

# Casual Members' Riding Trends

How Can We Convert Casual Members into Annual Members?

My Name

Presentation for Cyclistic

Date, 2022 Chicago, IL

# Executive Summary

- December 2020 – November 2021
- Casual members vs Annual members
  - Frequency
  - Length
  - More active time
- Recommendations
  - Create another tier of membership
  - Create a benefit for longer rides

# Agenda

1. Introduction
2. Project Overview
3. Data and Analysis
4. Recommendation
5. Action Plan
6. Questions

# Increase Annual Membership

## Current Status

Cyclistic has 692 stations across Chicago.

5,824 bikes are in operation.

Annual membership = Profit driver

## Strategy

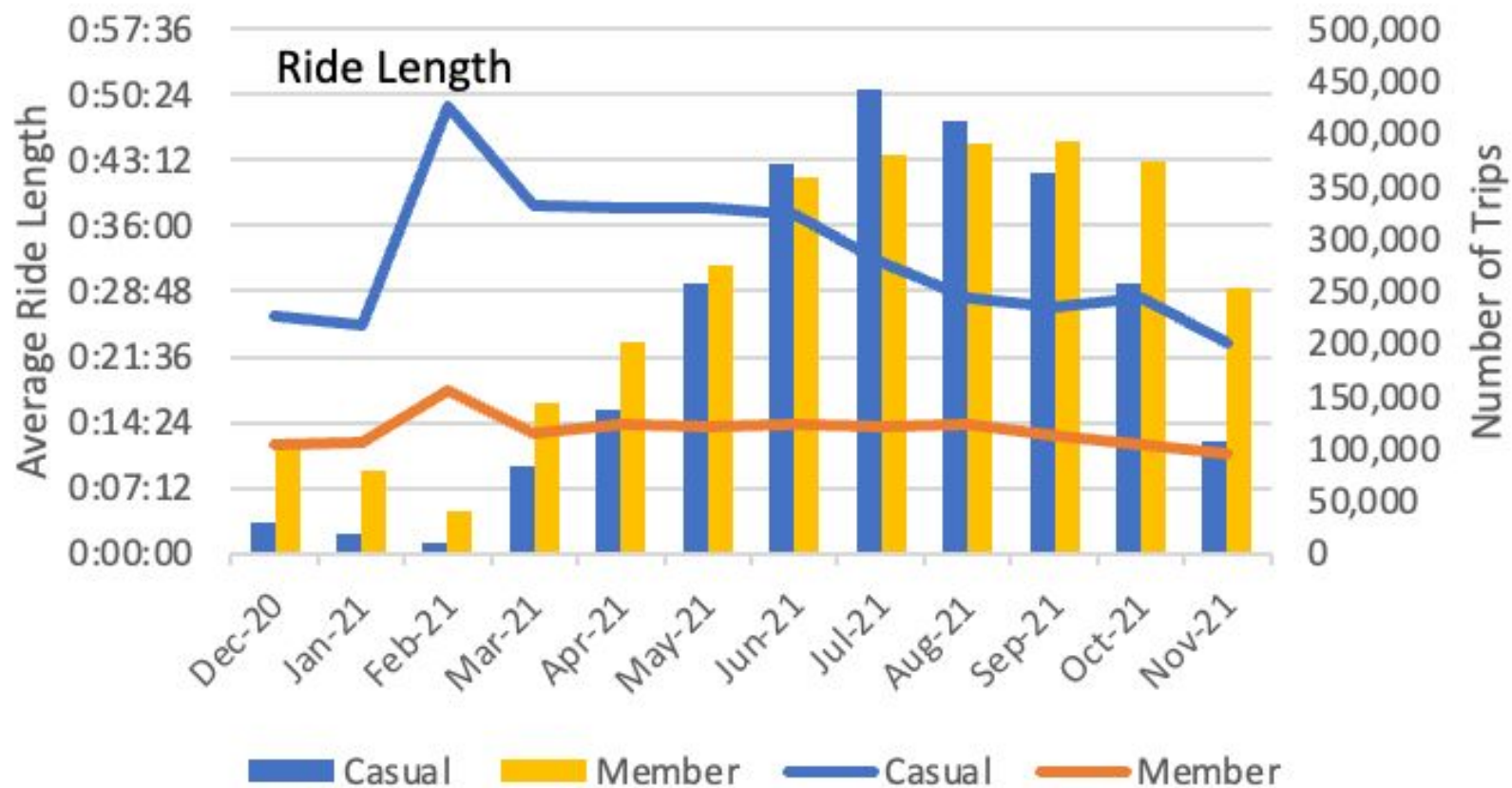
Convert casual riders (non-members) into annual members

- How casual riders and members are different in using the bike share program?

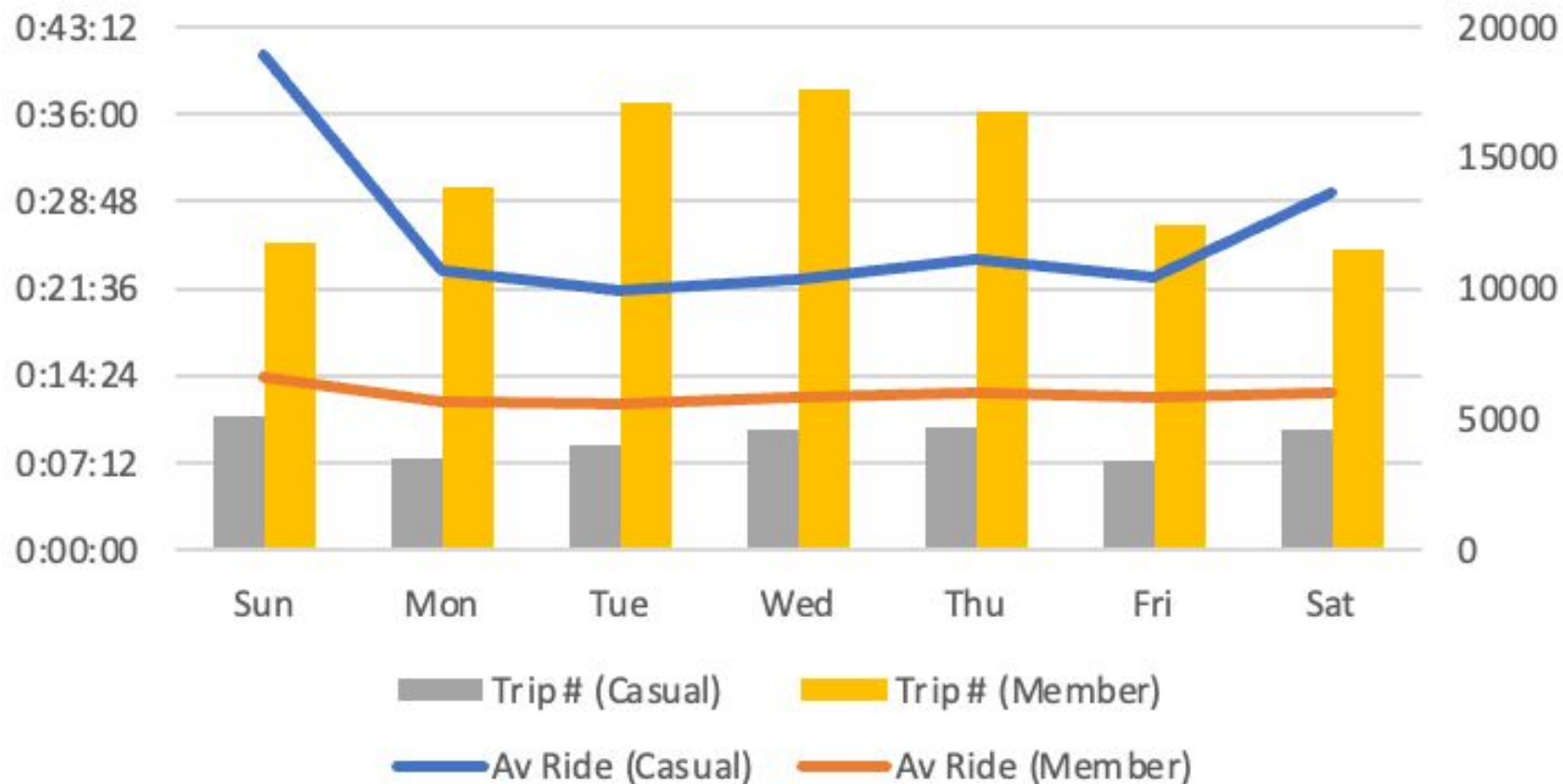
## Problem statement

Increasing the annual membership is critical for Cyclistic's success. The aim of this project is to delineate the difference in the way casual riders use the bike share program.

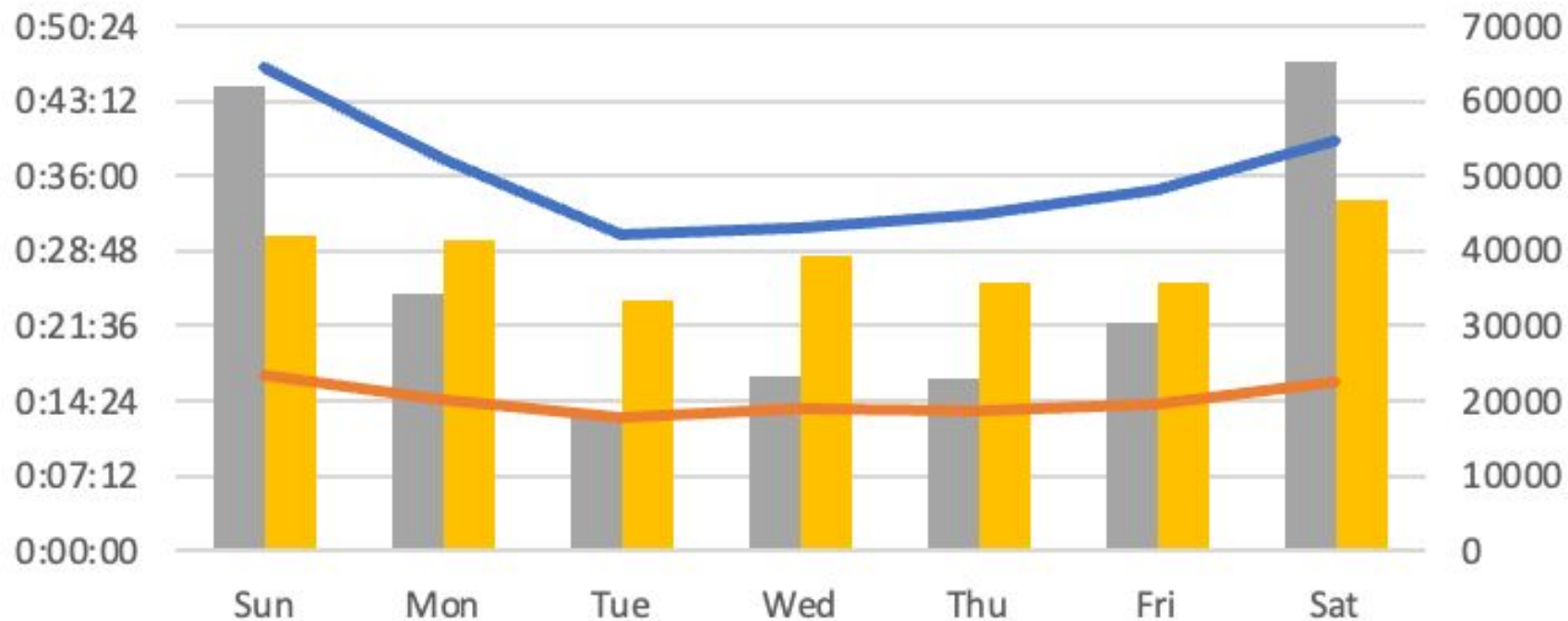
# Ride Length & Number of Trips



## Day of Week: December 2020



## Day of Week: May 2021



■ # of Trips (Casual)

■ # of Trips (Member)

— Av Ride (Casual)

— Av Ride (Member)

# Casual Riders

## Membership Benefits

1. Ride **more on weekends** than weekdays.
  2. Ride **longer** per ride.
  3. Ride more during **summer** (June, July, August)
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# Possible Actions



## New Membership Plan

- Create another plan for annual membership
- Focus on the weekend use

## Promote Annual Membership Benefits

- Benefits casual members who make frequent use (more than twice a week)
- Focus on the segment

## Create Summer Membership

- Promote the membership during the summer when casual riders use the program