

A high-speed photograph of a cyclist in motion, creating a radial blur effect. The cyclist is wearing a dark helmet and a light-colored jacket. A red vertical bar is positioned in the top right corner.

# Google Data Analytics – Cyclistic 2024 Project Capstone

HOW CAN WE CONVERT CASUAL MEMBERS TO ADHERE TO THE  
ANNUAL MEMBERSHIP.

Oct, 2025

# Agenda

1. Ask
2. Analyse
3. Descriptive Analysis
4. Similarities between casual and annual members
5. Differences between casual and annual members
6. Recommendations
7. Conclusion



# Ask



What is the problem trying to be solved?



How can insights be used to drive business decisions?



Identify the business task



Key stakeholders

# The Business Task

Identifying trends and key information that helps distinguish casual riders from annual members to help the marketing team understand how to set a strategy visioning converting casual members to annual members.

## Key Stakeholders:

**Lily Moreno:** The director of marketing and “my” manager.

**Cyclistic marketing analytics team:** A team of data analysts who are responsible for collecting, analysing, and reporting data that helps guide Cyclistic marketing strategy.

**Cyclistic executive team:** The executive team will decide whether to approve the recommended marketing program.

### **Cyclistic users:**

- *Casual members:* Customers who purchase single-ride or full-day passes
- *Annual members:* Customers who purchase annual memberships

# Analyse

1

Descriptive  
Analysis

2

Preferred  
season for  
riders

3

Preferred type  
of ride

4

Differentiating  
Casual vs  
Annual  
members

# Descriptive Analysis

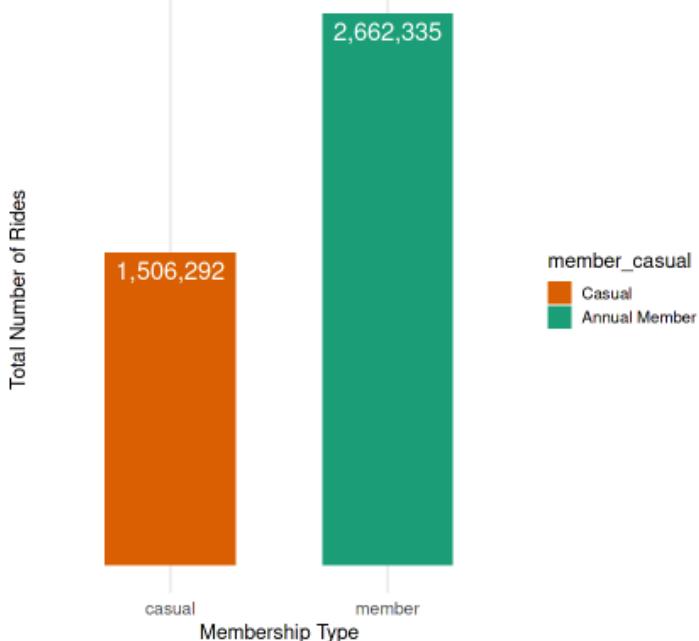
## ► Summary Overview

Metric	Casual Riders	Annual Members
<b>Total Rides</b>	1,506,292	2,662,335
<b>Avg Ride Length</b>	23.8 min	12.1 min
<b>Peak Usage Month</b>	July	September
<b>Peak usage day</b>	Saturday	Wednesday
<b>Most Used rideable type</b>	Casual Bike	Casual Bike
<b>% rides under 35 min</b>	33.03%	66.97%
<b>% rides over 35 min</b>	70.75%	29.25%
<b>Duration segment with highest volume</b>	5-10 min	5-10 min

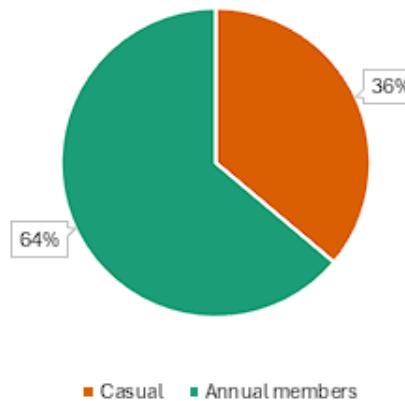
# Descriptive Analysis

## ► Summary Overview

Total Number of Rides by Member Type in 2024

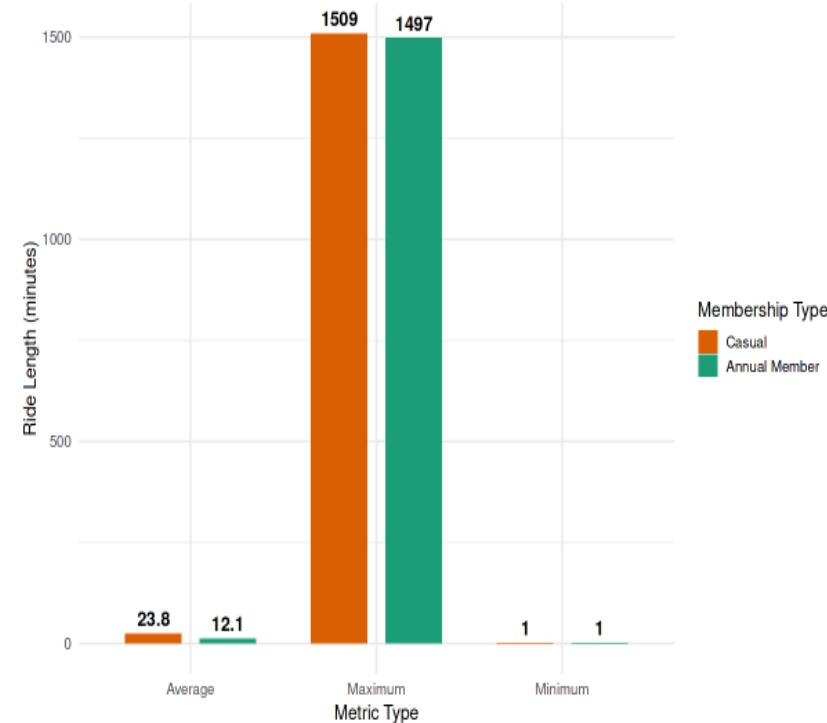


Percentage of total rides per membership type in 2024



Ride Length Summary by Membership Type in 2024

Maximum, Minimum, and Average ride lengths (in minutes)



# Similarities between casual and annual members

Metric	Casual Riders	Annual Members
<b>Peak Usage Season</b>	Summer	Summer
<b>Peak usage (hour)</b>	17h	17h
<b>Preferred ride duration</b>	< 25 min	< 25 min
<b>Most Used rideable type</b>	Casual Bike	Casual Bike

## Monthly Ride Volume by Membership Type in 2024

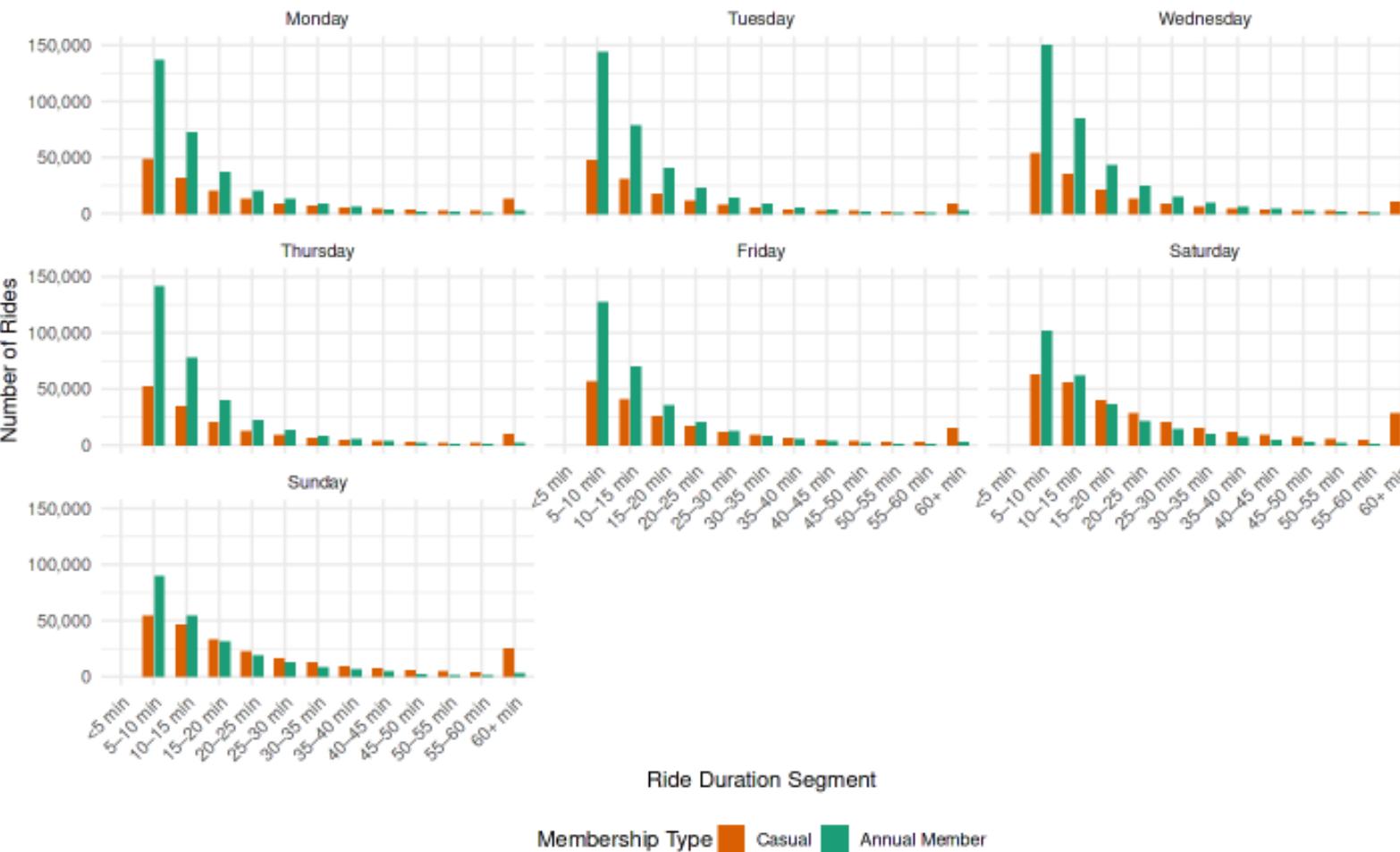
Comparing Casual and Annual Members



Similarities  
between  
casual and  
annual  
members

## Ride Duration Distribution by Weekday and Membership Type in 2024

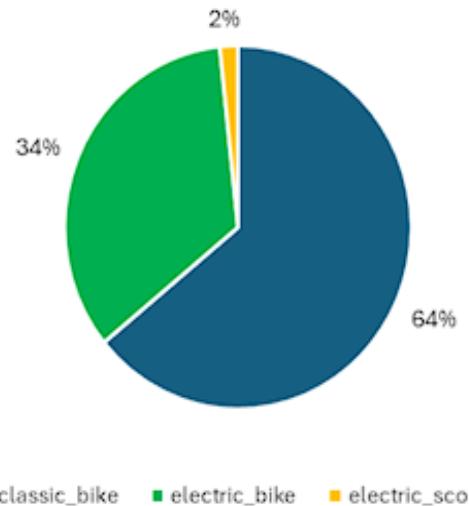
Segmented by 5-minute intervals up to 60+



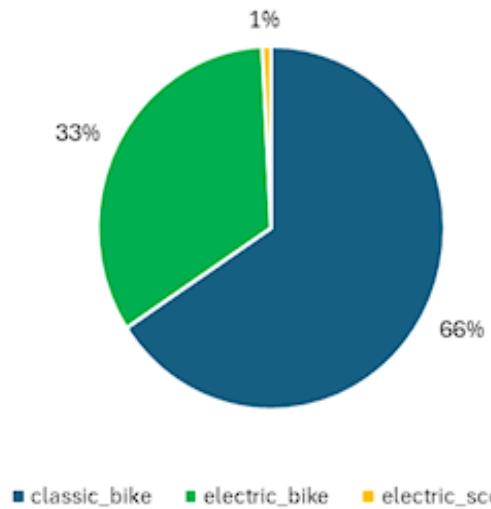
Similarities  
between  
casual and  
annual  
members

# Similarities between casual and annual members

% of Rides for Casual Members by Rideable type in 2024



% of Rides for Annual Members by Rideable type in 2024

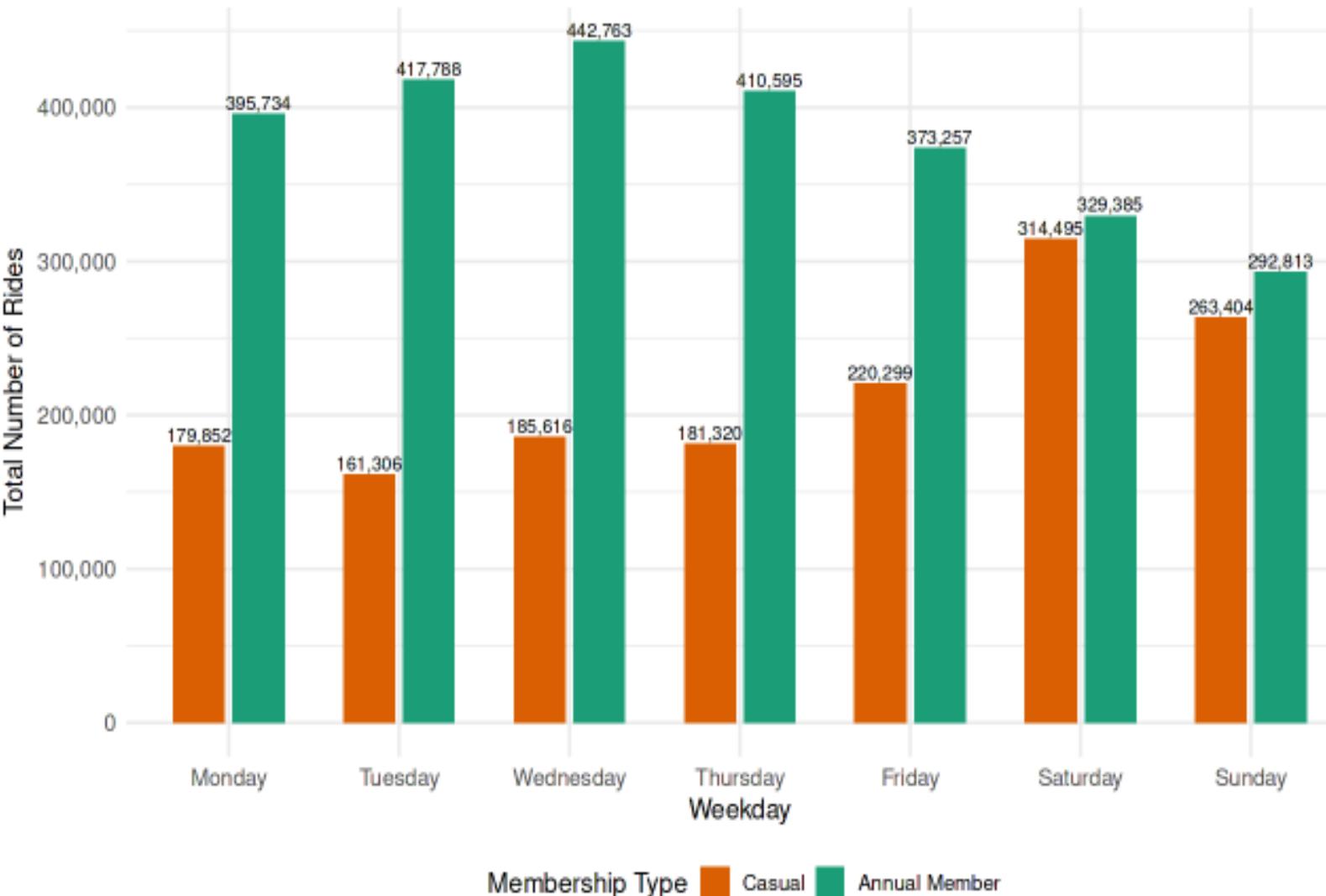


# Differences between casual and annual members

Metric	Casual Riders	Annual Members
<b>Total Rides</b>	1,506,292 (36%)	2,662,335 (64%)
<b>Avg Ride Length</b>	23.8 min	12.1 min
<b>Peak Usage (day)</b>	Saturday	Wednesday
<b>Rides over 35 min</b>	242,558 (16.1%)	100,328 (3.7%)
<b>Rides under 35 min</b>	1,263,734 (83.9%)	2,562,007 (96.2%)
<b>Rides &gt;60 min</b>	109,839 (7.3%)	16,760 (0.6%)

## Ride Volume per Weekday by Membership Type in 2024

Grouped view showing total rides per membership type

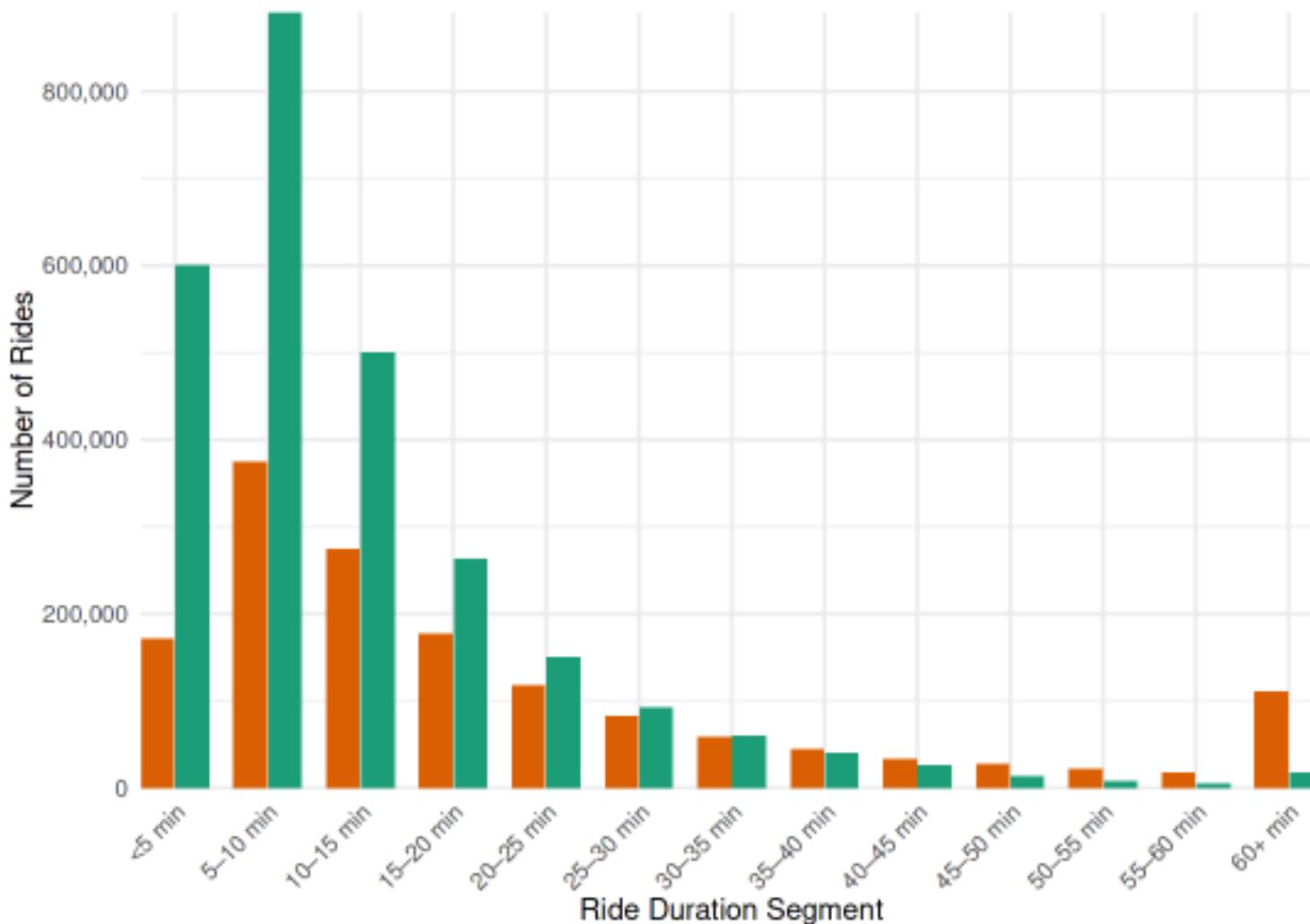


Differences  
between  
casual and  
annual  
members

## Ride Duration Distribution by Membership Type in 2024

Segmented in 5-minute intervals up to 60 minutes, then 60+

Membership Type    Casual    Annual Member



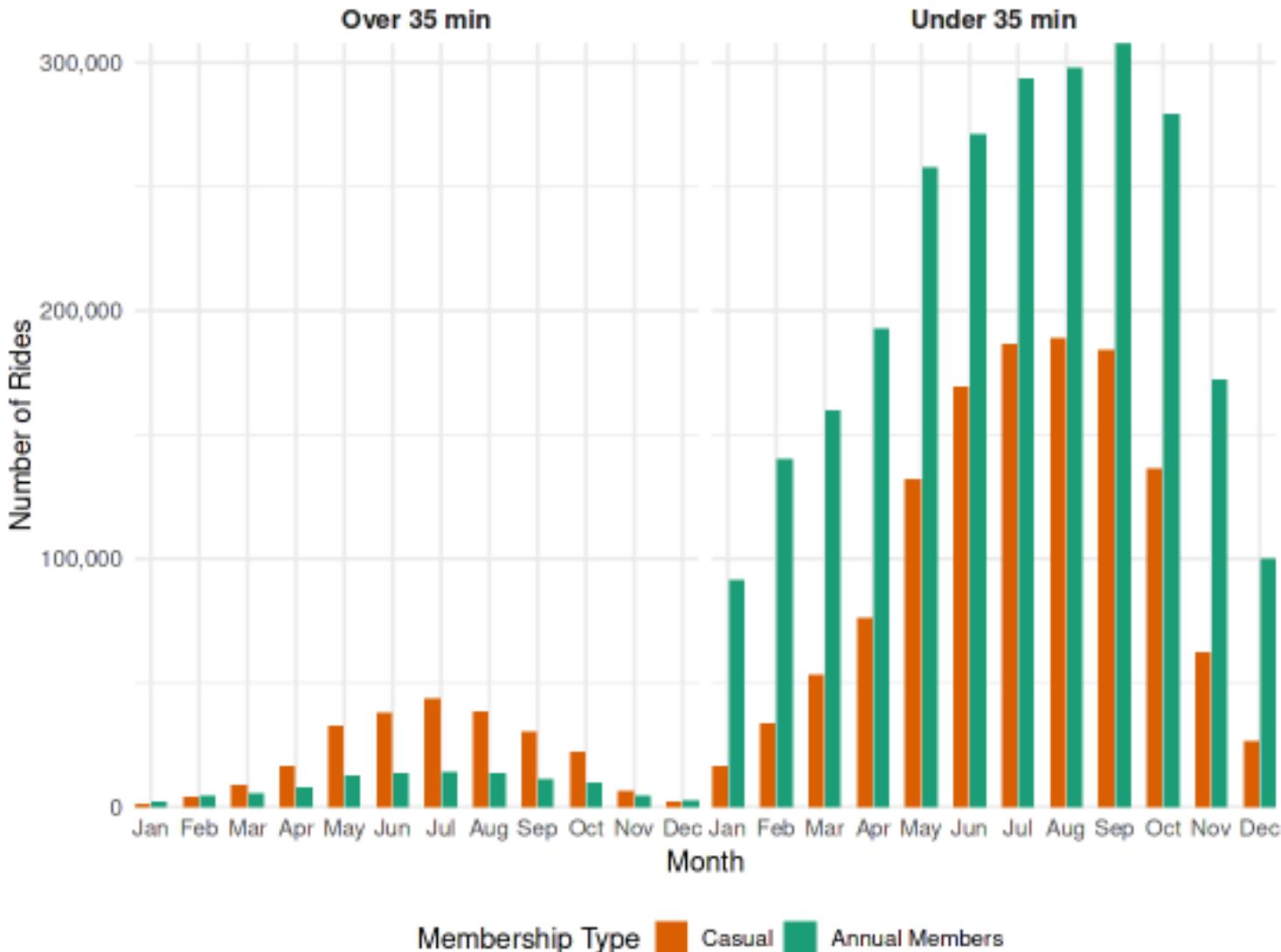
Differences  
between  
casual and  
annual  
members

# Differences between casual and annual members

duration_segment	member_casual	total_rides	percentage per membership	% total rides
<5 min	casual	171452	11.4%	4.1%
<5 min	member	599220	22.5%	14.4%
5–10 min	casual	373896	24.8%	9.0%
5–10 min	member	890528	33.4%	21.4%
10–15 min	casual	273649	18.2%	6.6%
10–15 min	member	499115	18.7%	12.0%
15–20 min	casual	176373	11.7%	4.2%
15–20 min	member	262774	9.9%	6.3%
20–25 min	casual	117890	7.8%	2.8%
20–25 min	member	149429	5.6%	3.6%
25–30 min	casual	82238	5.5%	2.0%
25–30 min	member	91995	3.5%	2.2%
30–35 min	casual	58426	3.9%	1.4%
30–35 min	member	59523	2.2%	1.4%
35–40 min	casual	43529	2.9%	1.0%
35–40 min	member	40228	1.5%	1.0%
40–45 min	casual	33176	2.2%	0.8%
40–45 min	member	26253	1.0%	0.6%
45–50 min	casual	27021	1.8%	0.6%
45–50 min	member	13727	0.5%	0.3%
50–55 min	casual	21486	1.4%	0.5%
50–55 min	member	7771	0.3%	0.2%
55–60 min	casual	17317	1.1%	0.4%
55–60 min	member	5012	0.2%	0.1%
60+ min	casual	109839	7.3%	2.6%
60+ min	member	16760	0.6%	0.4%

## Monthly Rides by Duration Category and Membership Type

Comparison of rides over and under 40 minutes

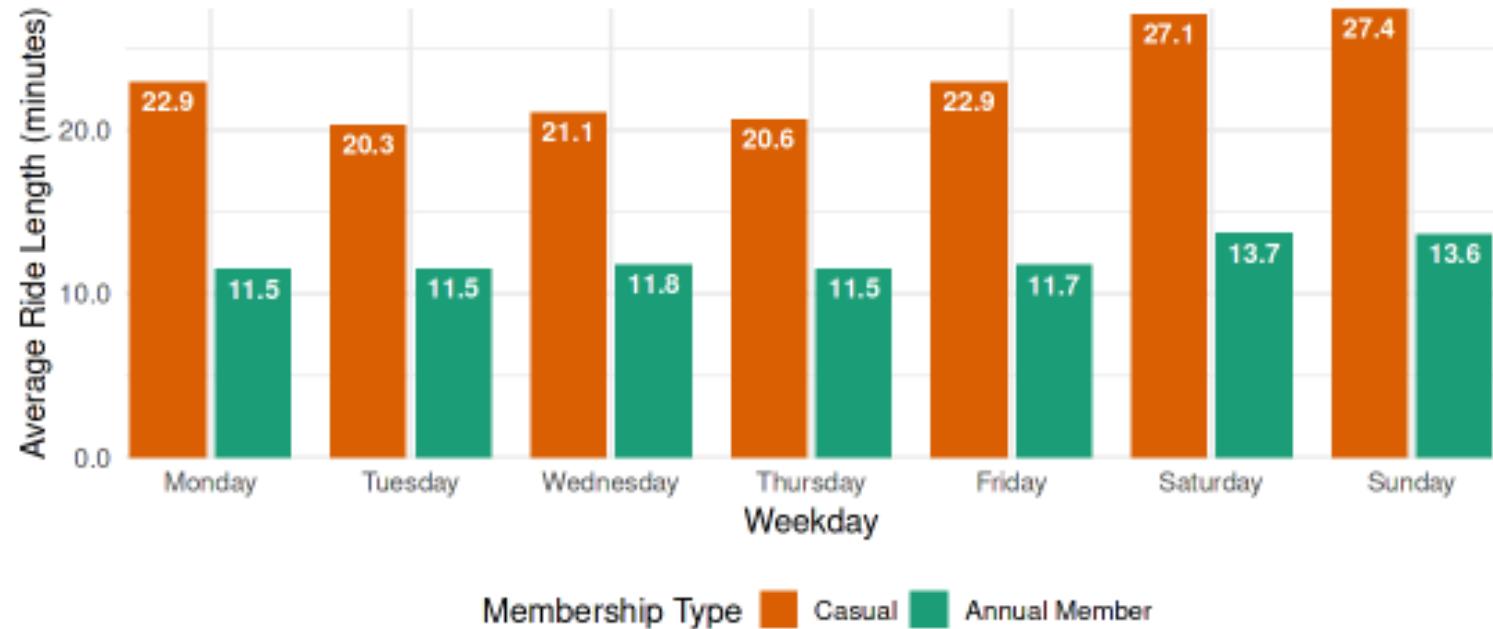


Differences  
between  
casual and  
annual  
members

Differences  
between  
casual and  
annual  
members

## Average Ride Length per Weekday by Membership Type in 2024

Comparison of mean ride duration per weekday



## Ride Duration Distribution by Weekday and Membership Type in 2024

Segmented by 5-minute intervals up to 60+



Differences  
between  
casual and  
annual  
members

# Recommendations

## 1. Launching marketing campaigns before the Summer-time:

Considering that ride activity peaks during the summer, the marketing team should begin allocating marketing efforts one to two months before the season starts, when ride volume begins to increase. This timing could make the annual membership appear as a more valuable and timely offer, which could appear as a great moment to engage with promotions.

# Recommendations

## 2. Offer Higher Ride Allowances on the Weekends to Match Riding Patterns

Since a considerable number of casual members ride more on weekends than on weekdays, introducing to the plan different ride allowances, with a standard limit during weekdays and a higher one on weekends, could better match riding patterns and increase casual members' interest in upgrading to an annual plan.

# Recommendations

## 3. Extend Ride Duration Limits to Encourage Membership Upgrades

The longer rides over 60 min represent around 7.3% of the total rides for the casual members, and only 0.6% for the annual members. Increasing the overall duration of the current allowance could support long riders and increase their intention to acquire the annual plan. At the same time using in-app prompts as “You've ride 6 times during this month, you could have saved x£ with the annual plan” could make the customers understand more about their usage and support their conversion to become annual members.

# Conclusion

- ▶ The analysis revealed that casual and annual members share several riding patterns, particularly riding more frequently during the summer, on weekdays, and for trips lasting less than 35 minutes. These similarities suggest a strong potential for converting casual riders into annual members.
- ▶ However, key differences also emerged. Casual members tend to take longer rides and show higher activity levels during weekends. Understanding these distinctions provides valuable direction for designing membership plans and marketing strategies that align with casual riders' habits and motivations.
- ▶ By implementing the proposed recommendations, Cyclistic can strengthen its marketing efforts, tailor its plans to user behaviour, and ultimately increase the conversion of casual riders into loyal annual members.



# Q & A