



# Cyclistic Riders Casual vs Members

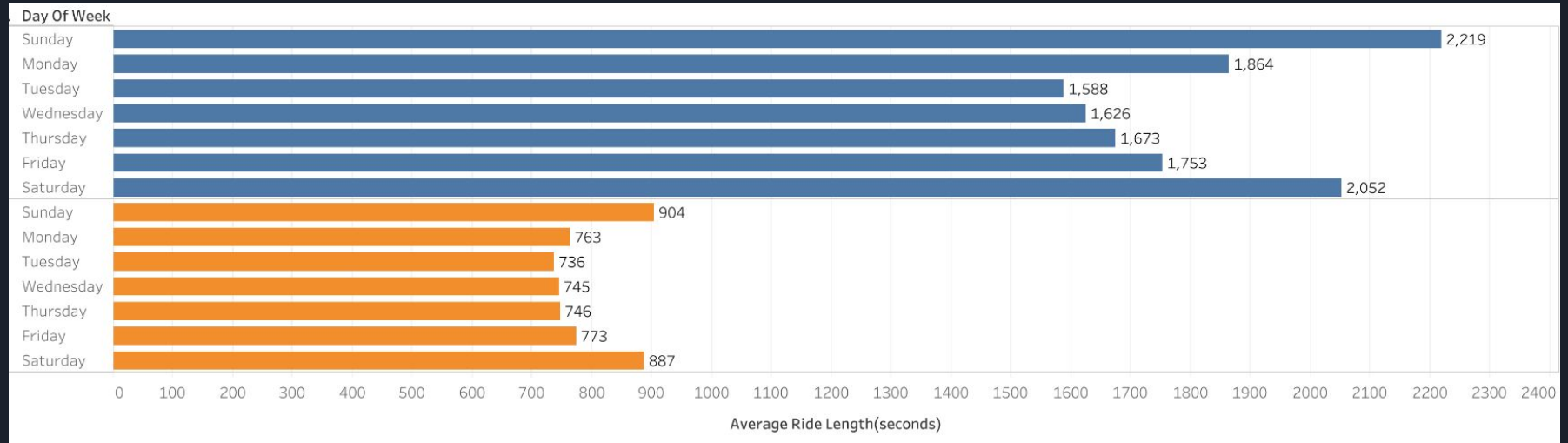
Case Study by Austin Ruffe



# Summary

- Cyclistic is a (fictional) bike sharing company located in Chicago.
- Most of the users choose traditional bikes and use them recreationally
  - 30% are reported to use for work commutes
- Want to figure out how casual members use bikes differently than annual members
  - This is to further a plan to convert casual riders into members

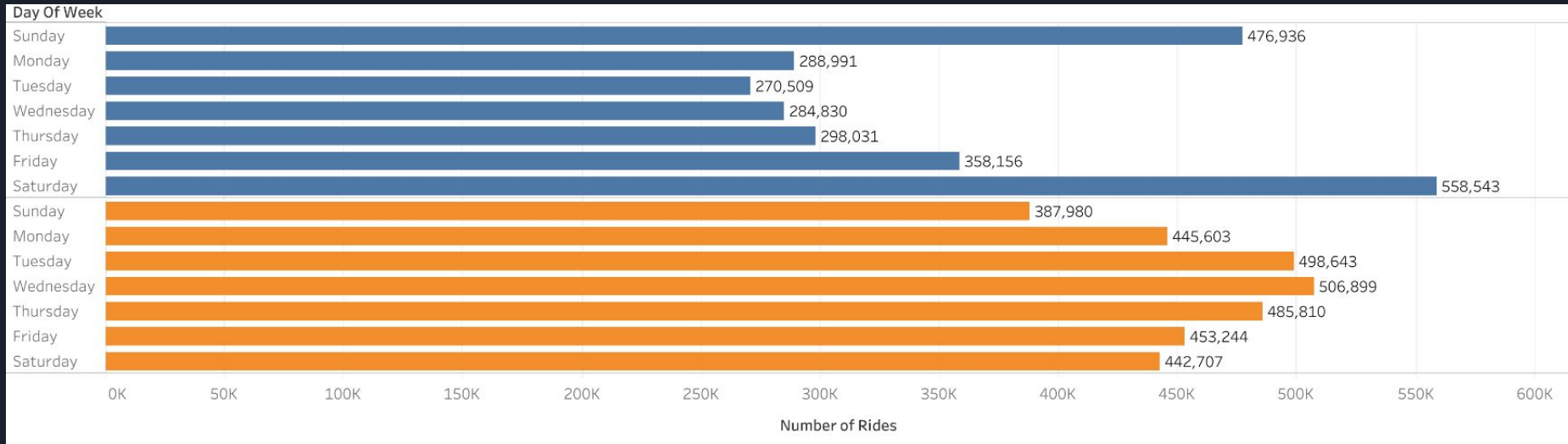
# Average Ride Lengths



## Member or Casual

casual  
member

# Number of Rides (Data from a year)



Casual total: 2,535,996 (44%)  
Member total: 3,220,886 (56%)

Member or Casual

- casual
- member



## Conclusion

- Members slightly more than half the number of rides
- Casual riders, on average, take longer rides than members
  - Over 50% longer for all days
- Both types have longer rides on average on weekends
  - Members seem to have closer averages
- Members have more rides on weekdays, casual on weekends
  - This could be due to work/school commutes