

Cyclistic

# Converting Casual Riders into Annual Members

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# Business Goal: Increase Annual Memberships

Our primary goal is to understand the differences between casual riders and annual members to drive long-term growth through increased annual memberships.

## Understand Differences

Analyse casual riders vs. annual members.

## Increase Memberships

Boost annual memberships for sustainable growth.

# Member vs Casual Rider Behaviour

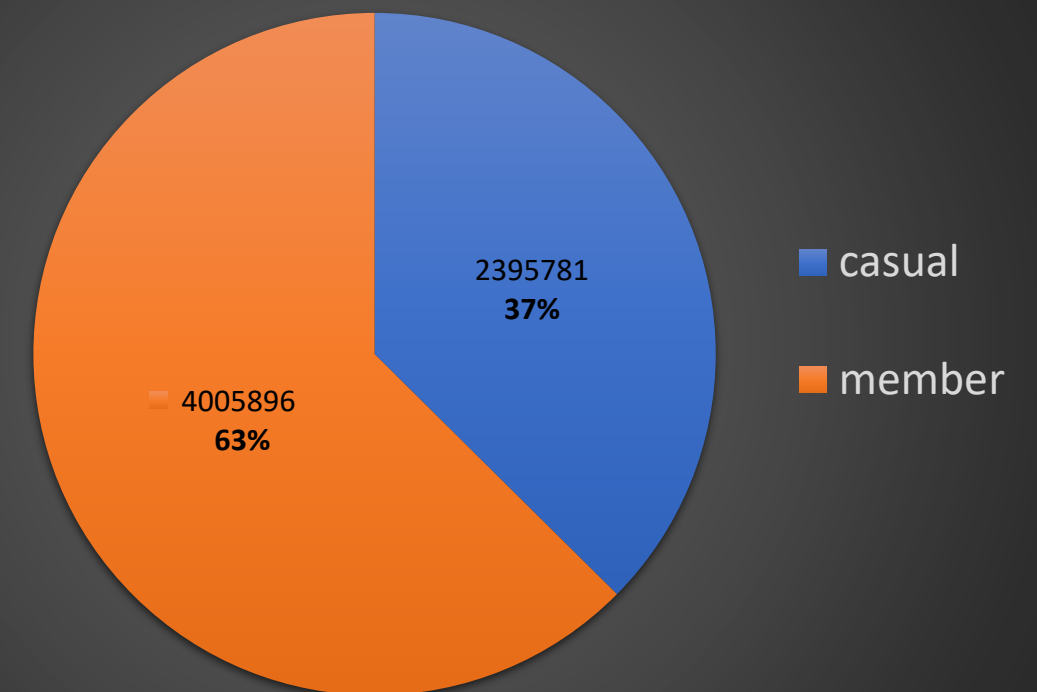
## Members

Take significantly more rides, contributing to consistent usage.

## Casuals

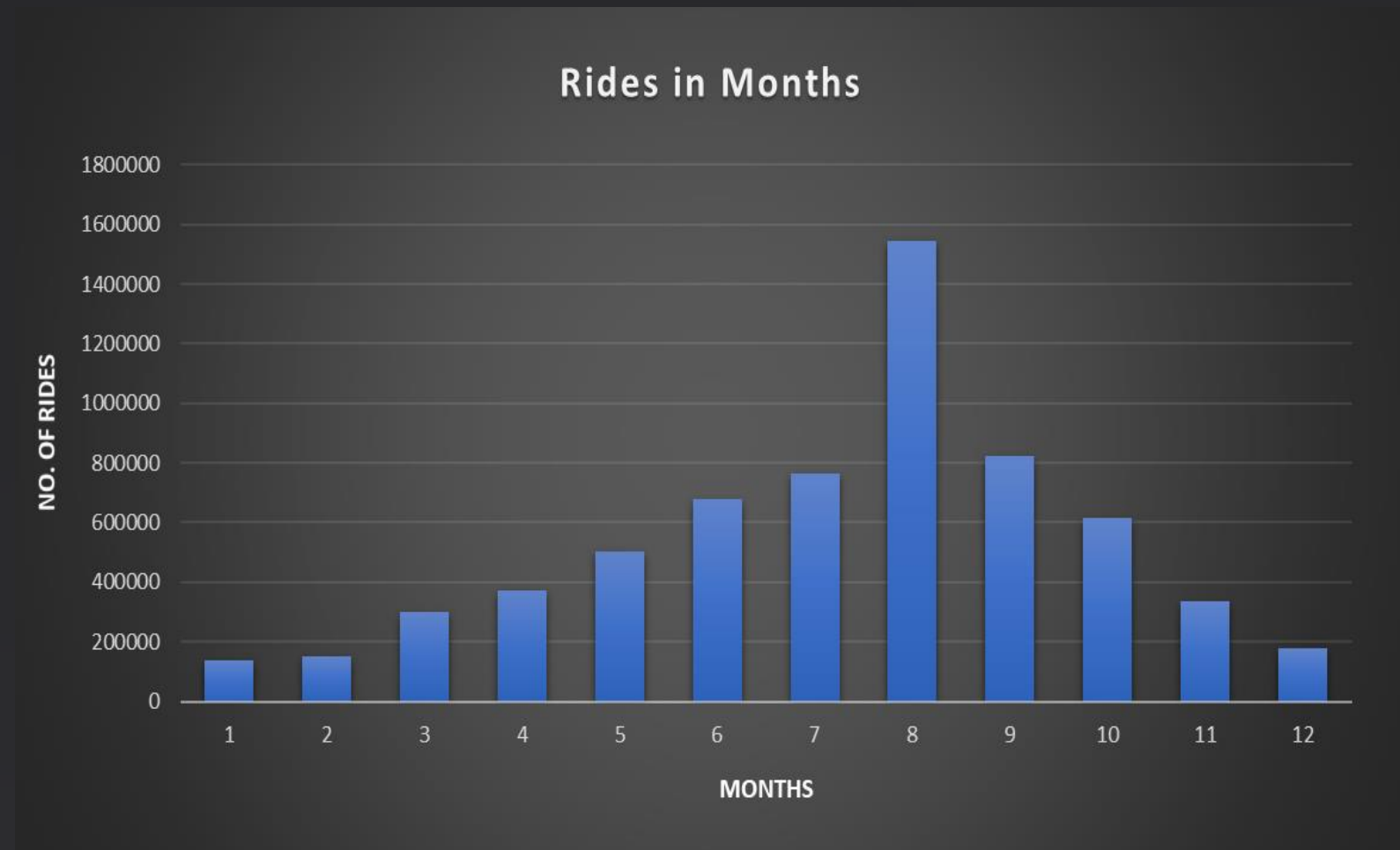
Smaller segment, but crucial for growth and conversion opportunities.

Total Rides



# Seasonal Trends in Rides

- Riding activity peaks during summer (June–August) and is lowest in winter (December–February).
- Casual riders exhibit particularly high seasonality.



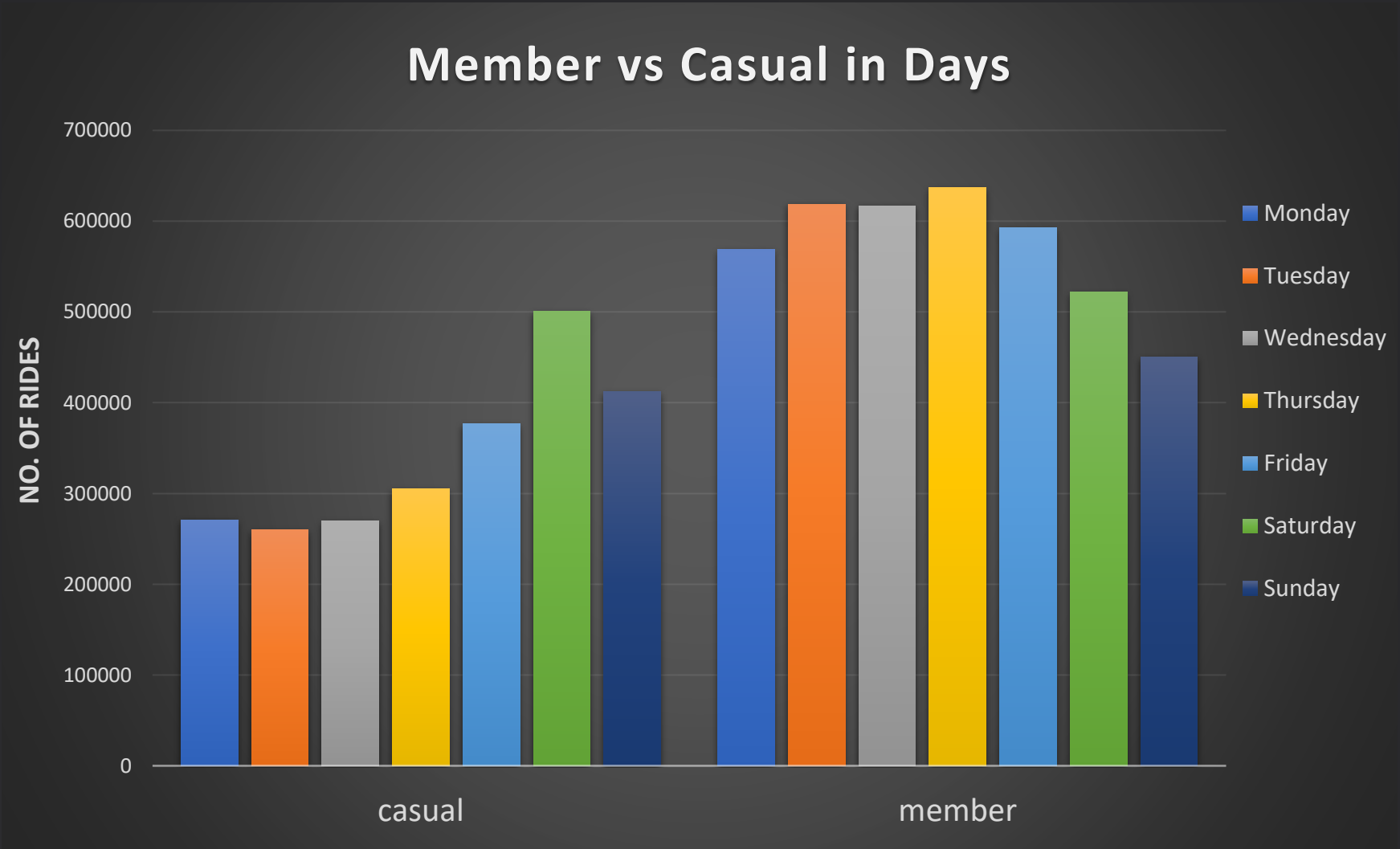
# Weekday vs Weekend Usage

## Members

Primarily ride on weekdays, often for commuting or routine activities.

## Casuals

Prefer weekend rides, typically for leisure or tourism.



# Trip Duration

The majority of trips, for both groups, are under 30 minutes. However, casual riders tend to take slightly longer trips than members.



# Daily Usage



## Members

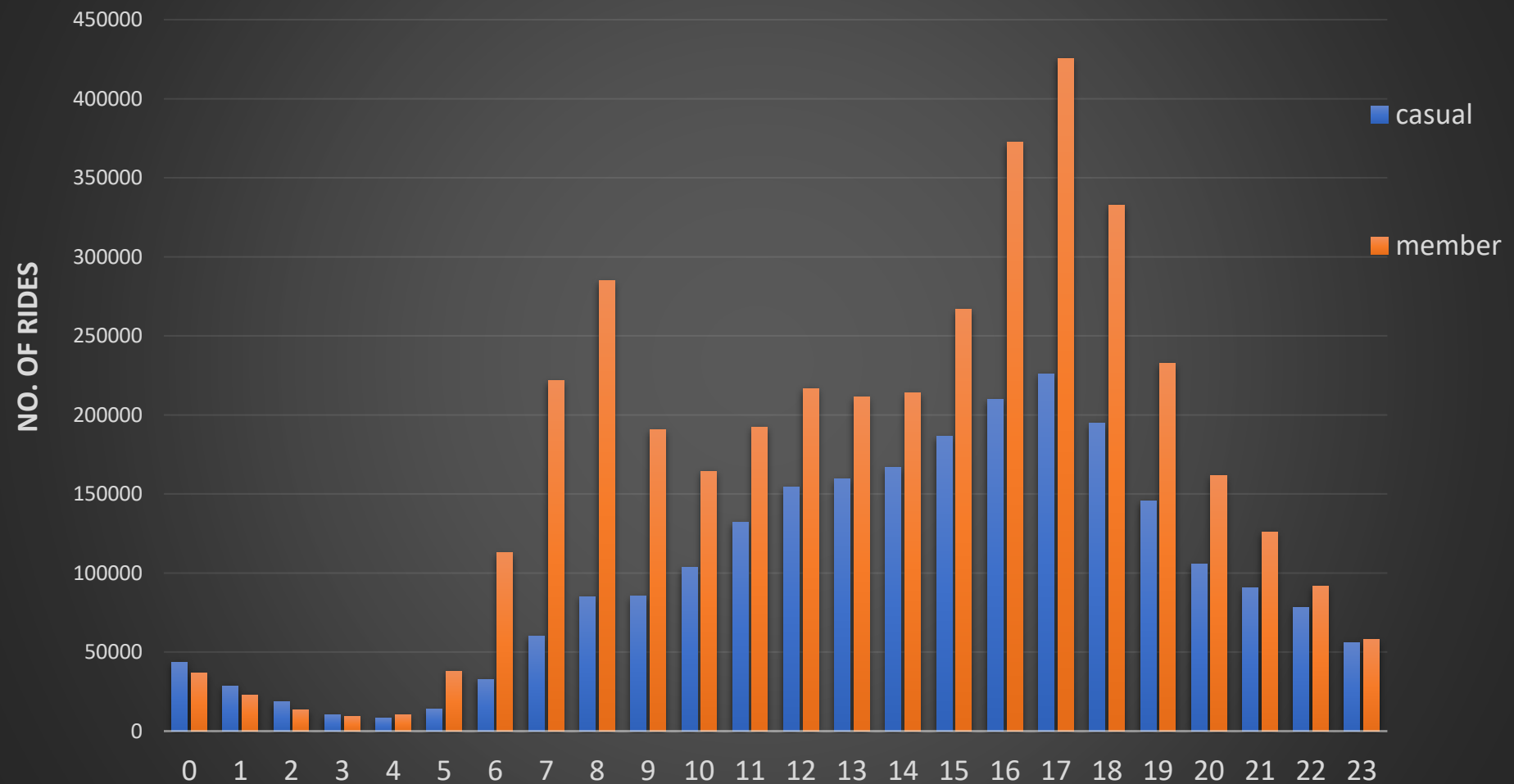
Morning & evening commute hours.



## Casuals

More active in the afternoons.

### Member vs Casual by Hours



# Marketing Opportunities

Leverage seasonal trends and rider behaviour to convert casual riders into members and explore new partnerships.

- Introduce seasonal passes to convert summer casuals into members.
- Explore short-term partnerships.
- Form tourism partnerships with hotels & resorts.



# Recommendations & Insights

## 1 Seasonal Conversion Campaigns

Target summer casuals with upgrade offers to annual memberships.

## 2 Commuter Value Messaging

Promote cost savings and convenience for weekday riders.

## 3 Trial/Weekend Memberships

Offer flexible entry options for casual riders to experience benefits.

## Additional Insights:

- While memberships are the long-term growth driver, the data also shows a strong seasonal spike. Introducing short-term passes or seasonal packages can capture extra revenue.
- Since most trips are under 30 minutes, optimizing pricing for short rides helps maintain profitability while boosting memberships.