



Cyclistic Bike Share Analysis (2019–2020)

Insights on Member vs Casual Riders

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Objective

- How do **annual members** and **casual riders** use **Cyclistic bikes differently** ?
- **Time period:** Jan 1, 2019 – Dec 31, 2020
- **Focus:** Comparing usage behavior between **members** and **casual riders**

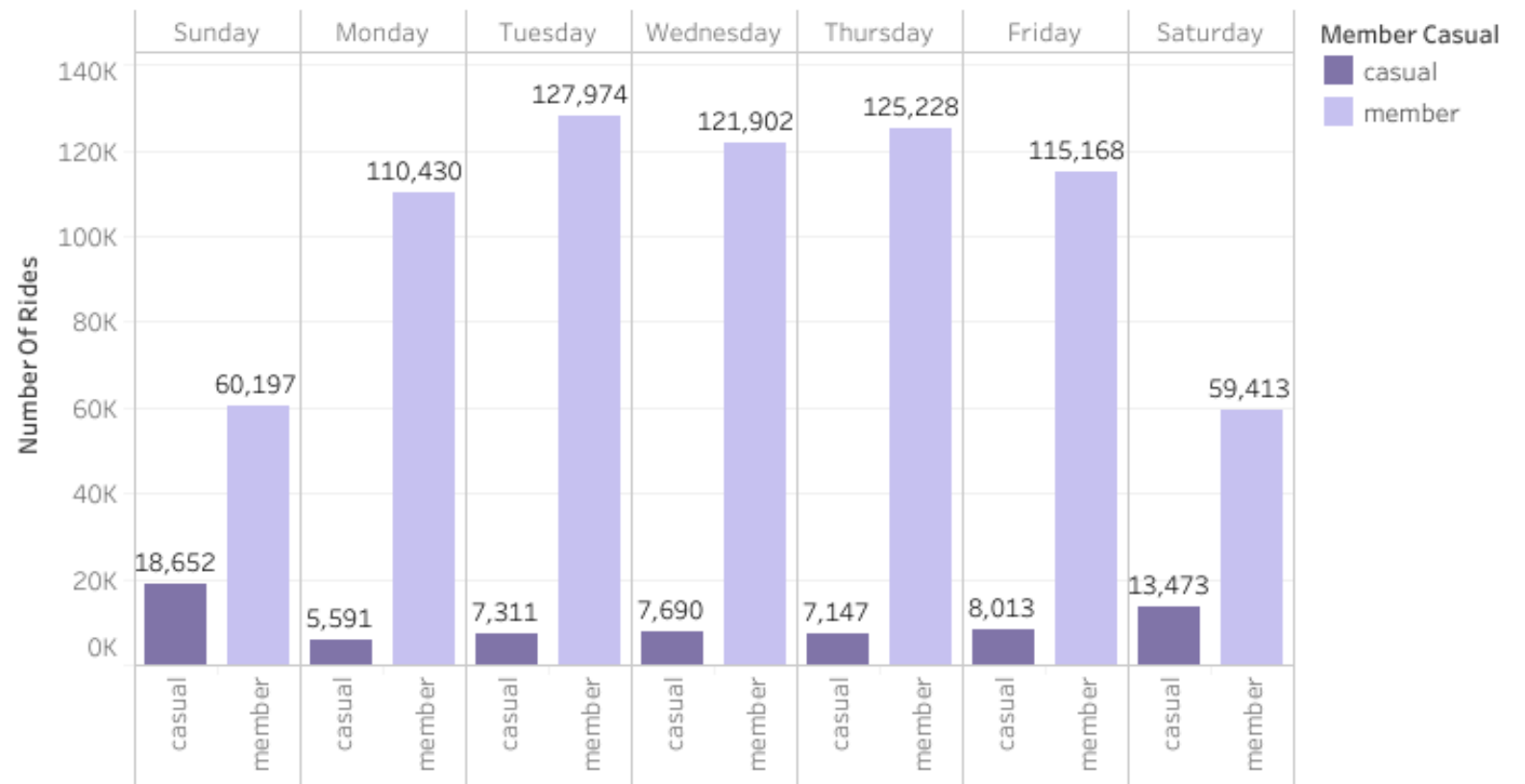
Data Summary

- **Data source:** Cyclistic ride summary dataset [2019](#) and [2020](#)
- **Prepared in R :** Using [dplyr](#) and [lubricate](#) functions
- **Columns used :** [day_of_week](#) , [number_of_rides](#) and [average_duration](#)
- Data was **preaggregated** before importing into [Tableau](#) for visualization
- **Level of aggregation :** By [rider type](#) and [weekday](#)

Weekly Ride Comparison

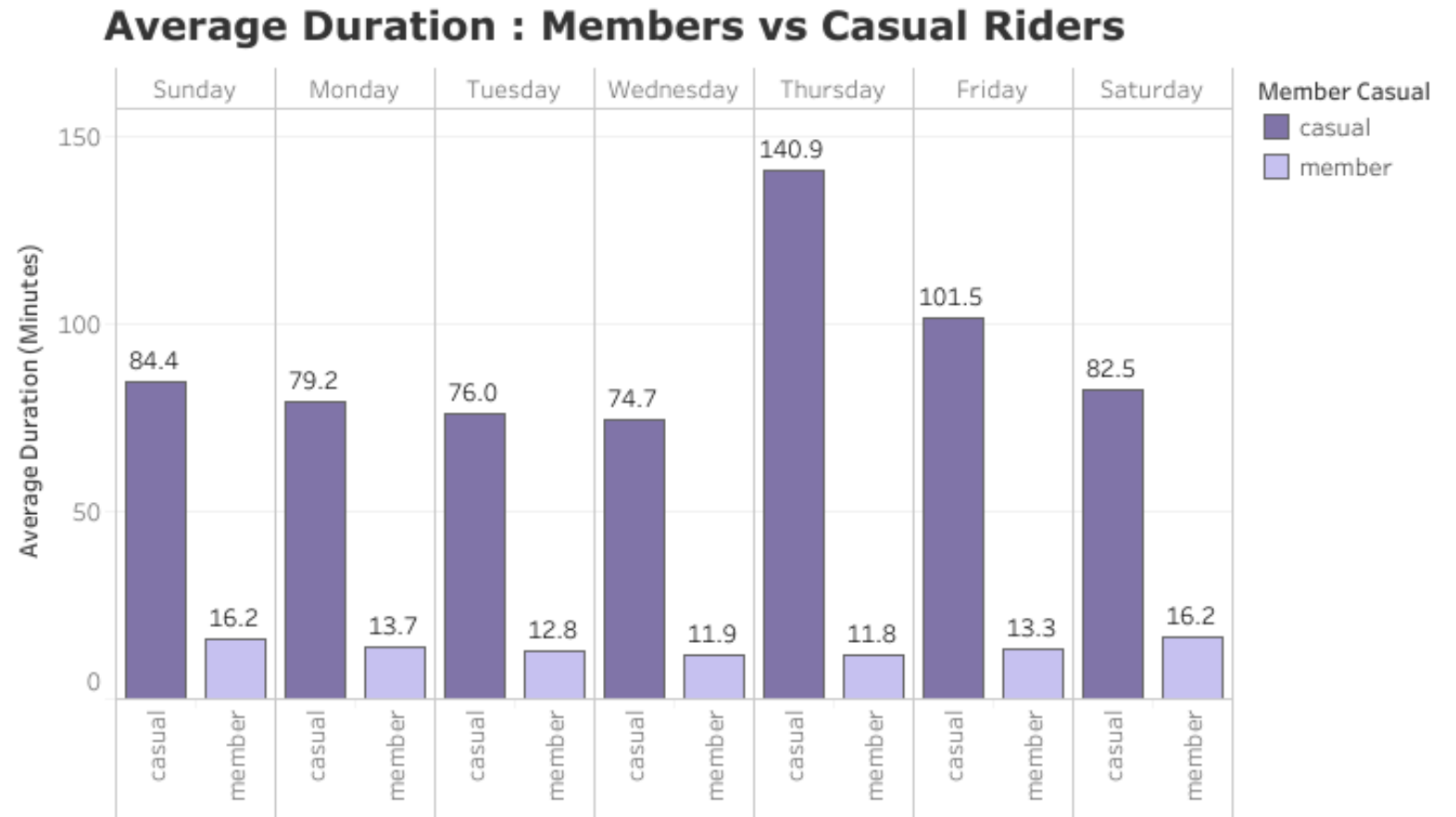
Members consistently ride **more** than **casual users** on all days of the week. Peak usage is midweek.

Weekly Ride Comparison: Members vs Casual Riders



Average Duration Comparison

Casual riders tend to have **longer ride** durations, especially on **Thursday**



Insights Summary

- **Members** ride **more frequently** but for **shorter durations**.
- **Casual users** ride **less frequently** but **stay longer on average**.
- **Potential marketing focus:** convert casual users into members.

How Users Ride Differently

Ride Frequency:

Annual members consistently take **more rides** each day of the week compared to **casual riders**.

Ride Duration:

Casual riders have **longer average ride durations**, suggesting they use bikes more for leisure or tourism, while members take shorter, possibly commute-related trips.

Weekday vs Weekend Patterns:

Members show **high usage on weekdays**, aligning with work routines. Casual riders peak on **weekends**, indicating recreational usage.

Behavioral Insight:

Annual members appear to use bikes as **part of daily life**, while **casual riders** use them **occasionally** and for **longer periods**.

Recommendations

- **Target Casual Riders** (who ride more on weekends) with special **membership offers** to convert them into Annual members --- e.g. : weekend passes , trial membership
- **Introduce loyalty points** for **Casual Users** that can be **redeemed** or **free ride** (a gentle push toward regular use or becoming a member)