



Annual members and casual riders

Differences in bike usage

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The Problem

- How can we turn casual riders into annual members?
- How do annual members and casual riders use Cyclistic bikes differently?



The Data

- The last twelve months' trip data collected at the bike stations.

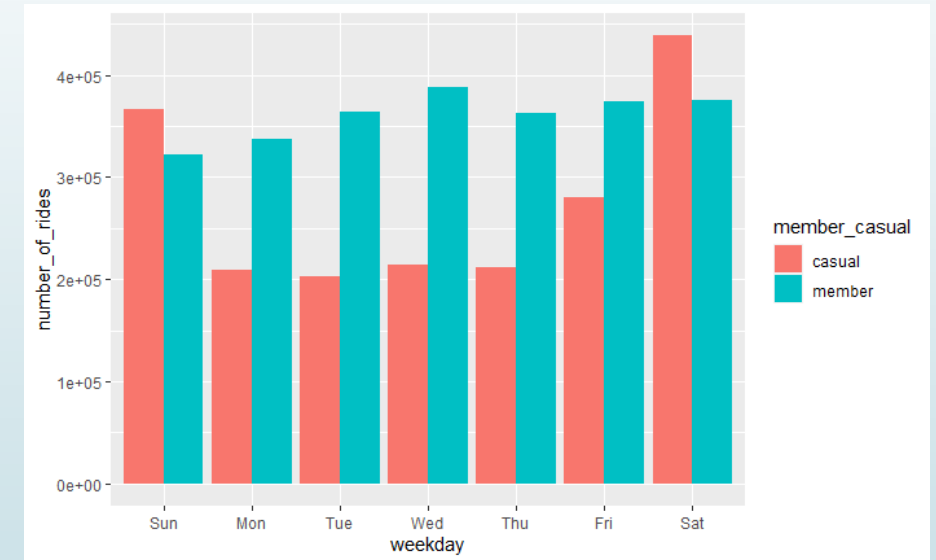


The Analysis Process

- The data was joined into a single table, cleaned and some calculations were made and visualized.

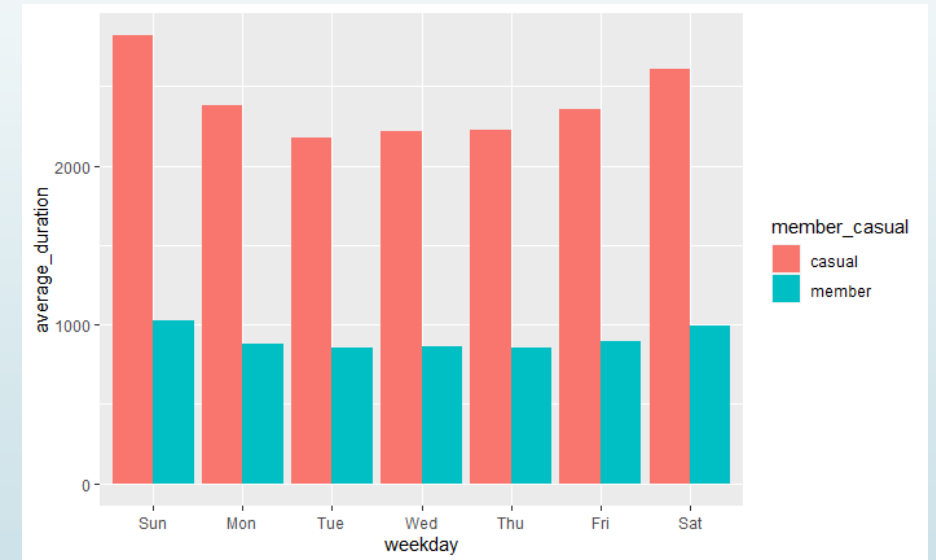
Number Of Rides By Rider Type By Day Of The Week

- Member usage is somewhat consistent.
- Casual usage peaks during the weekend.



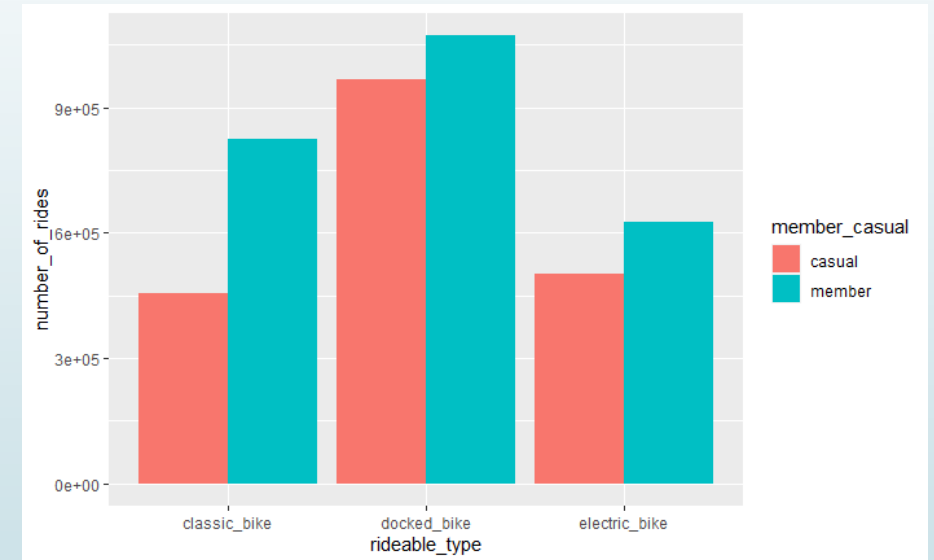
Average Ride Length By Rider Type By Day Of The Week

- Casual riders take longer rides than members.



Number Of Rides By Rideable Type By Rider Type

- Both types of users prefer docked bikes.
- The difference is bigger on casual riders.





Recommendations

- Mobility advantages of weekday / daily usage and benefits of membership.
- Mobility advantages of the usage for shorter distance and cost/benefit relationship of membership.
- Membership for easier use of all types of bikes and reinforcement of docked availability.



Discussion

Credits:

André Barbosa

Data used under license by Motivate International Inc. and the city of Chicago

Study based on previous work by Kevin Hartman

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