

Summary: How Members and Casual Riders Use Cyclistic Differently

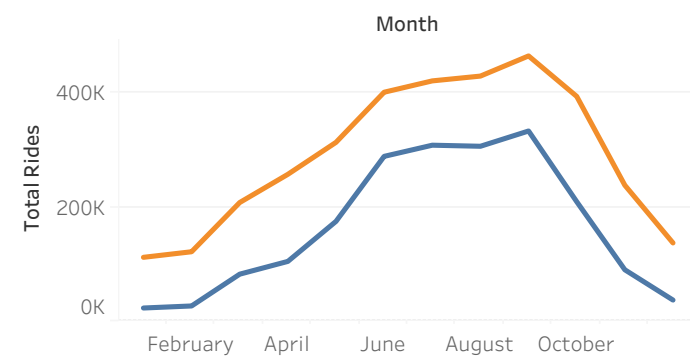
Annual members take significantly more rides, especially on weekdays. This suggests regular, commuter-style usage.

Casual Riders take longer trips, with usage peaking on weekends. This indicates a preference for recreational or leisure rides.

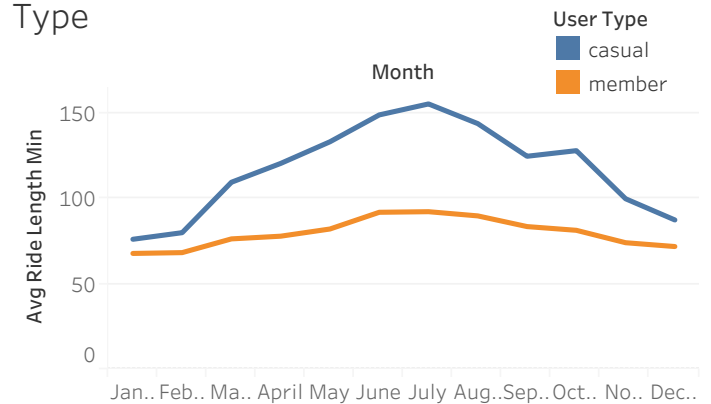
Insight: Cyclistic should focus marketing efforts on converting casual users by promoting membership benefits for weekend and leisure use.

At the same time, support continued member growth by enhancing weekday ride infrastructure and convenience.

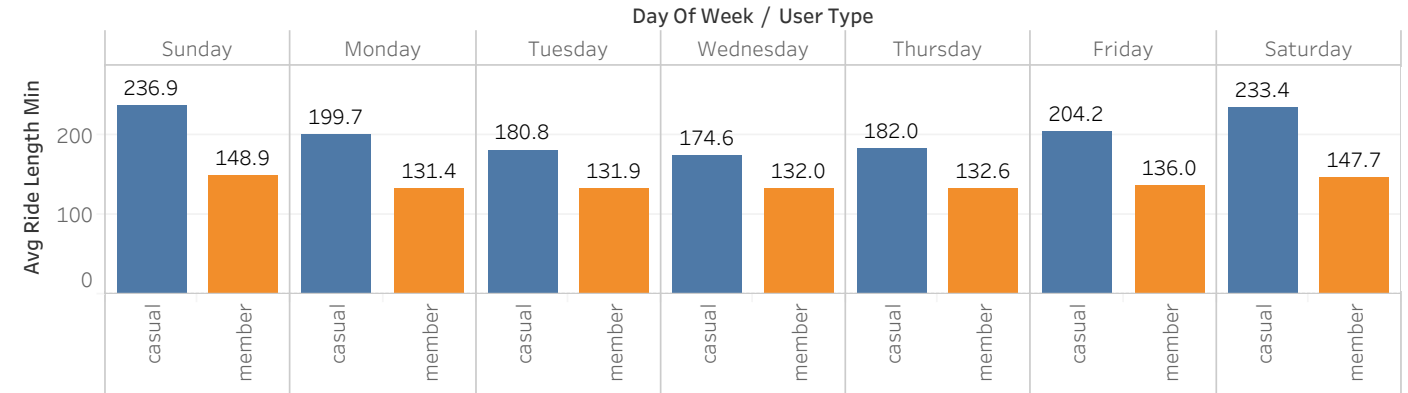
Monthly Ride Volume: Members vs. Casual Riders



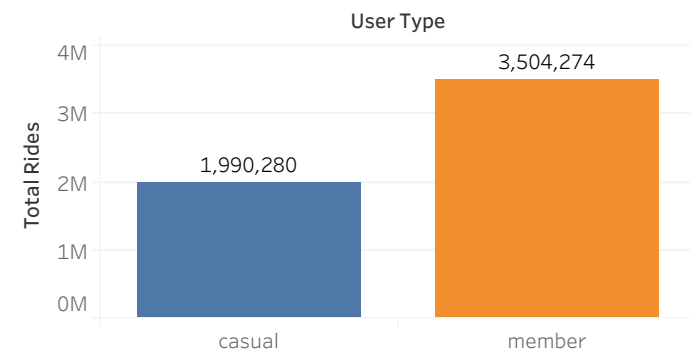
Avg Ride Duration per Month by Rider Type



Average Ride Length by Day of Week



Annual Members Take More Than 3.5 Million Rides



Total Rides by Day of Week

