



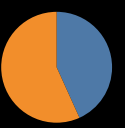
# CYCLISTIC DASHBOARD

## OVERVIEW OF CYCLISTIC BIKE-SHARE

Cyclistic, a Chicago based Bike-share company has 1.92 million casual users and 2.53 million member users of the cyclicistic bikes, making it a total of 4.46 million users.

The most famous bikes are docked bikes which has 46.96% member and casual users.

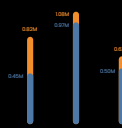
### Rides by User Type



● Casual  
● Member

\*Hover over the graphs for detailed analysis and statistics.

### Rides by Bike Type



Average Ride Length  
(Member)  
23.01 minutes

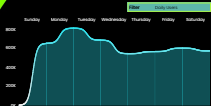
Busiest Day  
Monday

Busiest Month  
June

Average Ride Length  
(Casual)  
33.41 minutes

Average Ride Length  
(Member)  
14.53 minutes

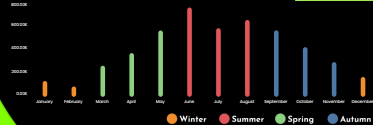
### Rides by Day of week



The busiest day of the week overall was Monday whereas it was Monday with respect to casual users and Friday with respect to member users.

	Lowest	Highest
Casual	Thursday 5.995%	Monday 11.395%
Member	Tuesday 6.395%	Friday 7.495%
Overall	Wednesday 6.631%	Monday 9.755%

### Rides by Month & Season

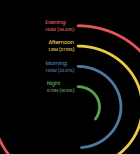


Summer records the highest riders and Winter records the lowest riders across all types.  
\*Hover over the graphs for detailed analysis and statistics.

Busiest Season  
Summer

Busiest Time  
Evening

### Rides by Time of day



Evening time of the day has the highest riders with 34.43% of total rides followed by Afternoon with 27.10% then Morning 22.37% and then finally Night with 16.10%.

## Conclusion

- Casual users rode for 19 minutes more than the member users.
- 50% casual users used docked bikes and the remaining 50% used electric and classic bikes.
- Approximately half casual users rode bike in summer and the other half rode bike in the remaining 3 seasons.

## Recommendations

To convert more casual users into member users

- Cyclistic should offer perks and benefits keeping the usage of casual users in mind.
- In order to capitalize over the huge casual users market, they should offer discount for membership to casual users.
- They should make the casual users realize the benefits of joining a membership program by emphasizing on the membership benefits.