

Cyclistic Bike-Share

Comparing Memberships & Casual Riders

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Table of Contents

- Introduction
- Objective
- Periodically Analyzed
- Difference in Trip Times
- Popular Bike Stations
- Conclusion
- Recommendations
- Appendix

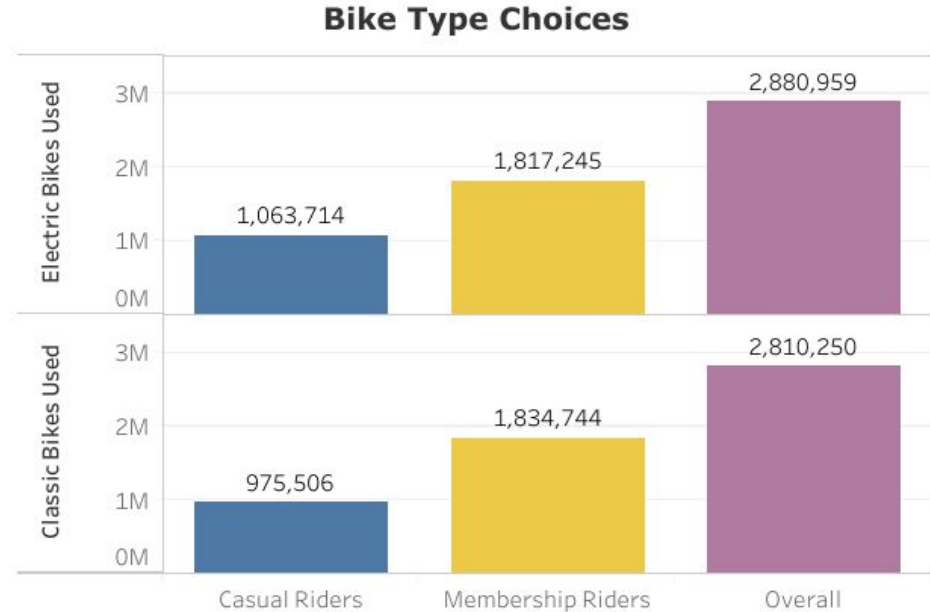
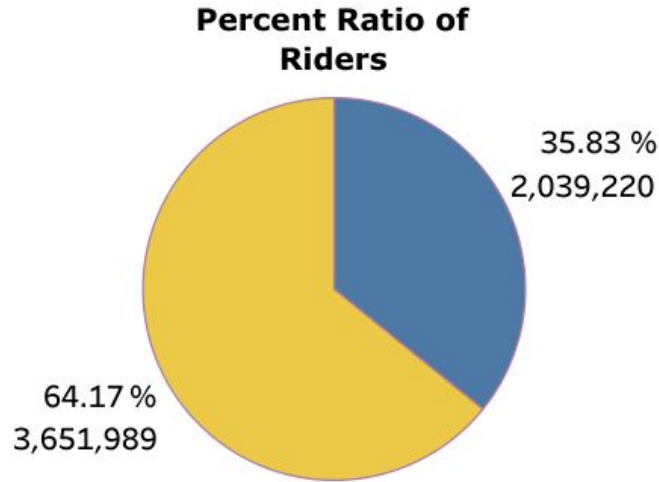
Introduction

Cyclistic Ride-Share would like to **increase** revenue by *maximizing* the number of annual memberships. Can we compare and contrast Cyclistic riders to see any trends that are beneficial in this goal?

Objective

- Compare and contrast membership riders with casual riders **periodically**.
- Aggregate and analyze the **number of riders** and their **trip times**.
- Compare popular stations **geographically**.

Cyclistic Bike-Share: Annually Membership Riders Vs. Casual Riders



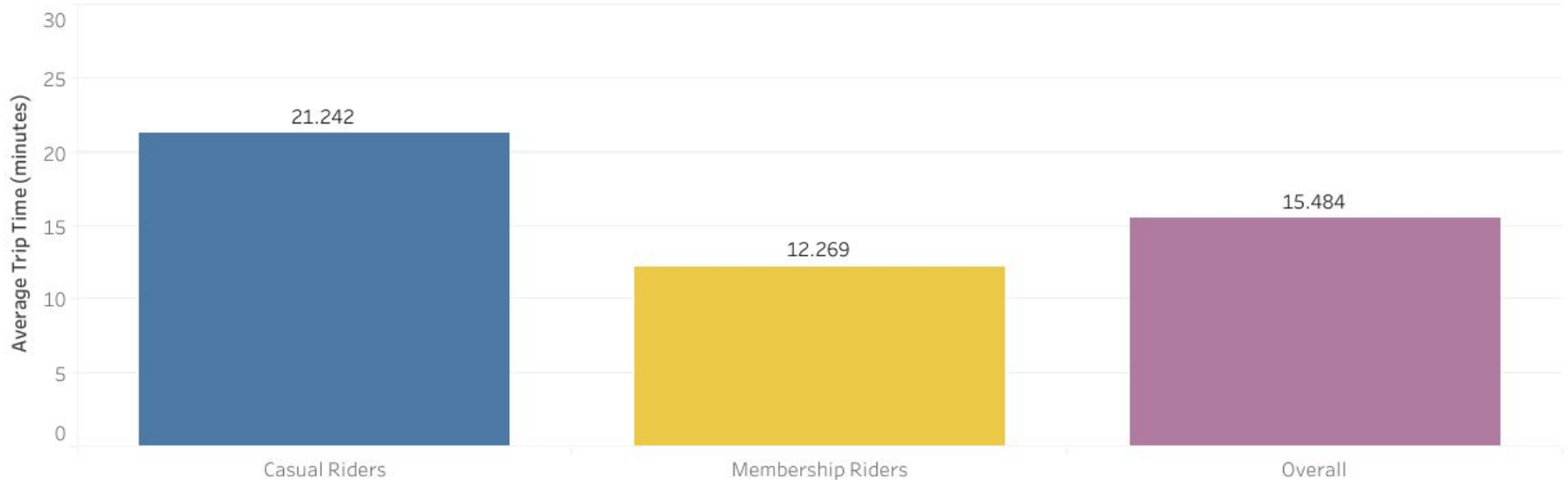
September 2023 - August 2024

- Riders with annual memberships account for **about 65%** of all rides
- No correlation with bike types

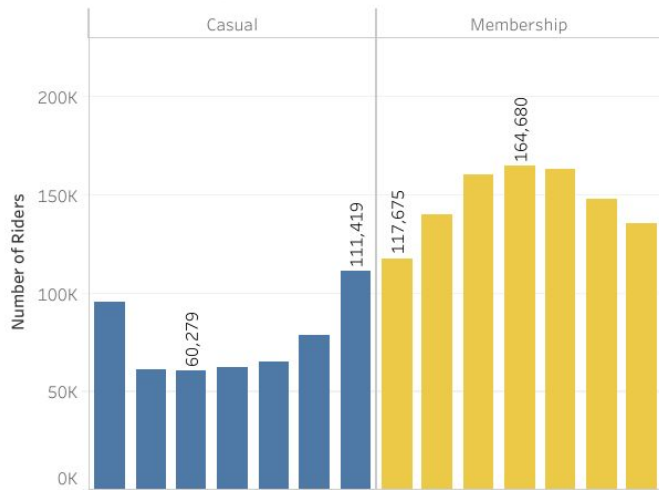
Average Minutes per Trip

→ Casual riders **annually** have a 9 minute *higher* average than riders with annual memberships.

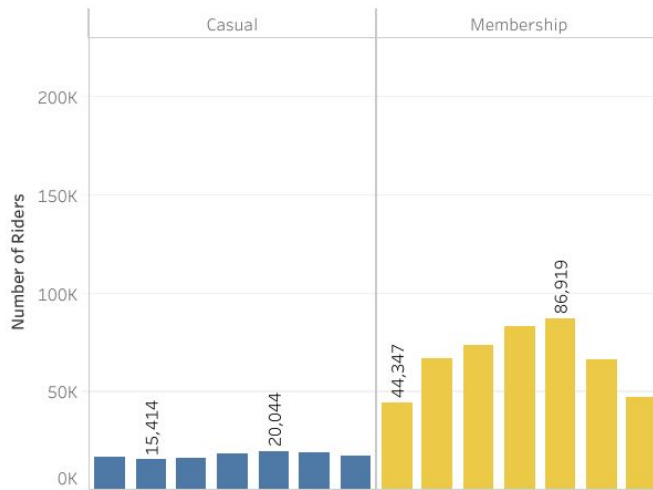
Annual Average Trip Time



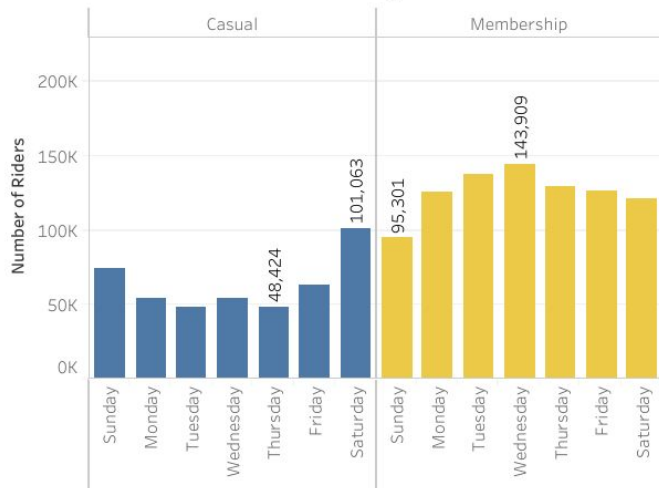
September - November



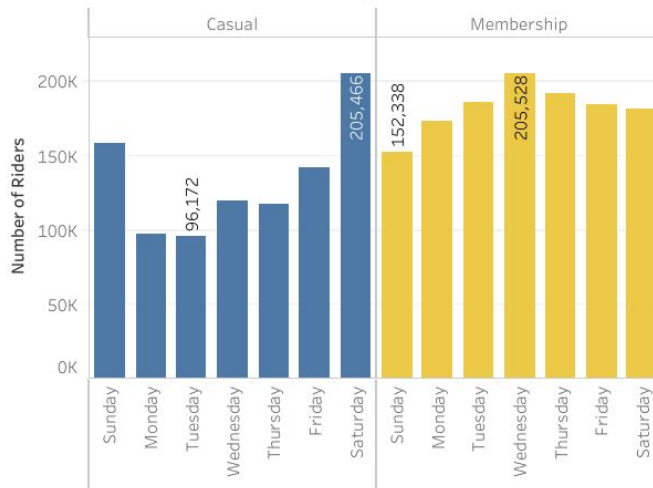
December - February



March - May



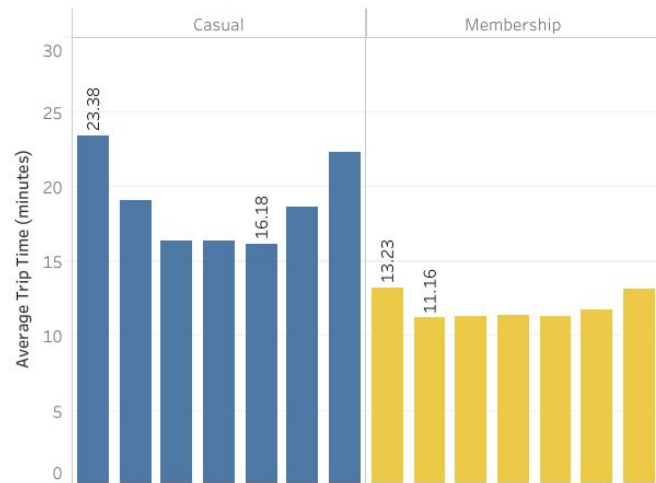
June - August



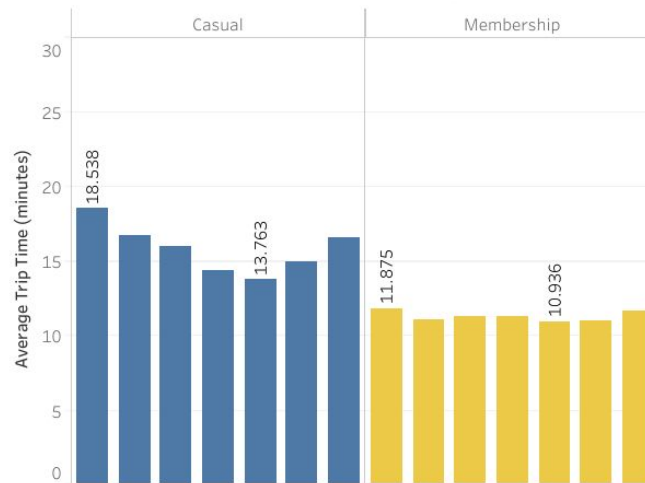
Quarterly Counts

- Each Quarter breaks down *seasonally*
- Why is there a drastic **drop** in casual riders in *winter months*?
- Members use bikes more on the weekdays, not the weekends.

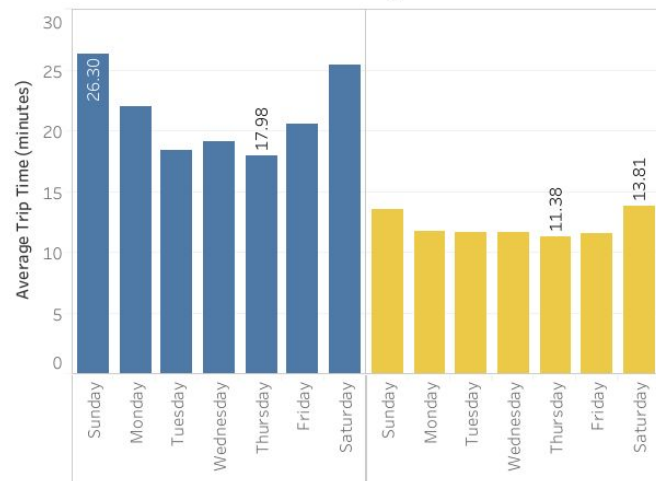
September - November



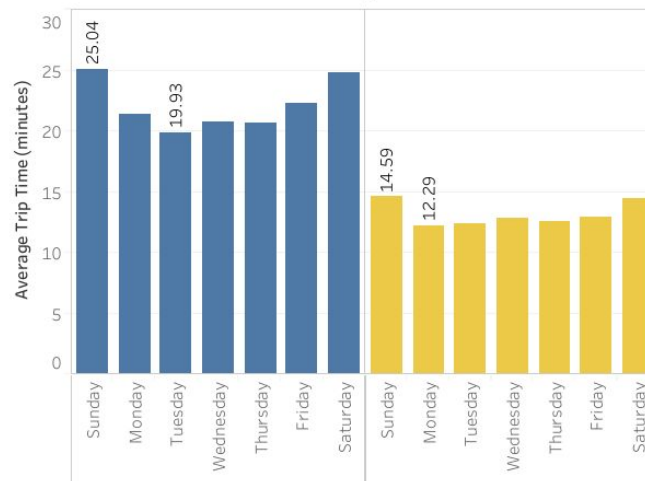
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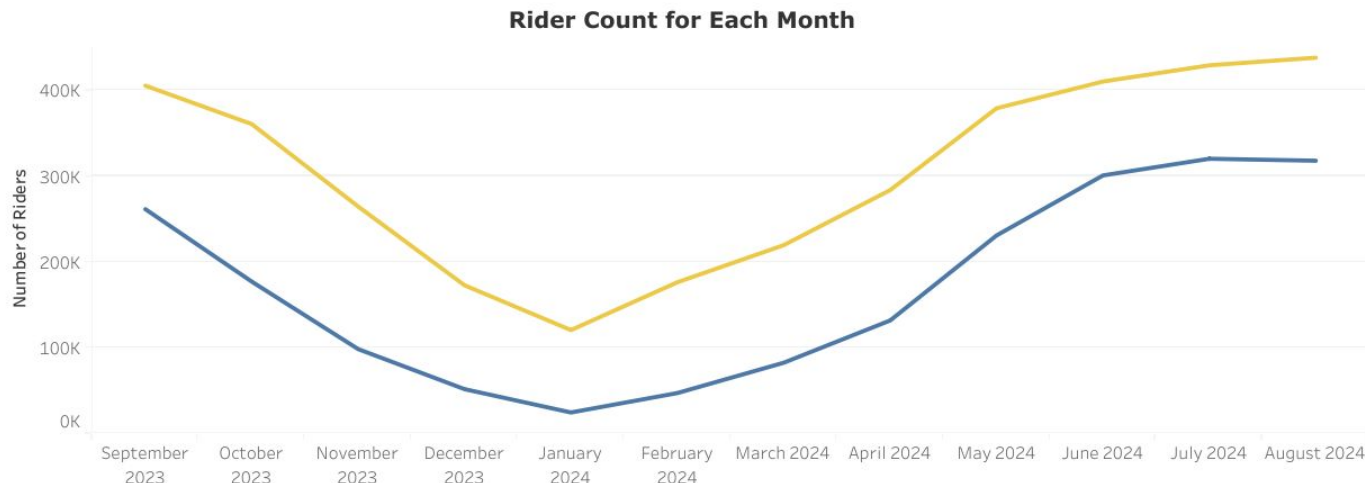
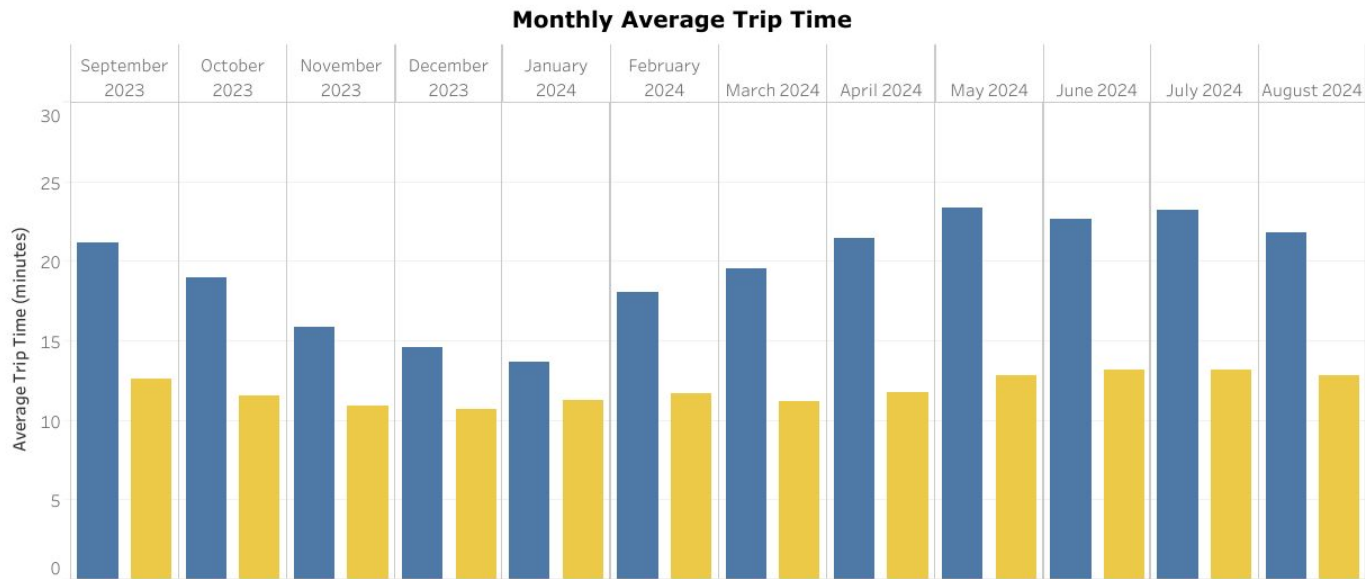


Quarterly Average

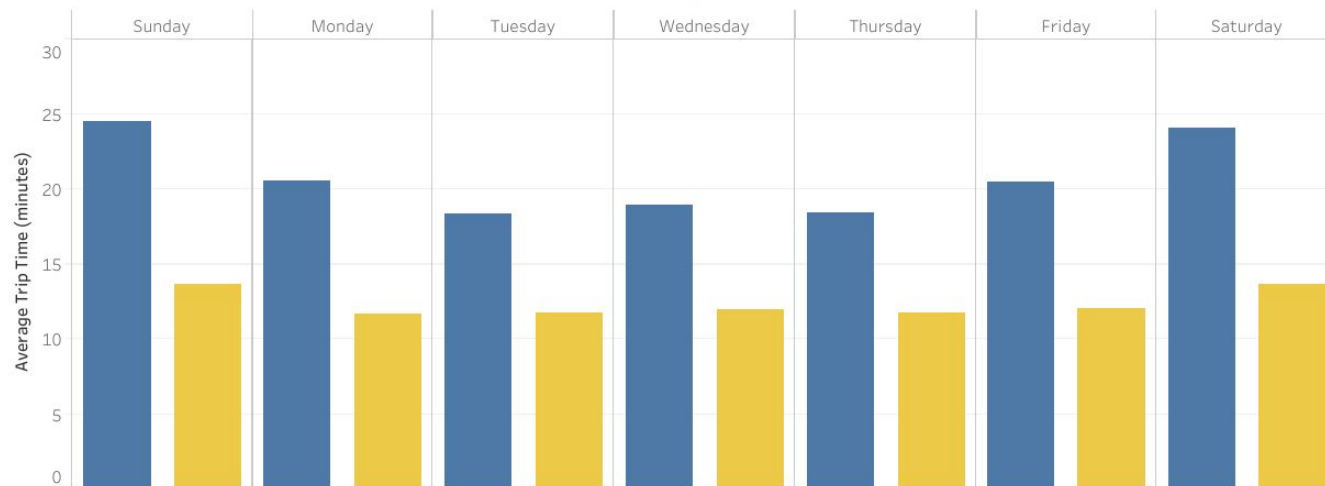
- Each Quarter breaks down *seasonally*
- Riders with *annual memberships* have a **steady average**
- *Casual riders* use bikes **longer** periods of time.

Monthly Differences

- Riders with annual memberships ride on average **~12 min** throughout the year
- Bike rentals *follow the seasons*, decrease in winter months.
- Is there anything different about casuals in the winter?

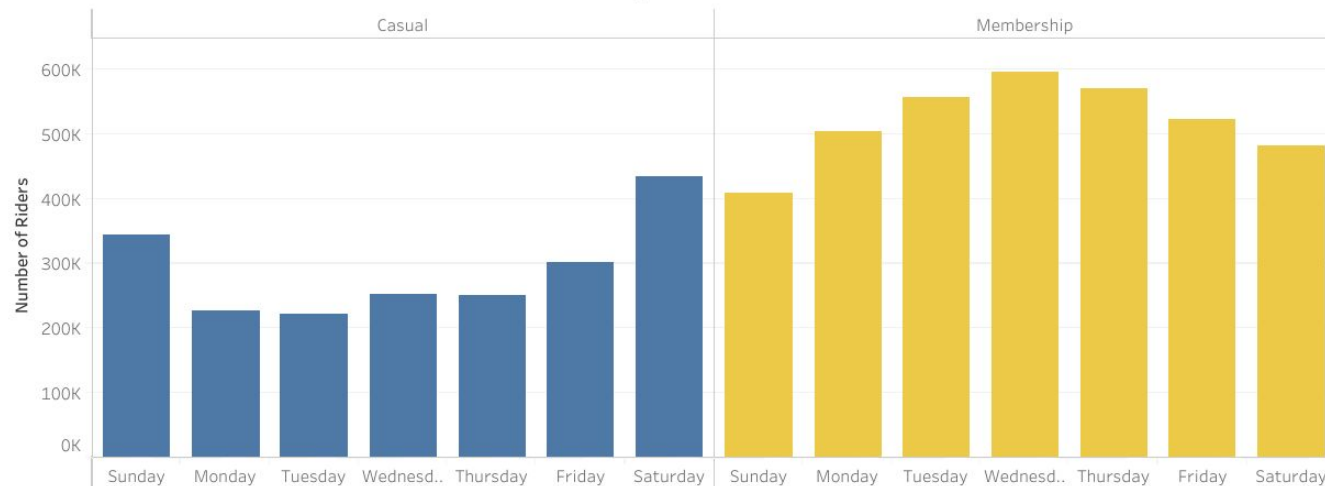


Weekday Average Trip Time



→ Membership riders *maintain average* time all week and take more trips during weekdays

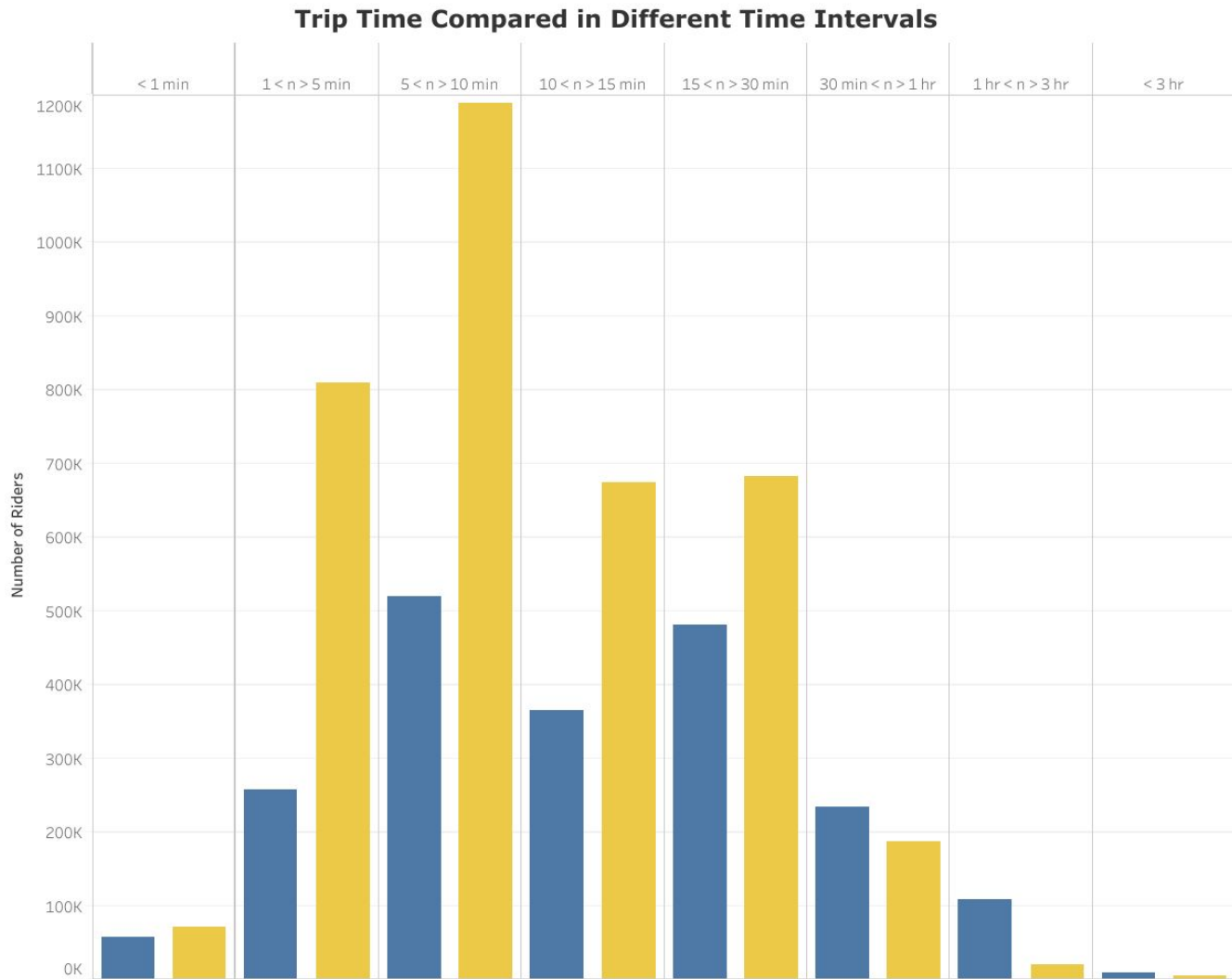
Weekday Rider Count



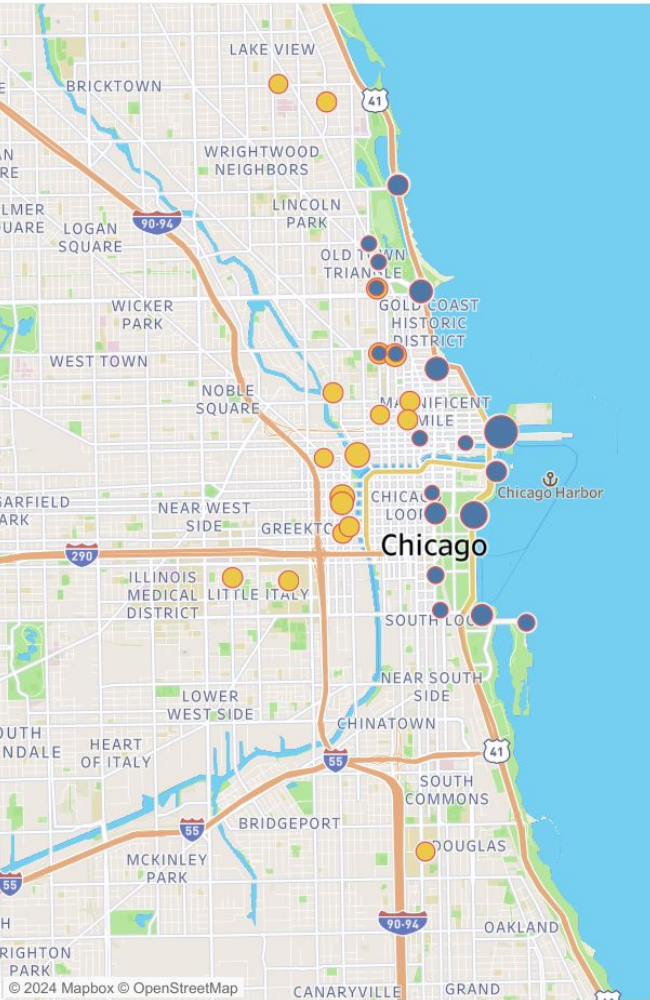
→ *Casual riders* have a higher average than members, are busier on the weekend, and take more trips on the weekend.

Comparing Trip Time

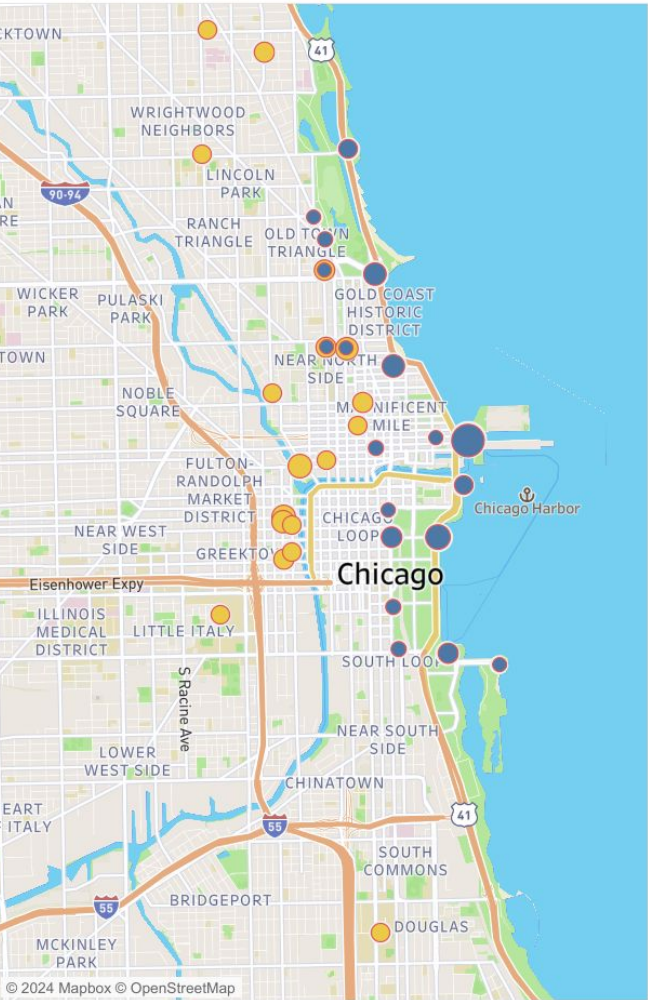
- Most membership riders take quick trips
- Casual riders take quick trips and longer trips
- More casual riders *ride longer* than an hour than membership riders



Starting Location Popularity



Ending Location Popularity

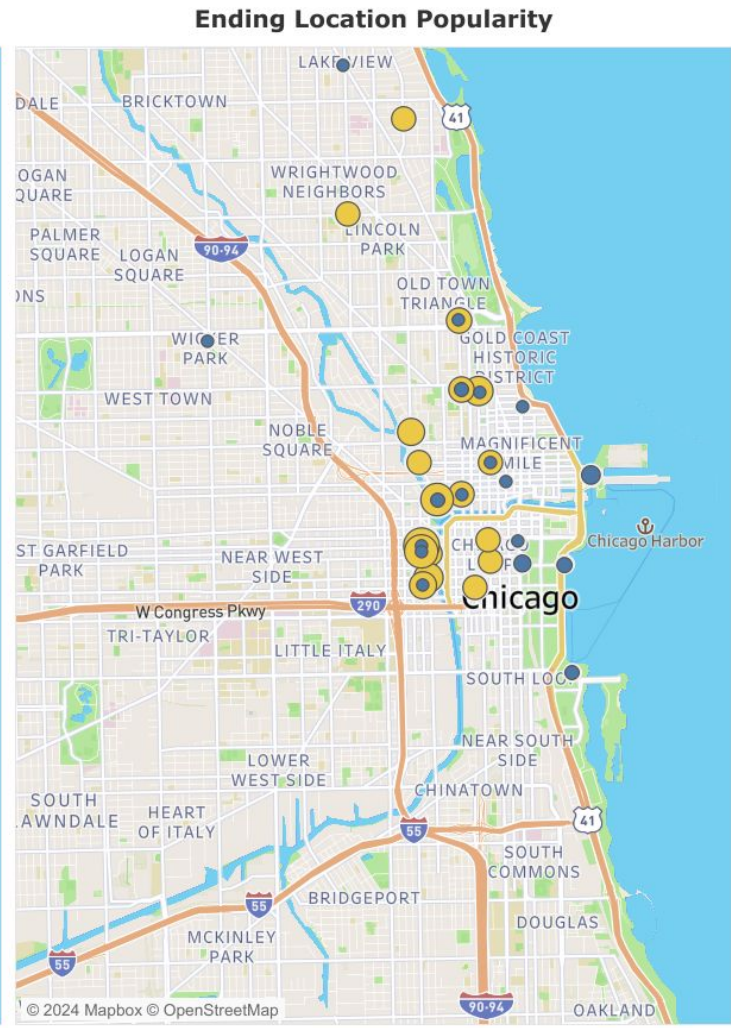
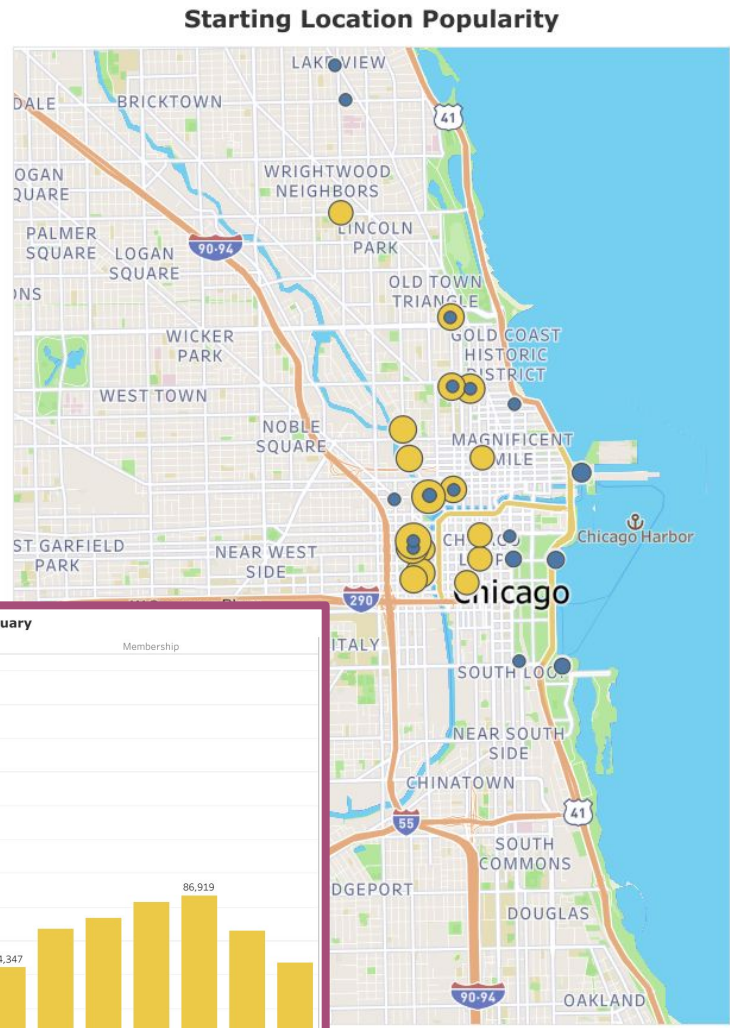
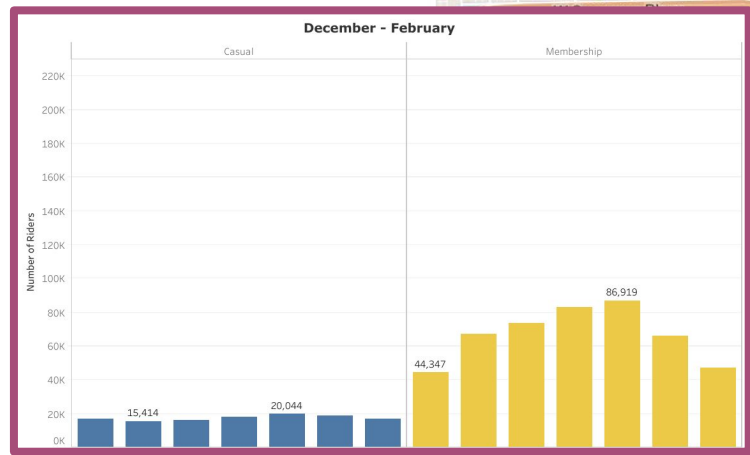


Geographically: Top 20 Bike Stations

- Casual riders are mostly going to places of leisure
- Membership riders going to the metra train station, business and residential areas

Quarter 2 December - February

→ Winter casual riders are more likely to be routine bike riders



Conclusion

1

Majority of **casual riders** are tourists or people out site-seeing

2

By looking at the *Winter months*, we can focus on casual riders that are more likely to use bike rentals **routinely**

3

We can look at casual rider popular station locations **NOT** in *leisure areas* to market annual memberships throughout the year

Recommendations

1. Look into stations that are not located at 'sight seeing' or 'leisure areas' to market to casual riders.
2. Promote marketing around metra train station for new casual riders and potential annual memberships.
3. Offer annual memberships as a gift idea during winter holiday months.

Questions?

Thank you!