



Bridging Gaps

Analyzing Differences Between
Casual and Annual Members

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01 Purpose Statement

What are we talking about?

The Problem

Examine and compare the distinct behaviors and factors influencing Cyclistic bike usage between Casual users and annual members . Consider factors such as ride frequency , trip duration , preferred locations , and peak usage times to identify differences in user behavior .

02

Tell Our Story

Presenting our story using data.

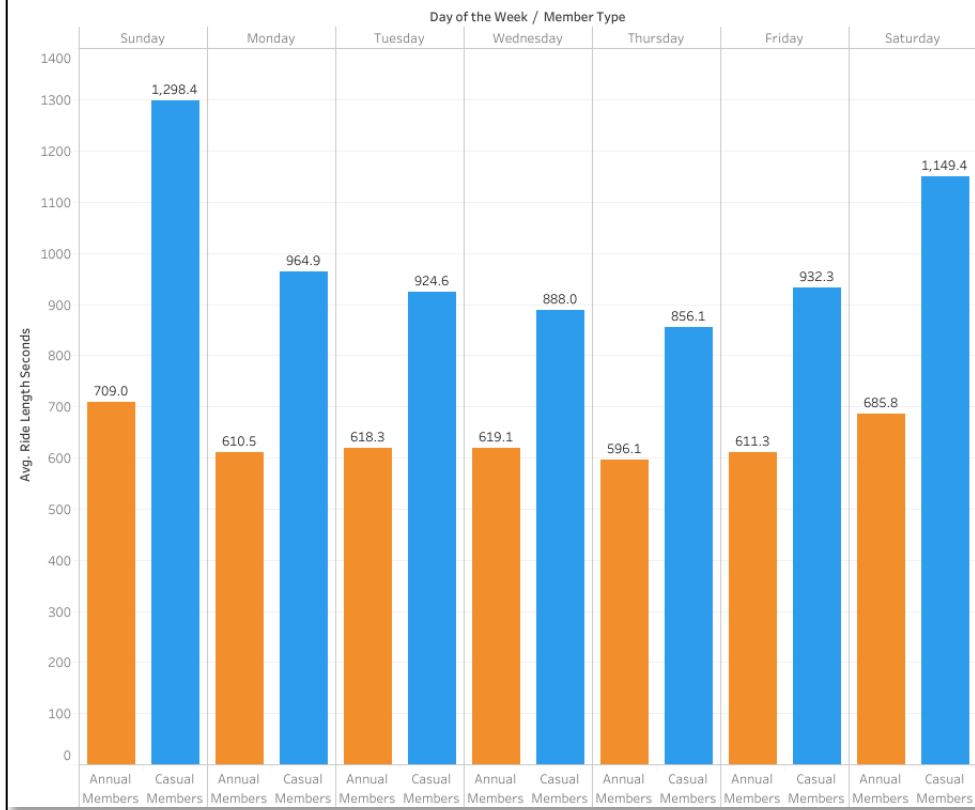




TRIP DURATION

Average Ride Length in Each day of the Week

Member vs Casual



Casual users generally have longer rides than annual members. ●

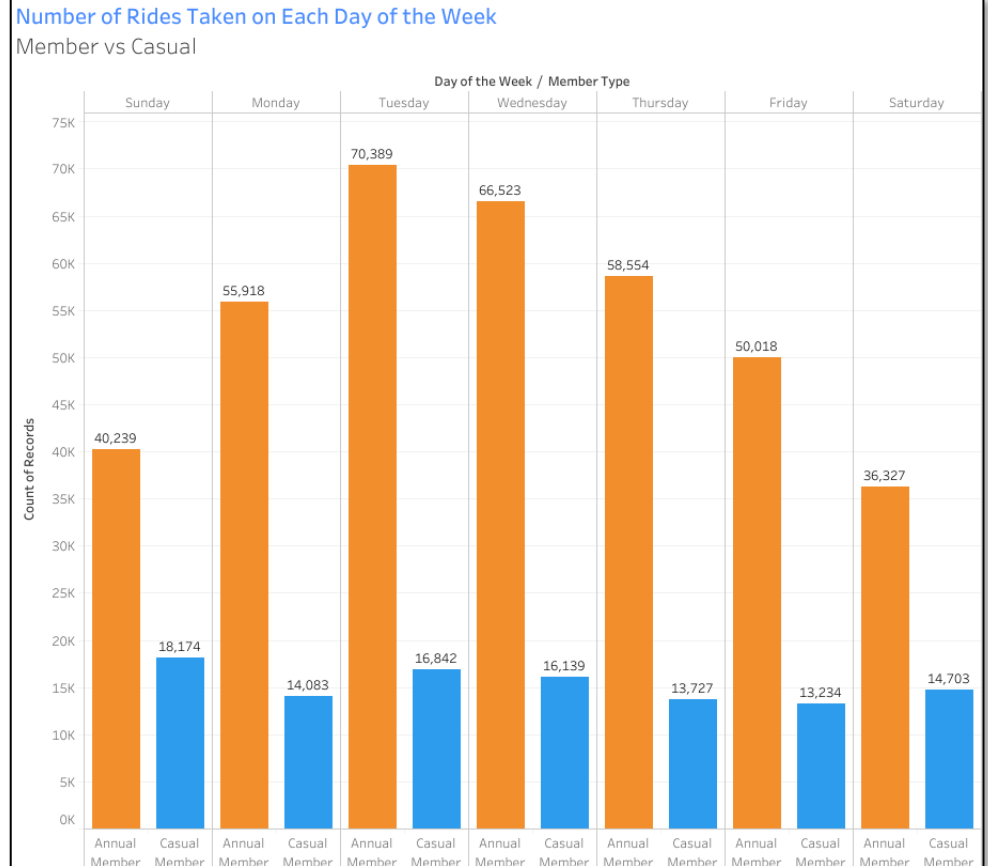
Workday ride lengths for annual members suggest nearby commuting patterns. ●

Despite a higher ride count, annual members tend to have shorter ride durations. ○



TRIP FREQUENCY

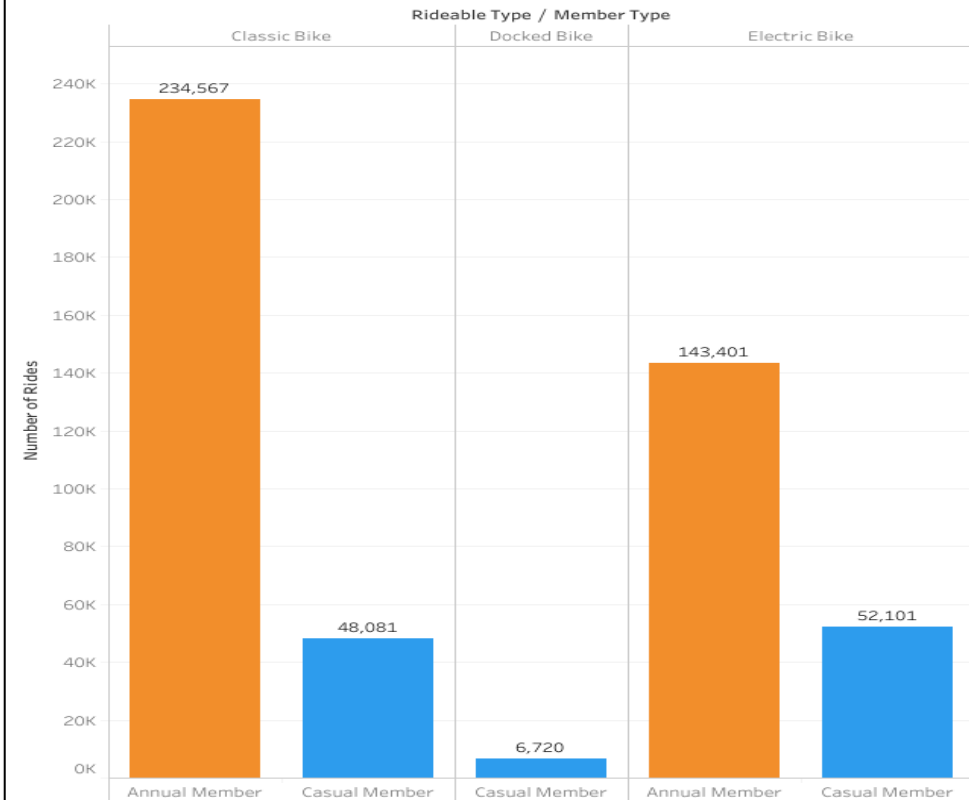
- The workday rides of annual members exceed those on weekends, unlike casual members.
- Weekends see a huge drop in rides from annual members.
- Sunday records the most casual member rides.



BIKE CATEGORIES

Type of Rideable Used

Member vs Casual



Annual members prefer classic bikes and electric bikes.

Workday ride lengths for annual members suggest nearby commuting patterns.

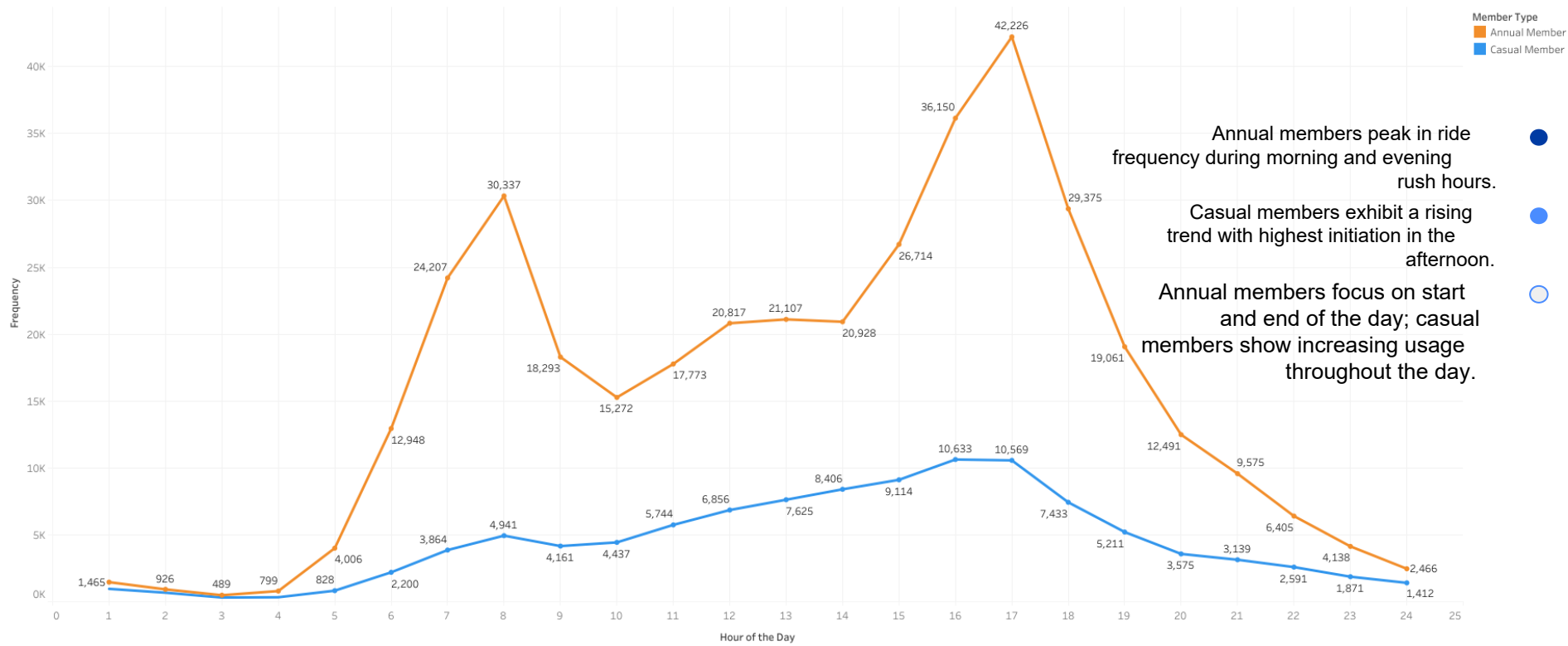
Annual members show minimal usage of docked bikes, possibly due to various factors such as membership plans or bike features.



HOUR TO FREQUENCY

Number of Rides started at Every Hour of the Day

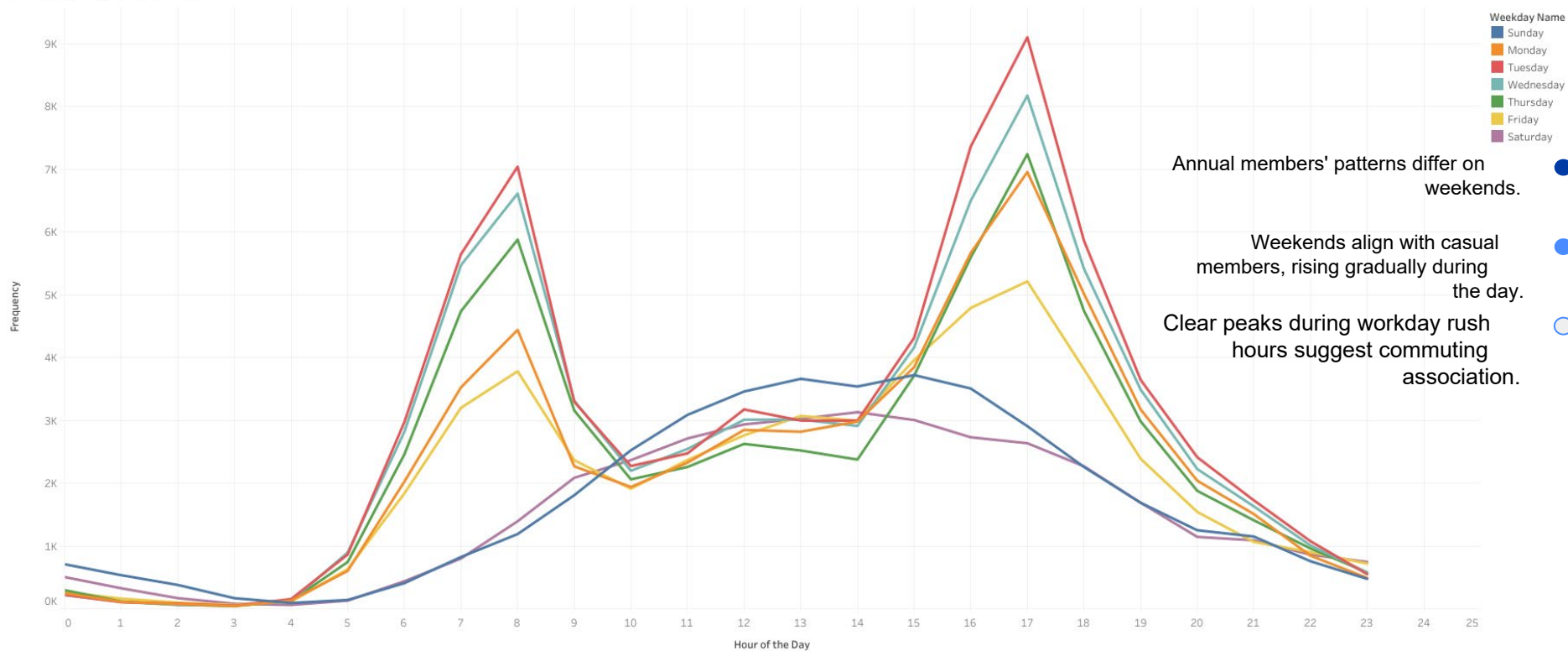
Member vs Casual





HOUR TO FREQUENCY FOR ANNUALS

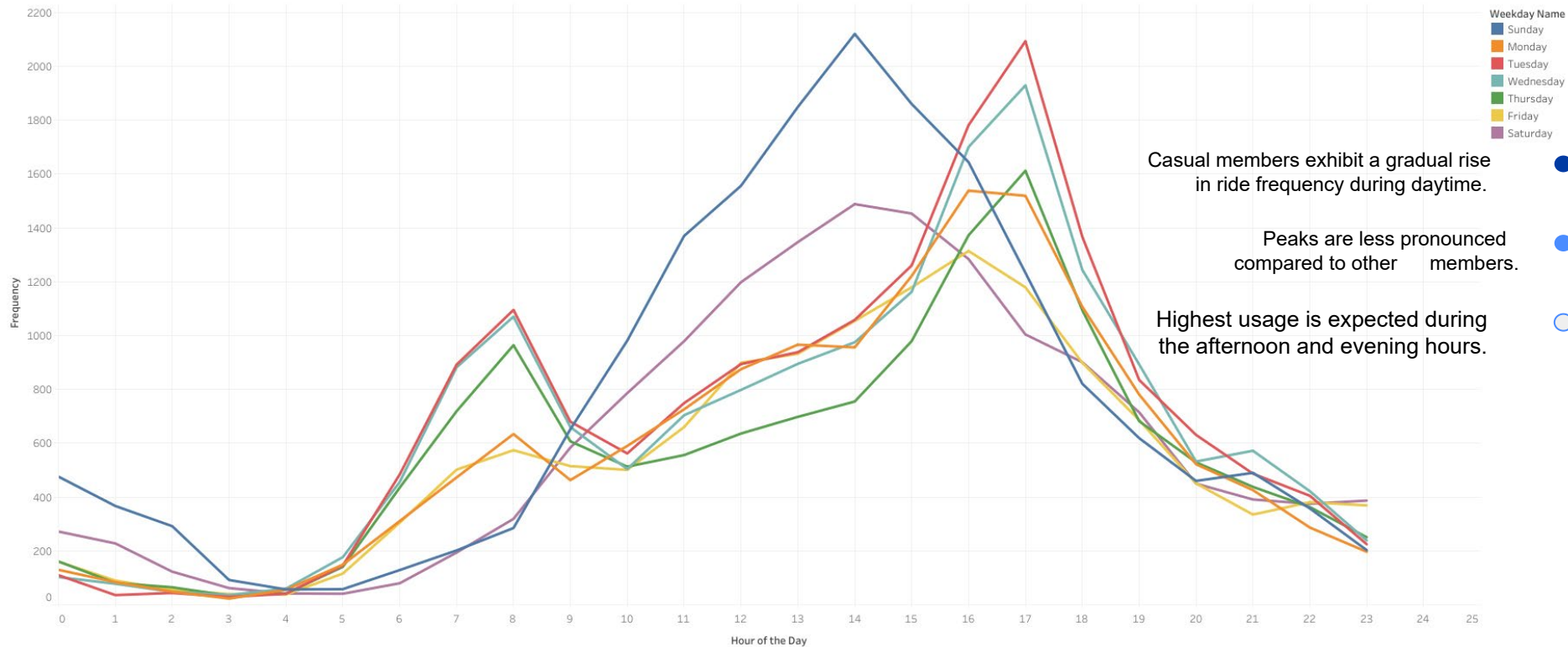
Number of Rides by Annual Members Started at Every Hour of the Day
On Every Day of the Week





HOUR TO FREQUENCY FOR CASUALS

Number of Rides by Casual Members started at Every Hour of the Day
On Every Day of the Week





03

Conclusion

Our recommendation to answer the business task.

Understanding the Problem



Ride Length

Casual members' rides are longer, however annual member's rides are more frequent .



Ride Frequency

Annual members' rides increase during work days, unlike casual members's rides which is mostly the same amount



Bike Categories

Annual members show minimal usage of docked bikes, possibly due to various factors such as membership plans or bike features .



Frequency on Hour

Annual members focus on start and end of the day ; casual members show increasing usage throughout the day .



Casual Days

Clear peaks during workday rush hours suggest commuting association .



Annual Days

Casual members exhibit a gradual rise in ride frequency during daytime .

Thanks

Do you have any questions?