

CYCLISTIC NYC USAGE REPORT

Analyzing Ride Behavior to Guide Future
Station Expansion

OVERVIEW

Cyclistic, a bike-sharing service operating in New York City, seeks to optimize the growth of its network by understanding usage patterns. This analysis leverages ride data across 24 months to extract insights on demand, location-based trends, and seasonal variations, with the ultimate goal of supporting expansion planning.

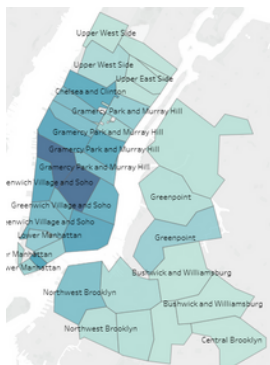
BUSINESS CHALLENGES

Cyclistic's Customer Growth Team is building a strategic plan to expand station locations. To do this effectively, they need to understand where and how customers are using the service across New York City.

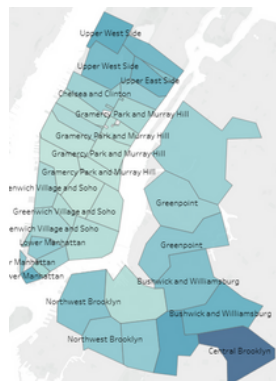
SOLUTION

Use ride frequency, seasonal trends, and neighborhood-based demand to prioritize station expansion. Target high-traffic neighborhoods and accommodate seasonal surges.

Trips Count



Average Trip Duration



KEY INSIGHTS

Volume Trends

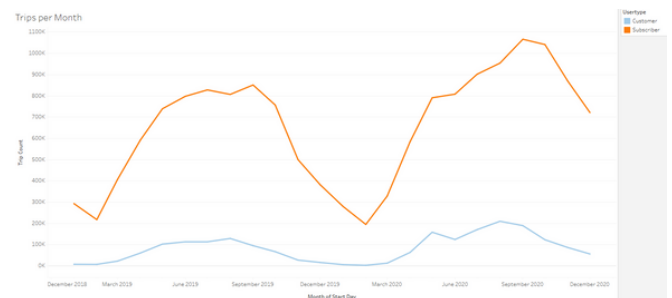
- Subscribers outnumber casual riders by far, indicating strong customer retention and habitual use.
- Ride volume peaks in summer months (June–August), suggesting seasonality significantly affects demand.

Geographic Demand

- Chelsea, Clinton, and the Lower East Side show the highest concentration of rides, identifying them as high-priority zones for station planning.
- More rides in Manhattan overall, including during rainy weather, suggest consistent demand and potentially fewer alternative transport options in the core borough.

Trip Duration Patterns

- Shorter trip durations closer to Manhattan's core, likely due to higher station density and shorter distances between popular points, indicating a well-established and efficient network in central areas.



RECOMMENDATIONS

- Prioritize expansion in Chelsea, Clinton, and the Lower East Side
- Evaluate potential for seasonal bike surges in summer
- Investigate outer boroughs or under-served areas with long trip durations
- Improve data capture for station congestion, hour-of-day patterns, and user behavior segmentation

