

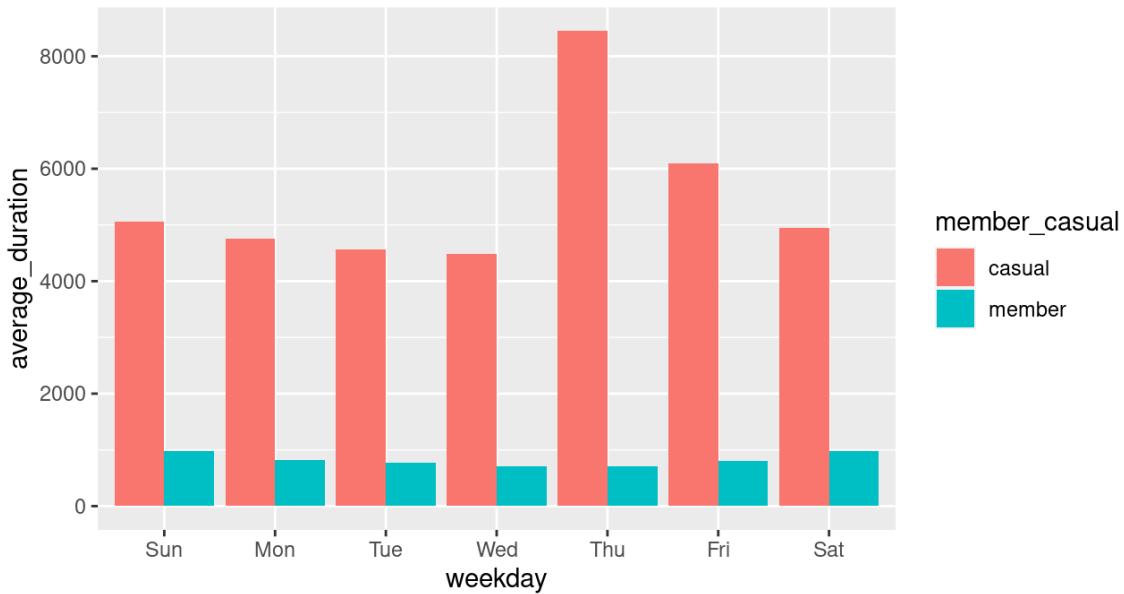
Cyclistic Bike-Share Analysis – Executive Summary

Objective

The objective of this analysis was to examine differences in bike usage behavior between annual members and casual riders in order to generate insights that support strategies for converting casual riders into annual members.

Overview of Analysis

The analysis focused on average ride duration across days of the week, segmented by rider type (member vs casual). Ride duration was calculated from historical bike-share trip data and aggregated to highlight behavioral patterns that differentiate commuter usage from leisure-based usage.



Key Insights

- Casual riders consistently record significantly longer ride durations than annual members across all days of the week.
- The longest casual ride durations occur toward the end of the week and on weekends, indicating leisure-oriented behavior.
- Annual members maintain relatively short and stable ride durations throughout the week, reflecting commuting and utilitarian usage.
- The contrast in usage patterns suggests fundamentally different rider motivations between the two groups.

Business Implications

These findings highlight a clear opportunity to design membership products and marketing campaigns tailored to leisure-focused riders. Flexible or weekend-based membership plans, along with targeted promotions during high casual-usage periods, could increase conversion from casual riders to annual members.

Conclusion

This analysis demonstrates how data-driven insights can inform strategic decision-making. By aligning membership offerings with observed rider behavior, Cyclistic can improve customer conversion while continuing to serve the distinct needs of both casual riders and annual members.