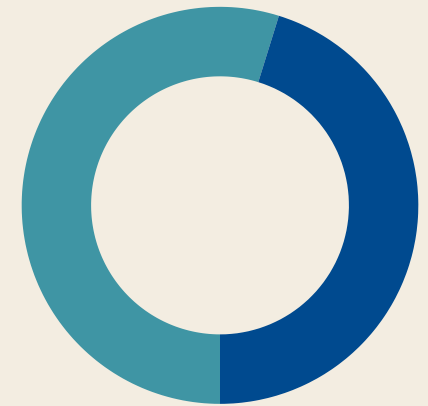




Cyclistic, a **bike-share** program

Cyclistic features more than 5,800 bicycles and 833 start stations.

In 2021, the program recorded a total of **5.5M+** rides by riders from the two membership types; **casual riders** and **annual members**



● Annual members ● casual riders

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One strategy to **maximize revenue** is to **convert casual riders** to annual members using new marketing strategies. The **goal** of this analysis is to provide insights for market analysts on **how casual riders and annual members differ**.

Key Insights:

1. Casual riders use some **stations** more than annual members
2. Approximately 100% of rides using a **Docked_bike** was completed by casual riders
3. In general casual riders like to ride during the **weekend** especially in **Summer**
4. Casual riders ride for a longer **duration** compared to annual members

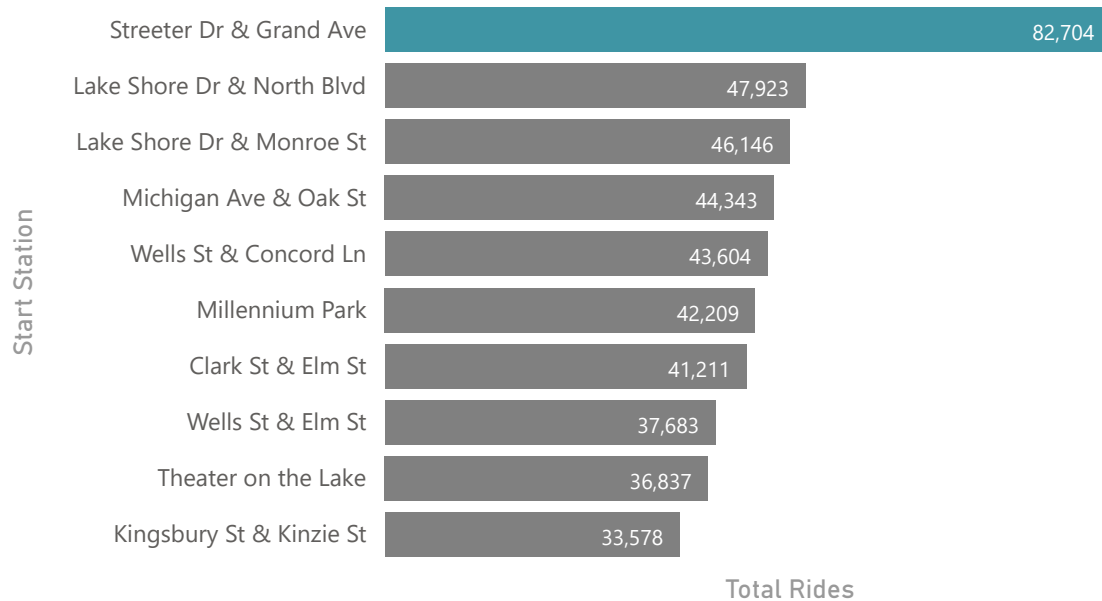
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The most busiest start **station** is **Streeter Dr & Grand Ave** and casual riders use this station more than annual members

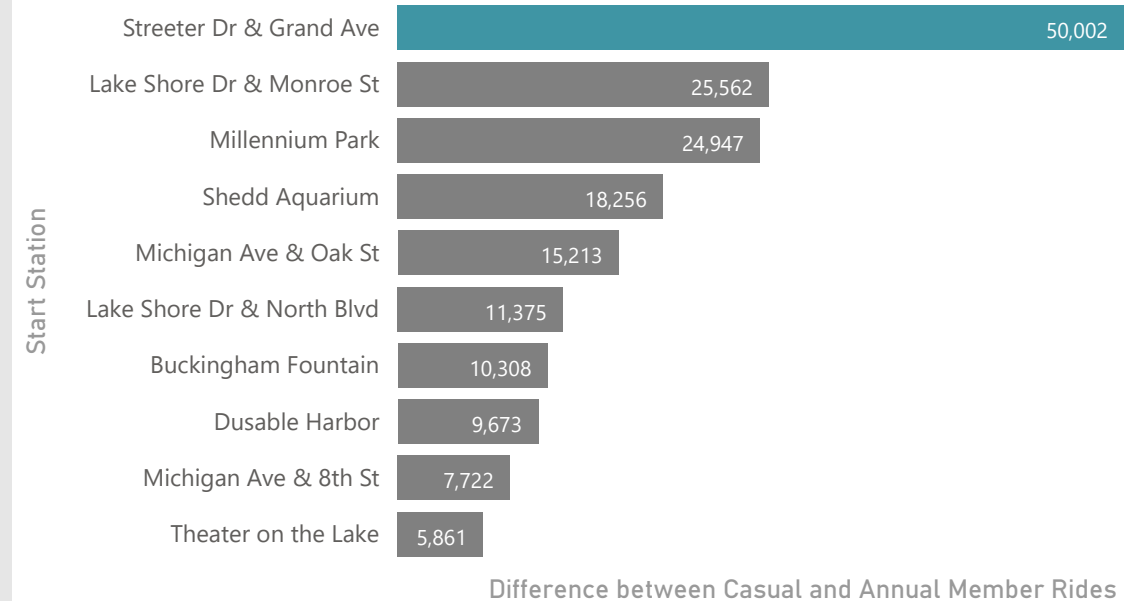
Out of a total number of **833 start stations**, the Streeter Dr & Grand Ave is the busiest station with 82,704 rides in 2021

At the busiest station (Streeter Dr & Grand Ave start station) there are **more casual riders** compared to annual members.

Top 10 busiest start station



Top 10 Stations to find more casual riders than annual members



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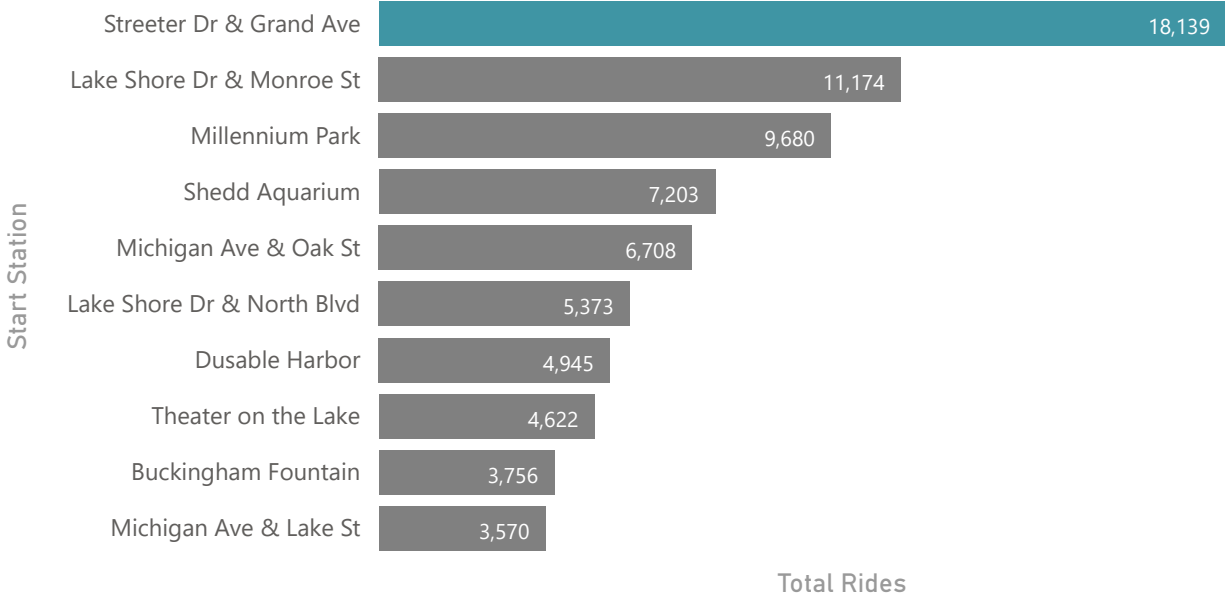
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Approximately 100% of Rides using a **Docked_bike** was completed by casual riders

Out of 312,335 rides using a Docked_bike, only 1 was an annual member ride the **remaining were casual rides**. The **Streeter Dr & Grand Ave** had the most number rides started using a Docked_bike

Top 10 start stations for docked bikes

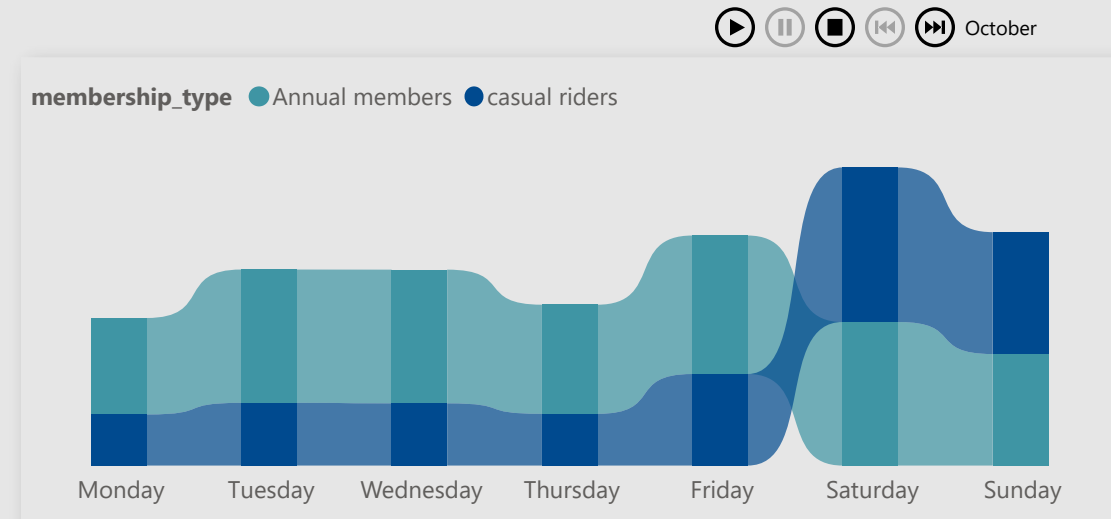
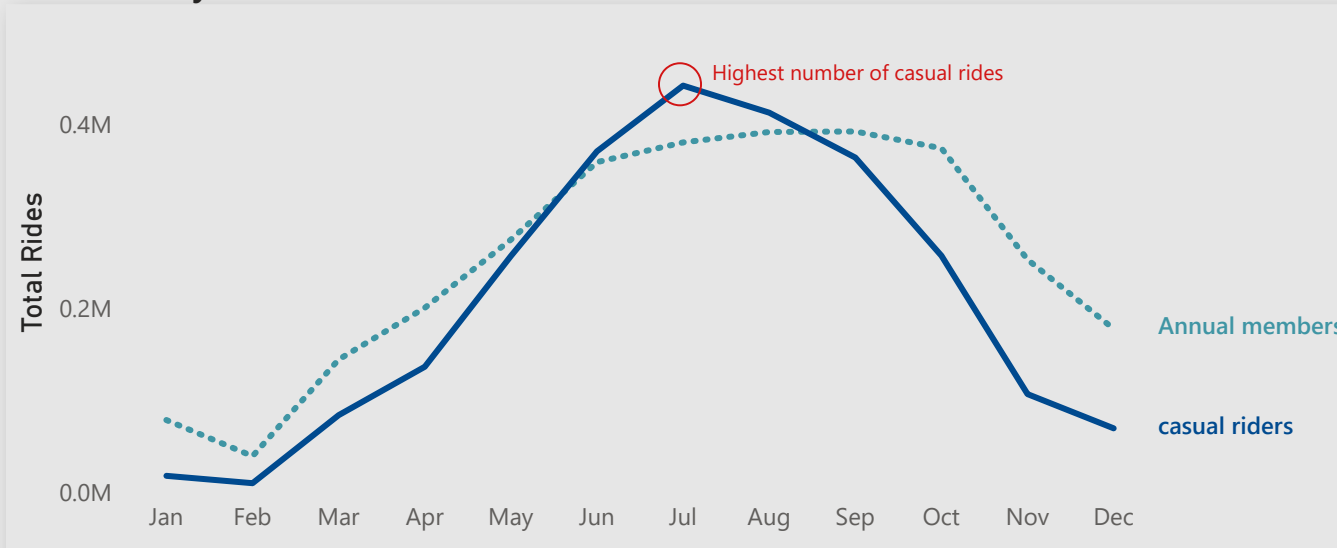


In general **Casual Riders** like to ride during the **Weekend** especially in **Summer**

There were **more Casual rides** than annual member rides in June, July and August (**summer**), the highest difference was observed in July

From April till October (7 months) there were **more casual riders** than annual riders on **weekends**

Total Rides by Month



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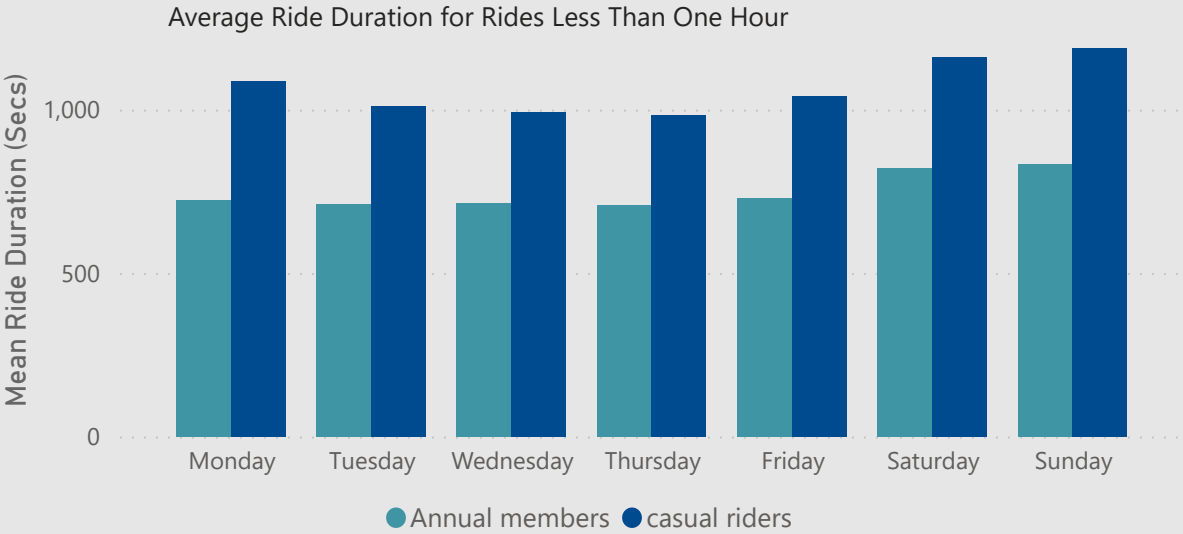


On average **Casual riders** ride for a longer duration

The average ride length of **casual riders** is higher than the average ride length of annual members.

membership_type	Mean Ride Duration	Total Rides
casual riders	00:32:01	
Annual members	00:13:39	

Casual riders still ride longer when we consider only rides less than 1 hour.





How We Can Convert **Casual Riders**

1. Develop annual member benefits for riding on weekends during summer
2. Award points towards annual member fees for using a Docked Bike
3. Award points for riding longer to annual memberships package
4. Target the busiest stations for casual riders in marketing campaigns

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