

Cyclistic Bike Share Program:

Converting casual riders into annual members

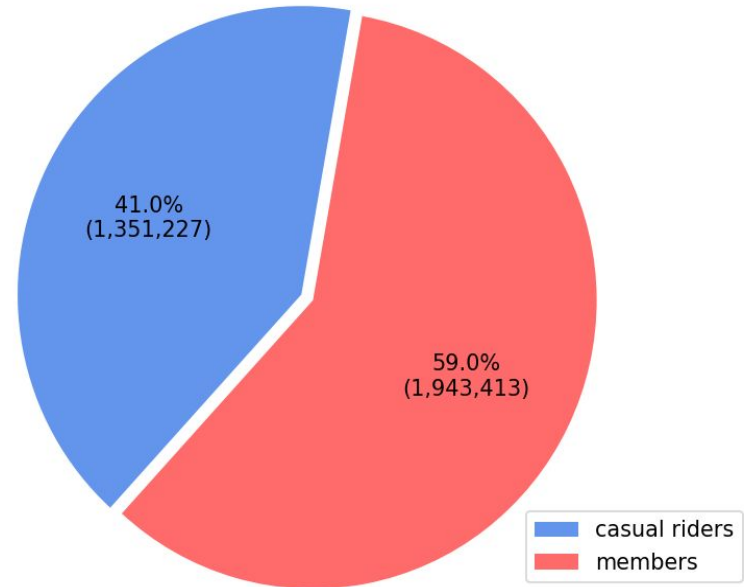
Xi Lu
July 2021

The challenge

From April 2020 to March 2021, 41% of Cyclistic bike users were casual riders.

Therefore, it is essential to design marketing strategies targeted at maximally converting casual riders into annual members.

***How many people have used Cyclistic bike-share program?
April 2020 ~ March 2021***



Business task

Analyze Cyclistic's historical bike trip data from April 2020 to March 2021 to identify trends on how annual members and casual riders used Cyclistic bikes differently, and generate 3 recommendations for Cyclistic's marketing team to design marketing strategies for converting casual riders into members.

Members vs. Casual riders

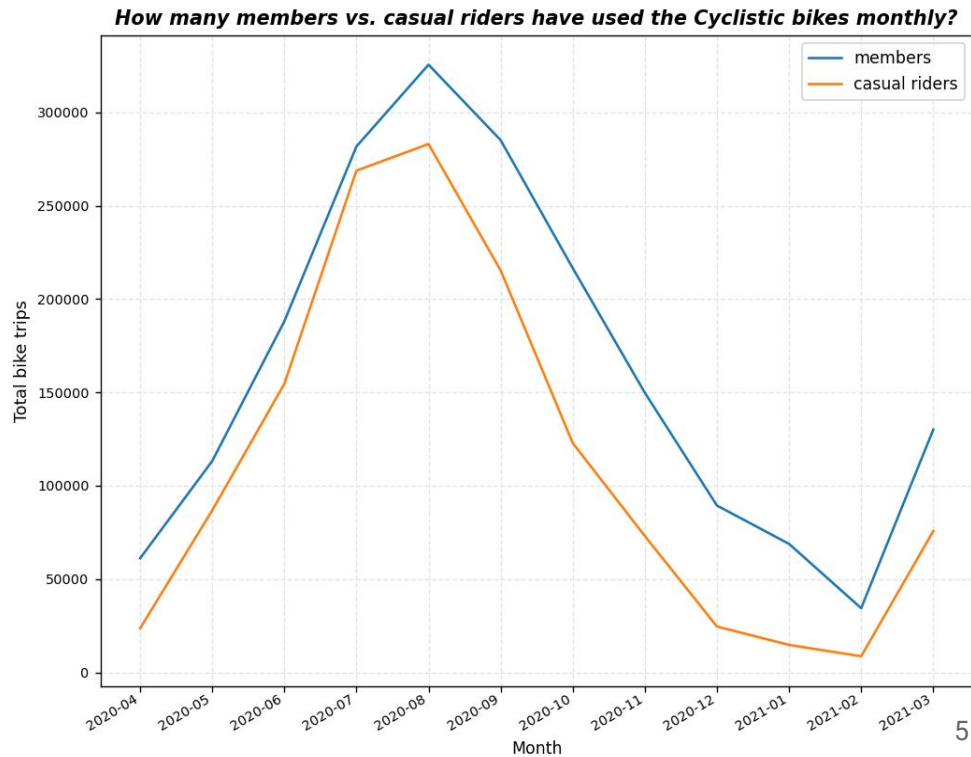
First, let's reveal how annual members and casual riders use Cyclistic differently via their preferences on:

- seasons
- bike types
- bike ride lengths
- weekdays versus weekends
- bike stations

Seasons

Between August and January, the number of Cyclistic bikes used by members and casual riders has been declining.

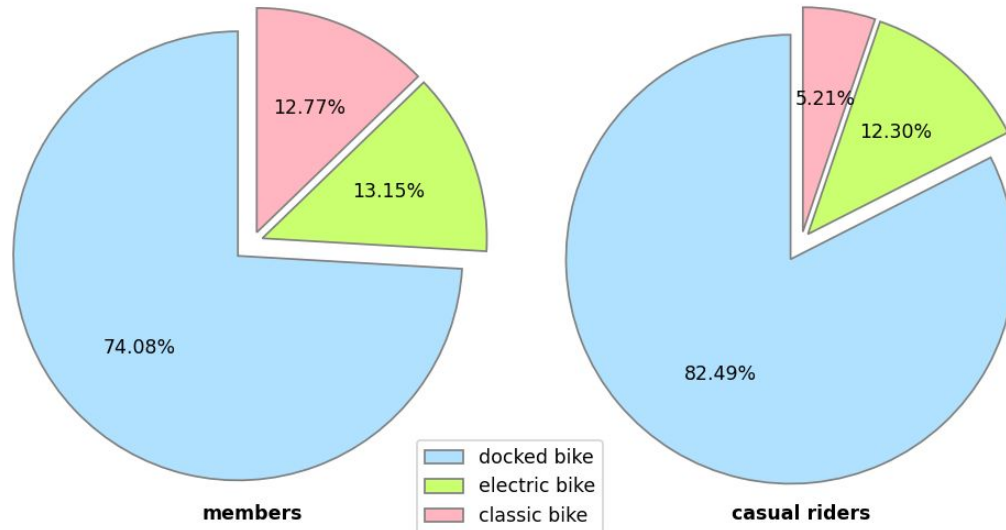
According to Wikipedia, this declining has correlated to Chicago's weather that starting August the temperature is decreasing until next January.



Bike types

82% of casual riders used docked bikes, as compared to 74% of members used this type.

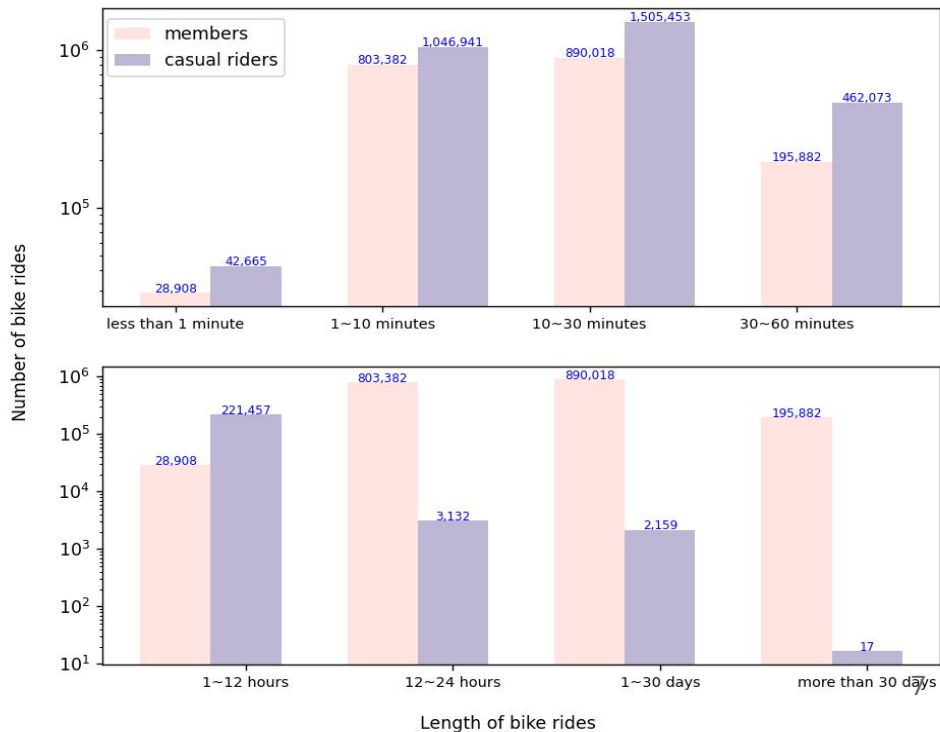
Do members versus casual riders have preference on types of bikes?



Bike ride lengths

- For bike rides lasting within 12 hours, the amount of casual riders are more than members;
- However, for bike rides lasting more than 12 hours, the amount of members are significantly more than casual riders.

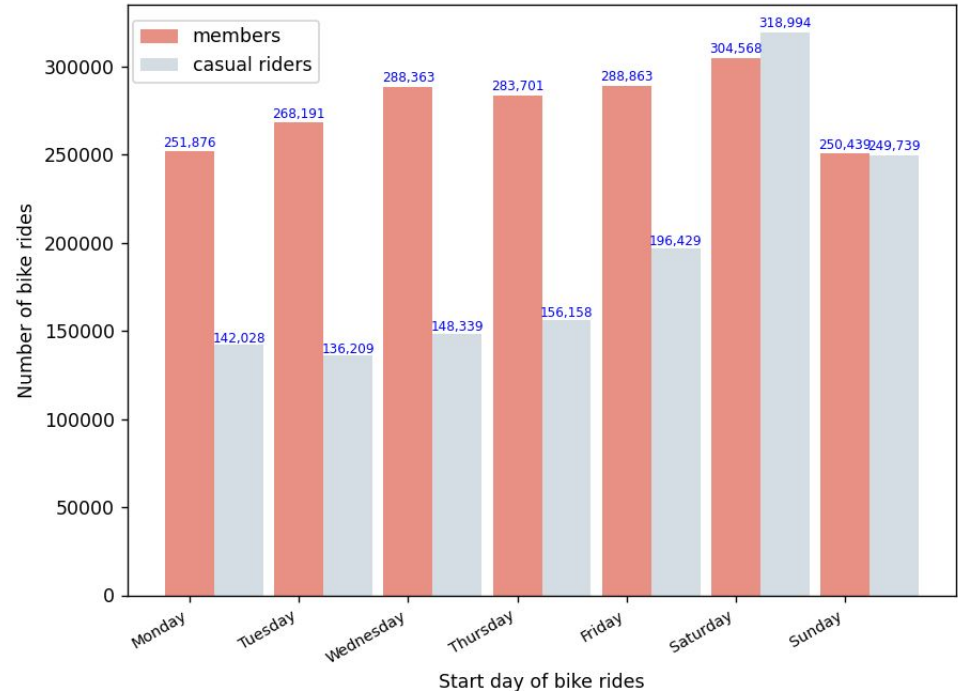
How long do bike rides usually last?



Weekdays vs. weekends

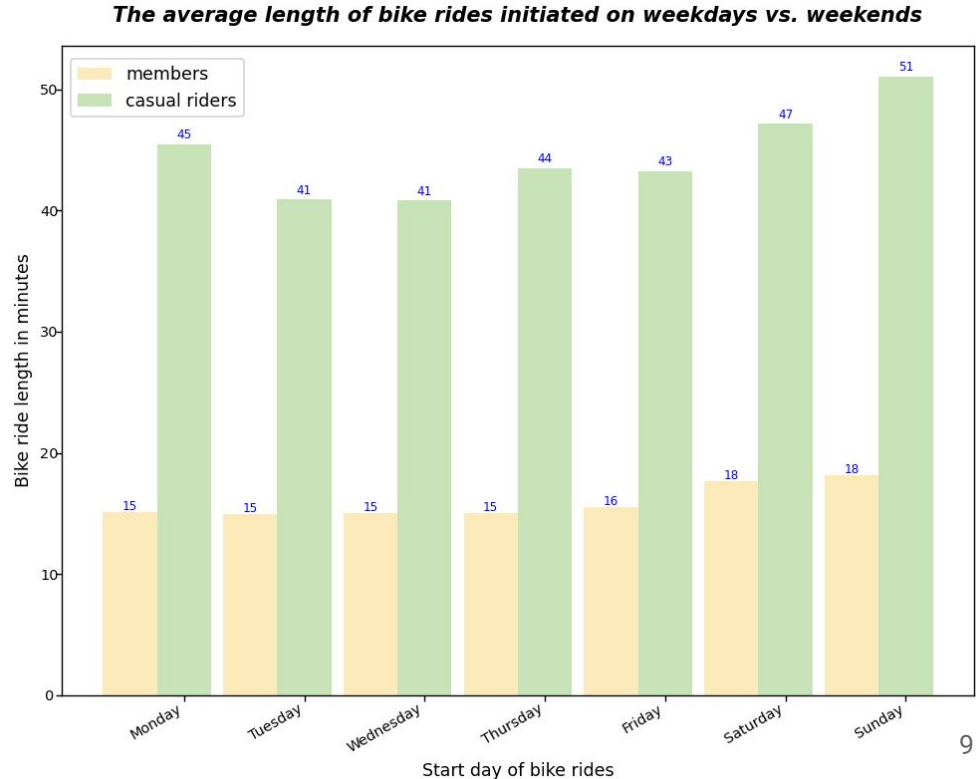
- On weekdays, the amount of members used Cyclistic bikes are significantly more than casual riders;
- However, the amount gap is less wide on weekends, and more casual riders used Cyclistic bikes than members.

How many bike rides initiated on weekdays versus weekends?



Weekdays vs. weekends

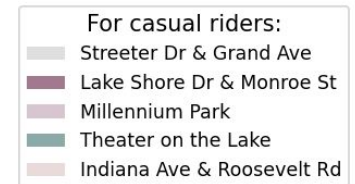
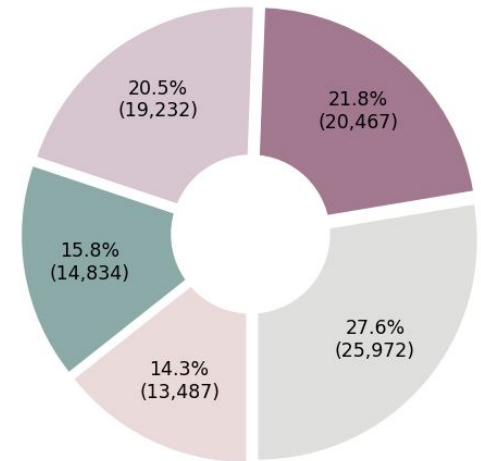
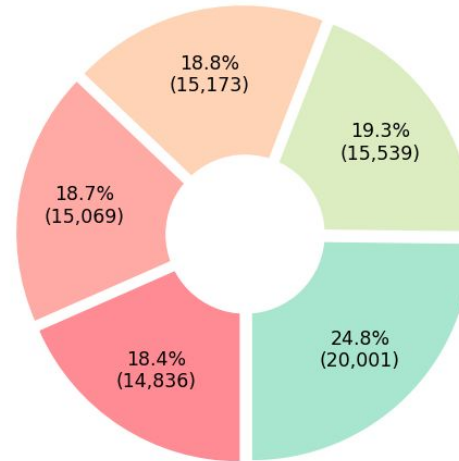
- The average length of bike rides of casual riders is less than 20 minutes;
- However, the average length of bike rides of members is over 40 minutes.



Bike stations

The top 5 bike stations casual riders start their bike rides are different from the top 5 stations members usually start their bike rides.

Top 5 start bike stations used by members vs. casual riders



3 Recommendations

1. Offer fare discounts to casual riders using Cyclistic bikes shorter than 12 hours for each ride and/or on weekends.
2. Design promotions specifically targeted at casual riders between February to July.
3. Launch digital and non-digital ads at the 5 bike stations that casual riders used most, and put more docked bikes at these stations.

Next steps:

- Develop a deeper research on why and why not casual riders would buy Cyclistic annual memberships.
- Generate a comprehensive analysis on how to use digital media to influence casual riders to become members.

Thank You !

For more details and codes, please go to my GitHub at:
[https://github.com/eemonte/Cyclistic bike share](https://github.com/eemonte/Cyclistic_bike_share)