



# Understanding the difference between Member and Casual Users

Presented by: Zacharie Ndoumga

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# Objective



- Understand how riders with membership use the Cyclistic differently from casual users
- Make Propositions how to convert casual riders into members

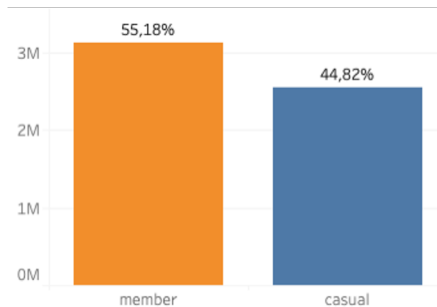
# The bigger picture

Total Number of Rides

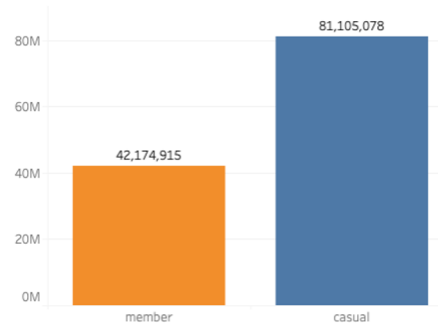
**5.667.219**

Total Ride Duration in Minutes

**122.279.993**

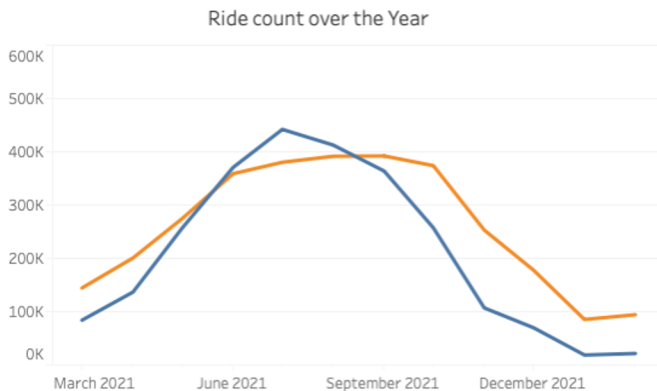


Number of rides

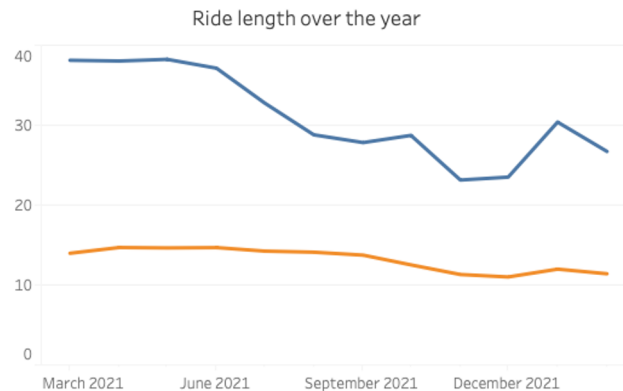


Total ride time

# Differences during the year



- Both peak during warmer periods (summer)
- Casual users overtake members

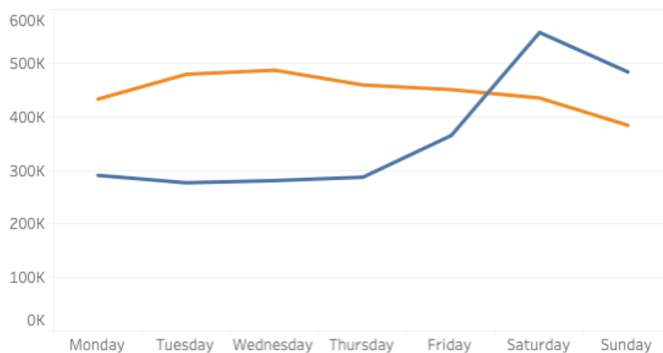


- Averagely, casual users ride longer, with higher numbers in spring and summer
- Stays consistent throughout the year for members

# Differences during the week

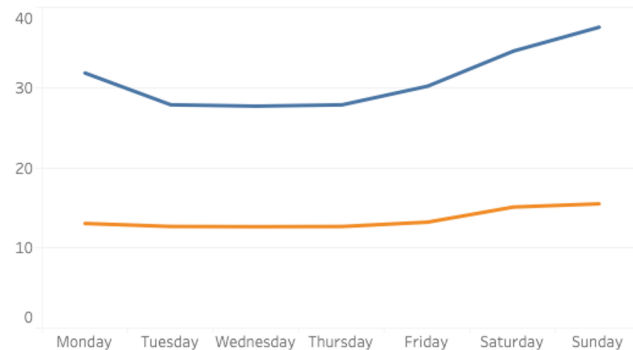


Ride count over the week



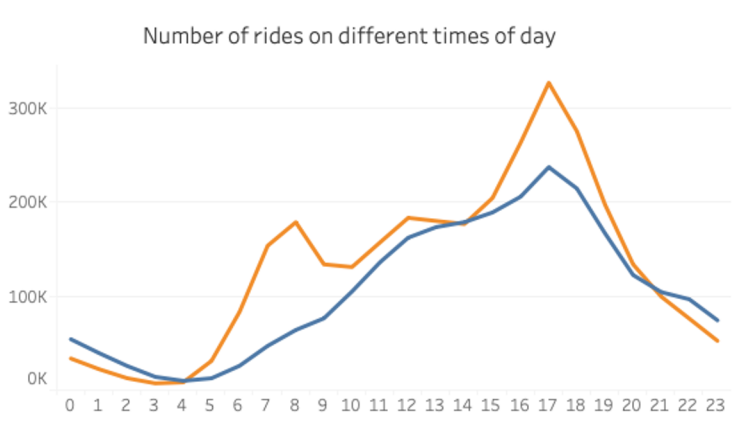
- Higher demand over the weekend for casual users
- Relatively consistent throughout the week for members

Ride length over the week

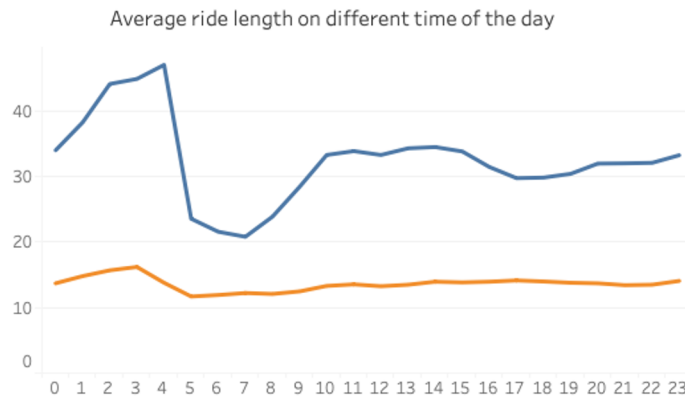


- Higher average ride lengths for casual members with slight increase during the weekend
- Consistent ride lengths for member users

# Differences during the day



- Increasing demand during the day with peaks between 1pm-7pm
- Morning and evening peaks for member users



- Peak ride lengths during the night, dips in morning and consistent during the day
- Stays consistent throughout the day for members

# Observation



1

Casual riders make up 45% of rides but 65% of ride time. Varying ride length for casual users vs consistent for members

2

A general peak is observed during warmer periods with casual riders overtaking members

3

A peak in ride is observed for casual users during the weekend and in the summer

4

Higher ride lengths are observed at night for casual users



# Proposition

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Introduce a half year  
membership program valid  
from April to October



Introduce an annual weekend  
membership program valid  
from friday to sunday



Introduce an annual half day  
membership program valid  
from 1pm-1am