

Cyclistic 2020 Rider Trends

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Last Updated: May 18, 2021

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Purpose Statement

Study 2020 ridership data to discover how **casual** riders use Cyclistic bikes differently from **member** riders.

Develop recommendations for a new marketing campaign to attract casual riders as new members.

Data & Insights

Ridership Levels Throughout the Week

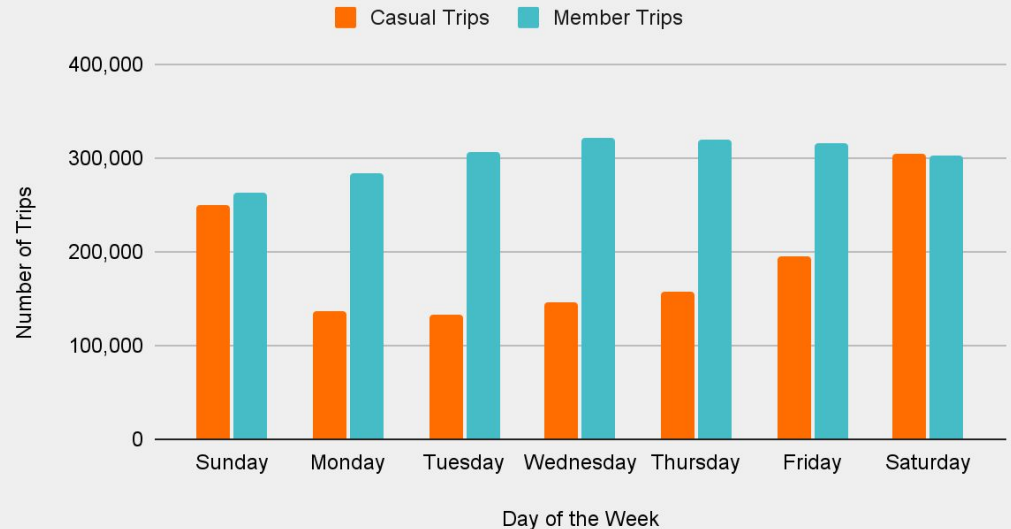
Cyclistic members completed the most number of trips during the week

Weekday trips are most likely being completed by commuters

Although, it's important to observe that a significant number of weekend trips are also completed by members.

Members appear to like Cyclistic for both weekday commuting and weekend leisure rides.

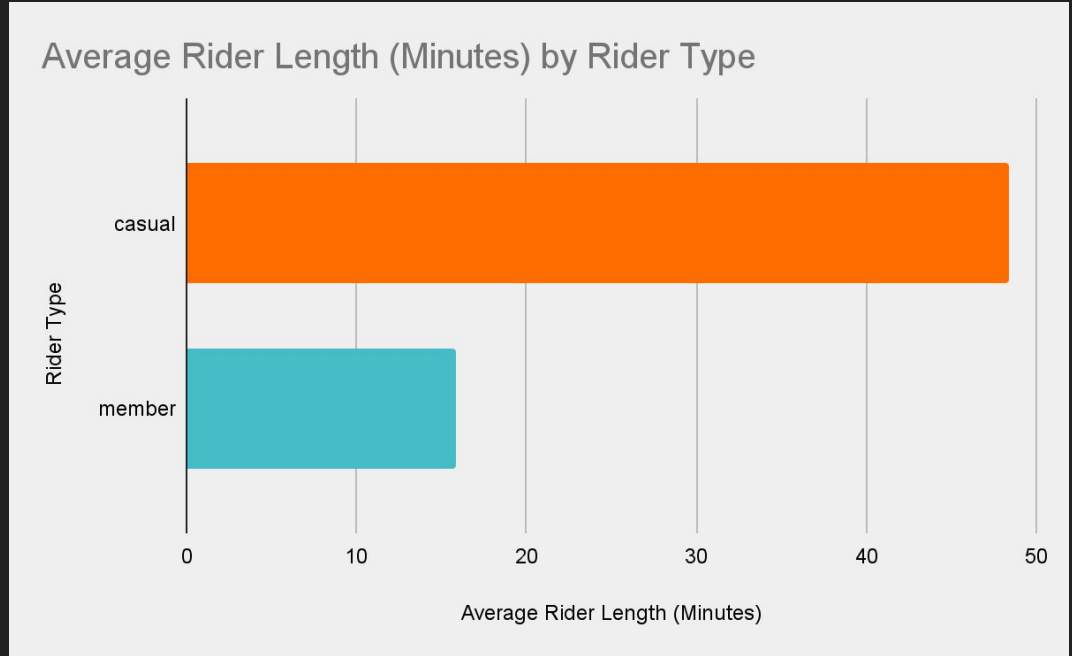
Total Number of Trips by Day of the Week and Rider Type



Ride Duration Throughout the Week

Casual riders on average take longer duration rides

Frequent casual users of Cyclistic may save more on these long trips with a membership.

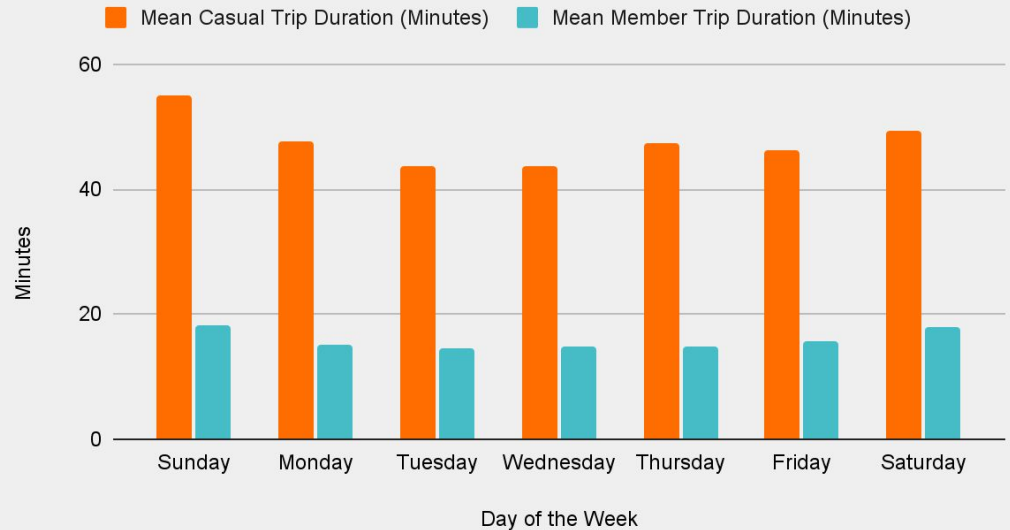


Ride Duration Throughout the Week

For both casual and member riders, trip duration increases over the weekend.

This suggests that annual members may enjoy their membership benefits for weekend leisure rides as well.

Mean Trip Duration in Minutes by Rider Type and Day of Week



Recommendations

Recommendations

1

Target new marketing campaign to casual riders who want the flexibility of a service for both weekend leisure trips and weekday commuting.

Offer flexibility for the full 7-days-a-week lifestyle.

2

Attract casual riders by emphasizing the convenience of bike-sharing for short weekday trips.

3

Advertise the cost-savings benefits of a membership for long duration weekend rides.

Appendix

Average Rider Length (Minutes) by Rider Type

Rider Type	Average Rider Length (Minutes)
casual	48
member	16

Total Number of Trips by Day and Rider Type

Day of the Week	Casual Trips	Member Trips
Sunday	249,591	262,507
Monday	135,841	283,799
Tuesday	132,143	306,532
Wednesday	146,642	320,580
Thursday	156,587	319,419
Friday	195,218	316,372
Saturday	305,313	302,215

Mean Trip Duration in Minutes by Rider Type and Day

Day of the Week	Mean Casual Trip Duration (Minutes)	Mean Member Trip Duration (Minutes)
Sunday	55	18
Monday	48	15
Tuesday	44	15
Wednesday	44	15
Thursday	47	15
Friday	46	16
Saturday	49	18