

Converting Casual Riders to Annual Members: A Marketing Strategy

Designing marketing strategies for Cyclistic's bikeshare offering

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*This is a case study in the context of the Google Data Analytics Professional Certification.

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Cyclistic Bike-Share Offering

- Launched in 2016 in Chicago, with a fleet of 5,824 bicycles and 692 stations
- Bikes can be rented and returned at any station
- Flexible pricing plans, including single-ride passes, full-day passes, and annual memberships
- Broad customer base targeted



Maximizing Profitability with Annual Memberships

- Annual memberships are found to be more profitable than casual riders
- Main Goal is to convert casual riders to annual members for future growth
- Questions to guide a Marketing Campaign:
 - How do annual members and casual riders use Cyclistic bikes differently?
 - Why would casual riders buy Cyclistic annual memberships?
 - How can Cyclistic use digital media to influence casual riders to become members?

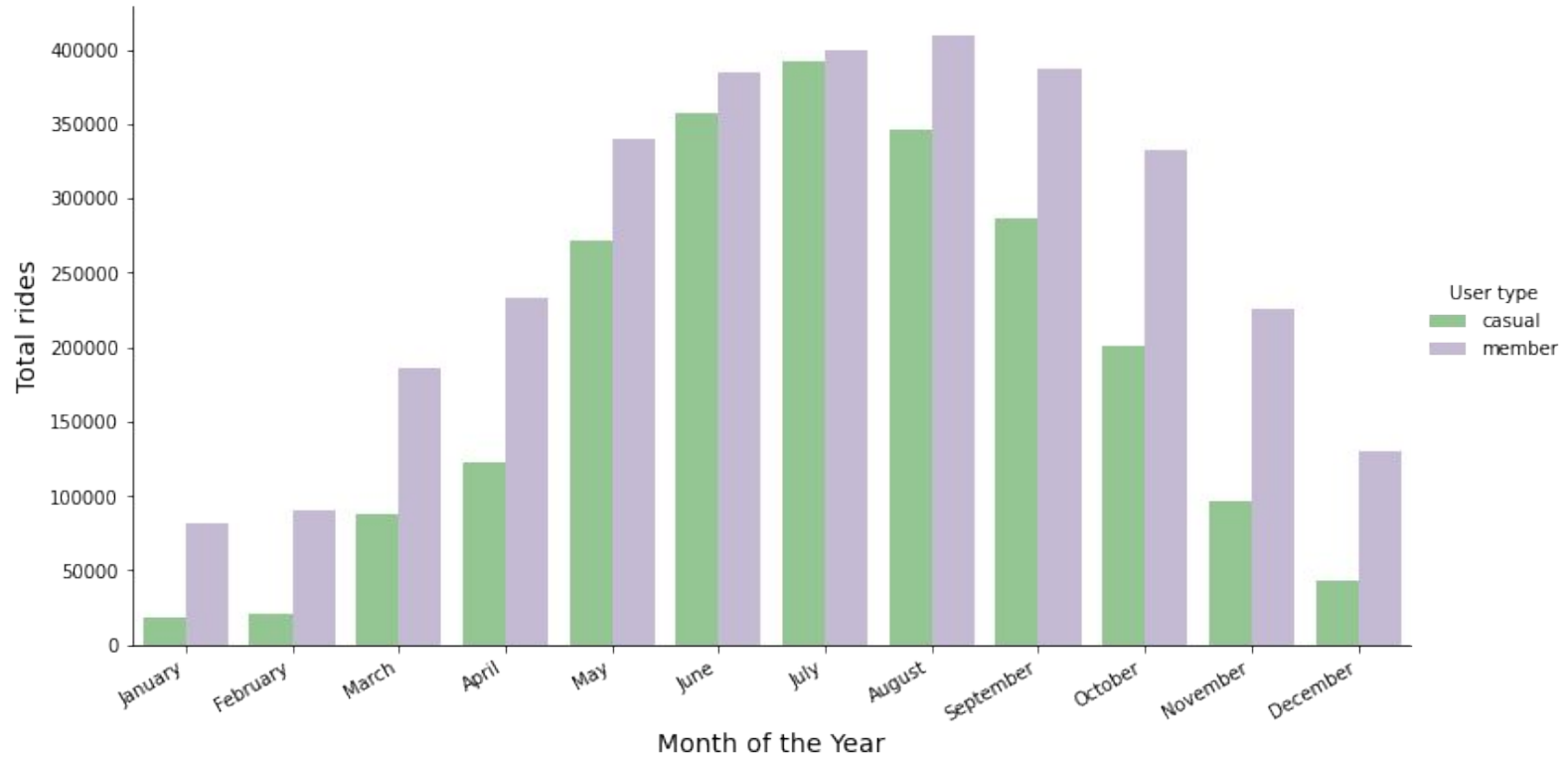


Annual Members vs. Casual Riders: A Behavior Analysis

- The specific goal of this analysis is to identify how annual members and casual riders use Cyclistic bikes differently.
 - How many trips do they take, and how long are they?
 - Do any of them prefer to take rides on sunny days?
 - Are they early birds or night owls?
- The data analyzed includes trips from January to December 2022, and has been made available by Motivate International Inc. under this [license](#)

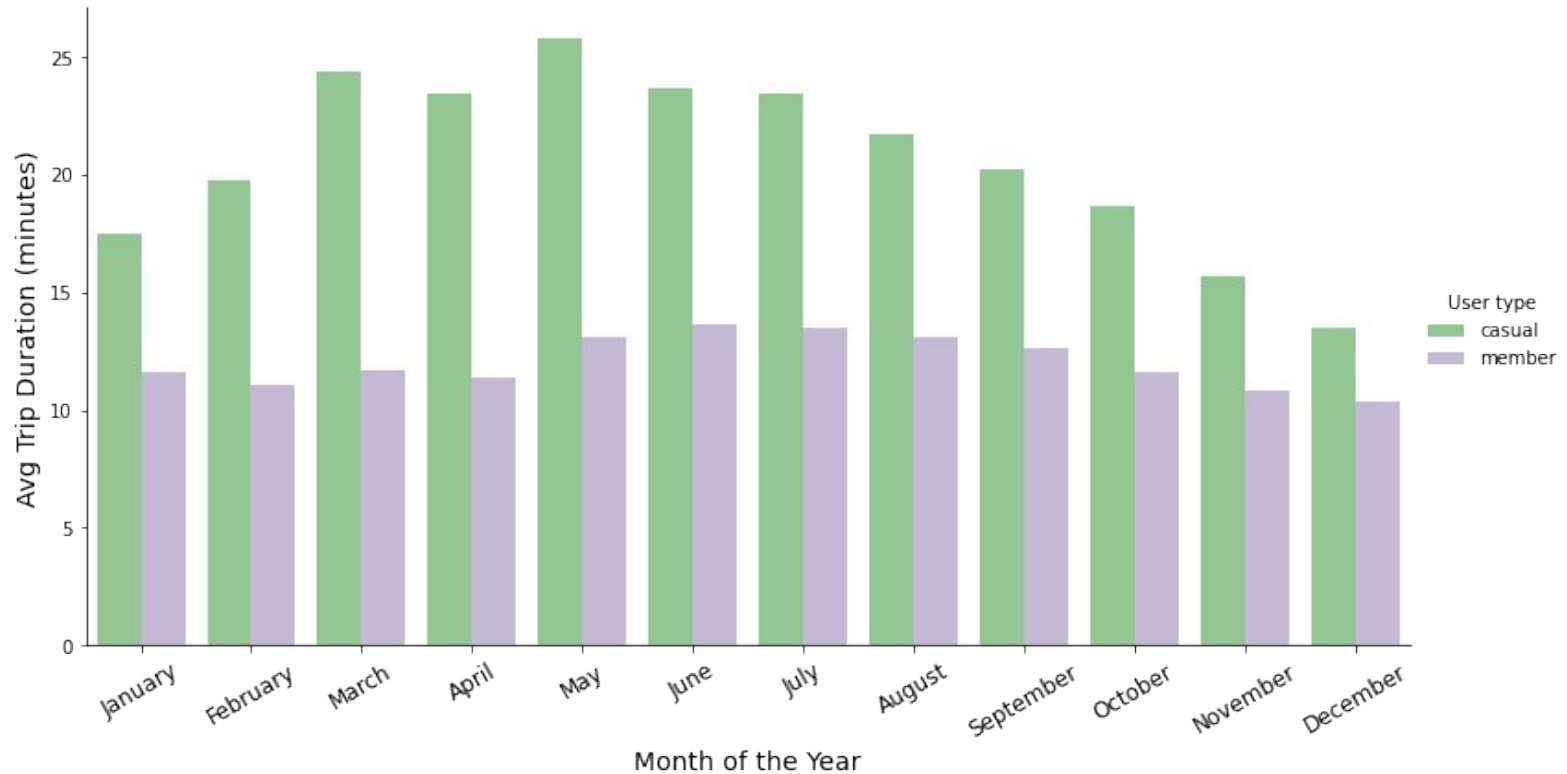


Ride Count by User Type and Month



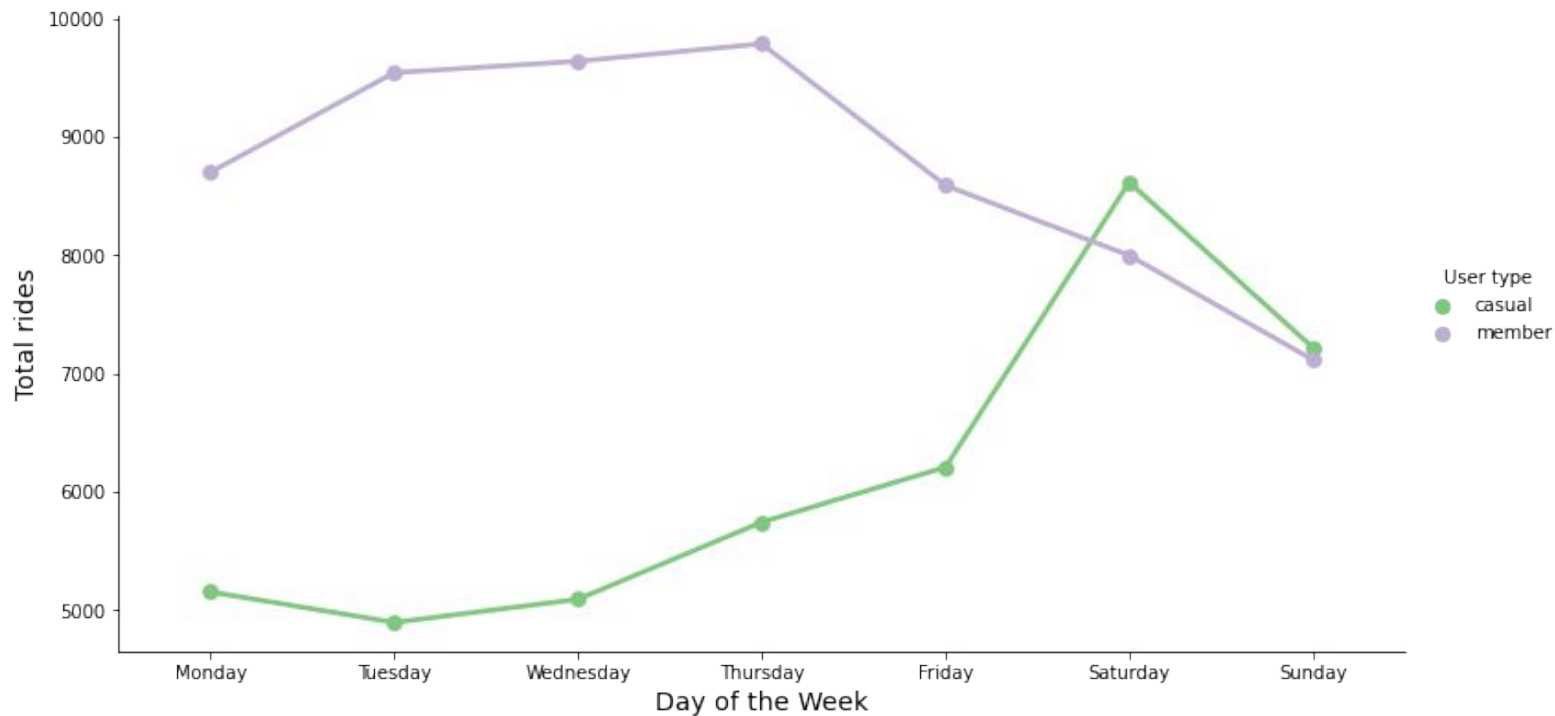
- An increased number of trips during summer months was found for all users, especially for casual riders.

Avg Trip Duration by User Type and Month



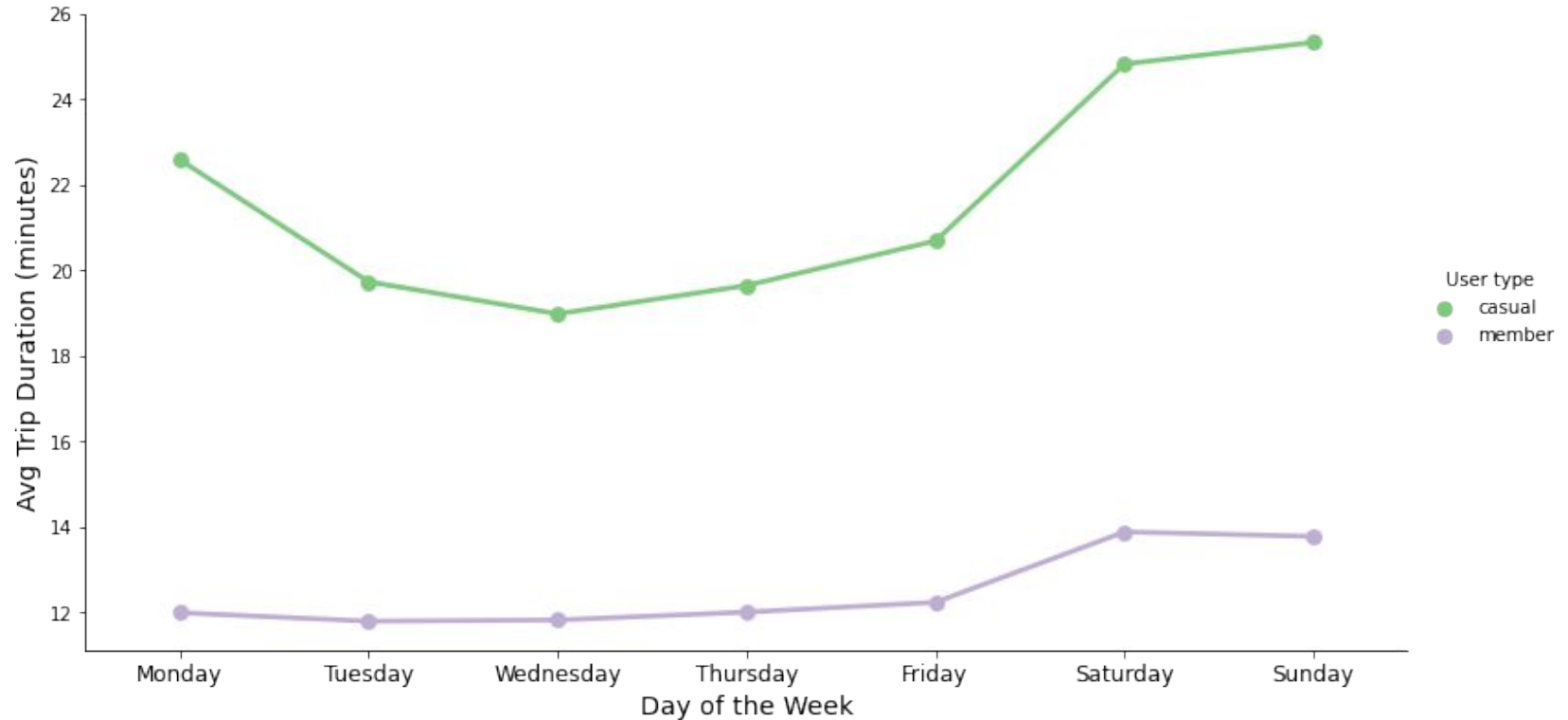
- The average trip duration for member users remains stable year-round, while for casual users, it peaks in spring months.

Ride Count by User Type and Day of the Week



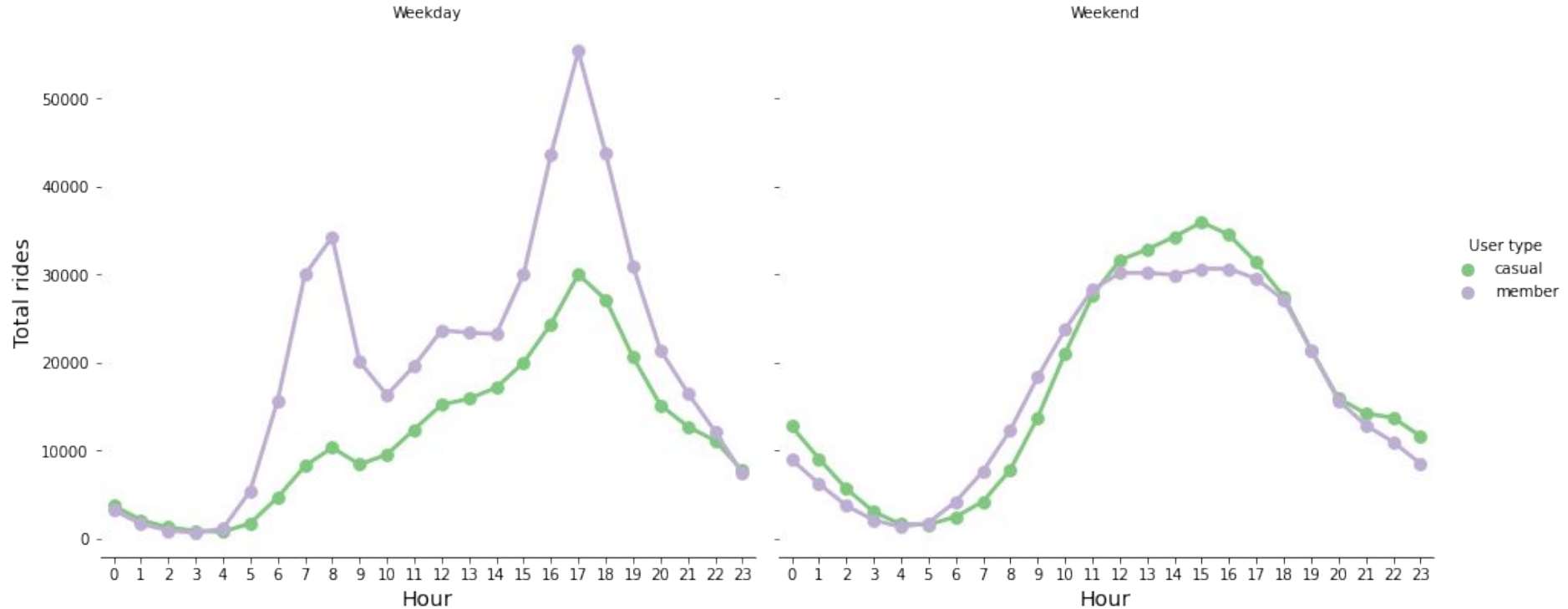
- On Friday, Saturday and Sunday there is an increase in trips from casual users and a decrease in trips from members.

Avg Trip Duration by User Type and Day of the Week



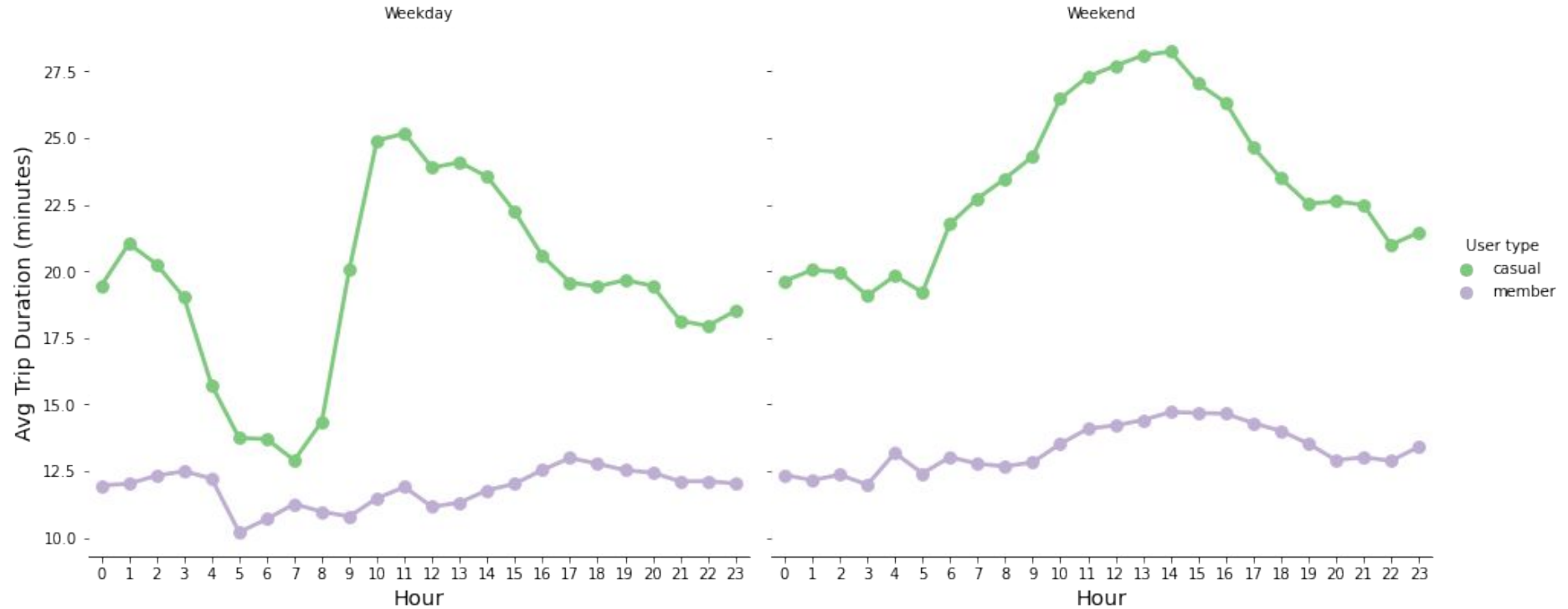
- Members show a consistent average ride length throughout the week, while casual users show an increase of up to 5 minutes over the weekend.

Ride Count by User Type and Hour



- Peak hour usage: Member users have an increase in the number of trips during peak hours on weekdays, particularly between 7am-8am and 5pm-6pm.

Avg Trip Duration by User Type and Hour



- Members tend to have consistent ride lengths throughout the week. Casual users usually take longer trips between 9am and 4pm.

So, How different are they?

Strong seasonality

Both members and casual users tend to use the bikes during the warmer months of spring and summer.

This trend is more notorious among casual users

Work vs Leisure

Members have more trips in weekdays and shorter in time (~10min)

They also have a peak hour usage (7-8am / 5-6pm)

Most likely use them for commuting

Casual users have longer trips, specially on the weekends, when there are more riders of this type.

Probably take rides for tourism and leisure time.

Suggested Marketing Strategies

- Seasonal discounts for annual memberships during spring to encourage casual users to sign up
- Provide additional benefits to annual members, like priority access on peak hours
- Introduce three tiers of membership with increasing benefits and prices, positioning the annual membership as the most affordable option

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Future Research

- In a future investigation, geolocation data from stations will be used to identify usage patterns and user preferences in different areas of the city and at different times of the year



Thanks for your time and attention!