



Cyclistic: Converting Casual Riders to Annual Members

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What are we talking about?



Objective

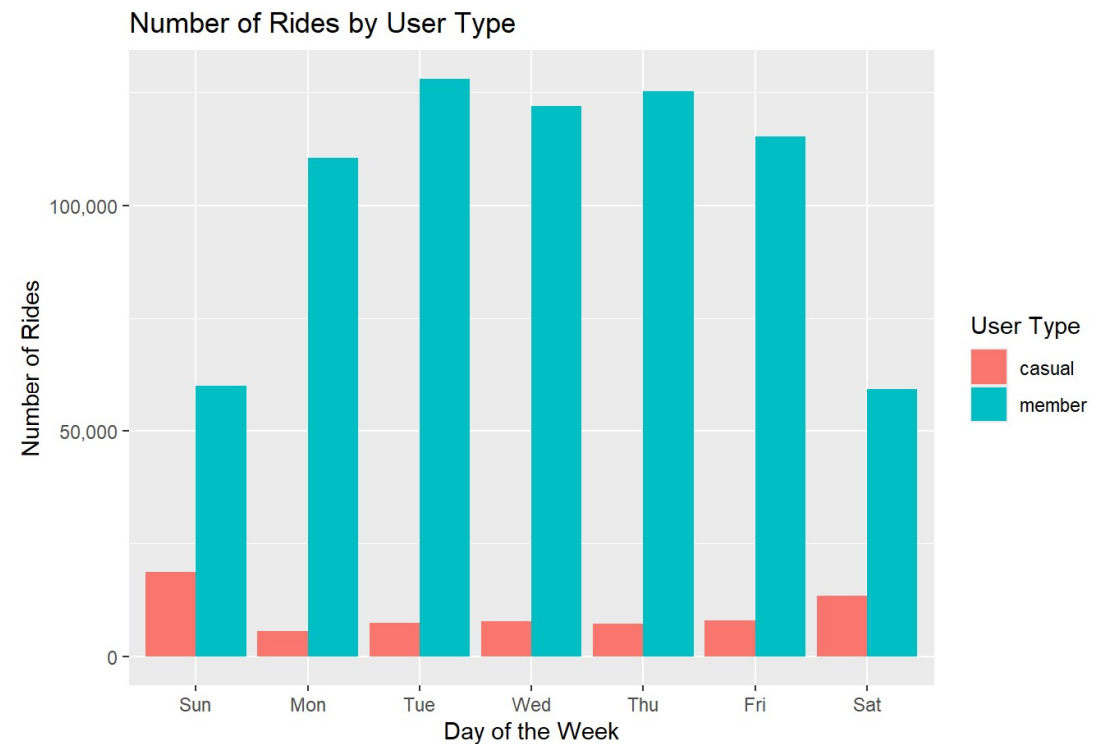
Understand how **annual members** and **casual riders** differ to help design strategies to convert casual riders into annual members.



What the data tells us

Casual users make fewer trips, but...

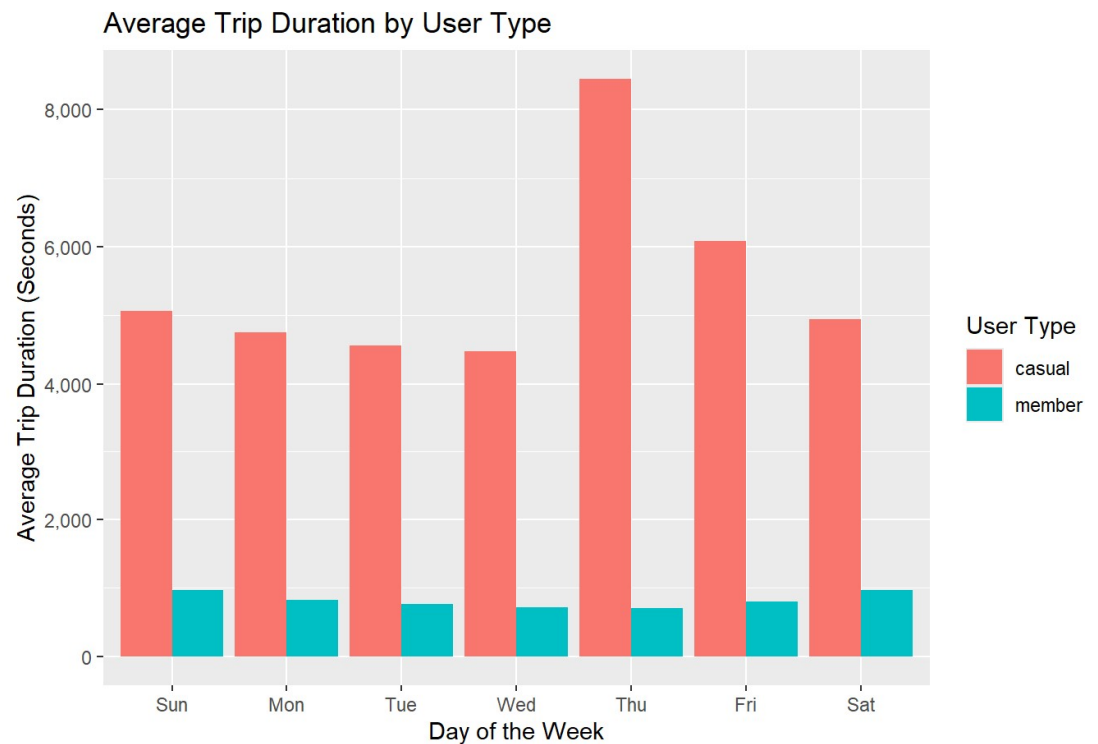
- Casual users use Cycliclic less often than subscribed members
- During weekdays, members take about 113,000 more rides than casual users
- On weekends, members take about 43,800 more rides than casual users



Data source: Divvy 2019/2020

...the trips are longer in duration

- Casual users take longer rides, particularly on Thursdays
- These ride times then go downward in duration from there
- Member ride durations are consistent across the board



Data source: Divvy 2019/2020




Conclusions and Recommendations

Conclusions

- As stated earlier, casual riders use Cyclistic less frequently than members do, however the duration they use it for is longer, particularly on Thursdays.
- In fact, average casual ride duration peaks on Thursdays, then tapers off each day from there.
- Additionally, members use the service a lot more during the week rather than the weekends as part of their daily commute.

Recommendations

- First, it must be noted that for the purposes of the case study, no information was given regarding the real cost of single-ride, full-day, and annual passes; therefore, making specific recommendations based on cost is not possible.
- There appears to be three ways to go to convert casual riders to subscribers:
 - Study how much it costs an average casual user for single-ride and/or full-day passes vs an annual membership to see if there's a value proposition that can be leveraged for marketing.
 - Explore restructuring the costs of annual memberships vs single-ride and/or full-day passes to drive more people to annual memberships (if the first recommendation doesn't reveal enough of a conversion incentive).
 - Add perks to the annual membership, such as local partnerships/coupons with various businesses, OR perhaps a loyalty program that earns points based on usage that can be spent on things like free guest passes for friends, coupons for goods and services with partnered companies, etc.



Q&A



Appendix

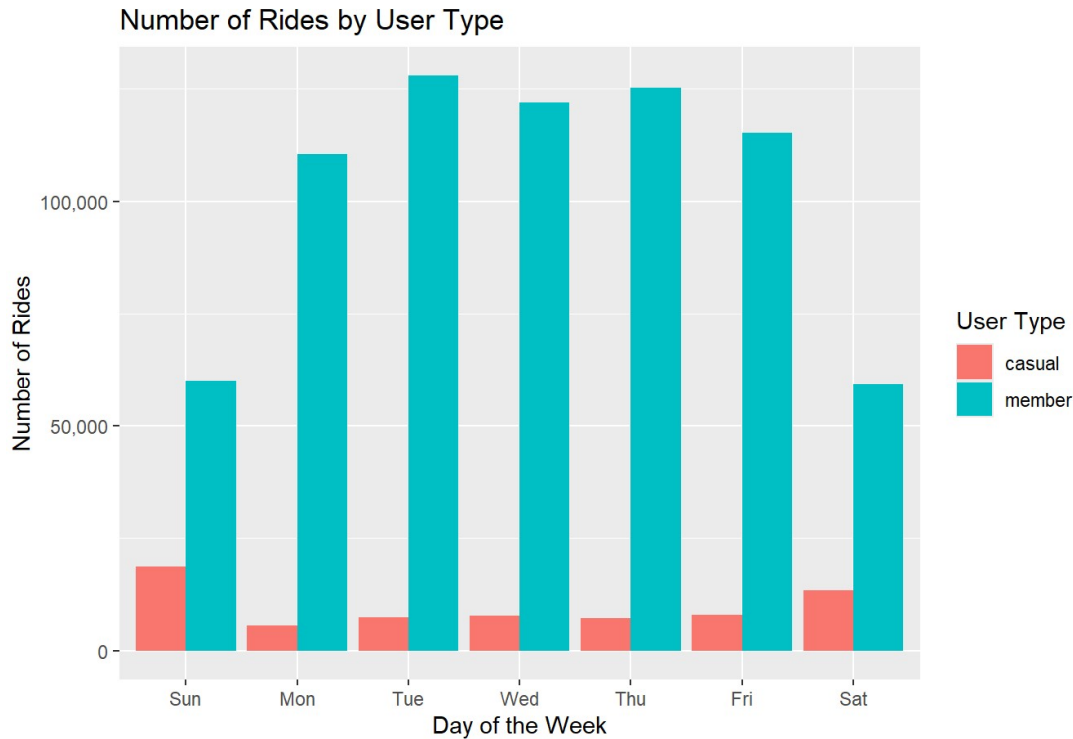
Raw Data

- All Data: <http://www.scottmutter.us/portfolio/data-analytics/cyclistic>

Summarized Data

User Type	Weekday	Number of Rides	Average Duration
casual	Sun	18652	5059
casual	Mon	5591	4751
casual	Tue	7311	4561
casual	Wed	7690	4480
casual	Thu	7147	8450
casual	Fri	8013	6089
casual	Sat	13473	4946
member	Sun	60197	972
member	Mon	110430	822
member	Tue	127974	769
member	Wed	121902	712
member	Thu	125228	707
member	Fri	115168	797
member	Sat	59413	974

Number of Rides – Full Chart



Data source: Divvy 2019/2020

Average Ride Duration – Full Chart

