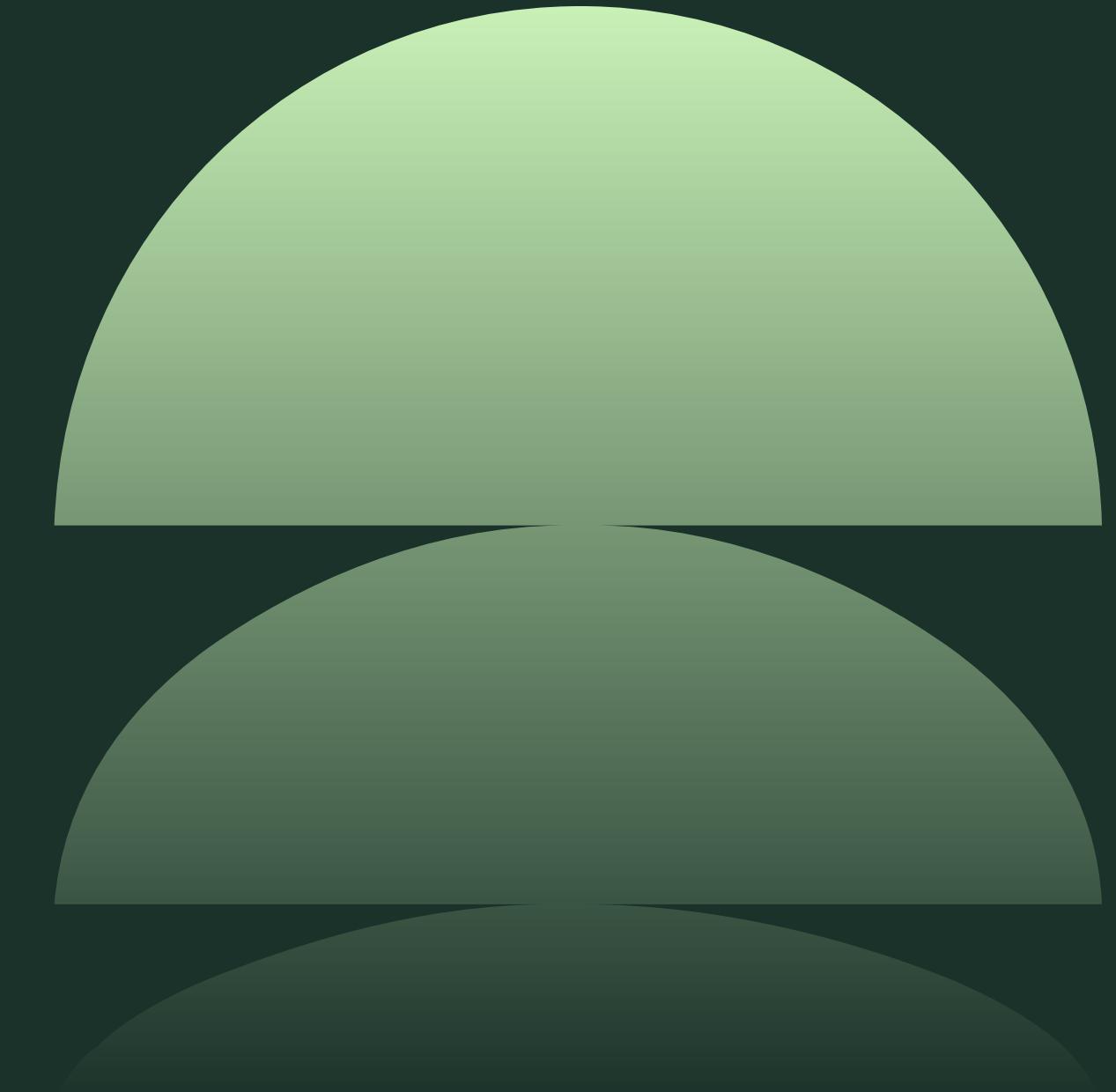


CASE STUDY 1

How does a Bike- Share Navigate a Speedy Success?

January 2026
Steven Adrian Gracia



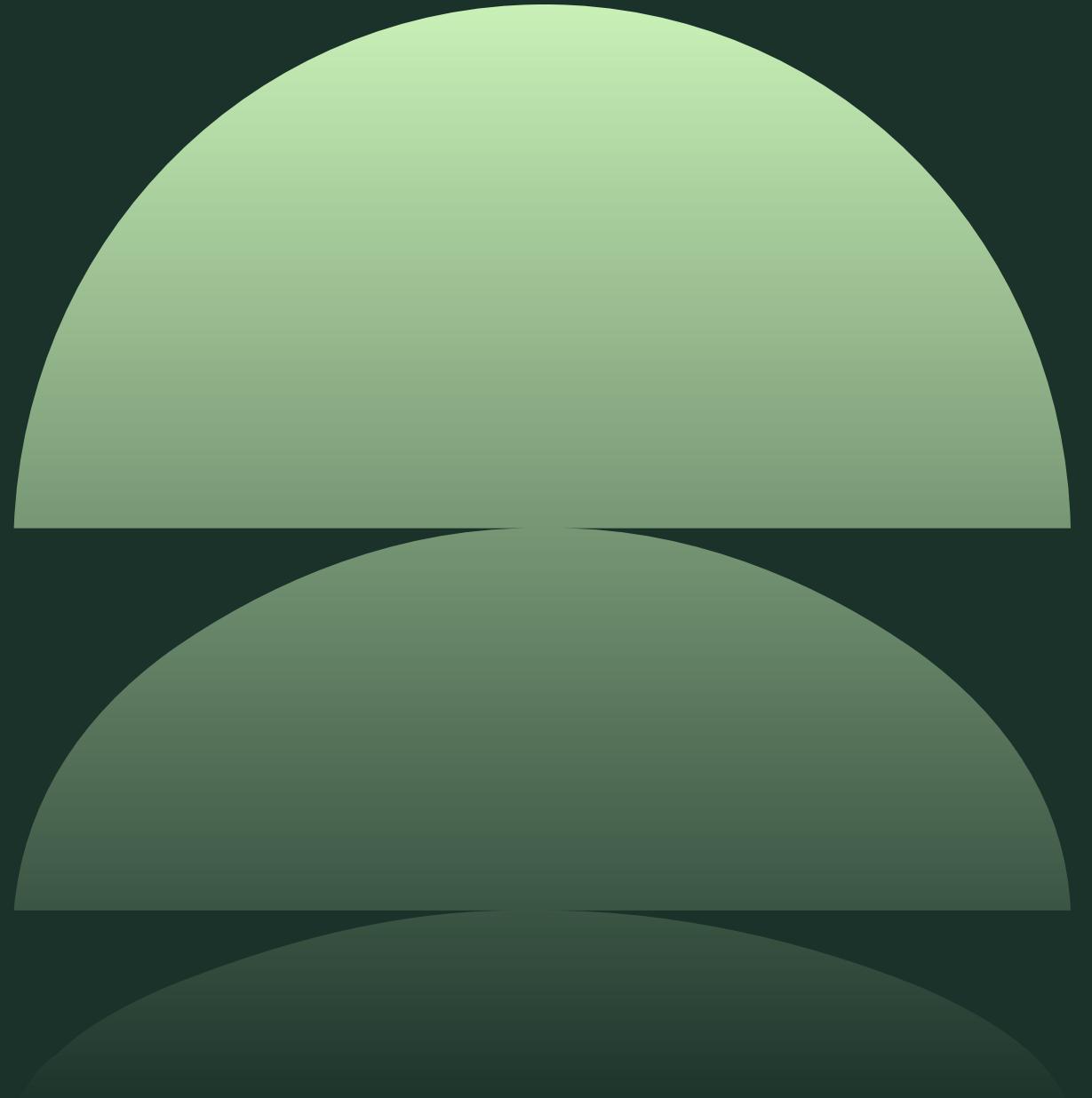


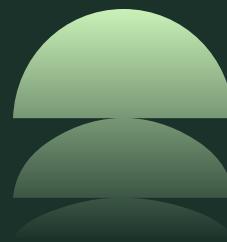
How do annual members and casual riders use Cyclist bikes differently?

By identifying the difference of usage between them, we can determine the best marketing strategy to convert casual riders into annual members.

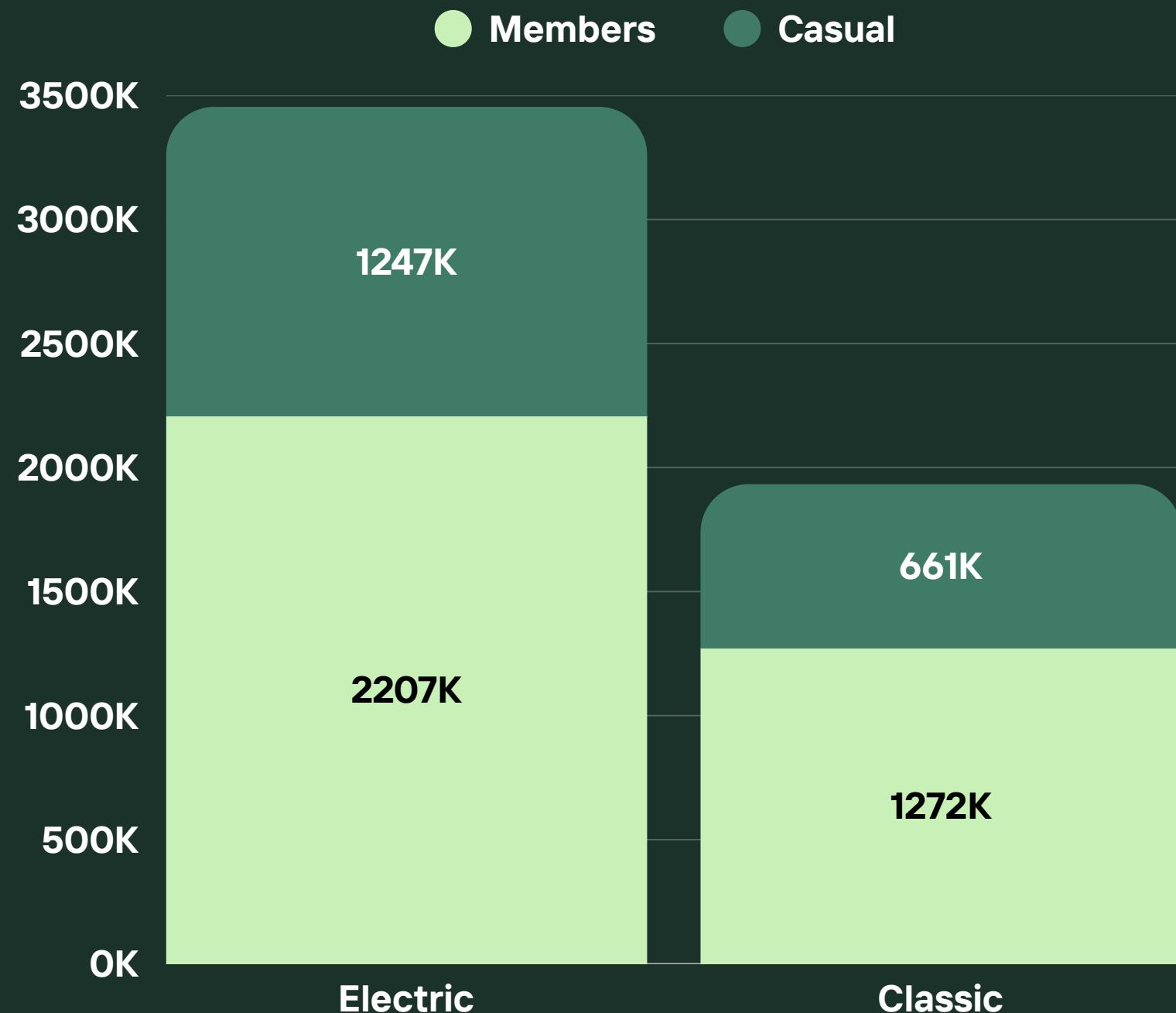
2025 bike trip data taken from [divvy](#).

FINDINGS





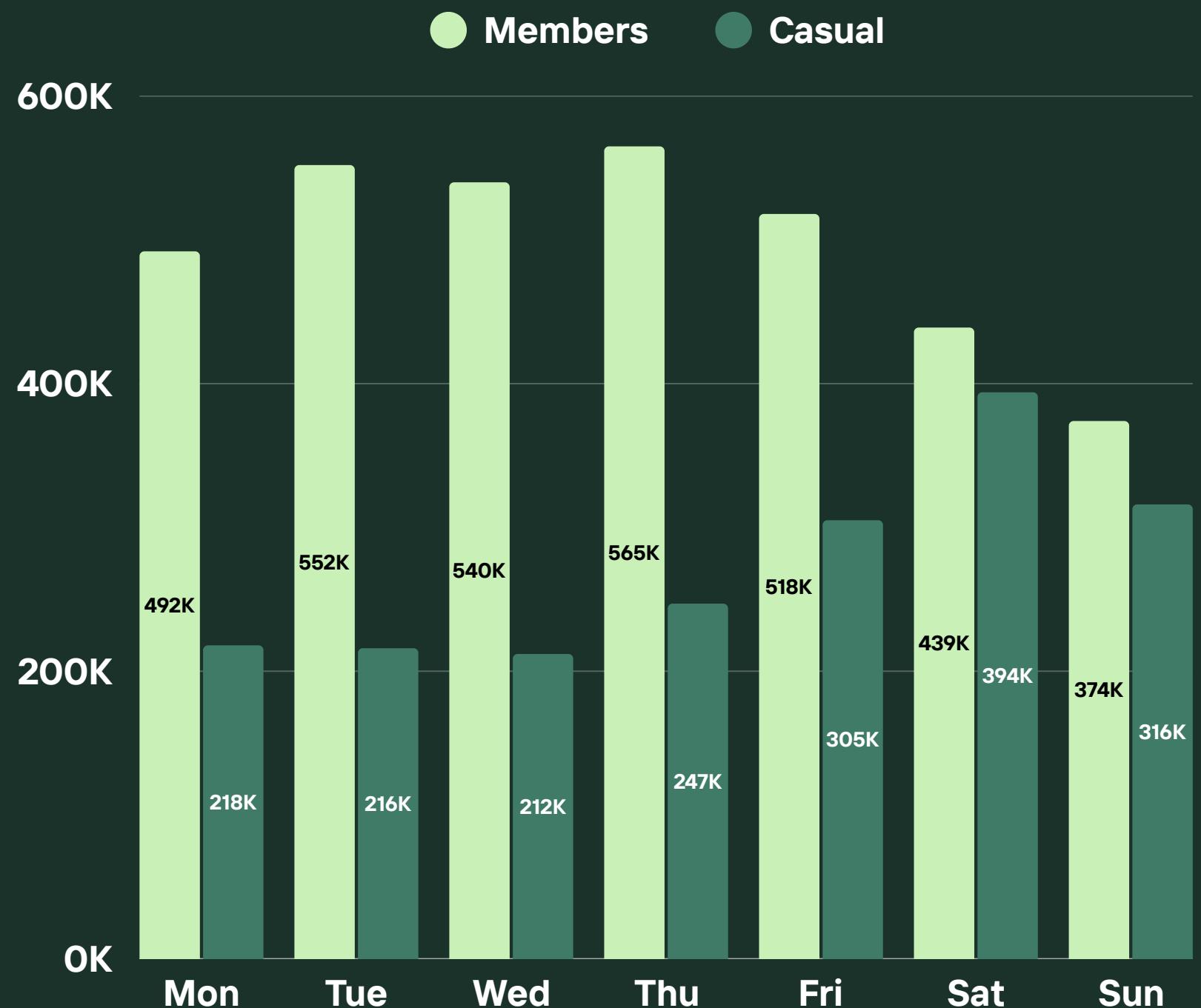
Rides by Bike Type



- Members contribute to 1.8x as many trips as casuals.
- Among both customer types, electric bikes are more popular than classic bikes. This trend persists across all conditions.



Rides by Day of Week

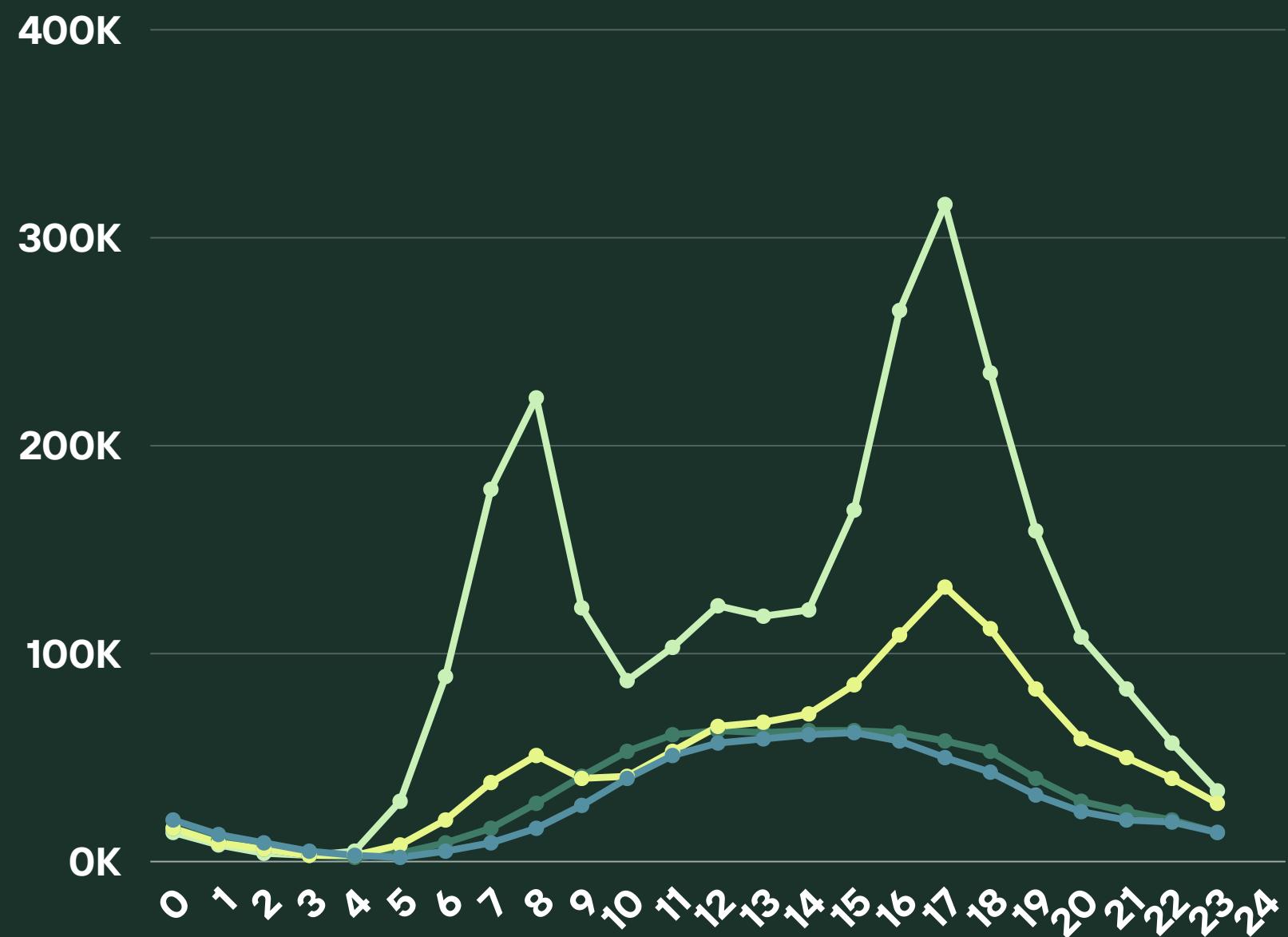


- Members ride more on average on weekdays (Monday - Friday)
- Casuals ride more on average on weekends (Saturday-Sunday)



Rides by Time of Day

- Members (weekday)
- Members (weekend)
- Casuals (weekday)
- Casuals (weekend)

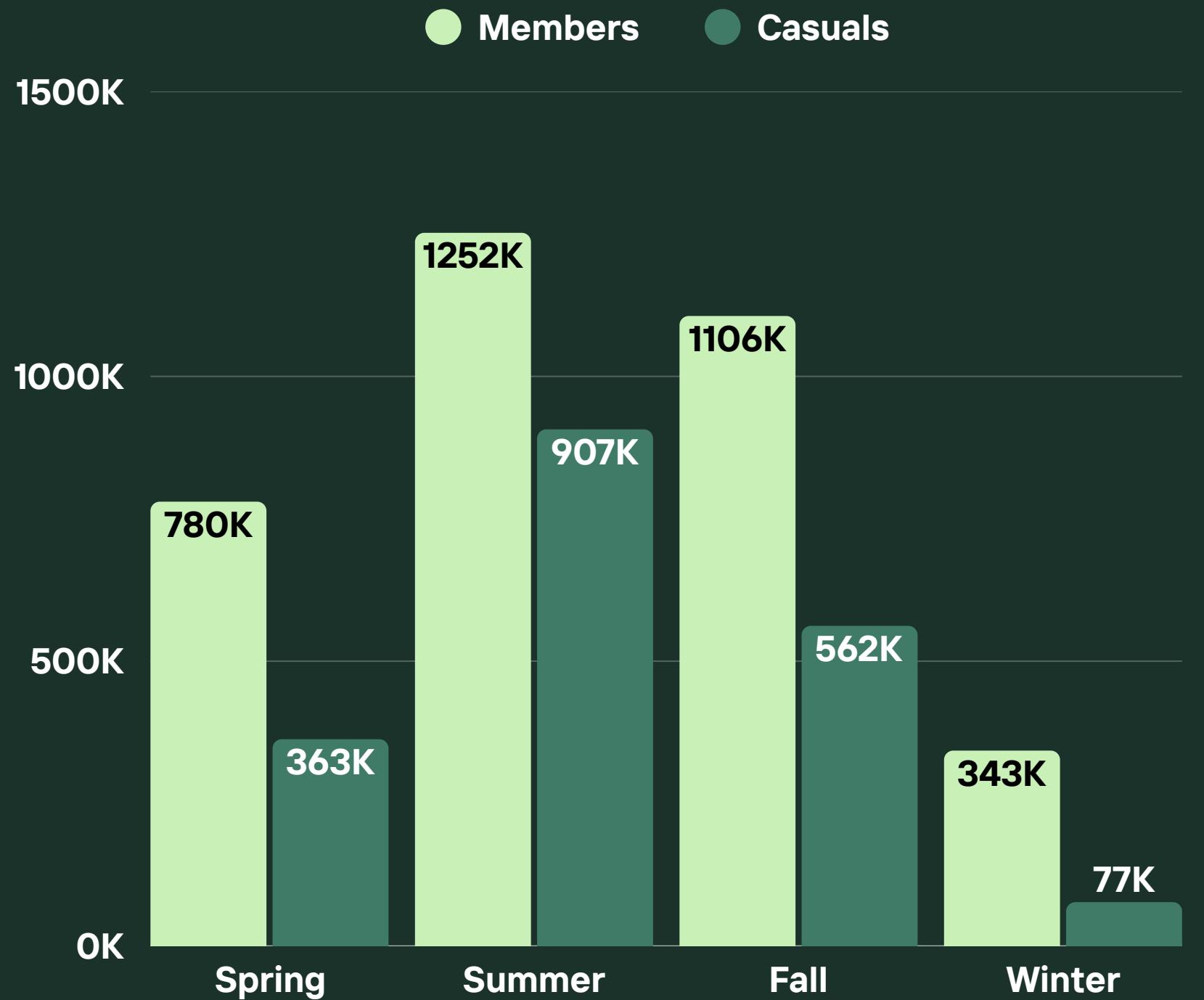


Disclaimer: the data does not account the fact that there are 5 weekdays and 2 weekends. The numbers are not averages.

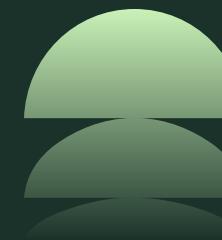
- On weekends, both groups have similar activity patterns with no spikes. They also have similar numbers total.
- On weekdays, both groups have significant spikes during the morning and evening rush hours, especially members.



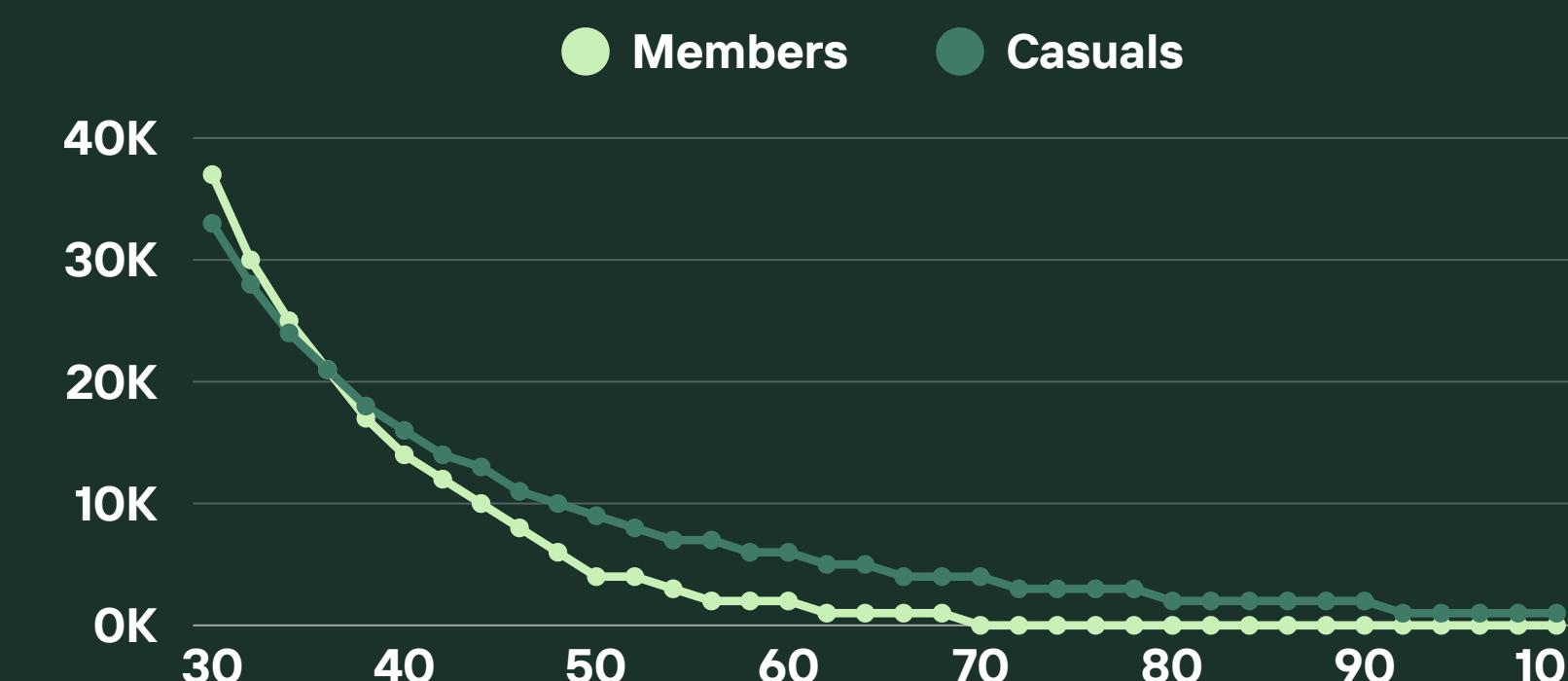
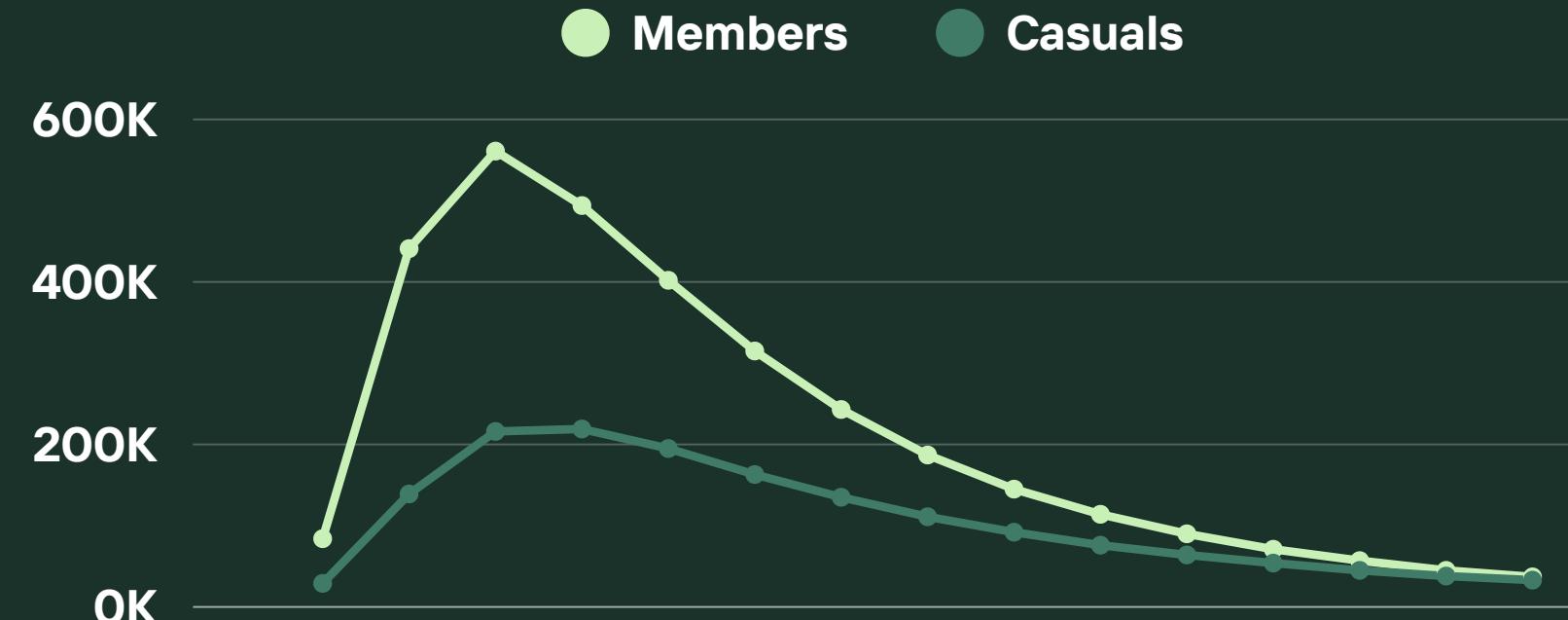
Rides by Season



- Summer is the most popular season for bike rides, while winter is the least popular.
- There is a noticeable leap in rides from casual customers in summer.



Rides Lengths

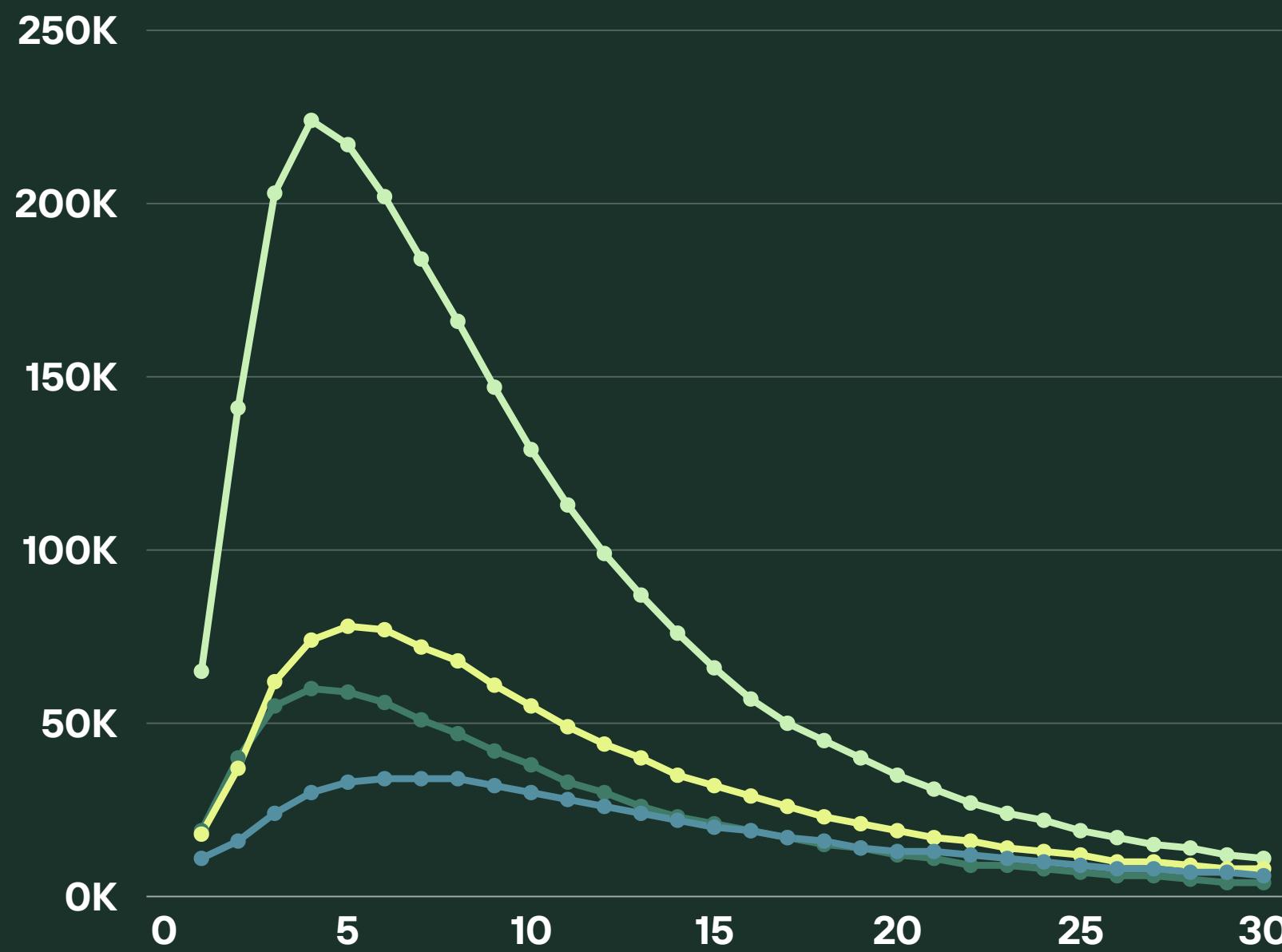


- Most members ride shorter lengths, with less than 10 minute rides being the most popular.
- Longer rides (more than 40 minutes) are more popular with casuals than members.



Rides Lengths by Day of Week

- Members (weekday)
- Members (weekend)
- Casuals (weekday)
- Casuals (weekend)



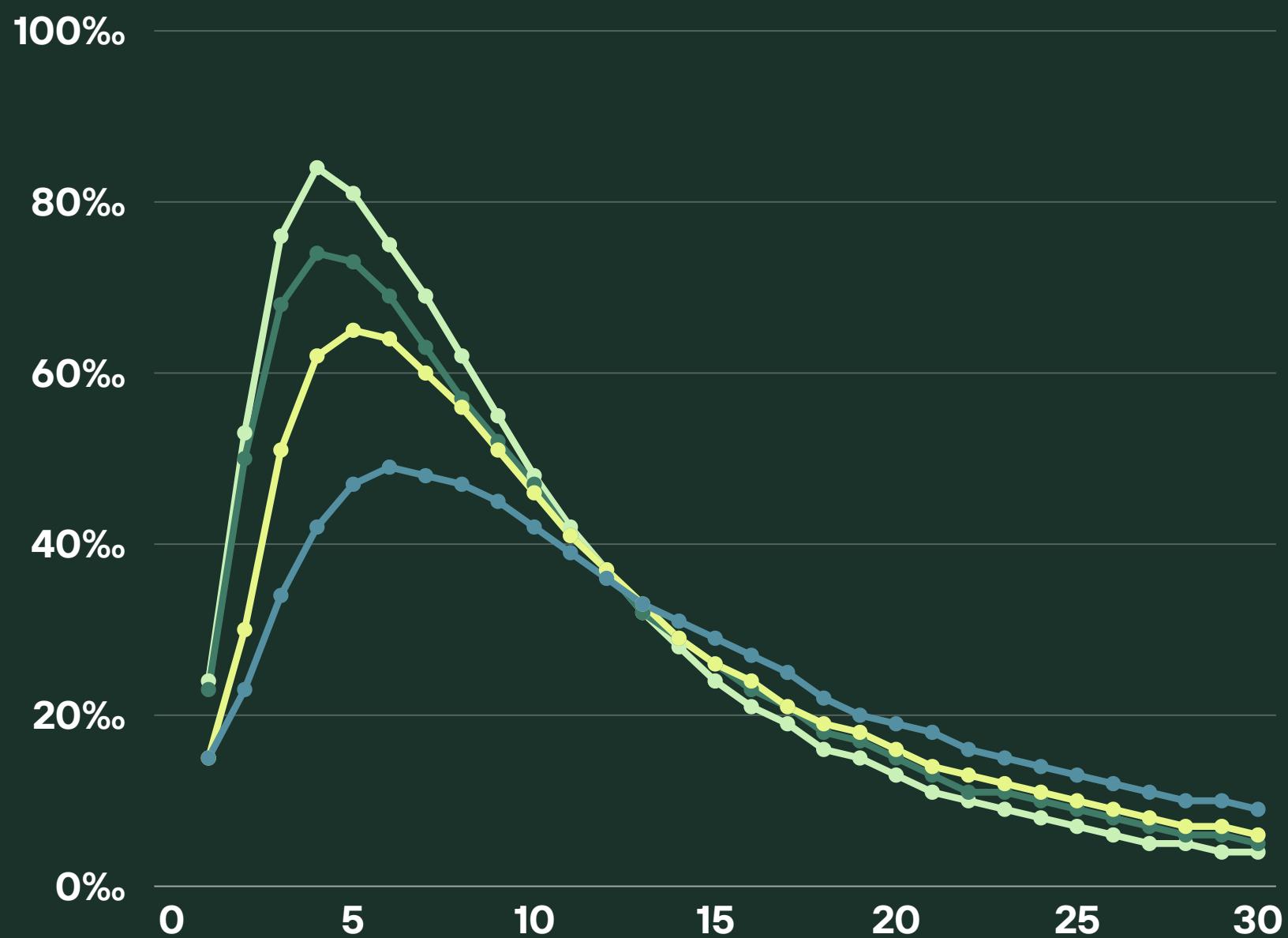
- Despite members still having the overwhelming numbers advantage, a majority of them do not ride bikes during weekends.

*Having raw trip numbers does not convey the whole image because of the quantity disparity.



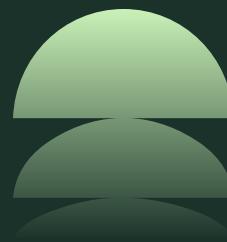
Rides Lengths(%) by Day of Week

- Members (weekday)
- Members (weekend)
- Casuals (weekday)
- Casuals (weekend)

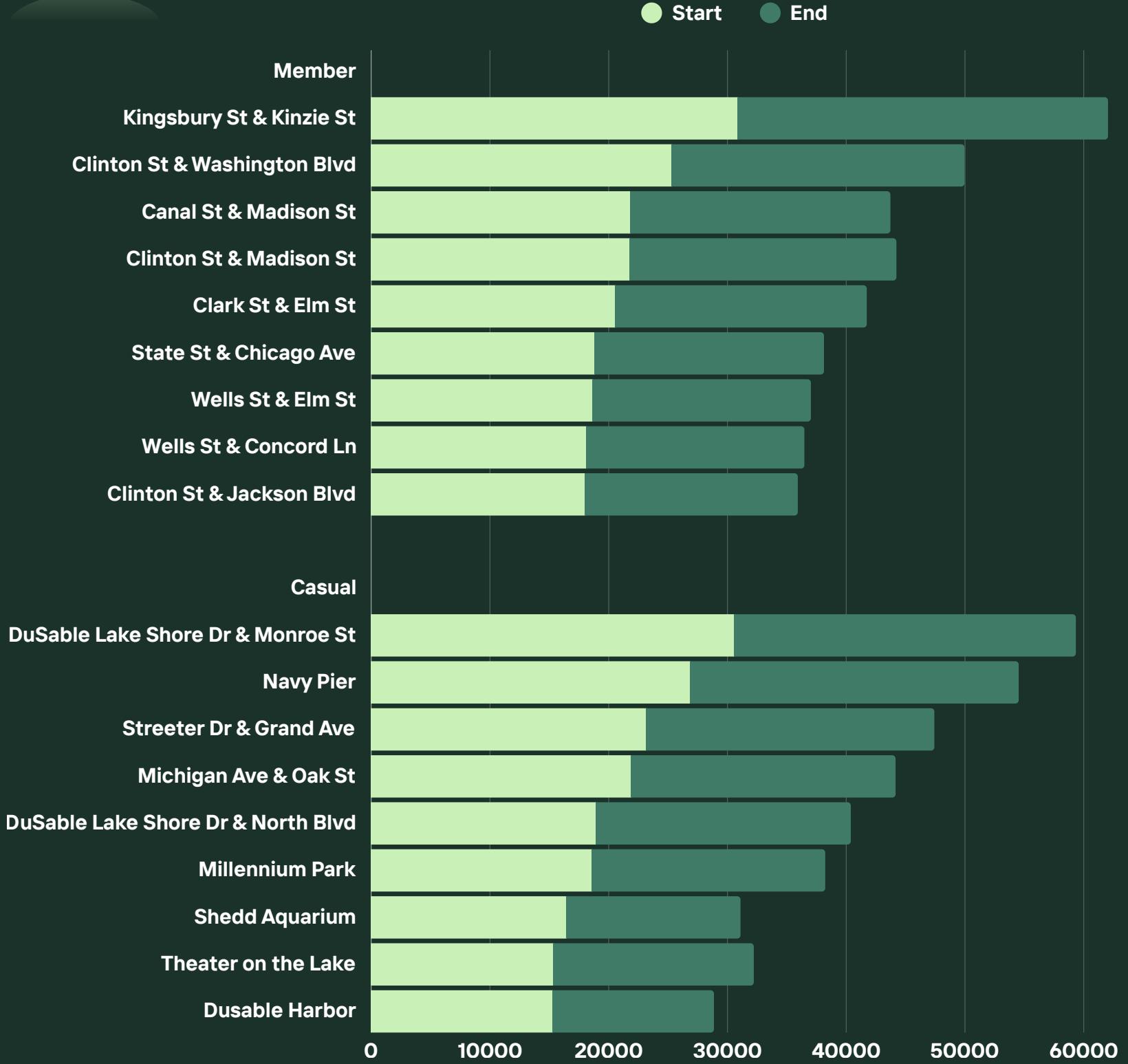


Permille(‰) is a symbol that denotes part per thousand, similar to percent(%).

- For both groups, weekend rides are longer in duration than weekday ones.
- Casuals during weekends are likely to ride for longer, while members on weekdays are the opposite.



Top Stations



Top Member Routes



- A majority of members travel to and from stations located in downtown Chicago.

- A majority of casuals travel to and from stations located near recreational facilities.

- Despite not being the most popular stations, the most travelled routes by members are dominated by stations inside the University of Chicago.



Conclusions



01

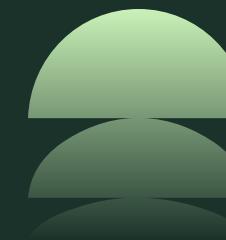
For casuals, bike riding is not the main way to travel. It can be assumed by popular routes that casuals treat bike rides as recreational activities or exercise.

02

Ride demands are not constant. They peak during evening rush hours on weekdays. They also increase during summer, especially for casual riders.

03

Members are more likely to take shorter trips due to the way pricing works on the annual and day passes. We can assume that both riders want to maximize the value of each pass.



Opportunities

01



02



03



Member- Exclusive Perks

During peak hours, give members priority for exclusive electric bikes. Casuals can be enticed by these perks and buy an annual pass.

New Pass Plans

Add a special pass for those wanting to ride weekly. This pass will be targeted for casuals using the bikes for recreation and exercise.

Strategic Partnerships

Strategic partnerships with workspaces can introduce new means of member conversion. Health applications are also a potential advertising partner.



Assumptions and Limitations

The Company

Cyclistic is **not** a real company. There are several problems with the data including:

- Trips lasting less than 1 minute (omitted)
- Trips lasting more than 3 hours (omitted)
- Missing station information (left in)
- Multiple station ids (left in)

Product B

Customer data is not given, therefore the number of trips cannot be used to indicate bike usage accurately.

For example, consider the difficulty in comparing a member doing 10 trips per week (~500 trips per year) to a tourist doing 10 trips in 2 days.

Product C

From real life data, University of Chicago provides a promotion for students. These students are considered normal members by the data, but should be considered separately due to the different pricing.

THANK YOU

