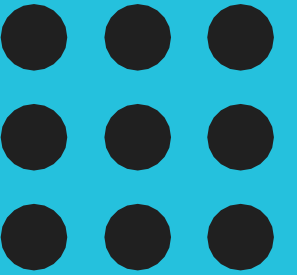


JULY 9, 2023



CYCLISTIC

INSIGHTS ABOUT RIDING PATTERNS

By – Gursimer Singh

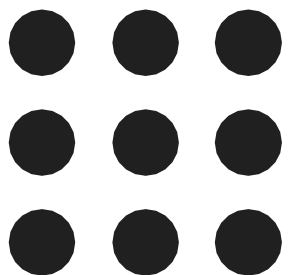




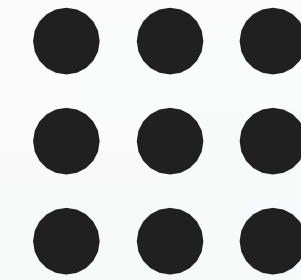
OUTLINE

Background
Objective
Key Insights
Recommendations

Key topics for discussion



BACKGROUND



Cyclistic is providing bike sharing services through:

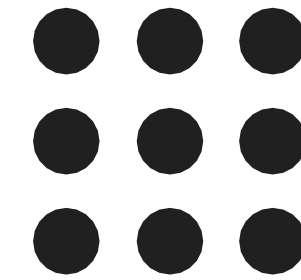
- Single-ride passes
- Full day passes
- Annual membership

Customers opting for first two options are referred to as **casuals**.

Customers opting for third option are referred to as **members**

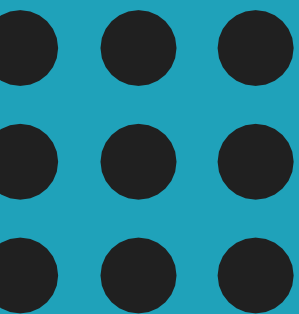


OBJECTIVE



- To derive key insights from riding patterns of casual riders and members.
- To deliver recommendations based on insights derived.

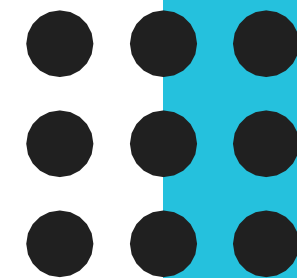




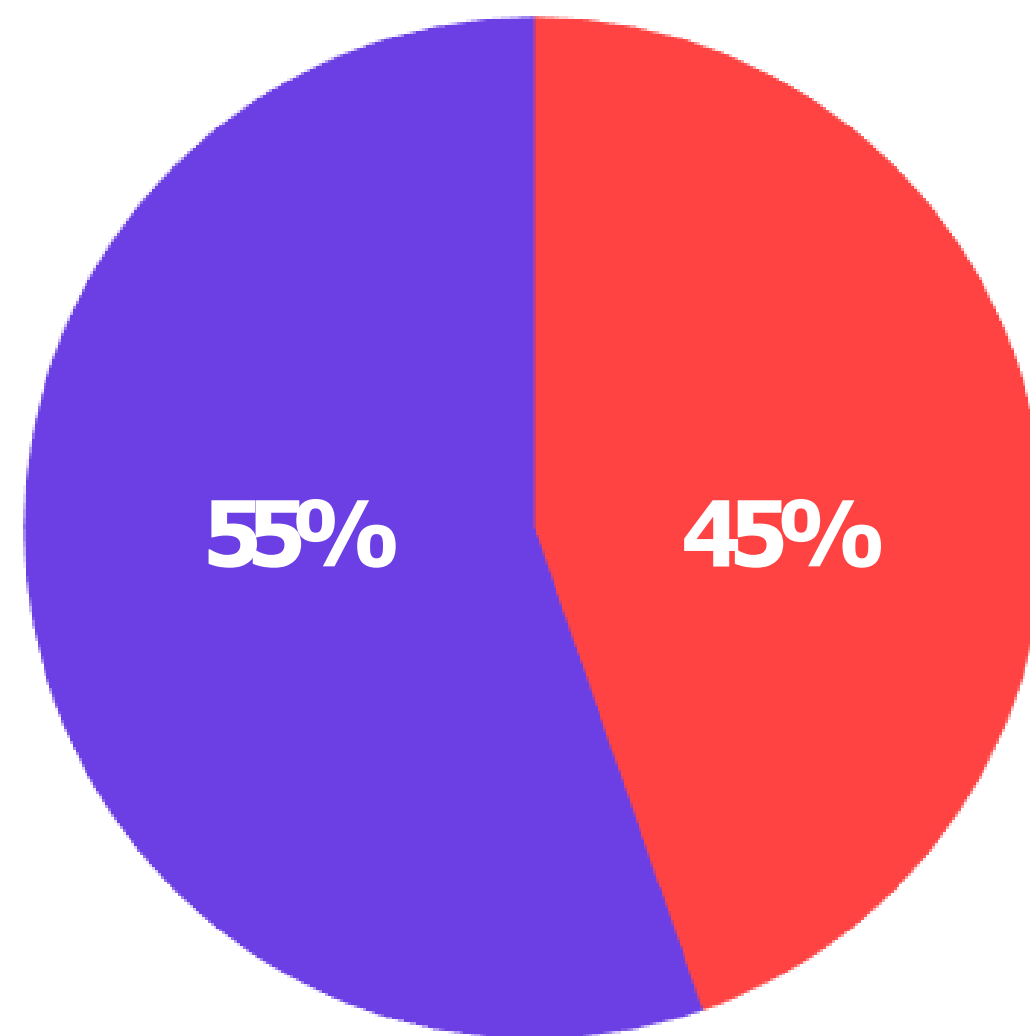
KEY INSIGHTS



RIDES BREAKUP

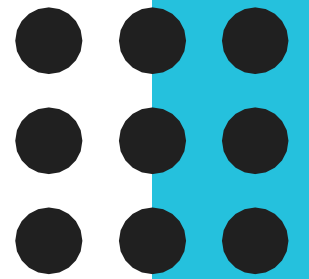


No. of rides by user category



Rides taken by members are **slightly higher** than that by casual riders

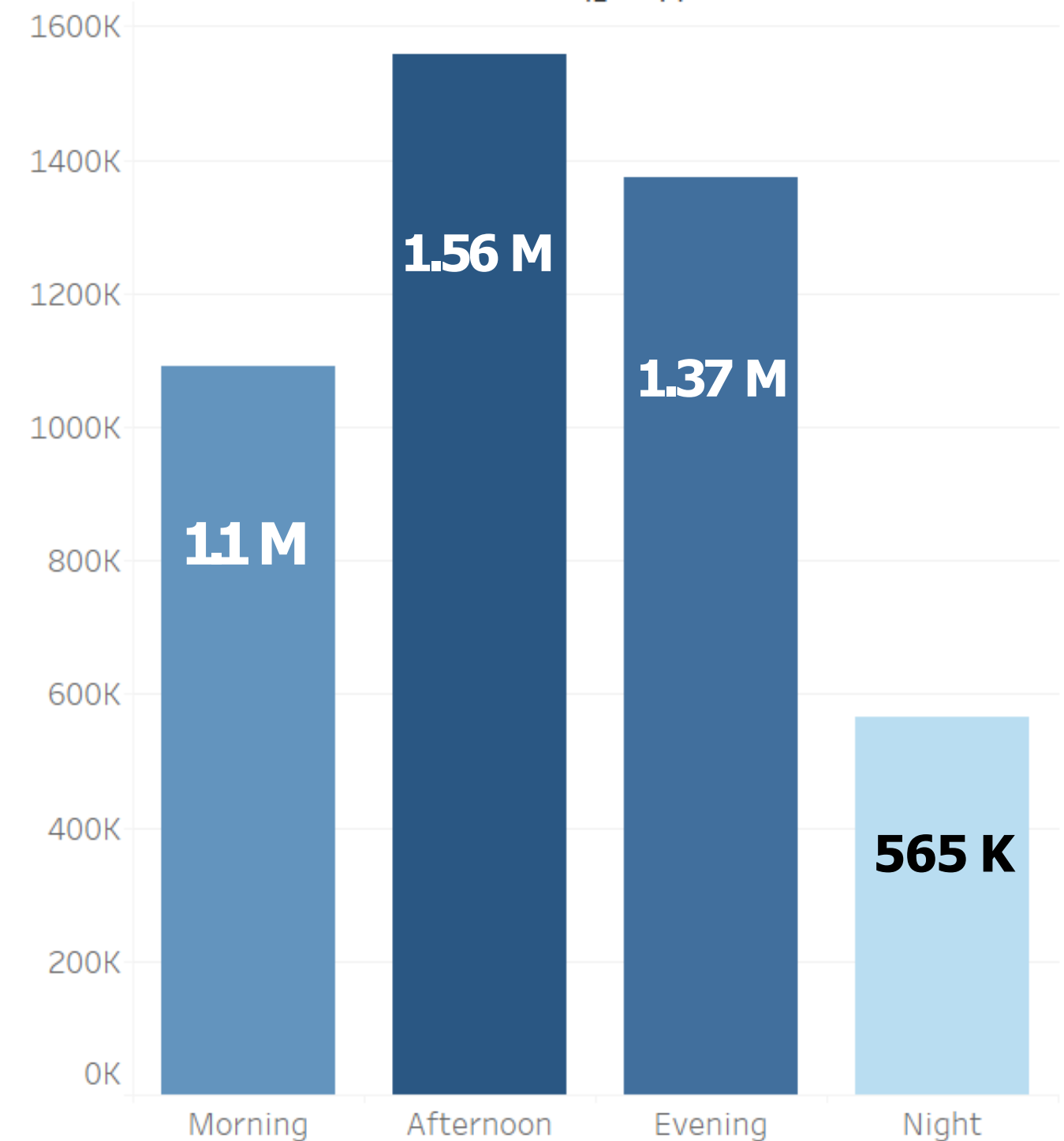
HOUR-WISE BREAKUP



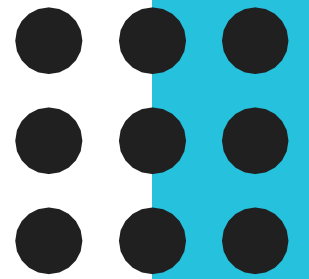
No. of rides by day hours

Afternoon hours are the busiest.

Night hours witness **74%** lesser rides than peak hours.



DAY-WISE BREAKUP

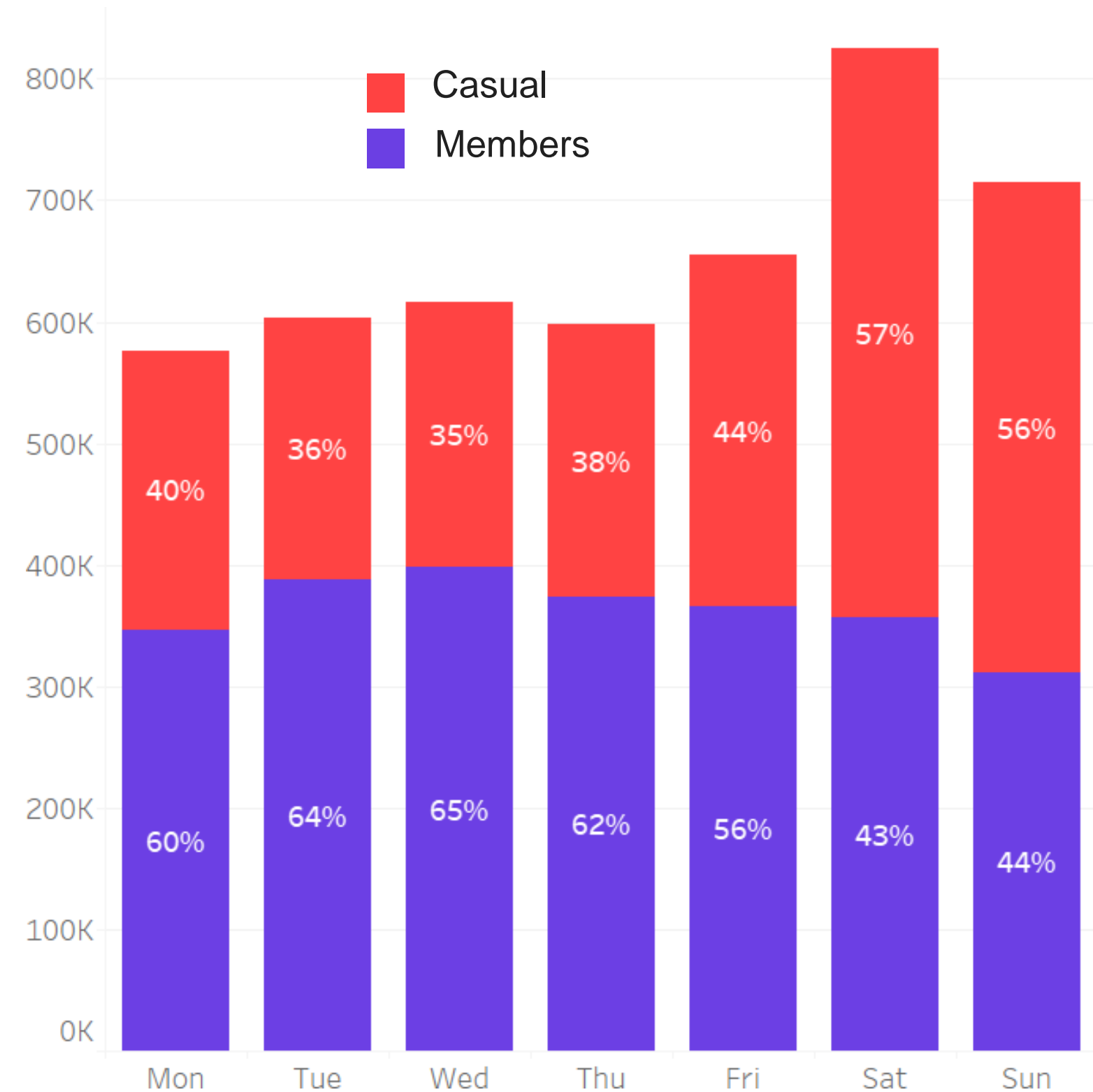


Most rides happen on **Saturday**.

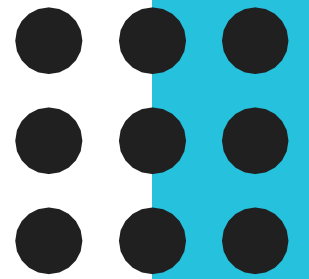
People ride **26%** more on weekends as compared to weekdays.

Casual riders outweigh members on **weekends**

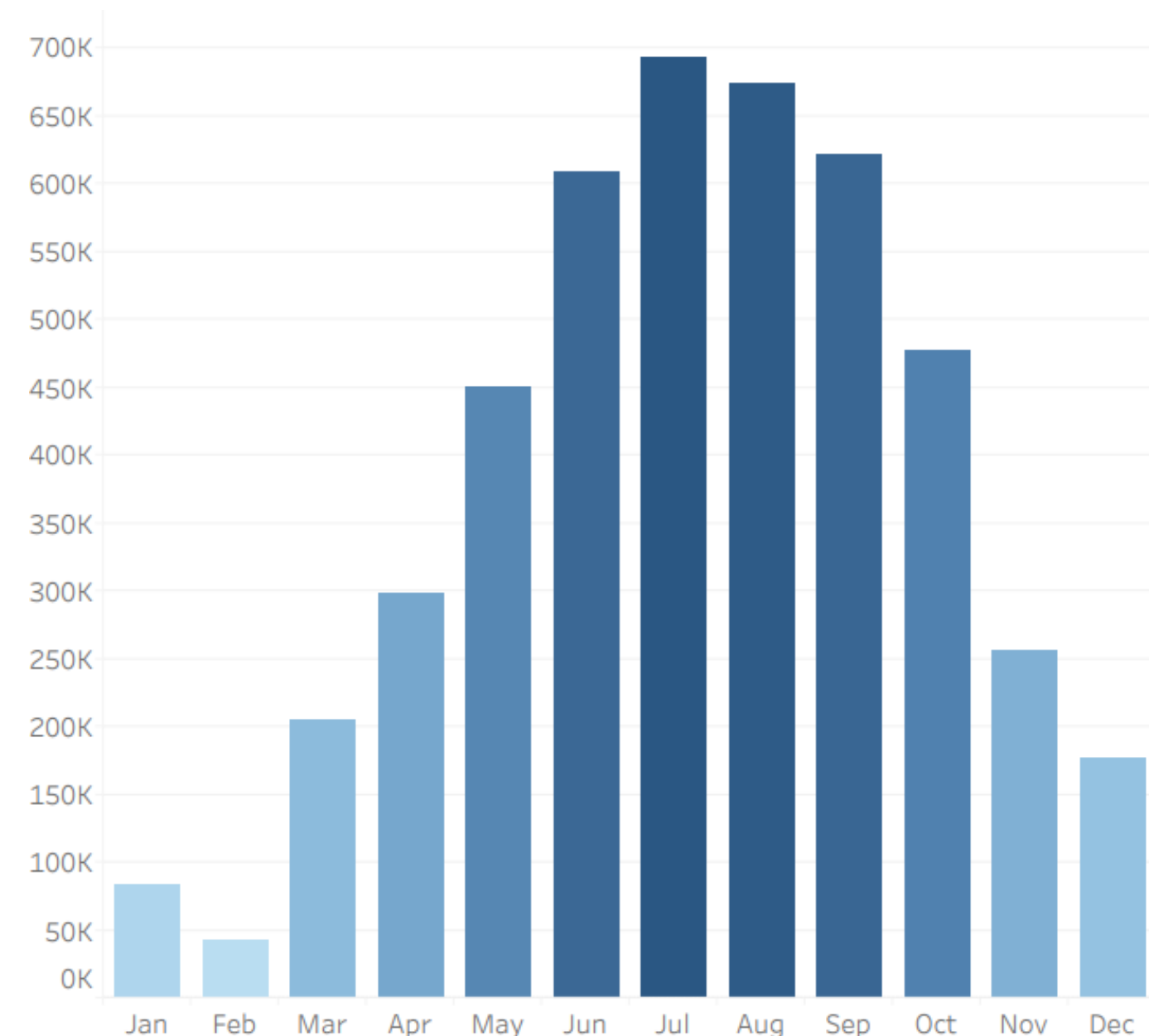
No. of rides by weekdays



MONTH-WISE BREAKUP



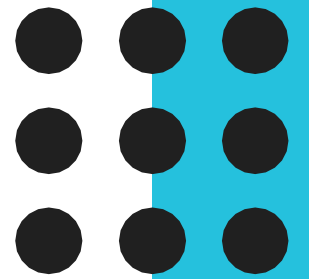
No. of rides by Months



July, August and September are peak months.

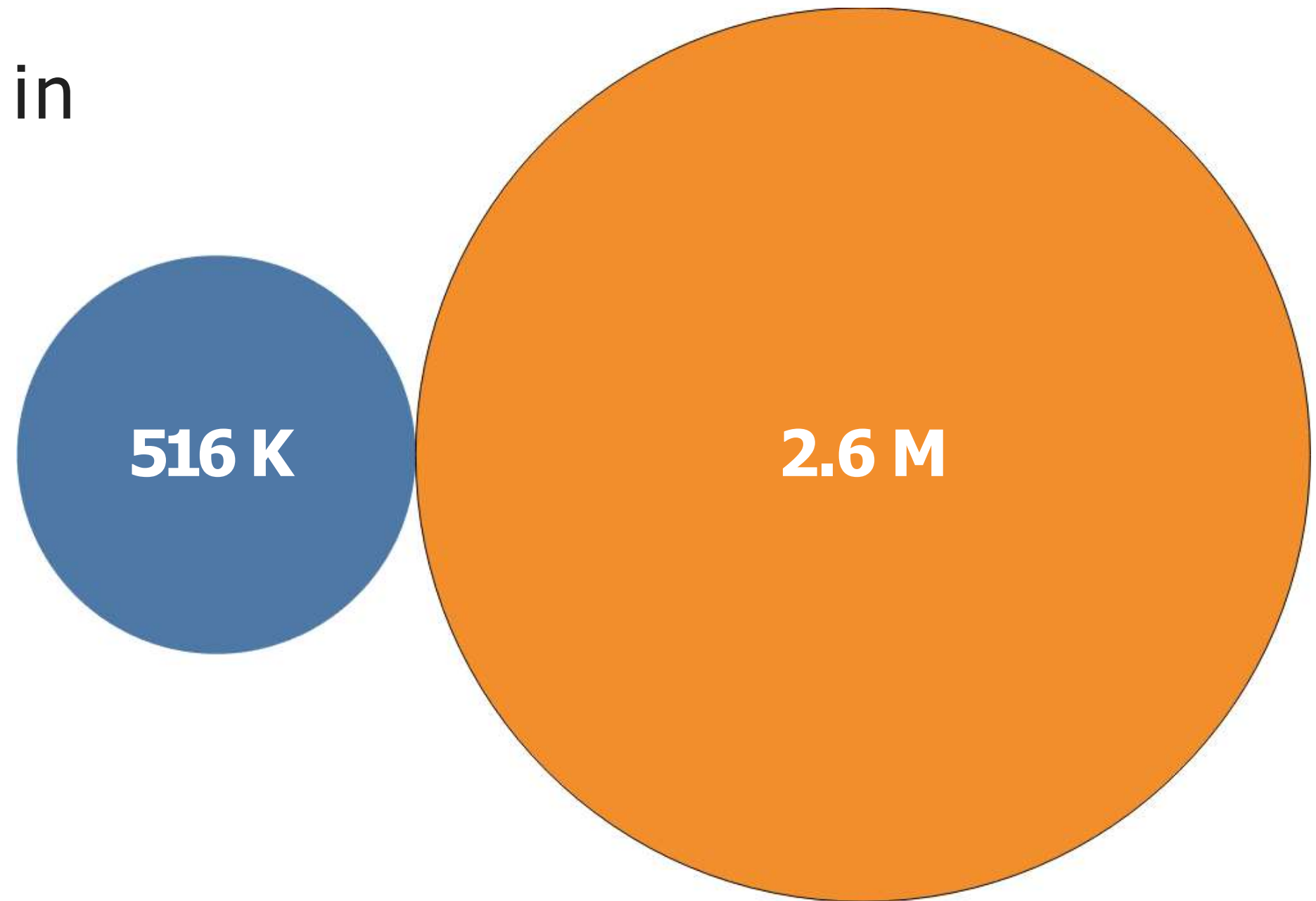
People ride least in **January, February and December.**

DOES WEATHER AFFECT ?

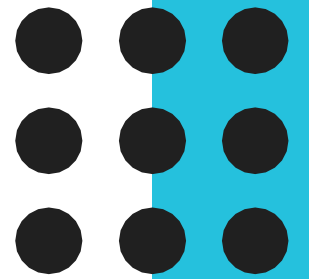


No. of rides by weather

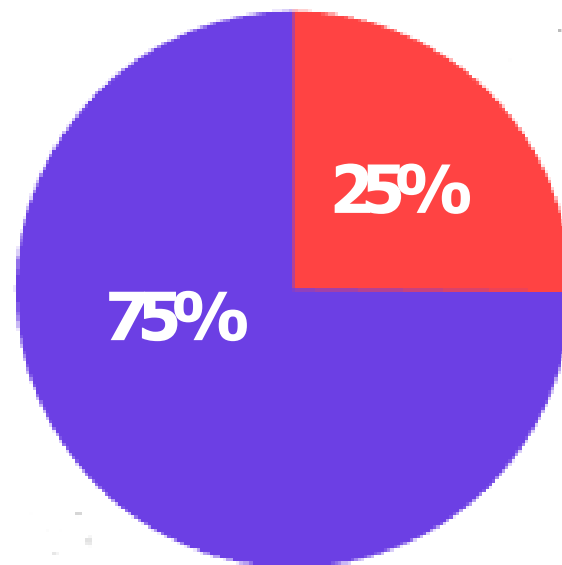
People tend to ride **80%** less in colder months.



Proportion of rides by Rider type

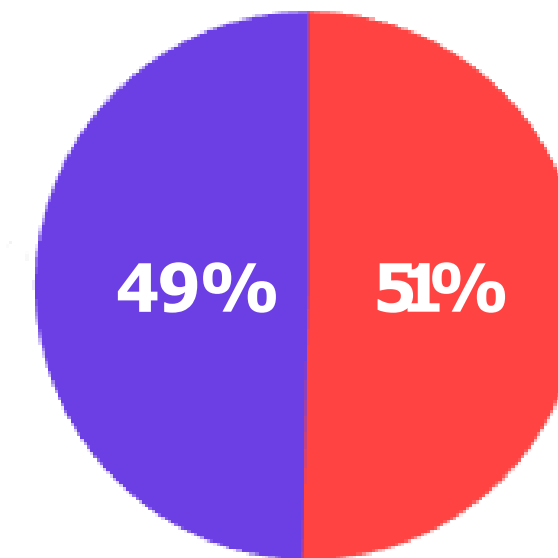


Cold Months



Members ride **3 times** more as compared to Casual riders

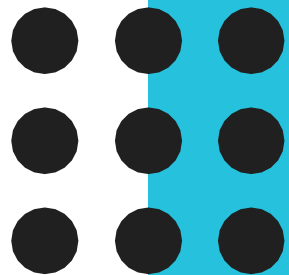
Hot Months



Casual riders are **slightly** outnumbered.

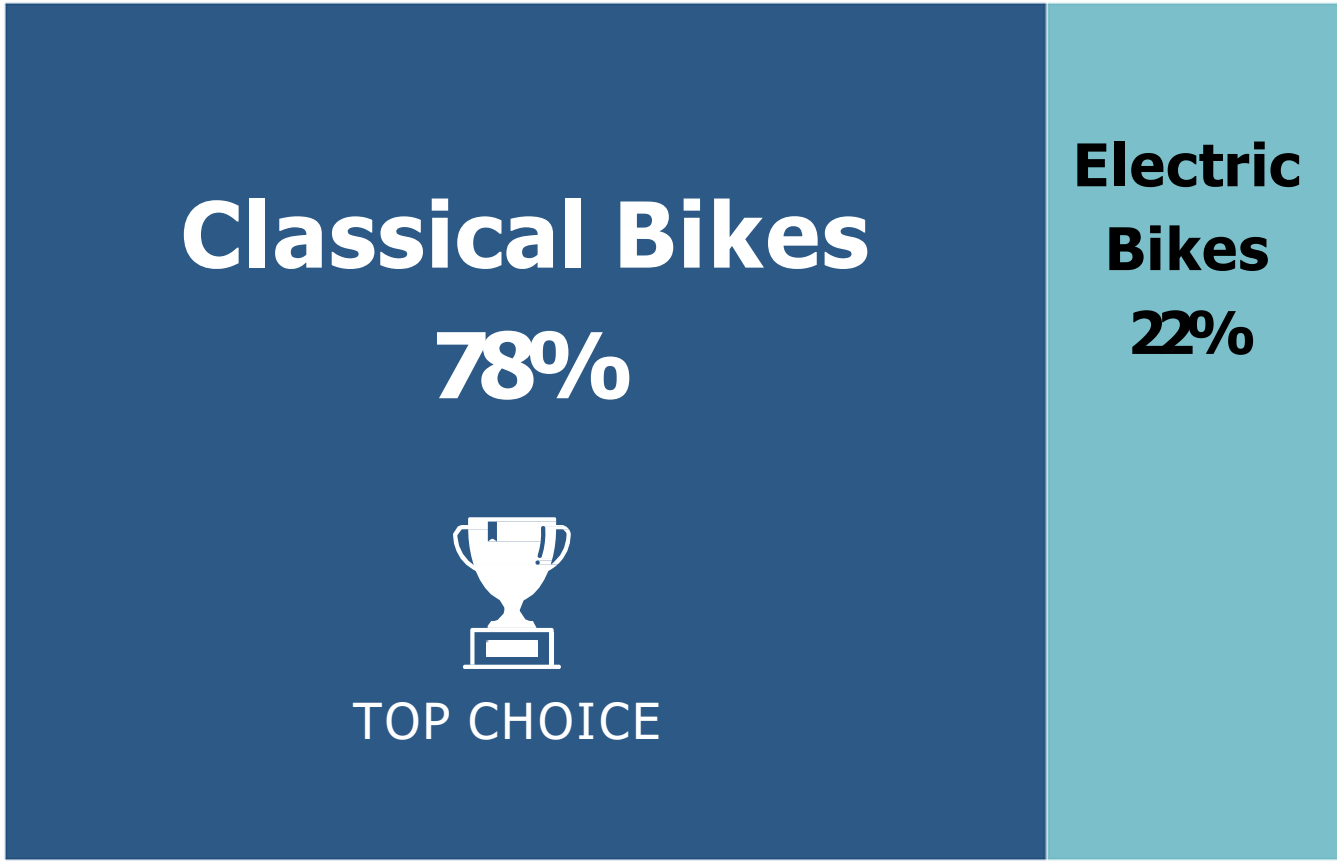


RIDE PREFERENCES

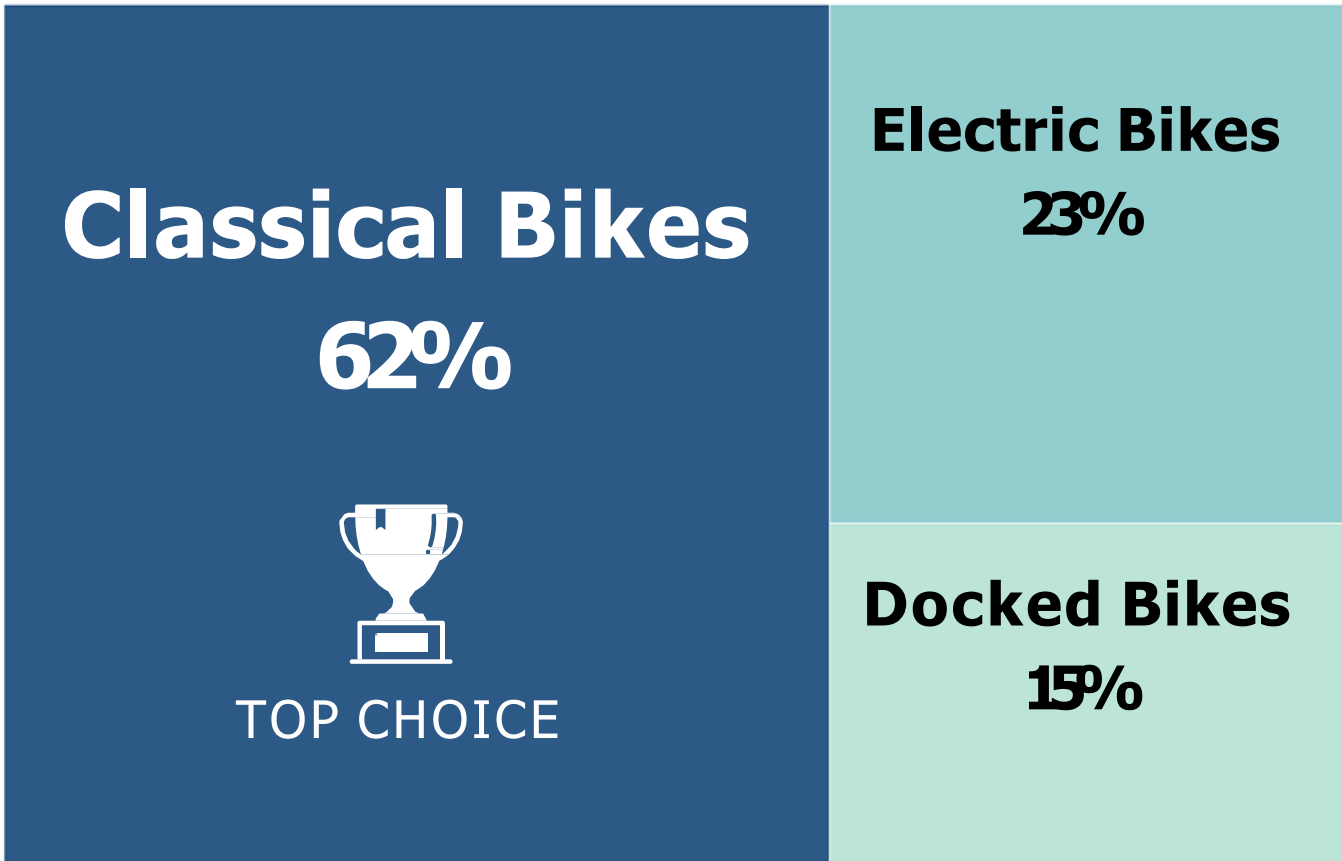


Proportion of rides by bike types

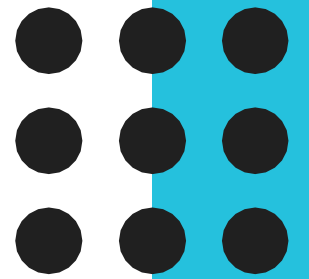
Members



Casual Riders



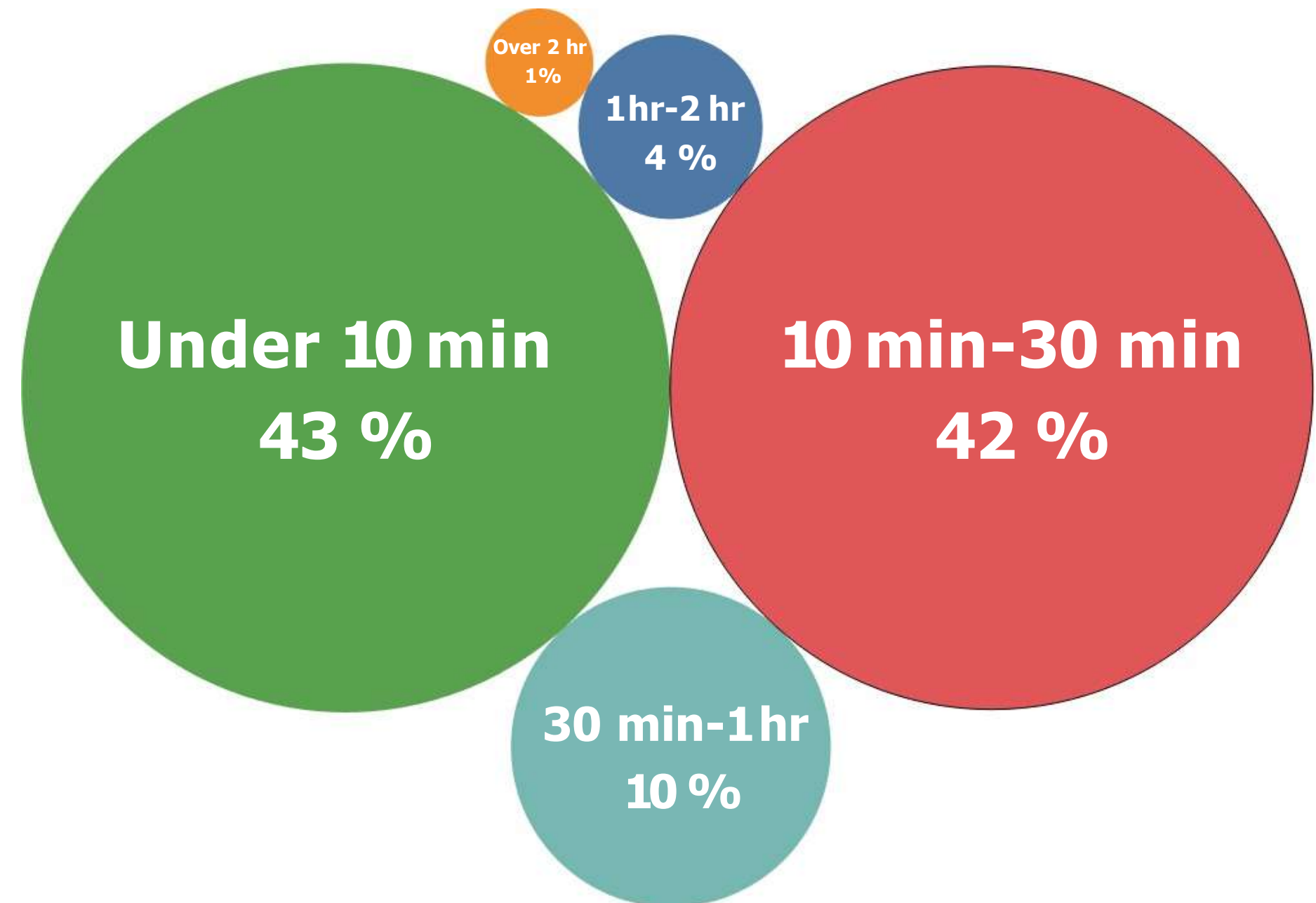
HOW LONG IS A RIDE?



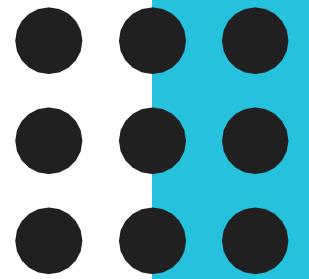
85% of rides finished under 30 minutes.

Only **5%** of rides go over 1 hour.

Proportion of rides by time duration

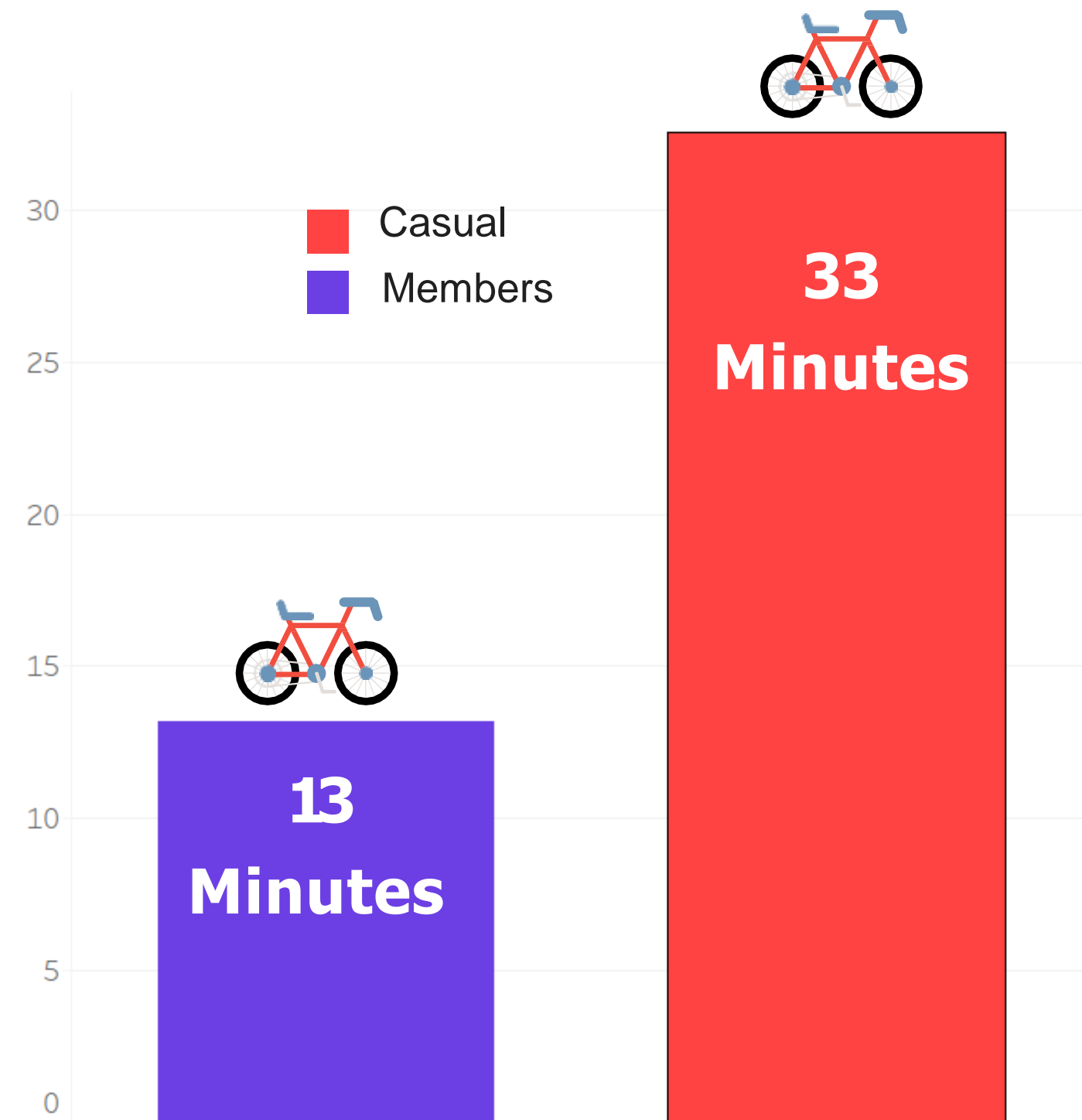


RIDE DURATION BREAKUP



Casual riders tend to ride
20 minutes more than
members.

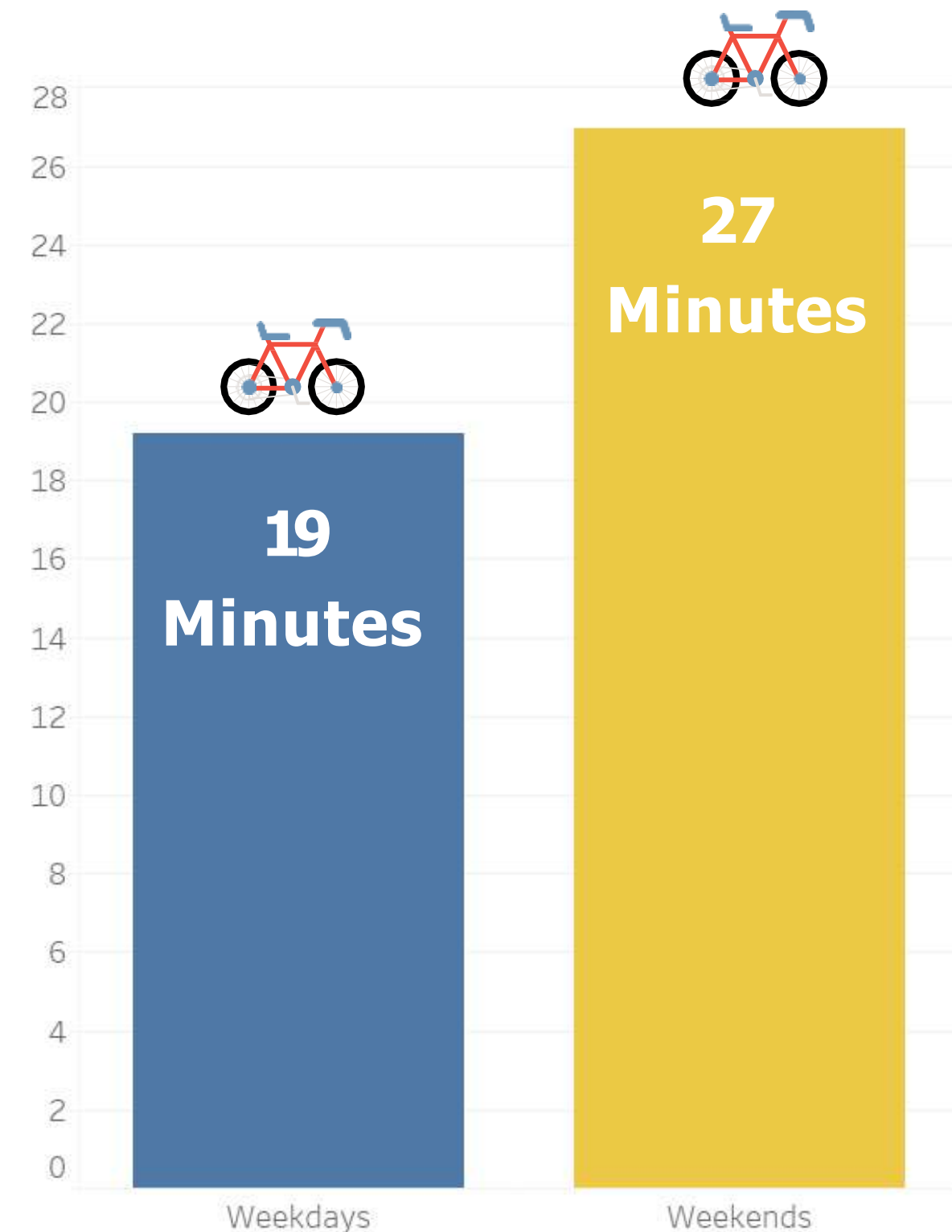
Average ride duration in minutes



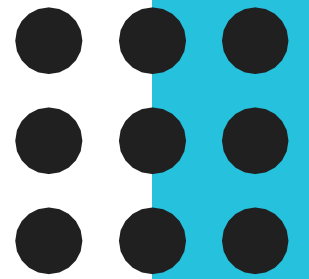
WEEKDAYS VS. WEEKENDS

There is a **42%** increase in ride duration during weekends

Average ride duration in minutes

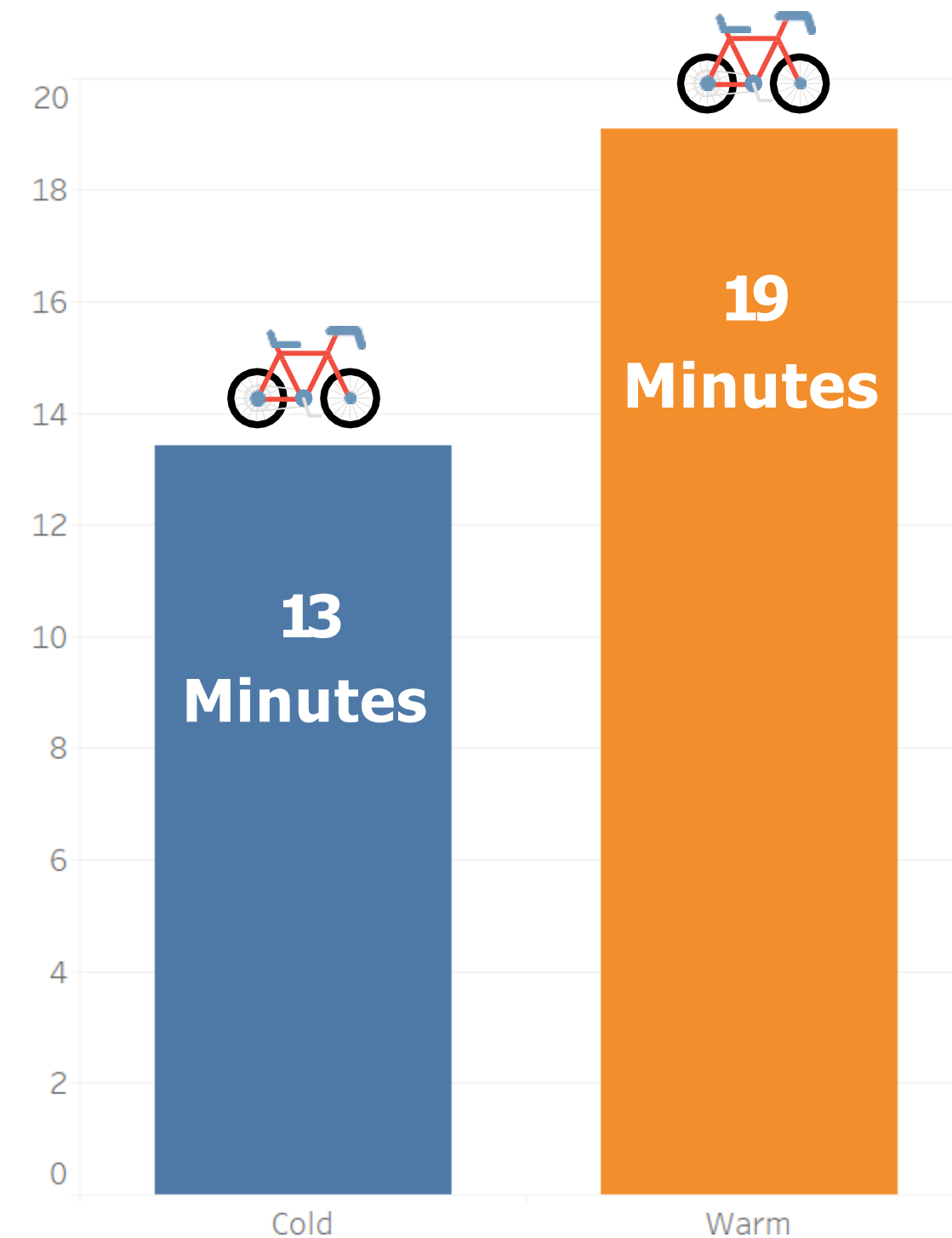


DOES WEATHER AFFECT ?



An increase of **46%** in ride duration is seen during warm months.

Average ride duration in minutes



RECOMMENDATIONS



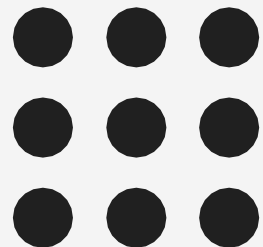
Aggressive
marketing during
colder months.
Extra coupons and
discount



Make annual membership
seem cheaper
More priority to members
during peak times



Introduce weekly
and monthly passes.
Reconsider single
ride passes





THANK YOU

Any Questions?

