Cyclistic Stakeholder Presentation
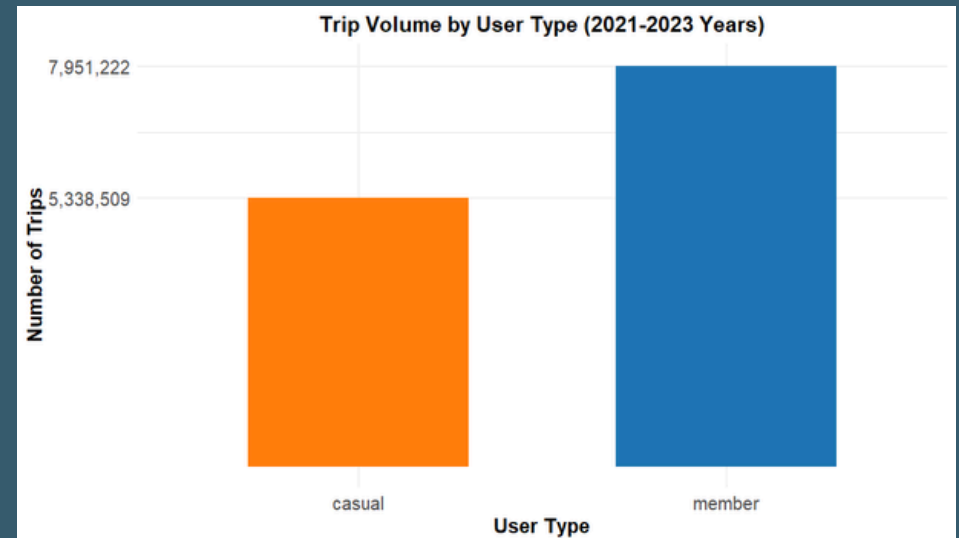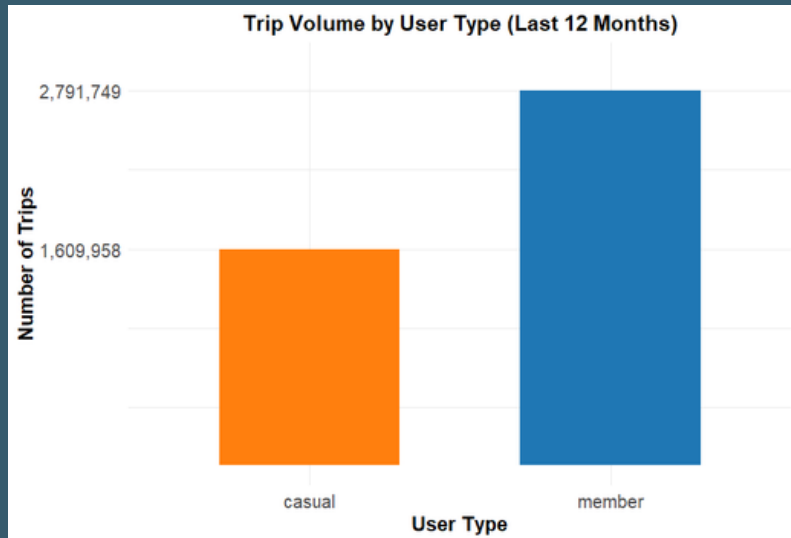
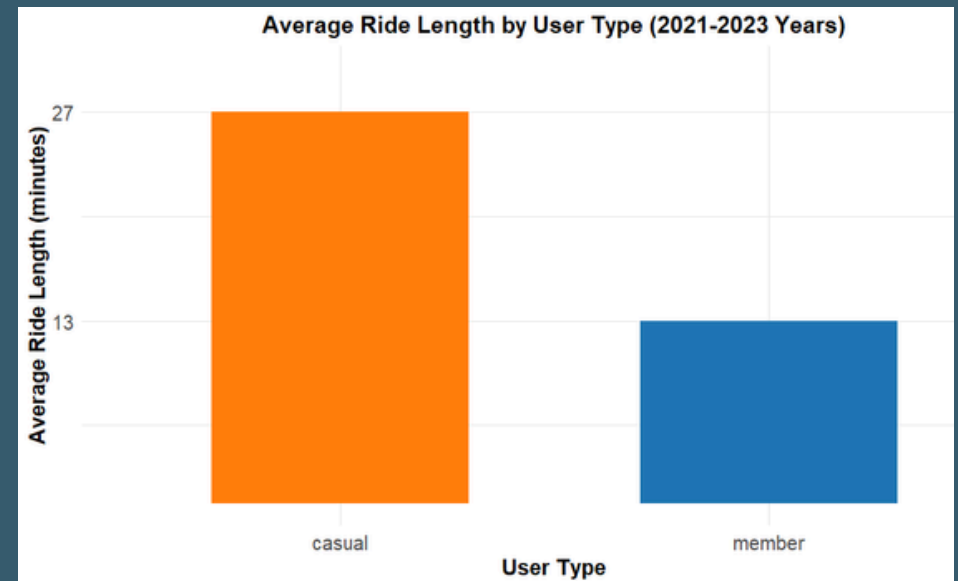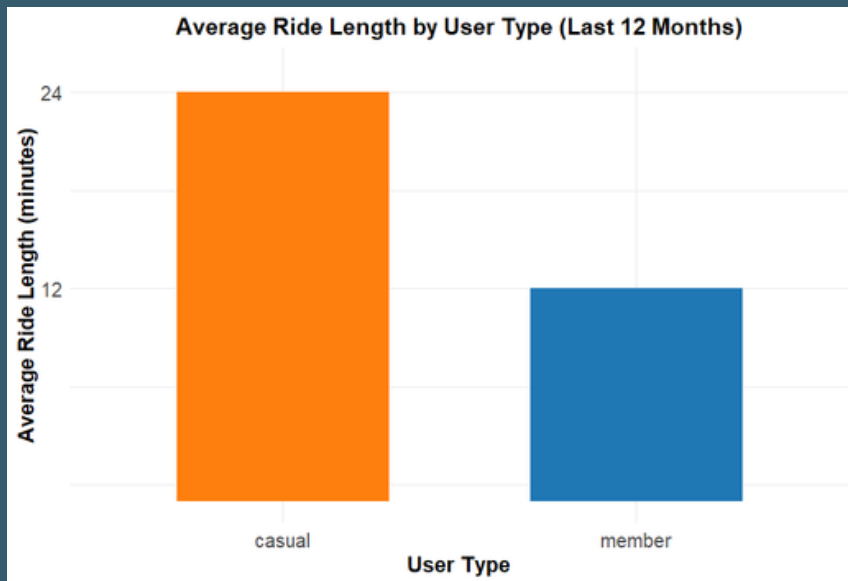## MAXIMIZING MEMBERSHIP CONVERSIONS THROUGH BEHAVIORAL INSIGHTS

Trip Volume by User Type

◆ Members take nearly 2x more trips than casual riders.

🟩 Stable trend observed from 2021–2023 and in the last 12 months.
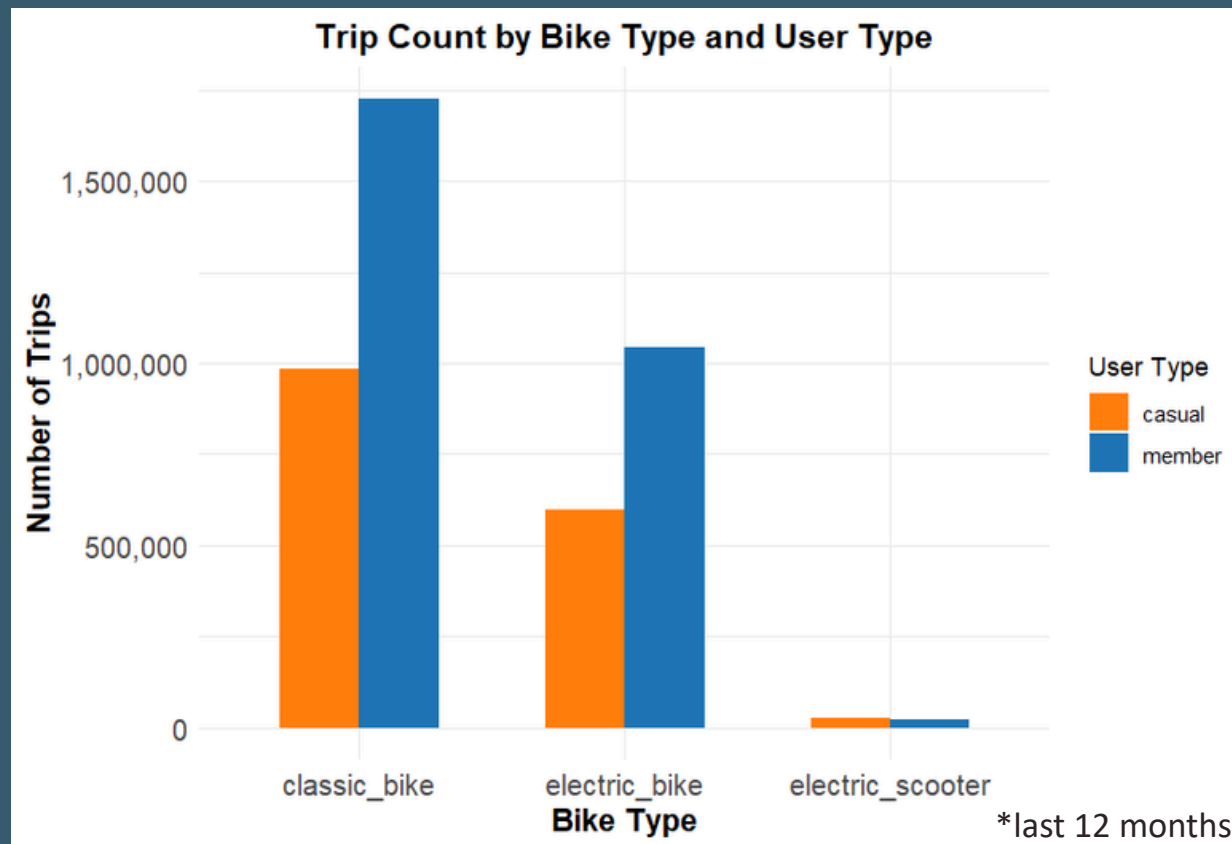

Trip Volume by User Type (Last 12 Months)

2,791,749

1,609,958

Number of Trips

casual   member

User Type

Trip Volume by User Type (2021-2023 Years)

7,951,222

5,338,509

Number of Trips

casual   member

User Type

Average Ride Length by User Type

◆ Casual riders average ride is 2x longer than members.

◆ *Casuals:* leisure-based behavior

◆ *Members:* commuting patterns.

Average Ride Length by User Type (Last 12 Months)

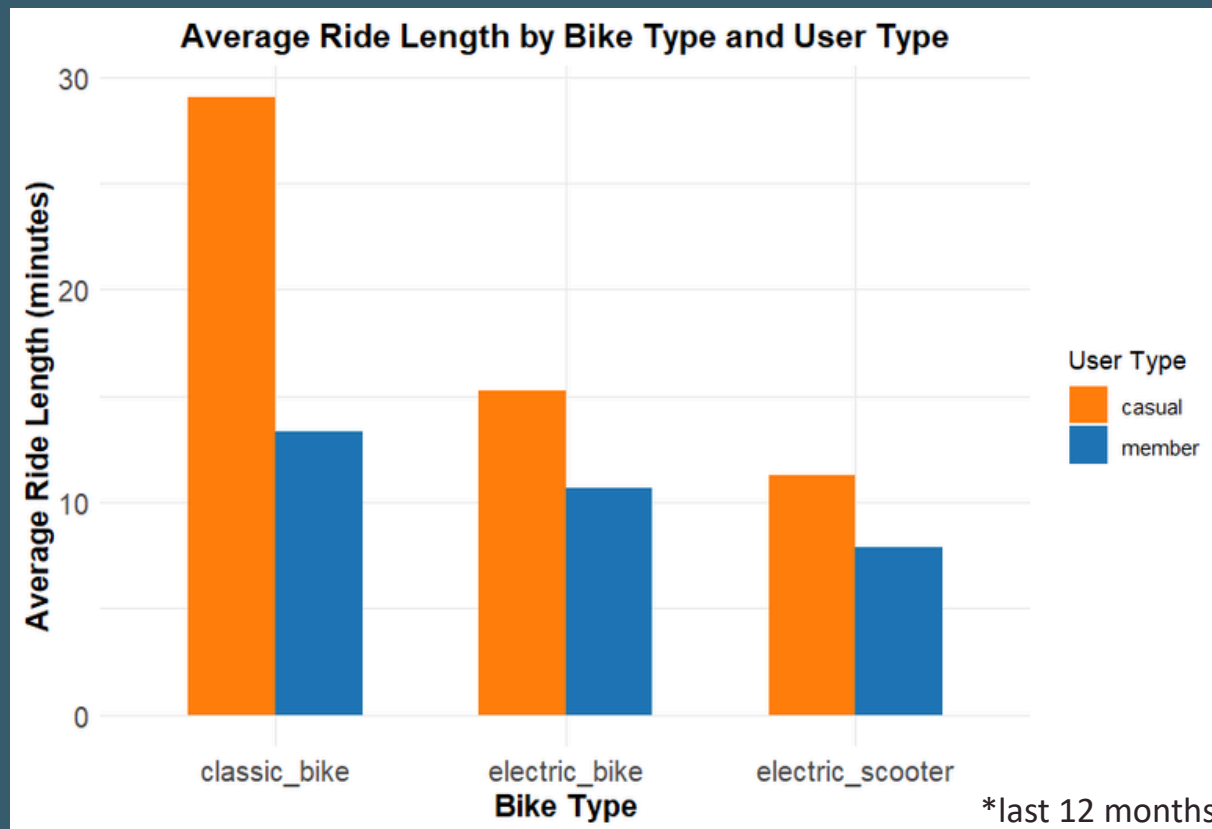Average Ride Length by User Type (2021-2023 Years)

Trip Volume by Bike Type

■ Classic bikes dominate across both user types.

■ Scooter usage is negligible (~20k trips/year), not worth marketing effort.
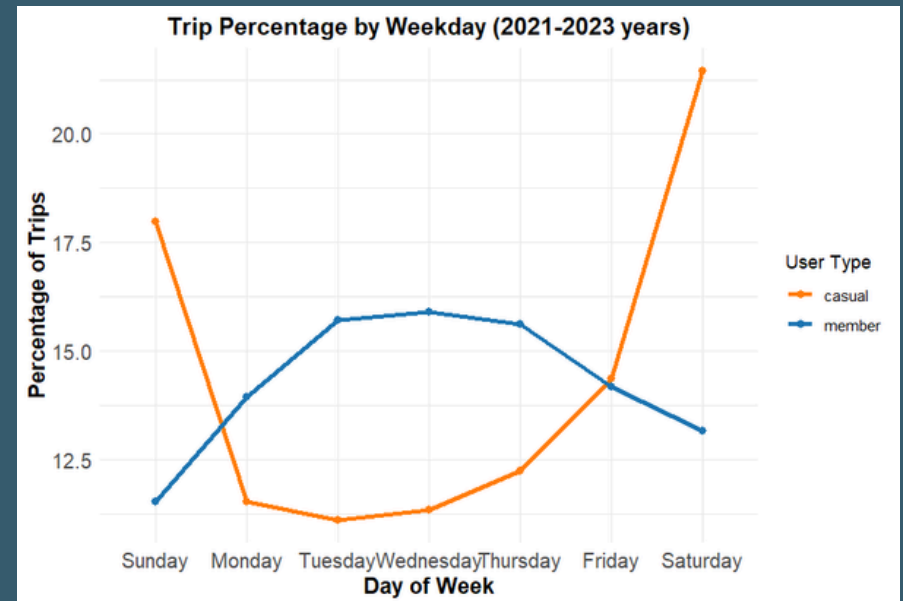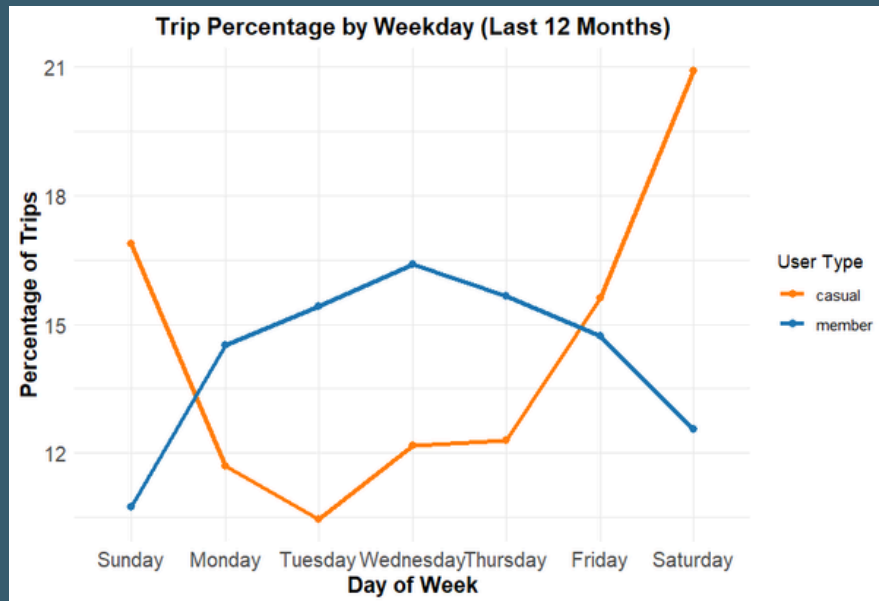

Trip Count by Bike Type and User Type

*last 12 months

Average Ride Length by Bike Type

■ Classic bikes:
   ◆ *Casuals:* ~29 min
   ◆ *Members:* ~13 min

■ Electric bikes: Similar duration (~10-15 min) for both.

Average Ride Length by Bike Type and User Type

Average Ride Length (minutes)

User Type
- casual
- member

classic_bike   electric_bike   electric_scooter
Bike Type

*last 12 months

Weekly Ride Patterns

🔷 *Members:* Consistent weekday use, peak Mon–Thu.

🔶 *Casuals:* High on weekends, last 12 months growing weekday usage on Mon/Wed.

🟩 Friday is a crossover day (almost equal share).

Trip Percentage by Weekday (Last 12 Months)

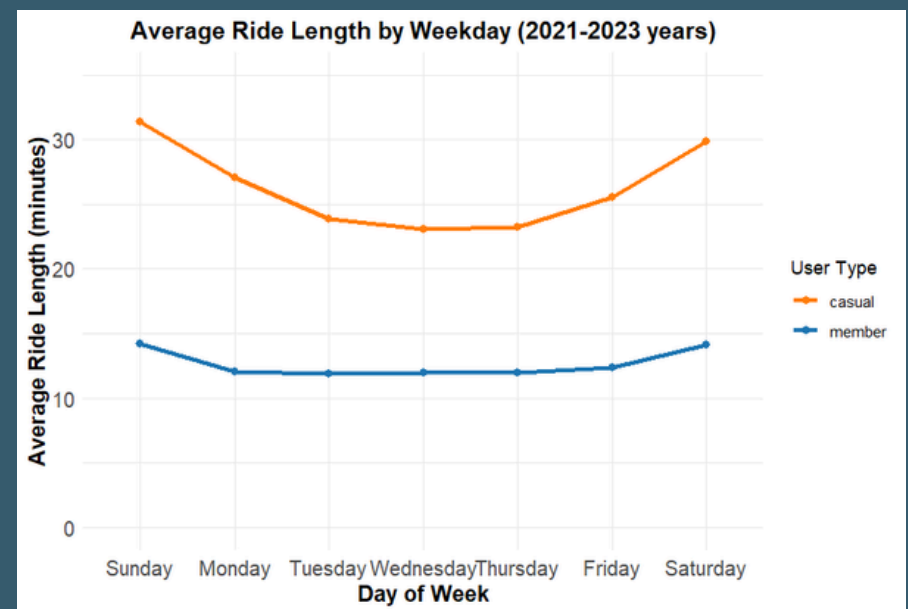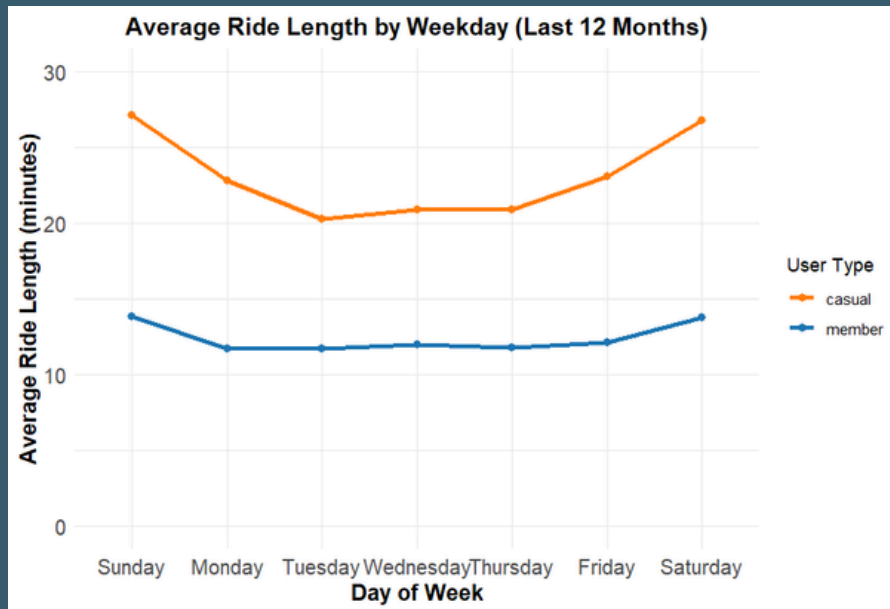Trip Percentage by Weekday (2021-2023 years)

Average Ride Length by Day of Week

◆ *Casuals:*
- Ride length and volume surge on weekends.
- Strong decrease on weekdays.

◆ *Members:*
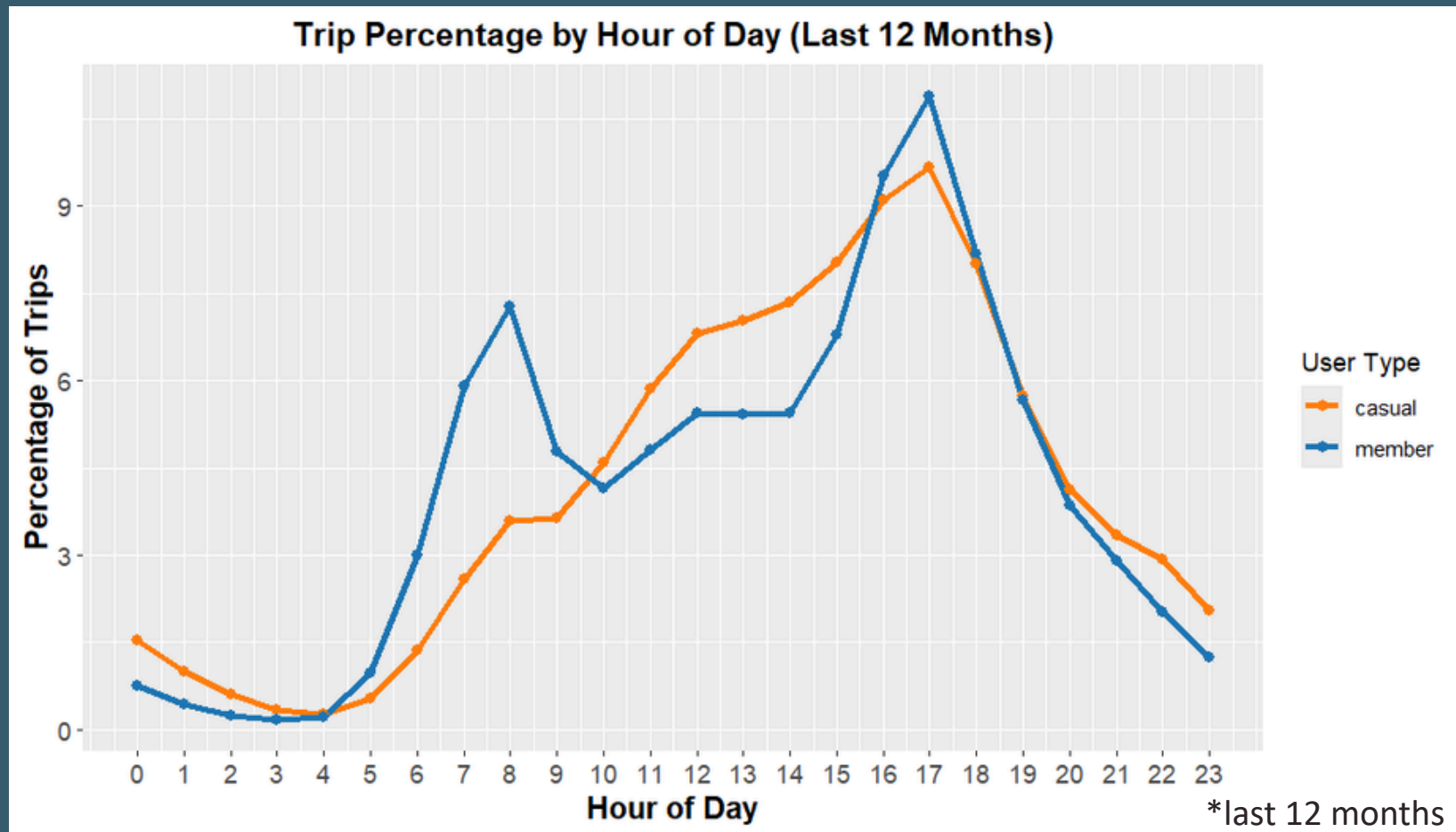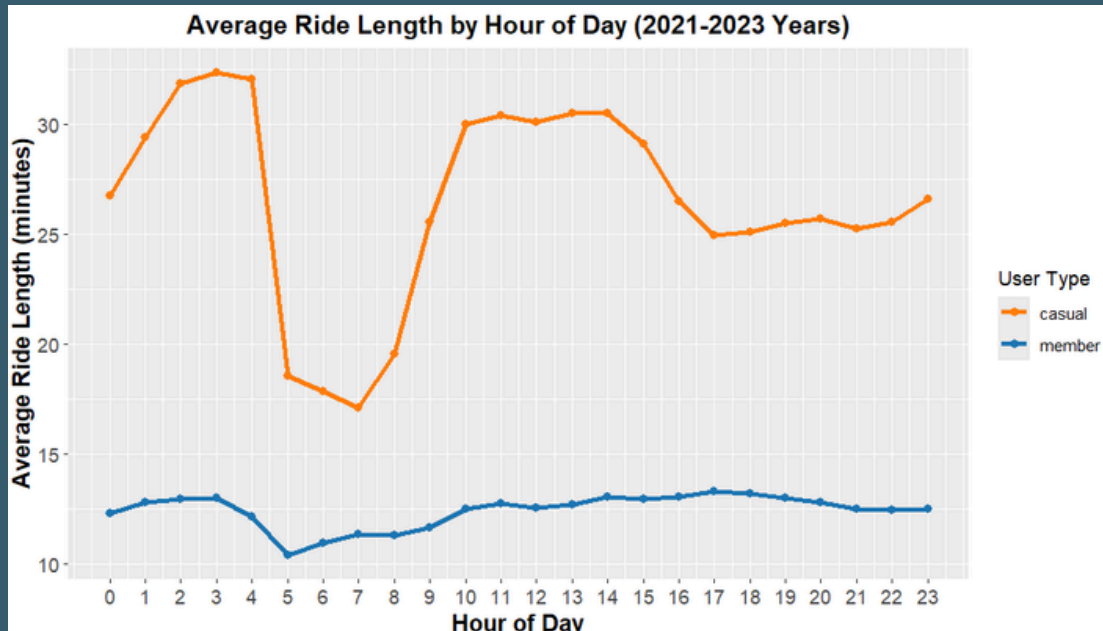- Duration consistent throughout week

Hourly Ride Patterns

◆ **Members peak:** 5–10 AM (commute).
◆ **Casuals peak:** 11 AM–4 PM (leisure).
■ Both peak at 5–6 PM.

Trip Percentage by Hour of Day (Last 12 Months)

*last 12 months

Average Ride Length by Hour

Average Ride Length by Hour of Day (2021-2023 Years)

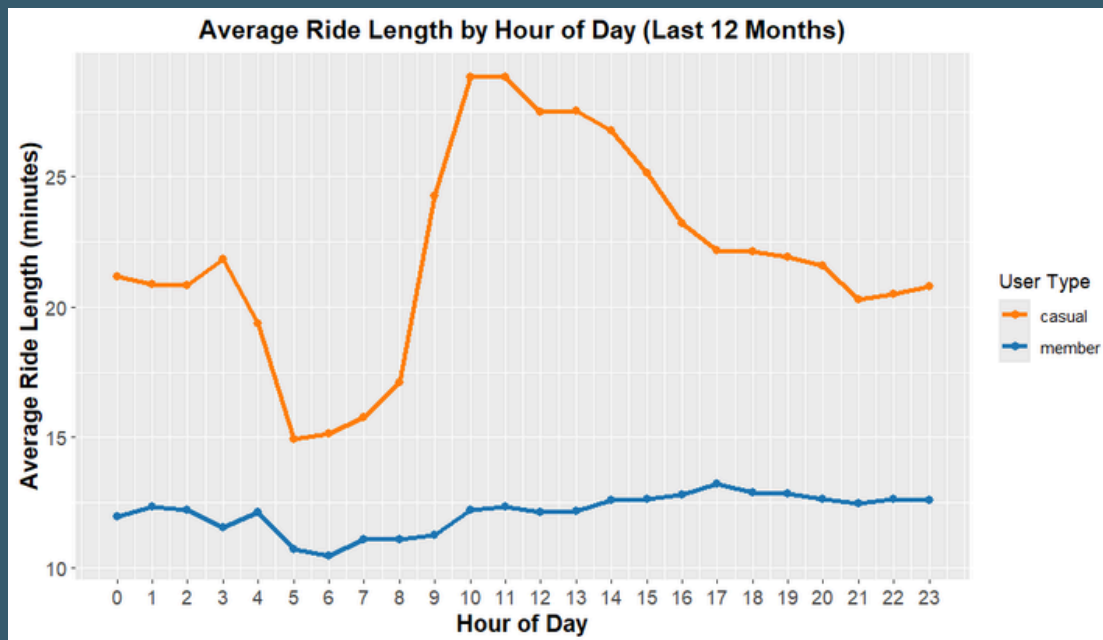Average Ride Length by Hour of Day (Last 12 Months)
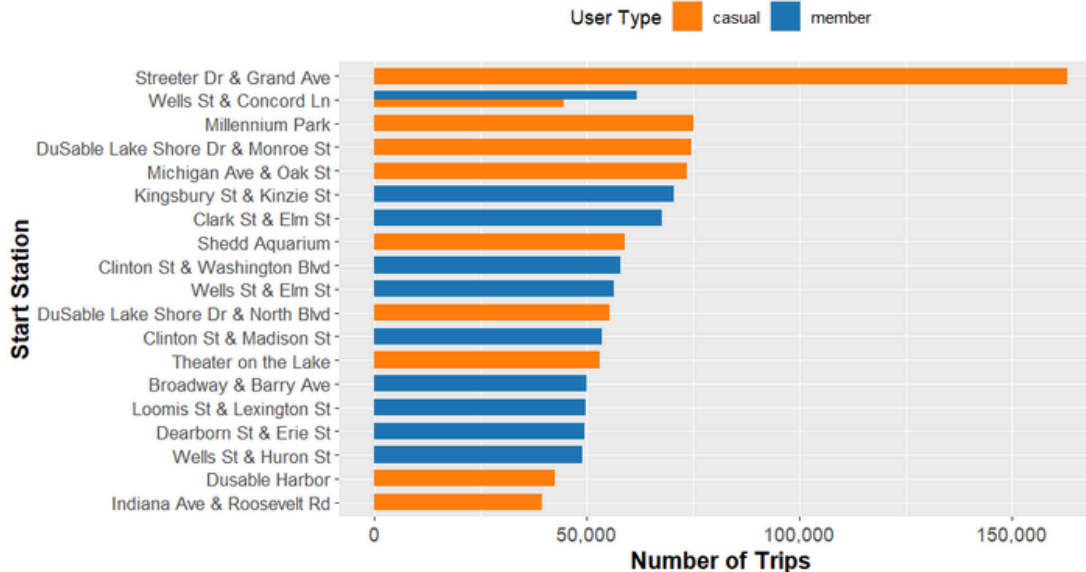
◆ *Members:*
  • Constant ~12–13 minutes.

◆ *Casuals:*
  • 25–35 min (2021–2023), down to 20–30 min in last 12 months.
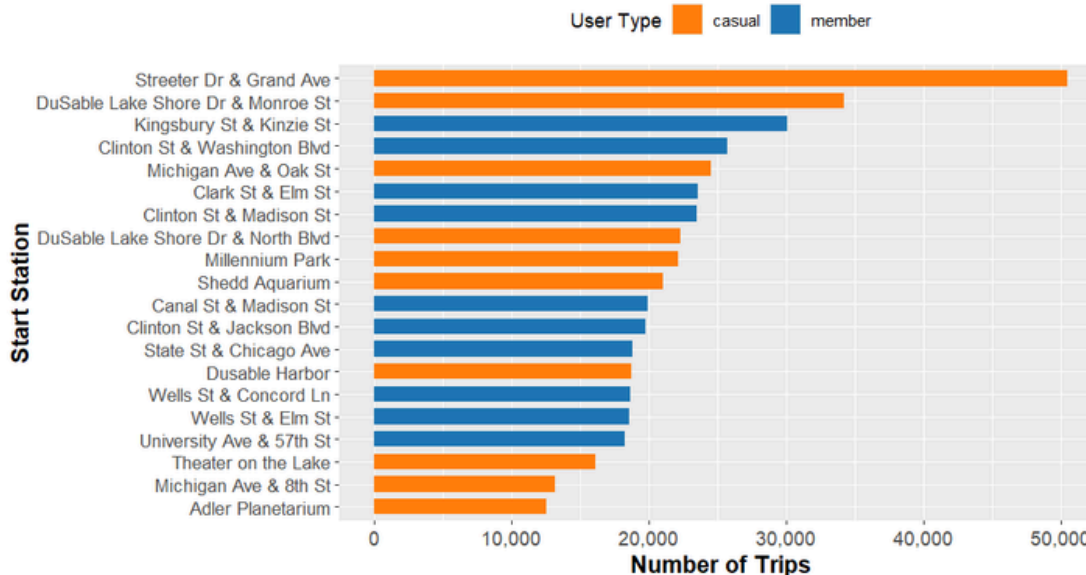 • Sharp dip at 5–8 AM shows possible commuter overlap.

Top Start Stations

Top Start Stations by Trip Count (2021-2023 Years)

Top Start Stations by Trip Count (Last 12 Months)

◆ *Casuals favor:*
• Streeter Dr & Grand Ave
• Millennium Park
• DuSable Lake Shore Dr & Monroe St
• Michigan Ave & Oak St
etc.

◆ *Member favor:*
• Kingsbury St & Kinzie St
• Clinton St & Washington Blvd
• Clark St & Elm St
• Clinton St & Madison St
etc.

Key insights and takeaways to increase conversion from casual riders to members

- Members ride nearly twice as often as casual users.

- Casual riders prefer longer, leisure-oriented trips; members make shorter, commute-driven rides.

- Classic bikes are the most-used vehicle — marketing efforts should prioritize them.

- Weekend usage is dominated by casuals, while members are more active on weekdays — making weekend-focused offers effective for converting casuals.

- Few casuals ride early in the morning on weekdays, but those who do take short trips — similar to members — indicating a commuting purpose. Early-morning weekday offers could effectively convert this group.

- To reach the broader casual base, emphasize long-ride benefits on classic bikes during weekends, daytime, and evenings.

- High-traffic stations among casuals are prime locations for ads and on-site campaigns promoting membership upgrades.

Thank For Your Attention!

Dankeschön!