

CYCLISTIC BIKE-SHARE VISUALIZATION

- ❑ Communicating findings effectively to
Cyclistic's executive team

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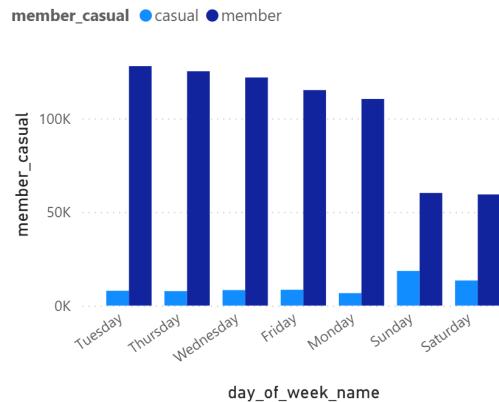
Date: July 12, 2025

CYCLISTIC BIKE-SHARE VISUALIZATION

- ▶ Power BI was used to create professional visualizations that compare the riding patterns of casual riders and annual members. A bar chart was designed to compare average ride duration, demonstrating that casual riders take longer trips than members. A clustered column chart shows ridership volume by day of the week, indicating that members primarily ride on weekdays, whereas casual riders peak on weekends. Lastly, a time-of-day line chart shows that members ride most frequently during morning and evening commute hours, whereas casual riders ride more consistently during midday hours. Together, these visuals clearly communicate behavioral differences and support marketing strategies focused on converting casual riders into annual members.

➤ Dashboard

Number of Rides by Day of Week and Rider Type



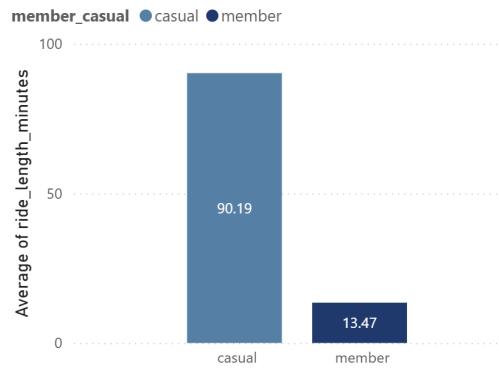
Ride Volume by Hour of Day



791.24K

Count of ride_id

Average Ride Length by Rider Type



Average of ride_length_minutes

member_casual	day_of_week_name	Average of ride_length_minutes
member	Wednesday	11.84
member	Thursday	11.90
member	Tuesday	12.86
member	Friday	13.41
member	Monday	13.75
member	Sunday	16.83
member	Saturday	17.62
casual	Monday	68.87
casual	Tuesday	73.84
casual	Wednesday	74.81
casual	Saturday	88.55
casual	Sunday	88.67
casual	Friday	103.43
casual	Thursday	133.80
		20.35

casual

6M

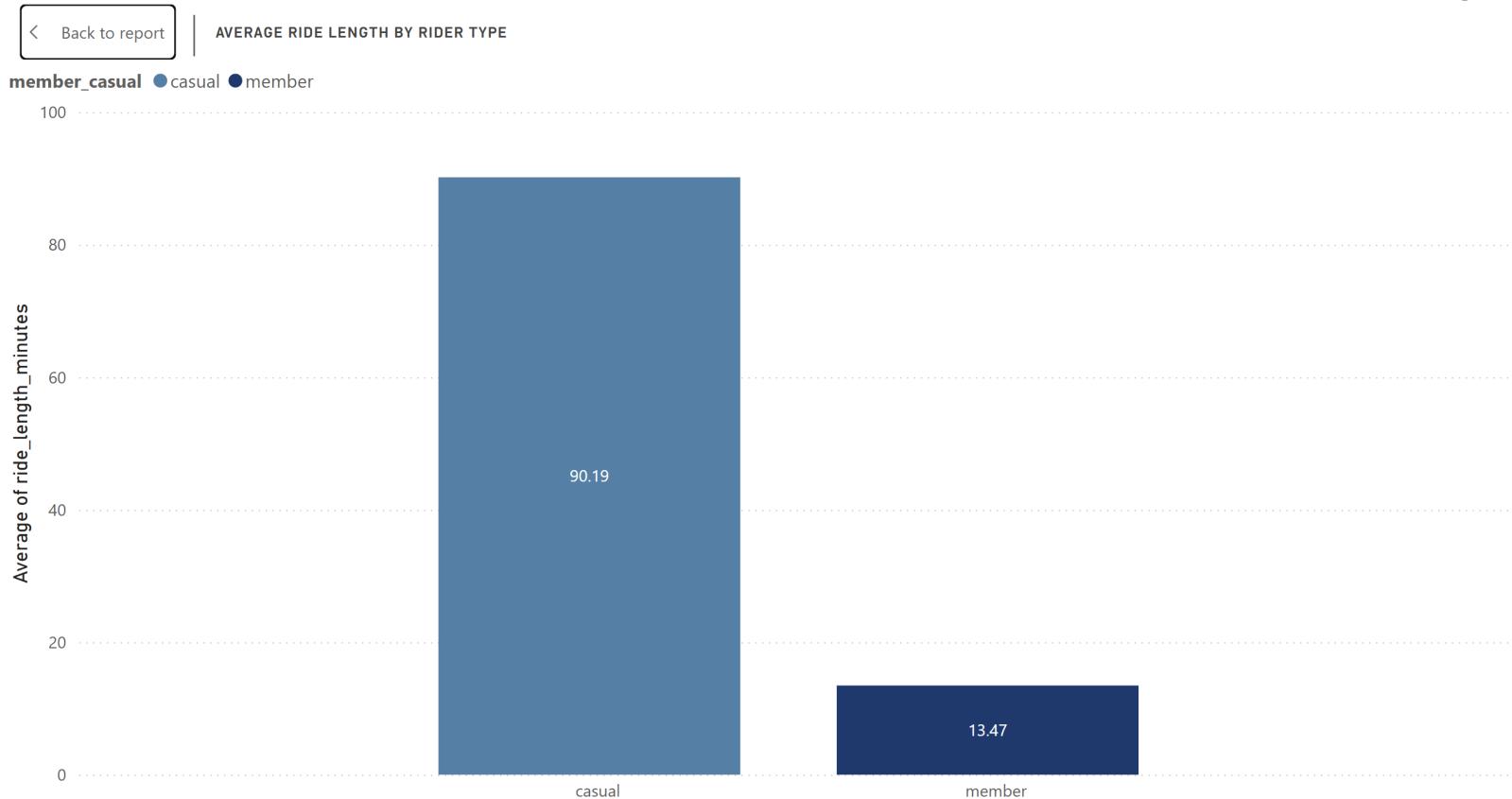
Sum of ride_length_minutes

member

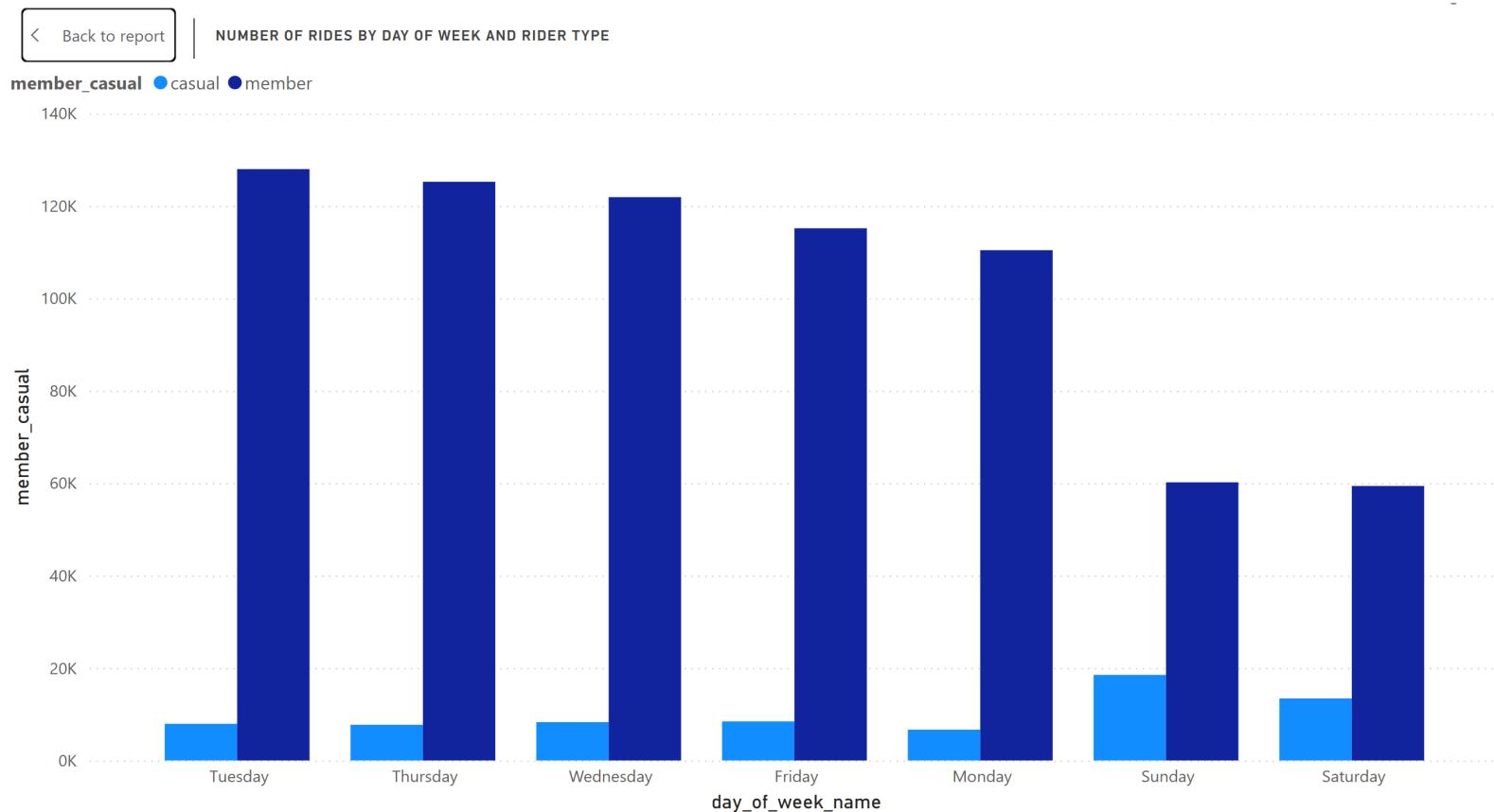
10M

Sum of ride_length_minutes

➤ BAR CHART: Average Ride Length by Rider Type



➤ CLUSTERED BAR CHART: Number of Rides by Day of Week and Rider Type



➤ LINE CHART: Ride Volume by Hour of Day

