

# Cyclistic membership

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**Last Updated:** September 29th, 2021

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# Purpose Statement

## Objective

Identify how **annual members** and **casual riders** use Cyclistic bikes differently.

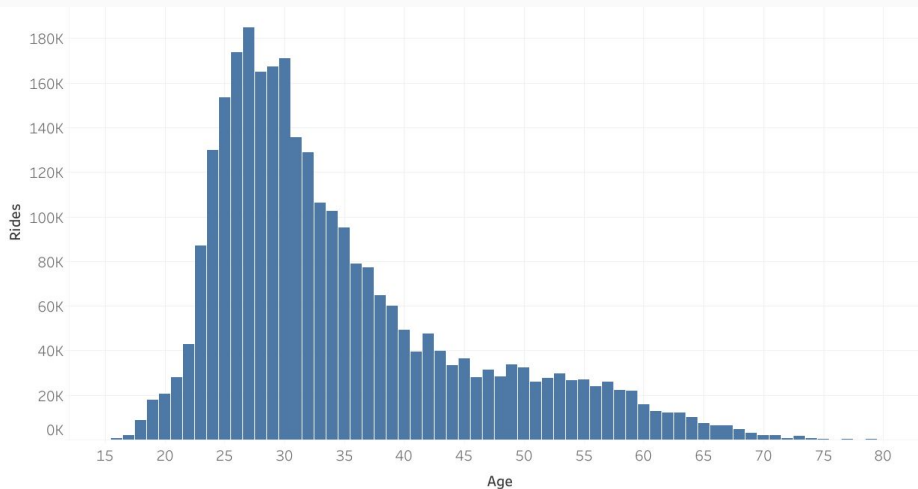
# The Data

2019 Q2 - 2020 Q1

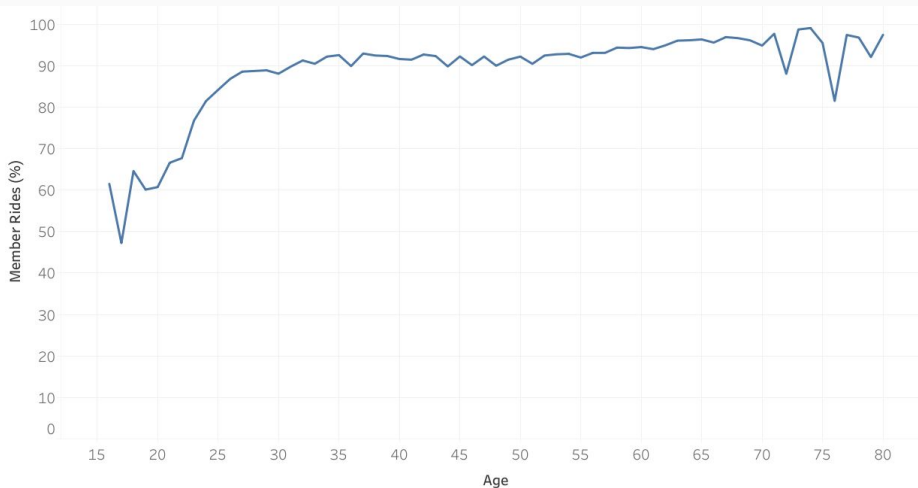
# Age

- 40.31% of rides are from users under the age of 30
- Membership for users under 30 is 65.16%
- Membership for users 30 and over is 93.09%
- Older riders are more likely to be members

Count



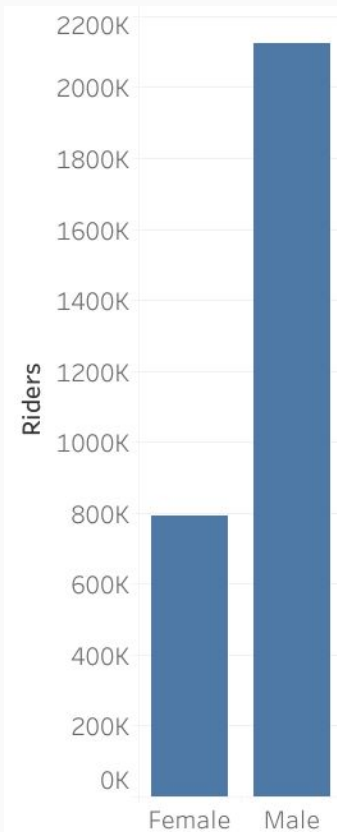
Membership



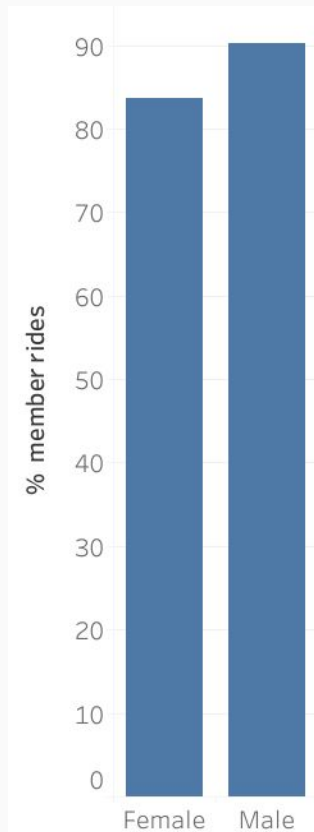
# Gender

- 27.15% of rides are from female users
- 72.85% of rides are from male users
- 83.62% of female users are members
- 90.17% of male users are members
- Male users are more likely to be members

Count

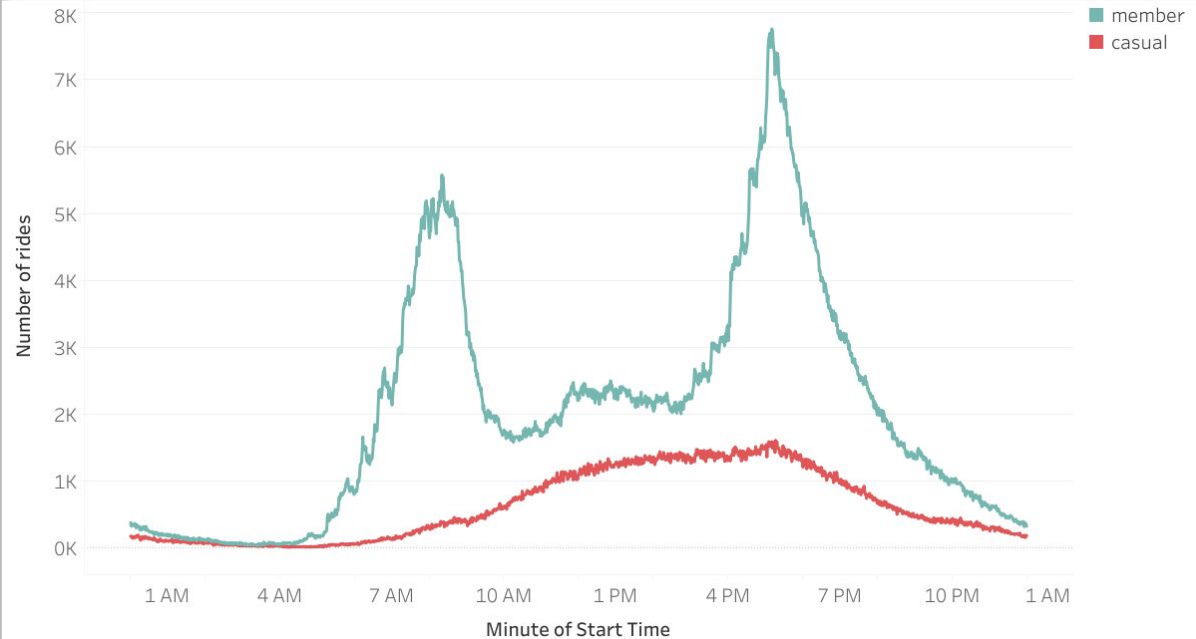


Membership



# Start time

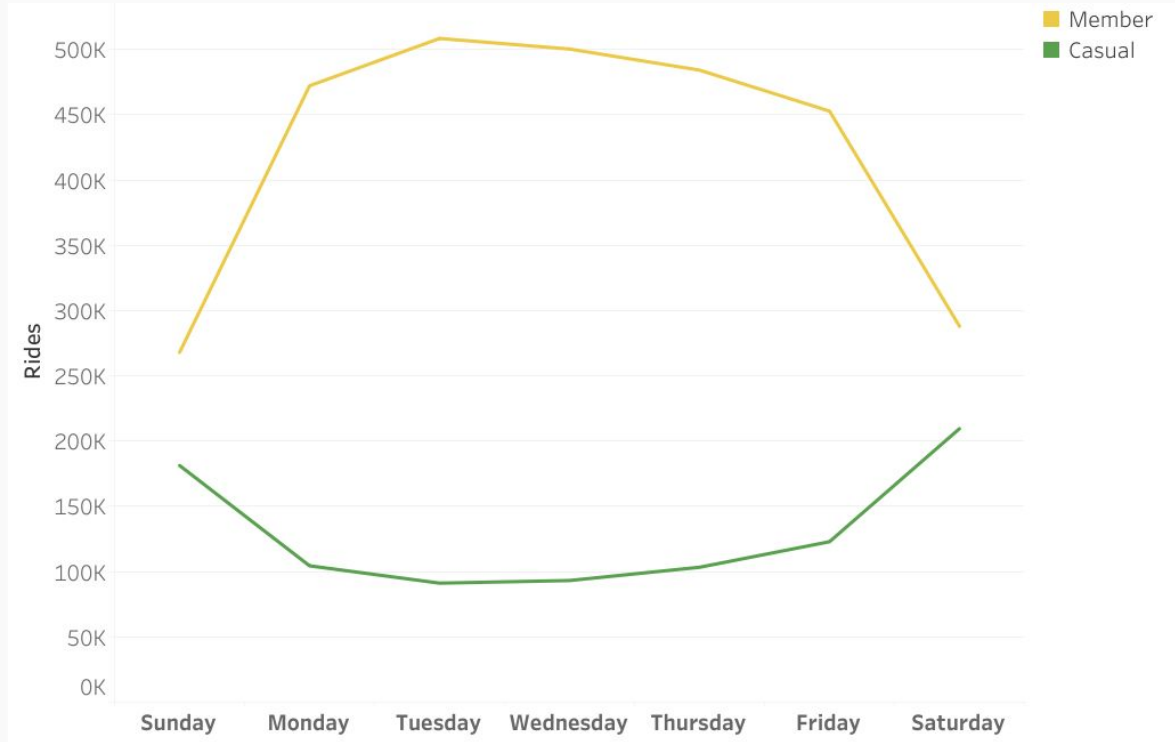
- Member rides spike between 7:00am-10:00am and again between 4:00pm and 7:00pm
- Casual rides increase gradually from the morning and begin to decrease around 5:00pm
- It appears that many members ride to and from work whereas casual users do not





# Day of the week

- Members are more likely to ride on weekdays
- Casual riders are more likely to ride on weekends
- Again, it appears that members are riding to/from work and casual riders use the service for leisure

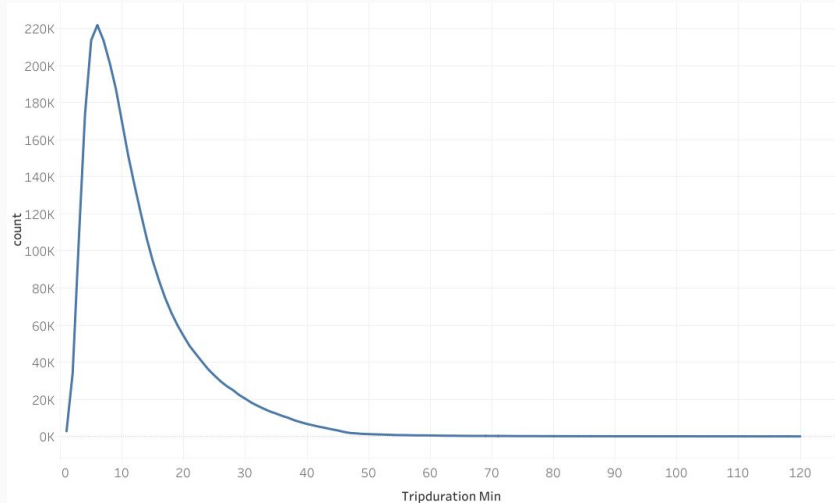


# Trip Duration

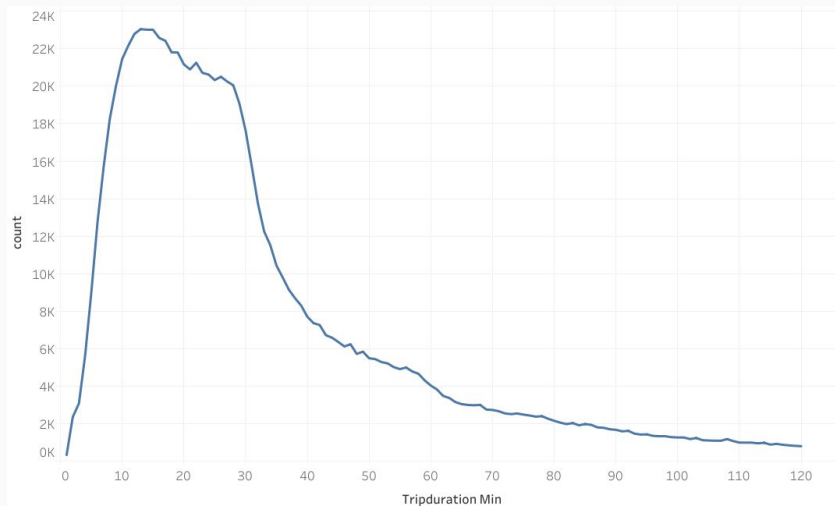
- Average trip duration for members is 12m 31s\*.
- Average trip duration for casual riders is 31m 34s\*.
- Casual riders are more likely to go on longer rides than members

\*for trips between 1m and 120m

## Members



## Casual Riders



## Start/End Station

- The stations that members use the most are in commercial areas
- The stations that casual riders use the most are near parks and attractions

## Busiest Stations

### Members

Start Station	Total Rides	End Station	Total Rides
Canal St & Adams St	51948	Canal St & Adams St	48839
Clinton St & Madison St	46191	Clinton St & Washington Blvd	47633
Clinton St & Washington Blvd	43590	Clinton St & Madison St	44285
Columbus Dr & Randolph St	31053	Daley Center Plaza	30845
Franklin St & Monroe St	30982	Kingsbury St & Kinzie St	30404

### Casual Riders

Start Station	Total Rides	End Station	Total Rides
Streeter Dr & Grand Ave	53415	Streeter Dr & Grand Ave	67507
Lake Shore Dr & Monroe St	39686	Lake Shore Dr & Monroe St	31051
Millennium Park	21901	Millennium Park	25509
Michigan Ave & Oak St	21633	Michigan Ave & Oak St	23982
Shedd Aquarium	20781	Lake Shore Dr & North Blvd	23477

# Conclusion

# Summary

## Rider tendencies

	<b>Members</b>	<b>Casual Riders</b>
1. Age	older	younger
2. Time	weekdays before and after normal business hours	weekends in the afternoon
3. Duration	shorter rides	longer rides
4. Place	commercial areas	parks and attractions

## Recommended marketing strategies

1. Target younger riders, such as students or recent graduates.
2. Showcase the advantages of biking to work or school.
  - a. Avoid traffic (save time)
  - b. Avoid parking/gas (save money)
  - c. Lower CO2 emissions (save the environment)
3. Member discounts with local attractions or restaurants such as the Shedd Aquarium or the Ben & Jerry's near DuSable Harbor

# Thank you

Any questions?

## Appendix

See the attached appendix for details regarding the data analysis process.