**📄 Cyclistic Bike-Share Usage and Membership Recommendation Report**

**Prepared for:** Cyclistic Marketing Analytics Team  
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**Introduction**

This report analyzes trip data from Cyclistic’s bike-share program to understand how annual members and casual riders use bikes differently, why casual riders might consider purchasing annual memberships, and how digital media strategies can influence casual riders to become members.

The findings are based on ride data analysis performed in R Studio, focusing on ride frequency, trip duration, bike preferences, and time-of-day patterns.

**Key Findings**

**1. Differences in Bike Usage: Annual Members vs. Casual Riders**

* **Number of Rides:** Annual members consistently take more trips per month than casual riders.
* **Average Ride Duration:** Casual riders take significantly longer trips than members on average.
* **Preferred Bike Types:** Both groups use similar bike types, though casual riders show slightly higher use of docked bikes for leisure.
* **Time-of-Day Patterns:**
  + Casual riders are most active between 10 AM and 10 PM, especially on weekends.
  + Annual members primarily ride during 7–9 AM and 4–6 PM, aligning with commuting hours.

These trends suggest casual riders primarily use Cyclistic for leisure or sightseeing, while members ride for commuting and daily travel.

**2. Reasons Casual Riders Might Buy an Annual Membership**

Analysis revealed several conditions under which casual riders might find value in an annual membership:

* **High Ride Frequency:** Casual riders who frequently ride could save money with a membership.
* **Long Ride Durations:** Riders taking long trips may avoid extra charges with membership benefits.
* **Time-of-Day Patterns:** Casual riders with regular riding habits during commuting times indicate possible commuting use.

**3. Digital Media Strategy to Convert Casual Riders**

Based on data analysis, the most effective digital media strategy would be:

* **Post-ride in-app ads for casual riders after long, expensive rides** to highlight potential savings with a membership.
* **Additional opportunities:** Ads during peak casual rider hours (10 AM–10 PM and weekends) offering trial memberships or discounts.

**Recommendations**

* Implement post-ride in-app ads for casual riders after long trips.
* Launch targeted promotions during casual riders' peak times.
* Highlight unlimited ride perks and money-saving opportunities in marketing campaigns.

**Conclusion**

This analysis confirms significant differences between casual rider and member behavior. By focusing digital media efforts on casual riders with high ride frequency, long trip durations, and leisure riding patterns, Cyclistic can effectively improve membership conversions and increase revenue.