

CYCLISTIC BIKE-SHARE COMPANY

TODD SCHULER
October 2024



MARKETING PLAN



AGENDA

01 Marketing Goals

02 Business Problem

03 Data Findings

04 Charts

05 Recommendations

BUSINESS PROBLEMS



01. Differences between annual members & casual riders
02. What could persuade casual riders to purchase annual memberships
03. Using digital media; how should Cyclistic marketers target casual riders

DATA FINDINGS

Casual Riders

On average, casual ride durations are 4 to 6 times longer than those of member rides.

Ride Frequency

On average, casual riders accumulate around 5.4K hours of riding per week

Casual Rider Spending

Capture the sales point at which casual ride expense equals membership cost



Number of Rides

1st Quarter 2019 & 1st Quarter 2020

Total rides during both periods was more than 938,000 rides.

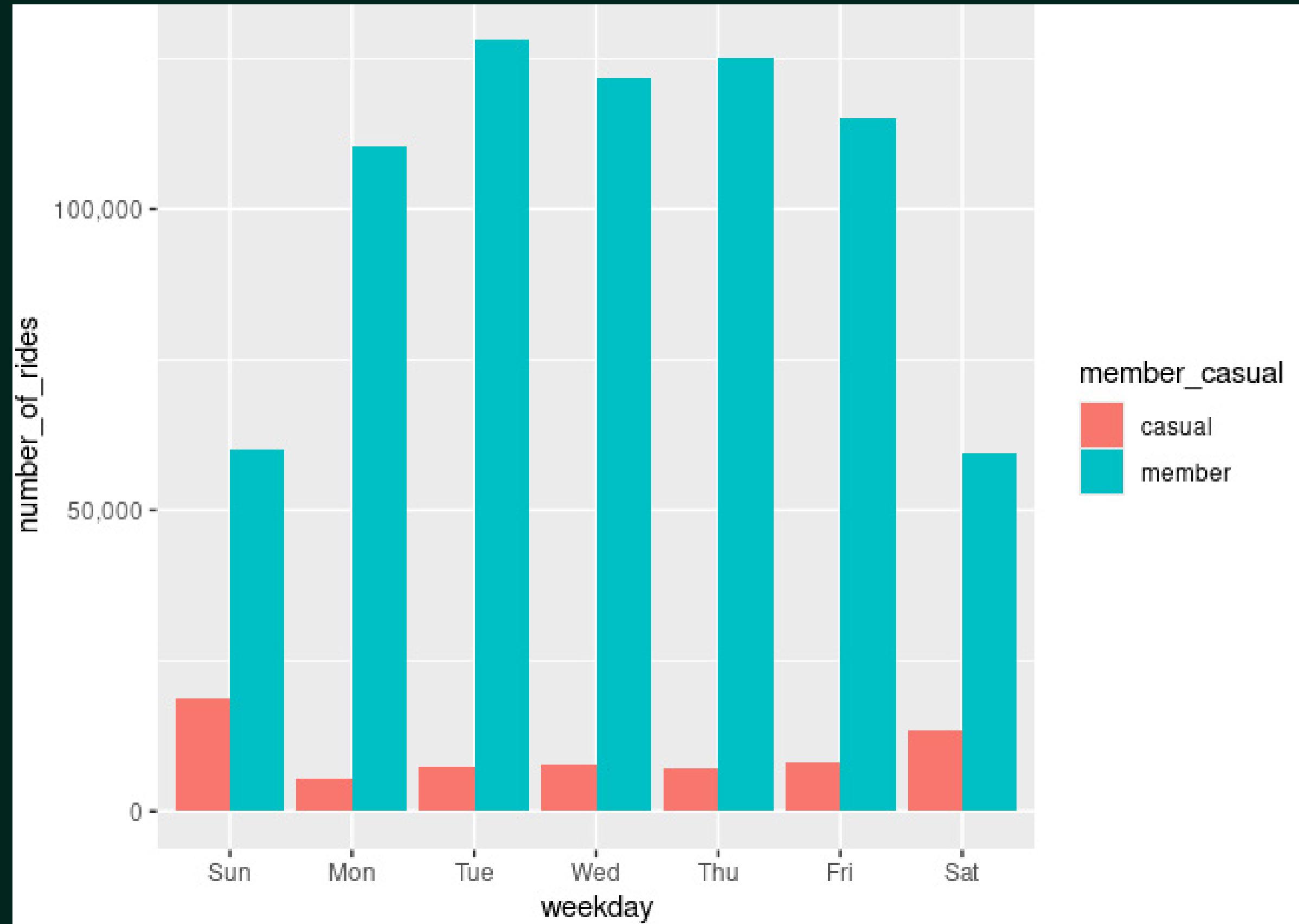
Average

Casual = 1,200 rides

Members = 39,000 rides

Member - higher frequency of usage

Members used more frequently than casual riders, including weekends.



Average Duration of ride

1st Quarter 2019 & 1st Quarter 2020

Total rides during both periods was more than 44,000 hours.

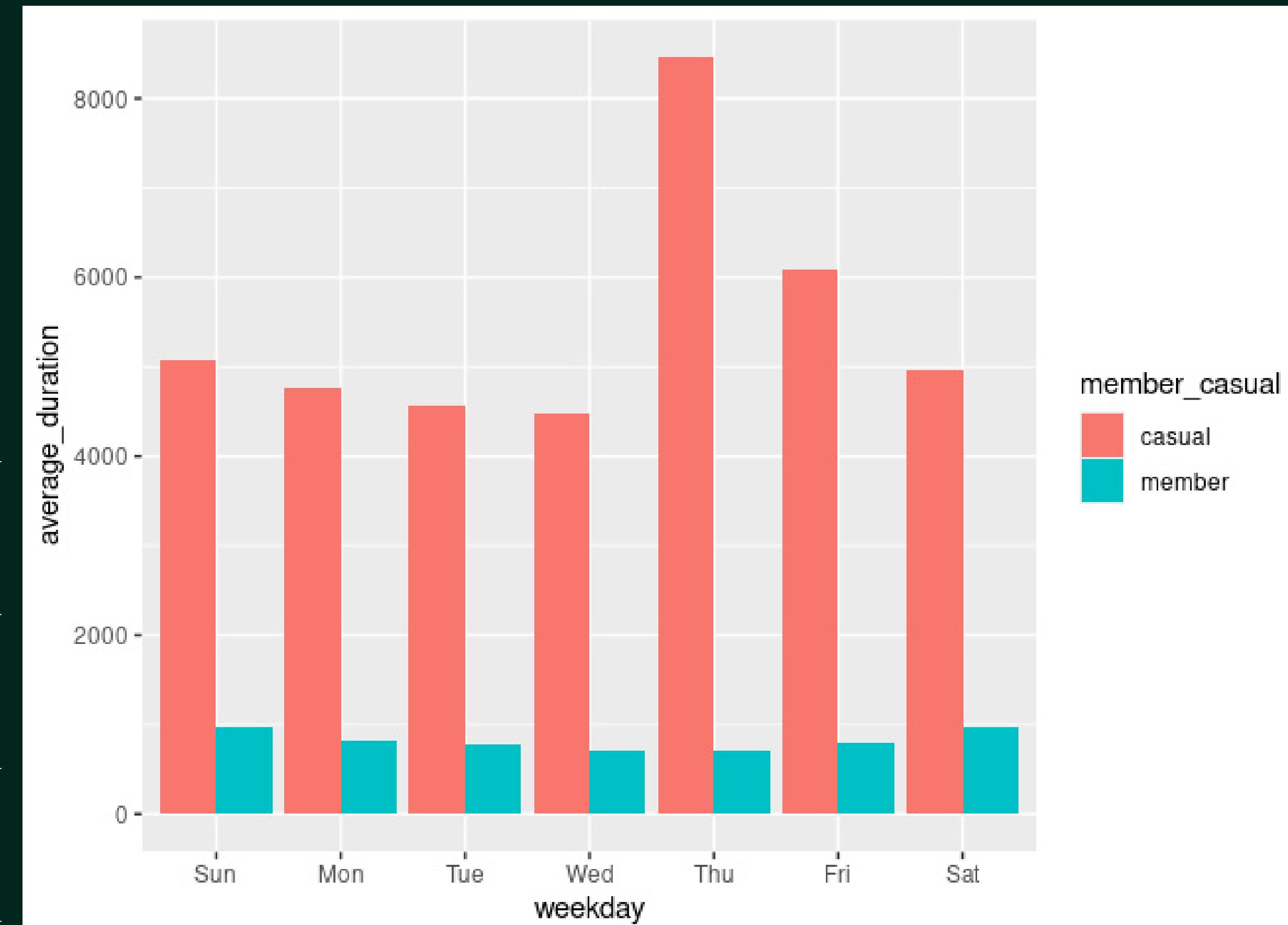
Average ride duration per status

Casual = 5,400 hours

Members = 795 hours

Casual Riders- higher duration of rides

Casual riders ride longer than members (including weekdays).



Recommendation

- Target long duration casual riders
- Target casual riders frequently using service
- Perform additional analysis
 - Perform breakeven analysis
 - Casual cost rate vs meet membership cost
 - Consider digital media release timing
 - Thursday is highest volume bike-share usage for casual riders

THANK YOU

