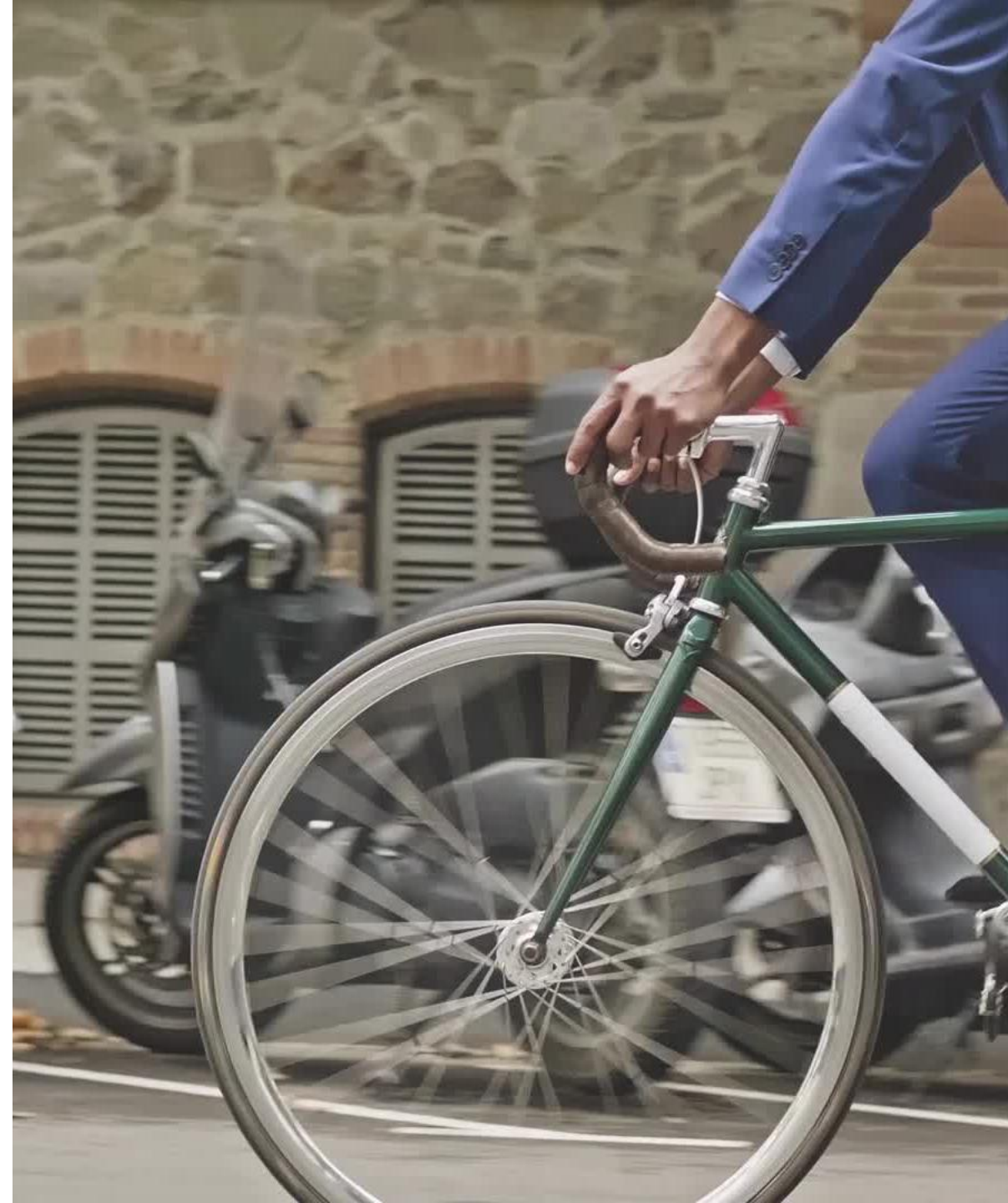

CYCLISTIC BIKES

HOW DO ANNUAL MEMBERS
AND CASUAL RIDERS USE
CYCLISTIC BIKES DIFFERENTLY?

March 2025

Bassam Kasar



GOAL FOR OUR DISCUSSION TODAY



Identify Difference between Member and Casuals in Q1 2019 and 2020

We will discover the difference between members and casuals using analytics of **Trips**, **Days**, and **Stations**



Provide recommendations to increase members

We will discover potentials to **increase number** of **members** based on analytics

CYCLICT BIKE-SHARE: A DATA-DRIVEN APPROACH TO GROWTH



To get started, I encourage you to revisit the case study document:

"Case Study 1_How does a bike-share navigate speedy success.pdf".

"Divvy_Trips_2019_Q1_V1.CSV".

"Divvy_Trips_2020_Q1_V1.CSV".



It likely contains more details about Cyclict's specific challenges and what they hope to achieve.

EXPLORING CYCLICT RIDERSHIP PATTERNS

1. Number of Trips depend on Day of Week

- We will see the number of **Trips** of both members and casuals with visuals

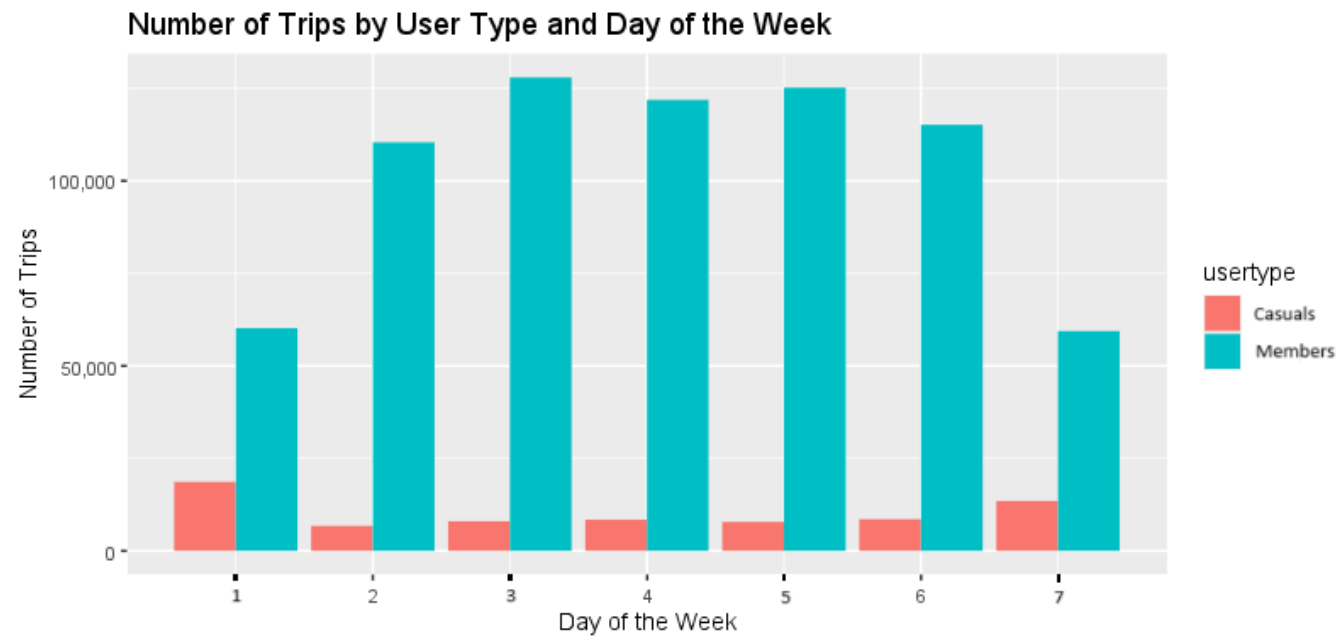
2. Number of Ends depend on End stations

- We will see the number of **Ends** of both members and casuals with visuals

3. Number of Starts depend on Start stations

- We will see the number of **Starts** of both members and casuals with visuals
-

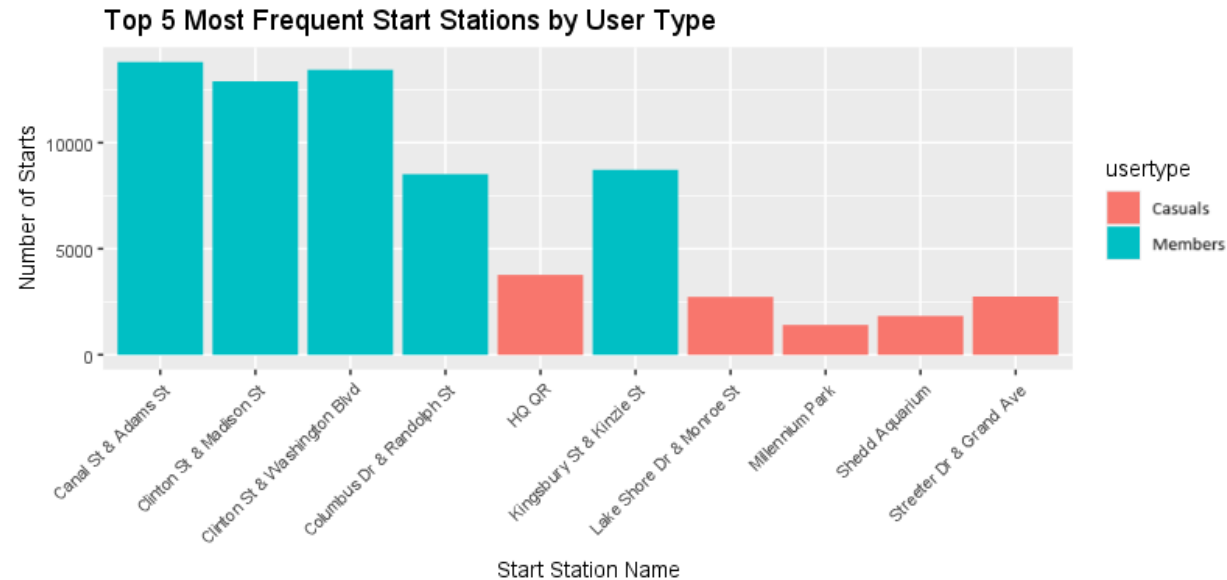
NUMBER OF TRIPS DEPEND ON WEEKDAYS



Key takeaways

- 1 is Sunday and 7 Saturday
 - Highest Trips of Members on Tuesday while Casuals on Sunday
 - Lowest Trips of Members on Saturday while Casuals on Monday
-

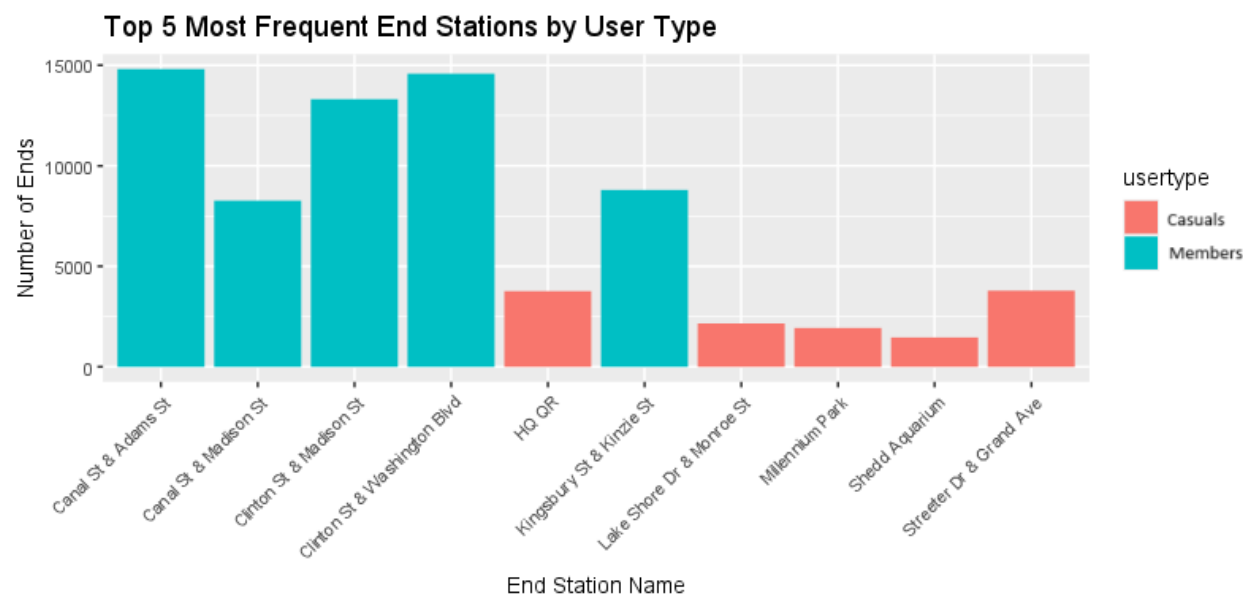
TOP 5 MOST FREQUENT START STATIONS BY USER TYPE



Data Overview

- Data show the most used **Start stations**
- Most start station used by **Casuals** is **HR HQ station**
- Most start station used by **Members** is **Canal St & Adams St**

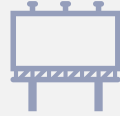
TOP 5 MOST FREQUENT END STATIONS BY USER TYPE



Data Overview

- Data Show the most used **End Stations**
 - Most end station used by **Casuals** is **HR HQ station**
 - Most end station used by **Members** is **Canal St & Adams St**
 - Here show that both **highest start and end station are same**
-

WHAT SHOULD CYCLISTIC BIKES DO AFTER SEEN



Advertise at start, end stations, and highest Weekdays of customers



Promotion of annual member at start, end stations, and highest Weekdays of customers



Prepare to number of subscribers expected to come



Extend over the Chicago city for avoiding bike traffic