

# Cyclistic Case Study

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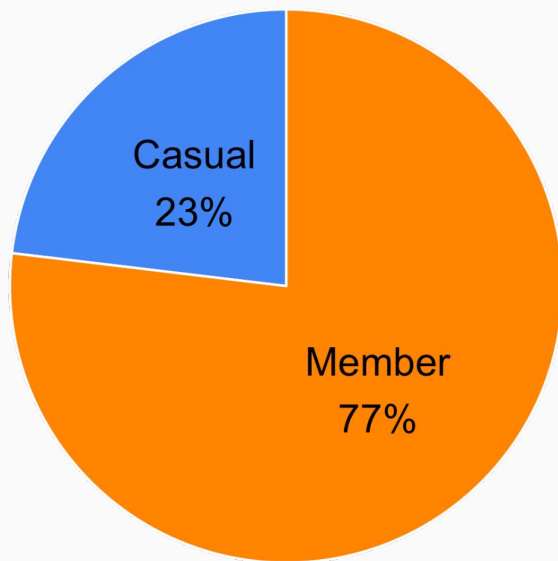
# Objective

How do members and casual riders use Cyclistic bikes differently?

- **Members**: annual pass
- **Casual**: single/full day pass



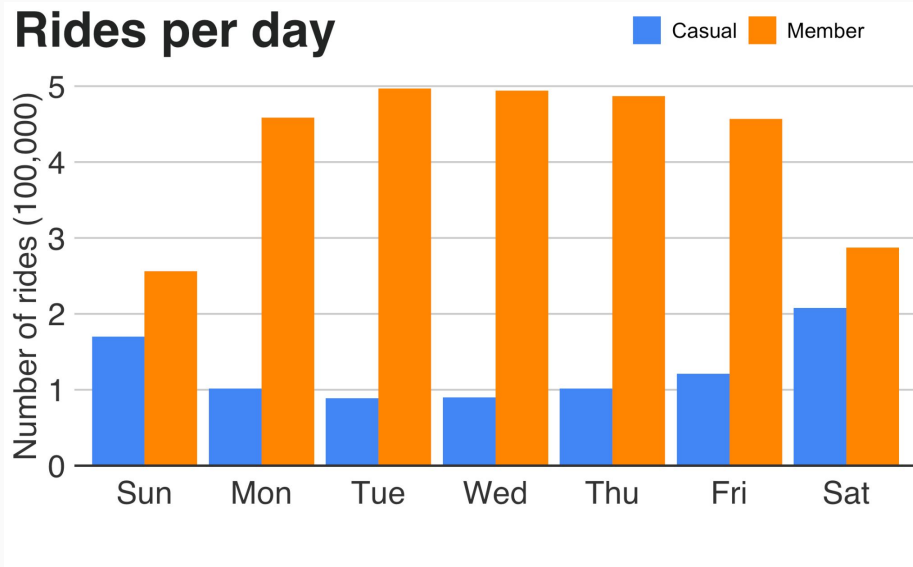
## Distribution of users



- **Member** riders account for **77%** of the 3.7 million bike trips made in 2019.
- **Casual** rides account for **23%** of the bike trips.



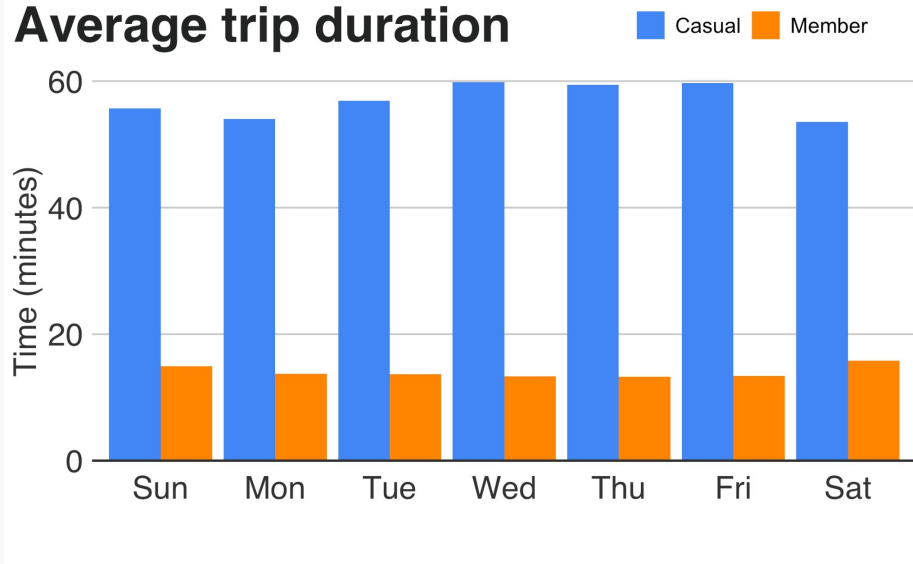
# Daily bike use on each day of the week



- Over 450,000 trips were made by members on each weekday. **Members ride less on weekends.**
- Only about 100,000 trips were made by casual riders during the week. **Casual riders increase use on the weekends.**



# Length of bike trips taken during the week

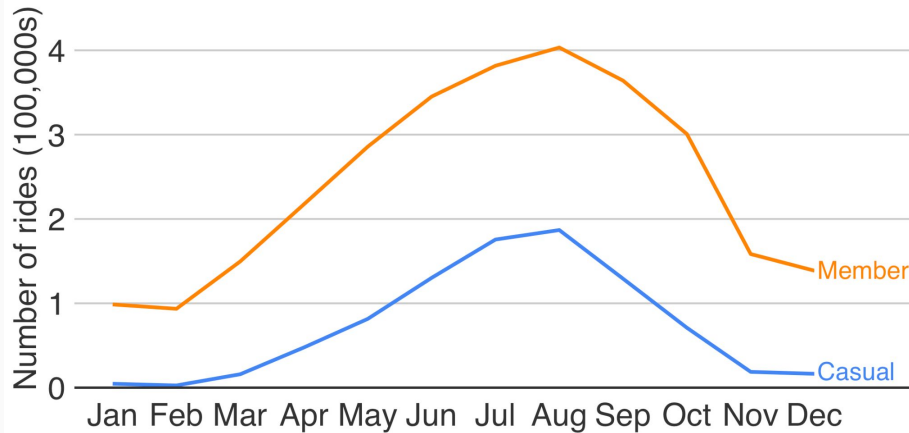


- Member riders take an average of **14 minutes** to complete their trips.
- Casual riders take longer trips with an average of **57 minutes**.
- There is little change in the length of the trip on any given day.
- Members are mainly commuters and casual riders are leisure riders.



# Bike use in the summer

## Number of rides per month

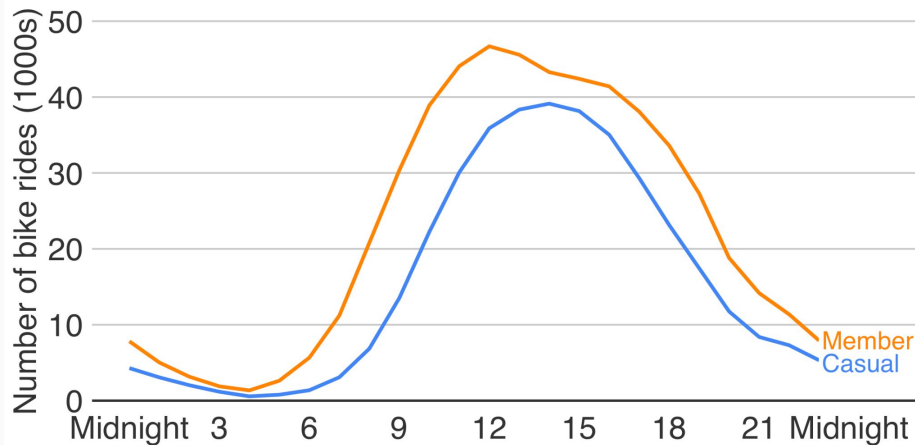


- Weather has a big impact on the number of bike rides throughout the year.
- Only a quarter of member's bike rides are in the coldest months.
- Most casual riders avoid riding in the coldest months.



# Daily weekend bike use

## Bike rides during weekend

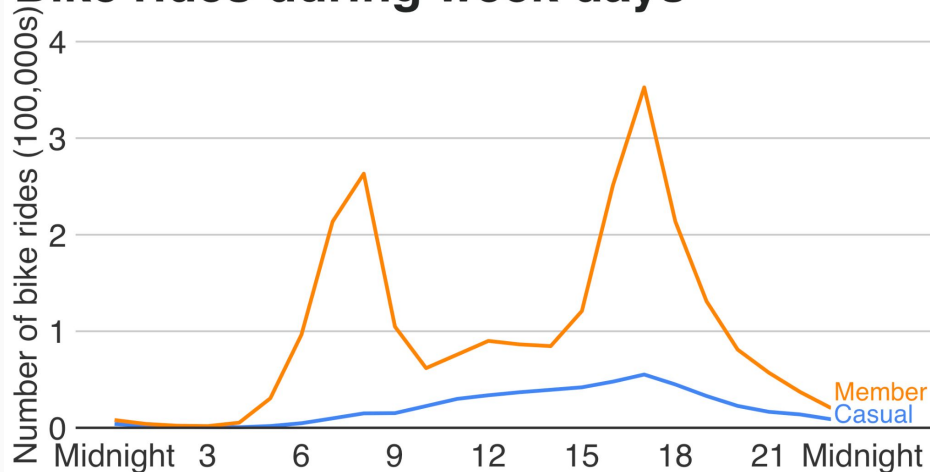


- Both members and casual riders prefer to make more trips midday.
- Members make a few more trips throughout the day.
- Previous slides have shown casual riders spending three times as much time on their average trip.



# Commuting to work

## Bike rides during week days



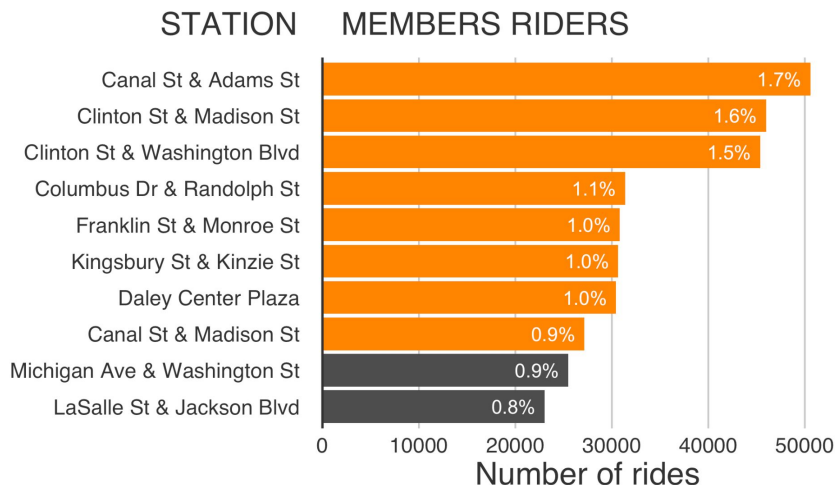
- The first peak shows **members commuting to work**. Very few casual users seem to be riding into work.
- The mid-peak shows members going to lunch and back.
- The last peak shows more people finishing work at 5 pm. It is likely to include some leisure trips as casual users peak then too.



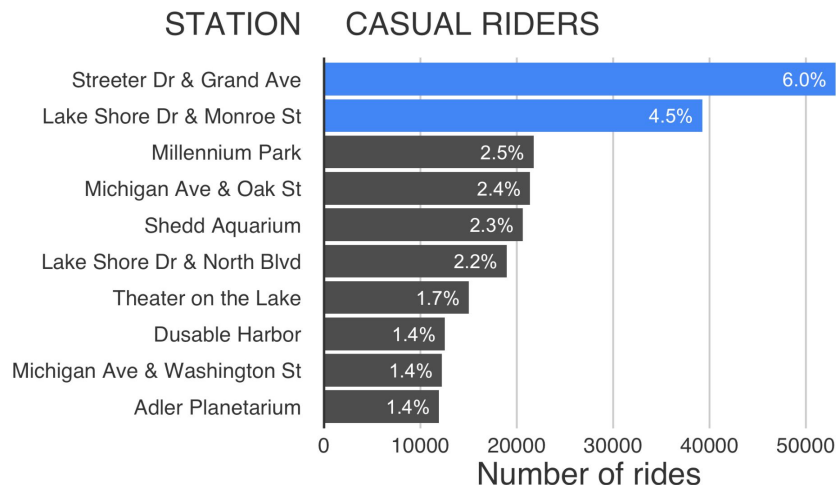


# Where are bikes being used?

## Most popular start stations



- 10% of member rides start from 8 stations
- Member riders use inner-city stations. Commuting to and from work.
- Members taking round trips tend to use similar stations to casual users. So they are also taking leisure trips by the lake.

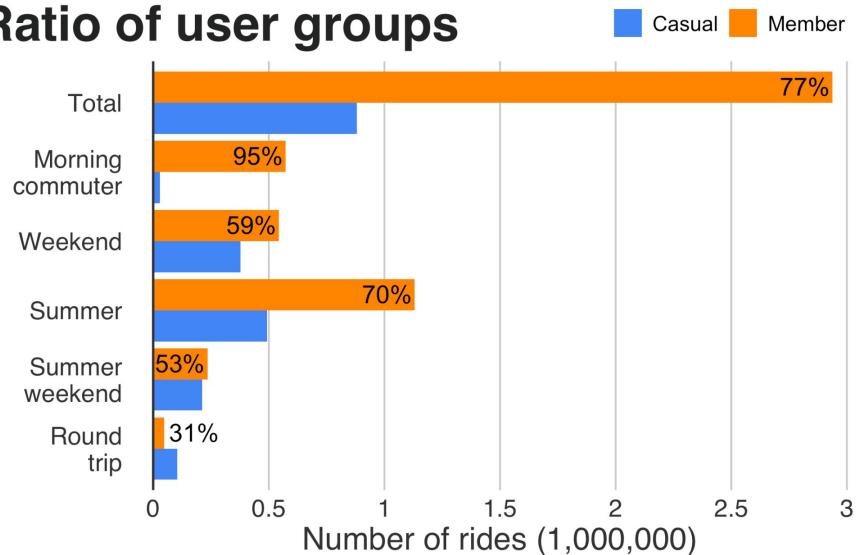


- 10% of casual rides start from just **2 stations**.
- Casual riders use stations near the lake and tourist sites. Riding for leisure.



# Summary

## Ratio of user groups



- 95% of commuter riders are members. Will be difficult to increase this percentage.
- A lower percentage of weekend users are members, particularly in summer.
- The dataset does not show how often casual users ride.
- Only 31% of round trips (leisure and keep-fit) are members. Easier group to target. Keep-fit riders are also likely to ride more often.



# Conclusion

- Trial **weekend/summer weekend** pass.
- Target keep fit(round trip) users with current yearly pass and new **weekend/summer weekend** pass.  
Round-trip bike riders (both members and casual) use stations near the lake.  
Advertise at these stations encouraging bike riding as a form of keeping fit.
- Summer pass might **reduce yearly members** more than the **increase in casual riders**.
- Carry out a survey to infer how often individual casual riders use the service.



Thank you