Cyclistic Bike – Share | Google Case Study

Total Rides in 2022

4.3M

Total Rides by Riders

member	casual
2.6M	1.7M
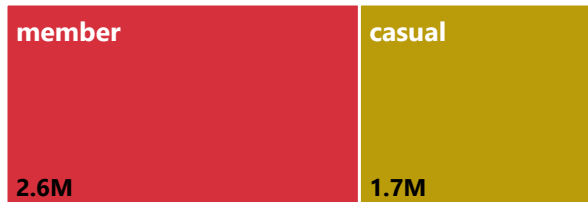
Members are majority with 2.6 million rides taken in 2022. **Casual riders** make up 1.7million rides. **causal riders** rode longer (23.9 mins) than **members** (12.6 mins).
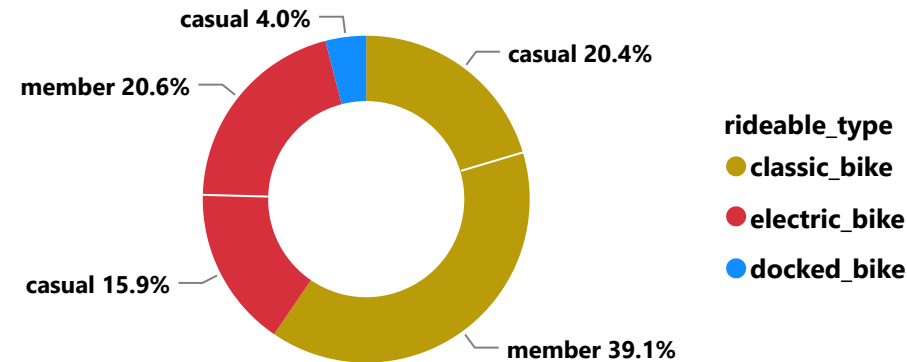
Average Ride length(in mins)

17.1

Avg Ride Length by Riders

casual	member
23.9	12.6

Bike Usage

casual 4.0%

member 20.6%

casual 20.4%

casual 15.9%

member 39.1%
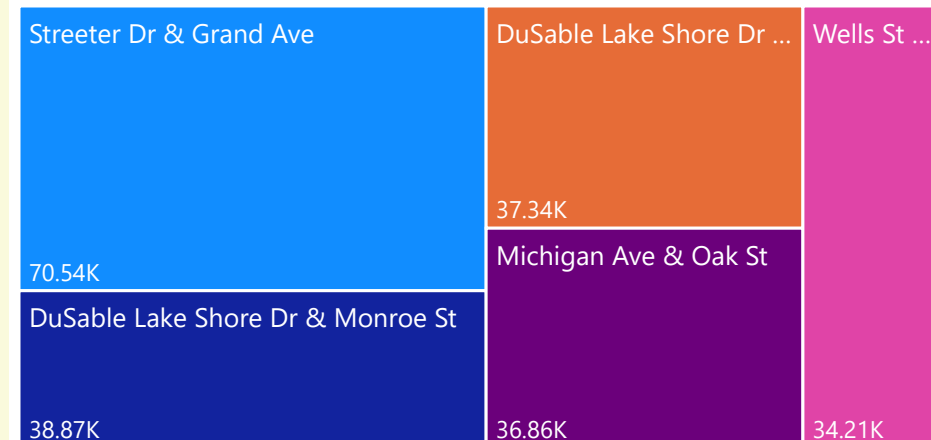
rideable_type
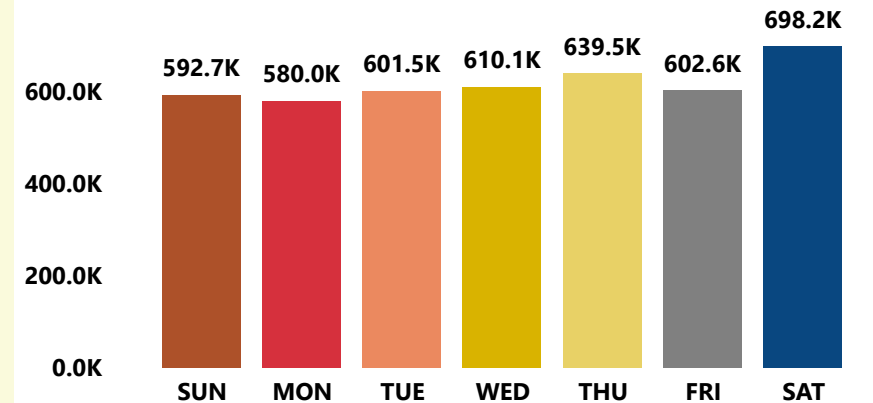- classic_bike
- electric_bike
- docked_bike

Classic Bikes were preferred among both customers types, making up 60% of the rides. **Electric bikes** made up 37% of rides. Only casual riders chose **Docked bikes**, making up only 4% of all rides taken. Streeter Dr & Grand Ave was most popular station overall.
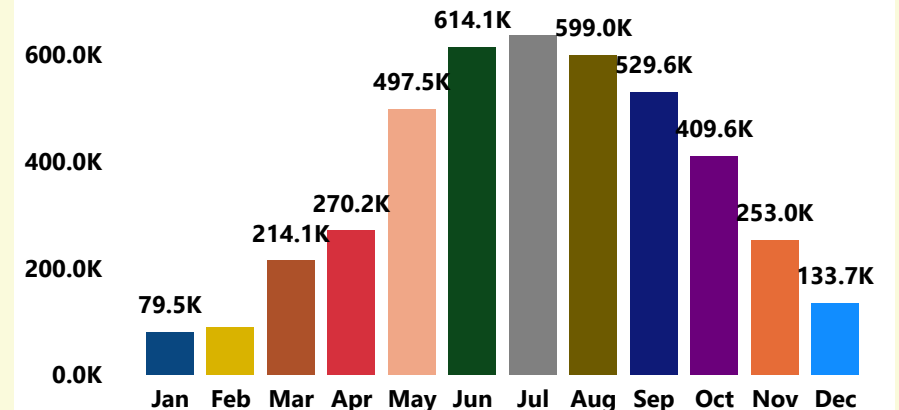
Most Popular Bike Stations

Streeter Dr & Grand Ave	DuSable Lake Shore Dr ...	Wells St ...
70.54K	37.34K	34.21K
DuSable Lake Shore Dr & Monroe St	Michigan Ave & Oak St	
38.87K	36.86K	

Saturday was the most popular day with 698.2k rides. **Thursday** came in second with **639.5k** rides. Most rides were taken in late summer and early fall, between **July** and **September** - with July having most rides **635k** . The least favored months were during the winter season, with **January** having only **79.5k** rides.

Total Rides by Weekdays

592.7K	580.0K	601.5K	610.1K	639.5K	602.6K	698.2K
SUN	MON	TUE	WED	THU	FRI	SAT

Total Rides by Months

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
79.5K	214.1K	270.2K	497.5K	614.1K	599.0K	529.6K	409.6K	253.0K	133.7K		

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Total Rides per Day

member_casual ● casual ● member

Day	casual	member
SUN	299K	294K
MON	209K	371K
TUE	195K	407K
WED	202K	408K
THU	228K	411K
FRI	247K	356K
SAT	364K	334K

Total Ride per Month

member_casual ● casual ● member

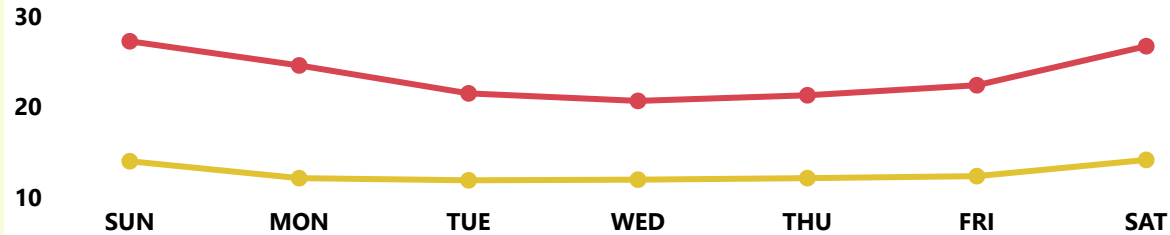| Month	casual	member
Jan	13K	67K
Feb	15K	73K
Mar	67K	147K
Apr	91K	—
May	218K	—
Jun	290K	309K
Jul	309K	—
Aug	268K	331K
Sep	219K	311K
Oct	150K	260K
Nov	73K	180K
Dec	31K	103K
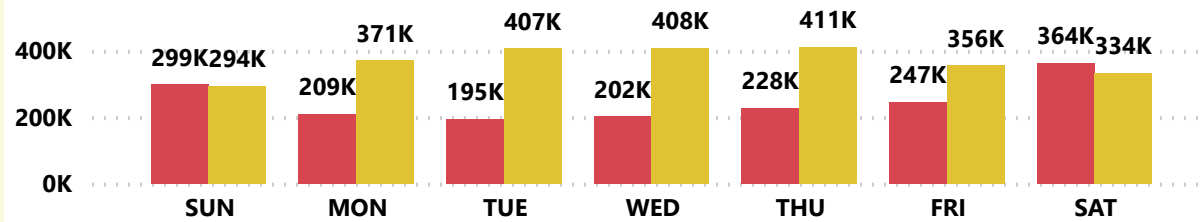
Average Ride Length per Day

member_casual ● casual ● member

Average Ride Length per Month

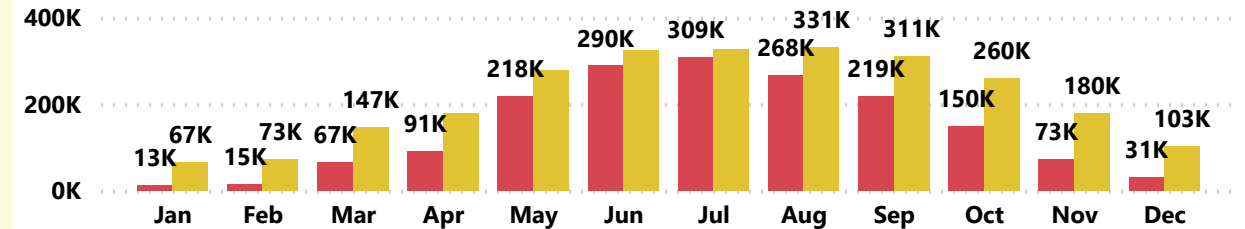member_casual ● casual ● member

Casual riders rode most frequently on **weekends**, specifically **Saturdays**. **Members** rode consistently throughout the week peaking on **Wednesday**, indicating that **members** most likely use this service for purpose of **work-related** - like commuting or everyday **to-dos**.
Both group took longer rides on weekends, with **Sunday** seeing the longest **(26.6 mins for casual and 14,1 min for members)**.Members consistently use bikes more each week, with longer rides typically occurring on weekends.
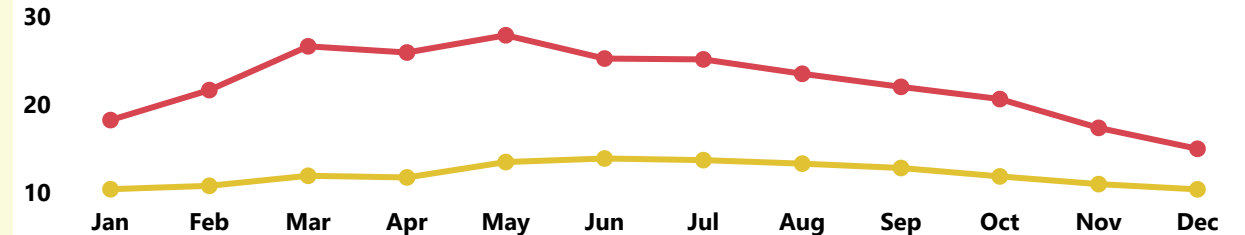
In the **middle to late summer** months, particularly from **July to September**, biking activity **peaked**. Among **casual riders**, **July** saw the highest activity, whereas for **members**, **August** was the busiest. Conversely, **winter**, notably **January**, experienced the least biking activity for both groups. These findings suggest that **both groups prefer biking during warmer months**. However, **members** consistently maintained their bike usage throughout the year, indicating it's likely for **everyday purposes, while casual riders tend to use the service more for leisurely activities.**
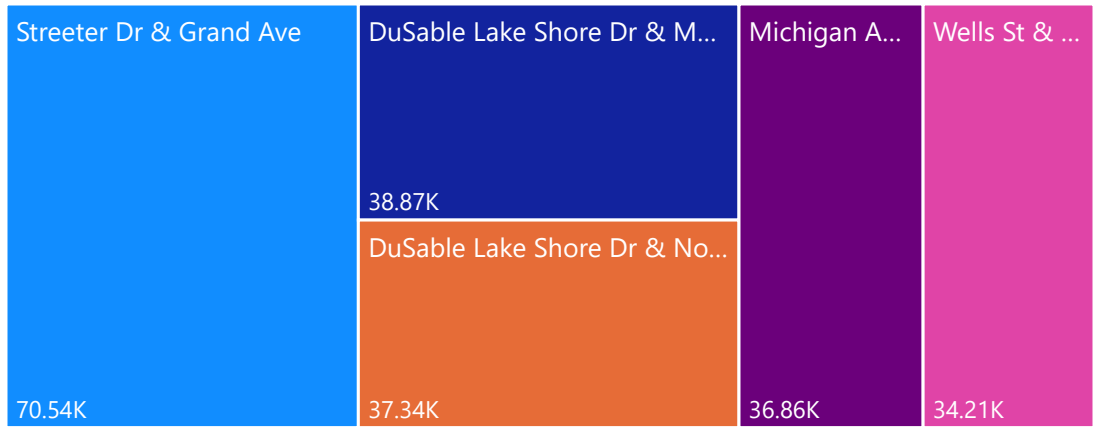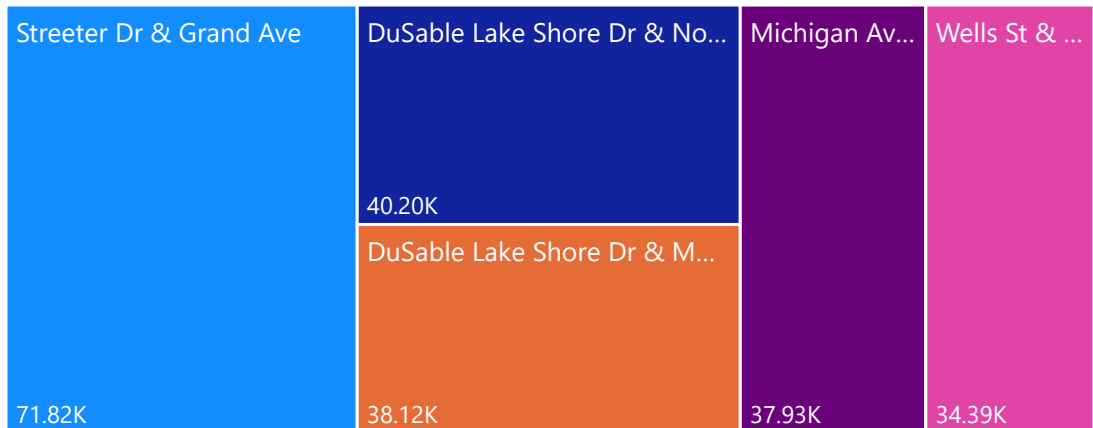
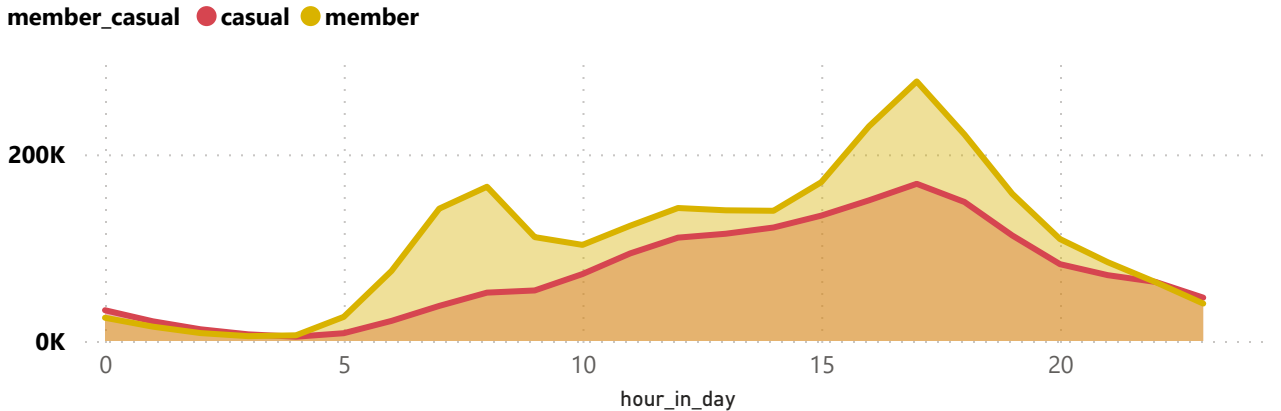# Cyclistic Bike – Share | Google Case Study

Most Popular Start Stations

Streeter Dr & Grand Ave	DuSable Lake Shore Dr & M...	Michigan A...	Wells St & ...
	38.87K		
	DuSable Lake Shore Dr & No...		
70.54K	37.34K	36.86K	34.21K

Most Popular End Stations

Streeter Dr & Grand Ave	DuSable Lake Shore Dr & No...	Michigan Av...	Wells St & ...
	40.20K		
	DuSable Lake Shore Dr & M...		
71.82K	38.12K	37.93K	34.39K

Total Rides per Hour

member_casual ● casual ● member

Average Ride Length per Bike Type

member_casual ● casual ● member

docked_bike — 48.39

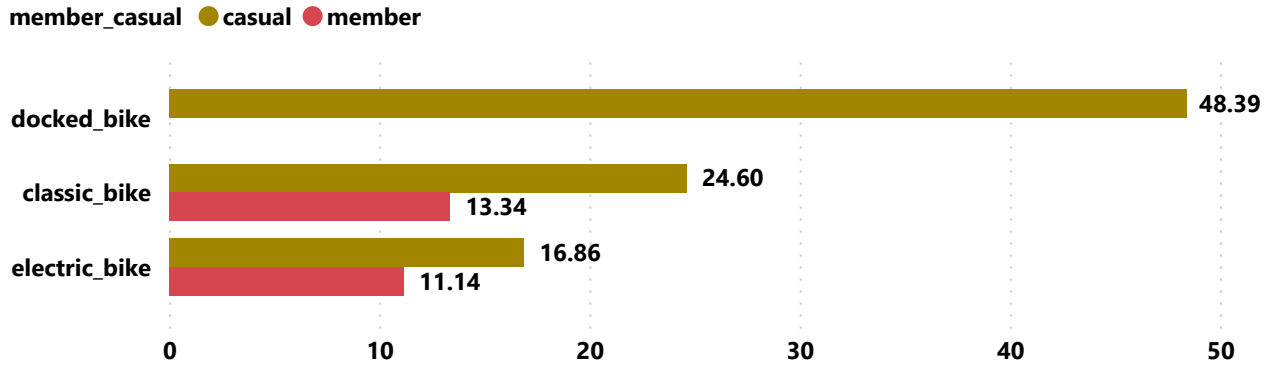classic_bike — 24.60 / 13.34

electric_bike — 16.86 / 11.14

The **top 5 most visited** starting and ending stations were identified, with **Streeter Dr & Grand Ave** being the most popular station for both types of riders. **Casual riders** tended to favor **stations near tourist attractions, entertainment spots like parks, theaters, and aquariums,** while **members** showed a preference for stations located **within downtown areas.**

The hours are represented in a 24-hour clock starting from midnight (12 AM). The busiest time was from 4 PM to 6 PM. Members tended to use bikes more at 8 AM and 5 PM. Casual riders showed a gradual increase in bike usage from 12 PM to 5 PM, reaching a peak at 5 PM. Casual riders generally had longer ride lengths compared to members. Interestingly, docked bikes, although less preferred, had the longest average duration for casual riders.

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Members

1)Bike type : Members preferred classic bikes with least to no usage of docked bikes.

2)Weekly Usage: Members rode consistently throughout the week to commute.

3)Monthly Usage : July - September were favored.

4)Time of Day : The busiest hour coincide with school and working hours - 8AM, 12PM and 5PM.

5)Ride Durations : Average ride length were shorter but more consistent, suggesting that usage is linked to daily commutes.

6)Bike stations : Members frequented bike stations that were downtown - colleges, offices , buildings etc.

Casual Riders

1)Bike type : Casual Riders favored classic bikes.

2)Weekly Usage: Casual riders rode most often on Saturday and Sundays.

3)Monthly Usage : Summer was favored by casual riders; June - August were the busiest months.

4)Time of Day : Ride Durations increased steadily as the day progressed, peaking at 5PM.

5)Ride Durations : Average ride lengths were longer especially on weekends in warmer months.

6)Bike stations : Casual riders visited bike stations primarily by large attractions and entertainment such as parks, theaters and aquariums.

Recommendations

1) Promotional Incentives - Offer limited-time discounts or incentives such as bonus, ride credits or referral reward to encourage casual riders to sign up for annual memberships.

2)Trial Periods - Provide short-term trial period for casual riders to experience the benefits of annual memberships, allowing them to test the service before committing long-term.

3)Targeted Marketing - Utilize targeted digital marketing campaigns tailored to the interests and preferences of casual riders, highlighting the convenience, savings, and environmental benefits of annual memberships.

4) Location Preferences - Expand the bike stations network to cover a wide range of locations, including downtown areas, popular attractions, and transit hubs, ensuring convenient access for both commuting and leisure riding purposes.