



# Cyclistic Riders Tendencies: Member vs Casual

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# Cyclistic Rider Tendencies

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# Who is Cyclistic?

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# Cyclistic Business Model

- Single-ride passes for \$3 per 30-minute trip
- Full day passes for \$15 per day for unlimited three hours rides in a 24 hour period
- Annual memberships for \$99 per year for unlimited 45 minute rides
- \$0.15 per minute charge when single rides exceed the maximum time allowance

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# Purpose Statement



## Objective

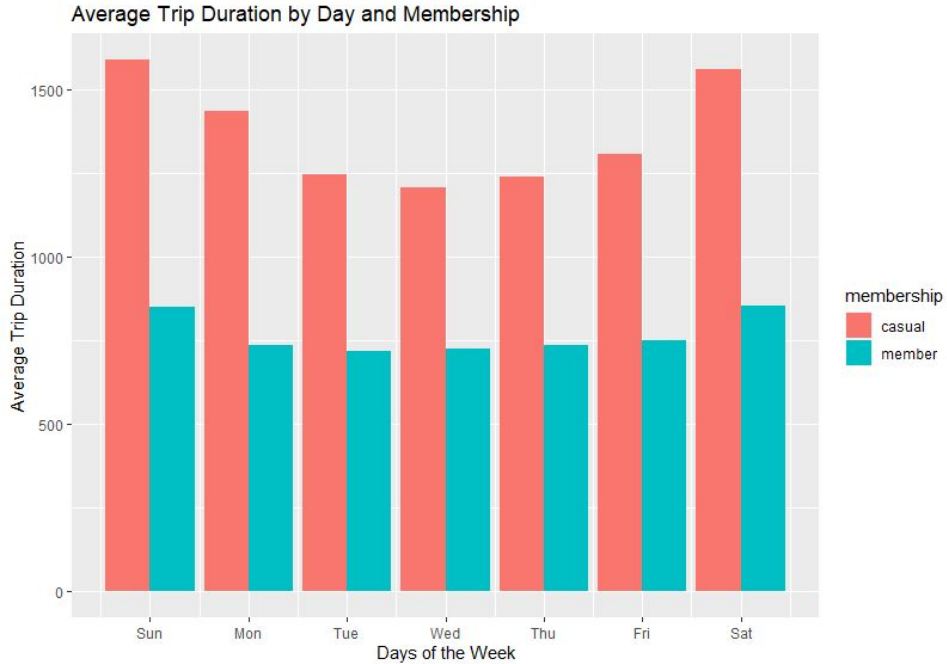
Identify the differences in how our **annual members** and **casual riders** use Cyclistic bikes to support our marketing push to increase membership

# The Data

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# Average Trip Durations

- Casual riders ride for longer durations on average
- Members are more likely to ride for shorter durations

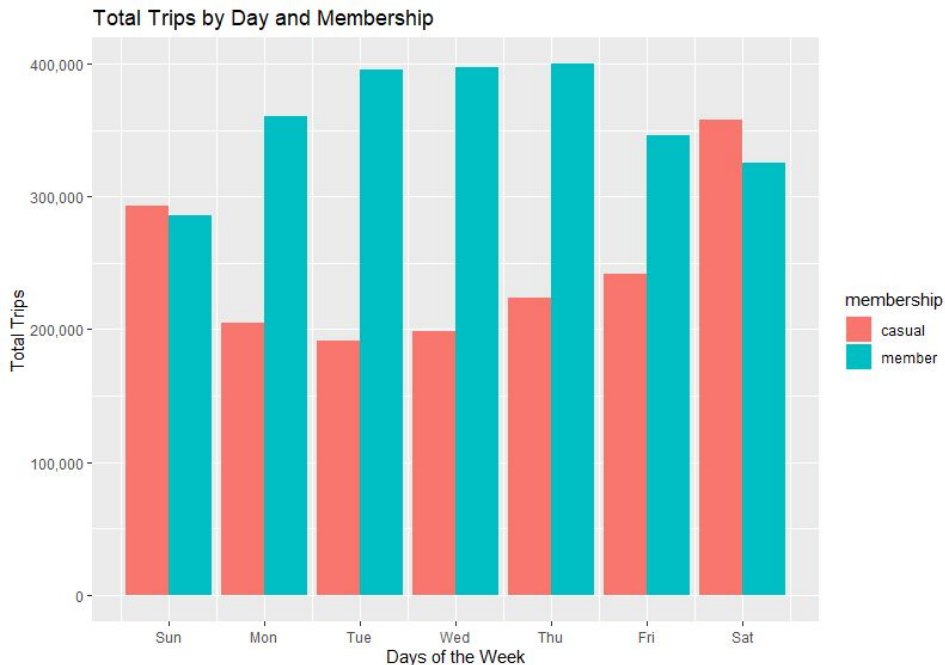






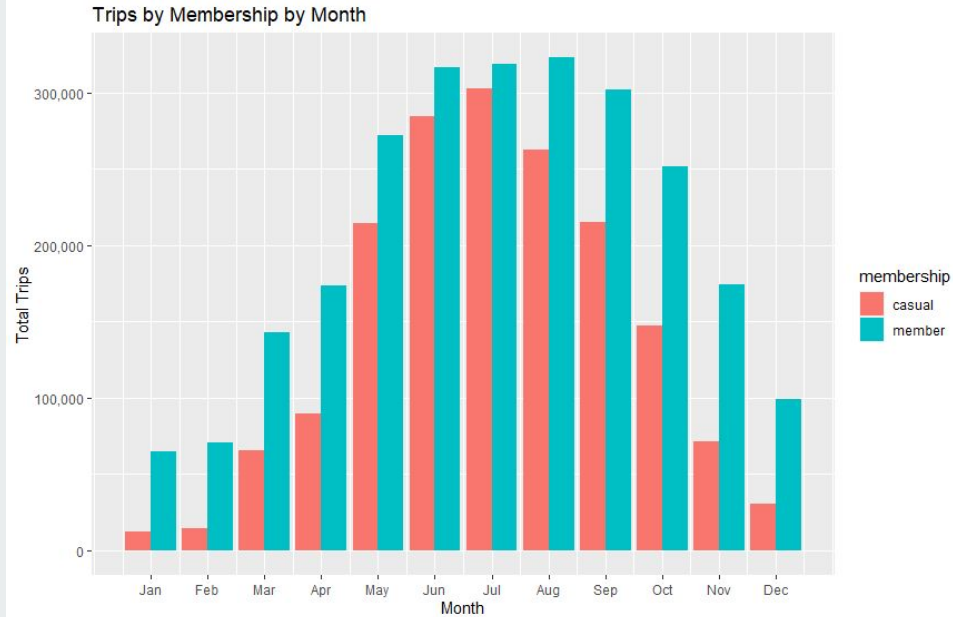
# Total Daily Trips by Membership

- Casual riders are most active during the weekend
- Members are most active during the week
- Members take more trips than casual riders



## Total Monthly Trips by Membership


- Casual riders are most active during warmer months
- Members are most active during warmer months



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# Conclusions

## Conclusions



Casual riders ride for longer durations, on average, than members.

Casual riders, however, take fewer trips than members.

Casual riders are more active during the warmer months and on the weekends.

Casual riders average trip duration is approximately 26 minutes; \*this may indicate that the \$3 pass is the most popular option

\*further analysis may be needed

Based on these conclusions, we can assume that the casual rider, on average, does not see the value in an annual membership based on their current usage of Cyclistic's services.

# Solutions



## Expand Membership Benefits/Reduce Price

To entice **casual riders** to upgrade to a membership, consider the following:

- Ride time increases (1 hour, up from 45min)
- Limited number of \$3 passes on weekends to give to friends/family
- Special discounts on day passes for **casual riders** who ride with a **member**
- Reduce annual cost (Currently \$99 per year)

## Create a Monthly Membership Plan

A monthly membership plan can provide **casual riders** with the flexibility to pay only during the months they ride.

- Partner with music venues, sports venues, and other cultural festivals to give benefits to members, to entice **casual riders** to sign up during the summer months.
- Consider food and drink vouchers for members attending a sports game, or reduced ticket prices on select seating
- Special discounts on day passes for **casual riders** who ride with a **member** attending an event.

# Appendix

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## Aggregate Tables (Mean and Median)

	df\$membership	df\$day_of_week	df\$trip_duration
1	casual	1	1588.7415 secs
13	casual	7	1560.7869 secs
3	casual	2	1437.0397 secs
11	casual	6	1306.3334 secs
5	casual	3	1248.4664 secs
9	casual	5	1240.3591 secs
7	casual	4	1208.2288 secs
14	member	7	853.6176 secs
2	member	1	849.2829 secs
12	member	6	748.0353 secs
10	member	5	736.6014 secs
4	member	2	734.2230 secs
8	member	4	725.7085 secs
6	member	3	719.2905 secs

	df\$membership	df\$day_of_week	df\$trip_duration
1	casual	1	992
13	casual	7	984
3	casual	2	852
11	casual	6	813
9	casual	5	762
5	casual	3	749
7	casual	4	744
14	member	7	626
2	member	1	613
12	member	6	550
10	member	5	547
8	member	4	543
4	member	2	536
6	member	3	535



## Total Daily Trips by Membership

```
# A tibble: 14 x 4
# Groups:   membership [2]
  membership day_of_week number_of_rides average_duration
  <chr>      <dbl>          <int>    <drtn>
1 casual      1          293010 1588.7415 secs
2 casual      2          205069 1437.0397 secs
3 casual      3          191246 1248.4664 secs
4 casual      4          198172 1208.2288 secs
5 casual      5          224008 1240.3591 secs
6 casual      6          242085 1306.3334 secs
7 casual      7          357430 1560.7869 secs
8 member      1          286054  849.2829 secs
9 member      2          360567  734.2230 secs
10 member     3          395644  719.2905 secs
11 member     4          397067  725.7085 secs
12 member     5          399780  736.6014 secs
13 member     6          346081  748.0353 secs
14 member     7          325211  853.6176 secs
```





## Total Daily Trips by Membership (Percent Change)

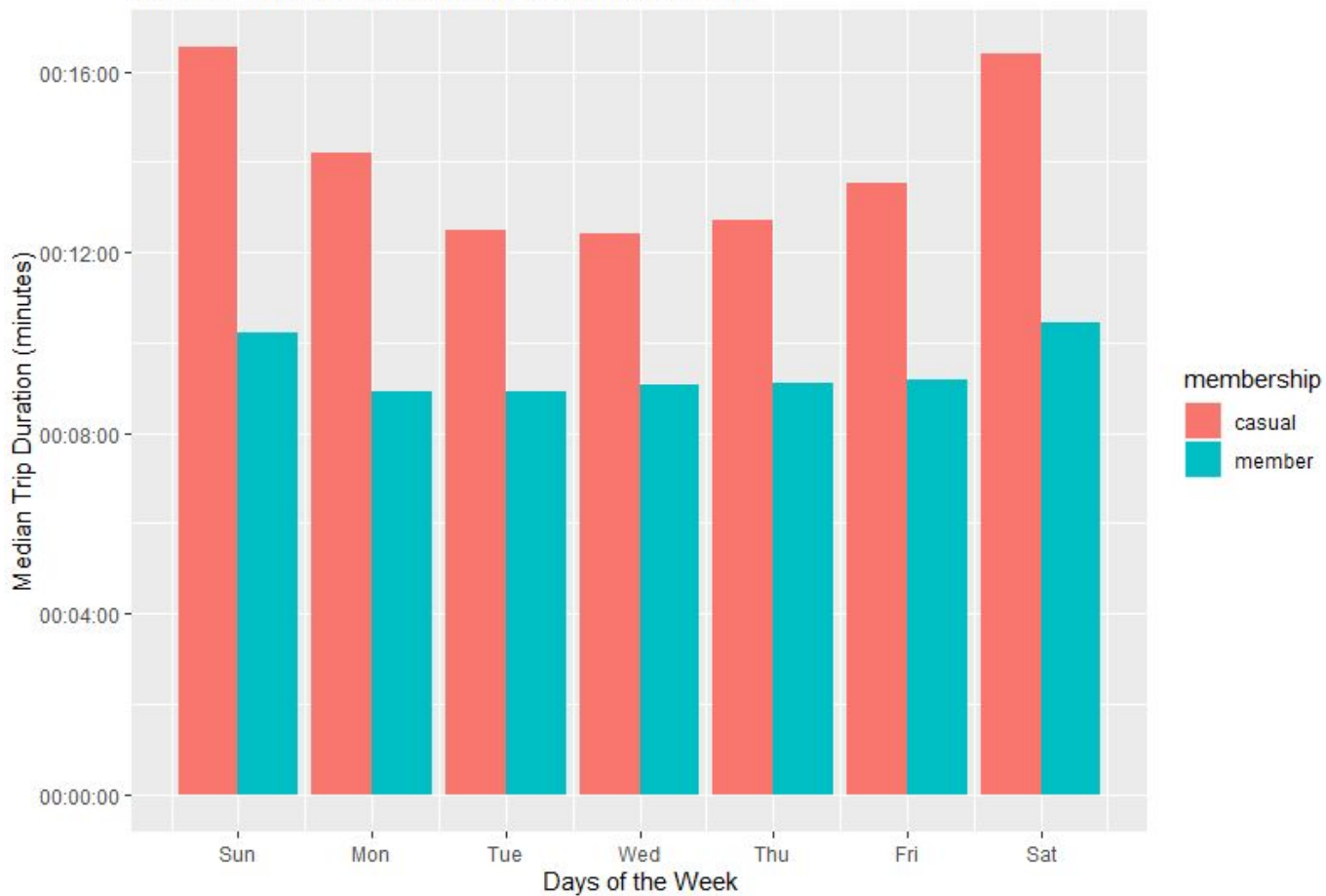
**Casual(Percent):** Sun(0%) -> Mon(-30%) -> Tue(-7%) -> Wed(+4%) -> Thu(+13%) -> Fri(+8%) -> Sat(+48%)

**Casual(Count):** Sun(293010) -> Mon(205069) -> Tue(191246) -> Wed(198172) -> Thu(224008) -> Fri(242085) -> Sat(357430)

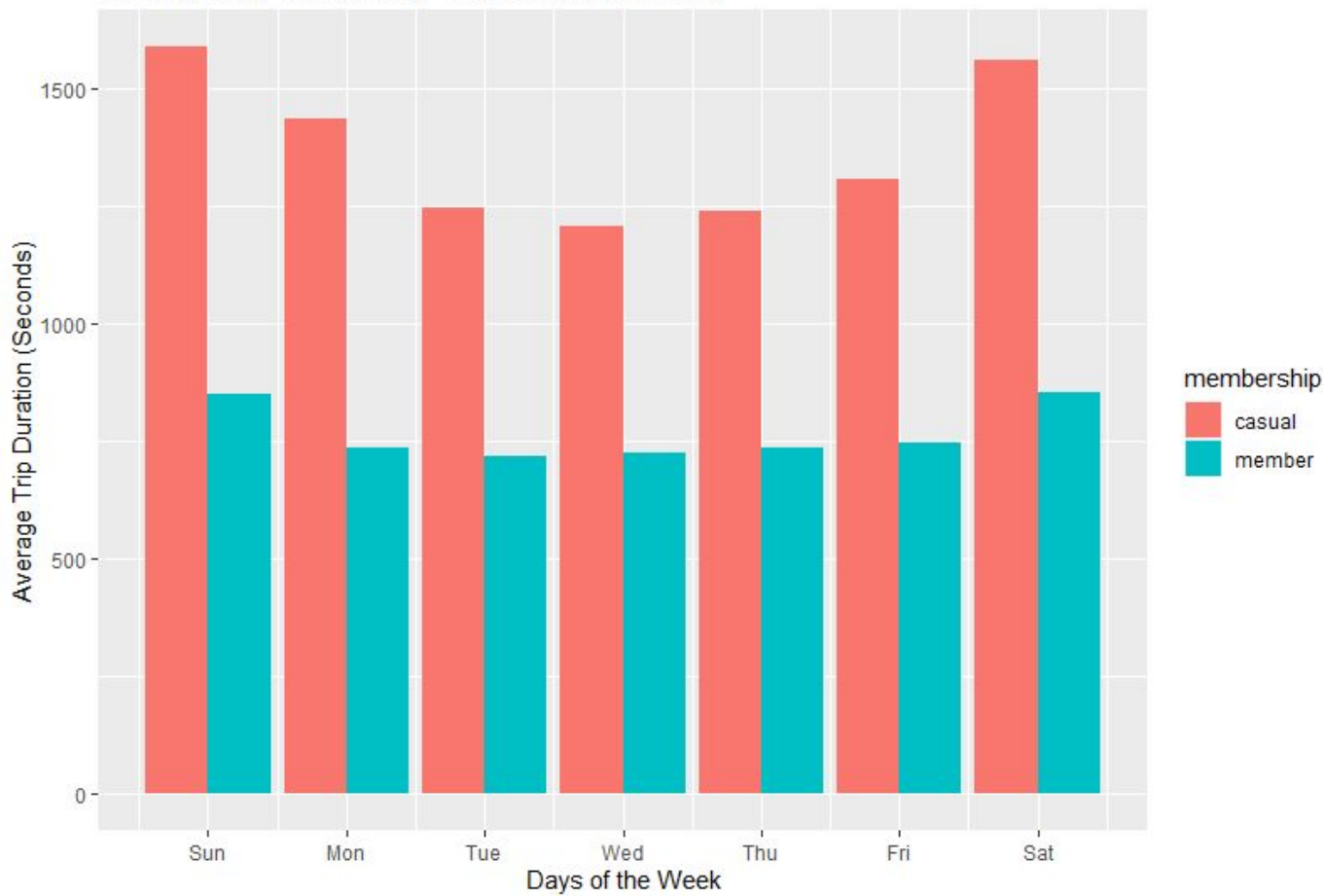
**Member(Percent):** Sun(0%) -> Mon(+26%) -> Tue(+10%) -> Wed(0%) -> Thu(+1%) -> Fri(-13%) -> Sat(-6%)

**Member(Count):** Sun(286054) -> Mon(360567) -> Tue(395644) -> Wed(397067) -> Thu(399780) -> Fri(346081) -> Sat(325211)

Median Trip Duration by Day and Membership



Average Trip Duration by Day and Membership



Trips by Membership by Month

