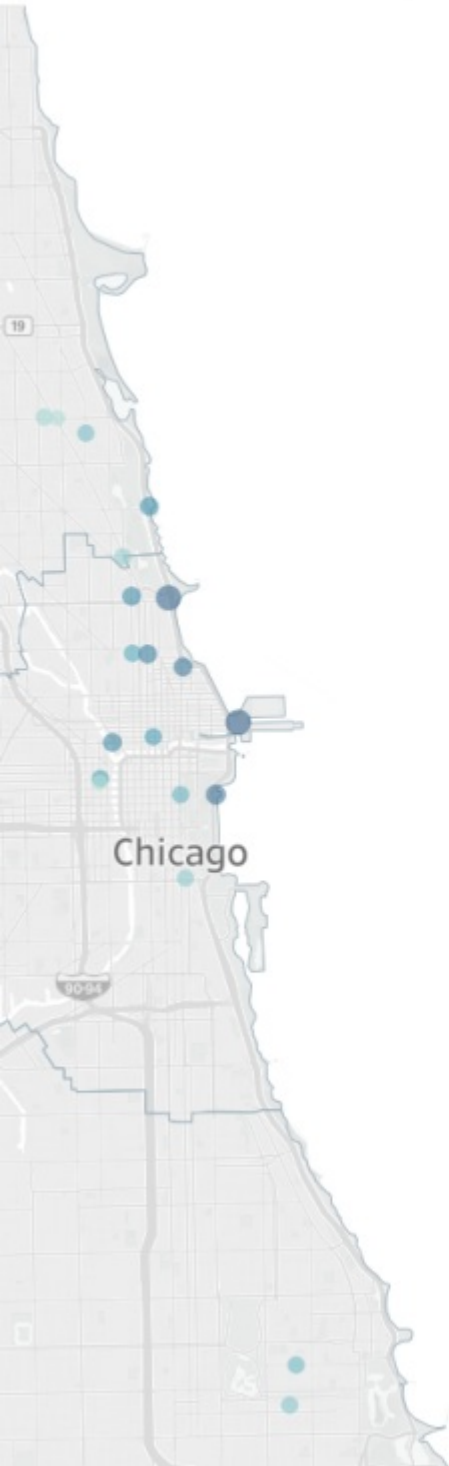


CASE STUDY: CYCLISTIC BIKE-SHARE ANALYSIS

How do casual riders and annual members differ?

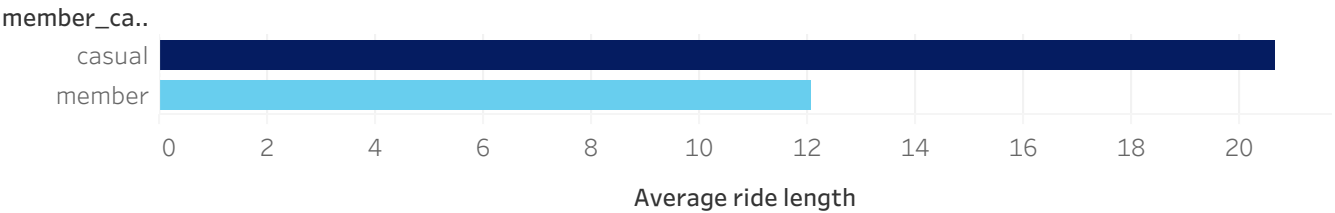
2023



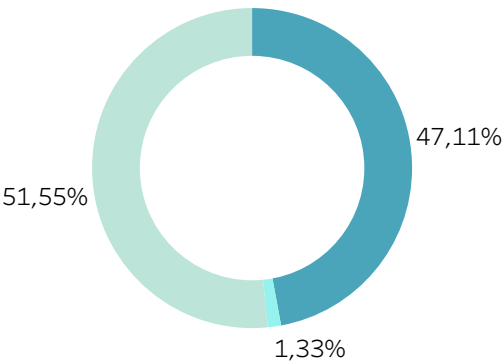
Top of 20 stations



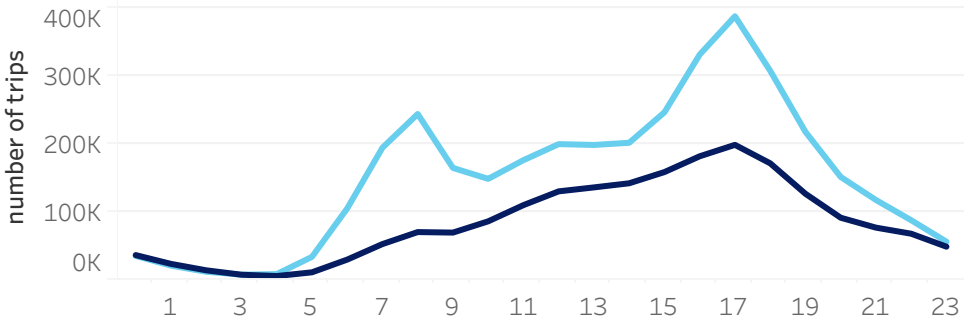
Average Ride Length: Casual vs. Annual Members



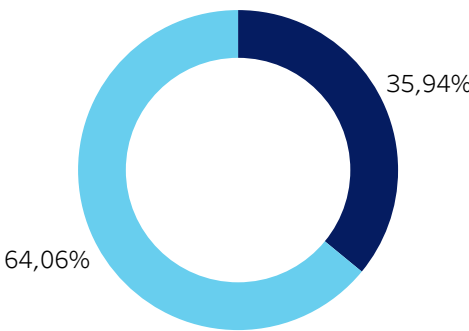
Frequency of Rides by Bike Type



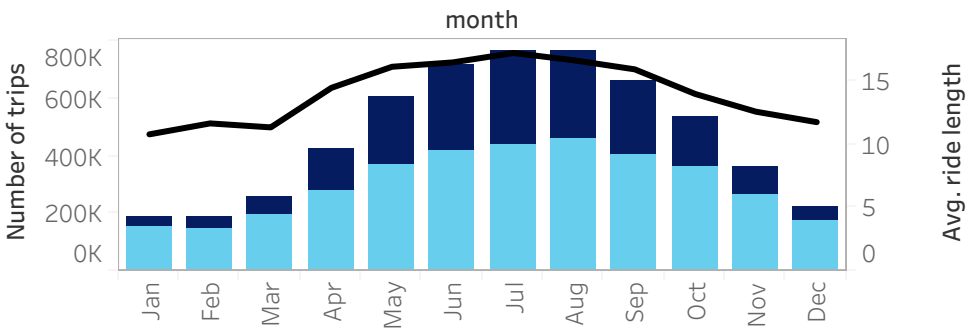
Number of rides by hour



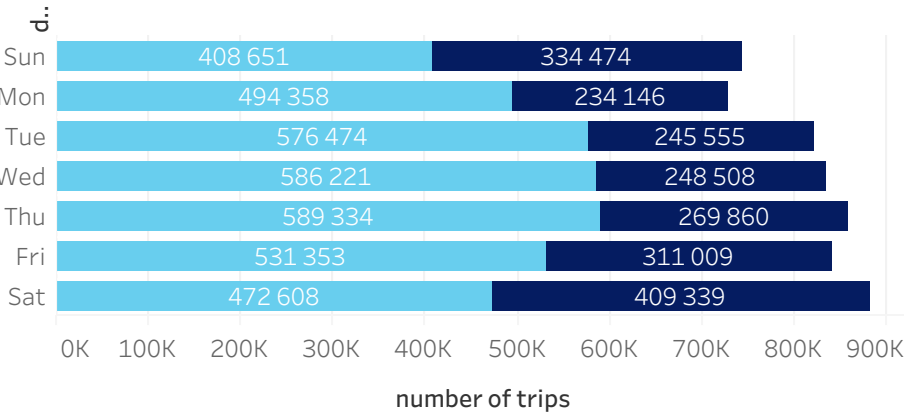
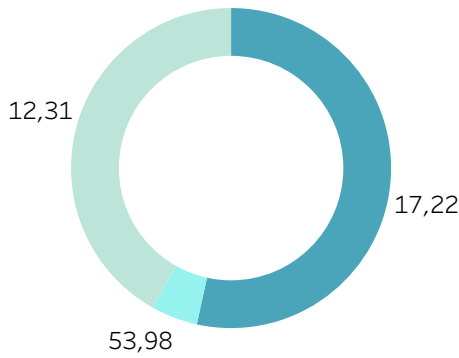
Percentage of casual riders vs. annual members



Average Trip Length and Monthly Ride Counts by Membership Type



Average Ride Length by Bike Type Total rides per days by Membership Type



Most used type
electric bike

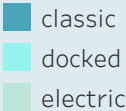
Popular day
Saturday

Popular month
August

Total trip count
5 711 890

Ride Average
Time
15 min

Type of bike



Membership

