

# Pedals & Pathways: A Strategy to Capture Commuters and Urban Explorers as Loyal Members

Recommendations for Converting Casual Riders to Long-Term Customers

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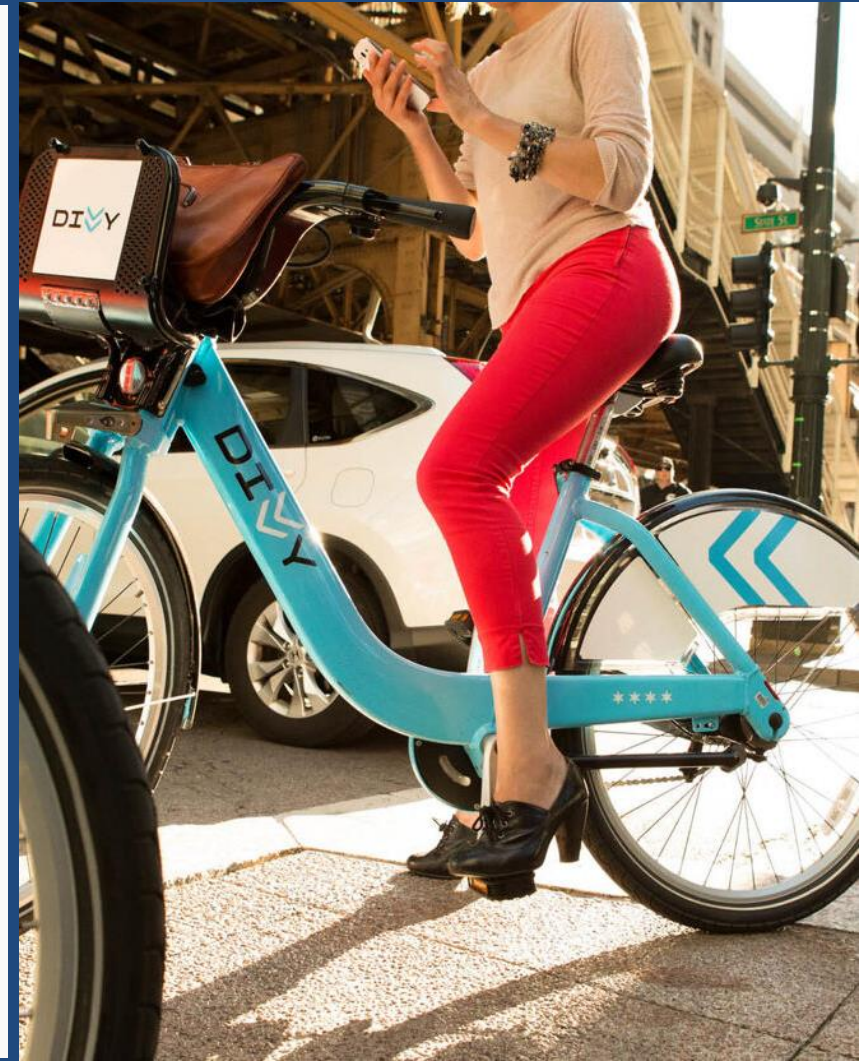
# Agenda

Introduction

Business Task

Insights

Recommendations







# Introduction

Cyclistic, a Chicago-based bike-sharing company, operates a geotracked fleet of bicycles available throughout the city.

Cyclistic classifies riders into two types: casual riders, who purchase single-ride or full-day passes, and members that subscribe to annual memberships.

While offering flexible purchase options attracts customers, Cyclistic's finance department has concluded that members are more profitable than casual riders and need insights to help them develop a conversion strategy.



# Business Task

Cyclistic's marketing team plans to develop marketing strategies to **increase profits by converting casual riders to annual members**. To help the marketing team understand this opportunity, analysis will focus on three questions.



# Notes on Source Data

- Used first-party data from Cyclistic that captures individual trip details.
- Covers same-day trips taken between January 1, 2022 and December 31, 2022.
- Used random sample of 250,000 trips from population of 5,667,717.
- Data cleaned and transformed to address missing values, inconsistencies, duplicates and create categorical variables for analysis.
- Supplemented with shape files from the Chicago Data Portal for geographical analysis.



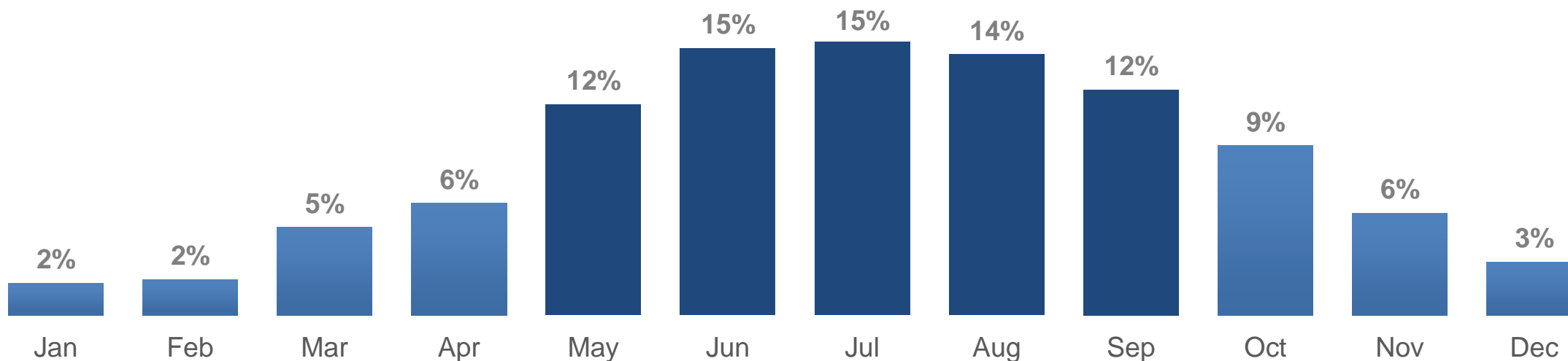


## Our Big Idea

Attracting both those seeking a reliable daily commute solution and those looking for exciting ways to experience their city is the best strategy for converting casual riders to members.

# General Insights

Based on the percent of trips taken each month of 2022, customer engagement with the service is strongest in the warmer months of the year.



## 5.67 Million

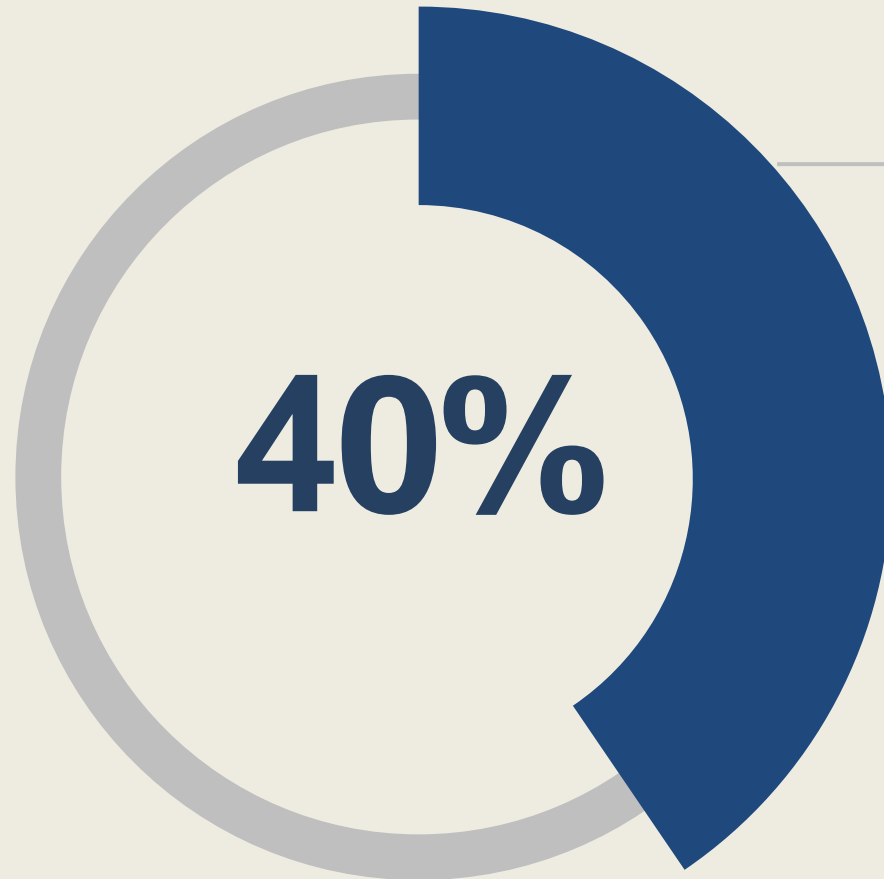
Casual riders and members took 5.67 million trips using the Cyclistic bike-sharing service in 2022.

## 15 Minutes

On average, customers took trips that lasted 15 minutes in duration with a standard deviation of 8.4 minutes, i.e. 68% of trips last between 6 and 23 minutes.

## 68%

Most trips are taken during the warmer months of May through September. Marketing efforts should leverage increased activity leading to the summer peak.

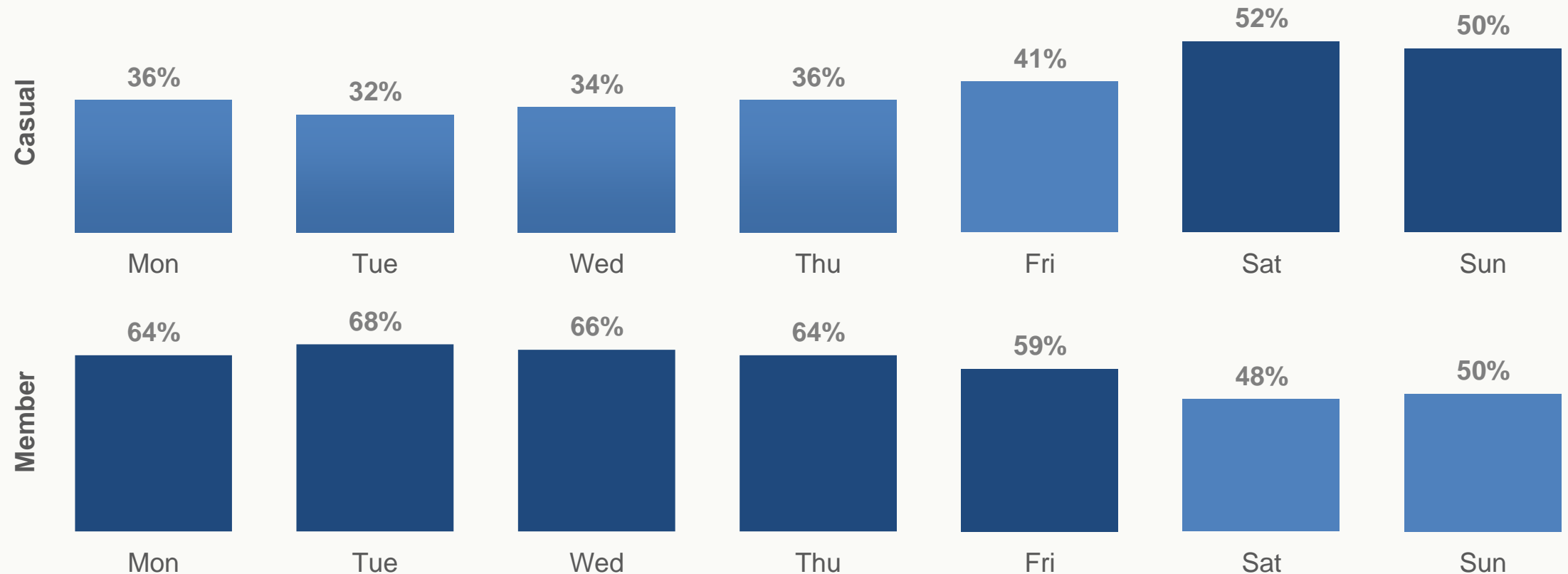


## **Percent of Trips Taken by Casual Riders**

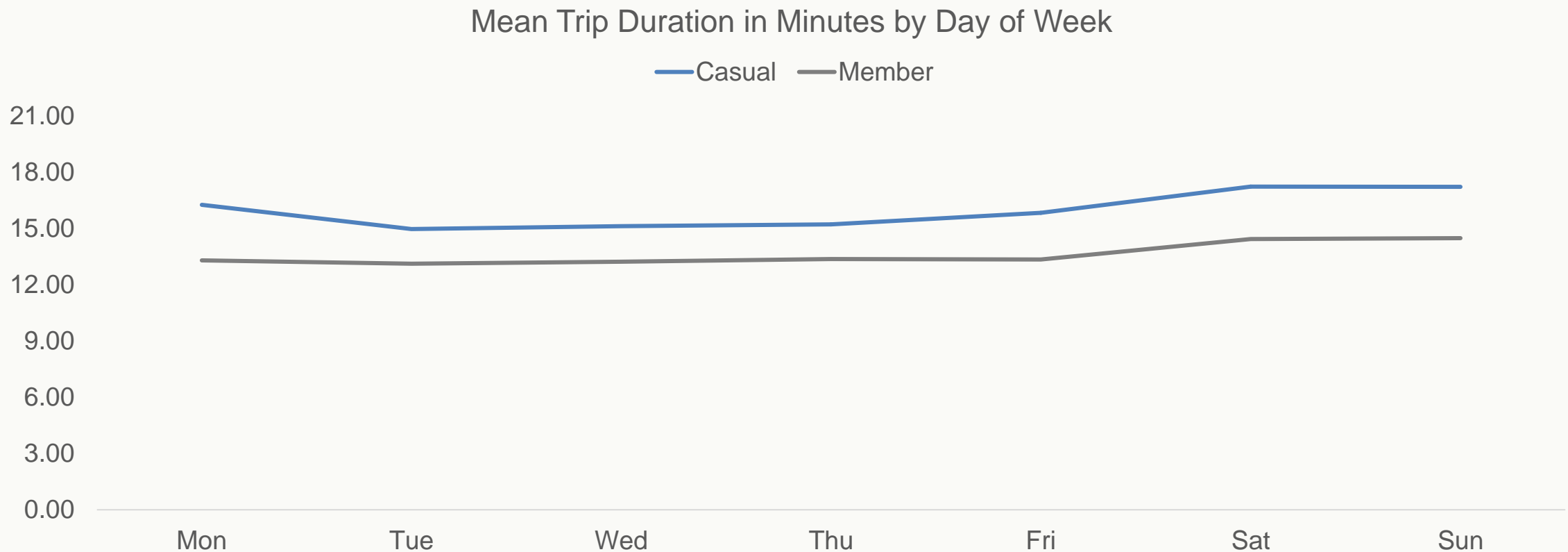
Four in every ten trips are taken by casual riders; this proportion highlights a substantial presence of casual riders within the customer base.



**While weekdays are a peak period for member trips, weekends are a peak period for casual riders**

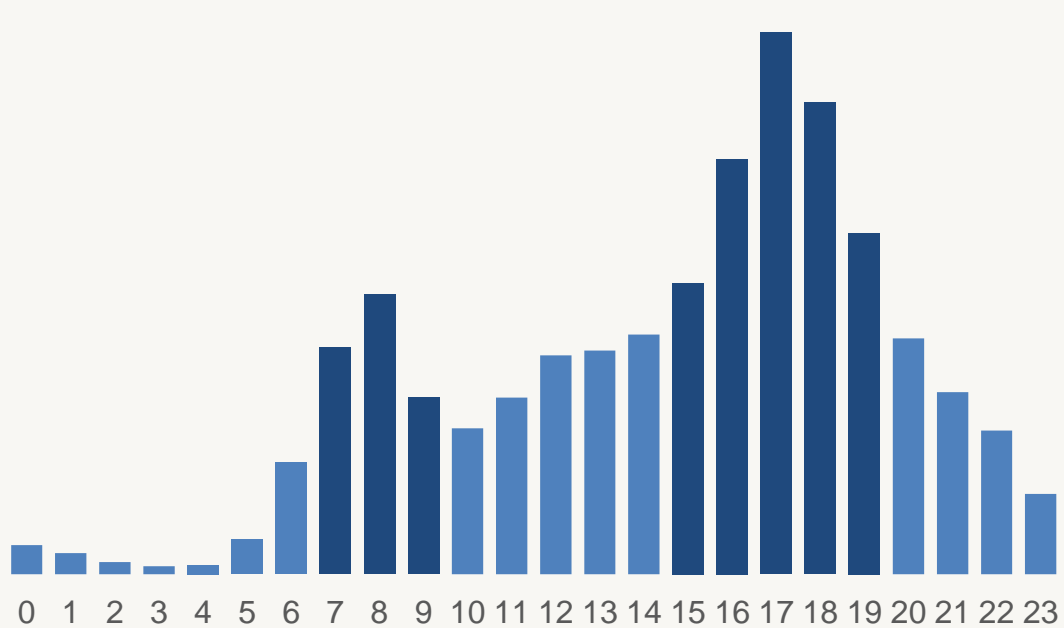


# On average, casual riders are spending more time on their bikes than their member counterparts

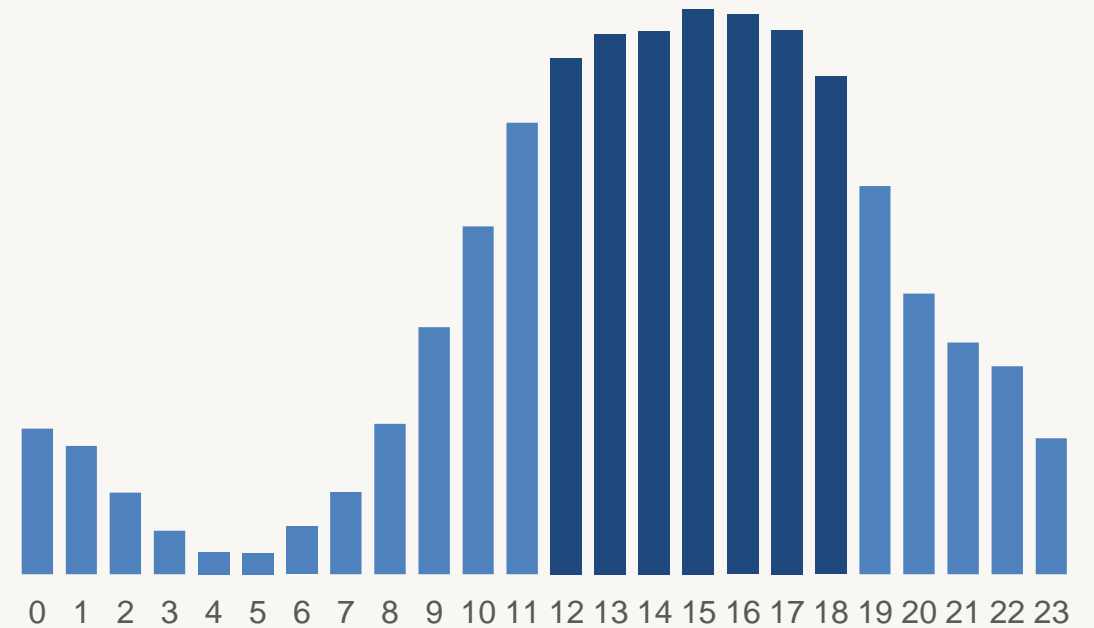


# Hourly trip patterns highlight weekday commute and weekend recreation dynamics

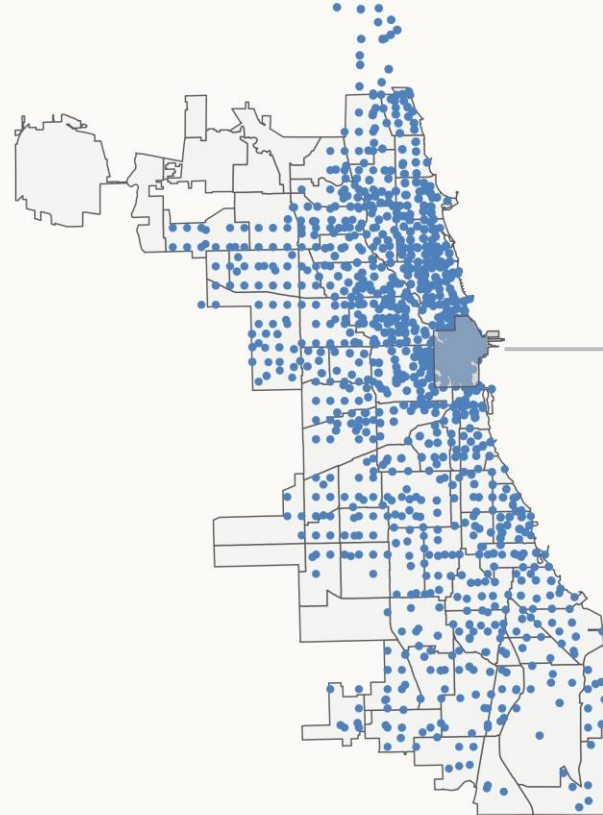
Active Trips by Hour on Weekdays



Active Trips by Hour on Weekends



# Activity is concentrated in and extends from the central business district throughout the city

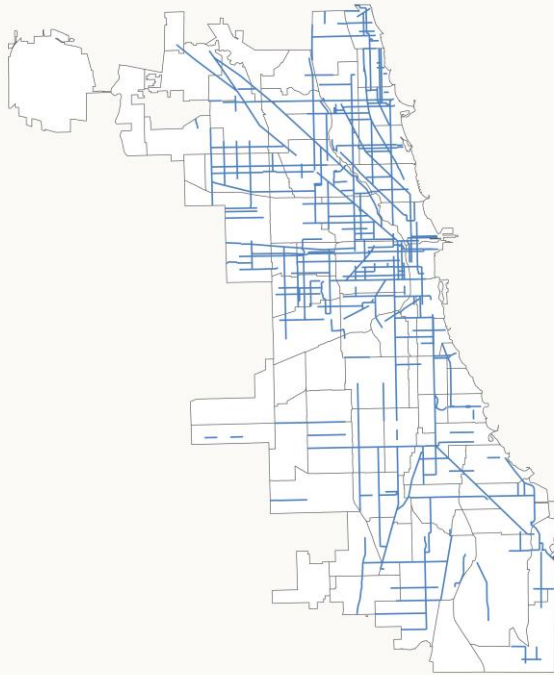


## Central Business District

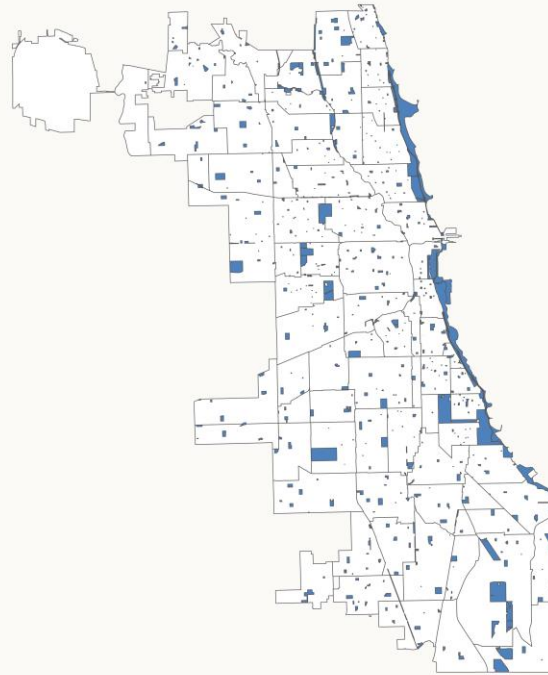
The widespread distribution of trips demonstrates that bike sharing is being used by customers across neighborhood and communities in the city.



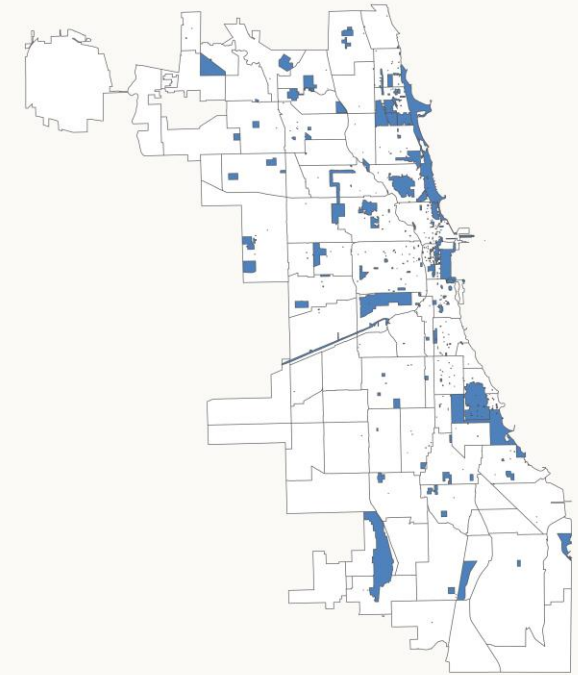
# Chicago provides infrastructure and opportunities for urban adventures



953 **bike routes** covering  
369 linear miles



8,868 acres of **parks providing**  
**recreation** opportunities



635 local and national  
landmarks

# Our Recommendations

Showcase the vibrant experiences of commuting and urban exploration with Cyclistic.



## Sharing

Encourage customers, especially annual members, to share their commuting and exploration experiences on social media. Use customer-generated content to showcase real-life stories and adventures



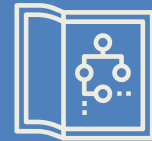
## Partnerships

Develop partnerships with local businesses, offer additional perks for members, such as discounts or exclusive access to certain services and incentivize casual riders to make the switch.



## Storytelling

Use storytelling in marketing materials, social media, and promotions to inspire a sense of adventure and curiosity among casual riders



## Promotions

Organize themed rides or events highlight unique landmarks, cultural hotspots, and hidden gems. Use value-added guides or curated routes for annual members, showcasing the best routes for urban exploration.

**"Pedal through our city streets, turning your daily commute into an urban adventure. Bike-sharing is the key to practicality and exploration – unlock the city with every turn."**

**– Donnie Minnick**



# Future Opportunities

- Incorporate customer feedback for more nuanced understanding of motivations and preferences.
- Data on bicycle availability to assess impacts on usage patterns.
- Analysis of customer demographics, e.g. age, fitness level, cycling experience.
- Analysis of pricing and how it influences usage, e.g. trip duration, usage over time.
- Mode of transportation integration and possible “last mile” dynamic in customer behavior, i.e. using bike sharing as last leg of journey.