

How do annual members and casual riders use Cyclistic bikes differently

A CYCLISTIC COMPANY CASE STUDY FOR THE PERIOD OF APRIL 2022
TO MARCH 2023

Background of Cyclistic

A BIKE-SHARE COMPANY IN CHICAGO.

- ❖ 5,800 bicycles
- ❖ 30% us to commute to work
- ❖ 92% uses traditional bikes
- ❖ 600 docking stations
- ❖ 70% use for leisure
- ❖ 8% of riders use the assistive options.

Customers

CASUAL RIDERS

Customers who purchase single-ride or full-day passes are

CYCLISTIC MEMBERS

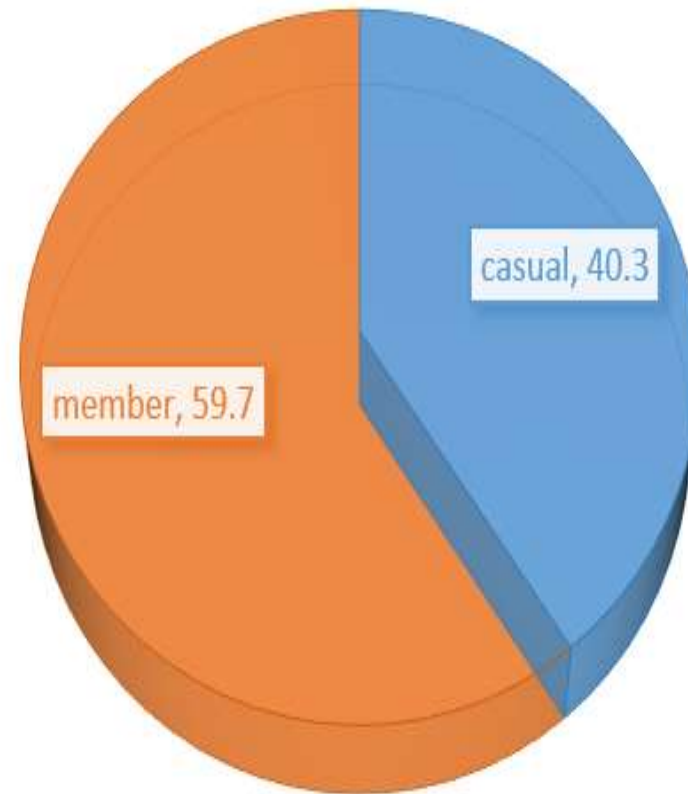
Customers who purchase annual memberships

Summary of the Analysis

- ❖ Total number of rides 5,803,720
- ❖ The mean length of the a ride is 17:56:58,
- ❖ The median length of the a ride is 00:10:02
- ❖ The maximum length of the a ride is 17:47:15
- ❖ The minimum length of the a ride is 0
- ❖ Mode day of the week SATURDAY

TOTAL RIDES
5,803,720

NUMBER OF RIDES IN PERCENT(%)



Number of Rides per member from April 2022 to March 2023



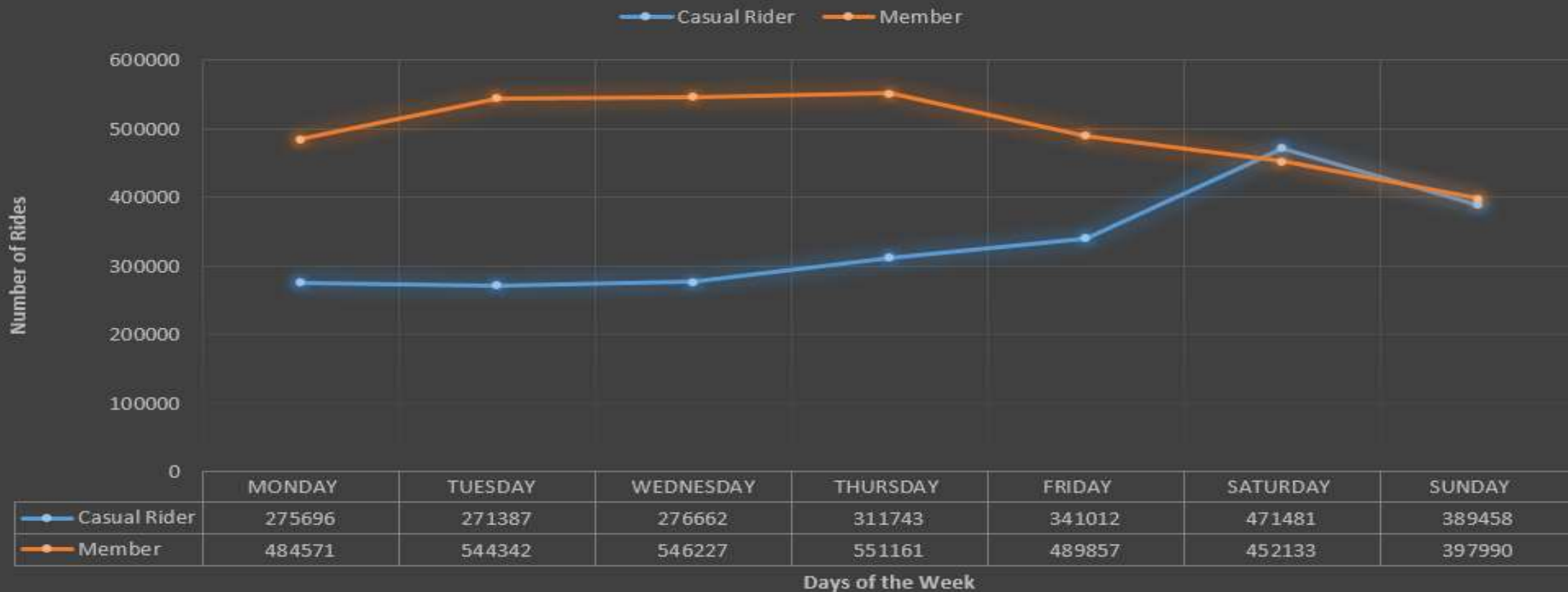
Riding pattern Monthly

All members: rides more on June to September, riders drops from November to March

Casual riders: few number of riders for are on december, more number of riders are on July

Members: few number of riders are in December and more number of riders are on August

Number of rides by Days of the Week from April 2022 to March 2023

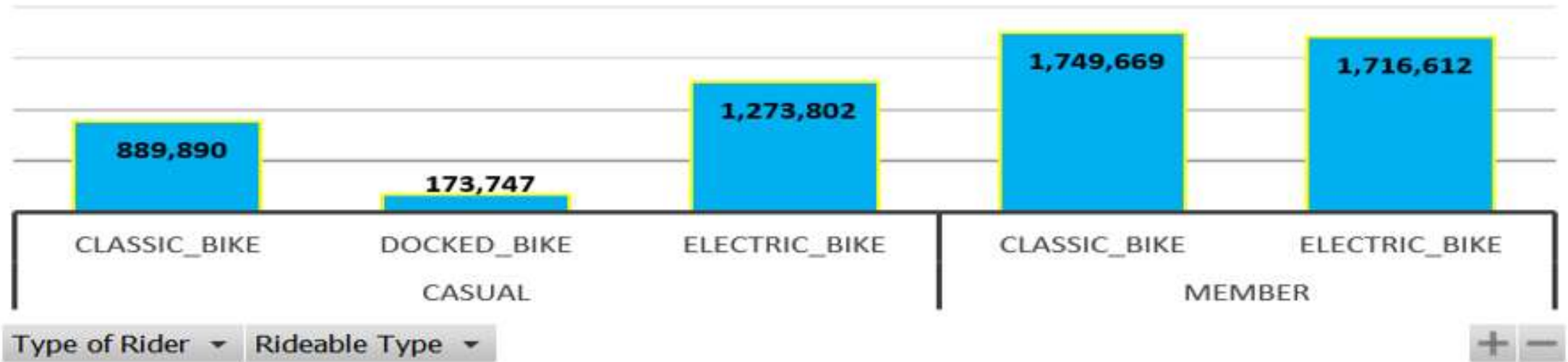


Number of Rides by days of the Week

Casual riders rides more on weekend where by the high number of rides are on Saturday and Sunday on the other hand Members rides more on weekdays Monday to Thursday and number of rides begin to drops on Friday, Saturday and Sunday and begin to rise

Sum of Number of Rides

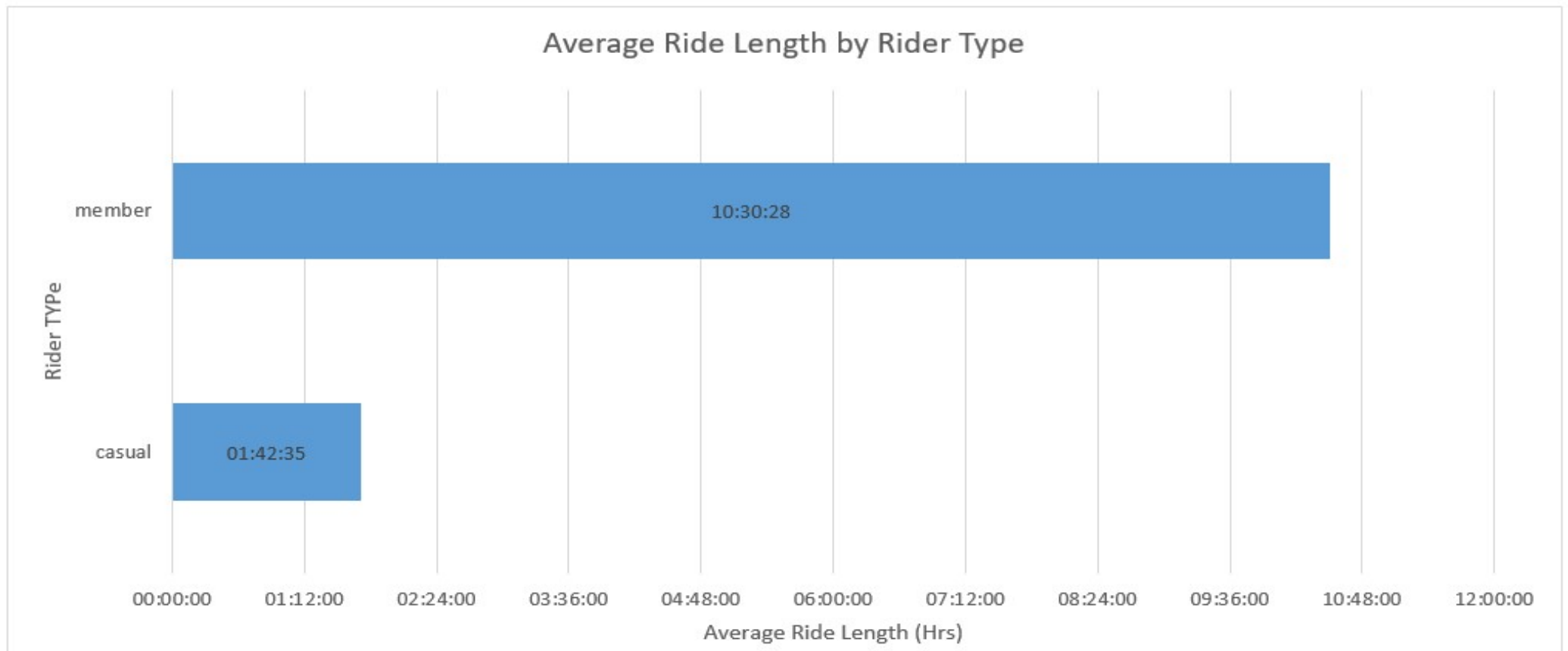
Number of Rides by Rider type and Rideable Type



Rideable type pattern

For Casual riders 54% use electric bikes, 38% uses Classic bikes and 7% uses Docked bike

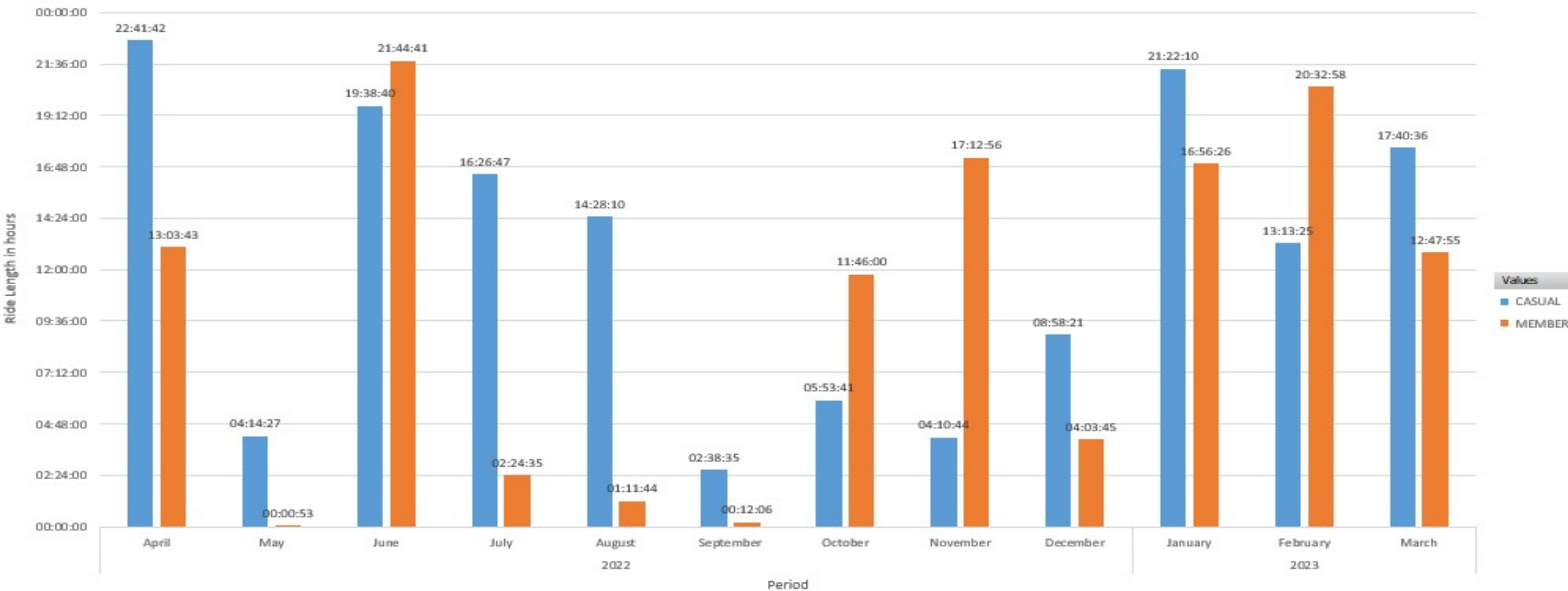
For Members 50% uses Classic bikes and 50% uses electric bike



Average Ride Length by members

Average ride length by members is 10:30:28 while for casual the average ride length is 01:42:35.

Average ride length from April 2022-March 2023



Ride Length Pattern Monthly

Casual riders rides long distances February, June and November

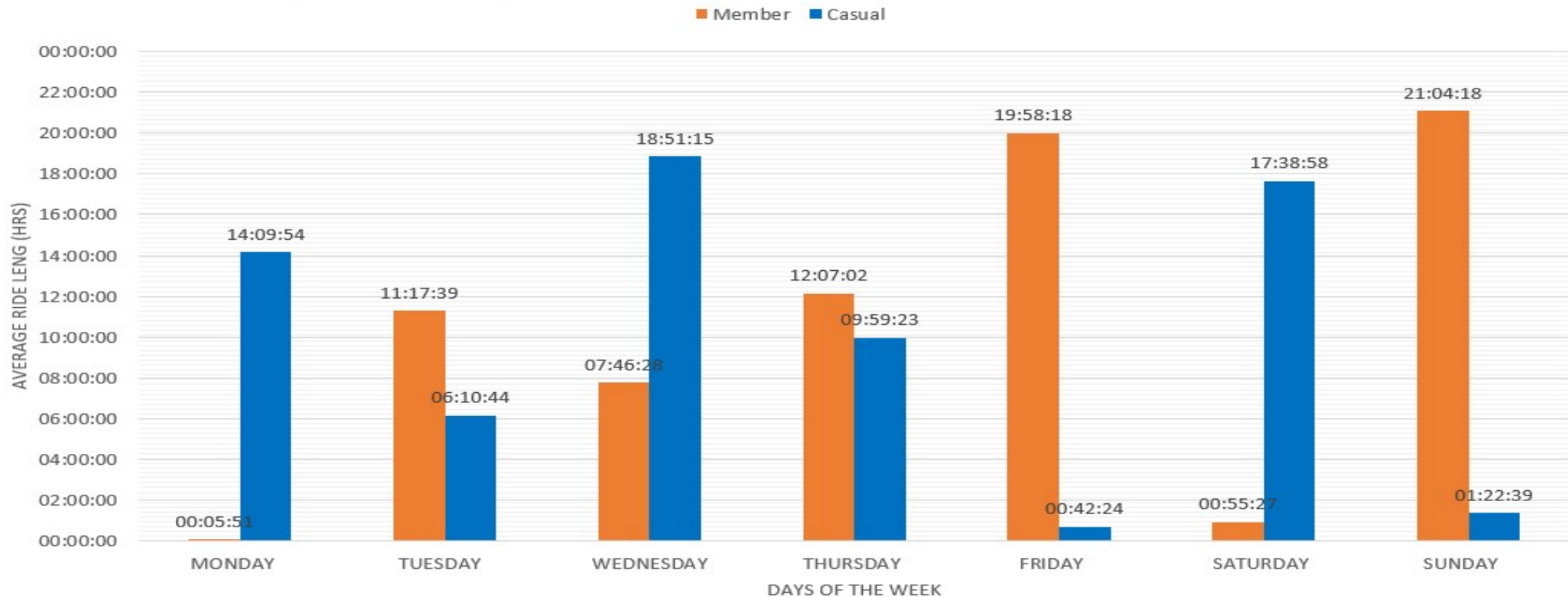
Members rides more July and August

All riders ride short distance on December, September and all riders are active from January to April and June

19/04/2023

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Average Ride Length for days of the week



Ride length pattern Weekly

Casual riders rides for long on Saturday, Monday and Wednesday while members ride long on Sunday and Friday

Findings

❖ Members

- Have many number of rides but few ride length
- Riders more on weekdays
- Use their bikes to commute to work

❖ Casual Riders

- Have few riders but long ride length
- Rides more on weekend
- Use their bike for leisure

Recommendation/Suggestions

- ❖ Members have many number of rides but few ride length, on the other hand Saturday is the peak day for casual members.
- ❖ Casual member should buy annual membership because they ride long than members. On the other hand company can maximize profit without convicting members to buy annual membership, because casual members use it for leisure and they can maximize profit that way
- ❖ Digital promotion for casual riders should be done on
 - ✓ During Weekends (Saturday)
 - ✓ Weekdays (Wednesday, Monday)
 - ✓ Monthly (Based on peak months i.e June, July and August)

THANK YOU
FOR
LISTENING



QUESTIONS
???