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# How Does A Bike-Share Navigates Speedy Success?

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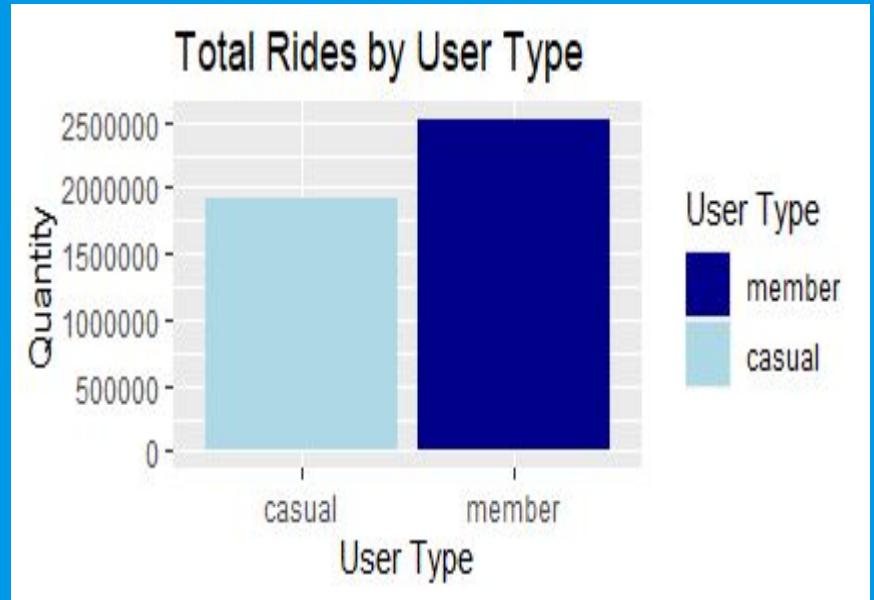


How casual riders and Cyclistic  
members use their bikes  
differently?

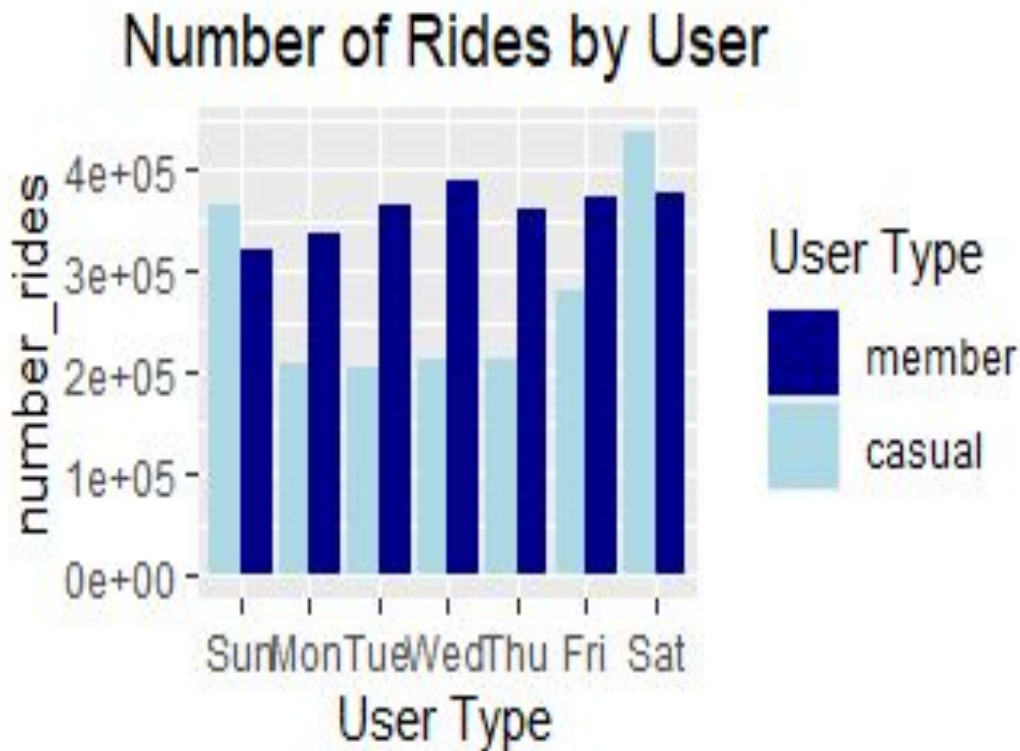
# Findings:

We have more members  
than casual riders

Since members are more  
profitable, how to convert  
casual to members?

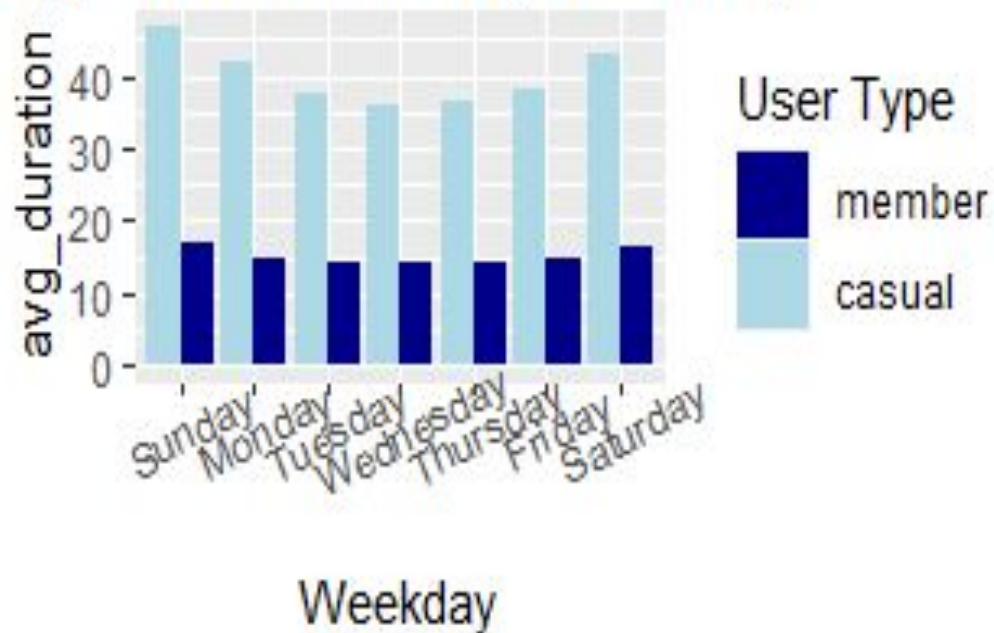


We have more casual riders on the weekend: Saturdays and Sundays.



Casual members  
= longer rides

### Avg Ride Duration by Weekday

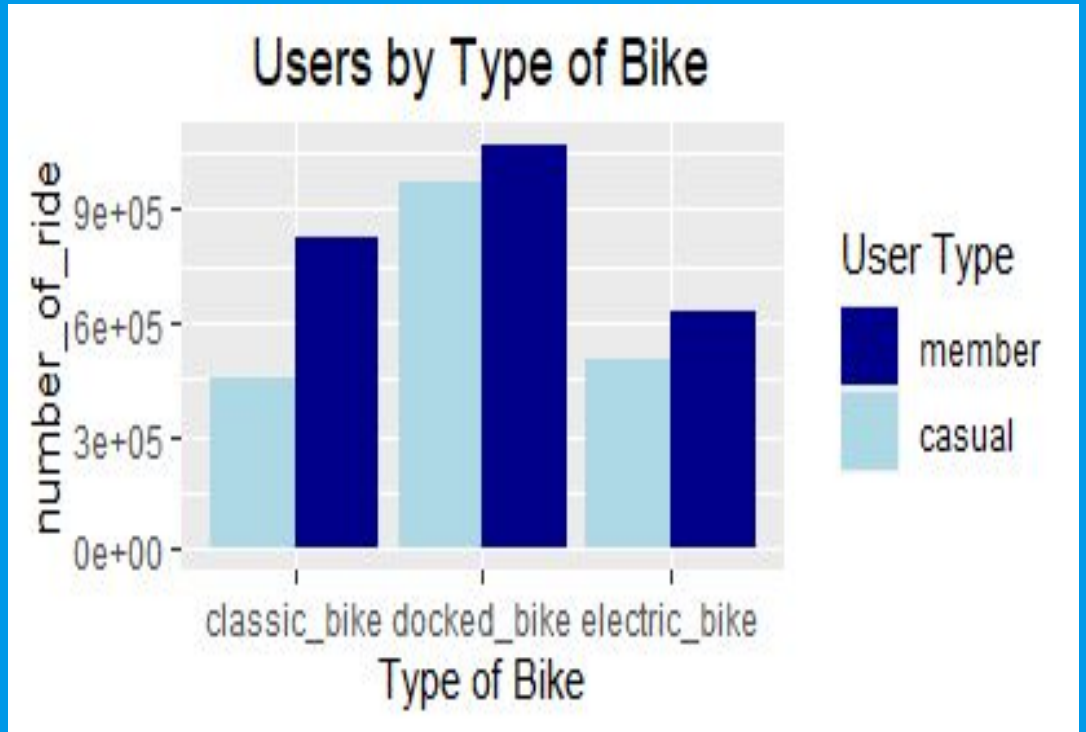


## Most Popular Stations with Casual Riders

Station Name	Number of Riders
Streeter Dr & Grand Ave	45004
Lake Shore Dr & Monroe St	31946
Millennium Park	28079
Michigan Ave & Oak St	22174

The Station Streeter Dr & Grand Ave is the most popular. This station is located on Navy Pier, in downtown Chicago. Navy Pier is considered one of Chicago top attraction

Winner: Docked Bike



# Recommendations

Since casual riders are more active on weekends, offer weekend membership

Have promotions in the stations with more casual riders: Streeter Dr and Lake Shore

Offer rewards to weekend members per mile/traveled