



# Casual to Member Conversion Campaign

Member vs. Casual Rides Analysis

Marketing Analysis Team  
October 2024

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# Agenda

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

# Goal: converting casual riders into annual members

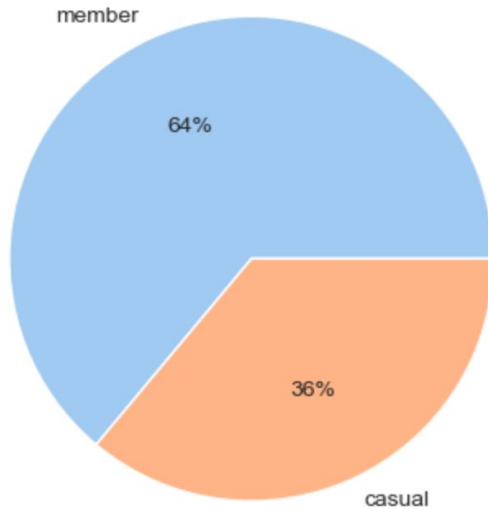
Analysis shows annual members are much more profitable than casual riders. In order to maximize the number of annual membership, there's a solid opportunity to **convert the existing casual riders into annual members.**

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?

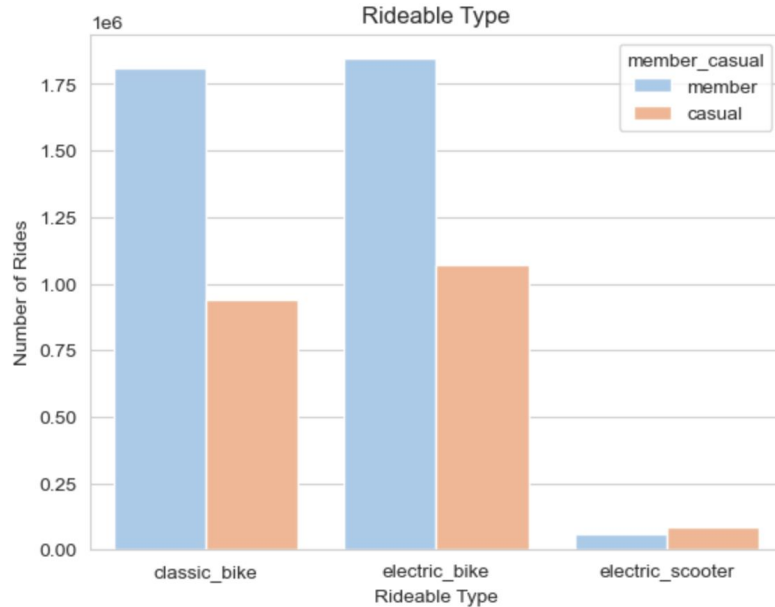
# How annual members and casual riders differ?

# Casual riders use bikes less frequently than annual members



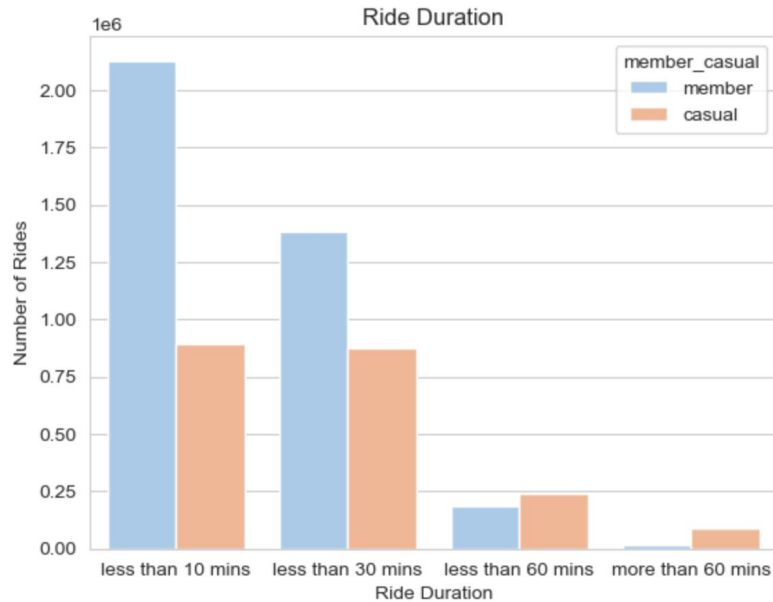
- In the past 12 month, 64% of the rides were from annual members while 36% were from casual riders.
- Annual members used bikes 1.8 times more than casual riders.

# Classic and electric bikes are most used types



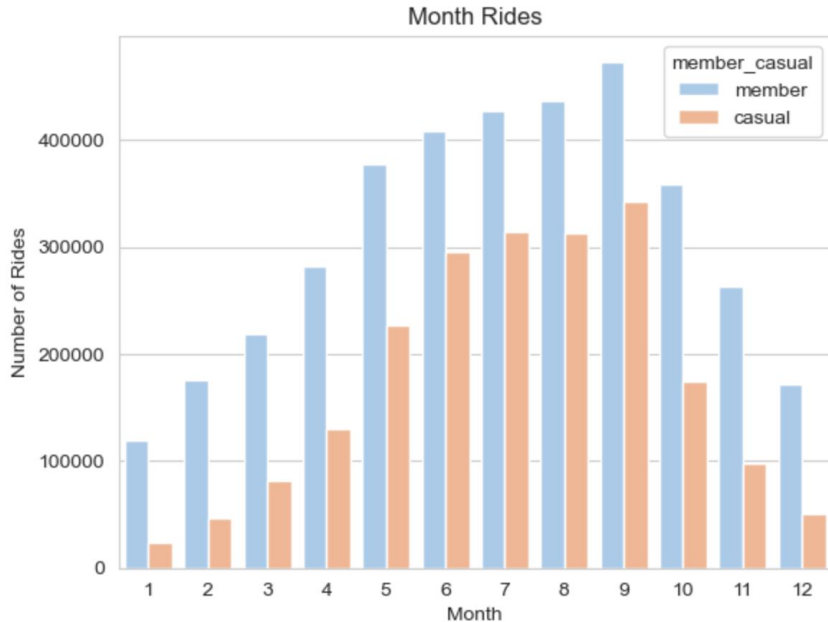
- Over 95% of either annual members or casual riders mainly use classic bikes and electric bikes.
- 4% of casual riders used electric scooters.

# Casual riders tend to ride longer time



- 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.

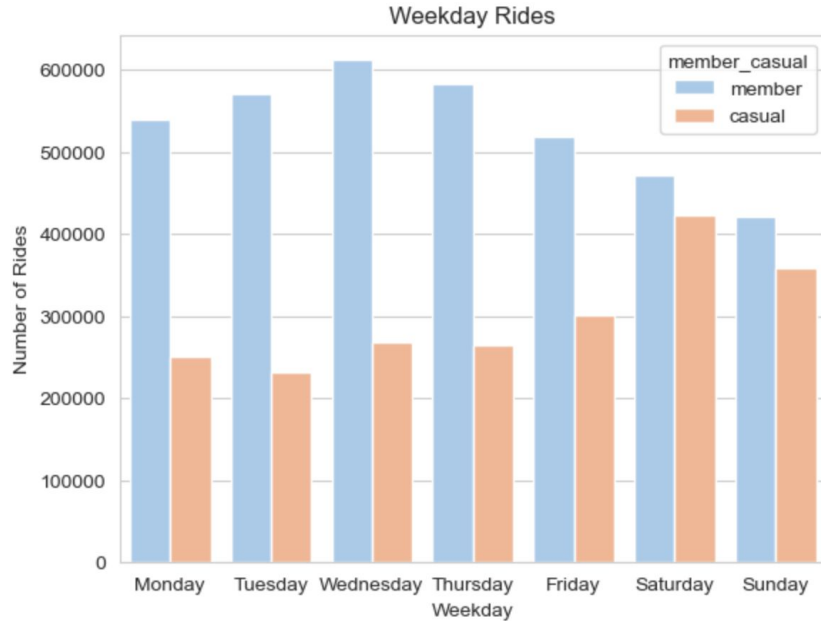
# Casual riders react more to weather changes



- Both annual members and casual riders shows the trend of riding more in warm weather (from May to October).
- Annual members: usage dropped 24% from September to October.
- Casual riders: usage dropped 49% from September to October. Riders reacts more to weather changes.



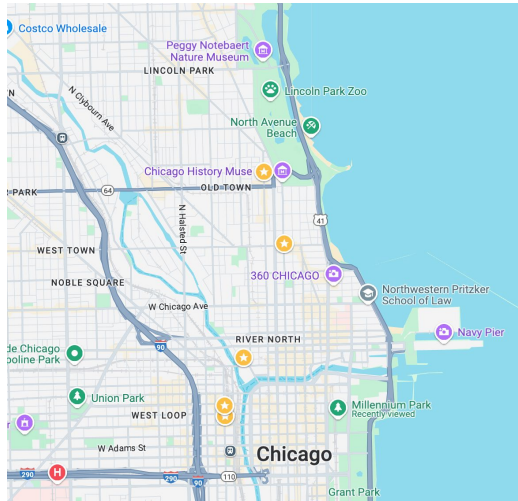
# Casual riders ride more during weekends



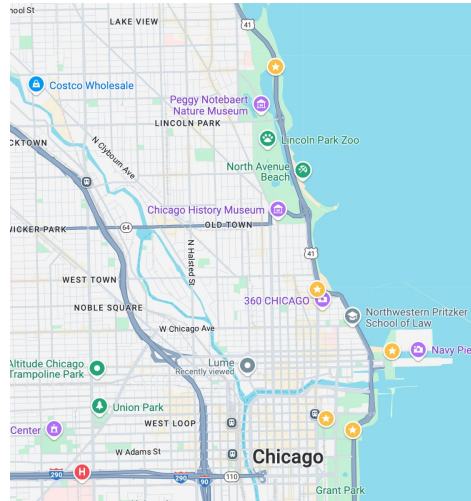
- Annual members: average rides is 21% fewer on weekends than on weekdays.
- Casual riders: average rides is 48% more on weekends than on weekdays.

# Casual riders use bikes for leisure

## Top 5 Start Stations



Member



Casual

- Annual members: top 5 start station are closed to public transportation. Members may use bikes for commute.
- Casual riders: top 5 start station are closed to tourist attractions. Riders may use bikes for leisure.

# Recommendations

1. Casual riders uses bikes for longer time.

**Recommendation:** Highlight the annual membership is better deal for longer ride.

2. Casual riders react more to weather changes. They prefer to ride during warm weather.

**Recommendation:** Promote bike-share membership when summer is coming and combined with flexible payment plan

3. Casual riders uses bike more during the weekends for leisure.

**Recommendation:** Promote member-exclusive weekend events on social media to boost bike culture

# Next Steps

We can gather the user demographic and app usage data to further analyze:

- Why would casual riders buy Cyclistic annual memberships?
- How to use digital media to influence casual riders to become members?



# Thank you!

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