

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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January 2024



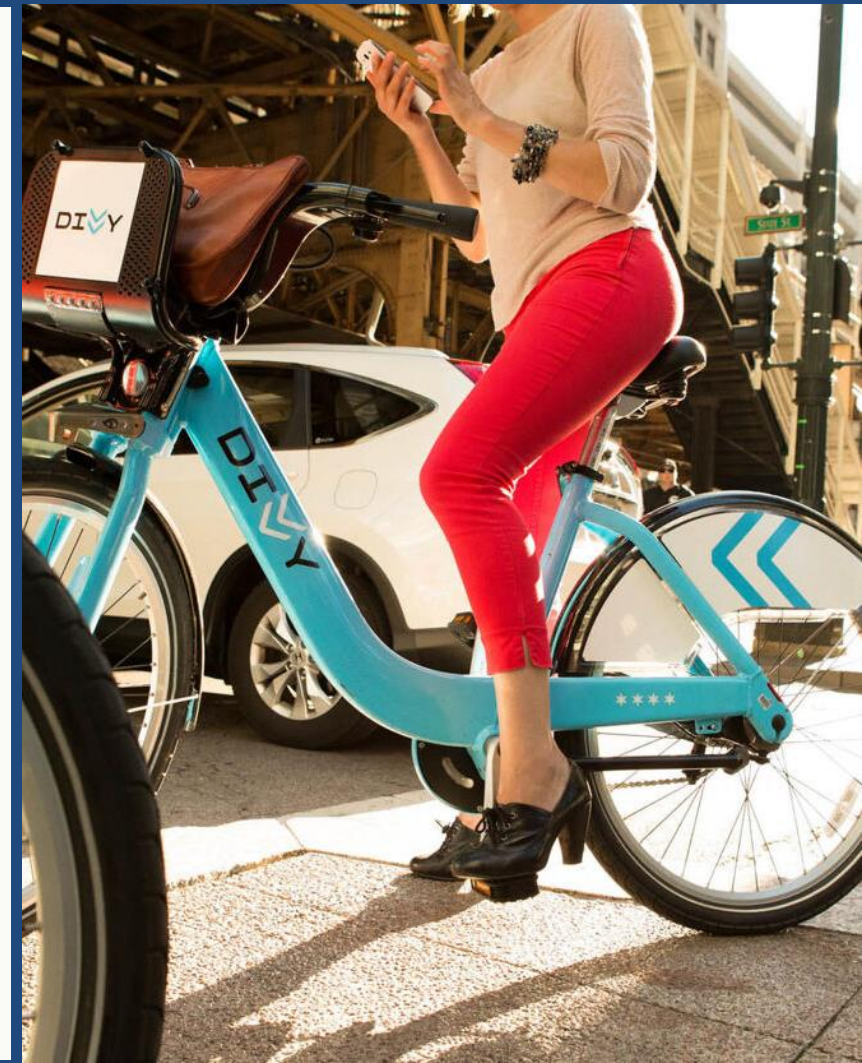
Agenda

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.

How do annual members and casual riders differ?

Why might casual riders buy an annual membership?

How might Cyclistic use digital media to influence casual riders to become members?

Notes on Source Data

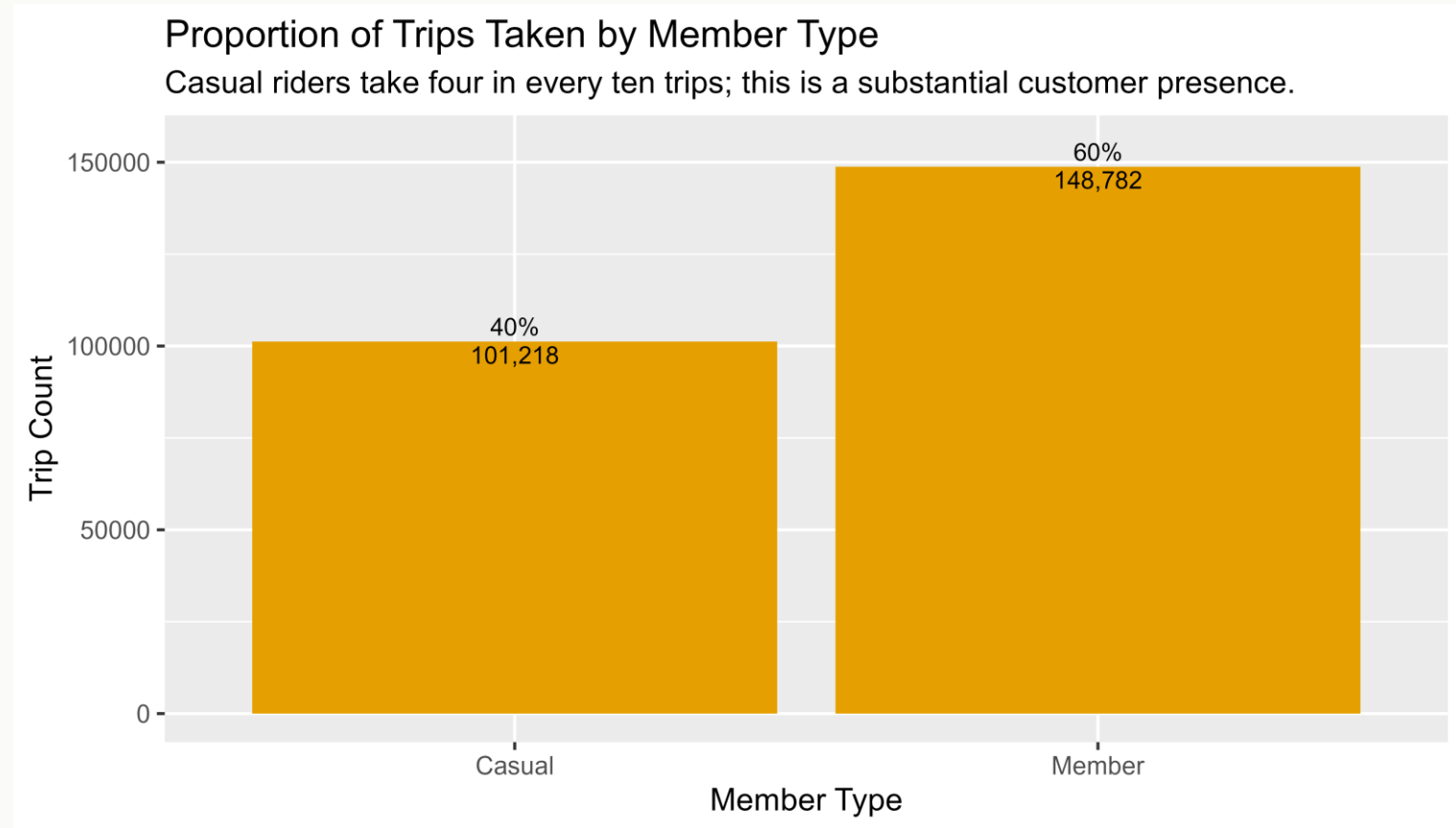
- Used first-party data from Cyclistic that captures individual trip details.
- Covers same-day trips taken between January 1, 2022 and December 31, 2022.
- Used random sample of 250,000 trips from population of 5,667,717.
- Data cleaned and transformed to address missing values, inconsistencies, duplicates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



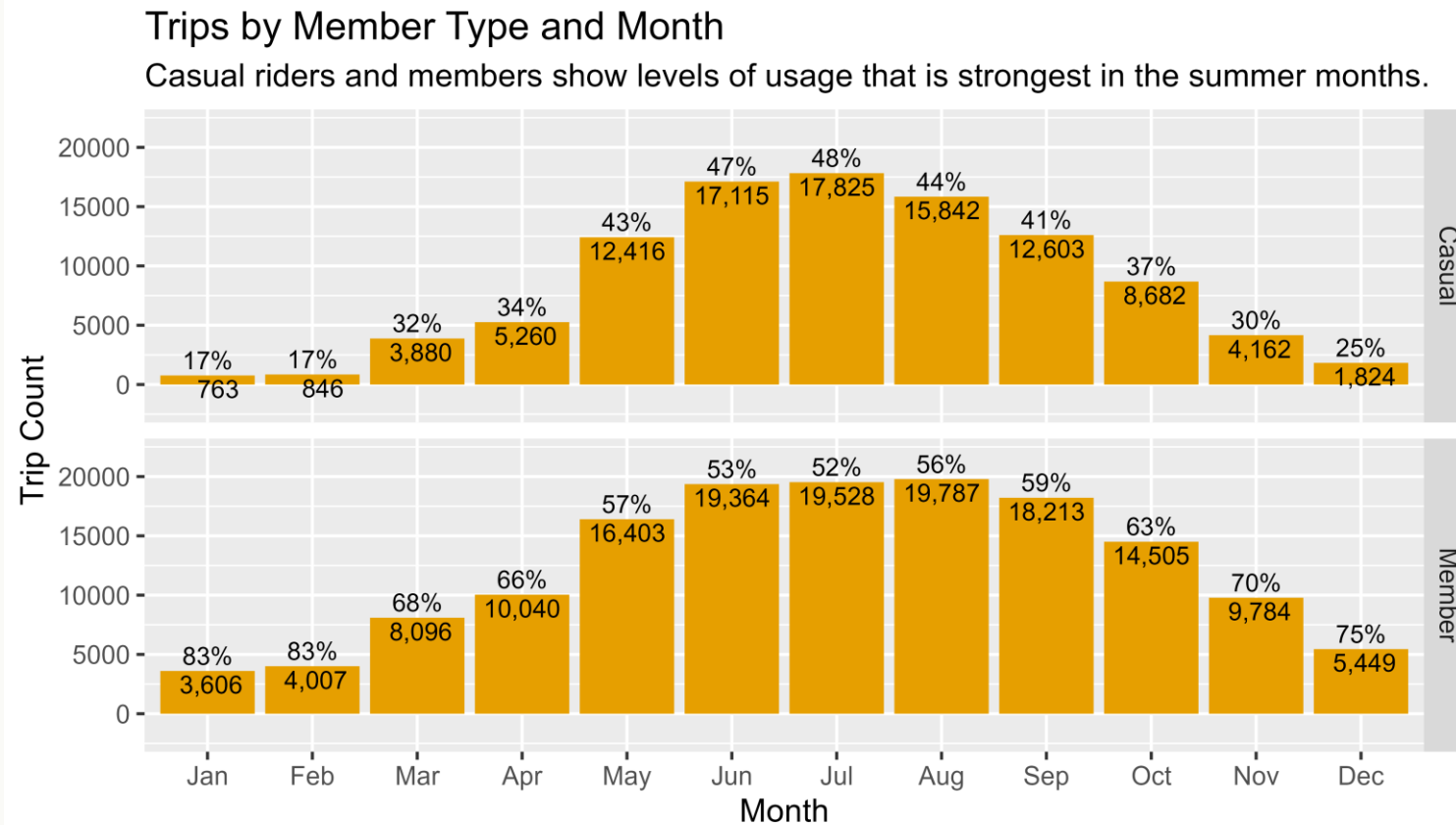
Our Big Idea

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.

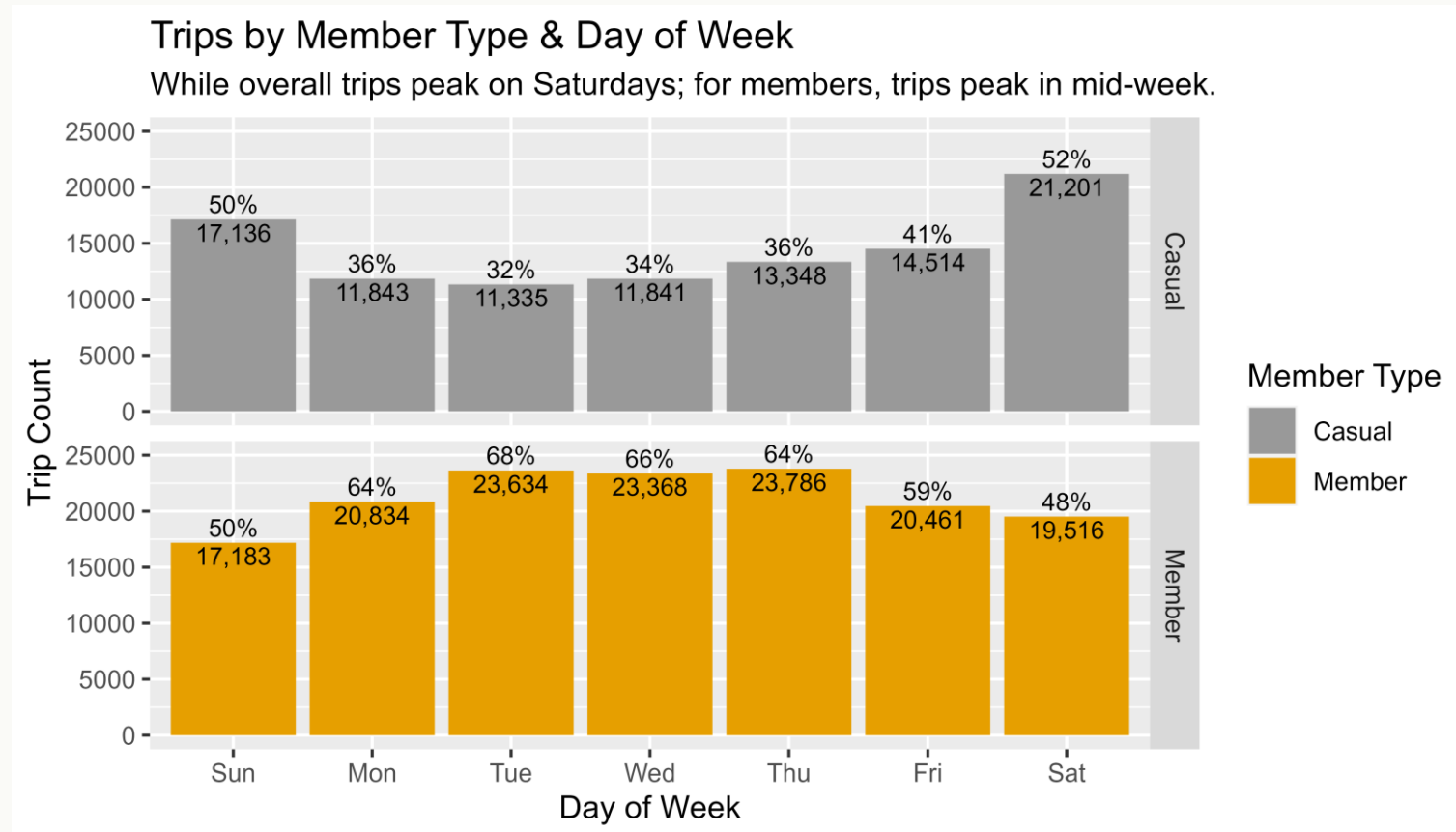
**Four in every
ten trips are
taken by
casual riders**



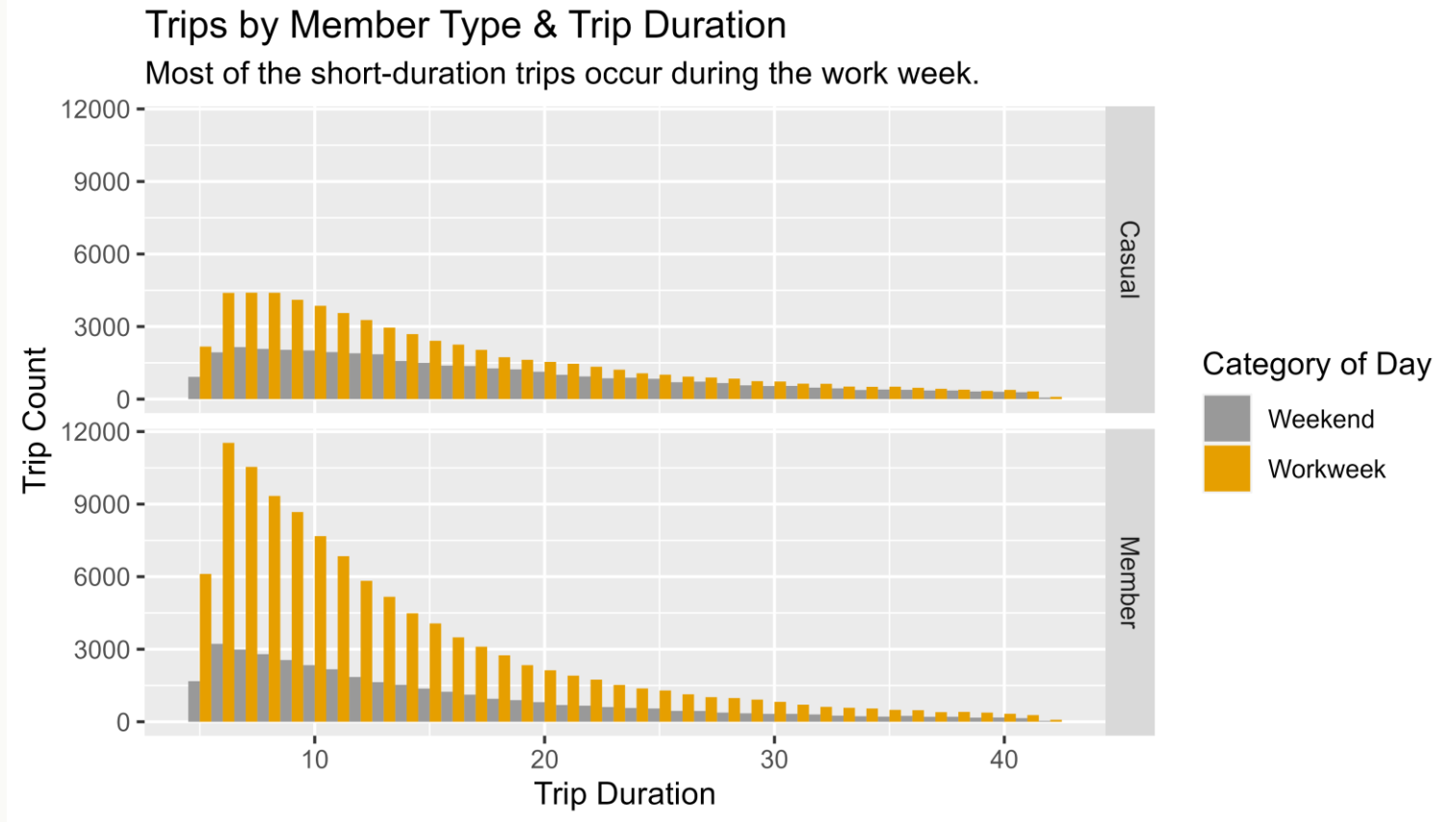
Customer engagement with the service is strongest in the summer months



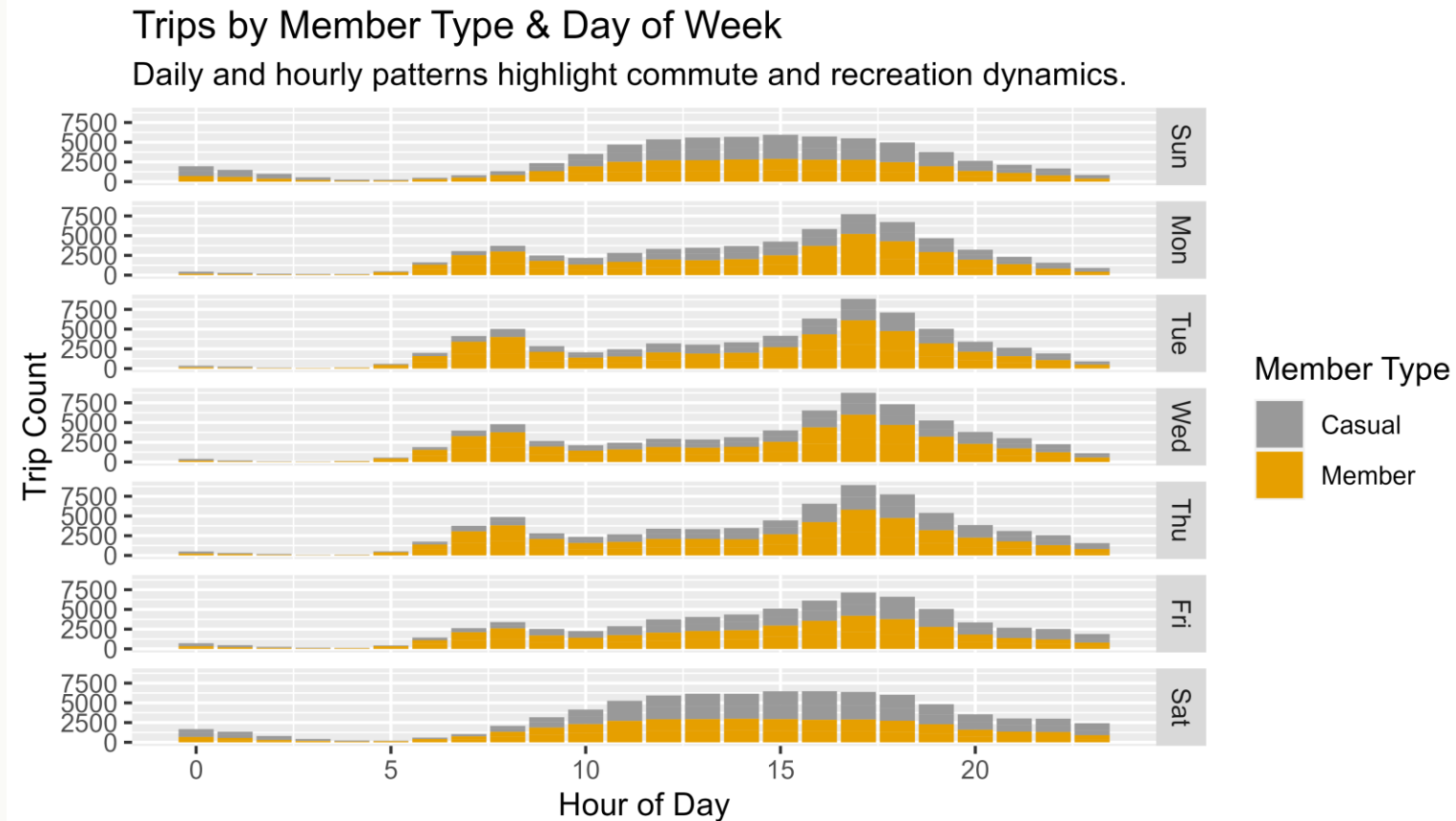
While weekdays are a peak period for members, weekends are a peak period for casual riders



For longer trips, casual riders and members have comparable usage patterns



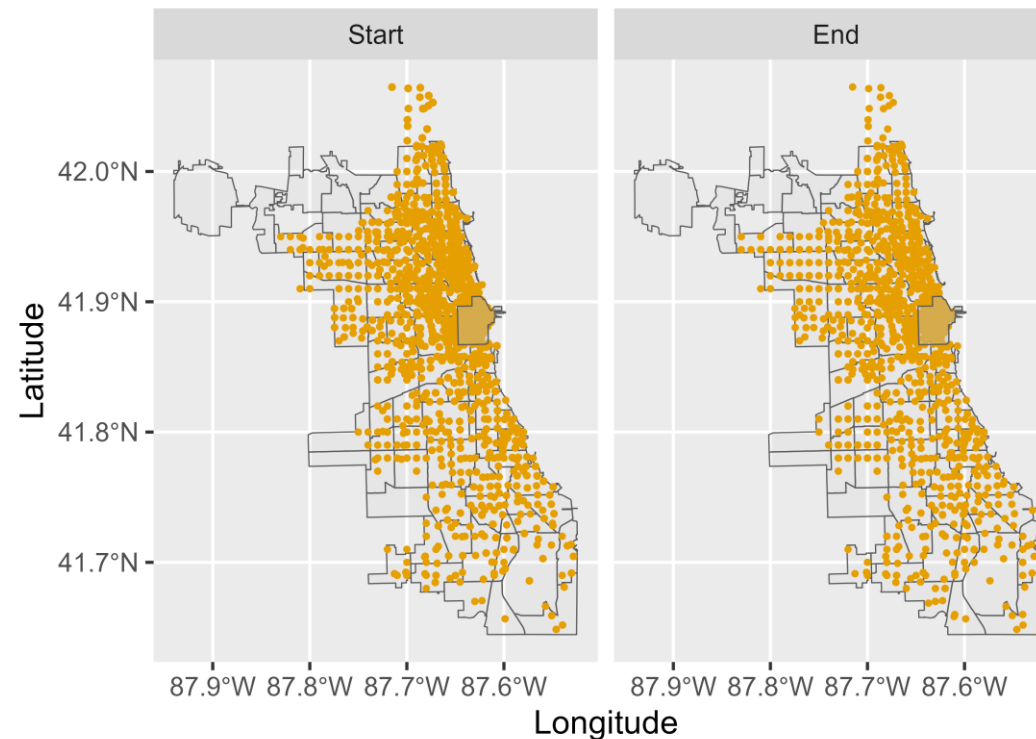
Daily and hourly patterns highlight commute and recreation dynamics



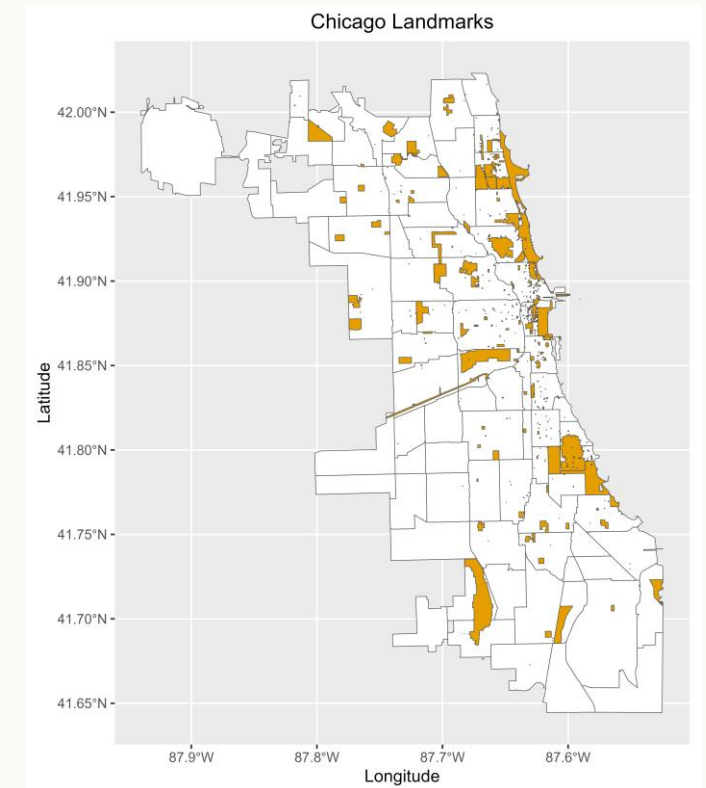
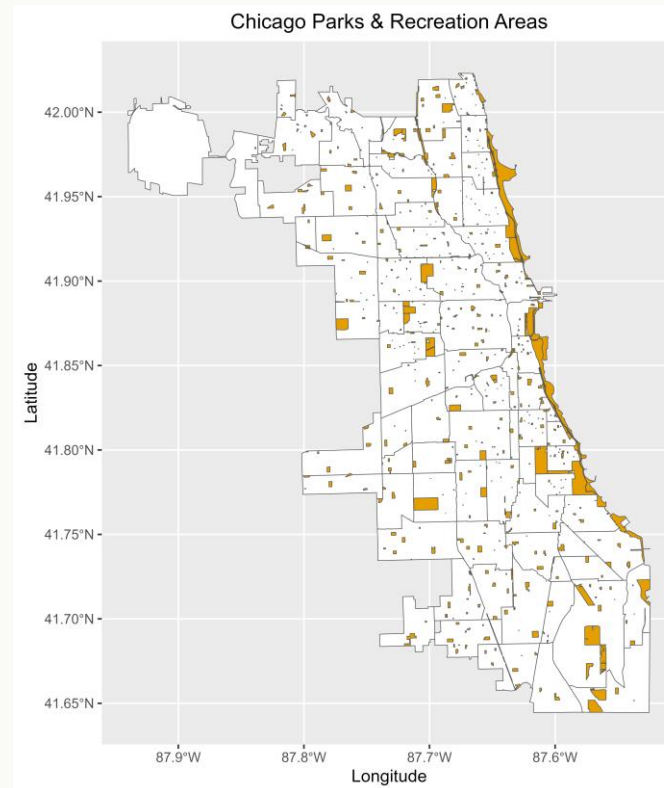
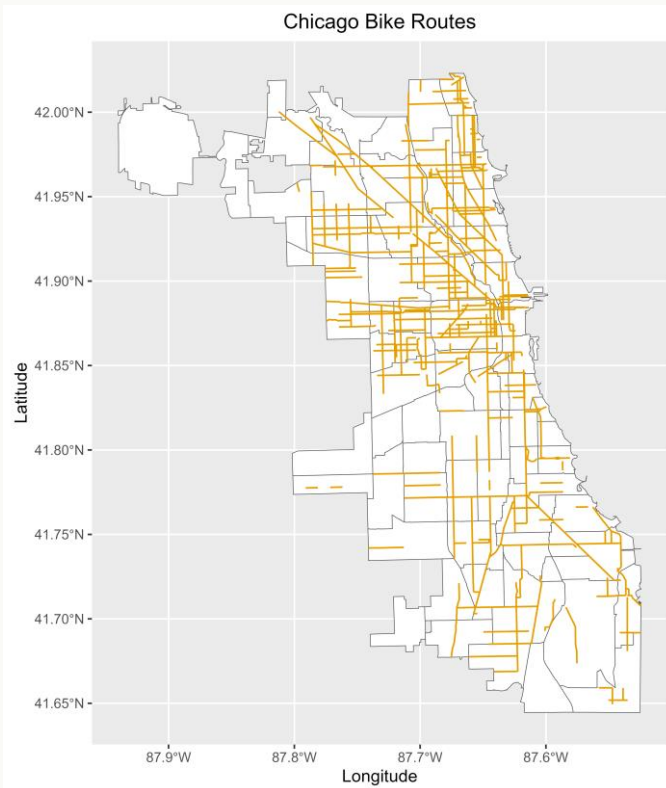
Bike-sharing activity is concentrated in and extends around the central business district

Geographic Density of Trip Starts & Ends

Trips are concentrated in and extend from Chicago's central business district.



Chicago provides a multitude of opportunities for urban adventure



Showcase the vibrant experiences of commuting and urban exploration with Cyclistic

Storytelling & Sharing

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

Business Partnerships

- Develop partnerships with local businesses or organizations to offer additional perks for members, such as discounts or exclusive access to certain services and incentivize casual riders to make the switch.
- Organize urban adventure events in partnership with local businesses.

Promotions

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

"Pedal through 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."

—Cyclistic Analytics Team



Analysis Artifacts & Documents

- Detailed analysis notebooks can be found on Rpubs [here](#).