

Cyclistic Case Study

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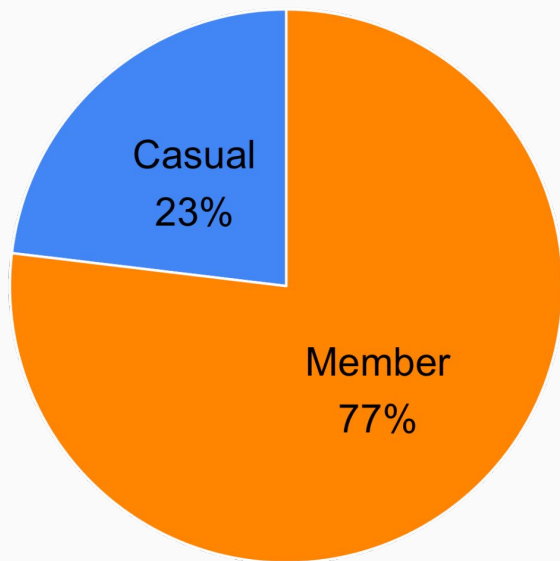
Objective

How do members and casual riders use Cyclistic bikes differently ?

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



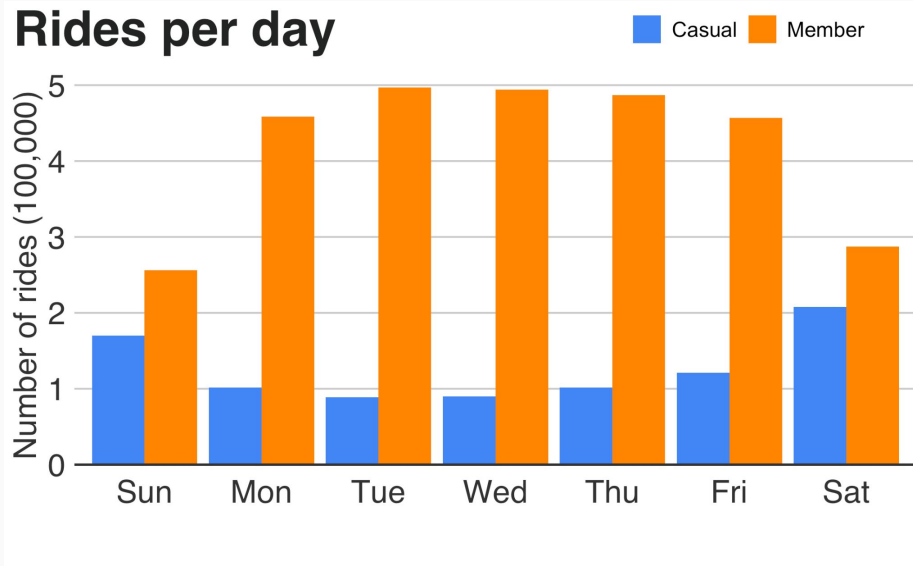
Distribution of users



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



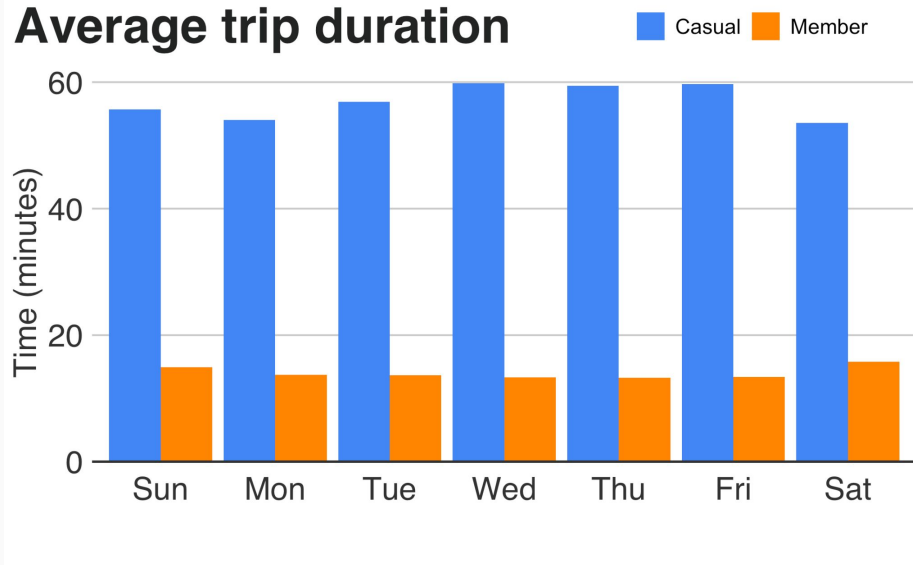
Daily bike use on each day of the week



- 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

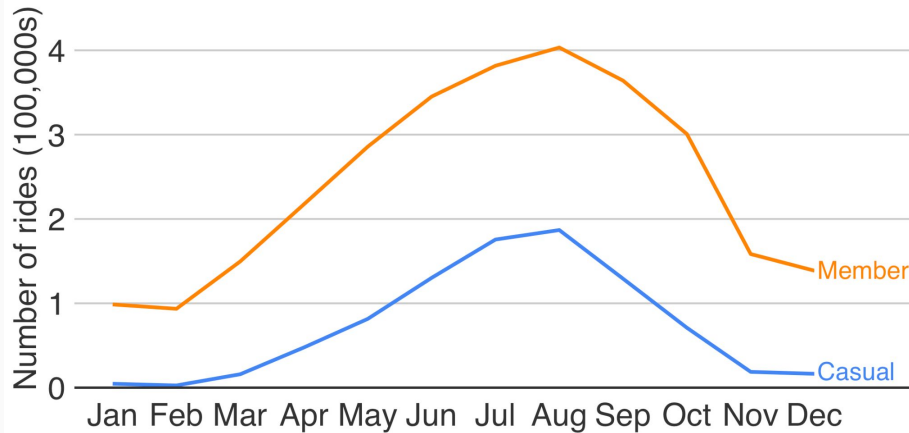


- Members riders take an average of **14 minutes**.
- Casual riders take longer trips with an average of **57 minutes**.
- Not much change in length of trip on any day
- Members are mainly commuters and casual riders are leisure riders



Bike use in the summer

Number of rides per month

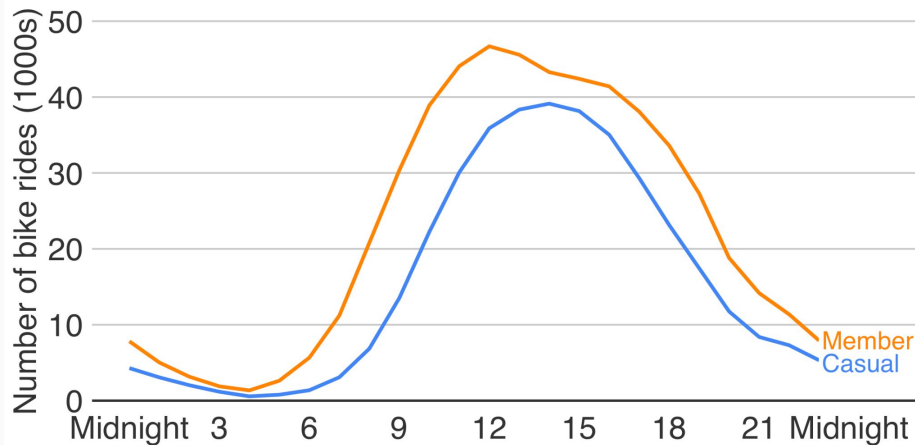


- Weather has a big impact on the number of bike rides throughout the year.
- Only a quarter of members bike rides are in the coldest months.
- Most casual riders avoid riding in the coldest months.



Daily weekend bike use

Bike rides during weekend

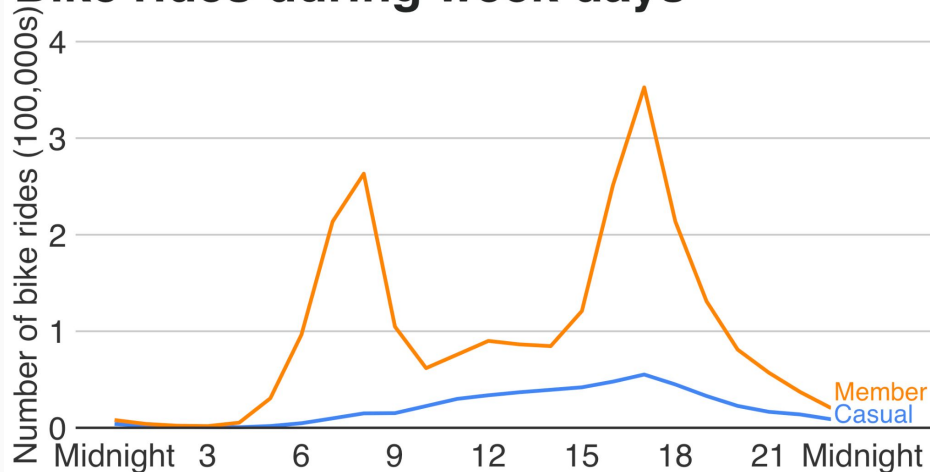


- Both members and casual riders prefer to make more trips midday.
- Members make a few more trips throughout the day.
- Previous slides have shown casual riders spending three times as much time on their average trip.



Commuting to work

Bike rides during week days

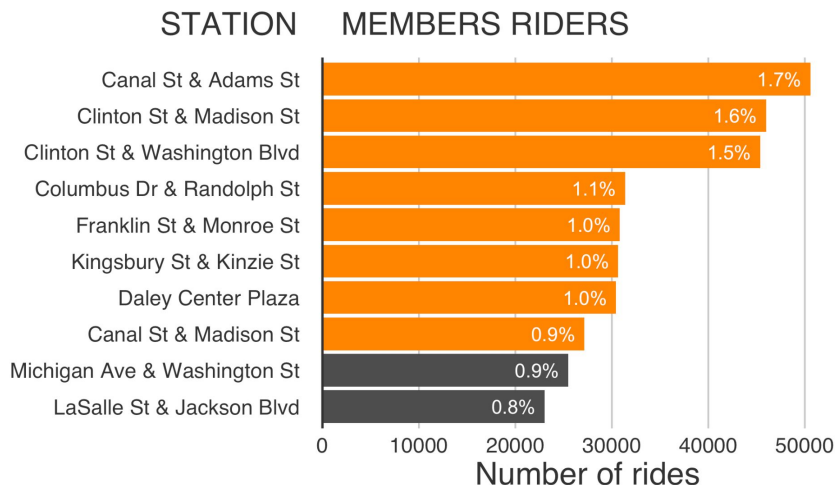


- The first peak shows **members commuting to work**. Very few casual users seem to be riding in to work.
- The mid peak shows members going to lunch and back.
- The last peak shows more people finishing work at 5pm. Likely to include some leisure trips as casual users peak then too.

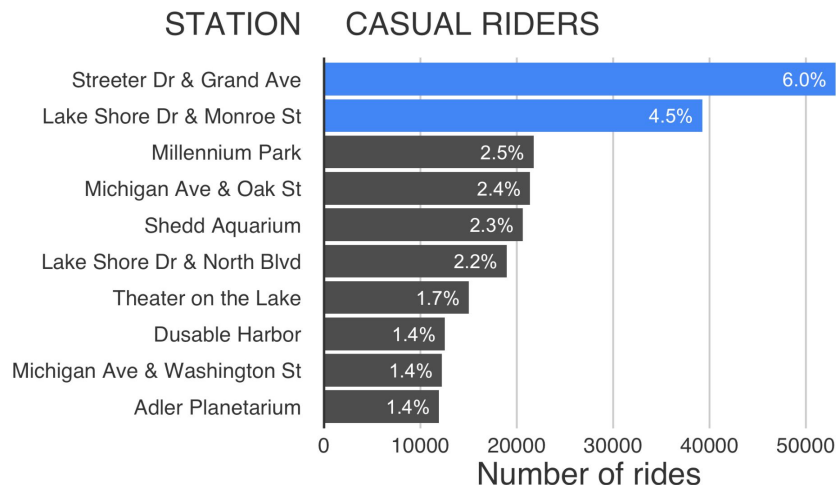


Where are bikes being used ?

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

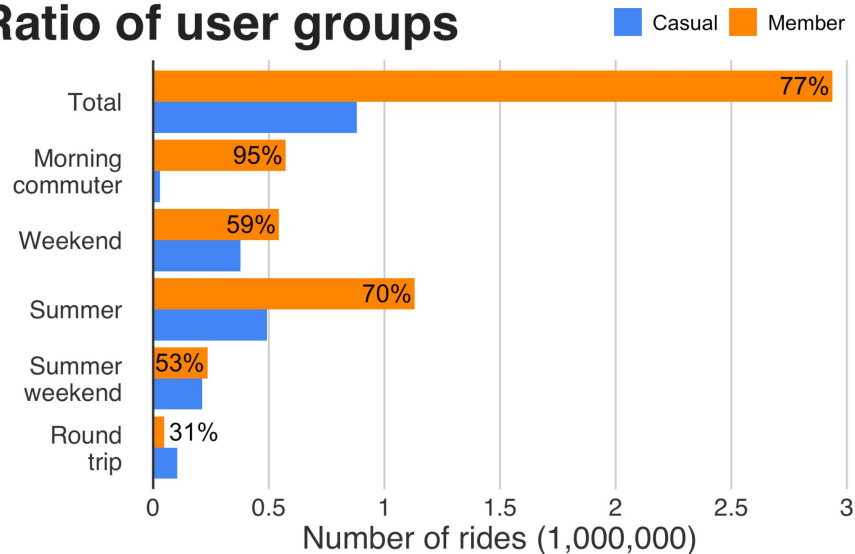


- 10% of casual rides start from just **2 stations**
- Casual riders use stations near the lake and tourist sites. Riding for leisure



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 the **increase casual riders**.
- Carry out survey to infer how often individual casual riders use service.



Thank you