Cyclistic Bike Share Analysis Summary

This report presents a concise summary of user behavior differences between Cyclistic members and casual riders. Insights are drawn from a full-year analysis of ride data covering ride duration, timing, and usage patterns.

# Key Insights

* 1. **Average Ride Length by Weekday**: Cyclistic members have shorter average rides on weekdays, with a slight increase on weekends. Casual riders show the opposite trend average longer rides on weekends and shorter rides on weekdays.
* 2. **Total Rides by Day of the Week**: Cyclistic members peak mid-week, especially on Wednesday, then decline toward the weekend. While casual riders peak on Saturdays and prefer weekends overall.
* 3. **Total Rides by Month**: Both user types peak in September. Rides drop sharply from September to January. Cyclistic members maintain stronger usage in November, while January is the lowest for both.
* 4. **Ride Hours by Month:** Casual riders take more ride hours in nearly all months except January and December. July is their peak month. Cyclistic members peak from May to October, with a slight rebound in November.
* 5. **Count of Hours by Month**: Cyclistic members dominate from May to October. Casual riders peak in July, then decline toward year-end.
* 6. **Ride Time of Day**: Cyclistic members prefer commute hours (7–8 AM, 5–6 PM). Casual riders prefer evening and night hours, with fewer morning rides.

# Conclusion

Cyclistic members demonstrate structured, commute-driven riding behavior, favoring weekdays and peak office hours. In contrast, casual riders exhibit leisure-oriented patterns, favoring weekends, longer ride durations, and non-commute hours. Understanding these distinctions is crucial for targeted marketing and service optimization.

# Recommendations

1. **Targeted Promotions**: Use app-based notifications or emails to target casual riders who frequently ride on weekends, promoting cost savings and convenience of membership.
2. **Membership Trials**: Introduce limited-time free or discounted trial memberships during peak casual riding months (e.g., summer) to showcase member benefits.
3. **Weekend-to-Weekday Engagement**: Offer incentives to casual riders for weekday use such as discounted weekday rides to encourage habits aligned with member behavior.