



Cyclistic Bike Share

Converting Casual Riders (non-Members) to Members

Background

Cyclistic wants to see more casual riders become members, particularly annual members.
Here's what we found when we compared member activity with non-member (casual riders) activity.

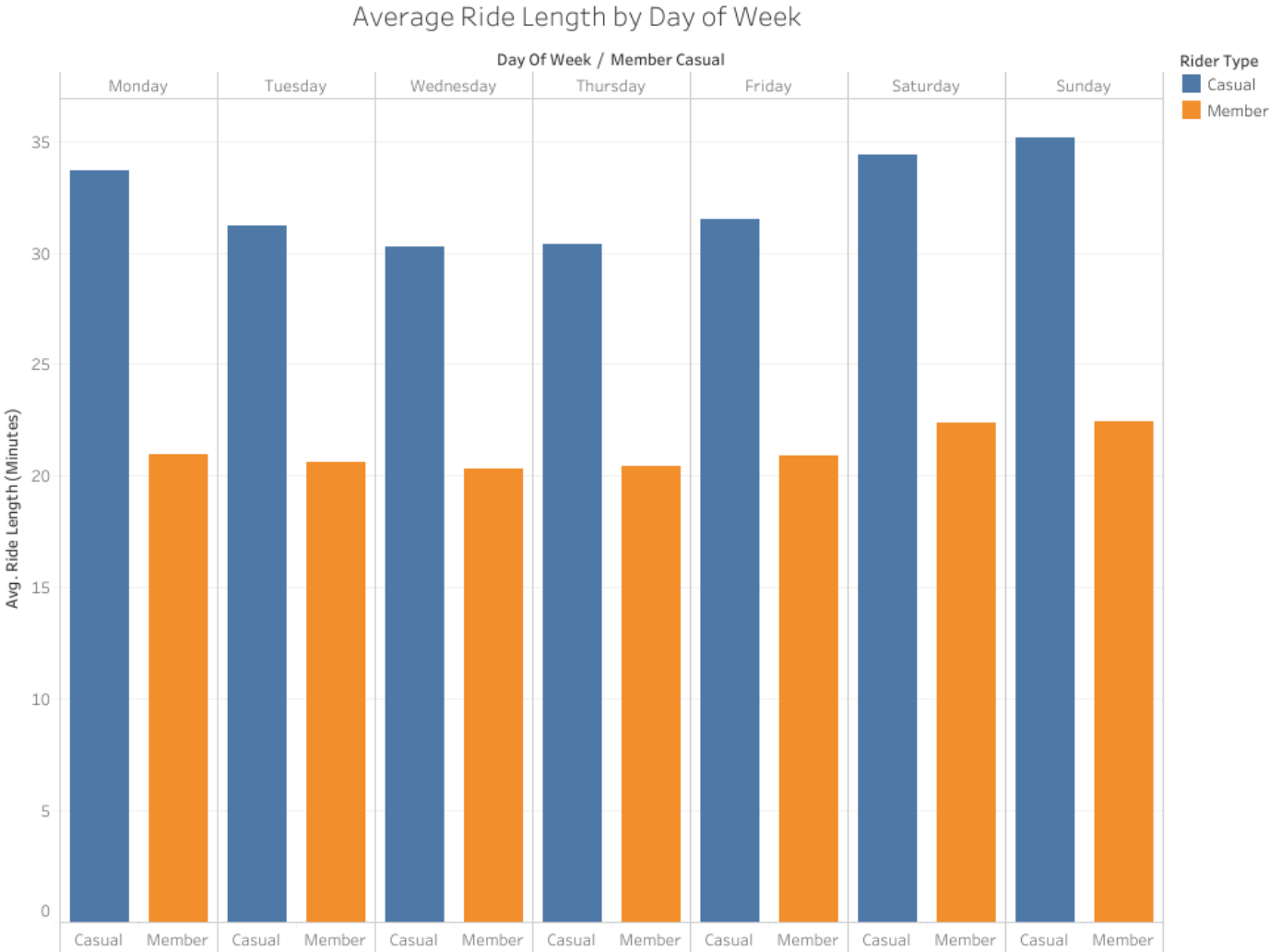
Data Aggregation and Cleaning

- Gathered Data for July 2022 through June 2023
- Combined 12 monthly data files into a single data file
- Removed
 - Duplicate lines
 - Lines with no ride times
 - Lines labelled as testing
 - Rides less than 10 minutes (the bike might not have gone anywhere)
 - Rides longer than one day (the bike might not have been returned in a timely manner)

Average Ride Length by Day of Week

Members have a lower average ride time than casual riders (non-members) and appear to be carrying out specific tasks such as commuting to work or to school.

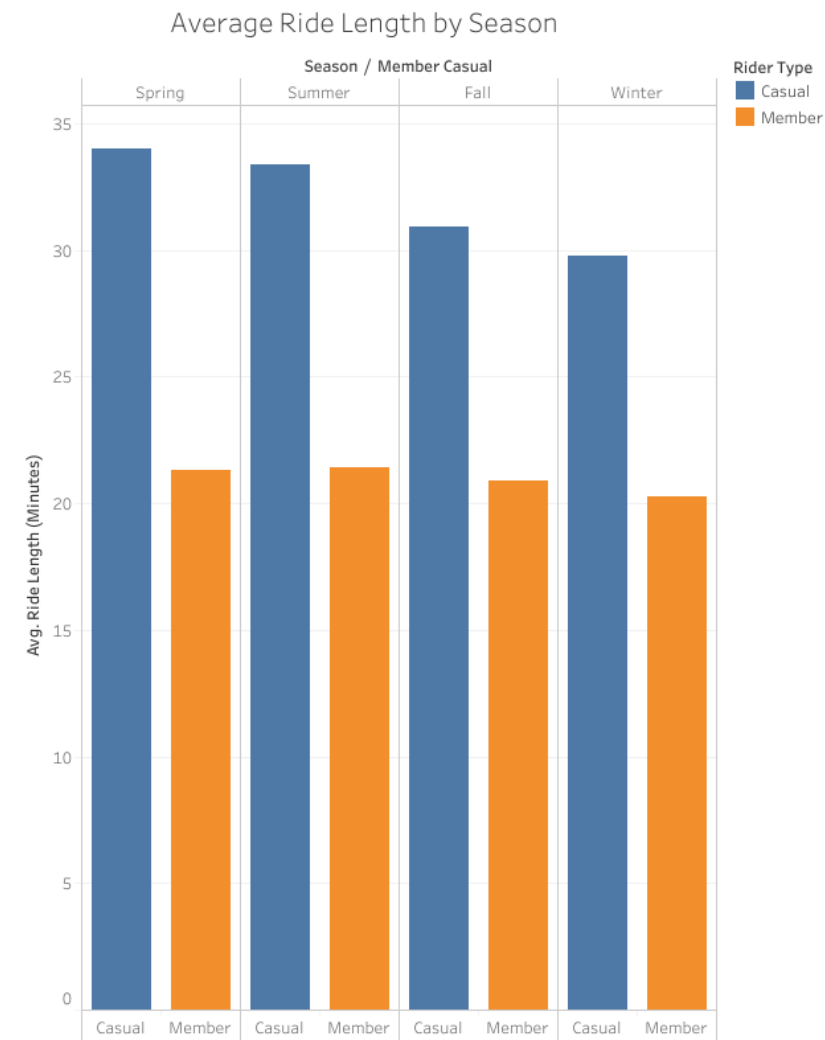
Casual riders (non-members) have longer ride times and appear to be riding for pleasure.



Average Ride Length by Season

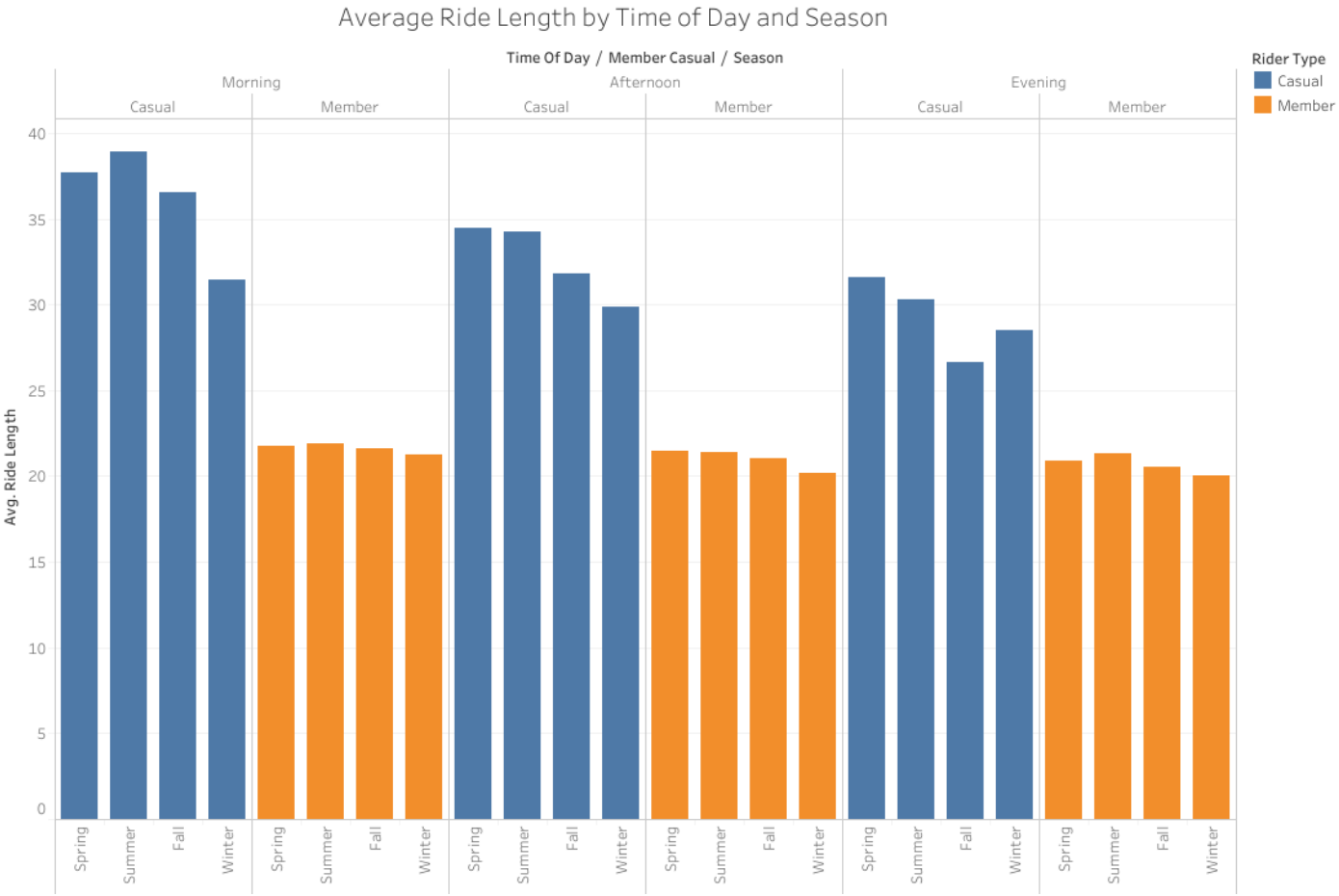
We see the same pattern as before with casual riders taking longer rides than members.

Average ride times don't differ very much season to season for members or for casual riders.



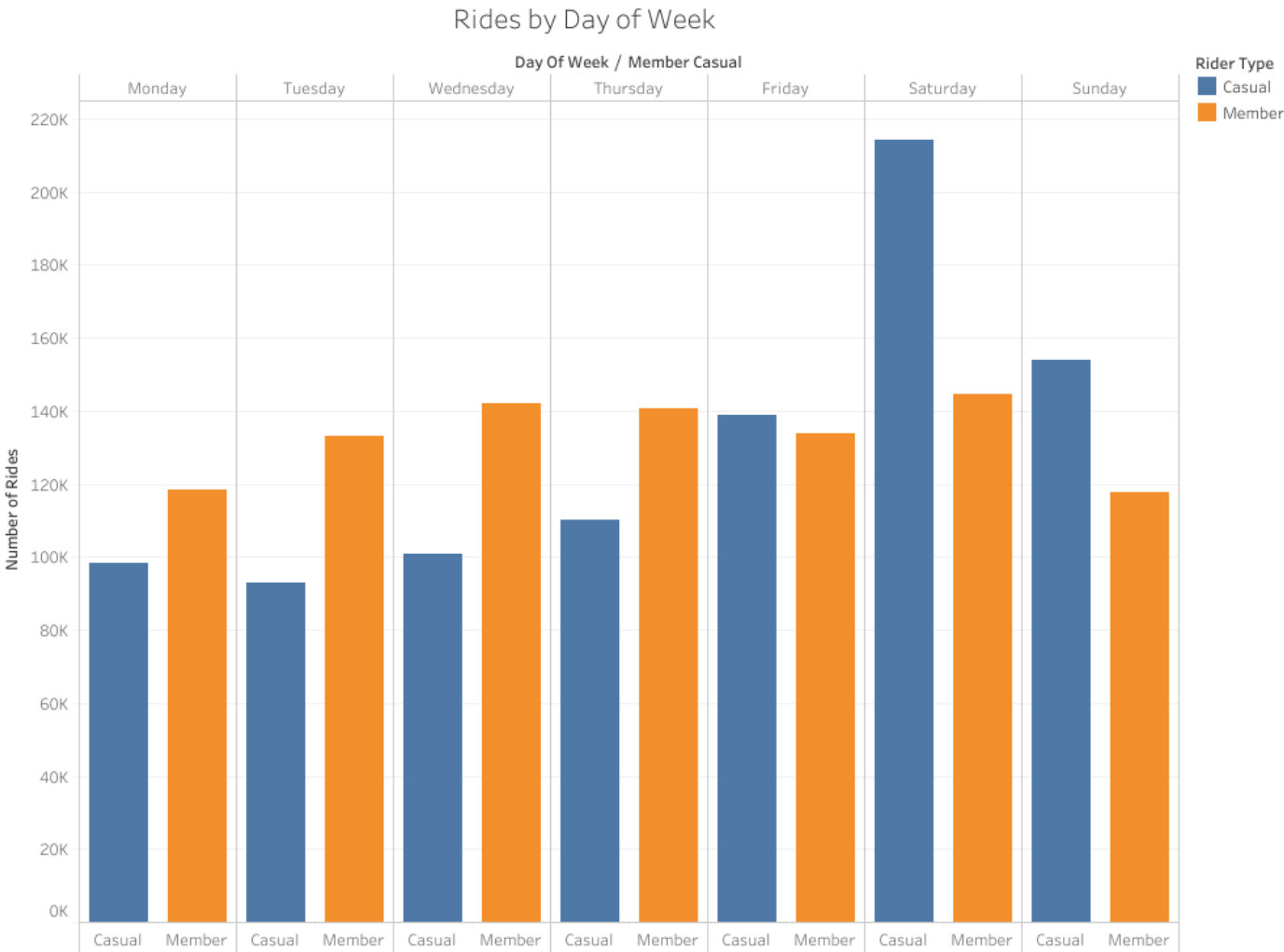
Average Ride Length by Time of Day and Season

Breaking ride times out by season and time of time of day still doesn't show much a difference in ride times between mem-
bers and casual riders.



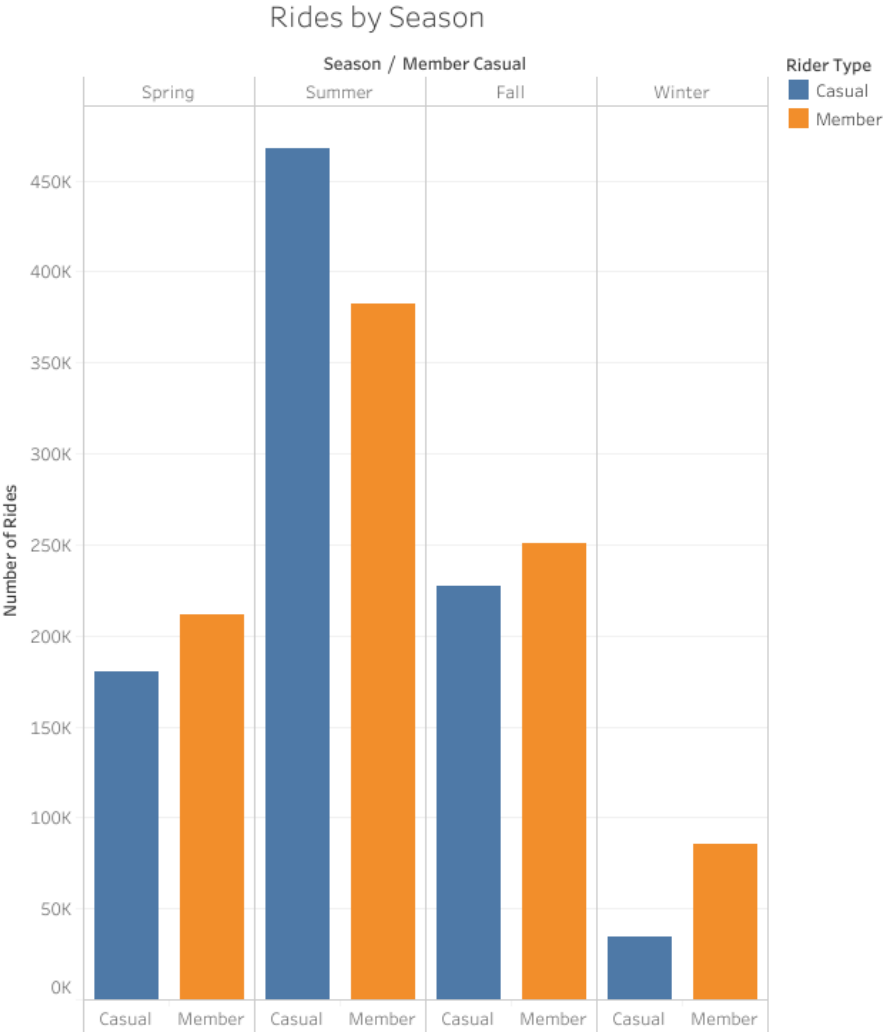
Rides by Day of Week

Looking at number of rides by day of week, we see a pattern. Saturday is by the busiest day overall for casual riders.



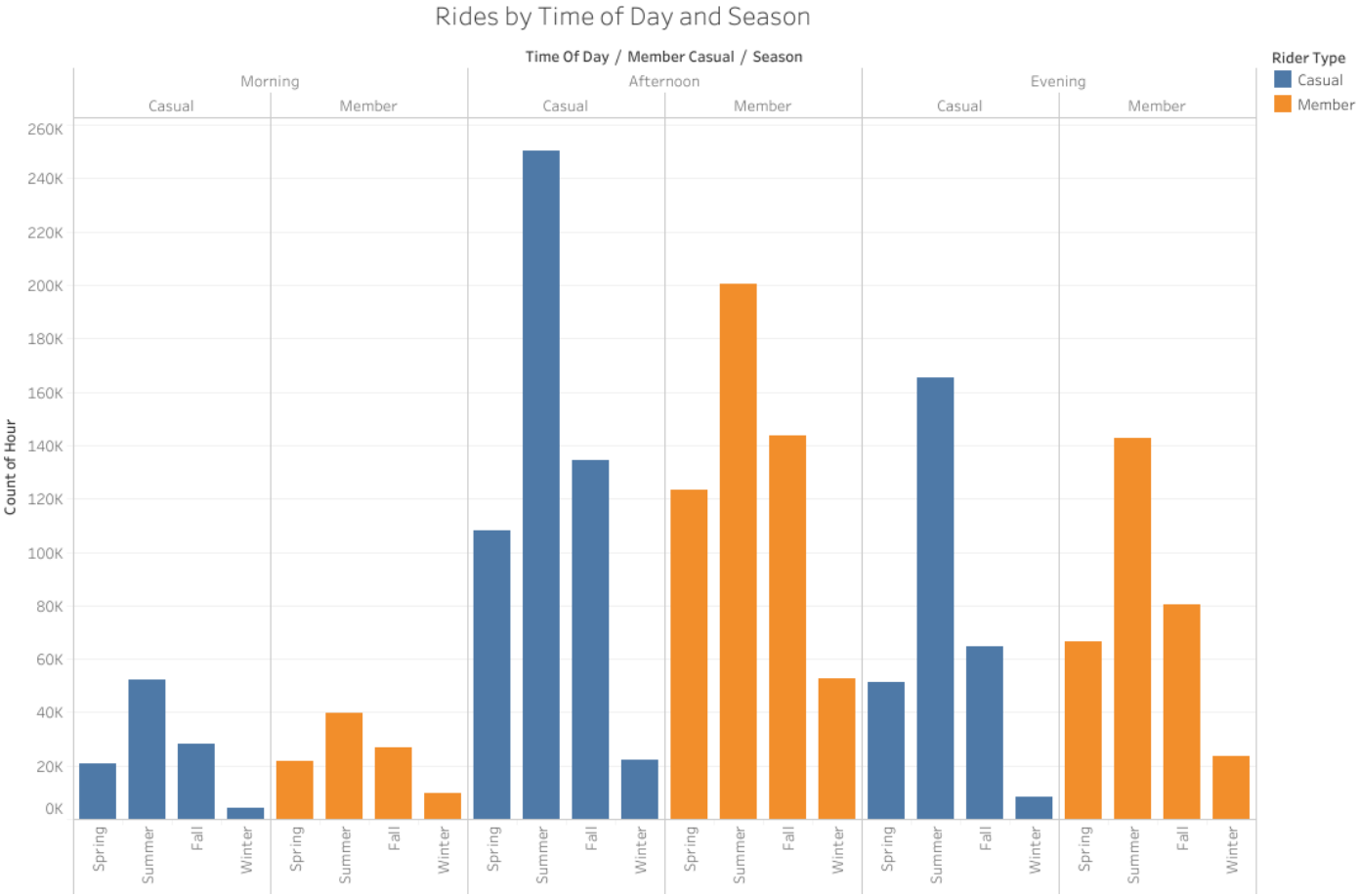
Rides by Season

Summer is by far the busiest season. Winter is the least busy. This is expected. No surprises here.



Rides by Time of Day and Season


Going further, Afternoons are the busiest. Evenings less so. Mornings show very little activity.



Current Membership Options

- Single Ride (per minute)
- Day Pass (24 hours)
- Divvy Membership (monthly)
- Lyft Pink (monthly with additional benefits)


Single ride



\$1 +0.17 per min

Go where your heart takes you. (And your legs.)


Day pass



\$16.50/day

24 hours of unlimited 3-hour rides on classic bikes


Divvy membership



\$10.91/month

Unlimited 45-minute rides on classic bikes

Lyft Pink membership



\$16.58/month

All the Divvy benefits—plus rideshare perks

Conclusion

Trying to convert casual riders to annual members may not be the way to go.

There are other options that might be more appealing to them.

Suggested Membership Options

Based on ridership over the last 12 months, we suggest the following options.

Saturday Afternoon Pass

Saturdays Only

Starts at Noon

Runs for 12 hours

Summer Pass

Same as regular membership, but only runs during the summer months

Unlimited 45-minute rides between 6/1 and 8/31 (or from Memorial Day to Labor Day)

Questions

Appendix

Rides by Day of Week								
Rider Type	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Casual	98,404	93,073	100,841	110,033	138,695	214,255	154,011	909,312
Member	118,349	133,116	142,199	140,625	133,982	144,509	117,625	930,405
	216,753	226,189	243,040	250,658	272,677	358,764	271,636	1,839,717

Rides by Season					
Rider Type	Spring	Summer	Fall	Winter	Total
Casual	179,839	467,835	227,158	34,480	909,312
Member	211,763	382,345	250,679	85,618	930,405
	391,602	850,180	477,837	120,098	1,839,717

Rides by Time of Day				
Rider Type	Morning	Afternoon	Evening	Total
Casual	105,163	514,840	289,309	909,312
Member	97,716	519,720	312,969	930,405
	202,879	1,034,560	602,278	1,839,717