

How do annual members and casual riders use Cyclistic bikes differently?

What days and hours do they use the service the most?

- Members: Usage hours had a large surge at 8am and peaked at 5pm. Tuesdays were the most used day of the week (104,852) and the lowest were Sundays (68,205) throughout the trimester. Members used the service most on the weekdays.
- Casual: Usage hours peaked at 5pm. Saturdays were the most used day of the week (57,923) and the lowest were Fridays (29,163) throughout the trimester. Casual riders used the service most on the weekends.

How are they using the service?

- Members: Total time spent on rides was approx. 6,802 minutes (113h) and had a total of 618,435 rides which made up approximately 70.7% of all rides (874,670) in the trimester. The average time spent using a ride was a little over 11 minutes and the highest day average were Sundays (12m & 41s). Classic bikes were the most popular bike type used at about 51.35% (317,621) with the rest going to electric bikes because no member used any docked bike this trimester. Classic and electric bikes were used on Tuesdays the most.
- Casual: Total time spent on rides was approx. 5,431 minutes (91hr) which is about 44.5% of all time spent on rides this month and had a total of 256,235 rides. The average time spent using a ride was a little over 24 minutes (shows they were using it for longer periods = more money) and the highest day average were Saturdays. Electric bikes were the most popular bike type used at about 52.85%, casual riders were the only ones to use docked bikes which was about 8.9% of their rides (more electric and docked bikes shows that casual riders like to go for cost-efficient methods). All bikes were used on Saturdays the most.

Conclusion for this Trimester (T1)

- Both members and casual riders have peak usage hours at around 5pm, showing that both use the service the heaviest during the end of work day rush hour. However, members seem to use the service most during the weekdays meanwhile the casual riders use the service the most on the weekends. Members had 618,435 rides, approximately 70.7% of the total 874,670 rides during this trimester and also made up 55.6% (113h) of the time that was spent on all rides. Casual riders only had 29.3% (256,235) of the total rides and made up 44.4% (91h) of the total time spent on rides which was about 204h. The average time spent on a ride for members was right over 11min while the casual riders was over 24min, which is more than double of the members. This shows that casual riders use the service for longer periods of time than members which costs more for them, also, more electric and docked bikes shows that casual riders like to go for cost-efficient methods (this highlights an opportunity that is present for converting casual riders into members). Members used the classic bikes majority (51.35%) of the time with the rest going with electric bikes, there were no accounts for members using docked bikes. Casual members used the electric bikes the most (52.85%), docked bikes were used about 8.9% of the time with the rest using classic

bikes. Members used classic and electric bikes on Tuesdays the most, and for casual riders all bikes were used the most on Saturdays.

What days and hours do they use the service the most?

- Members: Usage hours had a large surge at 8am and peaked at 5pm. Wednesdays were the most used day of the week (250,121) and the lowest were Sundays (199,588) throughout the trimester. Members used the service most on the weekdays.
- Casual: Usage hours peaked at 5pm. Saturdays were the most used day of the week (279,412) and the lowest were Wednesdays (166,791) throughout the trimester. Casual riders used the service most on the weekends.

How are they using the service?

- Members: Total time spent on rides was approx. 19,894 minutes (331h & 30m) and had a total of 1,599,037 rides which made up approximately 53% of all rides (3,013,482) in the trimester. The average time spent using a ride was a little over 13 minutes and the highest day average were Saturdays (14m & 41s). Classic bikes were the most popular bike type used at about 54.2% (867,128) with the rest going to electric bikes because no member used any docked bike this trimester. Classic bikes were used on Tuesdays the most (136,307) and electric bikes were used on Wednesdays the most (116,037).
- Casual: Total time spent on rides was approx. 25,036 minutes (417hr & 15m) which is about 55.7% of all time spent on rides this month and had a total of 1,414,445 rides. The average time spent using a ride was a over 23 minutes (shows they were using it for longer periods which equates to more money spent) and the highest day average were Sundays. Electric bikes were the most popular bike type used at about 50.9%, casual riders were the only ones to use docked bikes which was about 8.9% of their rides (more electric and docked bikes shows that casual riders like to go for cost-efficient methods). All bikes were used on Saturdays the most.

Conclusion for this Trimester (T2)

- Both members and casual riders have peak usage hours at around 5pm, showing that both use the service the heaviest during the end of work day rush hour. However, members seem to use the service most during the weekdays meanwhile the casual riders use the service the most on the weekends. Members had 1,599,037 rides, approximately 53% of the total 3,013,482 rides during this trimester and also made up 44.3% (331h & 30m) of the time that was spent on all rides. Casual riders had 47% (1,414,445) of the total rides and made up 55.7% (417h & 15m) of the total time spent on rides which was approx. 417h & 15m. The average time spent on a ride for members was right over 13min while the casual riders was over 23min. This shows that casual riders use the service for longer periods of time than members which costs more for them, also, more electric and docked bikes shows that casual riders like to go for cost-efficient methods (this highlights an opportunity that is present for converting casual riders into members). Members used the classic bikes majority (54.2%) of

the time with the rest going with electric bikes, there were no accounts for members using docked bikes. Casual members used the electric bikes the most (50.9%), docked bikes were used about 8.1% of the time with the rest using classic bikes. Members used classic bikes the most on Tuesdays and electric bikes on Wednesdays, and for casual riders all bikes were used the most on Saturdays.

What days and hours do they use the service the most?

- Members: Usage hours had a large surge at 8am and peaked at 5pm. Thursdays were the most used day of the week (192,050) and the lowest were Sundays (119,430) throughout the trimester. Members used the service most on the weekdays.
- Casual: Usage hours peaked at 5pm. Saturdays were the most used day of the week (135,855) and the lowest were Tuesdays (67,005) throughout the trimester. Casual riders used the service most on Fridays and the weekend.

How are they using the service?

- Members: Total time spent on rides was approx. 10,784 minutes (179h & 44m) and had a total of 1,128,213 rides which made up approximately 63.4% of all rides (1,779,565) in the trimester. The average time spent using a ride was a little over 11 minutes and the highest day average were Saturdays (12m & 23s). Electric bikes were the most popular bike type used at about 53.5% (603,207) with the rest going to classic bikes because no member used any docked bike this trimester. Electric bikes were used on Thursdays the most (103,634) and classic bikes were used on Thursdays the most (88,416).
- Casual: Total time spent on rides was approx. 14,198 minutes (236hr & 38m) which is about 56.85% of all time spent on rides this month and had a total of 651,352 rides. The average time spent using a ride was a little over 19 minutes (shows they were using it for longer periods which equates to more money spent) and the highest day average were Sundays (22m & 57s). Electric bikes were the most popular bike type used at about 61.2%, casual riders were the only ones to use docked bikes which was about 6.2% of their rides (more electric and docked bikes shows that casual riders like to go for cost-efficient methods). All bikes were used on Saturdays the most.

Conclusion for this Trimester (T3)

- Both members and casual riders have peak usage hours at around 5pm, showing that both use the service the heaviest during the end of work day rush hour. However, members seem to use the service most during the weekdays meanwhile the casual riders use the service the most on Fridays and the weekends. Members had 1,128,213 rides, approximately 63.4% of the total 1,779,565 rides during this trimester and also made up 43.15% (179h & 44m) of the time that was spent on all rides. Casual riders only had 36.6% (651,352) of the total rides and made up 56.85% (236h & 38m) of the total time spent on rides which was about 416h & 22m. The average time spent on a ride for members was over 11min while the casual riders was right over 19min. This shows that casual riders use the service for longer periods of time

than members which costs more for them, also, more electric and docked bikes shows that casual riders like to go for cost-efficient methods (this highlights an opportunity that is present for converting casual riders into members). Members used the electric bikes majority (53.5%) of the time with the rest going with classic bikes, there were no accounts for members using docked bikes. Casual members used the electric bikes the most (61.2%), docked bikes were used about 6.2% of the time with the rest using classic bikes. Members used electric and classic bikes on Thursdays the most, and for casual riders all bikes were used the most on Saturdays.
