

CYCLIST BIKE - SHARE ANALYSIS

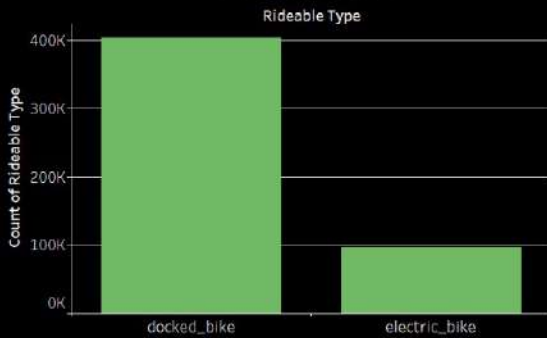
RIDERS

DESCRIPTION

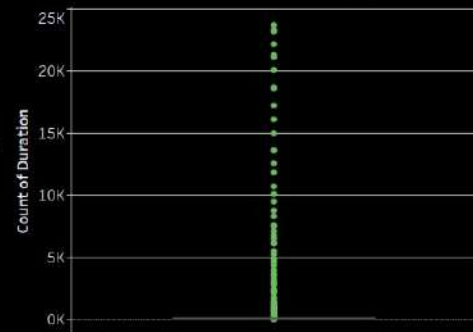
We segmented users into casual riders and annual members based on ride behavior. Data visualizations highlight differences in ride frequency, duration, and days of use, offering insights for strategic decisions.

COUNT : 500390 Riders

RIDEABLE TYPE



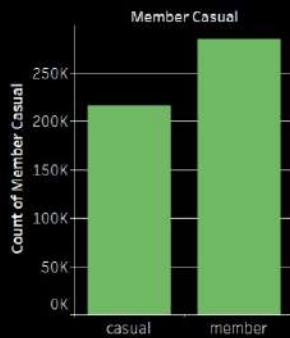
DURATION



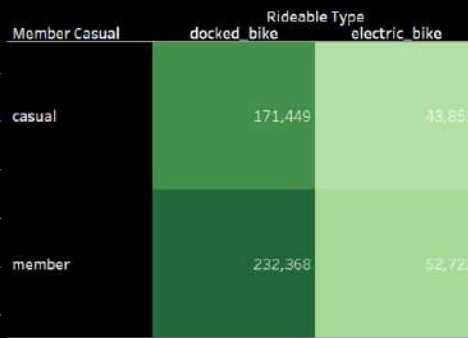
TOTAL DISTANCE - RIDEABLE



RIDER TYPE



MEMBERSHIP VS RIDE TYPE



NUMBER OF RIDERS - START

