



Casual to Member Conversion Campaign

Member vs. Casual Rides Analysis

Marketing Analysis Team
October 2024

Agenda

1. Goal
2. Member vs. casual rides analysis
3. Recommendations
4. Next steps

Goal: converting casual riders into annual members

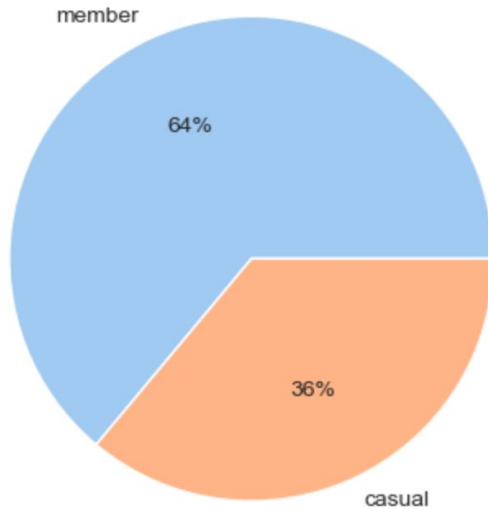
Analysis shows annual members are much more profitable than casual riders. In order to maximize the number of annual membership, there's a solid opportunity to **convert the existing casual riders into annual members**.

In our analysis,

1. **How do annual members and casual riders use Cyclistic bikes differently?**
2. Why would casual riders buy Cyclistic annual memberships?
3. How to use digital media to influence casual riders to become members?

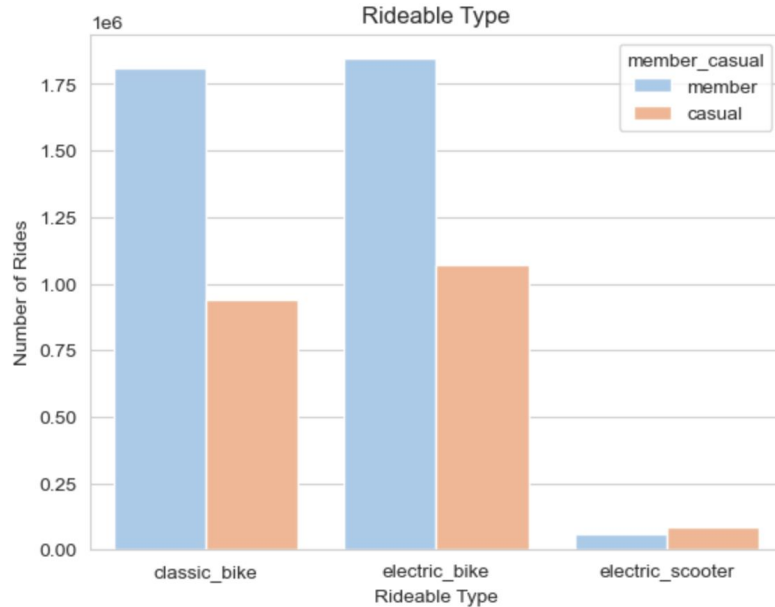
How annual members and casual riders differ?

Casual riders use bikes less frequently than annual members



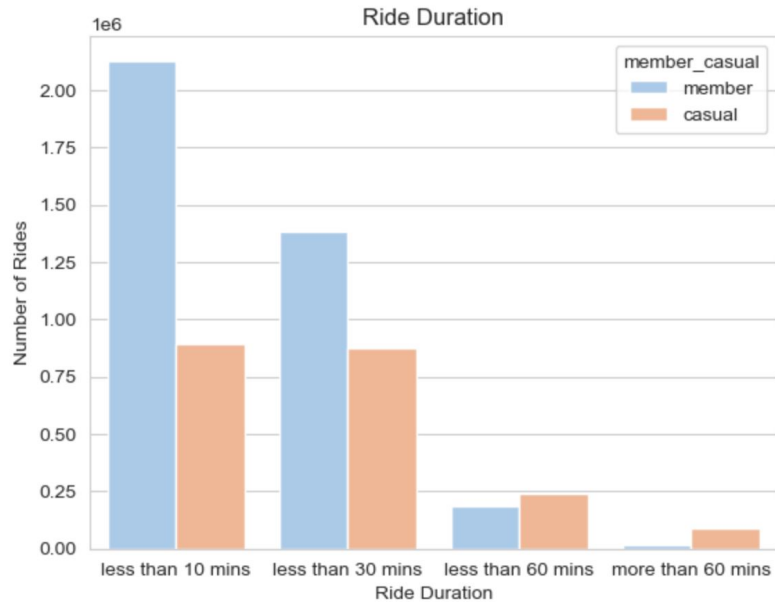
- In the past 12 month, 64% of the rides were from annual members while 36% were from casual riders.
- Annual members used bikes 1.8 times more than casual riders.

Classic and electric bikes are most used types



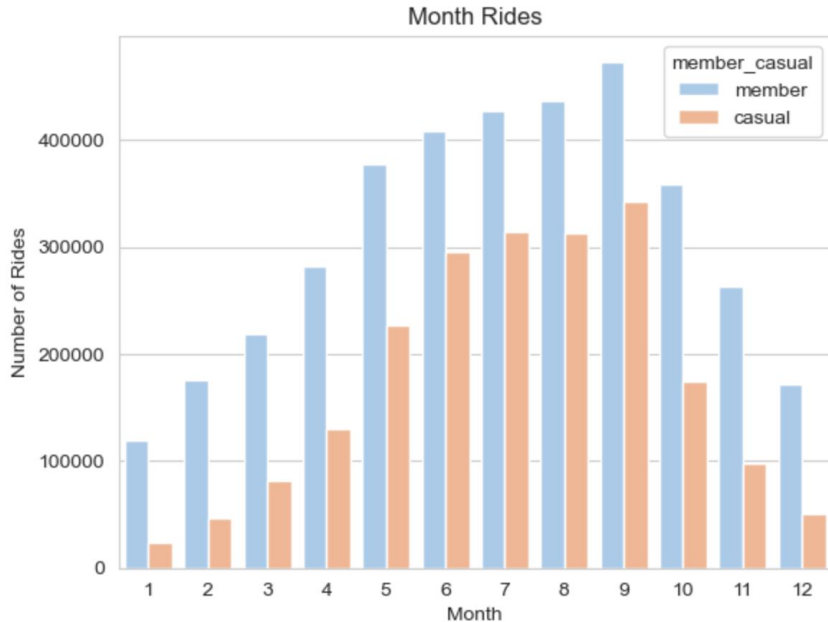
- 95% of both annual members and casual riders used either classic bikes or electric bikes. Both groups showed a strong preference for these rideable types.

Casual riders tend to have longer rides



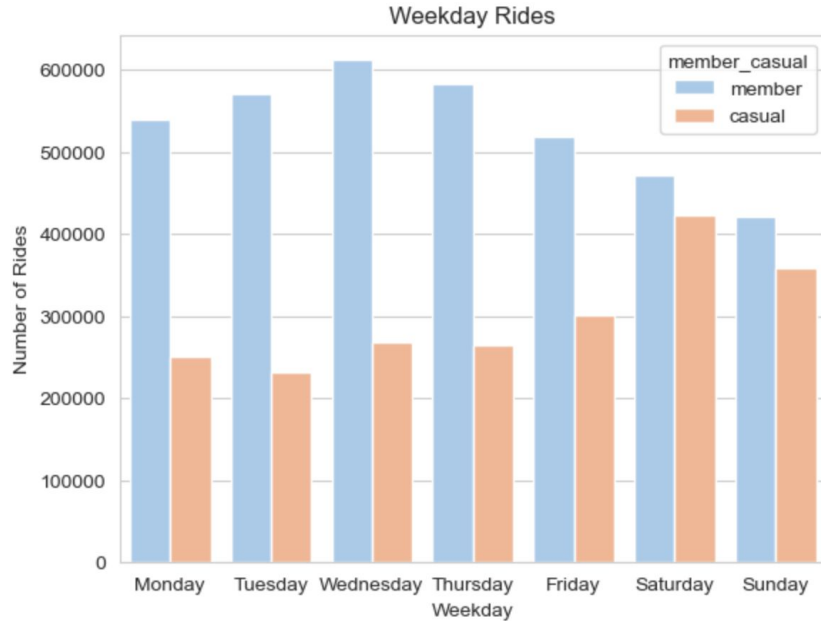
- **Annual members:** average riding duration of annual members is 12 minutes. Only 6% of riders used bikes over 30 mins.
- **Casual riders:** average riding duration is 18 minutes. 16% of riders used bikes over 30 mins.

Casual riders are more sensitive to weather changes



- Both annual members and casual riders shows the trend of riding more in warm months (from May to October).
- Annual members:** usage dropped 24% from September to October.
- Casual riders:** usage sharply dropped 49% from September to October, indicating that casual riders are more sensitive to weather changes.

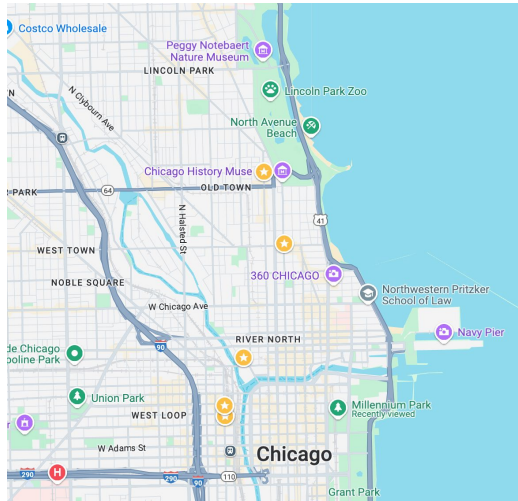
Casual riders ride more during weekends



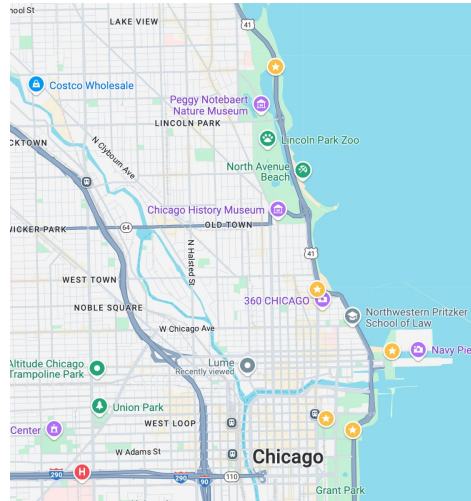
- **Annual members:** they took 21% fewer rides on weekends than on weekdays,, suggesting they may use the service more for commuting.
- **Casual riders:** they took 48% more rides on weekends than on weekdays, indicating their preference for leisure rides during the weekend.

Casual riders primarily use bikes for leisure

Top 5 Start Stations



Member



Casual

- **Annual members:** the top 5 start stations are closed to public transportation hubs, suggesting that members may use bikes for commuting purposes.
- **Casual riders:** the top 5 start stations are closed to tourist attractions, indicating that casual riders primarily use the service for leisure and sightseeing.

Recommendations

1. Target Casual Riders' Longer Ride Durations:

- **Insight:** Casual riders use bikes for longer durations on average.
- **Recommendation:** Highlight the cost-saving benefits of an annual membership for longer rides. Emphasize that longer rides could be more affordable with a membership.

2. Seasonal Promotions Targeting Weather Preferences:

- **Insight:** Casual riders are more active during warmer months and react strongly to weather changes.
- **Recommendation:** Launch promotional campaigns at the start of the summer season. Consider offering a flexible payment plan for memberships during peak riding months.

3. Weekend Leisure Usage:

- **Insight:** Casual riders predominantly use bikes on weekends for leisure.
- **Recommendation:** Promote member-exclusive weekend events, discounts, or rides to build a community around biking. Leverage social media to advertise these events, encouraging casual riders to convert to members for exclusive access.

Next Steps

1. **Analyze User Demographics:** Gather and analyze casual riders' demographic data to understand which customer segments are most likely to convert from casual to annual members.
2. **Examine App Usage:** Study app usage data (e.g., interaction patterns, feature usage) to identify touchpoints where casual riders could be prompted to consider annual memberships.
3. **Explore Digital Marketing Channels:** Investigate how digital media (social media, email marketing, in-app notifications) can be leveraged to target casual riders and encourage them to become annual members.



Thank you!

October 2024

Contact

Yue (Crystal) Hu

crystalhy@outlook.com
