

Behavior of annual members and casual riders

Cyclistic Bike Sharing
January 2022

Problem:

How do **annual members** and **casual** riders use Cyclistic bikes differently?

Solution:

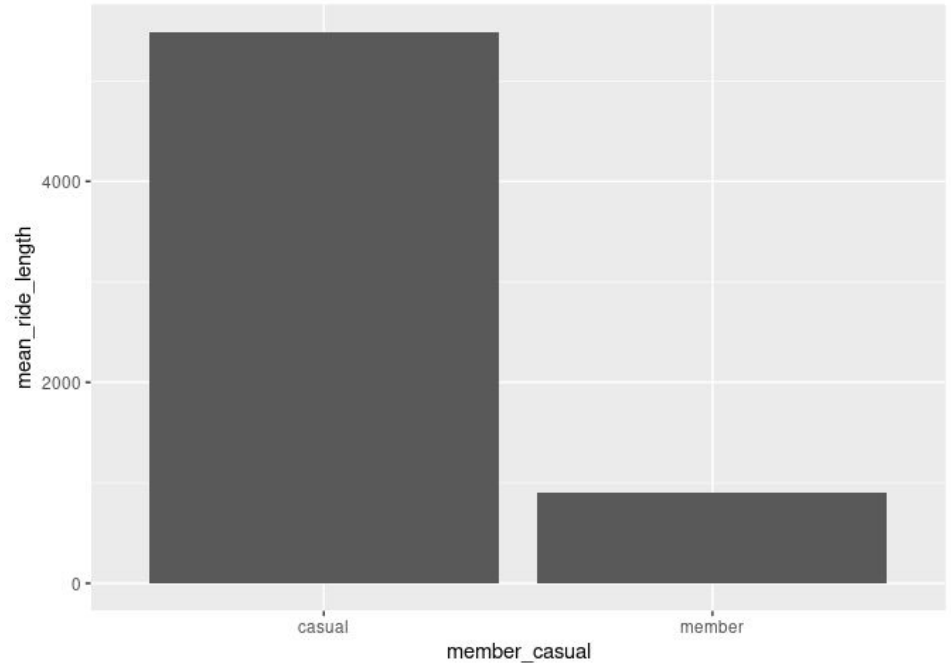
Help the Cyclistic design a **marketing strategies** aimed at converting casual riders into annual members.

Analytical goals

How: annual members and casual riders use Cyclistic bikes differently

Ride Longer

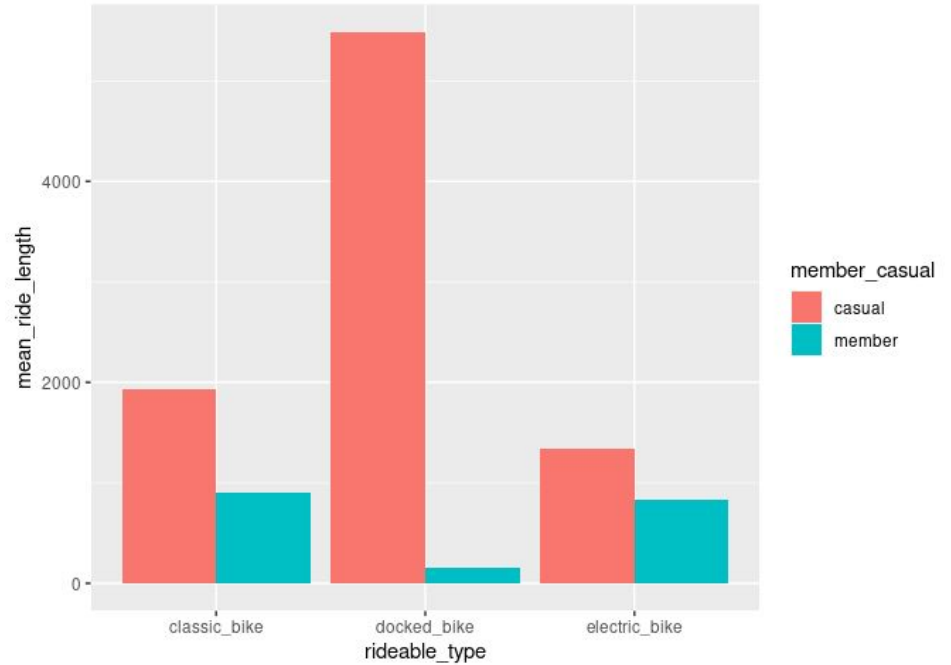
Casual users likes to ride **longer** than Annual Member.



Source: Cyclistic Trip data from 2021 (January - December)

Ride Longer

Especially with Docked Bike type.

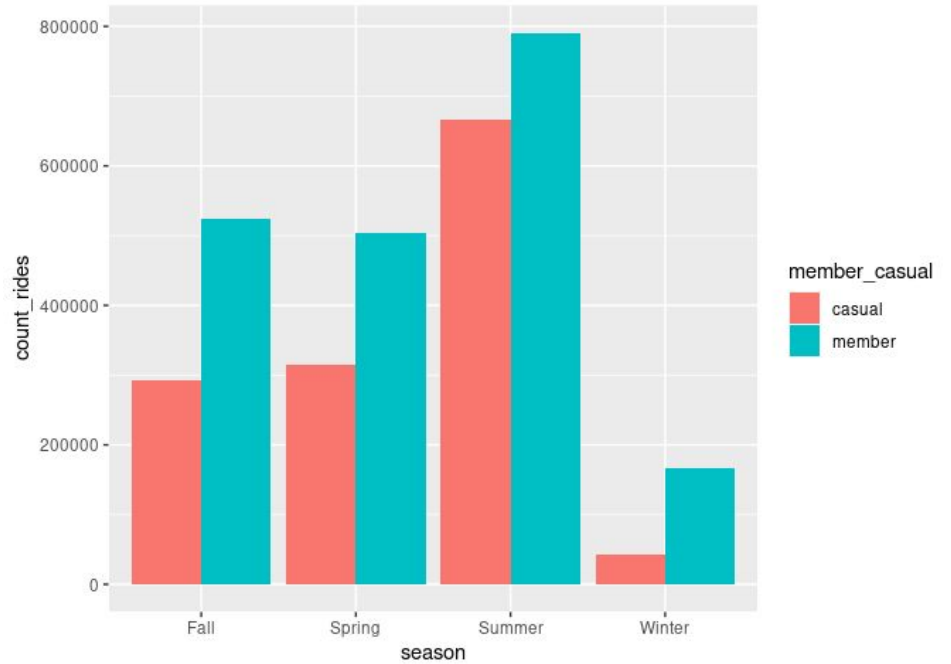


Source: Cyclistic Trip data from 2021 (January - December)

Thus, we need to **target marketing on docked bike stations** to encourage Casual users to sign up for Annual Membership.

Summer is Bike Time

People like to use bike on Summer.

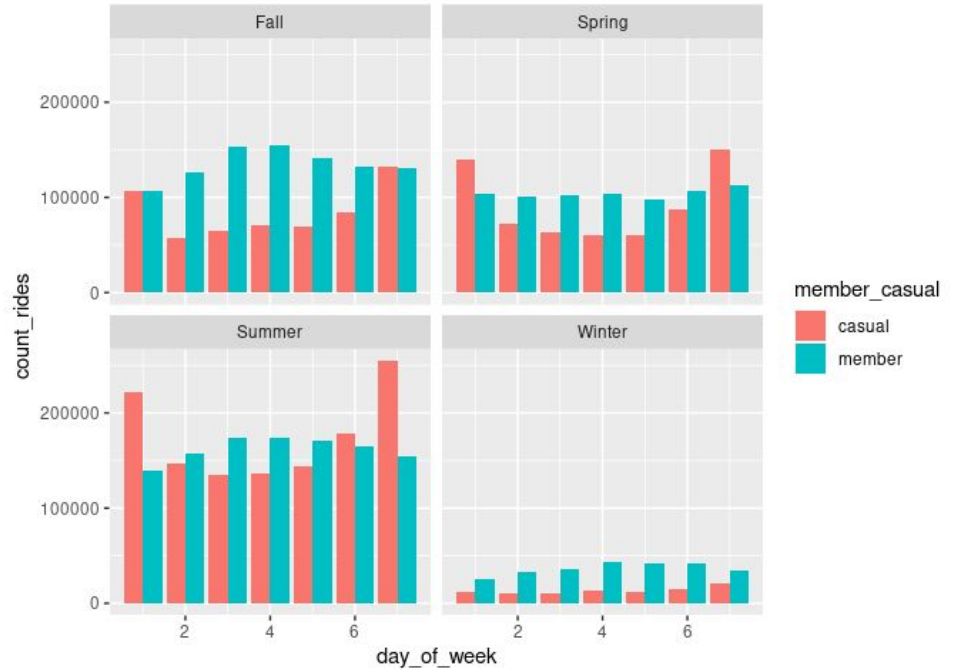


Source: Cyclistic Trip data from 2021 (January - December)

Thus, we need to **have more marketing campaign on summer**, because people use bike more in this season.

Weekend vs Weekday

Casual like to ride on Weekend,
Annual Member on Weekday.



Source: Cyclicistic Trip data from 2021 (January - December)

Thus, we need to **have more marketing campaign on weekend**, because many Casual users uses bike at this time.

In Summary

HOW: Target marketing on docked bike stations
Prioritize marketing campaign on summer
Prioritize marketing campaign on weekend

Thank You.