

August
2025

Cyclistic Bike-Share Analysis



Cyclistic

Understanding Casual vs. Annual
Members

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Business Task:

- Increase the number of annual members by converting casual riders
- Understand how casual and annual riders differ in riding behavior
- Annual memberships are more profitable

Data Sources

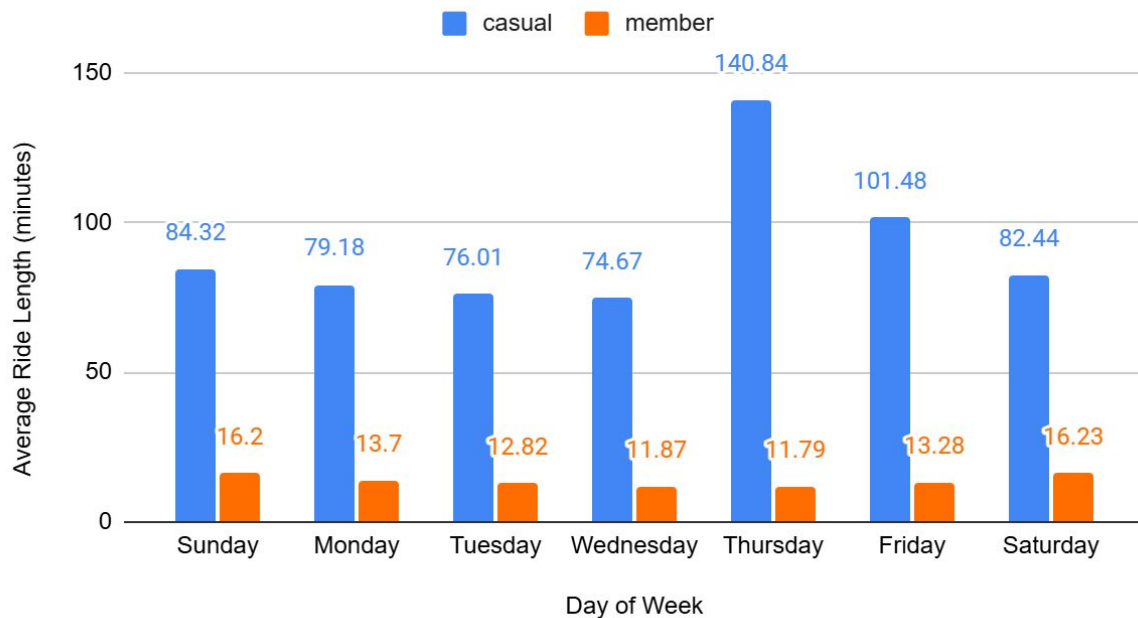
- Historical bike trip data from Q1 2019 & Q1 2020
- Key columns: member_casual, started_at, ended_at, day_of_week, and ride_length
- Data from Motivate International Inc. - anonymized & ROCCC compliant

	Day of week	Member Casual			
		casual		member	
		SUM of Total Rides	AVERAGE Ride Length (minutes)	SUM of Total Rides	AVERAGE Ride Length (minutes)
	Sunday	18652	84.32	60197	16.2
	Monday	5591	79.18	110430	13.7
	Tuesday	7311	76.01	127974	12.82
	Wednesday	7690	74.67	121902	11.87
	Thursday	7147	140.84	125228	11.79
	Friday	8013	101.48	115168	13.28
	Saturday	13473	82.44	59413	16.23
Grand Total		67877	91.27714286	720312	13.69857143

Casual vs. Annual Members: Ride Duration

- Casual riders take longer rides especially on Thursday (140 min) and Friday (101 min)
- Members consistently take shorter rides (~ 12-16 min)
- Weekend casual rides show increase usage, highlighting opportunities for membership

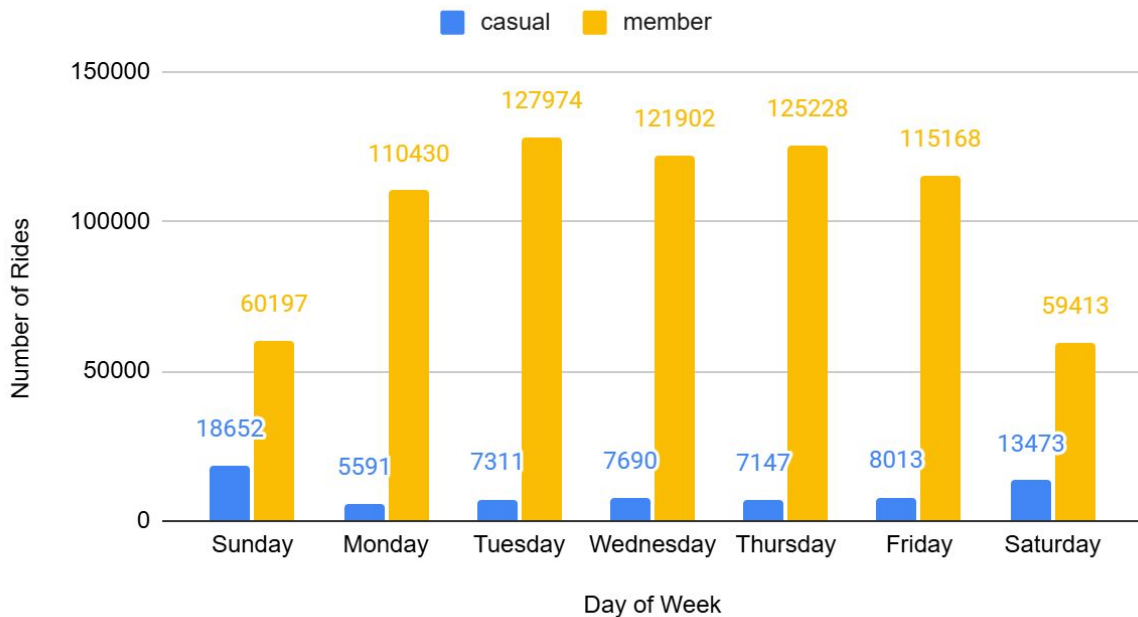
Average Ride Length by Day of Week and Rider Type



Rides per Day by Membership Type

- Members ride much more frequently on weekdays (up to 128k)
- Casual rides peak on Sundays at around 18.6k and Saturdays at 13.4k
- This suggests members tend to use bikes to commute while casuals use for their leisure

Total Number of Rides by Day of Week and Rider Type



Key Insights

- Members ride more often but for shorter duration
- Casuals ride less but for longer durations
- High weekend usage by casuals, suggest use for leisure
- Marketing can target frequent weekend casual riders and convert them to annual members



Recommendations

- Target weekend casual riders with special membership promotions
- Launch seasonal memberships for leisure riders (especially during warmer months)
- Run promotions on Friday, Saturday, and Sunday to capture weekend demands
- Promote membership by using digital ads

Next Steps

- Implement targeted campaigns for casual riders
- Monitor and track conversion rates from casual to members
- Continue monitoring ride behavior
- Refine based on feedback/data

Any questions? Ask away!

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