Cyclistic Chicago Executive Summary

Overview

This analysis explores how Casual Riders and Annual Members use Cyclistic's bike-sharing service differently.

The Problem

Cyclistic wants to increase annual memberships but currently lacks insight into how Casual Riders use the service differently. Without this understanding, it's difficult to design strategies that encourage casual users to commit long-term.

The Solution

This analysis reveals key behavioral differences between Casual Riders and Annual Members—such as trip duration, timing, bike type, and preferred locations. These insights can guide targeted offers and campaigns designed to convert casual users into committed annual members.

Details

The analysis draws from 12 months of ride data (March 2024–February 2025), covering over 4 million rides.

- Annual members represent 64% of **total rides** vs 36% for Casuals
- **Trip Duration**: Casual Riders average 50% more ride time than Members
- **Ride Timing**: Casuals ride more on weekends and Members during weekday commutes
- **Seasonality:** Rides peak in summer and drop significantly in winter
- **Bike Type**: Electric bike usage is growing, especially among Casuals
- **Location**: Casual rides cluster in leisure areas and Southside. Members dominate downtown and most residential zones

Total Rides

Rides by weekday

Rides per month & user
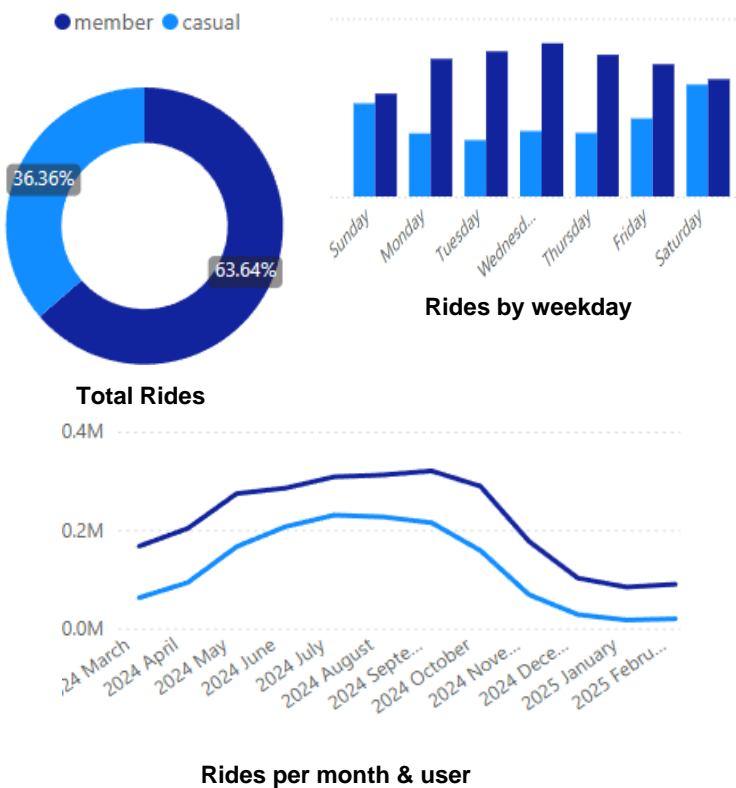
Reflections/ Next Steps

- Launch campaigns in peak seasons (spring/summer weekends) to convert Casuals
- Test promotions like discounted upgrades for high-frequency casual users
- Target Southside casuals riding early mornings—potential commuters
- Segment messaging by location and time of day for personalized outreach