

Cyclistic Bike-Share: Member vs. Casual Usage Insights

Total Rides

4.69M

Avg of Ride Length(min)

16.51

Peak Ride Day

Saturday - 757,644

Popular Station

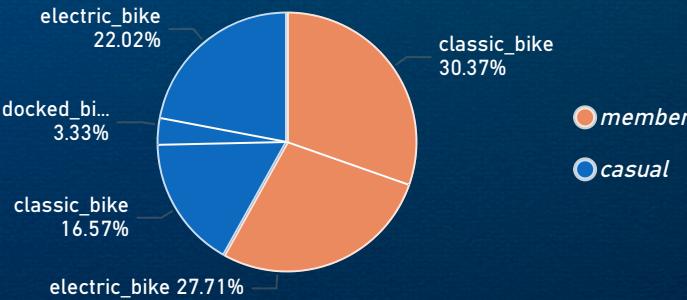
Streeter Dr & Grand Ave - 65,487

Year-Month

All

Overall Rides

How many rides do members vs casuals take?



Monthly Trends

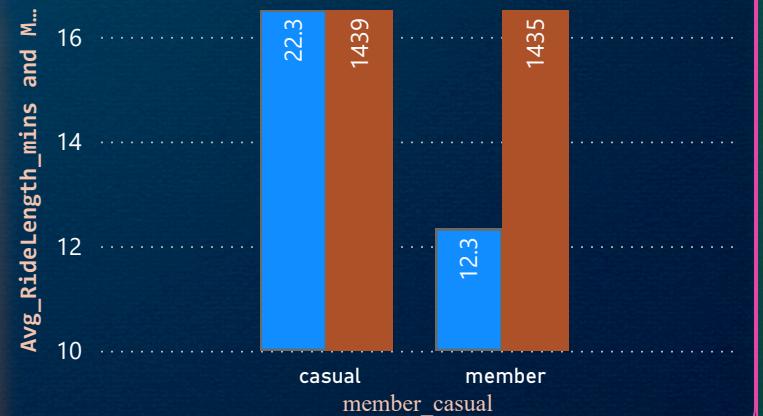
Which months have more demand?



Avg & Max Ride Length (mins)

Do casual riders take longer trips?

Avg_RideLength_mins Max of ride_length_mins



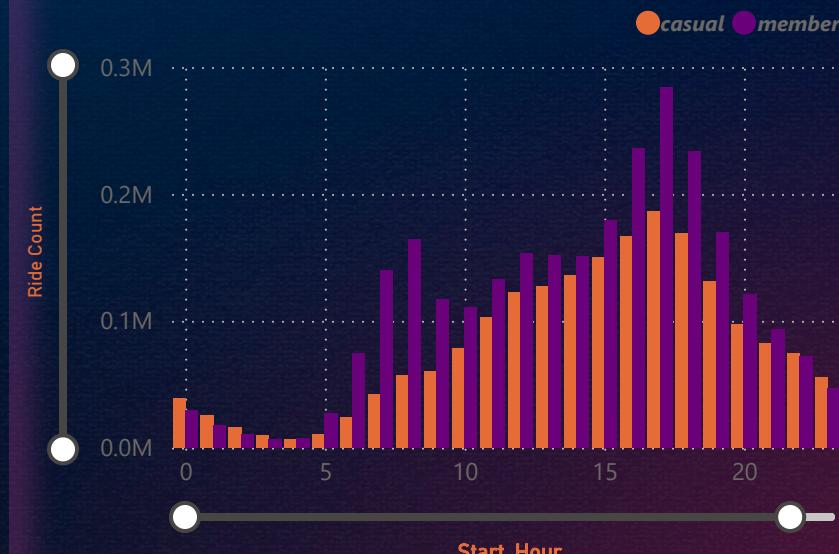
Rides by Day of Week

When do people ride? Weekday commuters vs weekend leisure



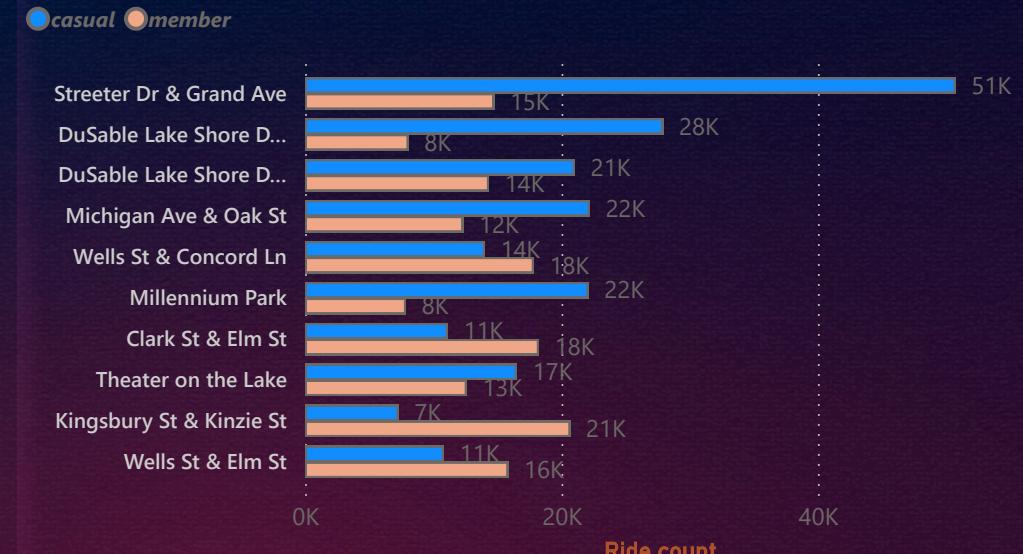
Peak Hours

What time of day do people ride?



Station Hotspots

Which stations are most popular? (Target ads spots for marketing campaign)



Map Visualization (Geospatial Hotspots) [Map takes time to load]

Where are most rides starting?

● casual ● member

