Casual Riders vs Annual Members

Cyclistic Bike Share Analysis

Kimi K

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AGENDA

01 | **Purpose**

Why this analysis matters

02 | **Data & Analysis**

Key insights

03 | **Recommendations**

Data-driven strategies

04 | **Call to Action**

Next steps

05 | Q&A

01 Purpose

- **Identify differences between Casual & Members**

- **Increase Annual Membership conversion**

- **Provide data-driven insights to Cyclistic execs**

02 Data & Analysis – Overview

Data & Methods

- Data Source: Past 12-month ride data (CSV)
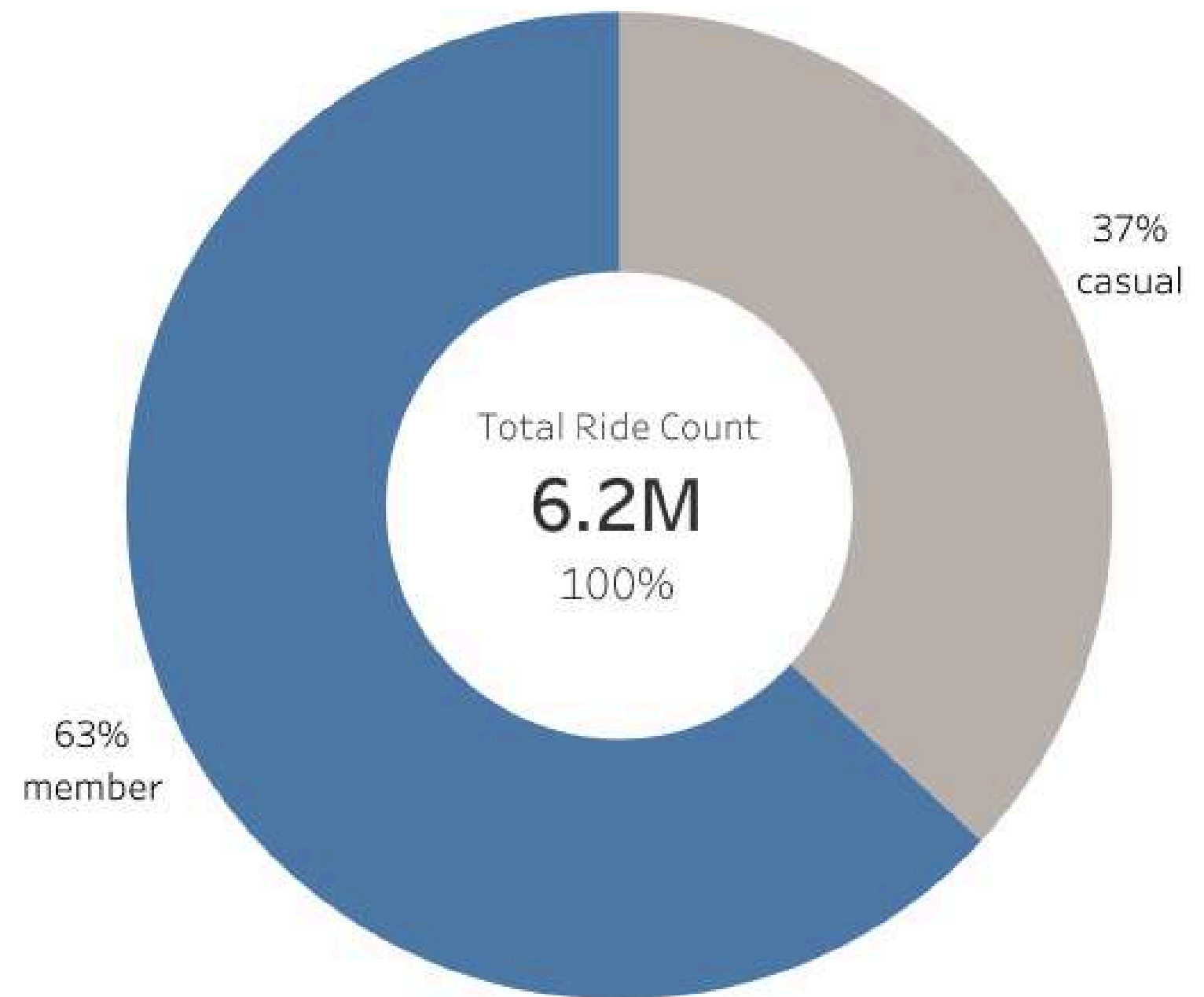- Tools: Google Sheets, Tableau

Key Steps

1. Cleaned and formatted data
2. Calculated ride duration, counts, and user type differences
3. Visualized trends by day, month, and bike type

Ride Counts: Casual vs Members
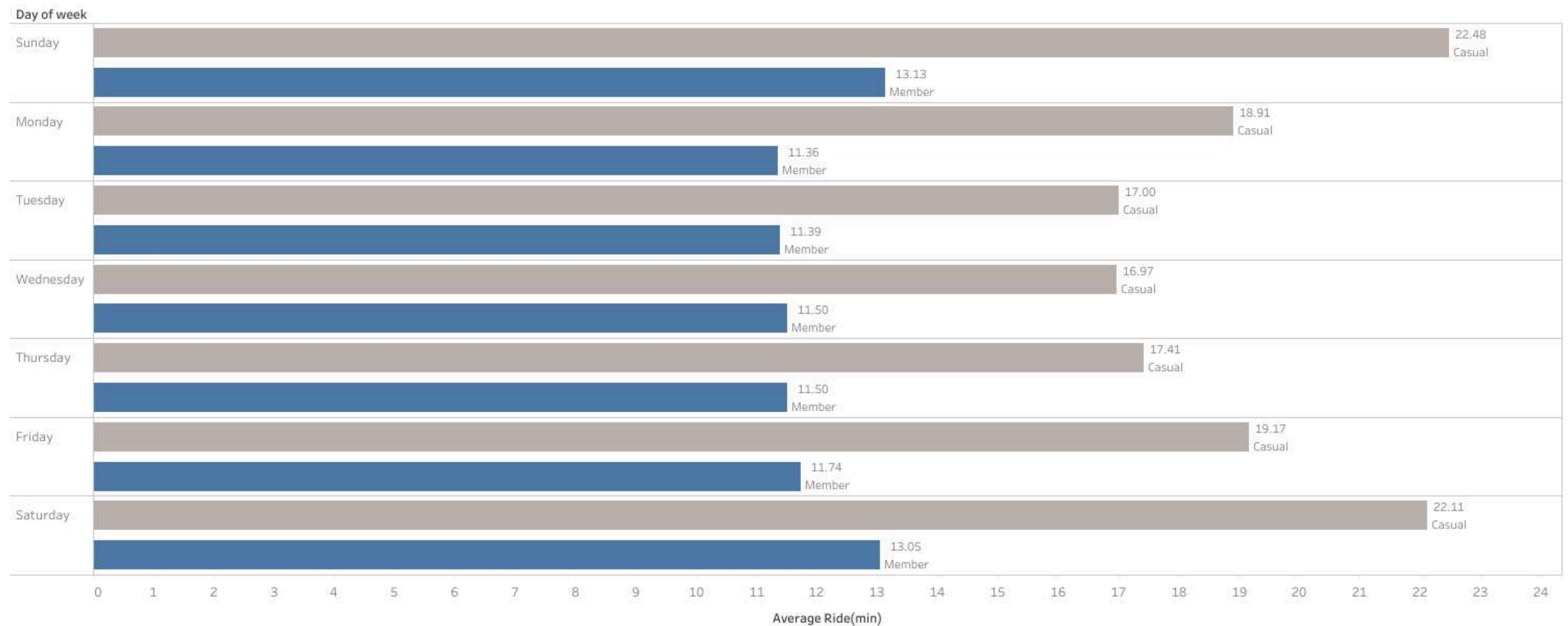
- Members ride more frequently
- 63% vs 37%
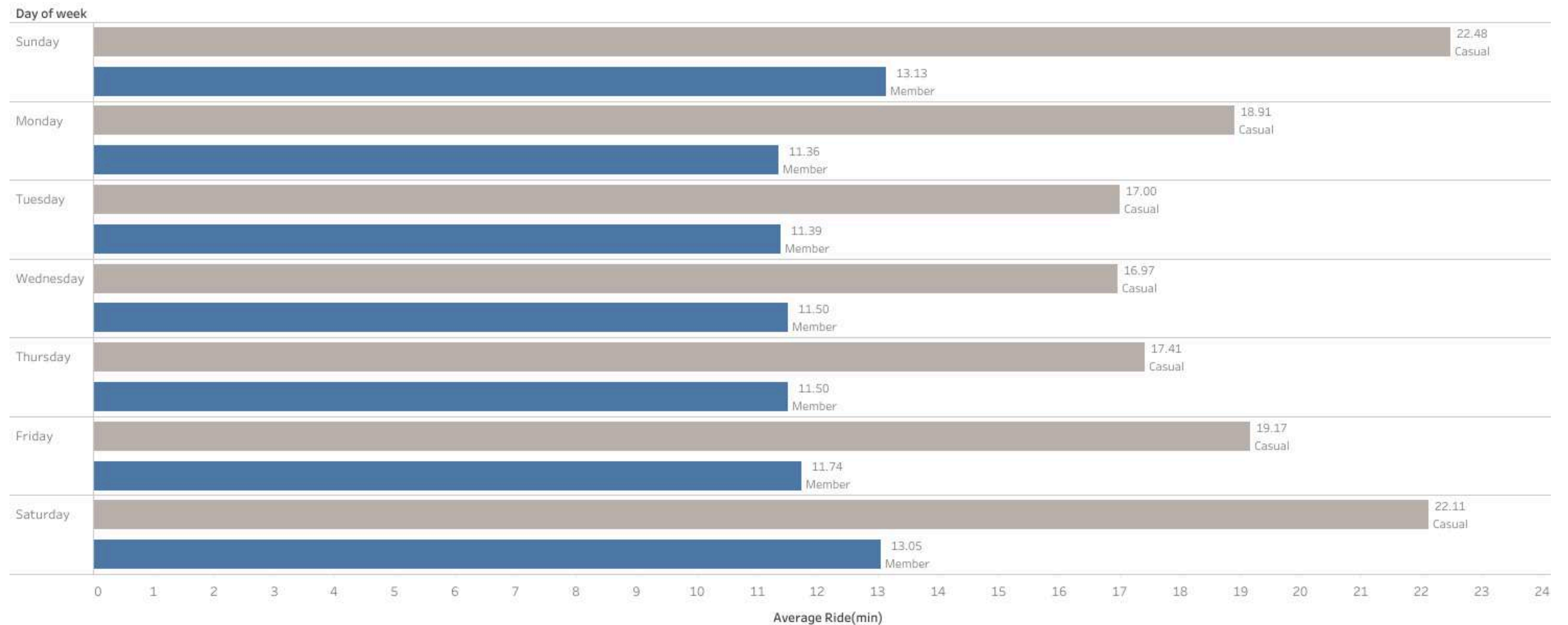
37%
casual

Total Ride Count

6.2M

100%

63%
member

04 Analysis – Average Ride Duration(min)

Casual: Longer rides, weekend peaks | **Members**: Shorter & consistent rides

05 Ride Count by Day of Week
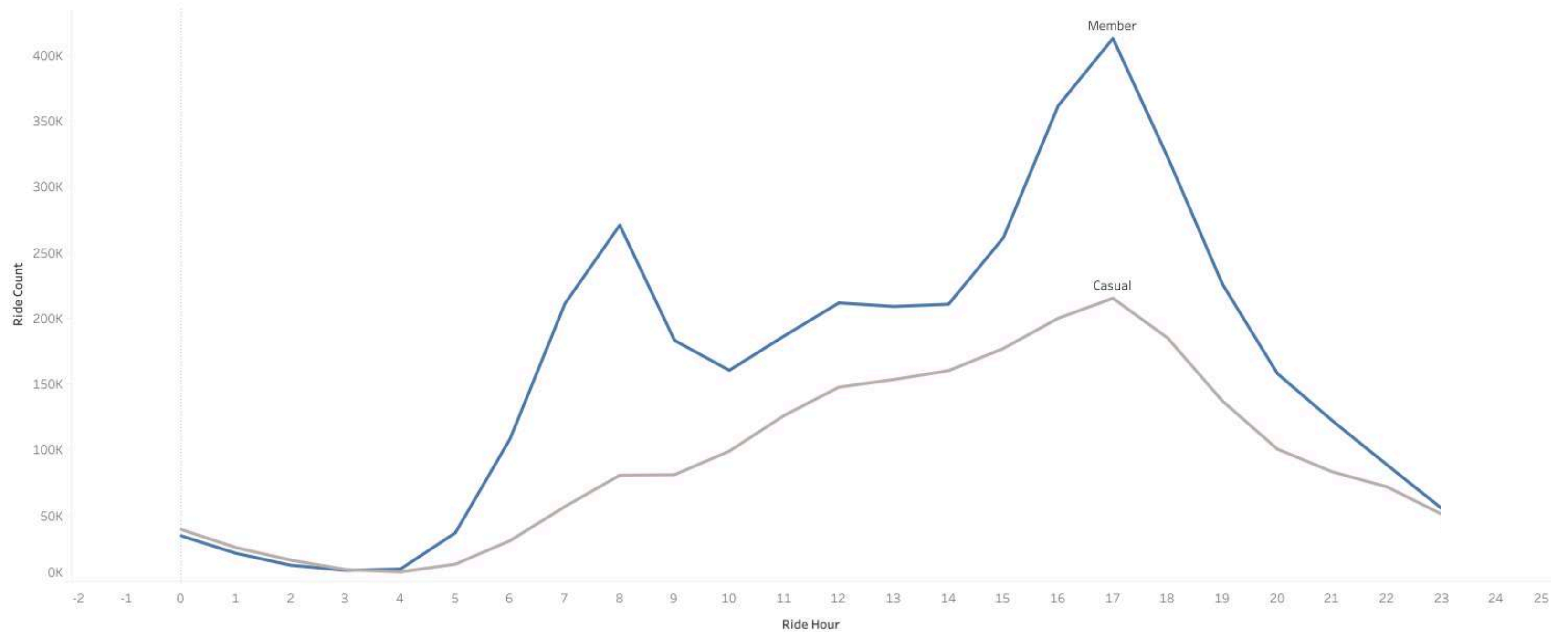
Casual: Weekend peaks **| Members:** Weekday dominance

Day of week

| Day	Average Ride (min)
Sunday	22.48 Casual / 13.13 Member
Monday	18.91 Casual / 11.36 Member
Tuesday	17.00 Casual / 11.39 Member
Wednesday	16.97 Casual / 11.50 Member
Thursday	17.41 Casual / 11.50 Member
Friday	19.17 Casual / 11.74 Member
Saturday	22.11 Casual / 13.05 Member

Average Ride(min)

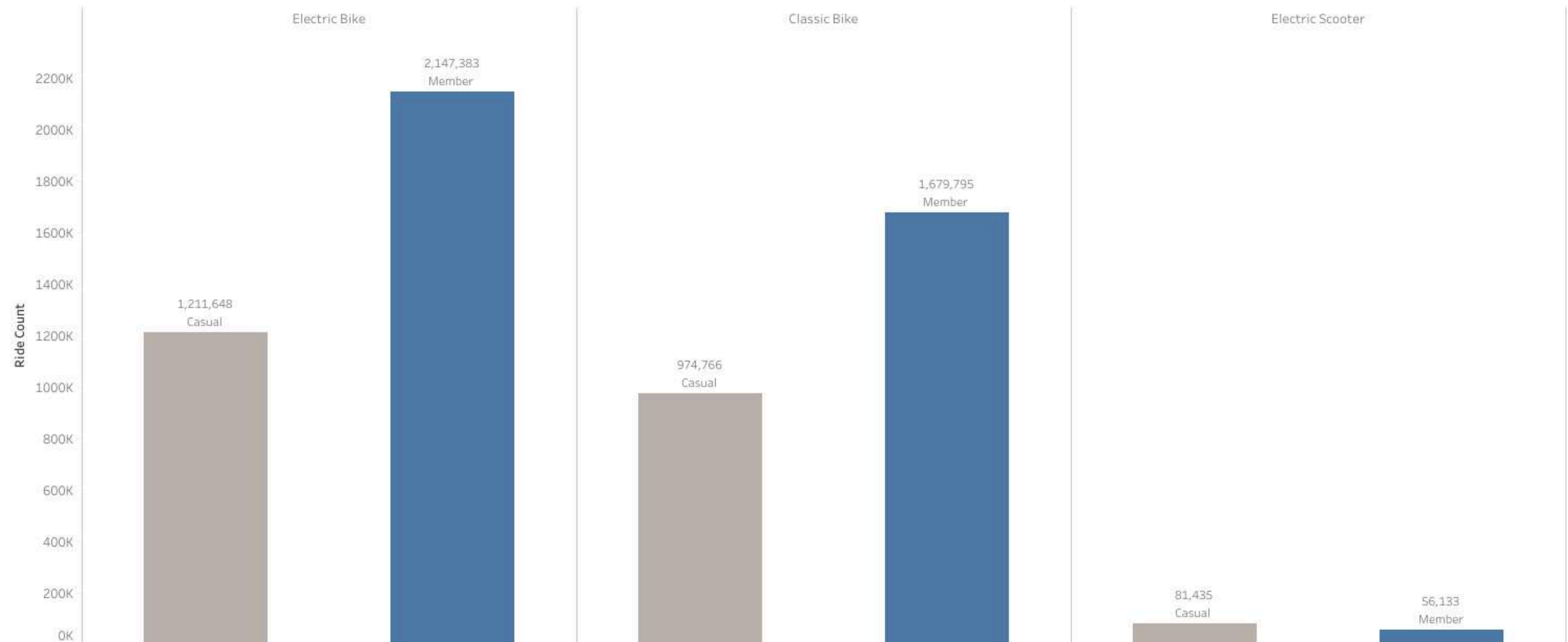**Casuals:** Midday leisure rides **| Members:** Rush-hour peaks

Monthly Trend

June surge: Both Casual & Members ride the most
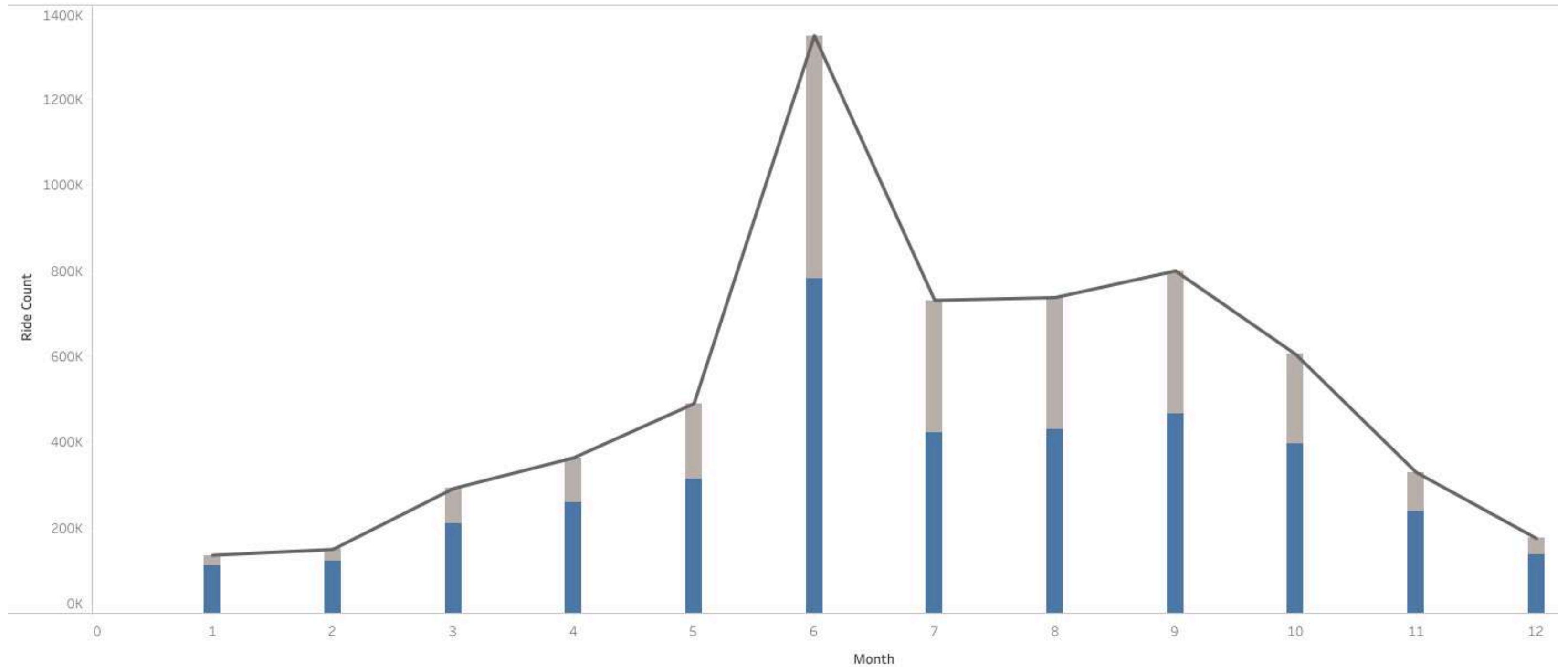
08 Bike Type Preference

Casual & Members prefer Electric Bikes; Classic Bikes popular for leisure

09 Recommendations

1. Weekend Membership Promotion: Offer discounted annual membership for weekend riders

2. Long-Ride Incentive: Provide deals for rides over 30 minutes to encourage conversion

3. Targeted Marketing: Focus on high casual usage areas (parks, tourist spots)

4. Flexible Membership Plans: Introduce "Weekend Pass" or "Tourist Pass"

10 Call to Action

Launch weekend membership promotions in Q4

Track monthly conversion rates from Casual to Member

Adjust marketing strategy after 3 months based on results

Expand successful campaigns to other seasonal peaks

Ask anything about the data or recommendations