Converting Casual Cyclistic Riders to Annual Members

Cyclistic Bike-Share

By: Srabanti Kundu

The Problem Statement:

Convert **casual riders** to annual members.

Solution:

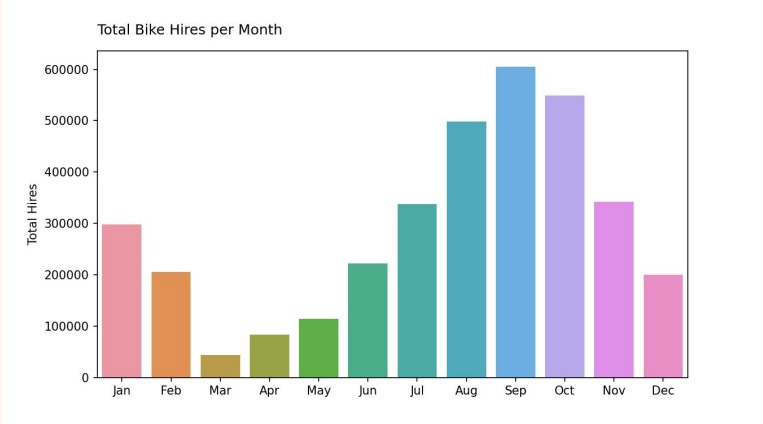
Data driven marketing strategy to convert casual riders into annual members.

Data Analytics goals

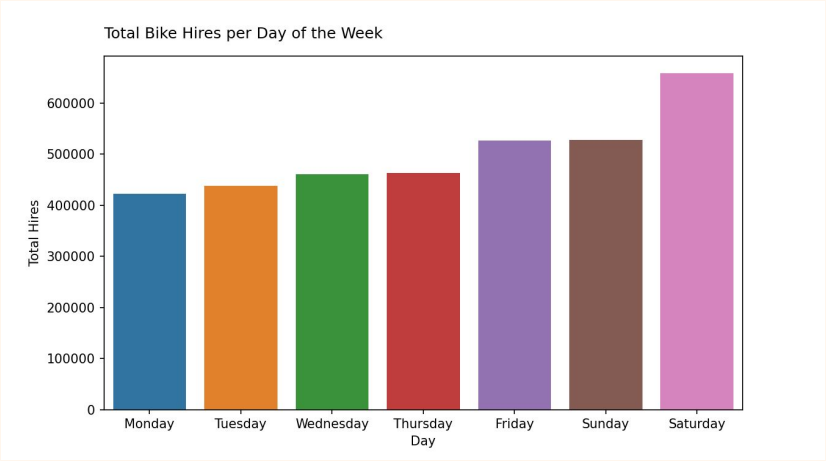
1. HOW annual riders and casual riders use Cyclistic bikes differently.

2. TOP 3 recommendations based on the analysis.

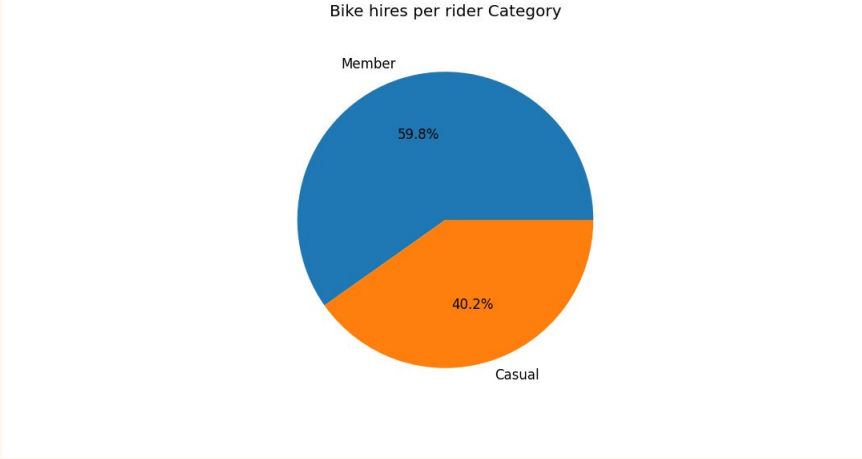
People love to cycle in summers



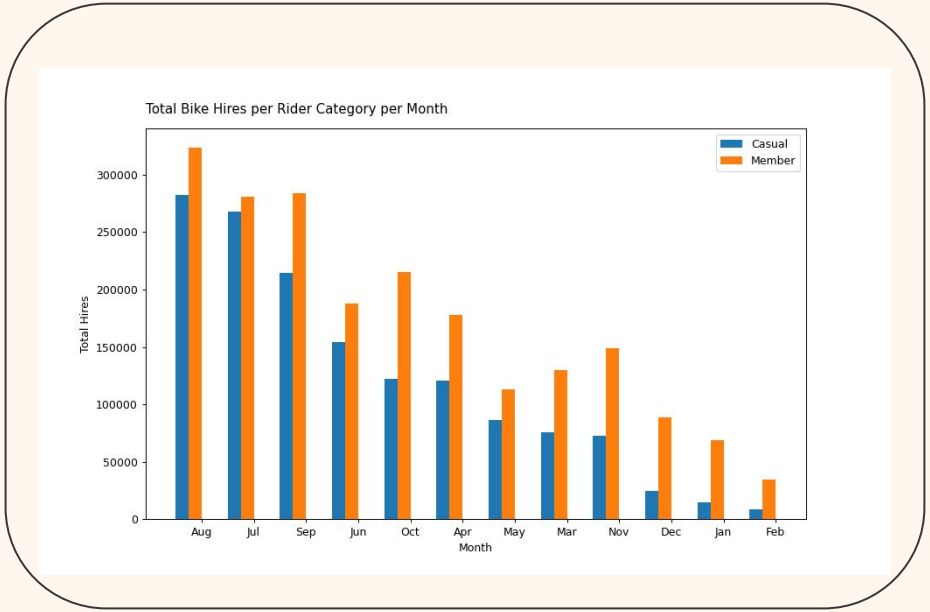
Our user base loves to cycle on weeker



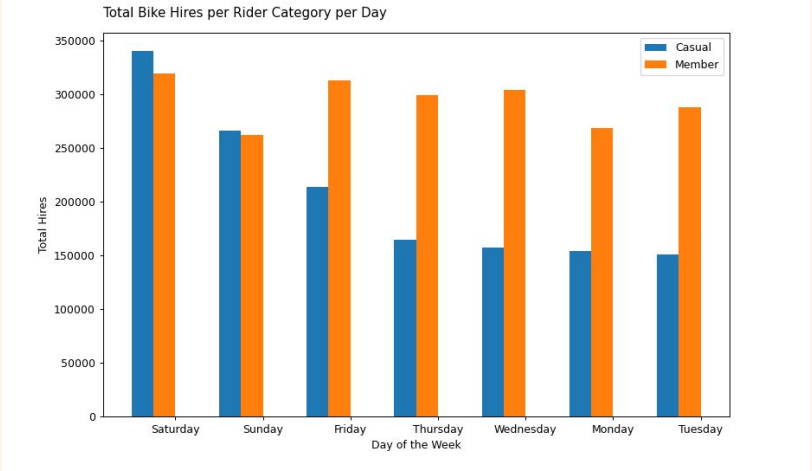
But, we have more casual riders upto —---- %



Members continue using their bikes in winters

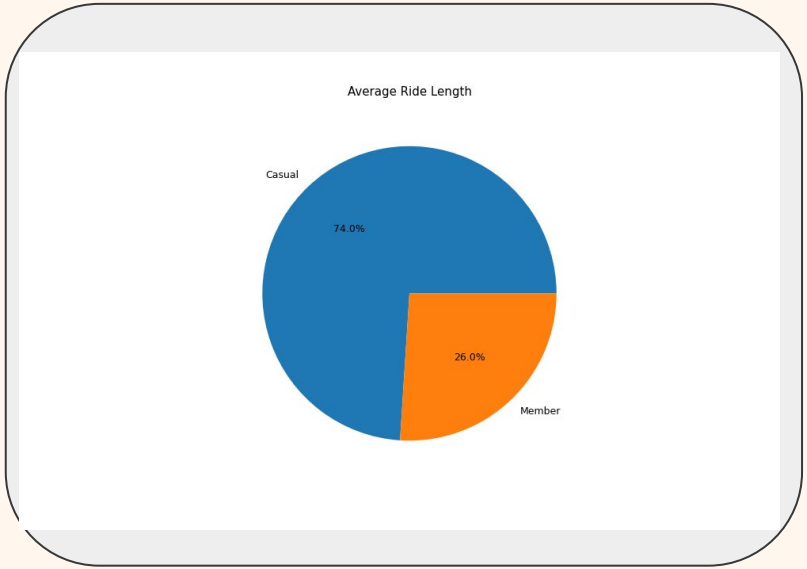


Members ride more consistently over the day of week than Casuals



Casuals ride longer and further

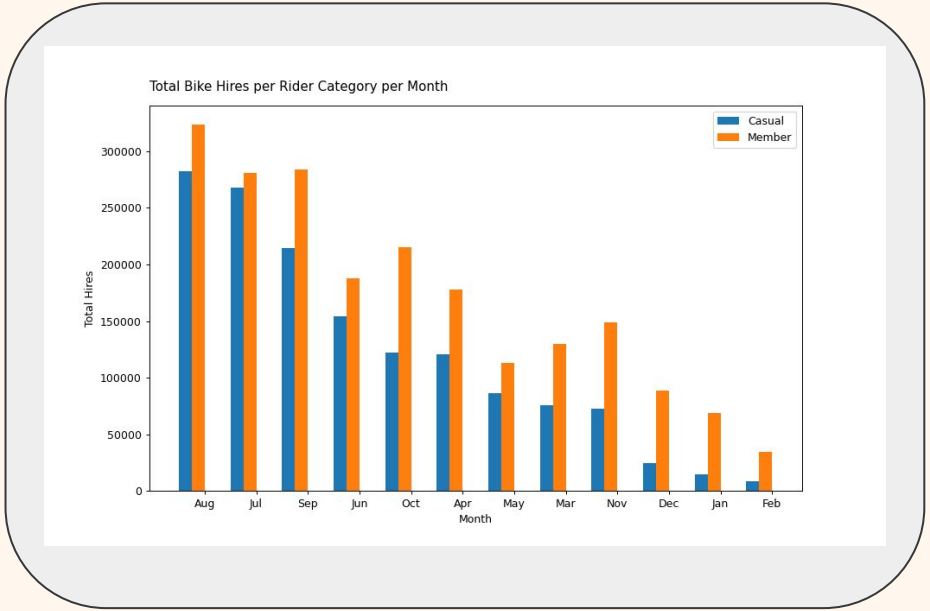
On average casual riders spend **47.6%** more time on their bikes than member riders.



Source: Average length per rider category (casual = 43 minutes, member = 15 minutes)

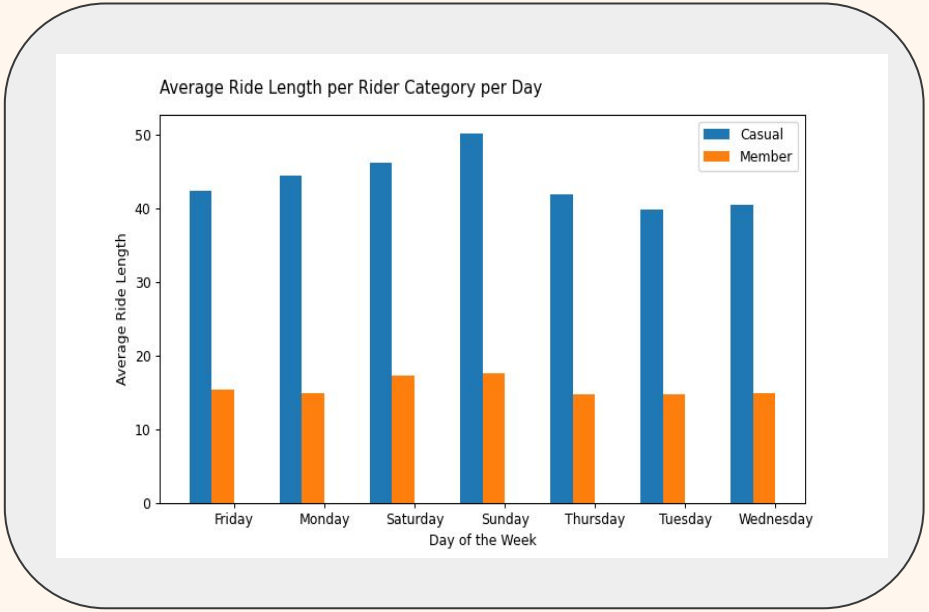
Average Ride Length per Month

Casual riders consistently outdo member riders throughout the year.



Average Ride Length per Day

Casual riders consistently outdo member riders throughout the week.



Recommendations

- Educate the casual riders about the potential money saving by purchasing annual memberships as they ride longer
- Run weekend marketing campaigns targeting casual riders on digital platforms.

- Run marketing campaigns targeting casual riders during summer months

QUESTIONS