

# Cyclistic Case Study

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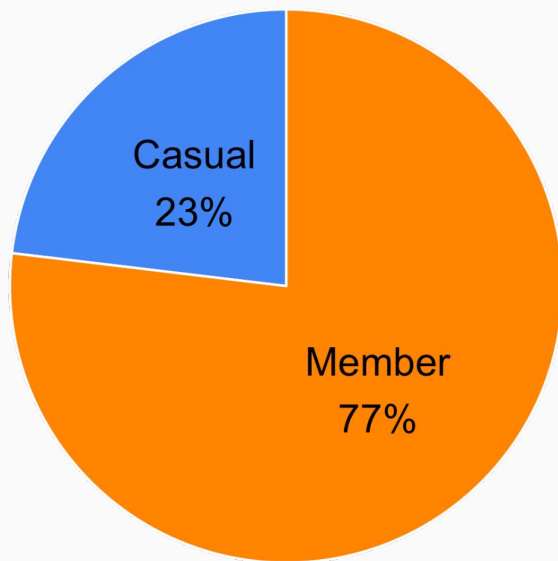
# Objective

How do **members** and **casual** riders use Cyclistic bikes differently ?

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

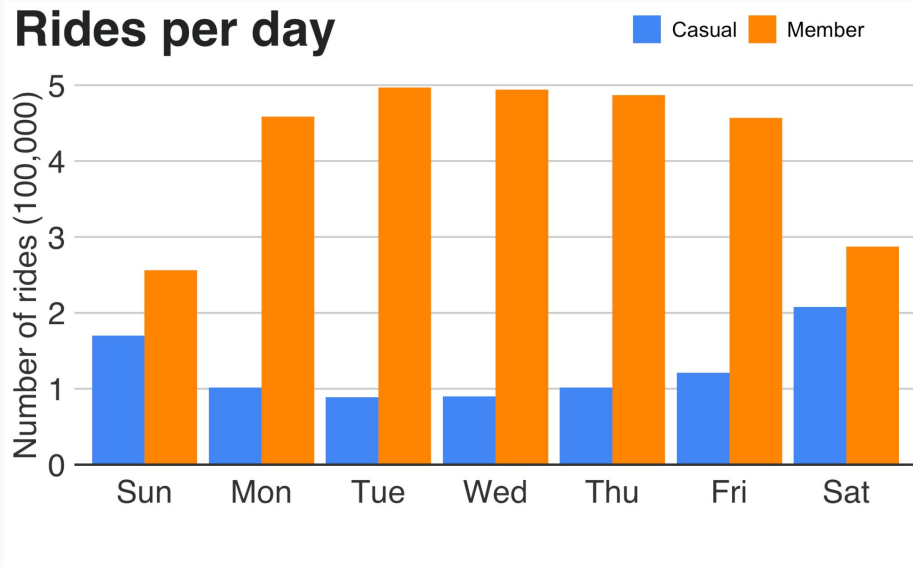


## Distribution of users



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

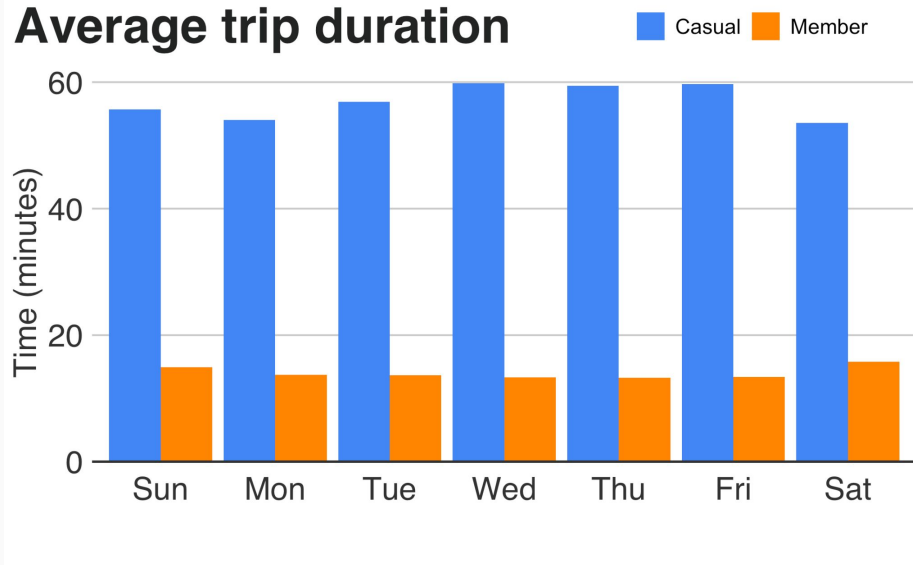
# Daily bike use on each day of the week



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



# Length of bike trips taken during the week

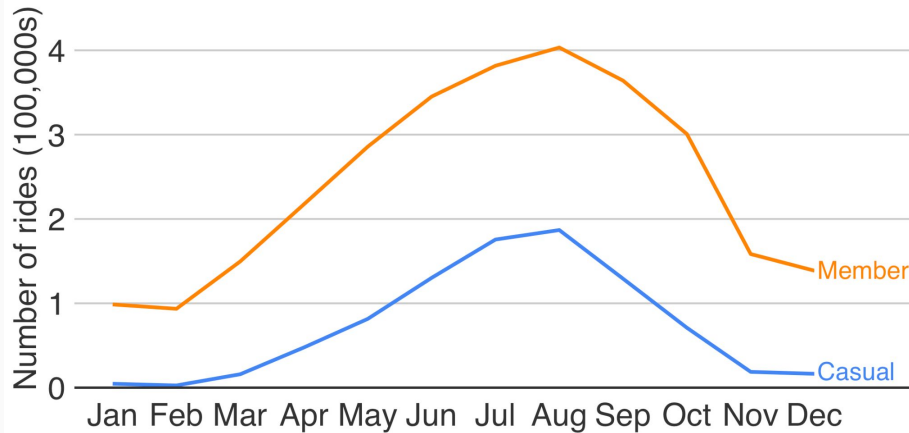


- **Members** riders take an average of 14 minutes
- **Casual** riders take longer trips with an average of 57 minutes
- Not much change in length of trip on any day
- **Members** are mainly commuters and casual riders are leisure riders



# Bike use in the summer

## Number of rides per month

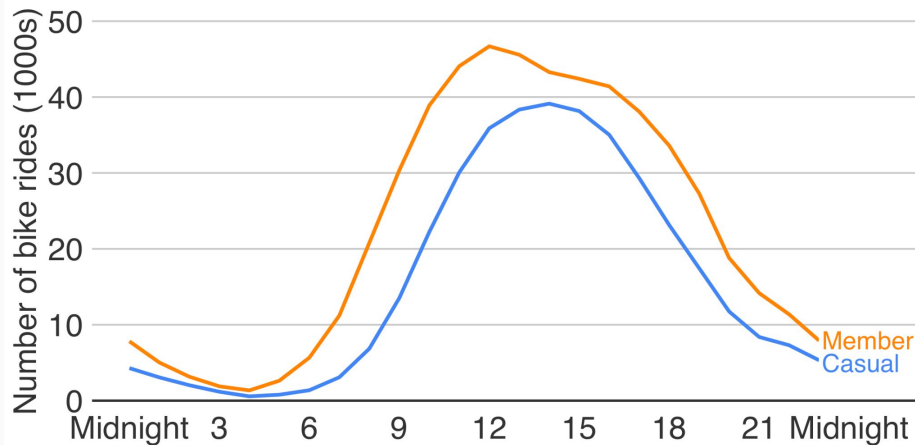


- Weather has a big impact on the number of bike rides throughout the year
- Only a quarter of **members** bike rides are in the coldest months
- Most **casual** riders avoid riding in the coldest months



# Daily weekend bike use

## Bike rides during weekend

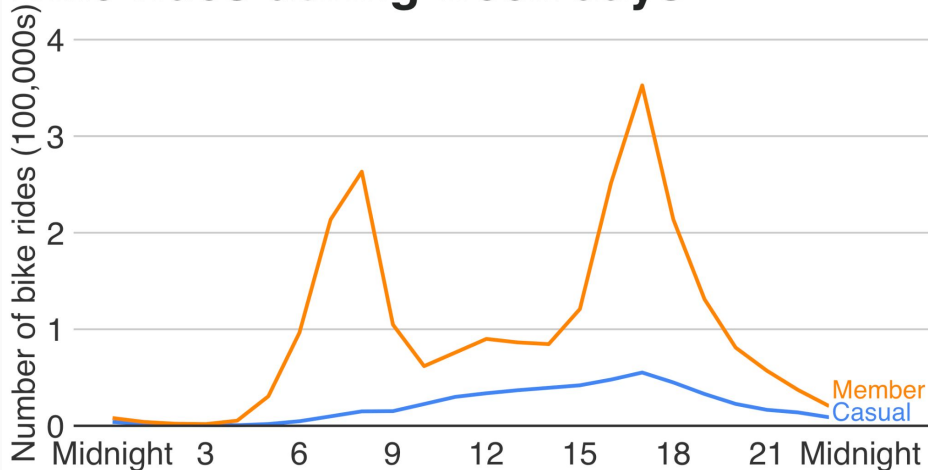


- Both **members** and **casual** riders prefer to make more trips midday
- **Members** make a few more trips throughout the day
- Previous slides have shown **casual** riders spending three times as much time on their average trip



# Commuting to work

## Bike rides during week days



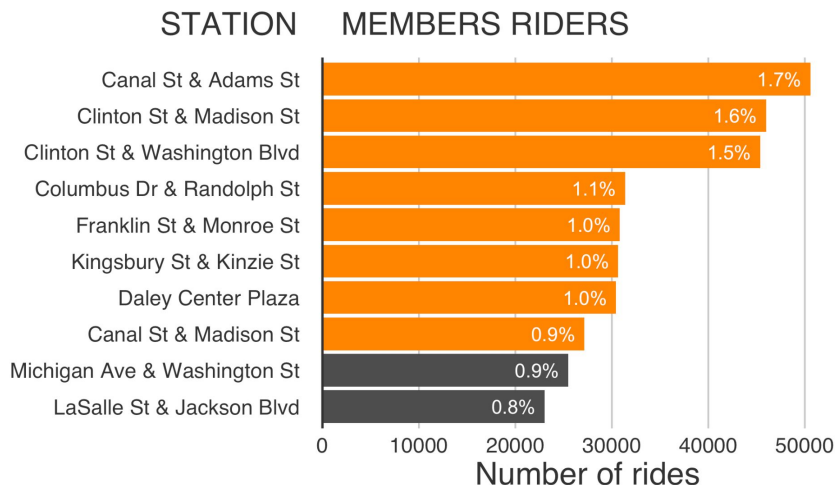
- The first peak shows **members** commuting to work. Very few **casual** users seem to be riding in to work
- The mid peak shows **members** going to lunch and back
- The last peak shows more people finishing work at 5pm. Likely to include some leisure trips as **casual** users peak then too



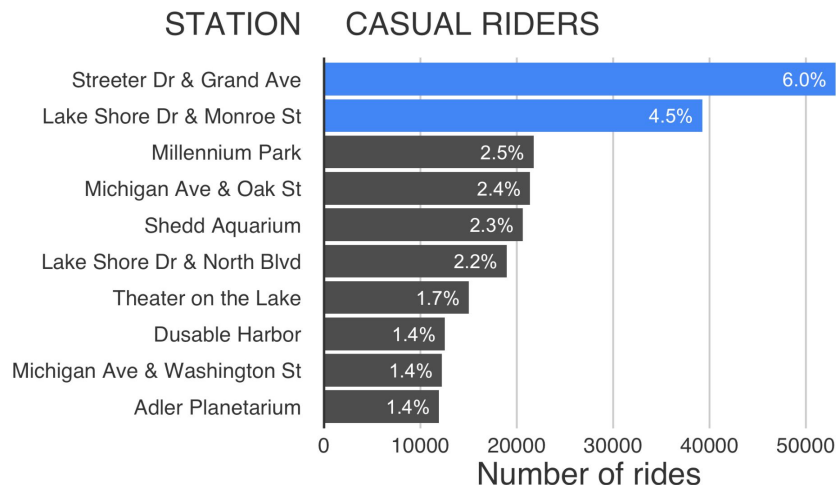


# Where are bikes being used ?

## 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

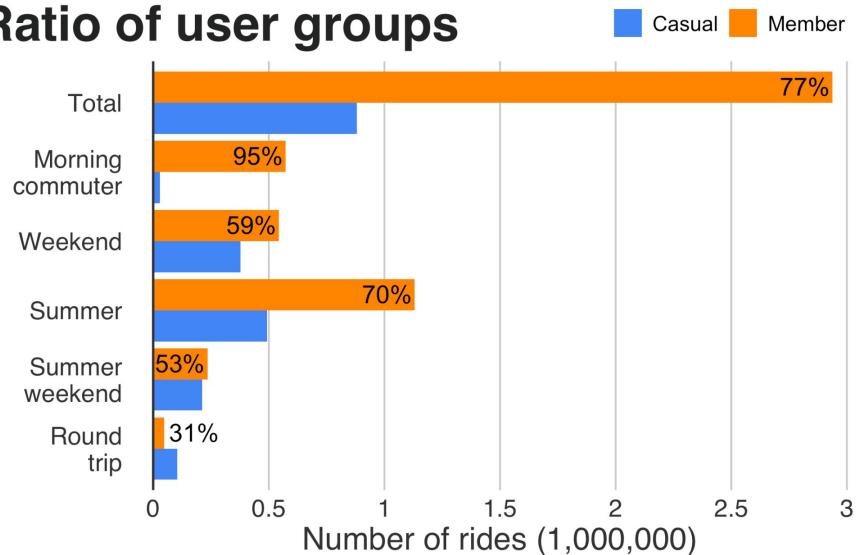


- 10% of **casual** rides start from just 2 stations
- **Casual** riders use stations near the lake and tourist sites. Riding for leisure



# Summary

## Ratio of user groups



- 95% of commuter riders are members. Will be difficult to increase this percentage
- Lower percentage of weekend users are **members** particularly in summer
- 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 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 keep fit
- **Summer** pass might reduce **yearly members** more than convert **casual** riders
- Carry out survey to infer how often individual **casual** riders use service



Thank you