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USER BEHAVIOUR DIFFERENCES

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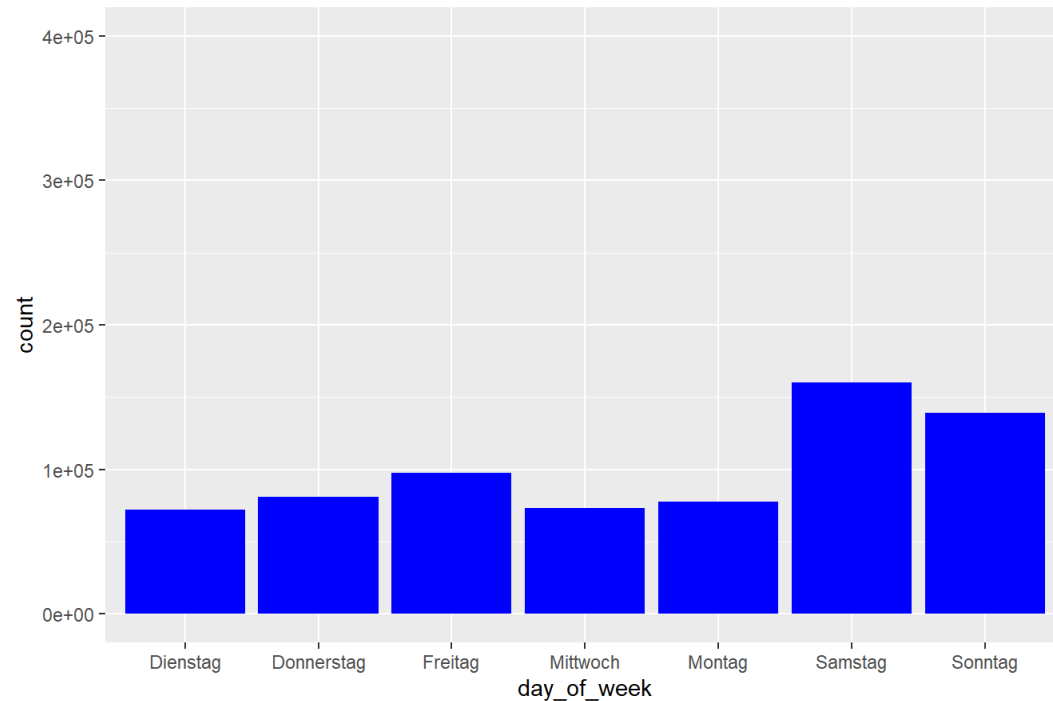
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QUESTION TO ANSWER

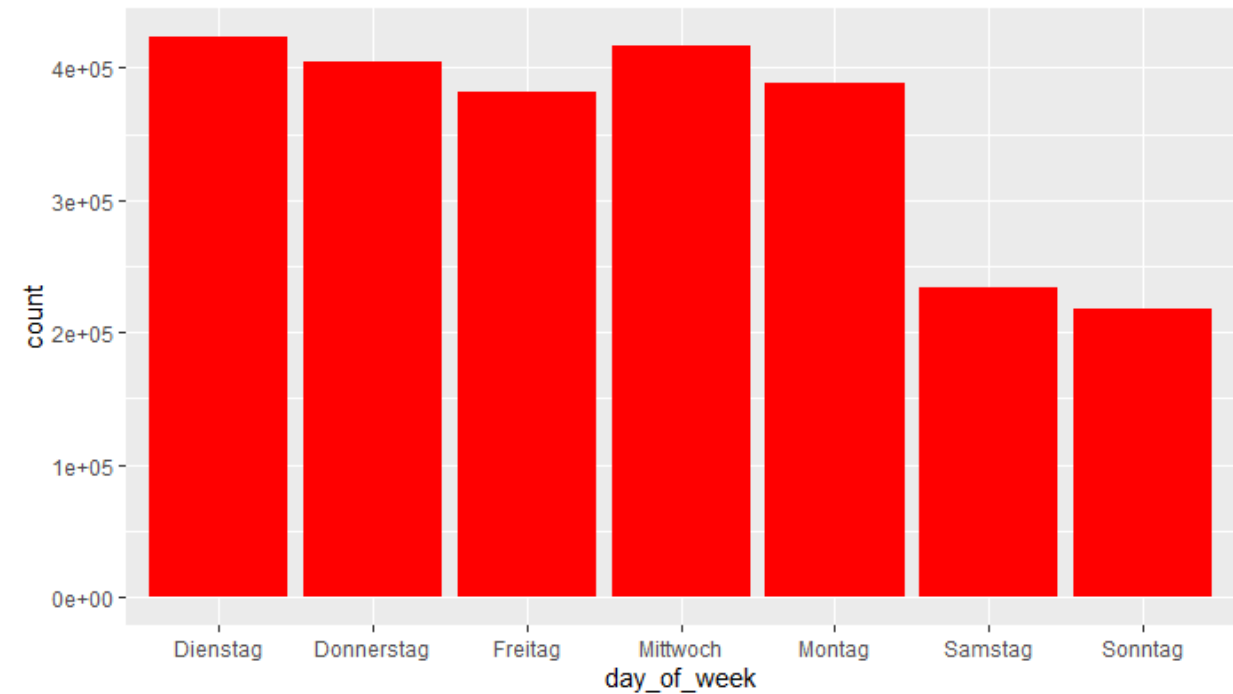
How do annual members and casual members use Cyclistic bikes differently?

CASUAL VS ANNUAL

Casual user behaviour



Annual user behaviour



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CASUAL

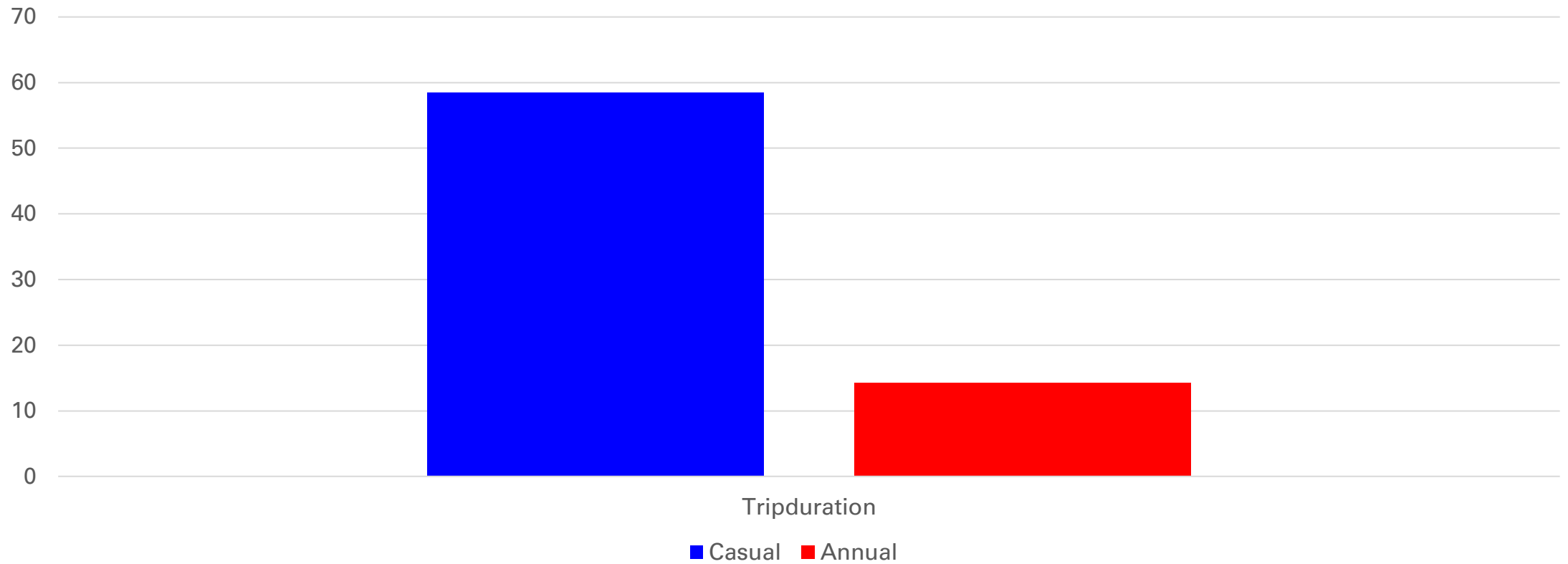
- Less overall activity
- Higher activities on weekends

ANNUAL

- More overall activity
- Higher activities during the week

CASUAL VS ANNUAL

Average trip durations



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CASUAL

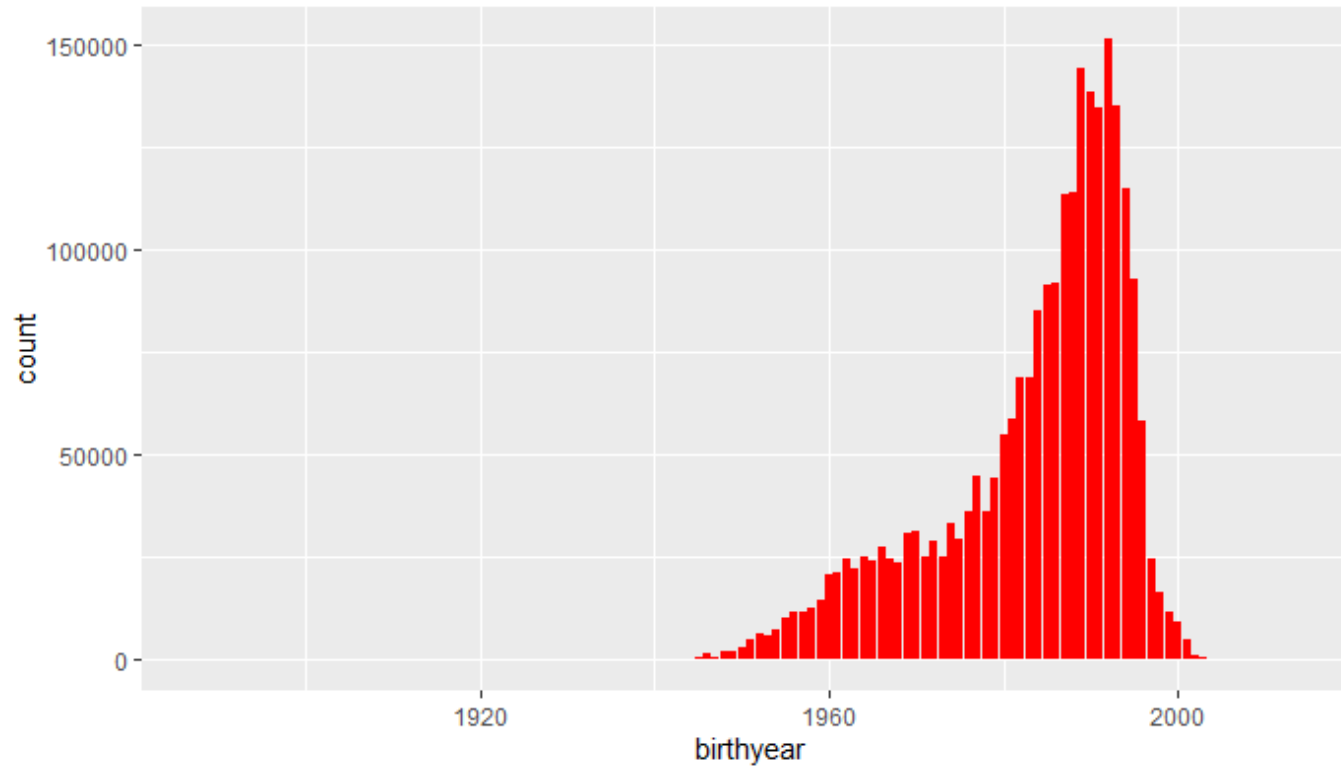
- Less overall activity
- Higher activities on weekends
- Longer trips on average

ANNUAL

- More overall activity
- Higher activities during the week
- Shorter trips on average

AGE DISTRIBUTION

Age distribution between annual users



- Younger people tend to purchase a subscription

CONCLUSION

CASUAL

- Longer, but less regular trips
 - e.g. spontaneous trips on weekends with friends

ANNUAL

- Short and regular trips
 - e.g. to school or to work
- Young people



SUGGESTION

Another in-depth analysis could prove conclusion. This could then lead to the elaboration of additional, more fitting subscription options, which would boost profit long term.

SOURCES

- <https://divvy-tripdata.s3.amazonaws.com/index.html>