

Cyclistic

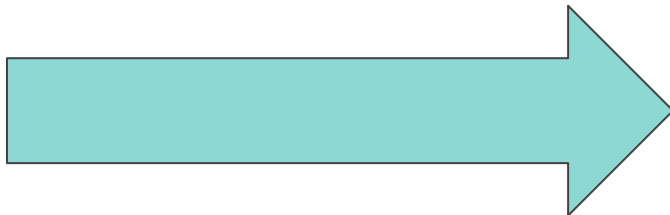
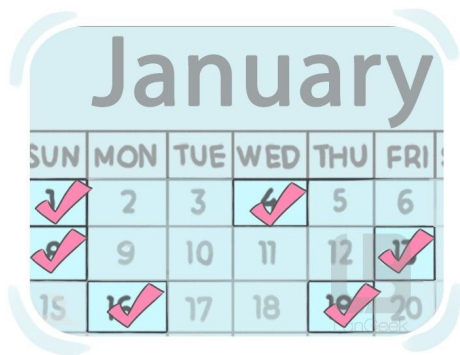
How does a bike-share navigate speedy success?



The question

What are the differences between annual and casual users?

Motivation: to transform casual users to annual users





The data

5.903.148 records of individual bike trips

Dec '23 - Nov'24



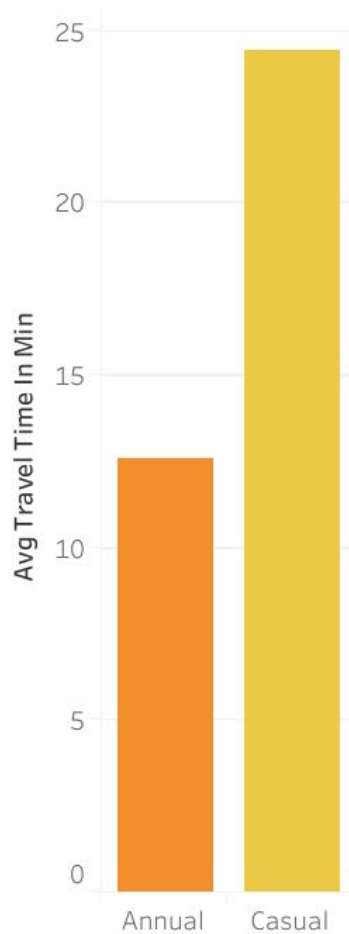


Results (1/4)

Average Travel time:

Casual users ride on average almost twice as long than annual users!

Average Travel Time



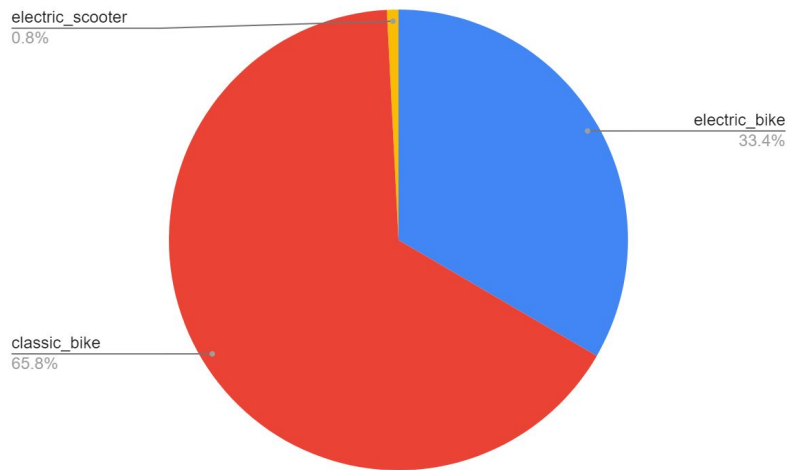


Results (2/4)

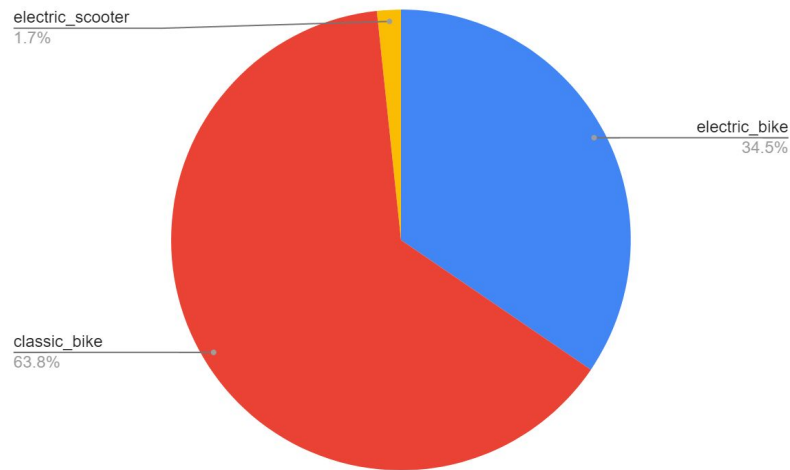
Type of bike used:

No significant differences

Annual users



Casual





Results (3/4)

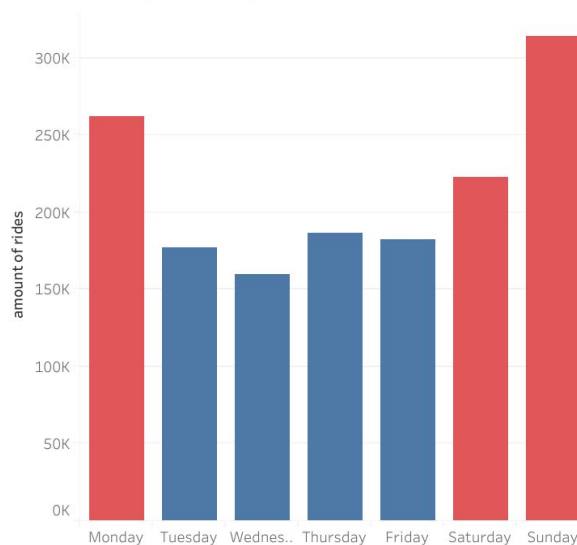
Most popular days for annual users:

- Wednesday
- Thursday
- Friday

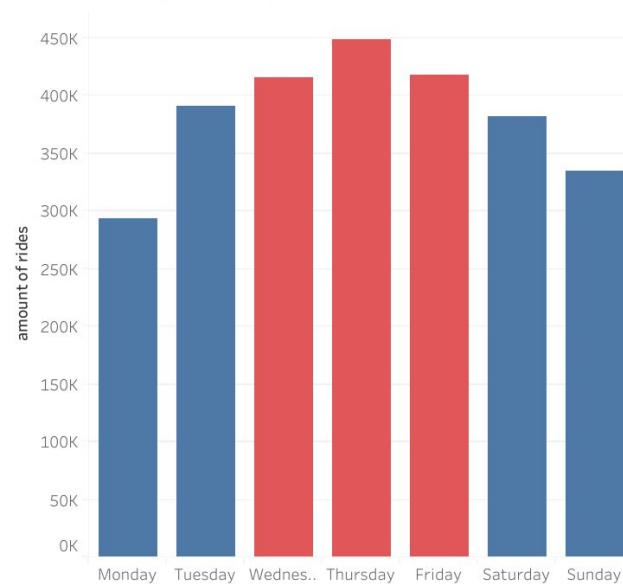
Most popular days for casual users:

- Monday
- Saturday
- Sunday

Bike usage by weekday: Casual



Bike usage by weekday: Annual

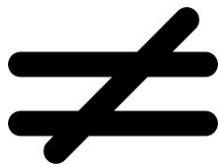
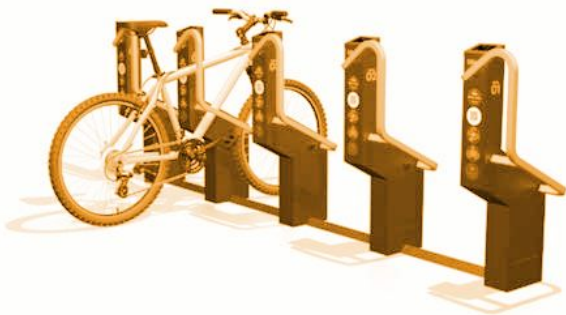




Results (4/4)

No overlap popular casual/annual stations.

Popular Annual Stations



Popular Casual Stations





Data summary

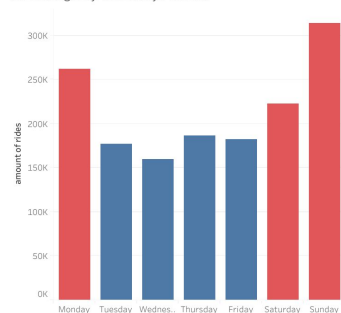
Main differences:

- Usage by weekday
- Most popular stations
- Average trip duration

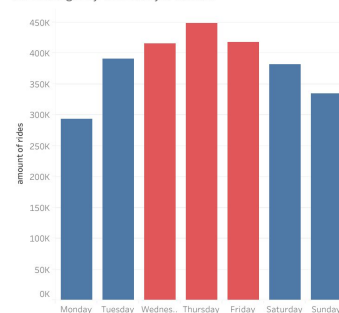
Casual users are likely tourists

Annual users are likely locals

Bike usage by weekday: Casual



Bike usage by weekday: Annual





Conclusions and recommendations

You won't be able to sell annual memberships to tourists.

Target popular stations with annual users.

You could target hotels and hostels. If they get an annual membership, they can rent it out to their customers.