Cyclistic Bike-Share Usage Analysis

(Based on 12 Months of Trip Data)

Total Rides
4.23M

Avg Ride Duration
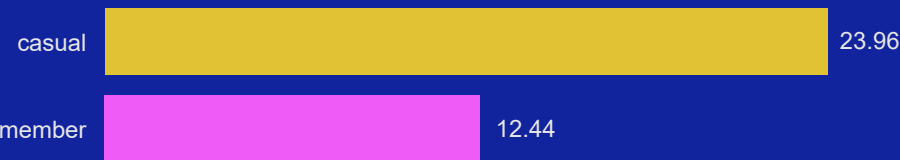16.54

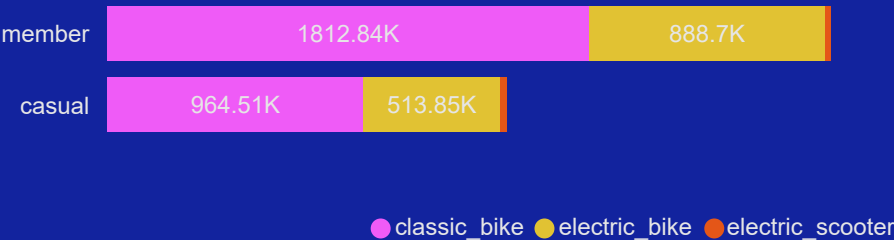**Total Casual Rides**
1.50M

Total Member Rides
2.72M

Average Ride Duration Comparison

casual — 23.96
member — 12.44

Bike Type Preference

member — 1812.84K | 888.7K
casual — 964.51K | 513.85K

● classic_bike ● electric_bike ● electric_scooter

Member Type

Select all
casual
member

Station

Select all
2112 W...
21st St &...
63rd St Beach

Date

Select all
Oct 2023
Nov 2023
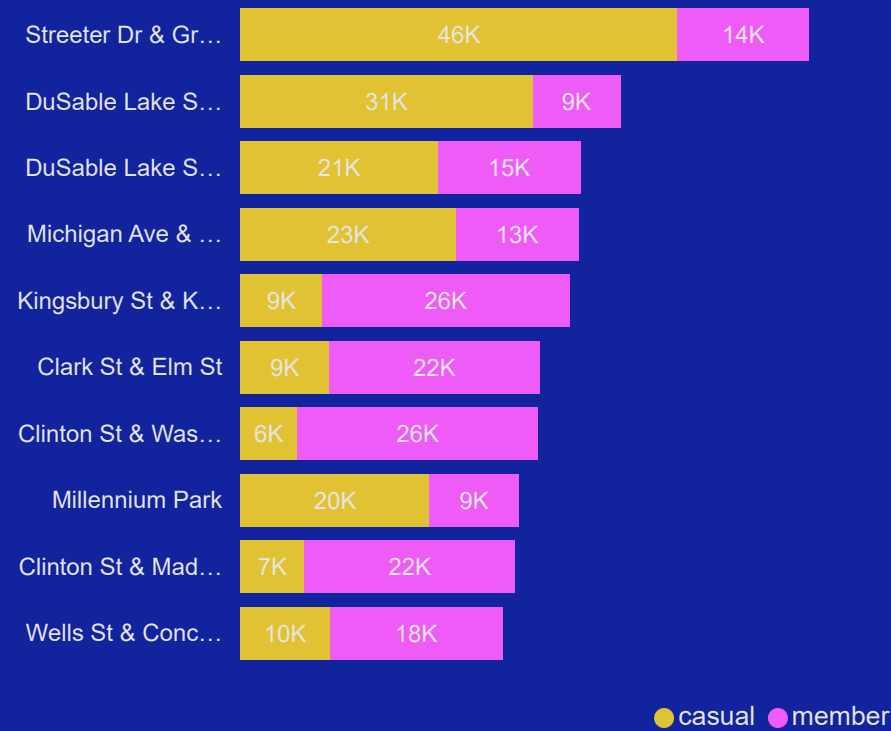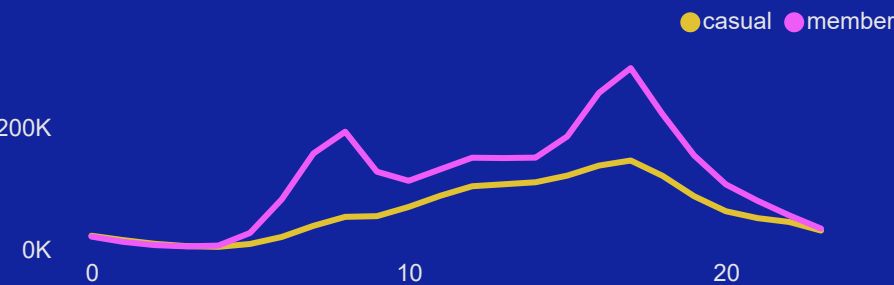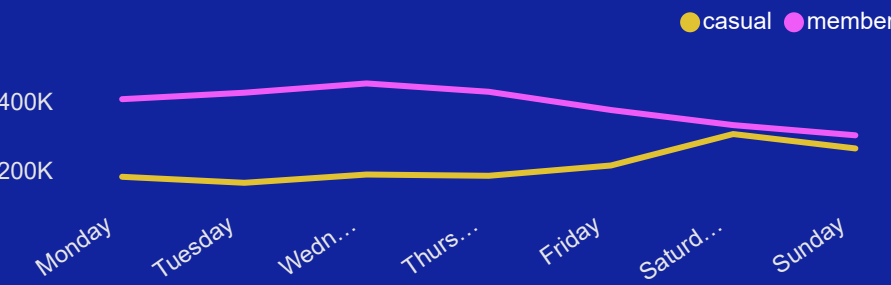Dec 2023

Top 10 Stations

Station	casual	member
Streeter Dr & Gr...	46K	14K
DuSable Lake S...	31K	9K
DuSable Lake S...	21K	15K
Michigan Ave & ...	23K	13K
Kingsbury St & K...	9K	26K
Clark St & Elm St	9K	22K
Clinton St & Was...	6K	26K
Millennium Park	20K	9K
Clinton St & Mad...	7K	22K
Wells St & Conc...	10K	18K

● casual ● member

Popular Ride Times by Hour

● casual ● member

200K

0K

0   10   20

Weekly Usage Trend by User Type

● casual ● member

400K

200K

Monday Tuesday Wedn... Thurs... Friday Saturd... Sunday

Monthly Usage Trend by User Type

● casual ● member

Month	member	casual
January	96.08K	17.71K
February	146.55K	38.17K
March	167.44K	62.8K
April	203.81K	93.93K
May	274.66K	167.46K
June	285.95K	208.4K
July	308.97K	231.97K
August	312.81K	228.52K
September	320.84K	216.14K
October	273.43K	130.27K
November	202.66K	72.06K
December	130.44K	36.68K

Month

CONCLUSION

After analyzing Cyclistic's bike usage data, clear patterns emerged in how casual riders and annual members use the service.

Casual riders tend to use bikes more frequently on weekends and holidays, often during midday hours, suggesting a preference for recreational use.

Annual members have a more consistent usage pattern throughout the week, including weekdays, which implies a higher likelihood of commuting purposes.

These insights underscore the potential of converting casual riders into annual members by addressing their needs for convenience and cost savings.

RECOMMENDATIONS

Introduce Flexible Membership Plans for Casual Riders
Cyclistic could offer a **"Weekend Membership"** option with discounts or perks for users who primarily ride on weekends. This limited membership can act as a transitional step for casual riders, making it easier to upgrade later to full annual membership.

Targeted Marketing During Peak Casual Rider Times
Marketing efforts, including email campaigns and app notifications, should be scheduled during peak times for casual riders (e.g., weekends and midday). By using personalized messaging that highlights the benefits of membership, such as unlimited rides and discounts on longer trips, Cyclistic can reach potential members at times they are most likely to engage.

Utilize Social Media and Geotargeted Ads to Reach Local Residents
Since many casual riders use bikes for leisure and may be local residents, Cyclistic can run geotargeted social media campaigns focusing on areas with high casual ridership. Ads can emphasize the convenience and affordability of annual memberships for frequent local trips.

NEXT STEPS

Pilot the New Membership Plans: Testing a limited "Weekend Membership" in specific high-usage zones and gathering data on uptake and satisfaction can validate if casual riders will respond positively.

Gather Additional Demographic Data: Understanding age, profession, or commuter status can further refine marketing strategies, especially for targeting commuters or regular users.

Feedback Collection from Casual Riders: Deploy surveys or app feedback prompts to casual riders, gathering insights on their interest in membership options and what could encourage a transition to annual membership.