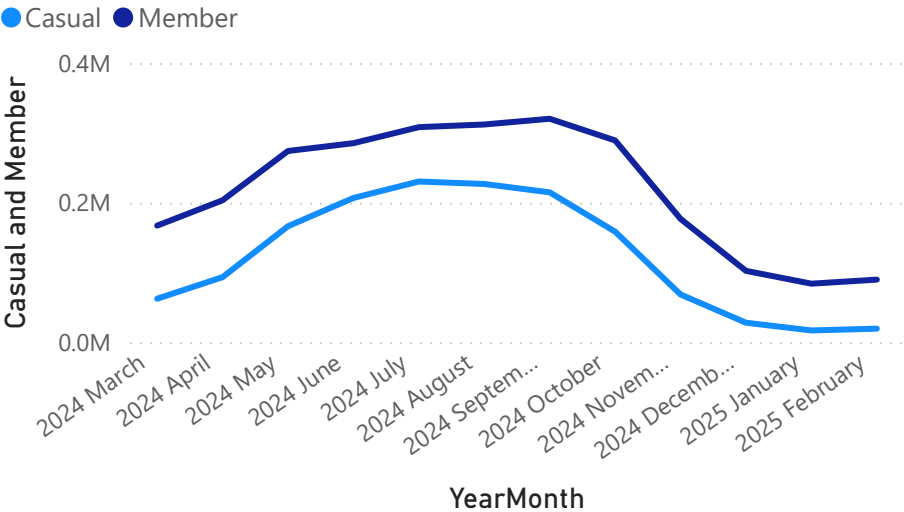
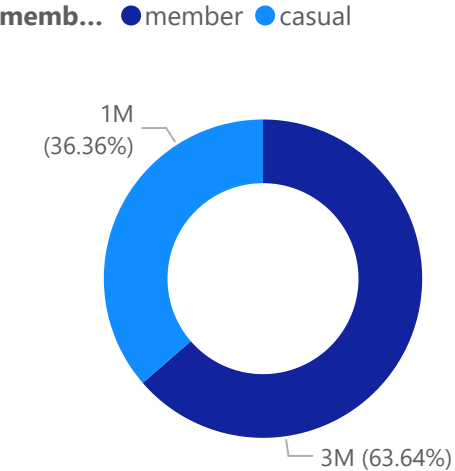


# DIFFERENCES BETWEEN CASUAL RIDERS AND ANNUAL MEMBERS

Total Rides per User Type & per Month

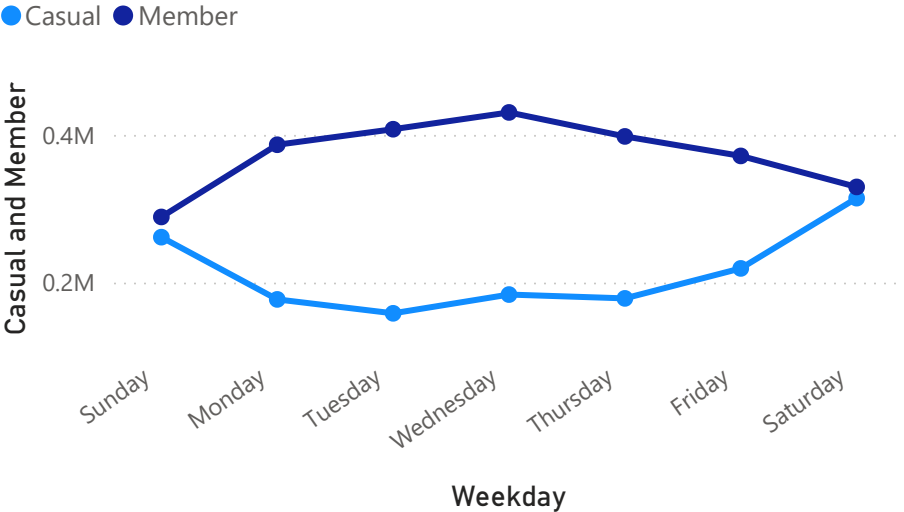


Total\_rides by member\_casual

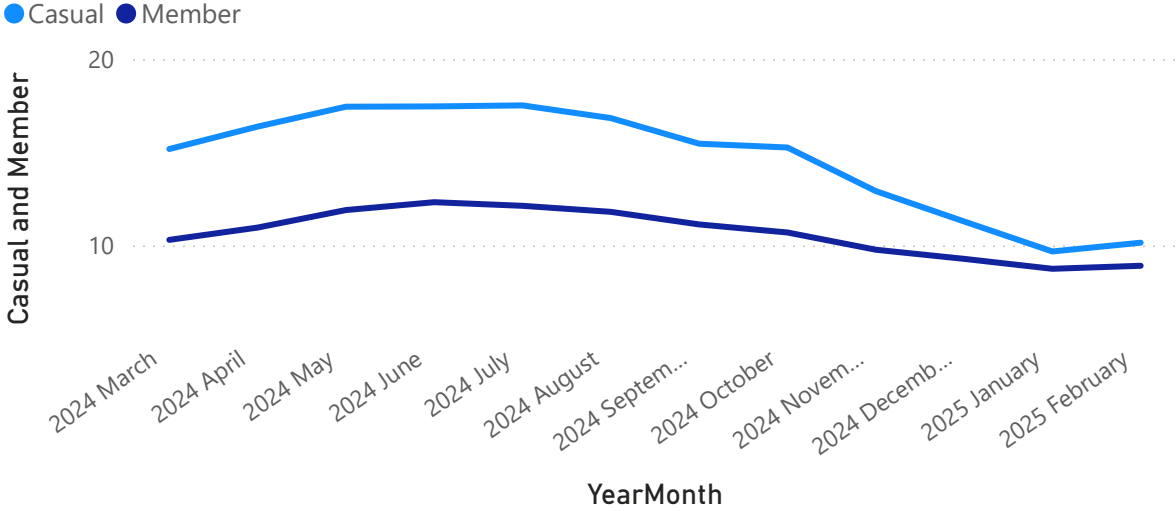


- 63% of riders are from members vs 37%for Casual
- Warmer months tend to have more rides
- Favorite days for Casual rides are Friday to Sunday
- Favorite days for Members are Tuesday, Wednesday, Thursday
- Members seem to use bikes for commute and Casuals more for leisure

Total Rides per User Type & per Weekday

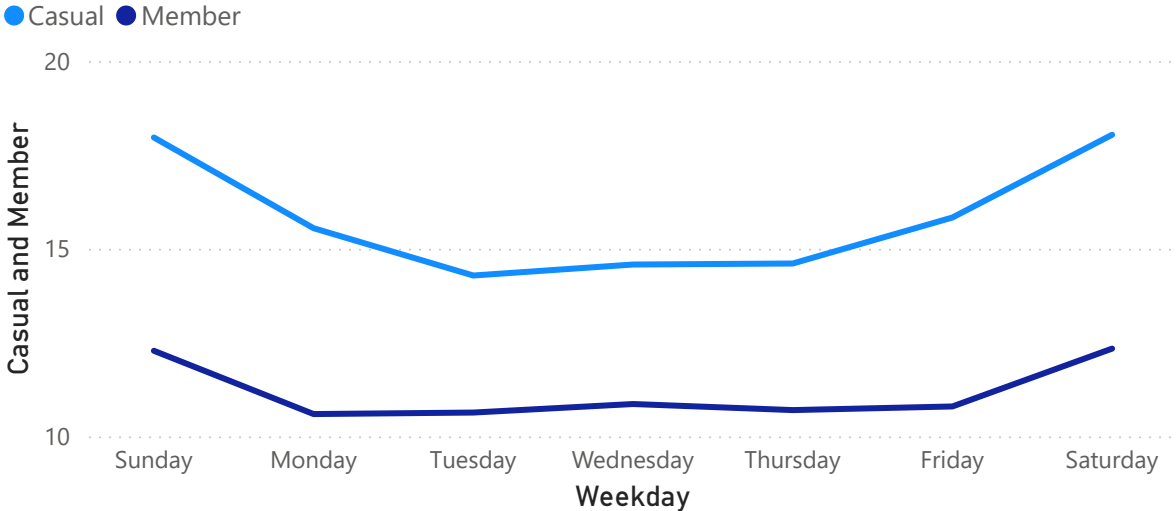


Average Trip Duration (Minutes) by User Type & per Month



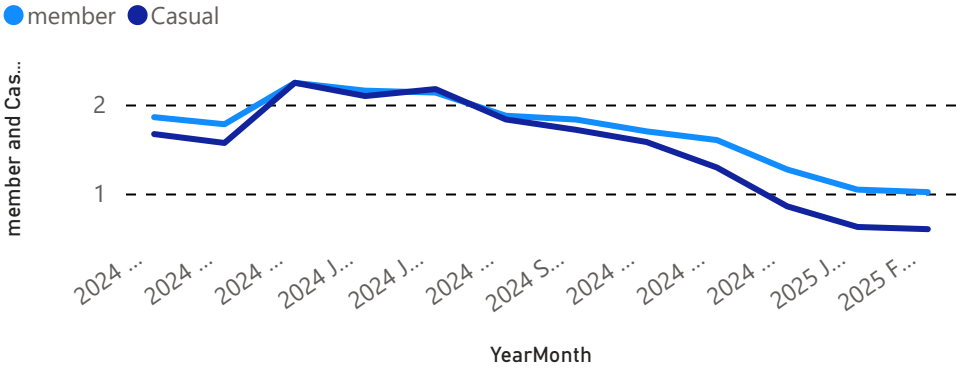
- Casual rides are longer than member rides (17min vs 11min on average)
- Warmer months equals to longer rides
- Rides tend to be longer during weekends

Average Trip Duration (Minutes) by User Type & per Weekday

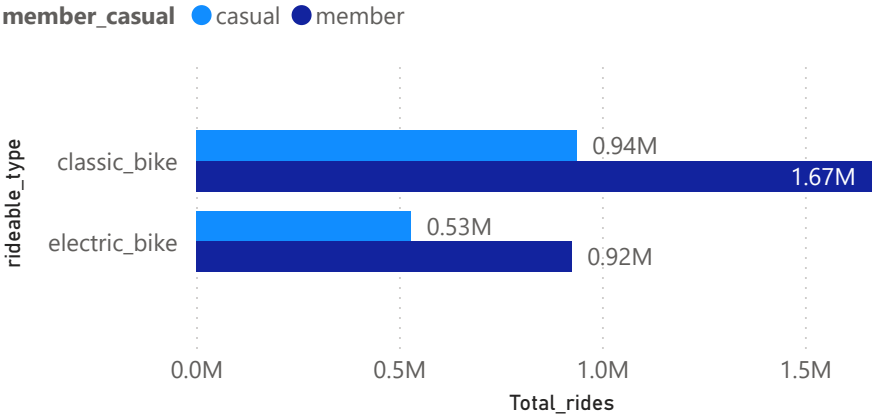


Ratio between Classic & Electrical Rides

per Month & per user type

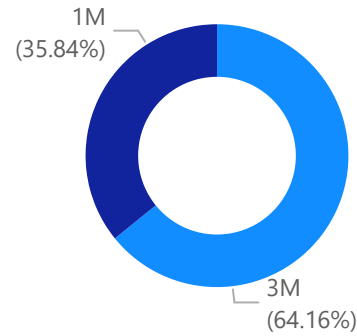


Total\_rides by rideable\_type and member\_casual



Total\_rides by rideable\_type

ridea... classic\_bike electric\_bike

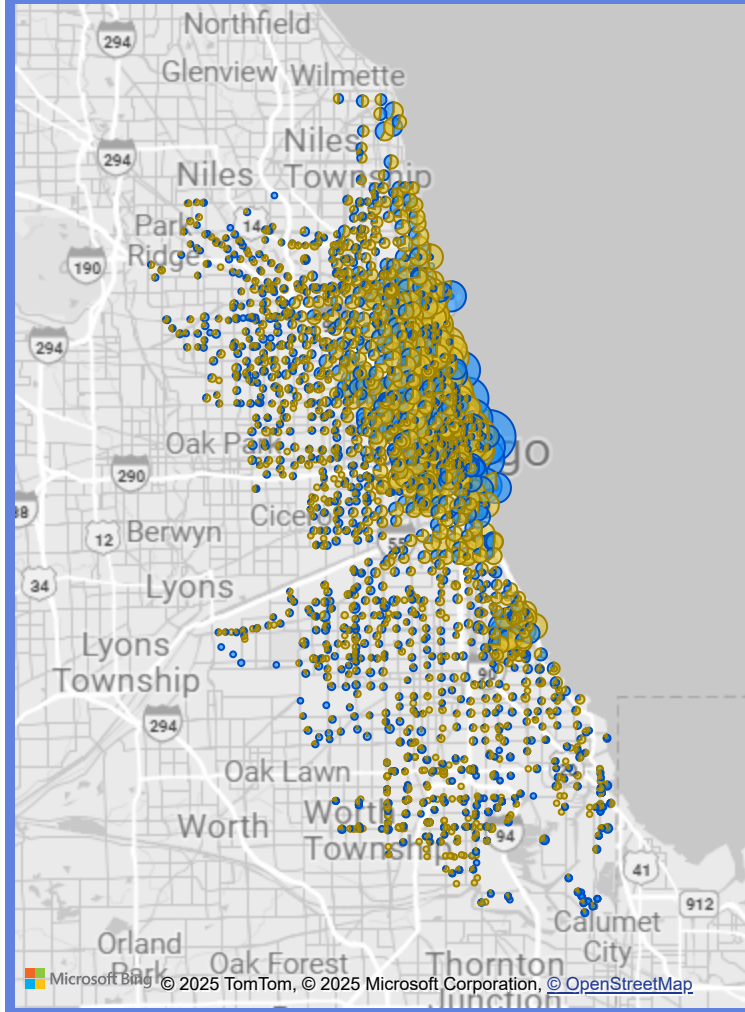


- 64% of Classic bike rides vs 36% on Electrical bikes
- Weekends equal to more Classic bike rides
- Casual rides slightly more Electric than Members
- Sharp decline for Classic rides vs Electric rides since
- May 2024, especially for Casuals (-75%)



Total\_rides by member\_casual, start\_lat and start\_lng

member\_ca... casual member



Hour

0 23

Slider control for hour selection

### Geography:

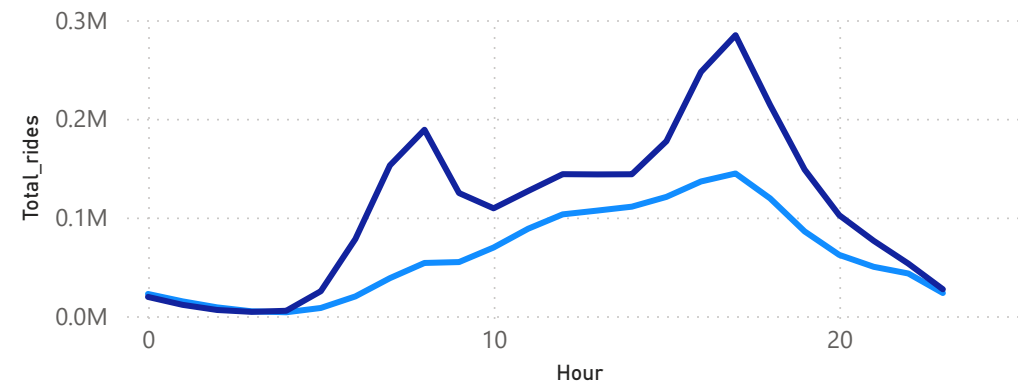
- Casual rides concentrated in Centric Coastal areas and southside
- Members concentrated in City Center, Suburbs and Northside
- Southside at night belongs to Casual riders. Do they travel a longer distance to work?

### Timing:

- Casual active during the day
- Casual rides ratio vs Members show Casual rides are higher than Members after 6PM
- Members have more rides than Casuals during the day with Peak hours during commuting hours
- Relative weakness against casual rides from 10PM to 5AM

Total\_rides by Hour and member\_casual

member\_casual casual member



# Top 3 Recommendations

## Seasonality

Increase in Bike usage during Spring and Summer is on opportunity for Targeted Marketing Campaigns

## Work vs Leisure

Week equals Commute for Members  
Weekend equals Leisure for Casuals

Create new packages for Leisure riders.

## Geography

Opportunity to develop the Southside by launching targeted advertising