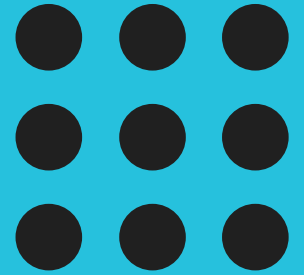


JULY 9, 2022



# CYCLISTIC

## INSIGHTS ABOUT RIDING PATTERNS


By - Aryan Prajapati



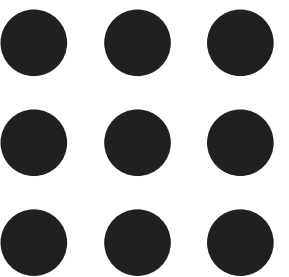


# OUTLINE

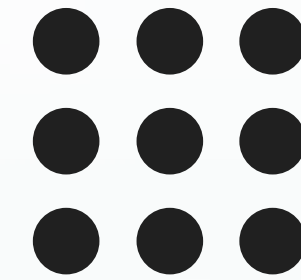
Background  
Objective  
Key Insights  
Recommendations



**Key topics for discussion**



# BACKGROUND



Cyclistic is providing bike sharing services through:

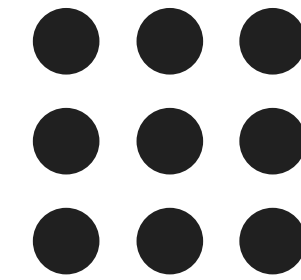
- Single-ride passes
- Full day passes
- Annual membership

Customers opting for first two options are referred to as **casuals**.

Customers opting for third option are referred to as **members**

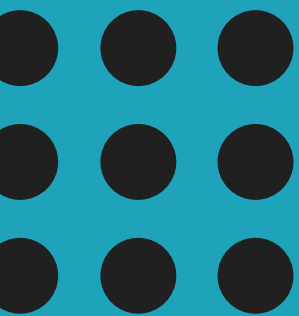


# OBJECTIVE



- To derive key insights from riding patterns of casual riders and members.
- To deliver recommendations based on insights derived.

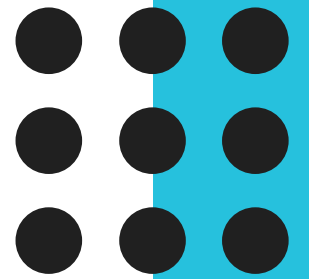




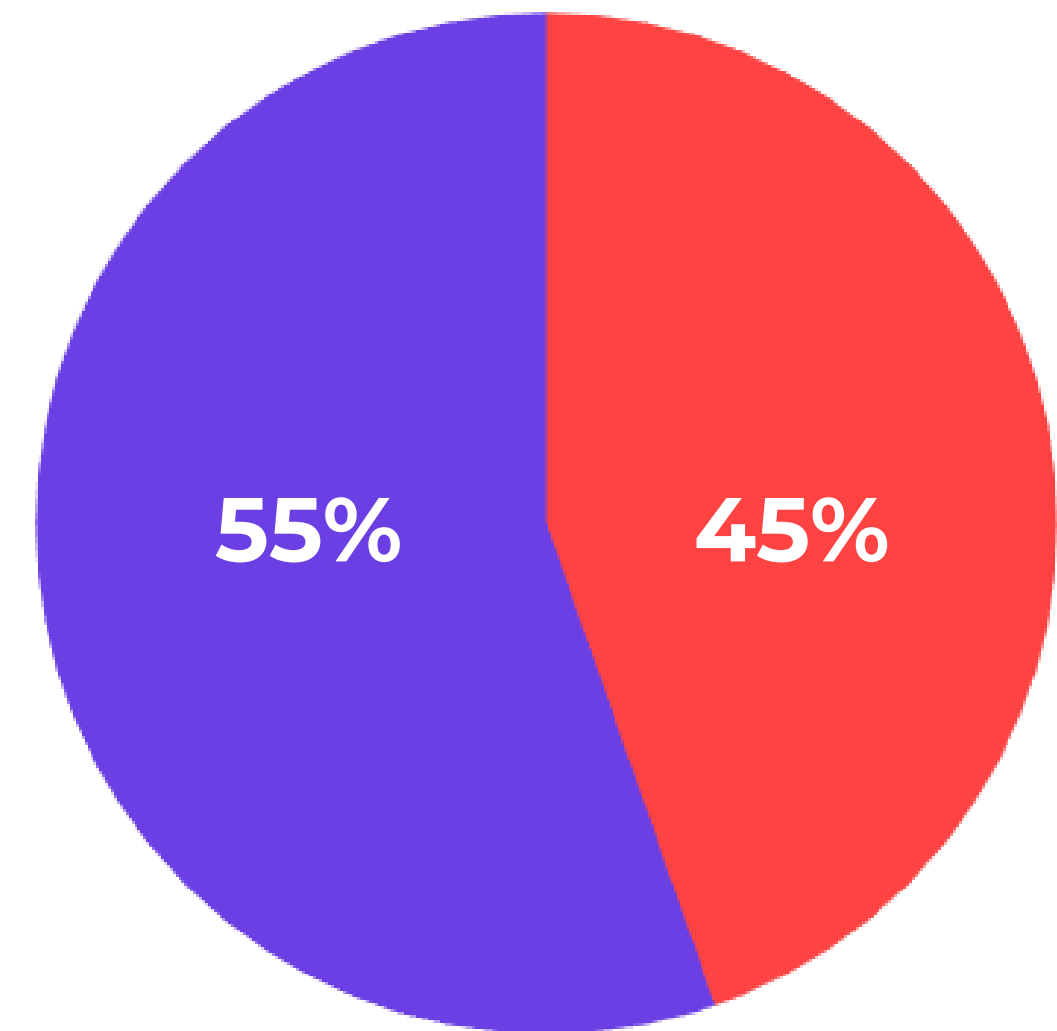
# KEY INSIGHTS



# RIDES BREAKUP

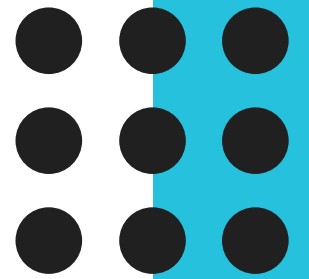


No. of rides by user category



Rides taken by members are **slightly higher** than that by casual riders

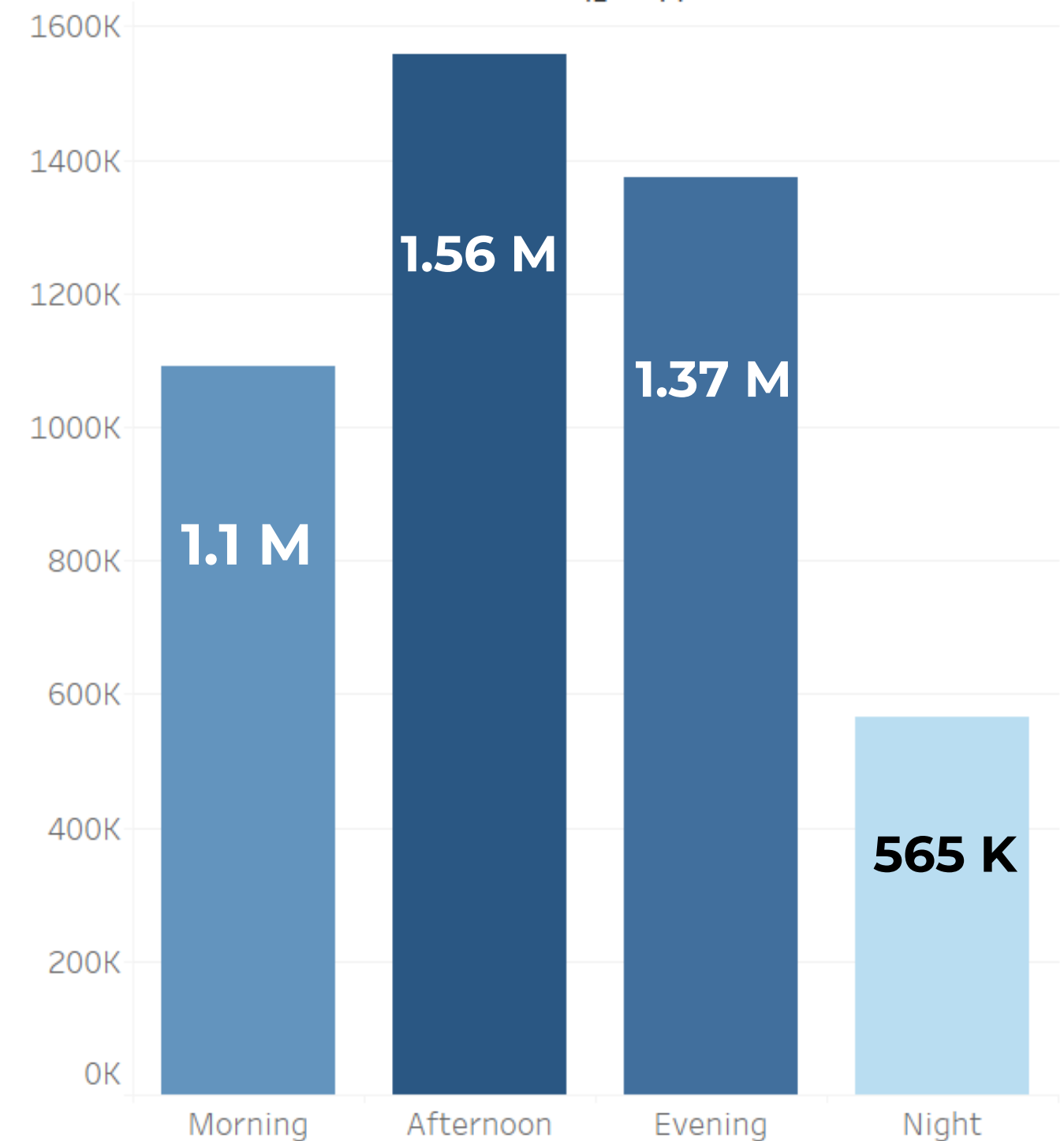
# HOUR-WISE BREAKUP



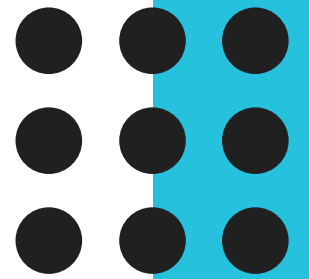
No. of rides by day hours

**Afternoon** hours are the busiest.

Night hours witness **74%** lesser rides than peak hours.



# DAY-WISE BREAKUP

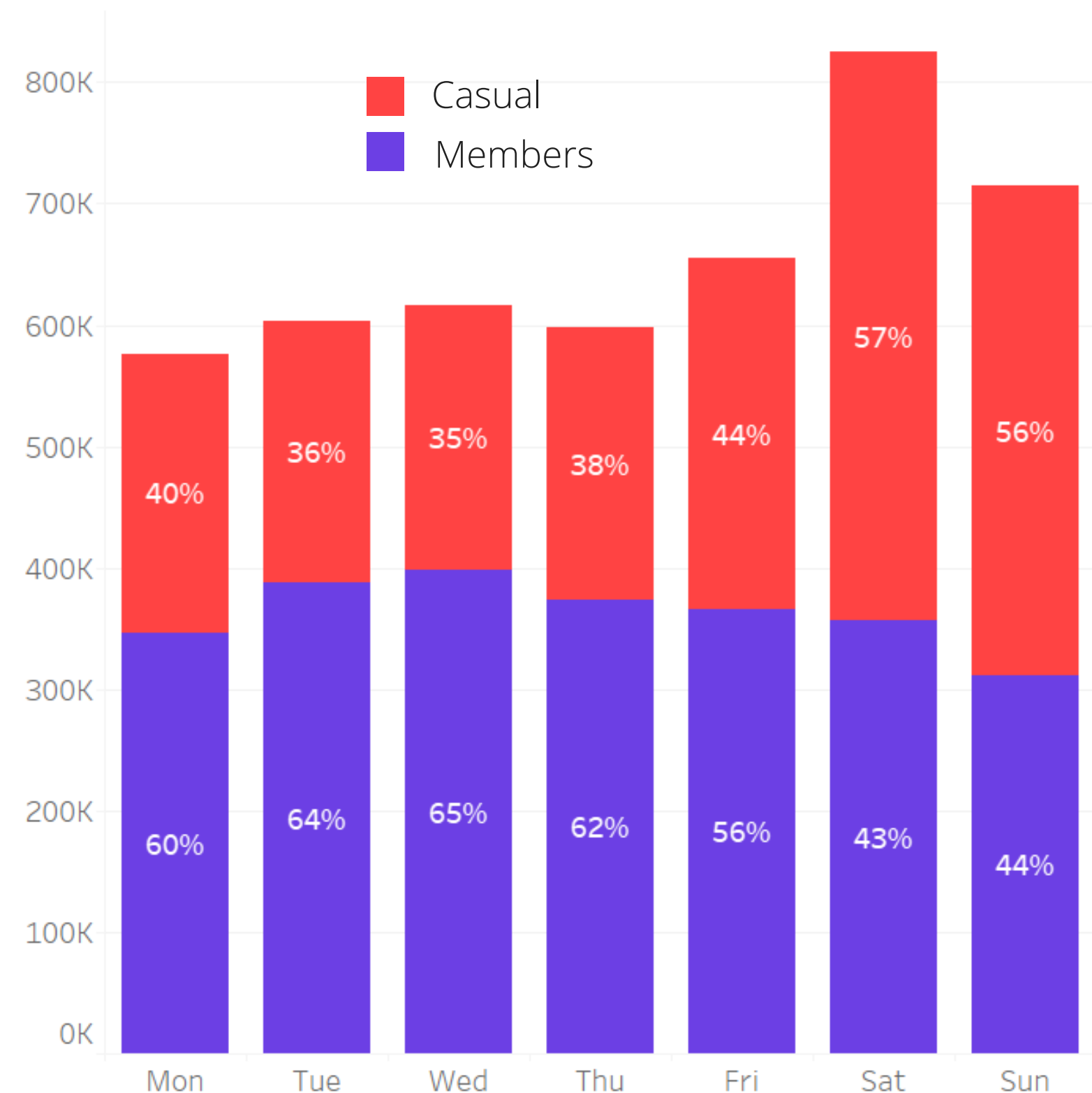


Most rides happen on **Saturday**.

People ride **26%** more on weekends as compared to weekdays.

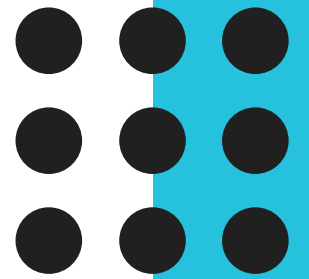
Casual riders outweigh members on **weekends**

No. of rides by weekdays

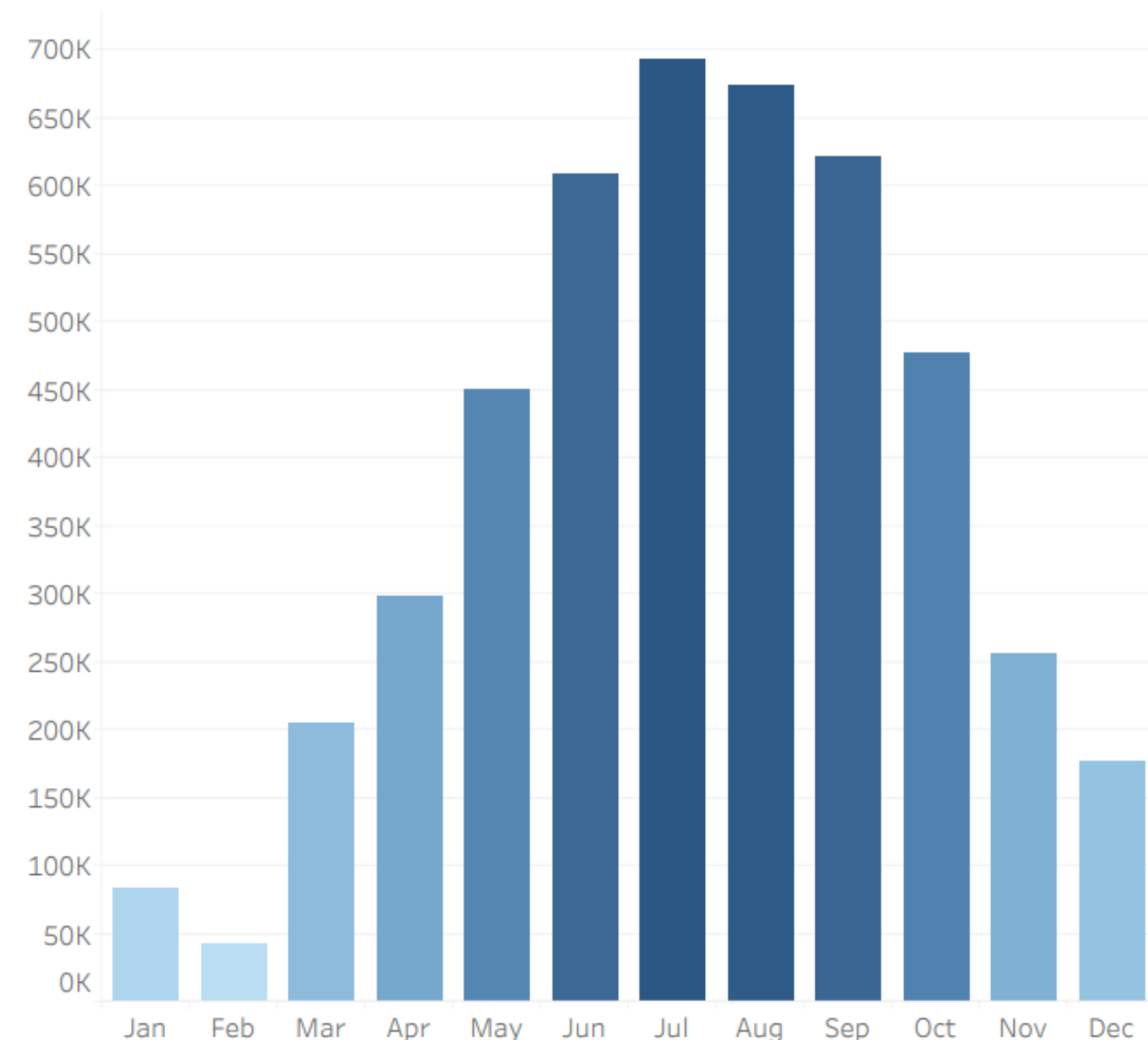




# MONTH-WISE BREAKUP



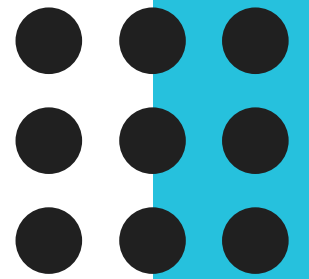
No. of rides by Months



**July, August** and **September** are peak months.

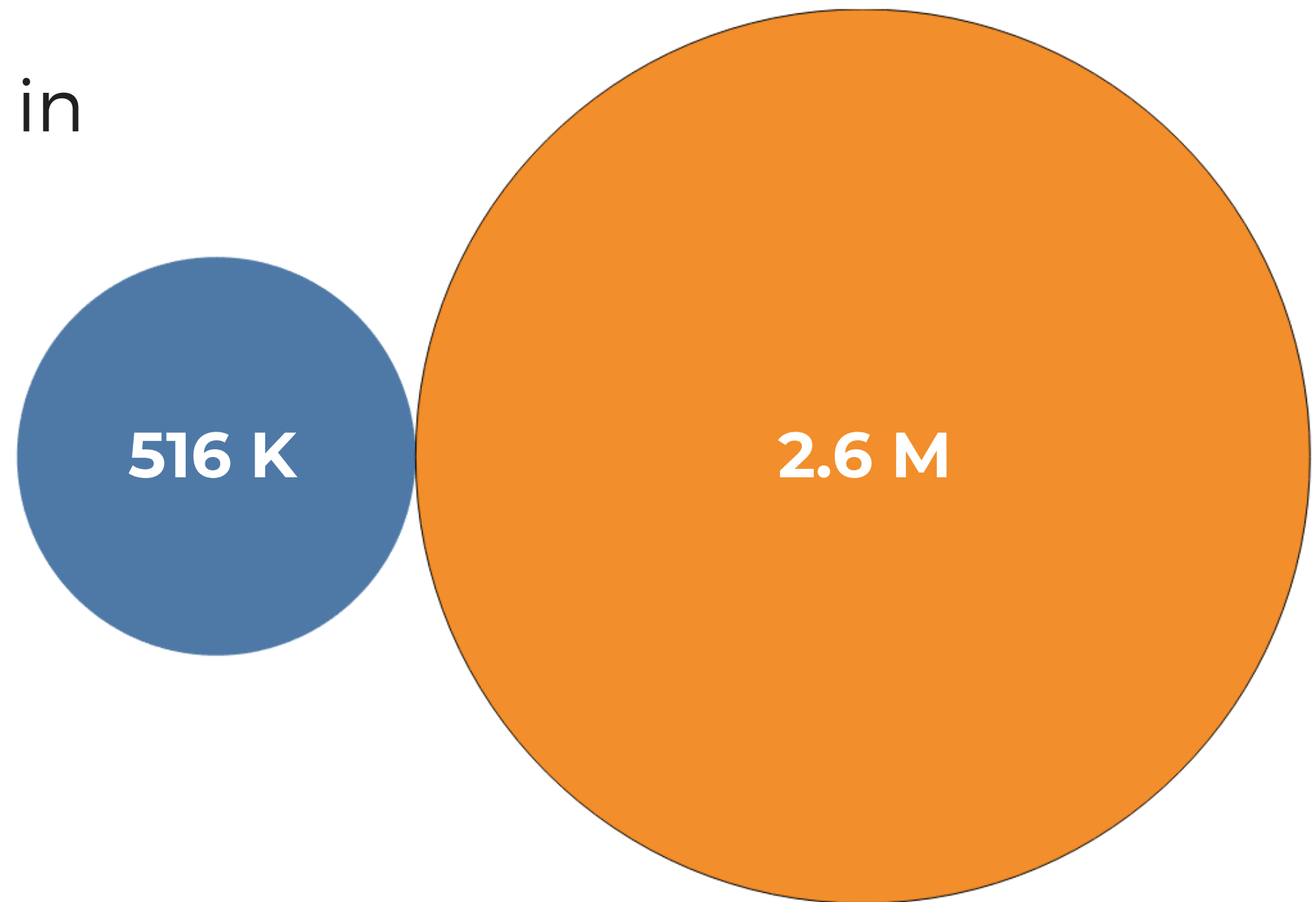
People ride least in **January, February** and **December**.

# DOES WEATHER AFFECT ?

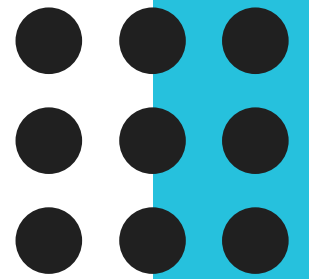


No. of rides by weather

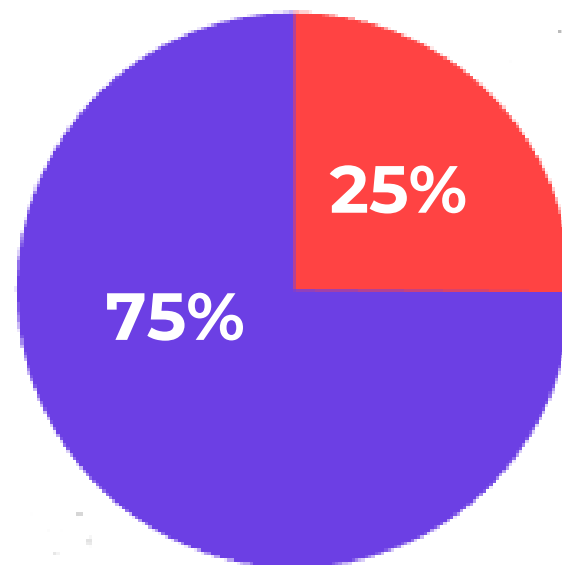
People tend to ride **80%** less in colder months.



## Proportion of rides by Rider type

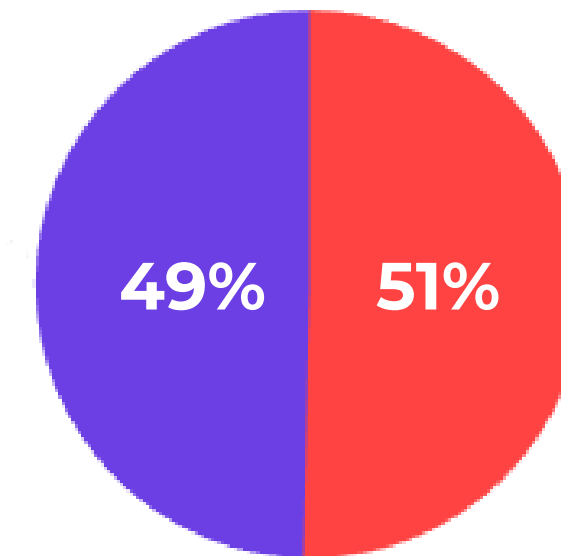


### Cold Months



Members ride **3 times** more as compared to Casual riders

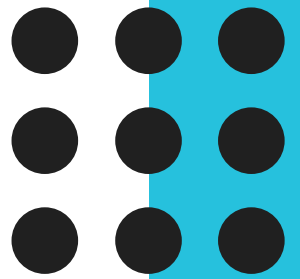
### Hot Months



Casual riders are **slightly** outnumbered.

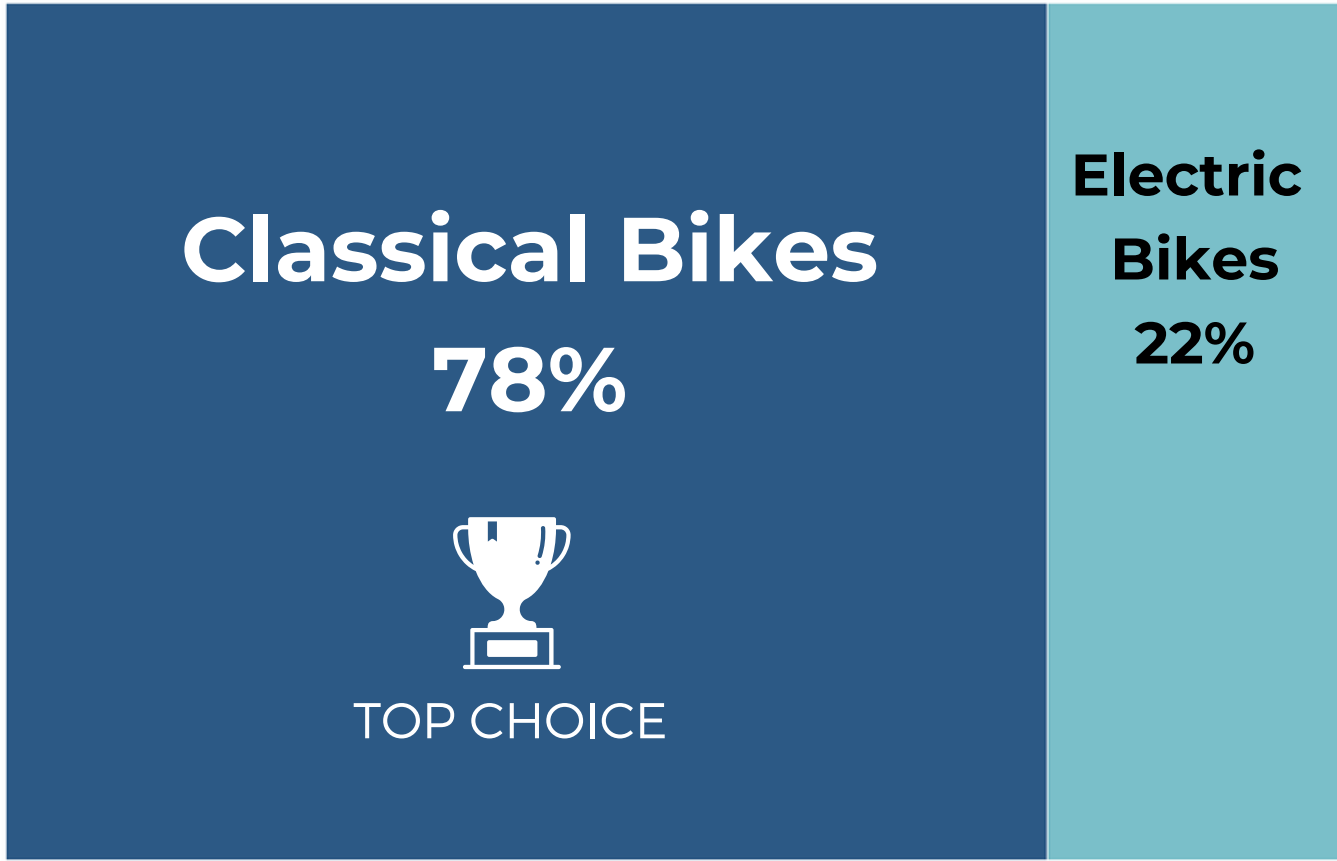
 Casual Riders  
 Members

# RIDE PREFERENCES

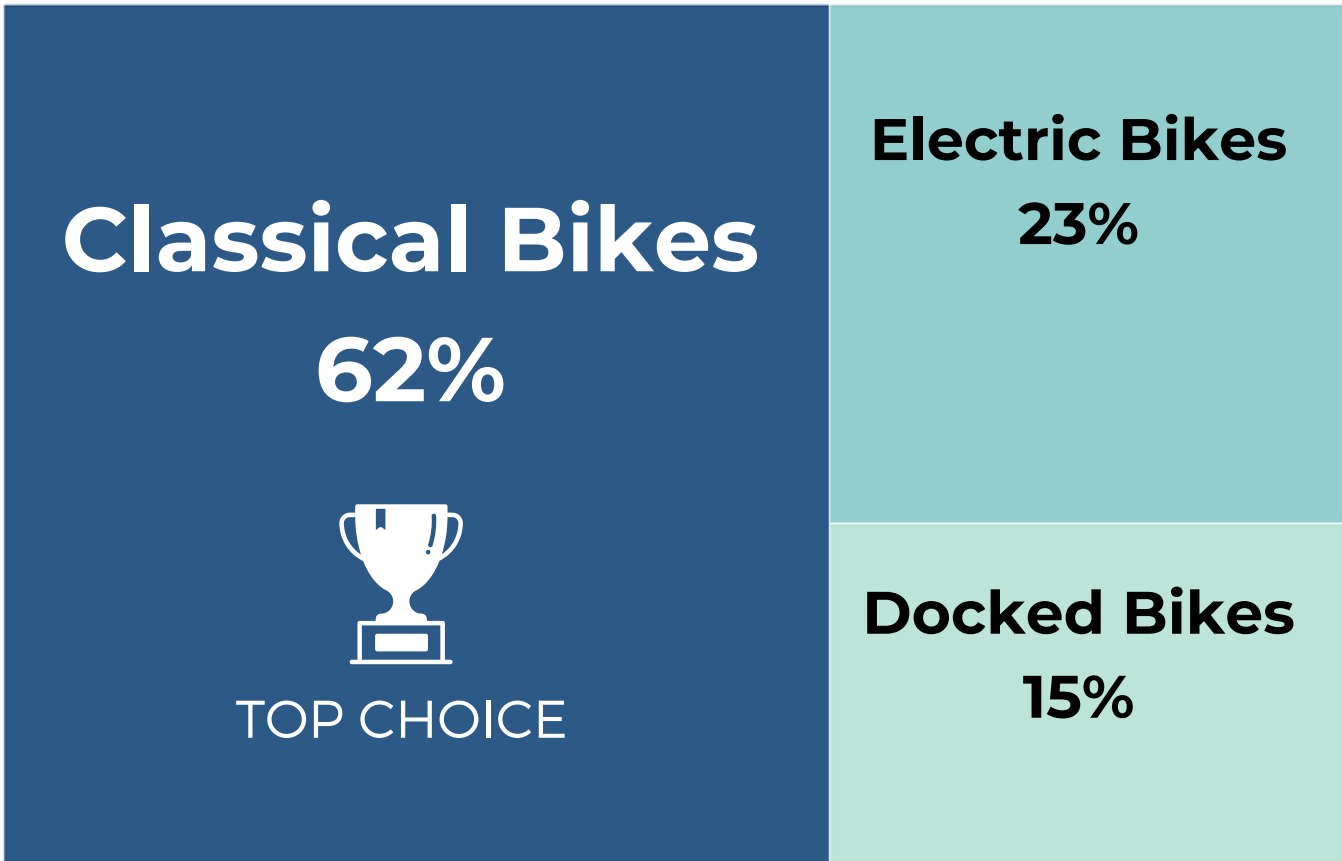


Proportion of rides by bike types

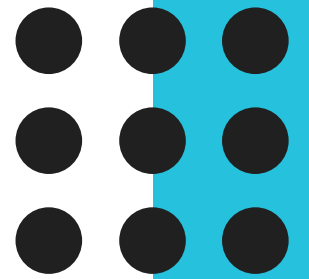
## Members



## Casual Riders



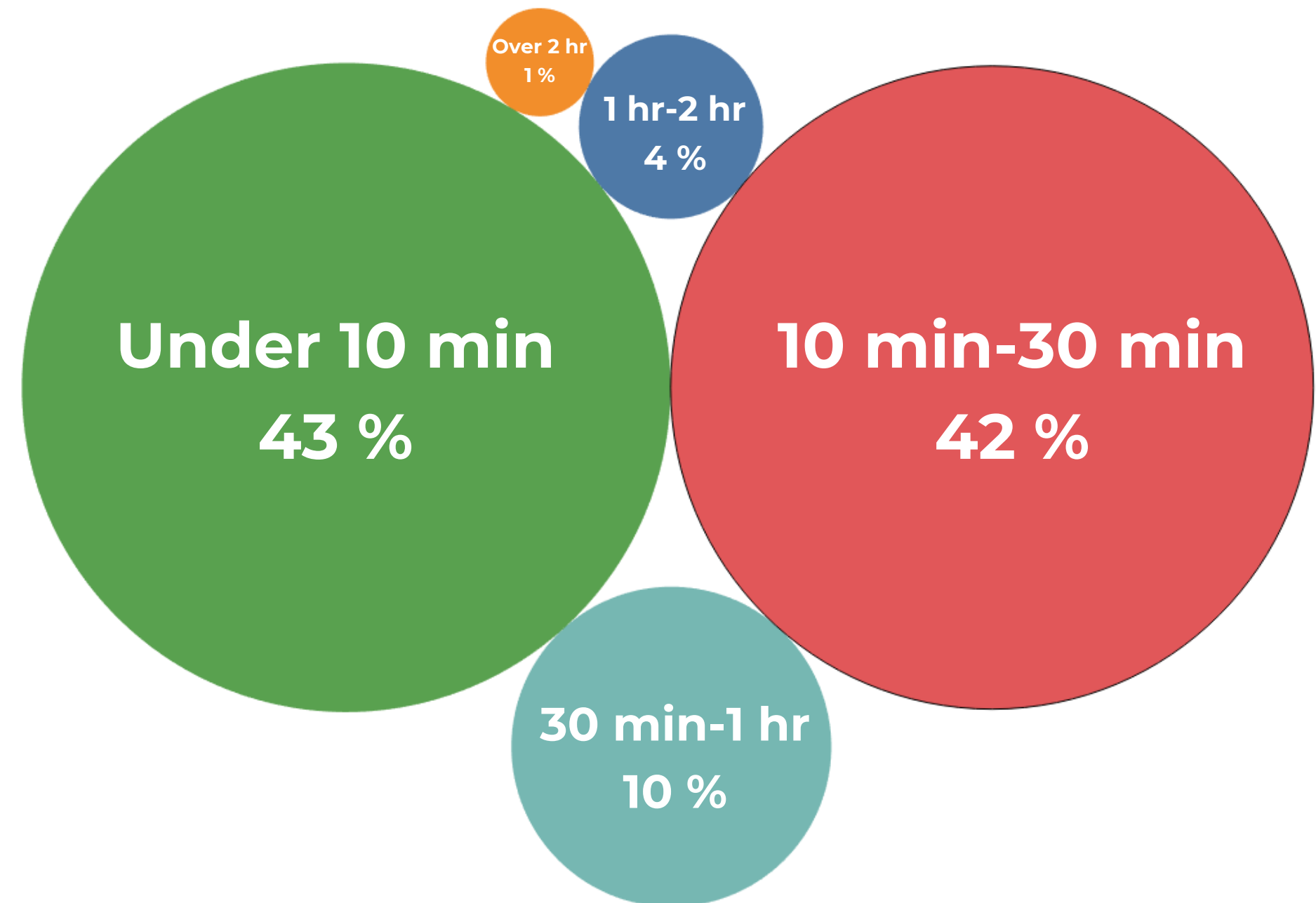
# HOW LONG IS A RIDE?



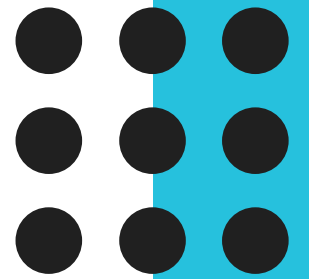
**85%** of rides finished under 30 minutes.

Only **5%** of rides go over 1 hour.

Proportion of rides by time duration

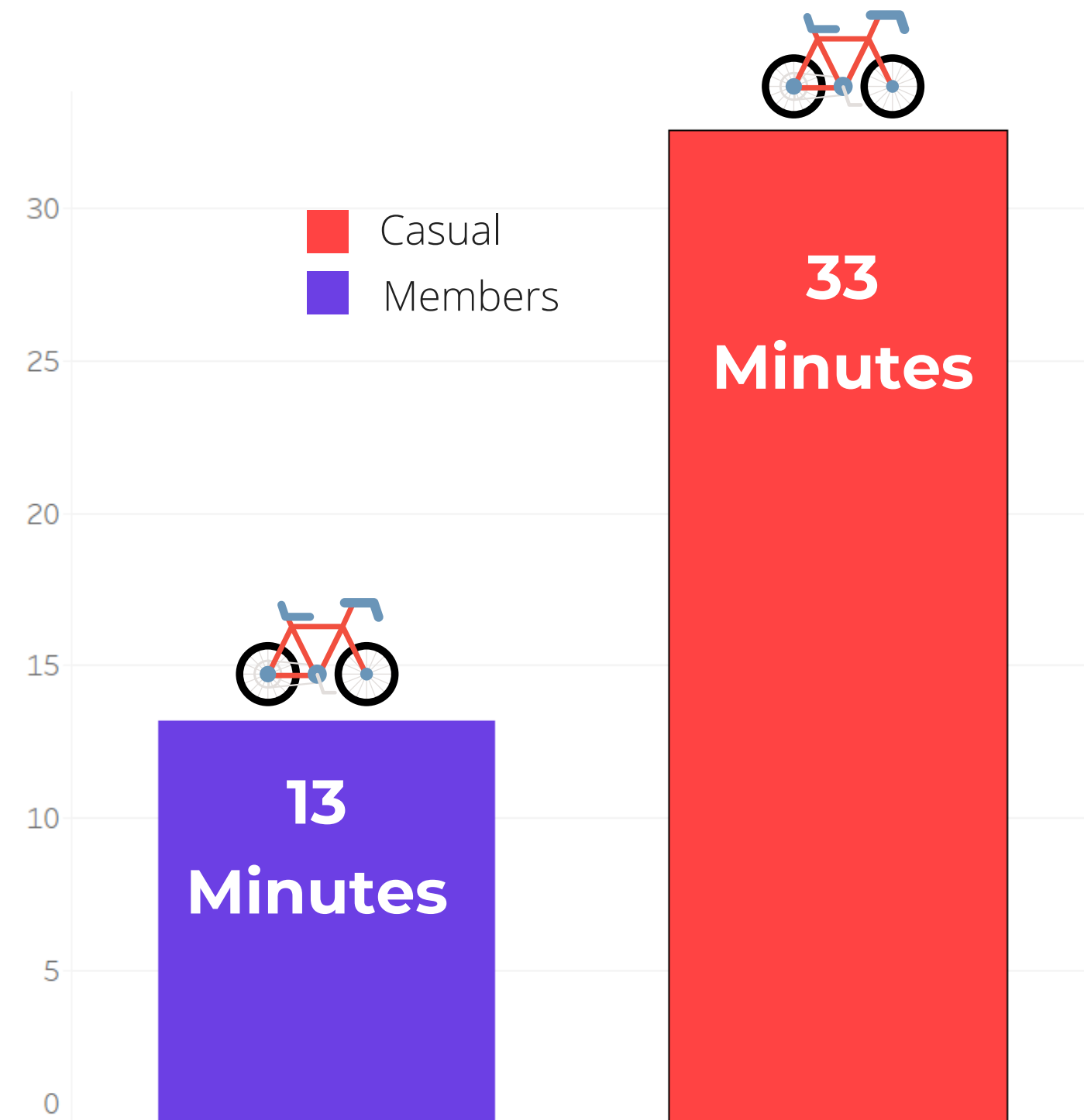


# RIDE DURATION BREAKUP



Casual riders tend to ride  
**20 minutes more** than  
members.

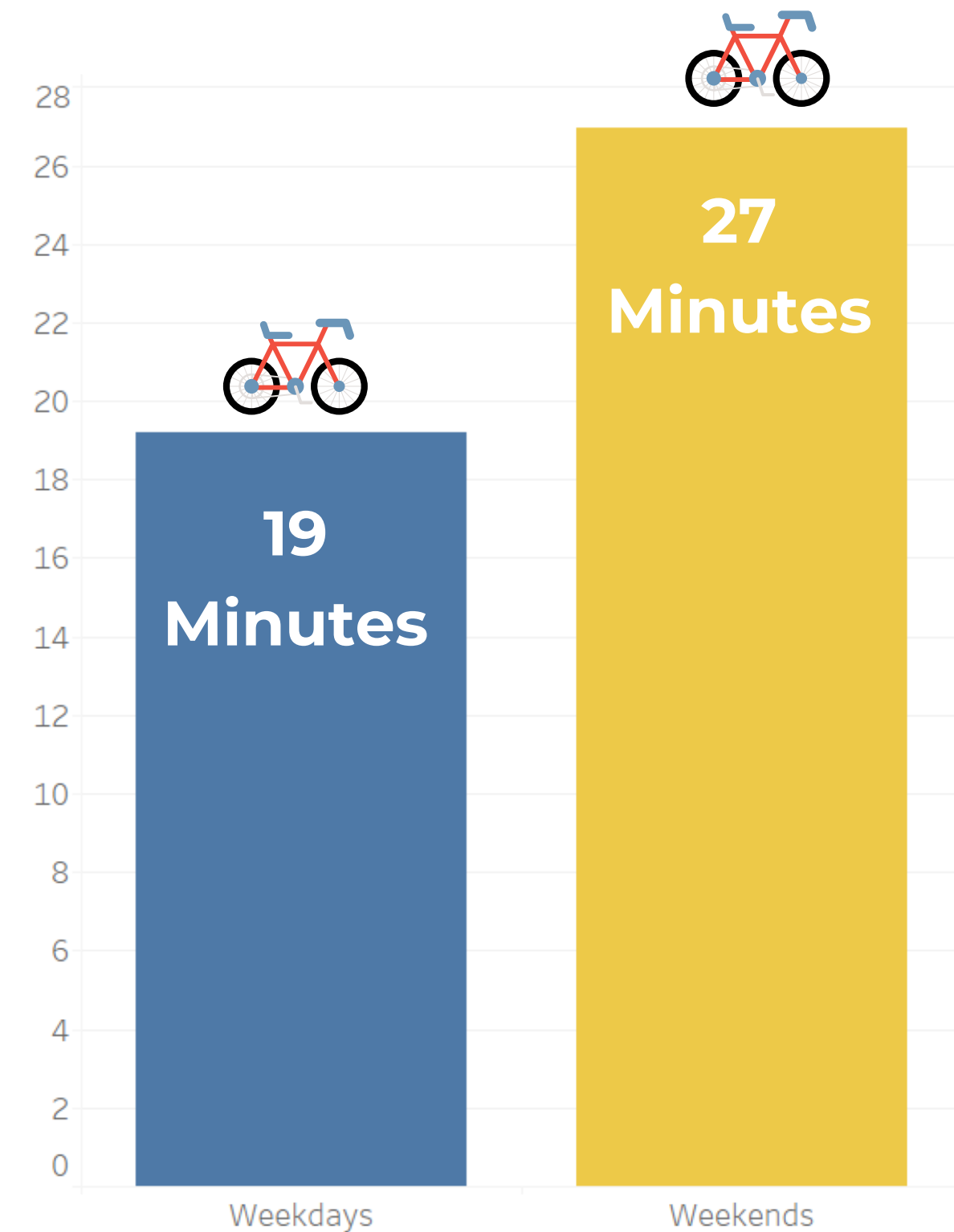
Average ride duration in minutes



# WEEKDAYS VS. WEEKENDS

There is a **42%** increase in ride duration during weekends

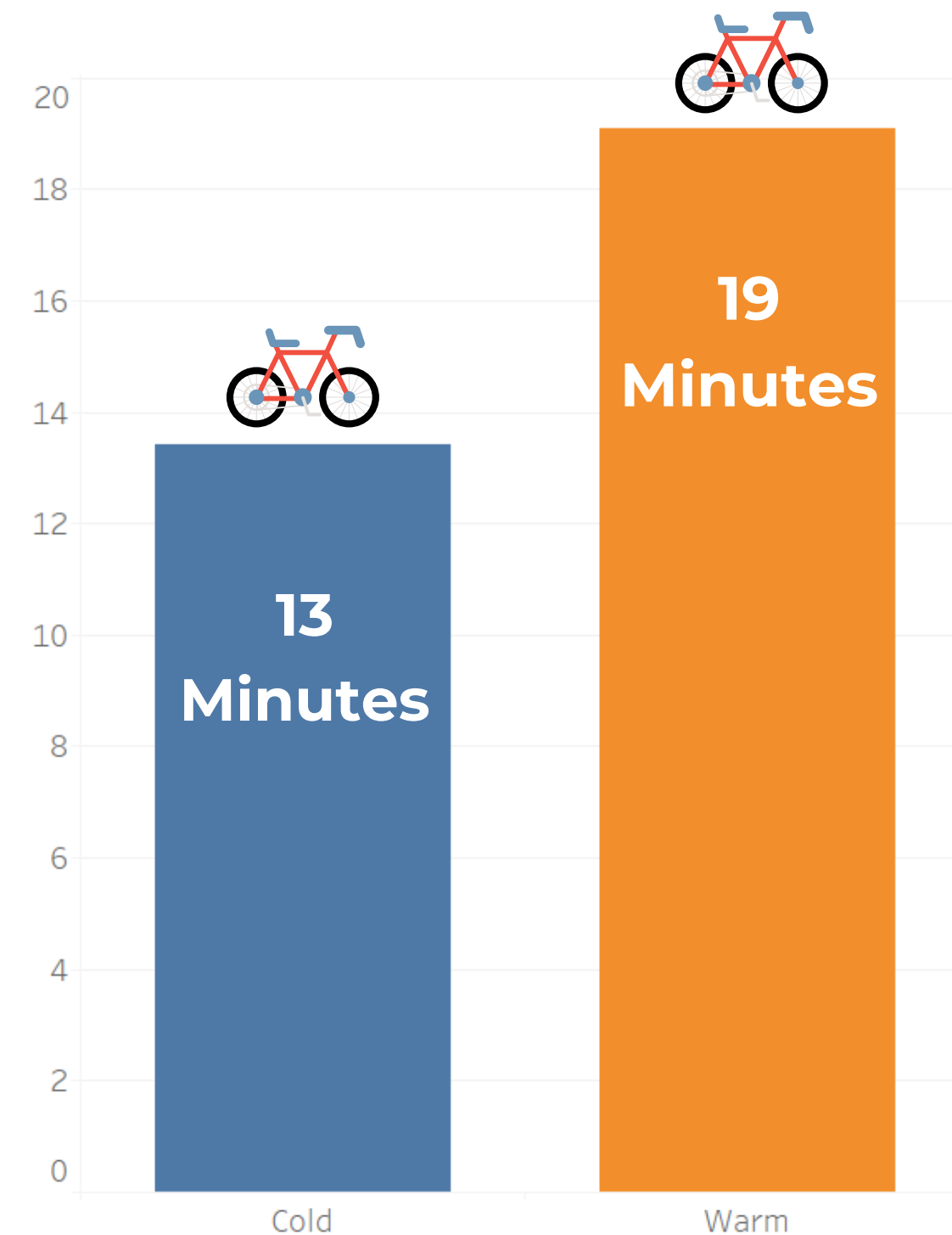
Average ride duration in minutes



# DOES WEATHER AFFECT ?

An increase of **46%** in ride duration is seen during warm months.

Average ride duration in minutes





# RECOMMENDATIONS



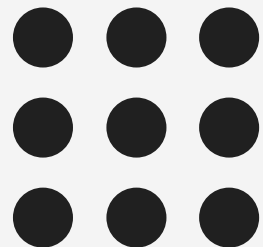
Aggressive  
marketing during  
colder months.  
Extra coupons and  
discount



Make annual membership  
seem cheaper  
More priority to members  
during peak times



Introduce weekly  
and monthly passes.  
Reconsider single  
ride passes





# THANK YOU

Any Questions?