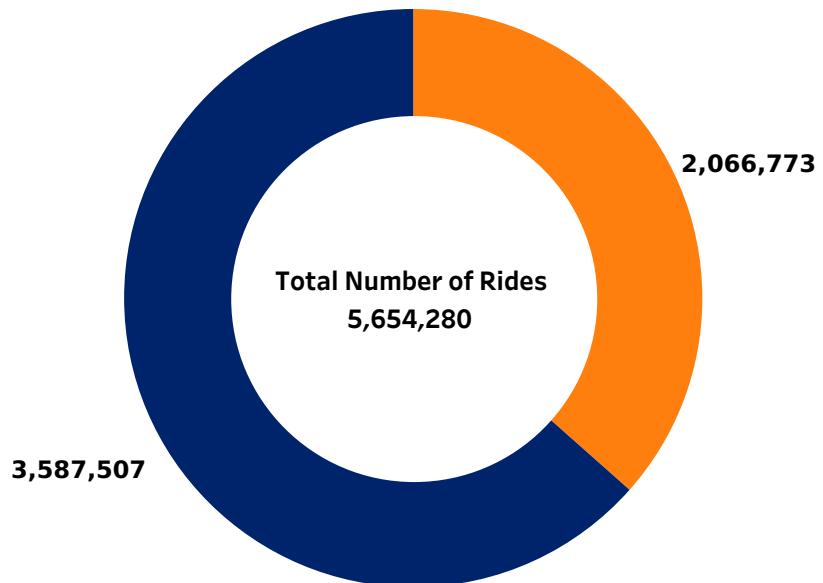
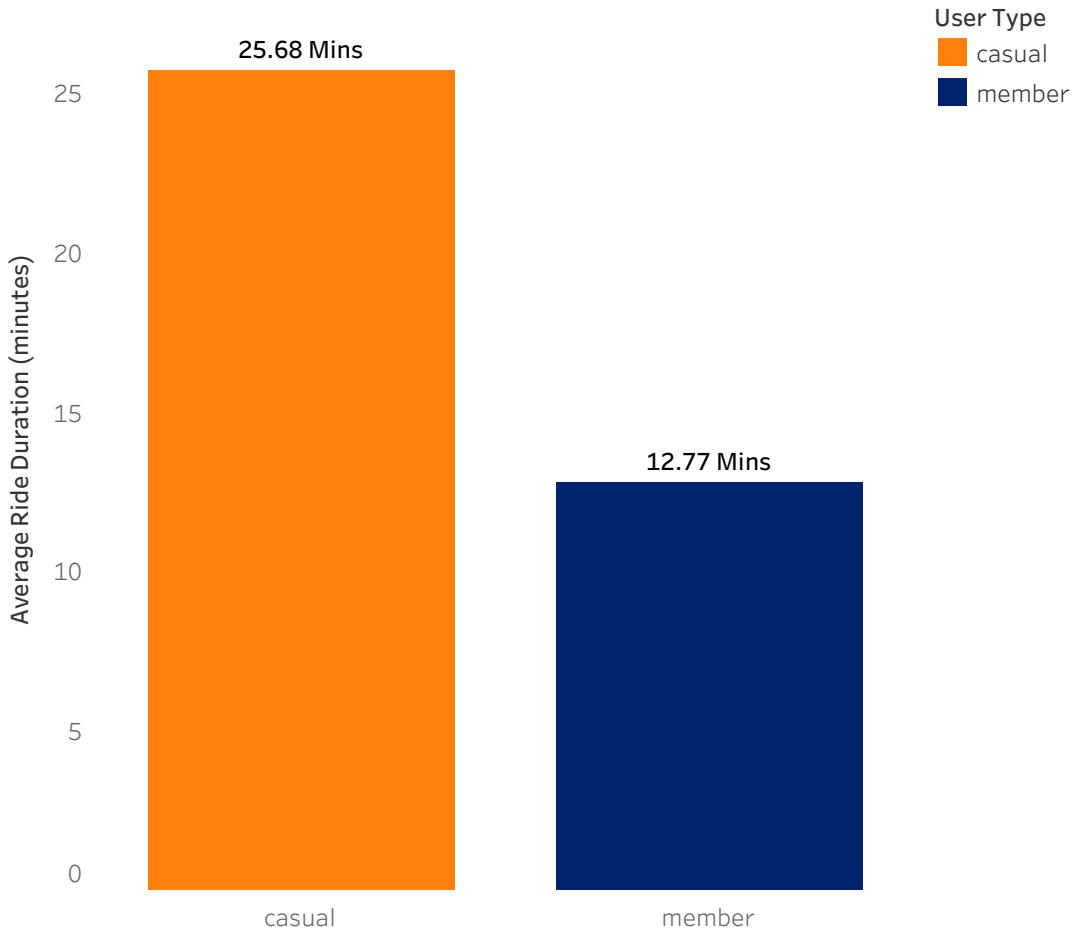


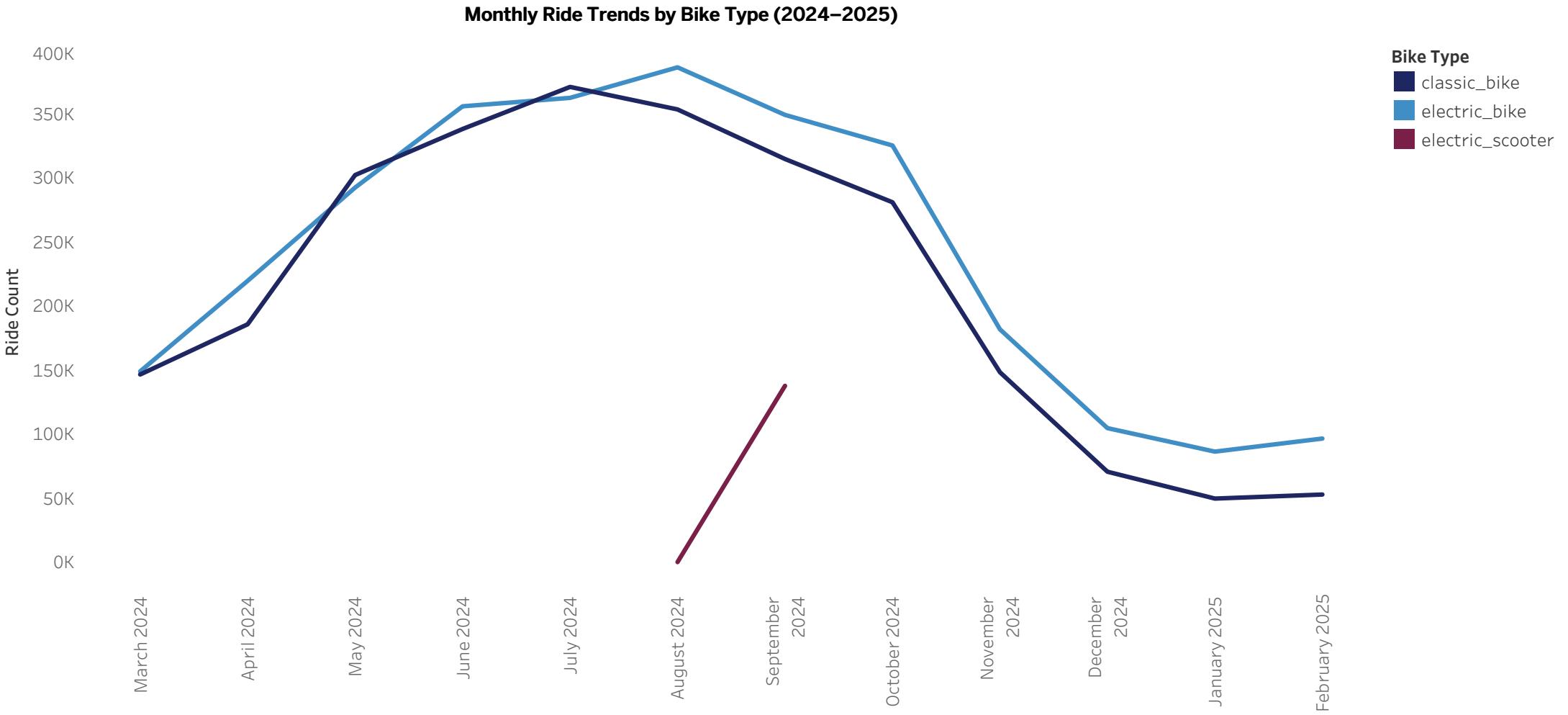
### Total Number of Rides

User Type  
casual  
member

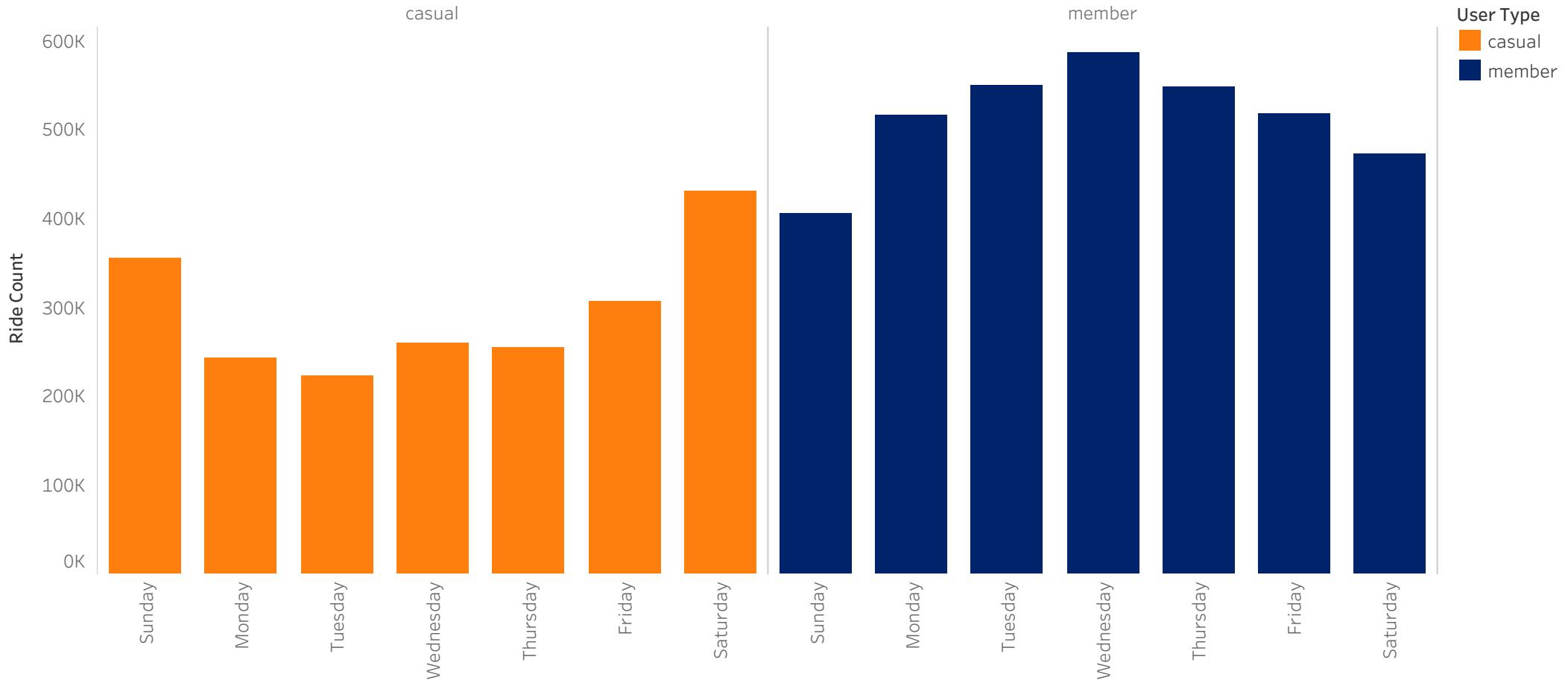


## Average Ride Duration

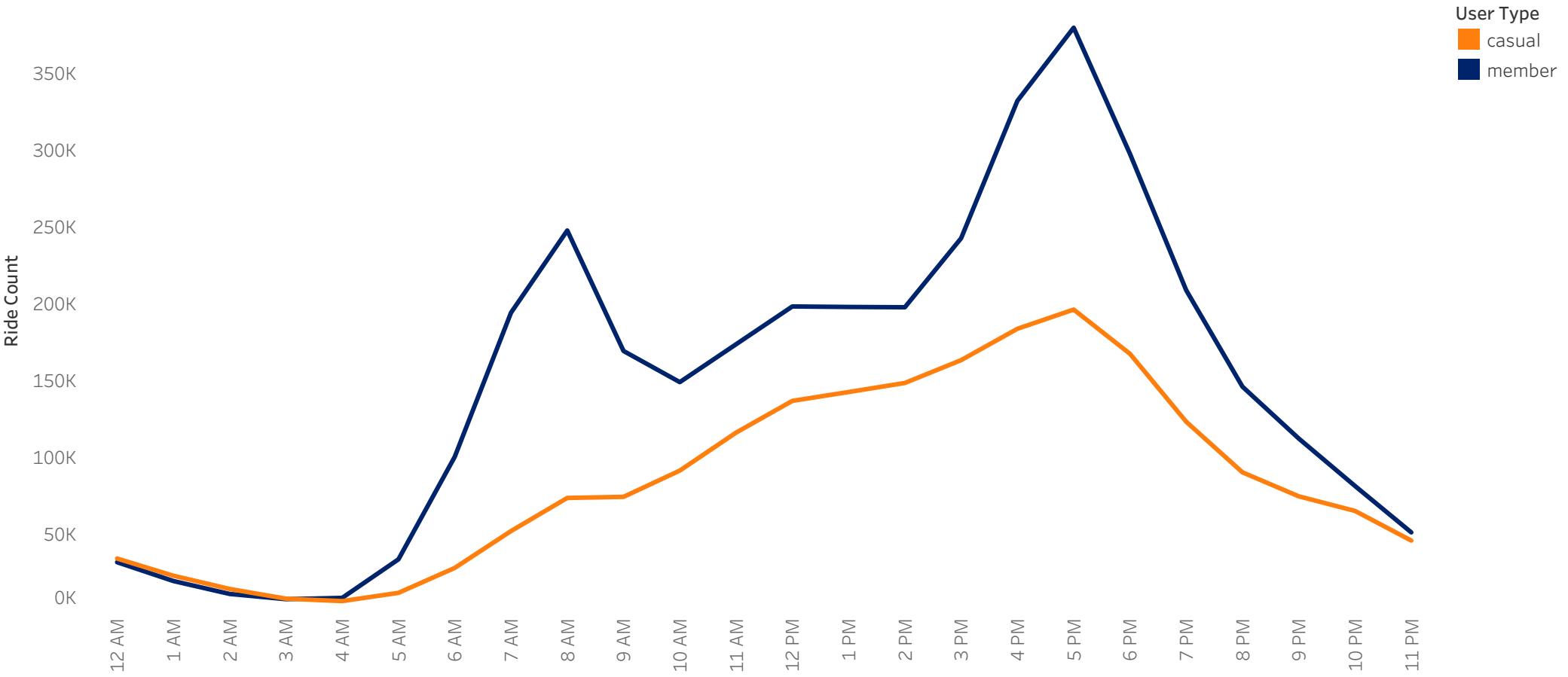




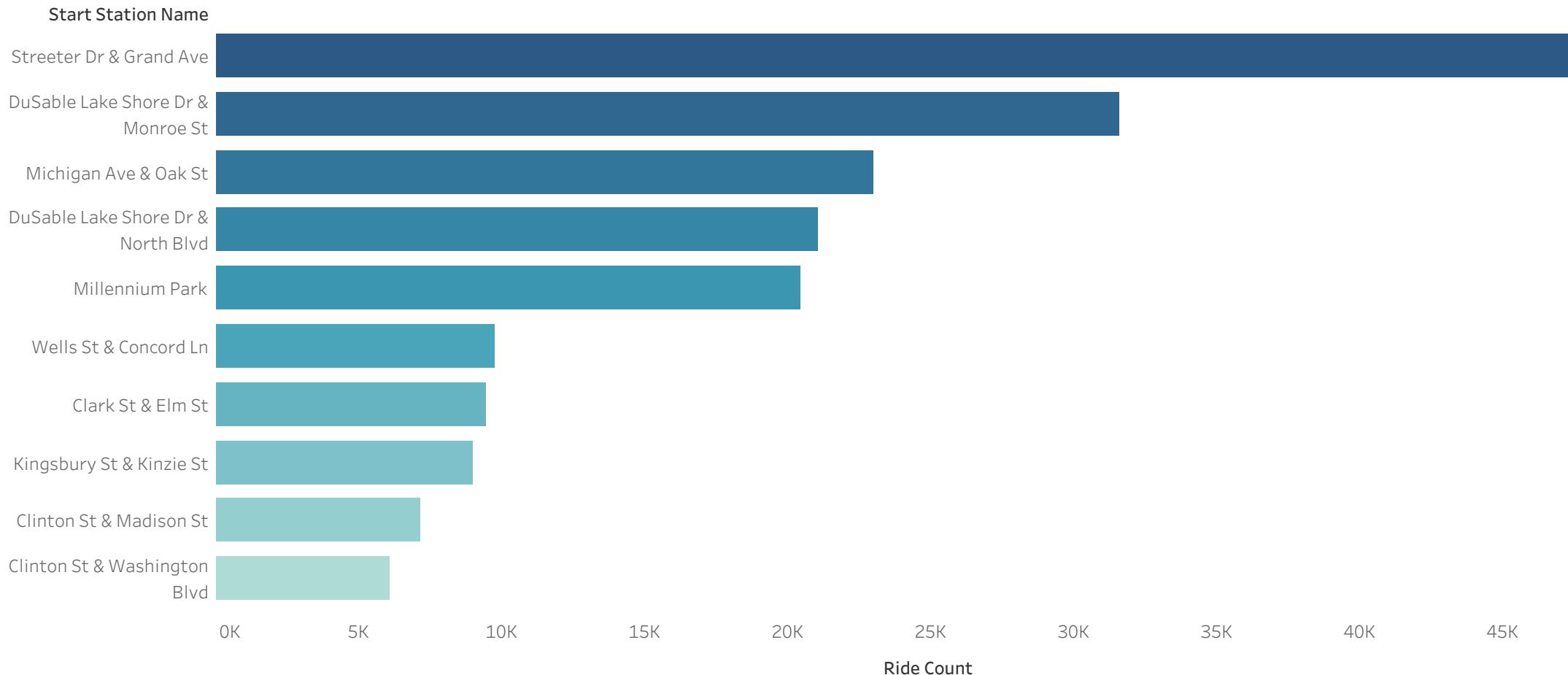
## Weekly Ride Behavior



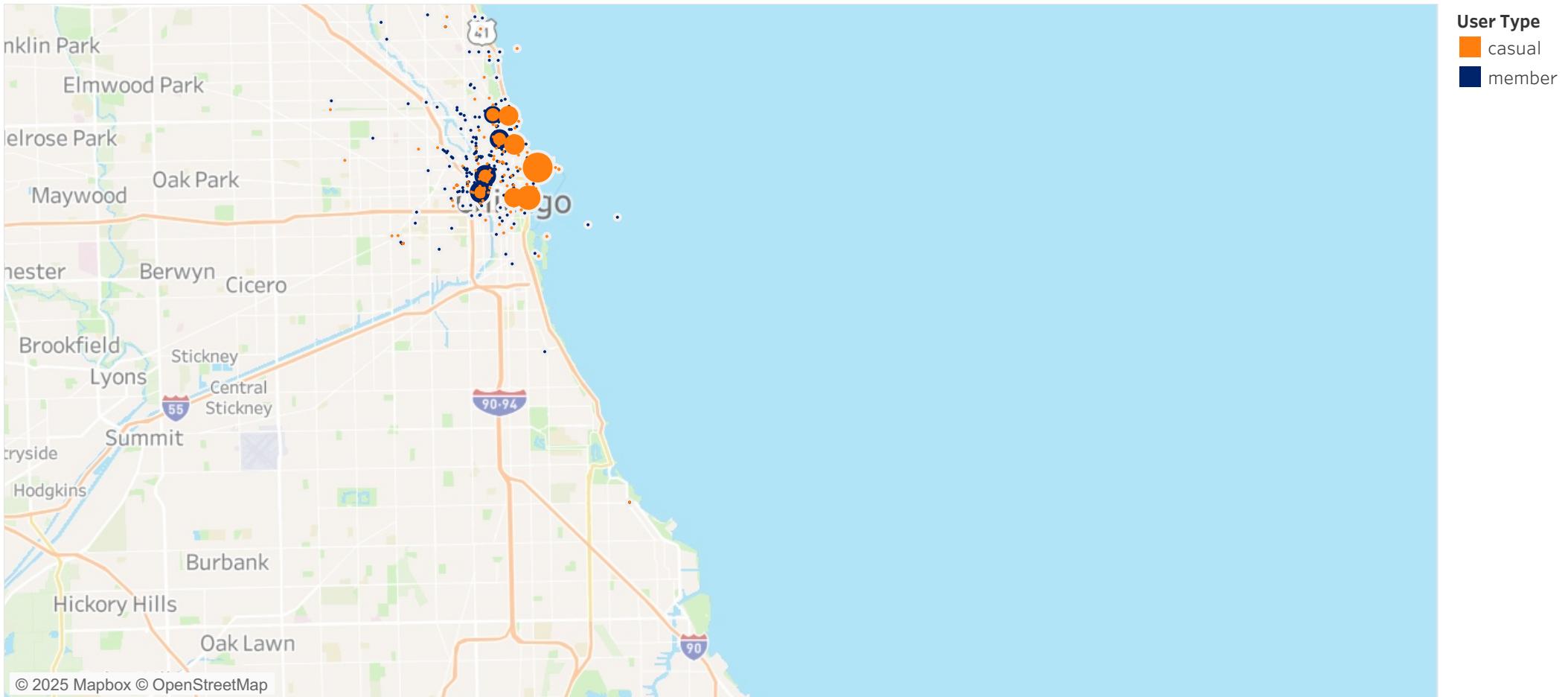
## Ride Volume by Hour of Day



### Top 10 Start Stations for Casual Riders



### Map of Start Locations



**User Type**

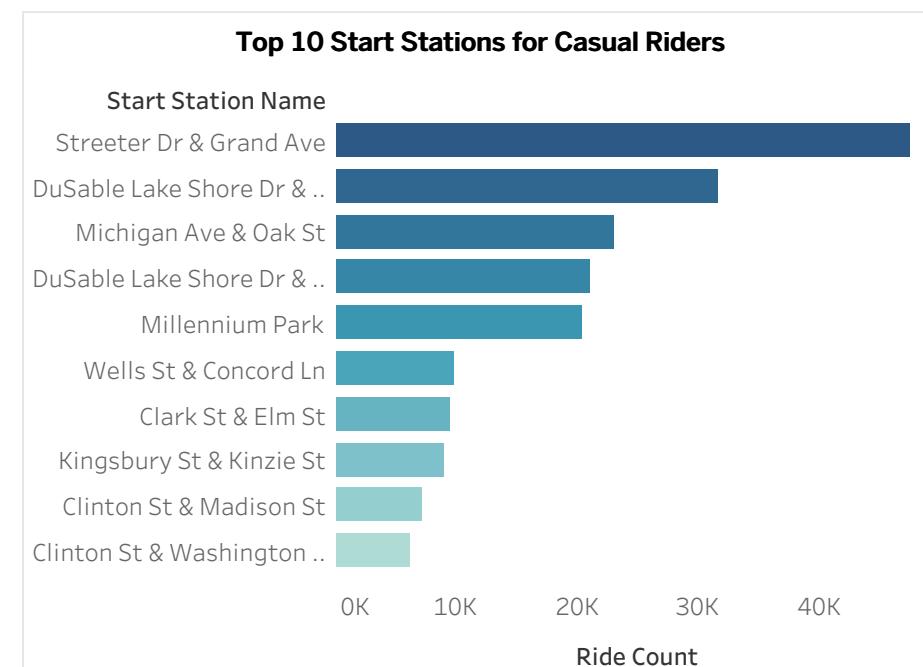
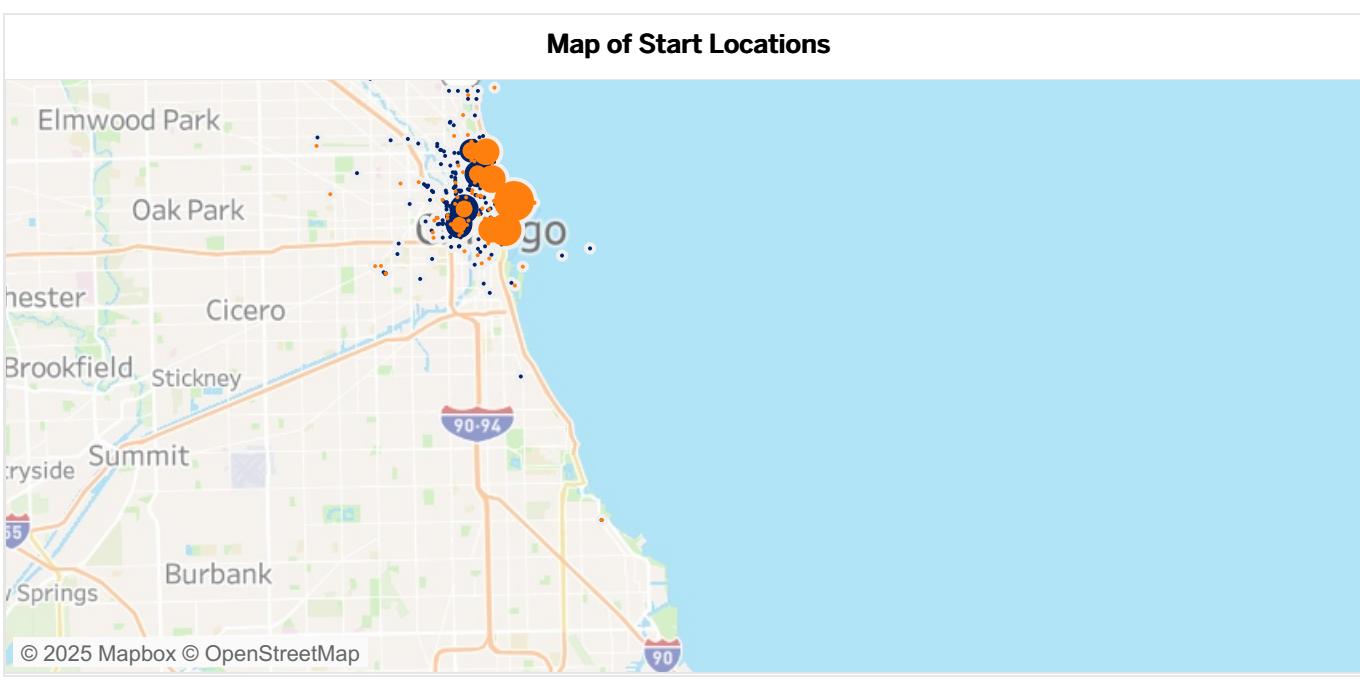
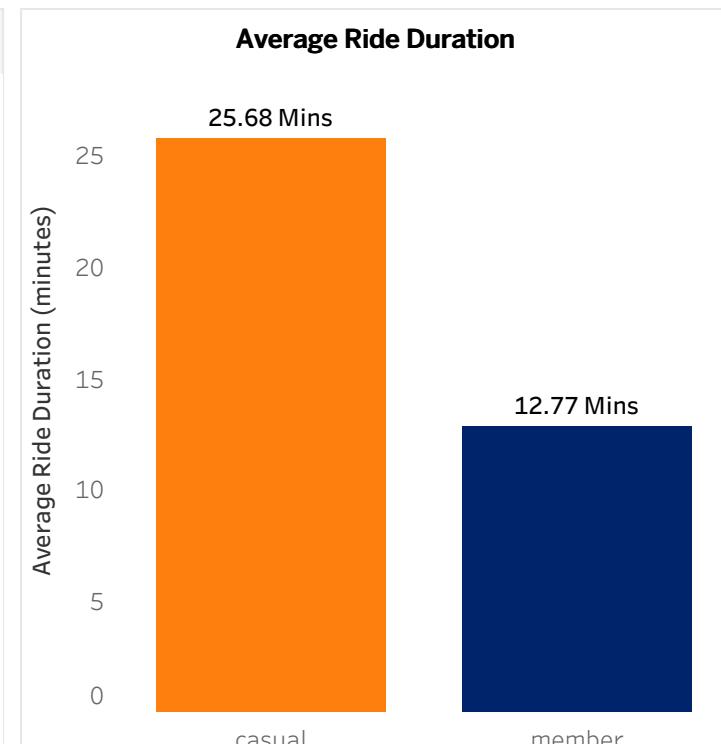
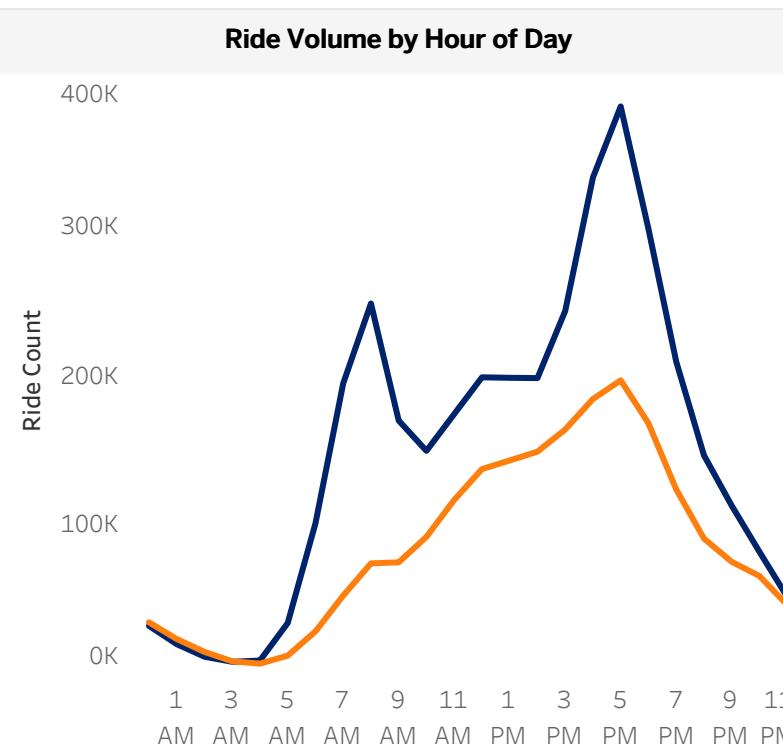
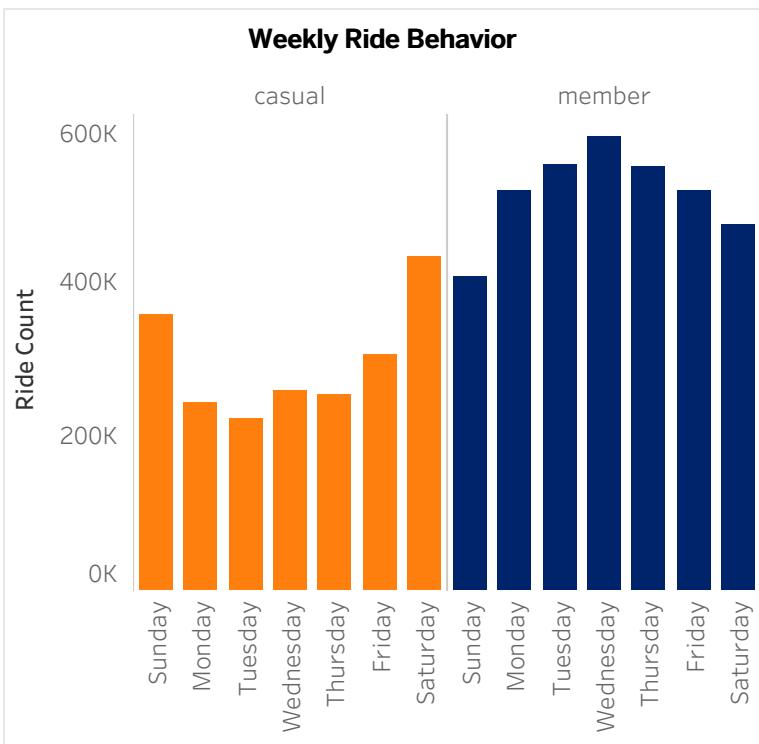
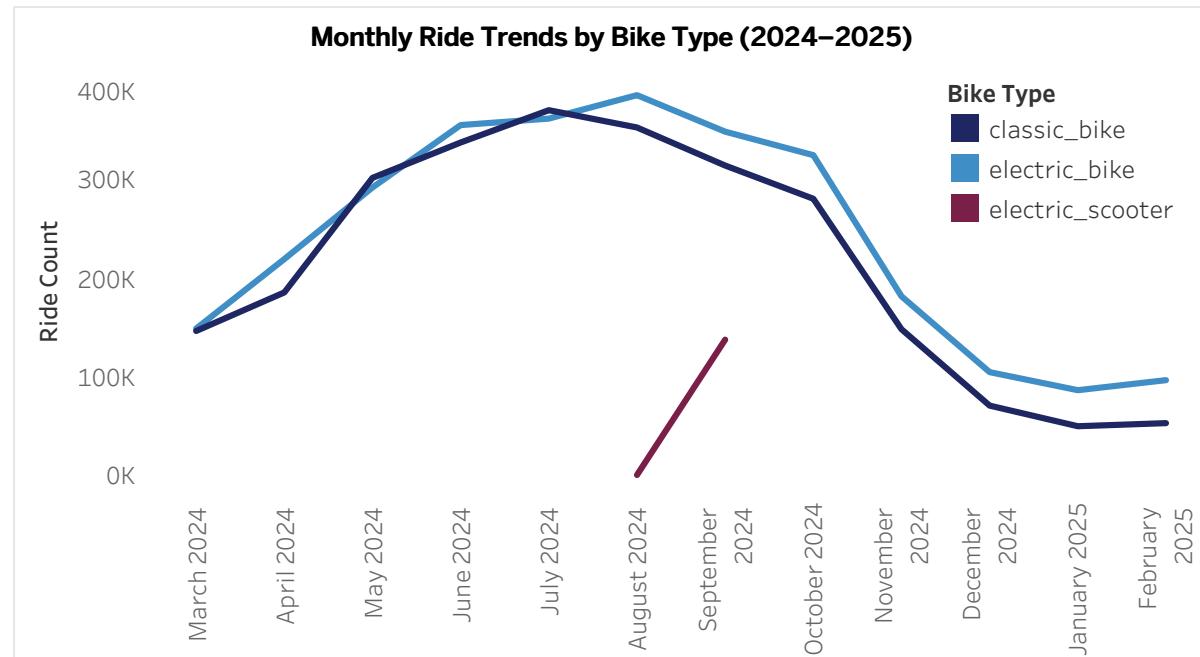
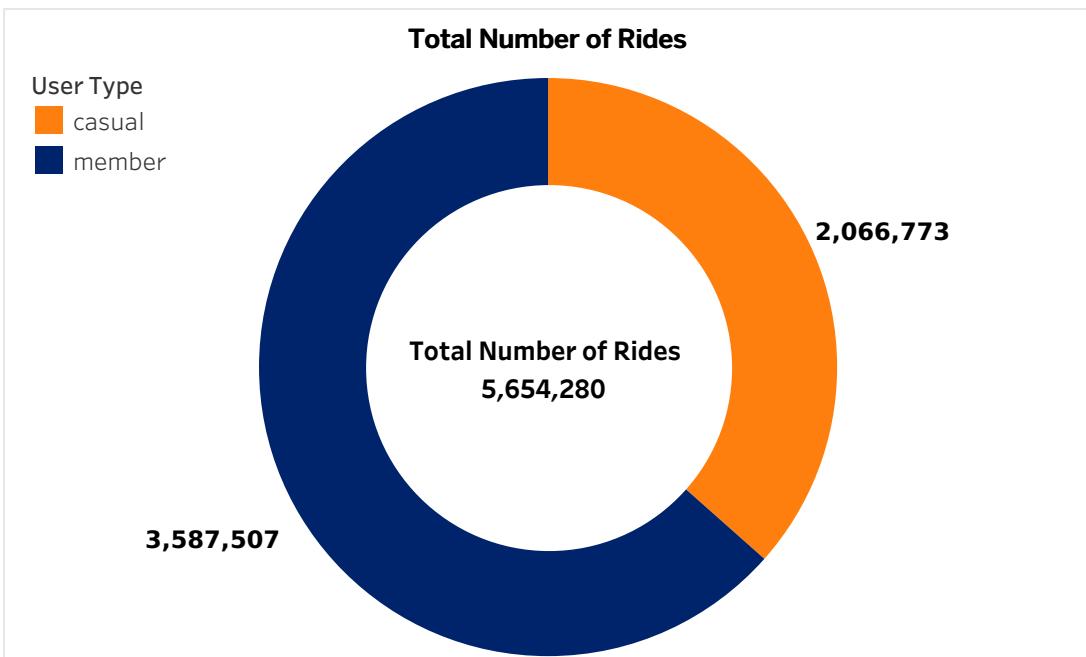
All

**Bike Type**

All

**Ride Year & Month**

All



#### Key Insights: Member vs Casual Rider Behavior (Mar 2024 – Feb 2025)

- Members ride year-round; casual riders peak in summer and weekends.
- Members commute more (Tue–Thu, 8–9 AM & 5–6 PM).
- Casual riders take longer rides, mostly for leisure.
- Casual riders use clusters near lakefronts & parks; members near workplaces.
- Strategic Opportunity:** Convert casual riders via cost-saving membership offers.

