekend Exploration" to appeal to the Casual rider's actual behavior.

