





¿ HOW CICLYSTIC USERS BEHAVE ?

BY: KONRAD PESCHKA

LAST UPDATE: 06-FEB-2023



ABOUT THIS PRESENTATION

- Annual vs casual riders
- Daily usage patterns
- Usage by day of the week.
- Insights and Recommendations

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OUR 2 MAIN CHARACTERS

- Annual Members
- Casual Members



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ANNUAL MEMBER



ANNUAL

**Total
Trips**

3.3M

**Avg trip
duration**

12 min

**Avg trip
distance**

2.1 Km

*real data from a chicago bike sharing company in 2022



CASUAL MEMBER



CASUAL

Total
Trips

2.3M

Avg trip
duration

22 min

Avg trip
distance

2.2 Km

*real data from a chicago bike sharing company in 2022

Annual

COMPARE

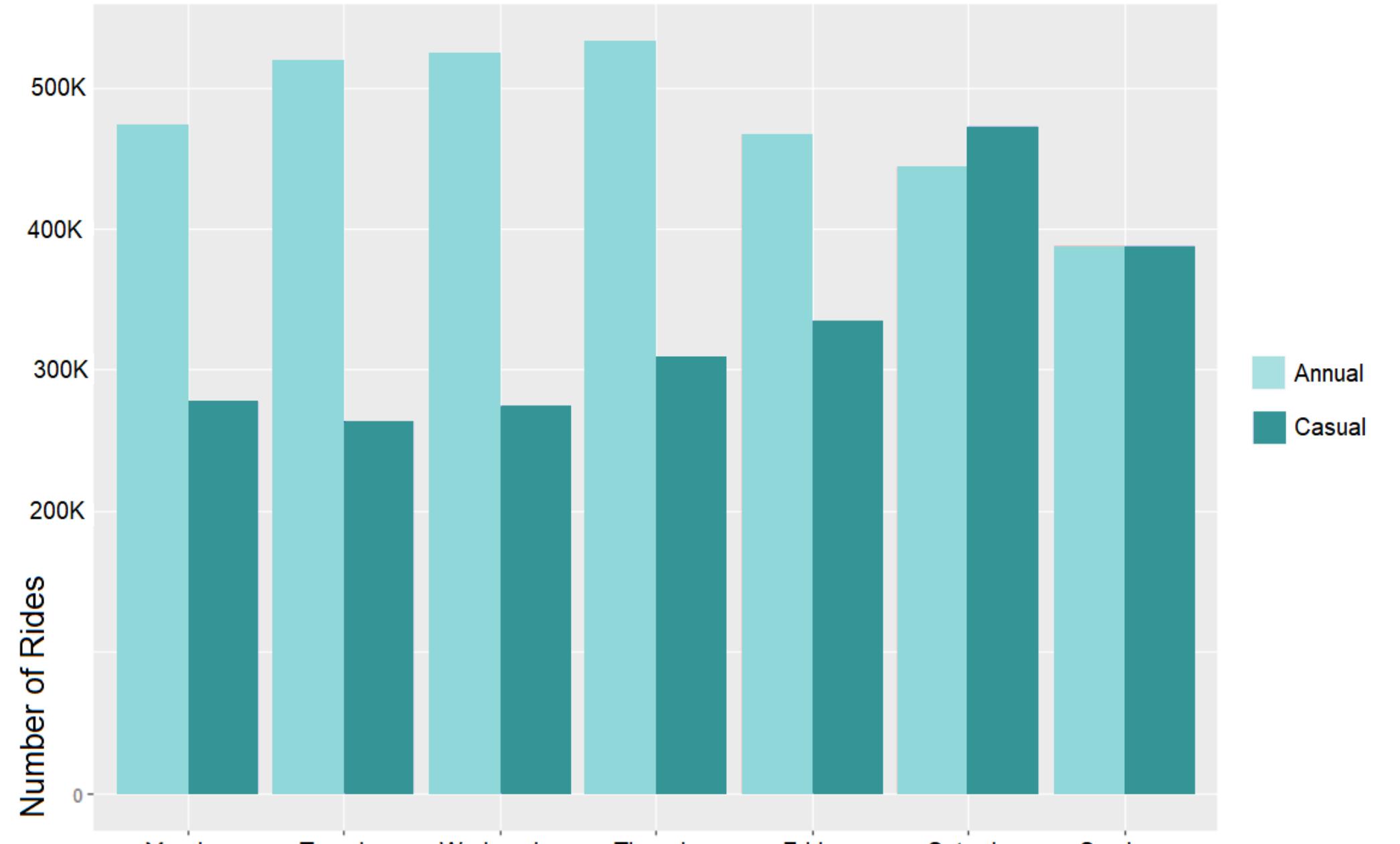


Casual

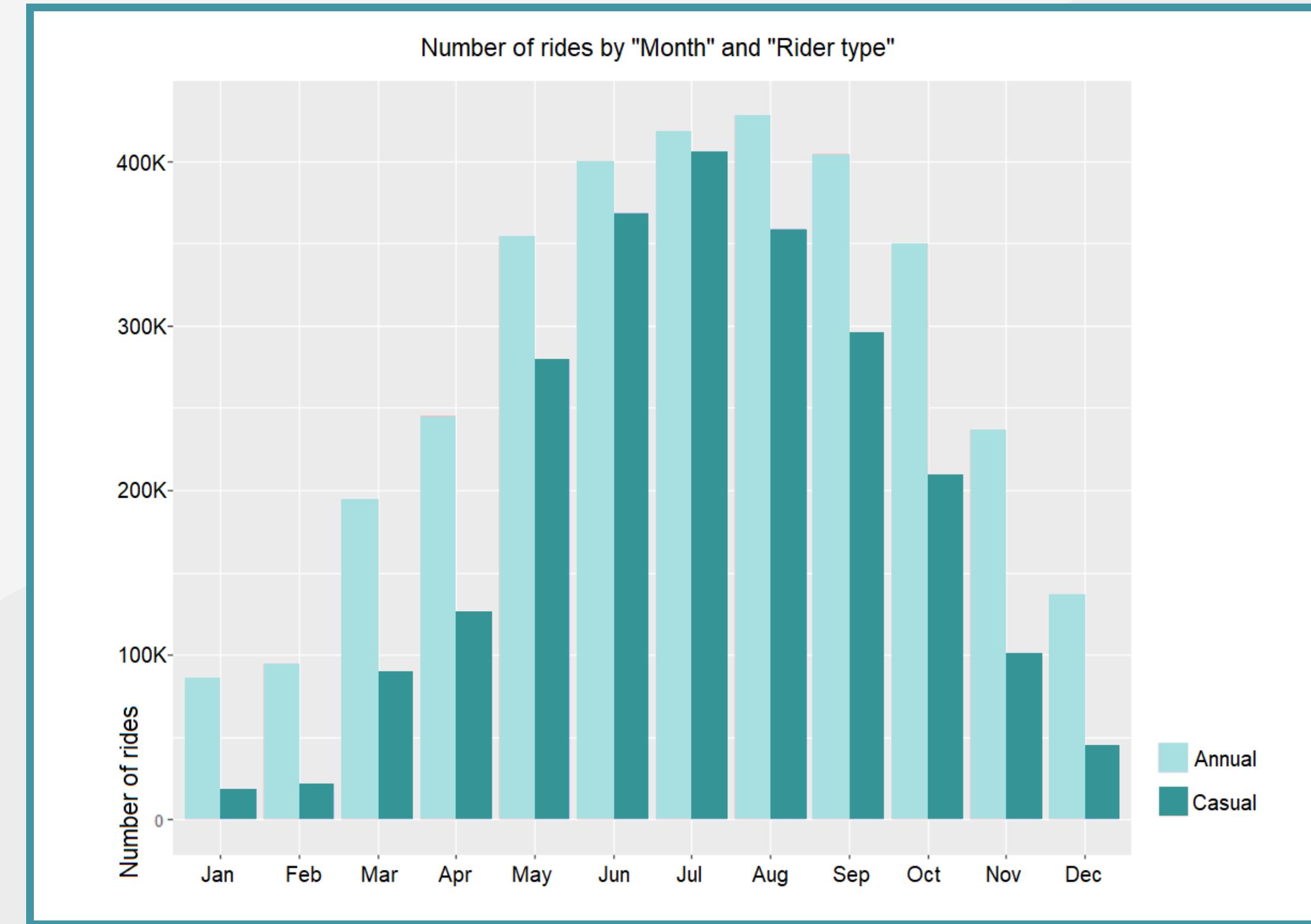
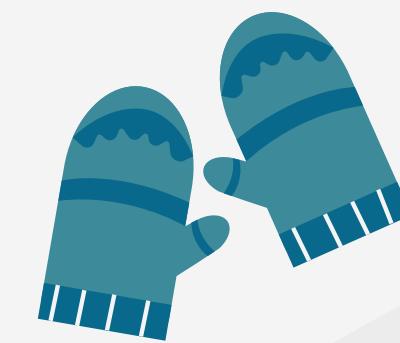
DAY OF WEEK

WEEKEND

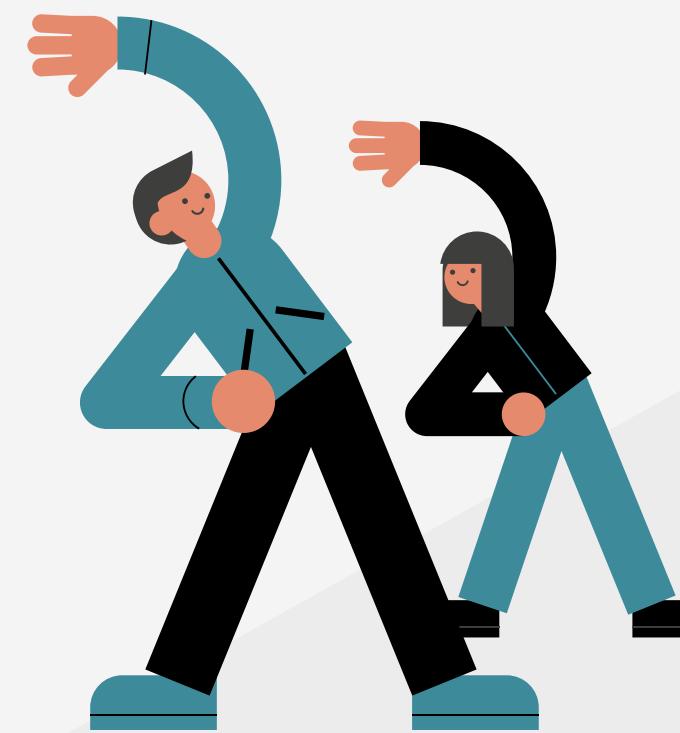
Number of rides by "Day of Week" vs "Rider Type"



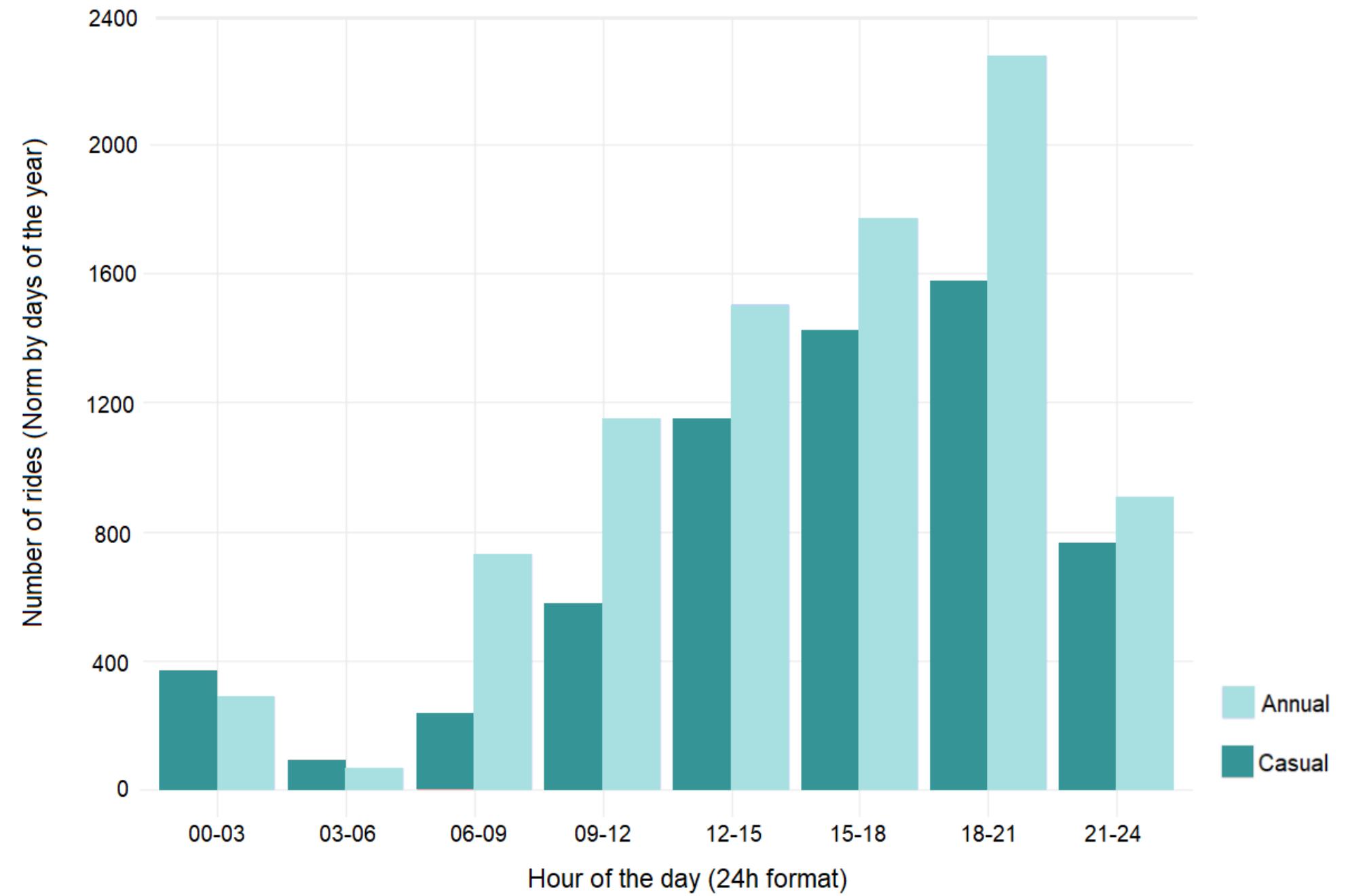
MONTH OF YEAR



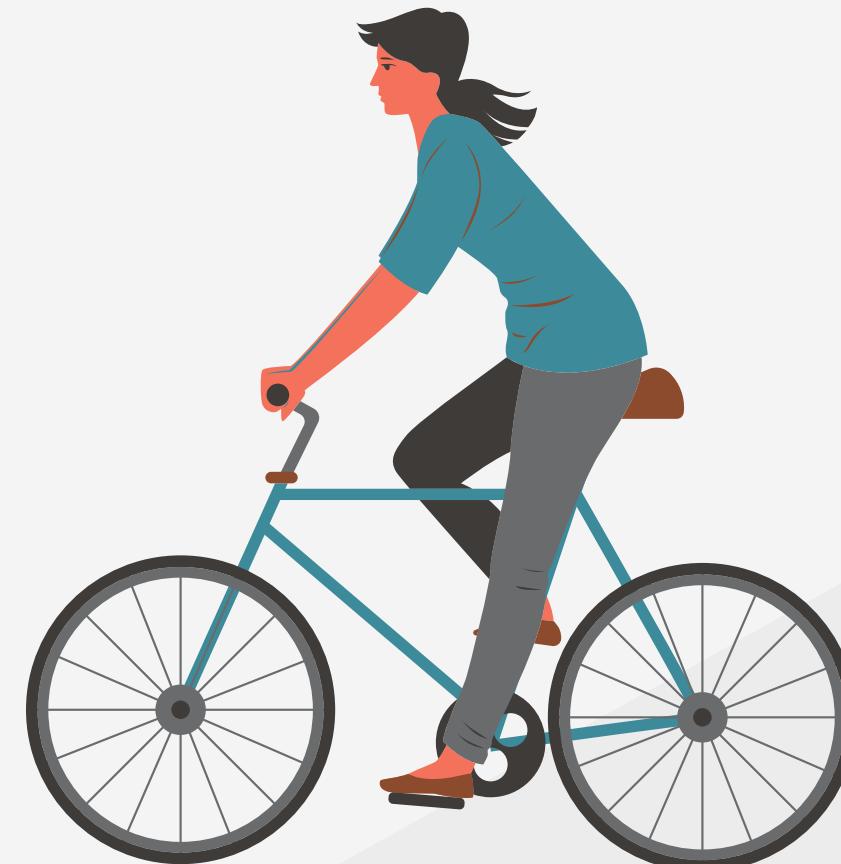
RANGE OF TIME



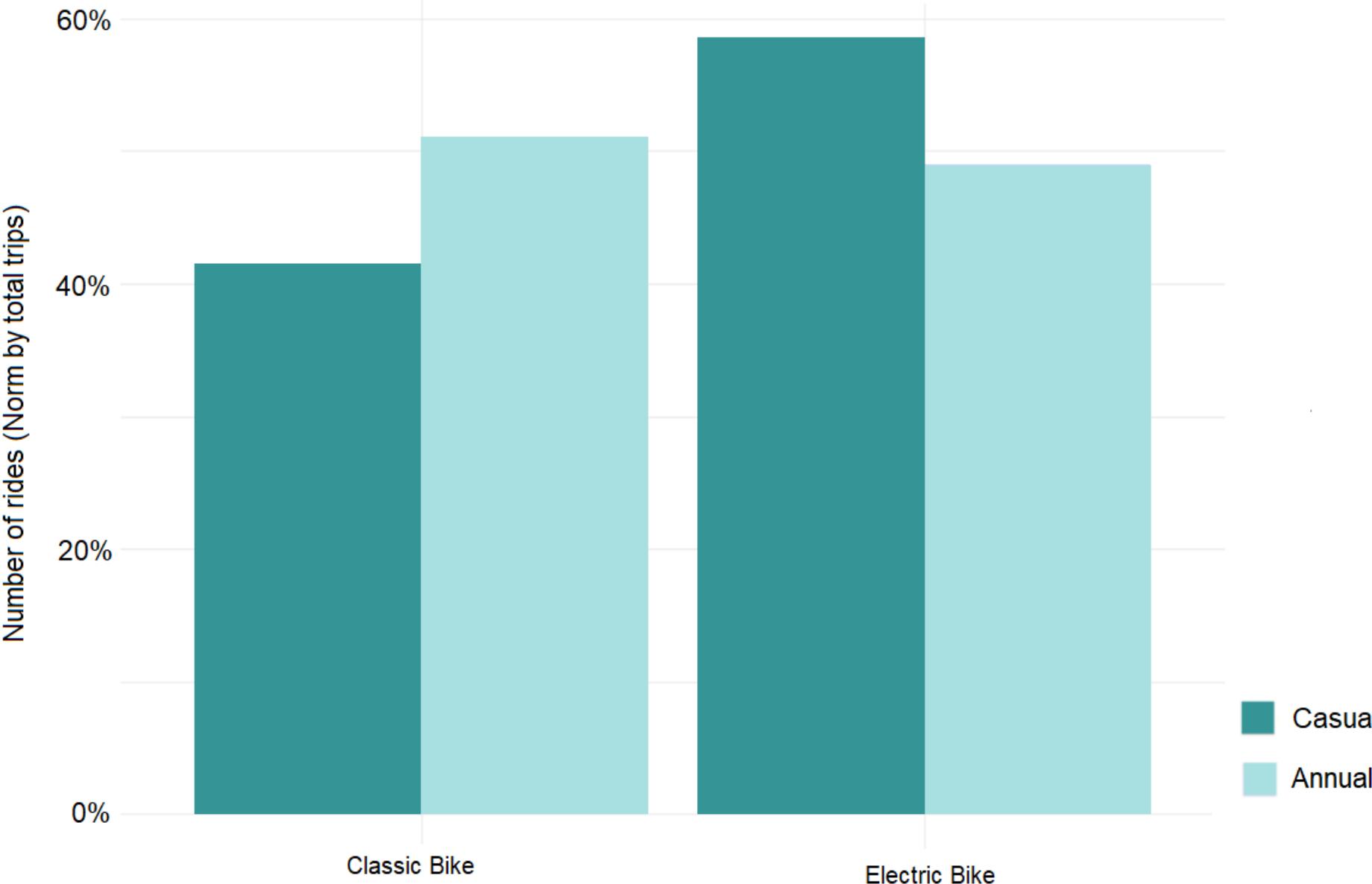
Number of rides by "Rider type" and "Different 3 hour intervals"



TYPES OF BIKES



Number of rides by "Rider type" and "Type of bikes"





TOP 4 INSIDES





TOP 4 INSIDES

1. Summer casual member dominance





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2. Winter revenue from annual members





TOP 4 INSIDES

1. Summer casual member dominance
2. Winter revenue from annual members
3. Peak bike usage after work



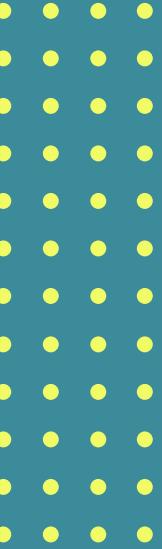
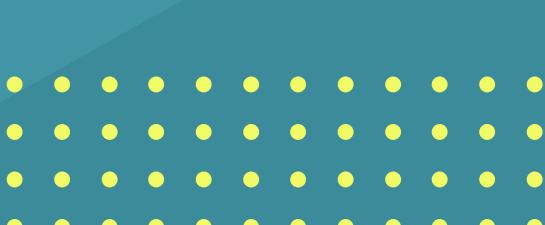


TOP 4 INSIDES

1. Summer casual member dominance
2. Winter revenue from annual members
3. Peak bike usage after work
4. Electric bike preference by casual members ↘



RECAP





Q & A

Thank you

Konrad Peschka

