



Cyclistic Bike Share

Casual Riders vs Annual Members

Where are we now?

- We have grown to a fleet of 5,824 bicycles in a network of 692 stations across Chicago
- Three pricing plans
 - single-ride passes
 - full-day passes
 - annual memberships.
- Customers who purchase single-ride or full-day passes are referred to as casual riders.

Moving Forward

Our finance analysts have concluded that annual members are much more profitable than casual riders

Our Goal

Design marketing strategies aimed at converting casual riders into annual members



My Focus

Discover how annual members and casual riders use Cyclistic bikes differently

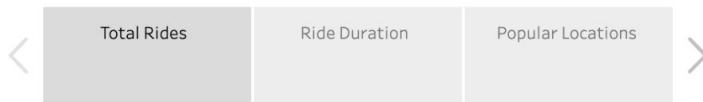
Data



Data Structure

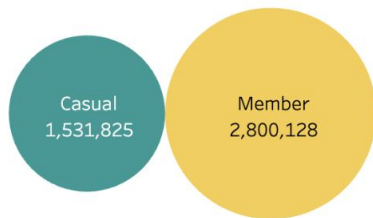
- The data is from Jan 2023 to Dec 2023
- The following fields were used to analyze the data:
 - Customer type
 - Total rides
 - Average ride duration
 - Bike type
 - Start Time
 - Day of the week
 - Month
 - Starting latitude
 - Starting longitude

Cyclistic Bike Share - Comparing Casual Riders to Annual Members

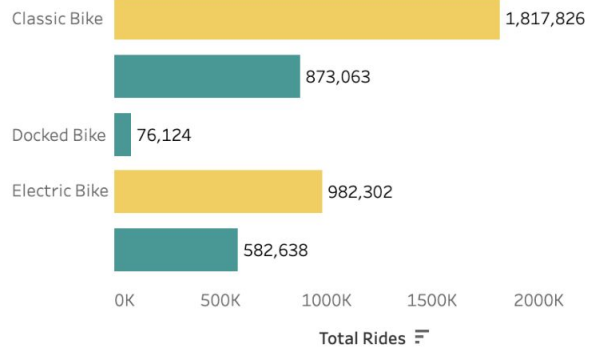


Total Rides

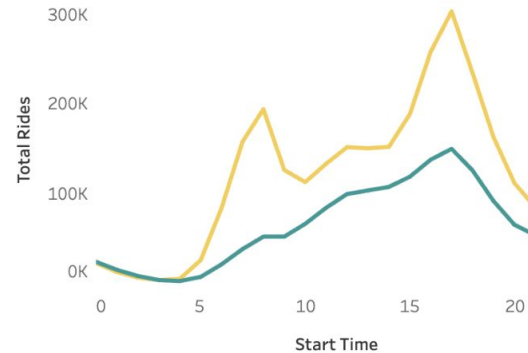
Customer Type



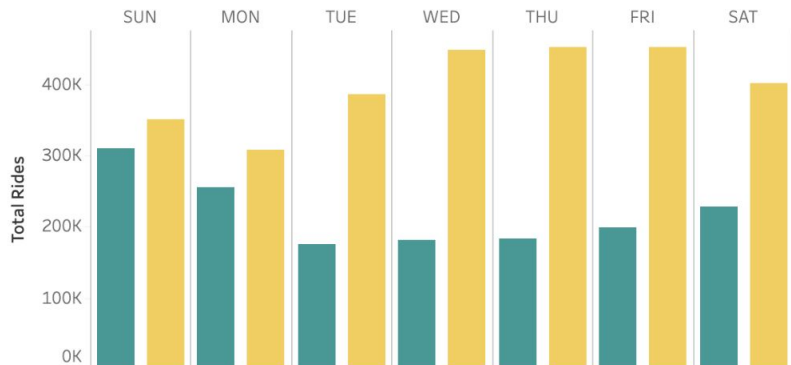
Bike Type



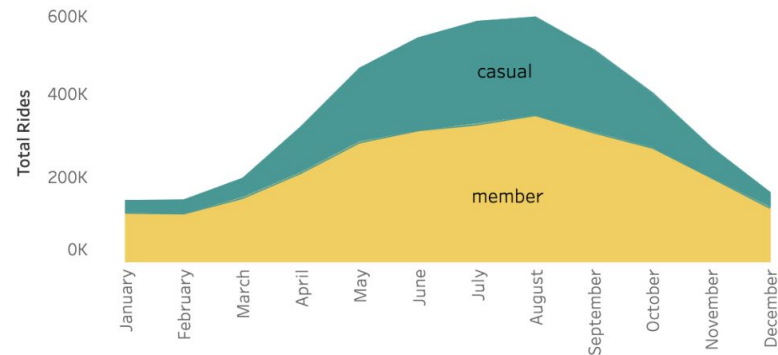
Start Time



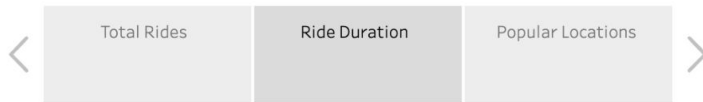
Day of the Week



Month

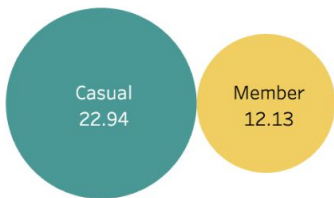


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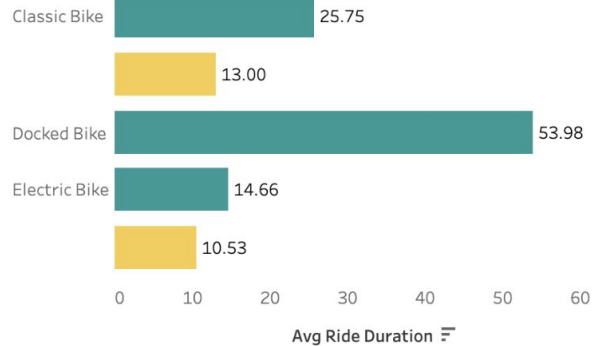


Average Ride Duration

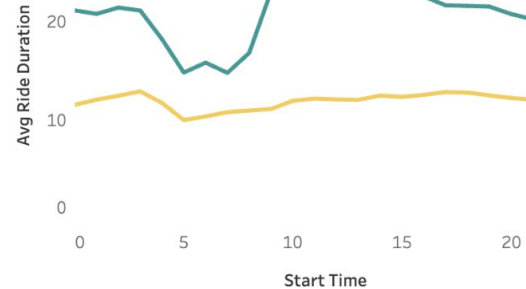
Customer Type
Casual
Member



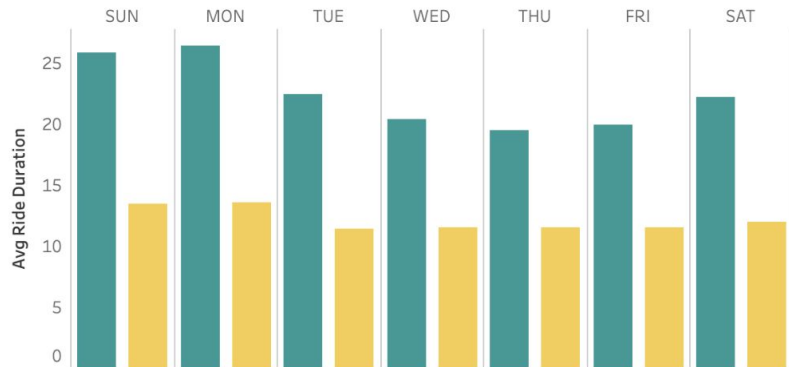
Bike Type



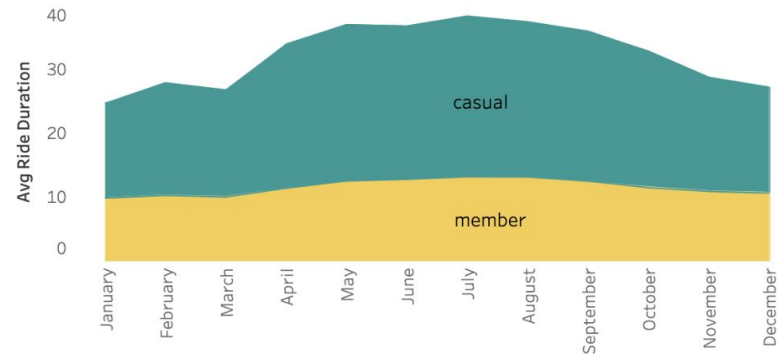
Start Time



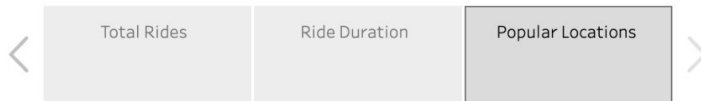
Day of the Week



Month



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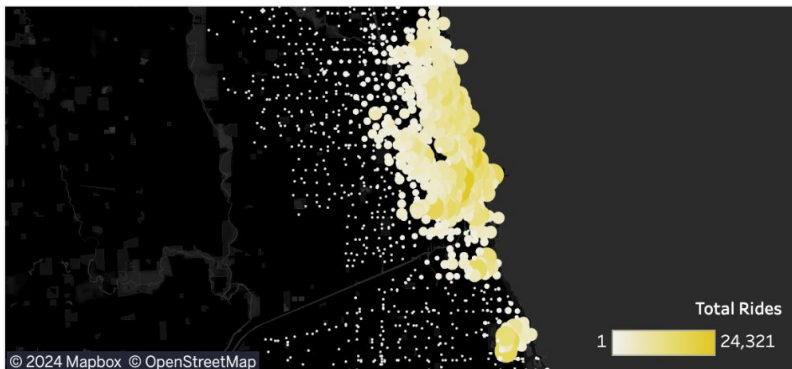
Casual Riders



Top 10 Stations



Annual Members



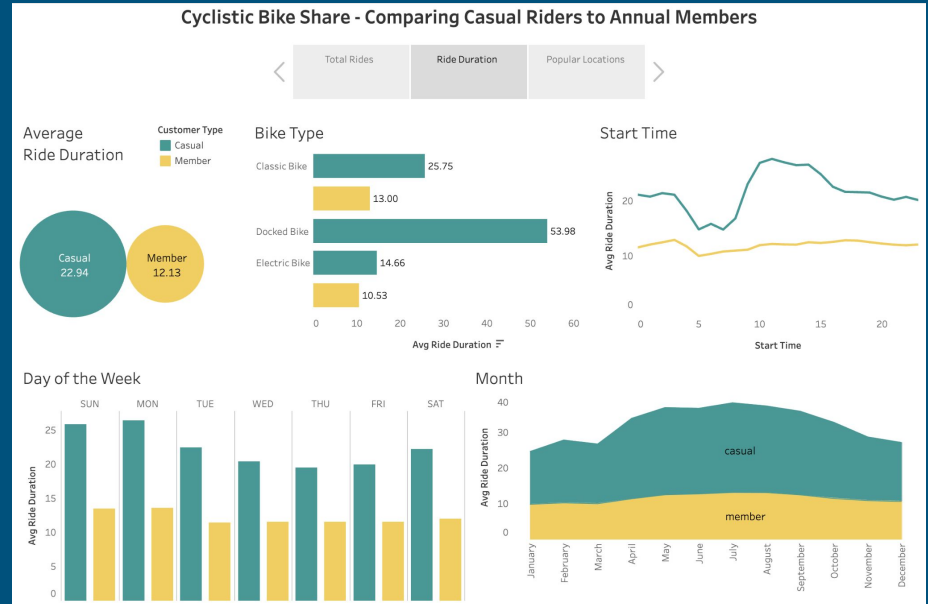
Top 10 Stations



Key Differences

1.) Longer trips

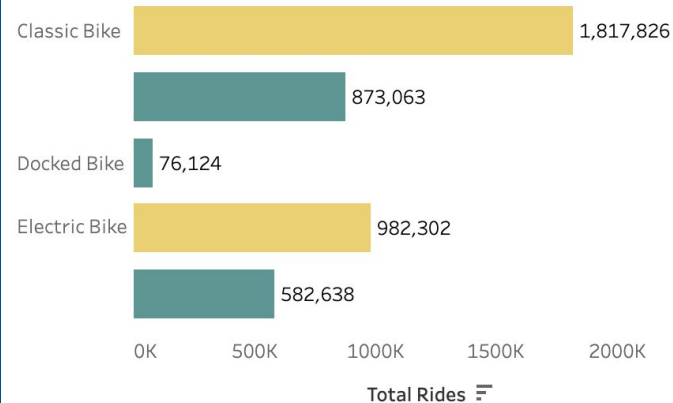
- Casual riders average 10 more minutes per trip
- The average ride time is higher in every category for casual riders



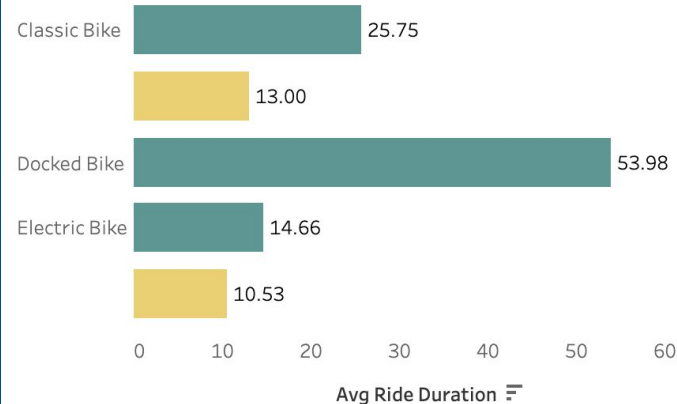
2.) Docked bikes

- Only casual riders use docked bikes
- Docked bikes are used for very long rides

Bike Type

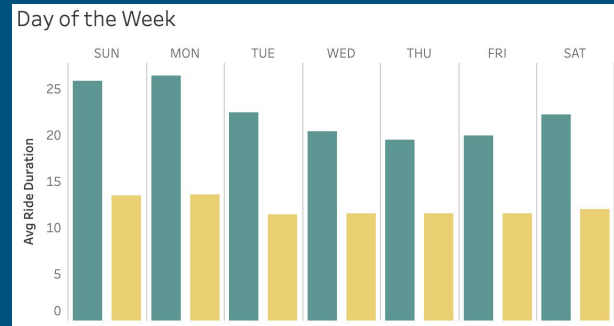
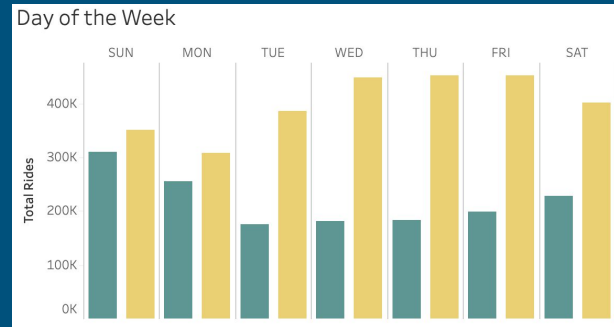
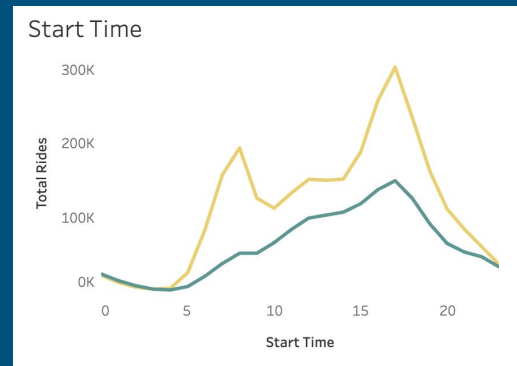


Bike Type



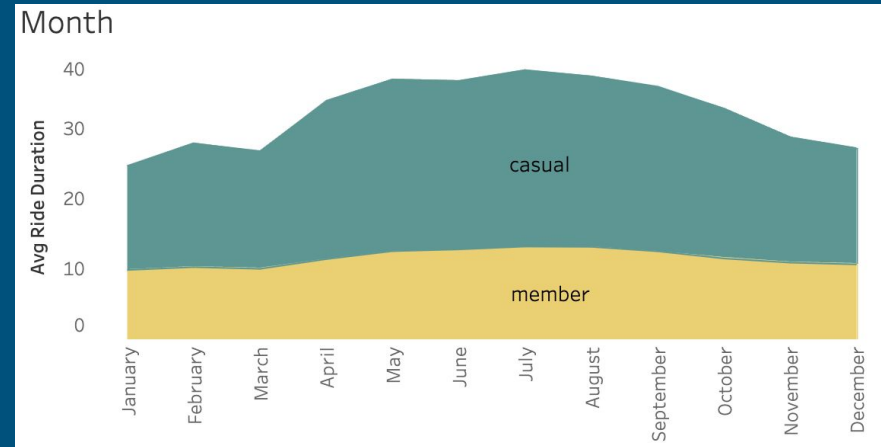
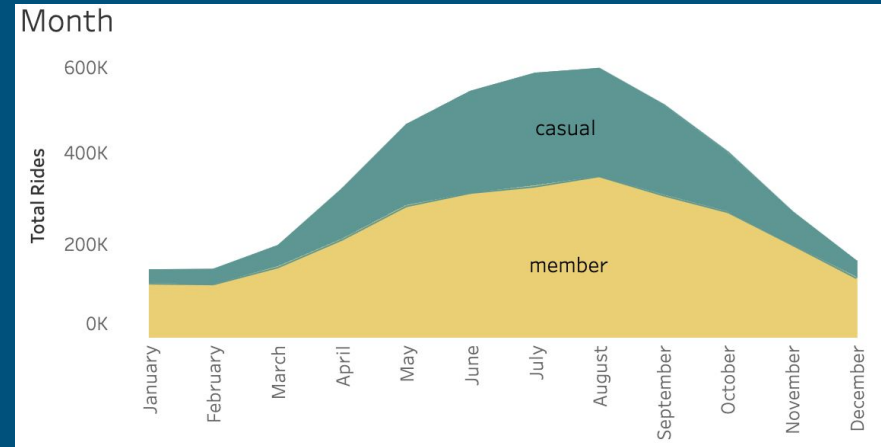
3.) Riding recreationally

- Most casual rides happen after normal work hours
- Saturday, Sunday and Monday are the most popular days for casual riders
- Ride duration drops during the week for casual riders



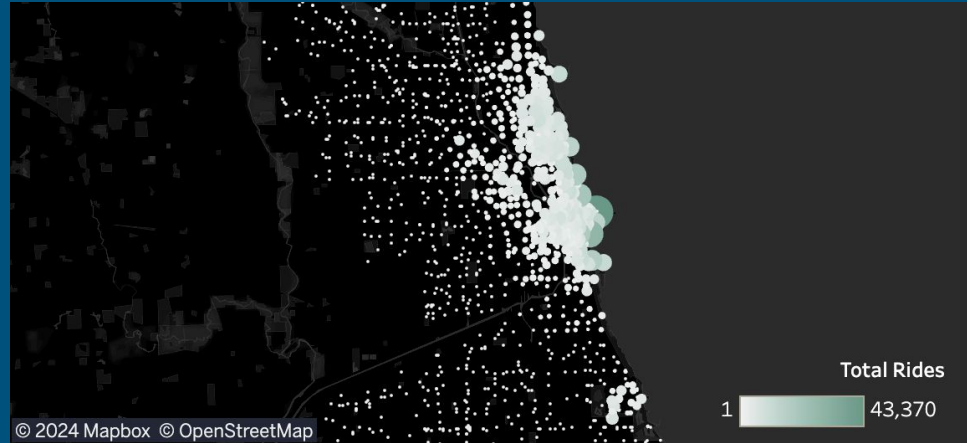
4.) Seasonal riders

- Casual riders grow at a faster rate during the spring months
- They decrease at a faster rate as the weather gets colder
- Significant spike in ride duration at the beginning of spring for casual riders



5.) Popular Stations

- Casual riders congregate around a few popular stations
- Streeter Drive & Grand Avenue is by far the most popular station
- Annual members are much more evenly distributed



Streeter Dr & Grand Ave	Michigan Ave & Oak St	Shedd Aquarium	Theater on the Lake
	Millennium Park		
DuSable Lake Shore Dr & Monroe St	DuSable Lake Shore Dr & North Blvd	Dusable Harbor	
		Adler Planetarium	

Recommendations

Marketing
campaigns at
popular stations

Focusing marketing efforts
here would maximize our
outreach

Spring and summer promotions

Offering promotions during peak riding seasons is when the offers will be most attractive

Host Events promoting recreational riding

Fundraisers or friendly competitions will allow casual riders to relate more to the company, making it more likely that they will invest in membership

A great avenue for promoting membership by providing incentives for annual members

Weekend membership

Casual weekend riders are more likely to buy a discounted membership that only provides them with weekend rides

Seasonal memberships

Seasonal riders are more likely to buy a discounted membership that only provides them with seasonal rides
