

Navigating Success: A Data-Driven Strategy to Grow Cyclistic Business

A Case Study on Converting Casual Riders

DEFINE THE BUSINESS PROBLEM

▶ **Target:-**

- ▶ Cyclistic has many **casual riders** who use bikes for one-off trips.
- ▶ Casual riders bring revenue but **not stable, long-term income**.
- ▶ Goal → Convert casual riders into **annual members**.
- ▶ The marketing team's goal is to convert these casual riders into annual members to achieve the following:

▶ **Why:-** **Increase Revenue:** Annual members provide a consistent, predictable stream of revenue.

▶ **Boost Customer Loyalty:** Members are more likely to use Cyclistic as their primary transportation option, increasing their lifetime value to the company.

▶ **Guiding Questions:-** "How can Cyclistic use data-driven insights to create a marketing strategy that successfully converts casual riders into members?"



AGENDA

Key Insights - What the data reveals

Recommendation 1 - Location-Based Ads

Recommendation 2 - Cost-Saving Calculator

Recommendation 3 - Try-Again Offer

Recommendation 4 - New Member Free Trip

Recommendation 5 - Tiered Loyalty Rewards

Recommendation 6 - Lifestyle Value
Proposition

Closing & Next Steps - How Cyclistic wins

DATA & METHODOLOGY

DATA SOURCE :- The analysis is based on 7 months of historical bike trip data from Cyclistic public data set. This data is provided by the company to demonstrate ride-share trends.

TOOLS USED :- The data was cleaned and analyzed using **Python** in a Jupyter Notebook. Key libraries included **Pandas** for data manipulation and **Matplotlib** or **Seaborn** for visualizations.

METHODOLOGY :- The process followed the data analysis roadmap:

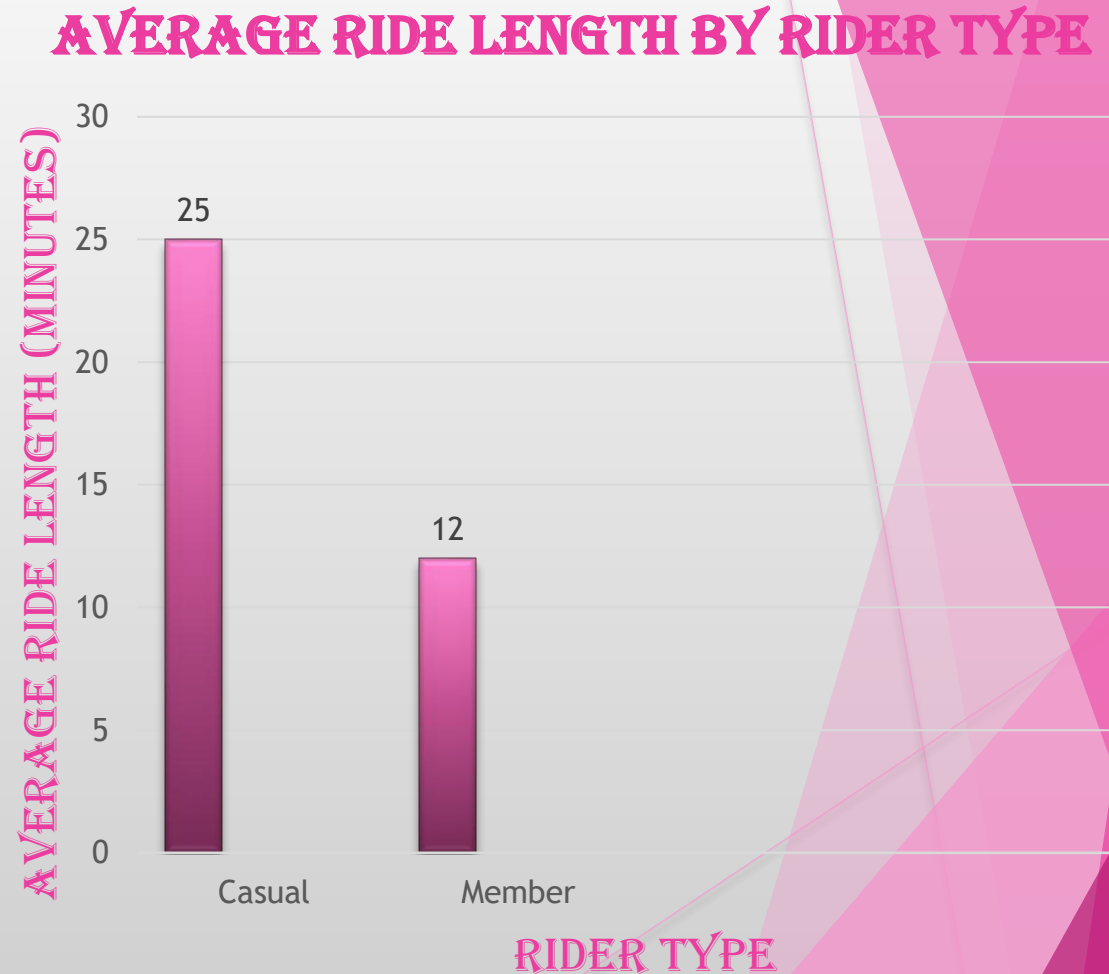
PREPARE :- Raw data from multiple files was combined, and then cleaned to handle missing values and inconsistencies.

ANALYZE :- Key metrics like average ride length, daily usage patterns, and popular stations were calculated to find trends.

SHARE :- The insights were presented using visualizations and actionable recommendations to answer the business problem.

Casual Riders Take Significantly Longer Trips

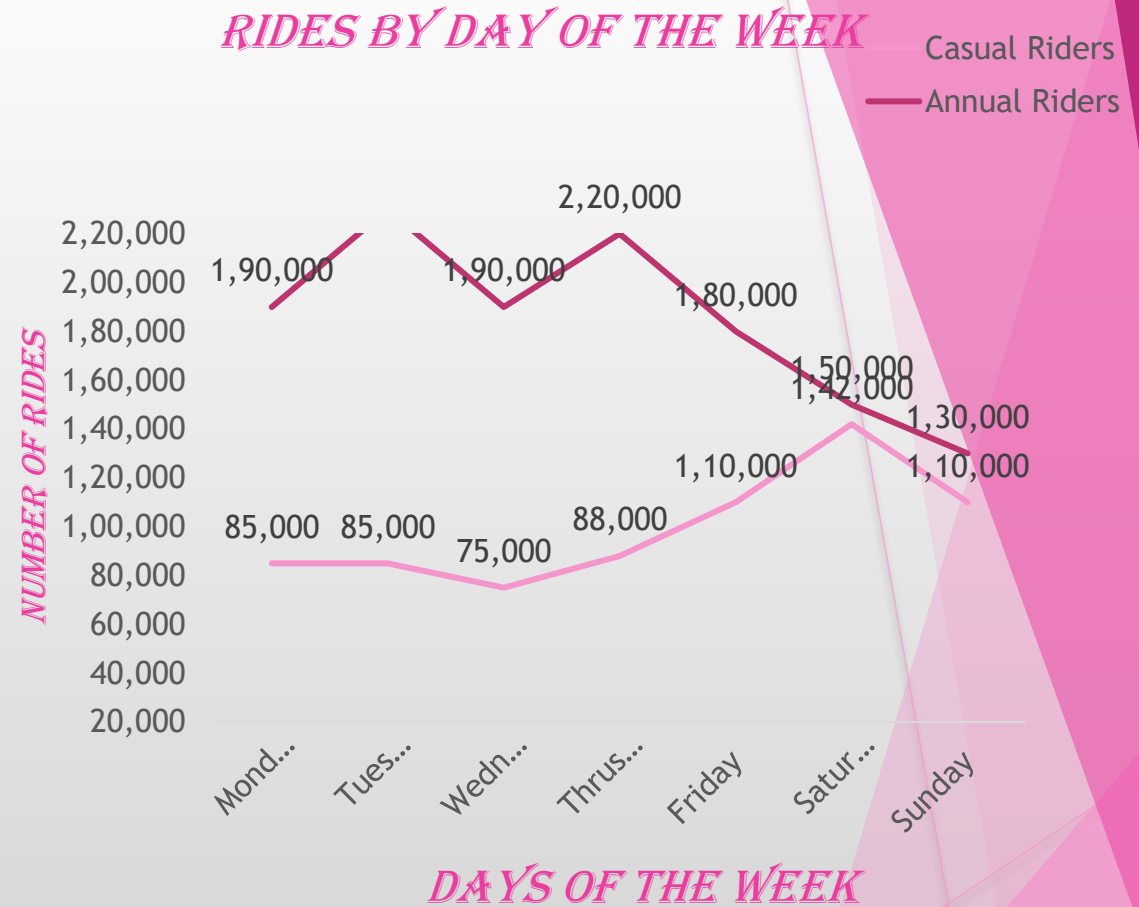
- Casual riders average 25 minutes per trip.
- Annual members average 12 minutes per trip.
- Casual riders :- longer , leisure , leisure-oriented one-off trip.
- Members :- shorter, purposeful trips e.g. daily commutes).



MEMBERS RIDE ON WEEKDAYS, CASUALS ON WEEKENDS

EXPLANATION :- This line graph shows a clear difference in usage patterns.

- **ANNUAL MEMBERS** :- consistent usage throughout the week.
- Higher rides on weekdays :- indicates commuting behaviour.
- **CASUAL RIDERS** :- sharp spike in rides on weekends (sat-sun).
- Indicates leisure/recreational usage.



Casual Riders Take Trips Near Tourist Areas, While Members Use Commuter Hubs

Top 9 Stations (Casual Riders)	Top 9 Stations (Members)
Streeter Dr & Grand Ave	Kingsbury St & Kinzie St
DuSable Lake Shore Dr & Monroe St	Clinton St & Washington Blvd
Michigan Ave & Oak St	Clinton St & Madison St
DuSable Lake Shore Dr & North Blvd	Clark St & Elm St
Millennium Park	Canal St & Madison St
Shedd Aquarium	Clinton St & Jackson Blvd
8045 Theater on the Lake	State St & Chicago Ave
Montrose Harbor	Wells St & Elm St
Michigan Ave & 8th St	Canal St & Adams St
Dusable Harbor	University Ave & 57th St

RECOMMENDATIONS.....

- **1. Offer a "Weekend-Only" Pass :-**
- Casual riders:- prefer weekends, leisure trips.
- Offer a weekend-only memberships.
- Fits rider habits & avoid full year commitment.

Benefits:-

- Speaks their language :- gives exactly what they want.
- Converts one-time riders into repeat weekends customers.
- Creates new, stable revenue stream without long term pressure.

2. Advertise Where Tourists Go :-

- Casual riders often start trips at parks, museums, tourist areas.
- Places ads/signs at these spots(digital + physical).

Why it works:-

- **Right person** : target casual riders not commuters.
- **Right place** : ads placed exactly where trips begin.
- **Right time**: reaches riders when they r ready to rent, boosting conversions.

3. Show Them How to Save Money :-

- Casual riders pay more per trip than members.
- Create an ad or calculator to display savings.
- Eg:- this trip would've cost \$X less with a memberships.
- **Why it works:-**
 - Everyone values saving money.
 - Turns casual riders into a clear financial reason to switch.

4. Buy One, Get One" Trip Package :-

- The idea : casual riders but 1 single-trip pass to get 1 free short trip.
- How it works:-
 - Encourage two rides in a short time (e.g:- same weekends)
 - Lets riders experience convenience & fun again.
- Why it is effective:-
 - Breaks the 'one-and-done' habit of casual riders.
 - Increase chance of membership consideration.
 - Builds brand & loyalty and goodwill.

5. Get a Free Trip for the First 2 Years of Your Membership" 🎁

- New annual members get 1 free short trip in their first two years.
- Provides immediate value upon sign-up.

Why it's a great recommendations:-

- Direct incentive:- simple, clear reward that eases hesitation.
- Fights churn:- 2-years design encourage membership renewal.
- Builds loyalty:- shows cyclistic values new members fortors long term trust.

6. Membership Advantages: A "Tiered" Approach 🎁

- Turn memberships into a lifestyles program with tiers & rewards.
- The more they ride, the more perks they unlocks.

How it works:-

- Tier 1 (new members):- free trips in first 2 years.
- Tier 2 (active riders):- after 30 trips:- reward like free lunch / caf discount.
- Tier 3 (super users):- entered into raffle for concert tickets or special discounts.

Why its powerful:-

- Drives engagements:- encourages frequent riding.
- Builds partnerships:- leverages local businesses for win-win promos.
- Boosts loyalty:- makes memberships feel fun, rewarding, and community-driven.

CONCLUSION: THE PATH FORWARD FOR CYCLISTIC

Understanding Our Customers :- We discovered that casual riders and annual members have fundamentally different riding behaviors. Members are consistent weekday commuters, while casuals are leisure riders who take longer, weekend trips.

Data-Driven Strategy :- This insight allowed us to create a data-backed strategy to convert casual riders. Our recommendations are not just guesses; they are a direct response to what the data is telling us.

Actionable Plan :- By introducing a "Weekend Warrior" pass, targeting ads at tourist hubs, and creating a rewards program, we can directly address the needs and behaviors of casual riders.

By implementing these recommendations, Cyclistic can effectively attract new members, boost customer loyalty, and secure a path to sustainable, long-term revenue growth.

THANK YOU SO MUCH