Cyclistic Bike-Share Customer Analysis

488 381

Total Rides
Per Month

5 860 568

Total Rides
For FY2024

15m 30s

Ride Time
Average Ride Time

Understanding different
Customer behaviors

Objective

Task

How are Different Customers Using the Bike-Share Service?

Goal

Convert more Casual Riders to
→ Annual Members.

Rides Summary

Total Rides Per Month

Annual Member vs. Casual Rider

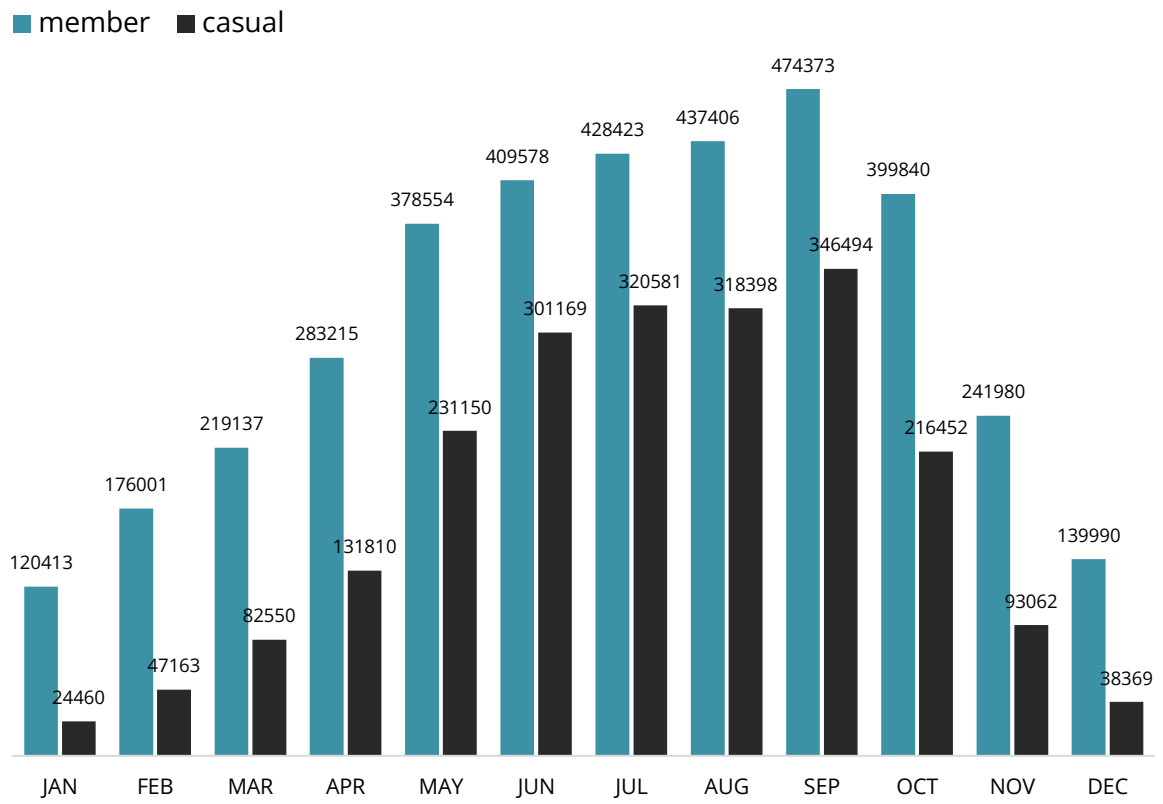
139 %

Average of More Rides
by Annual Members

114 % vs. **315 %**

Member: Difference
In Rides Between
High-Low Season

Casual: Difference
In Rides Between
High-Low Season



High Season MAY – OCT
Low Season NOV – APR

Rides Summary

Rides Per Day of The Week

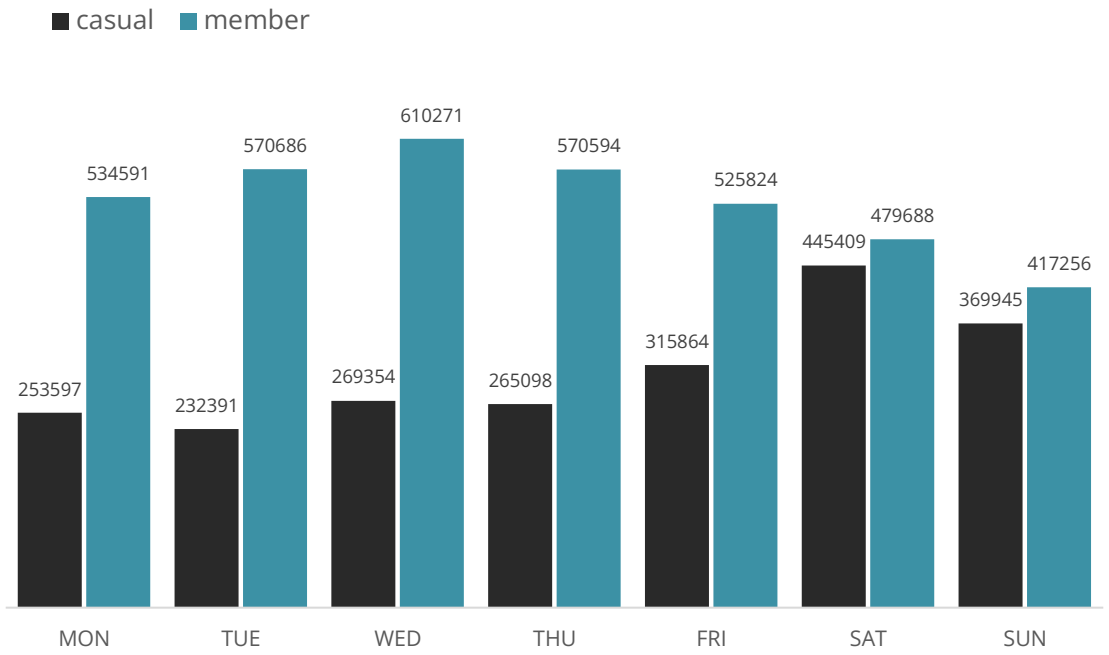
Annual Member vs. Casual Rider

17 %
HIGHER
MON – FRI
Annual Members
Prefer Workdays

-40 %
LOWER
MON – FRI
Casual Riders
Prefer Weekends

This Data shows the difference of total rides per week-day. Compared between customers.

Members prefer workdays.
Casual Riders prefer weekends.



Rides Per Day of The Week

Annual Member vs. Casual Rider

This Data shows the difference between Ride Times.

Casual Riders ride for longer than Annual Members.

Average Ride Time

In Total

25m 11s

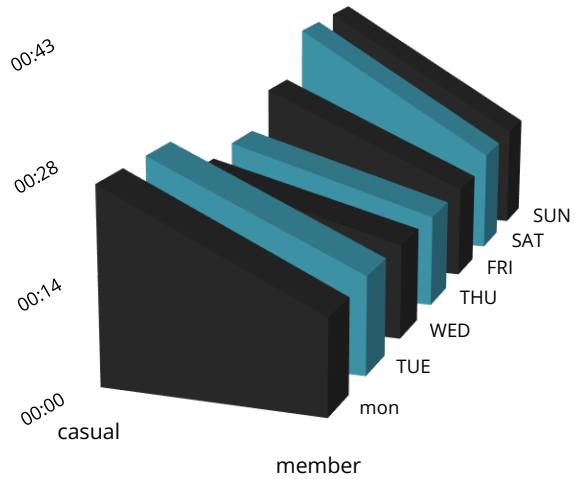
Casual Riders

12m 55s

Annual Riders

Average Ride Time

Per Day



Recommendations

Based on Findings

Introduce seasonal membership for casual riders during the summer, for those who do not want to commit to a full-year.

Seasonal Membership

Implement customer-targeted marketing strategy for casual riders during low season.

Target Casual Riders

Test different forms of memberships for casual riders, to convert them into membership customers.

More Memberships

Inform casual riders about the benefits of a memberships, especially during longer ride times.

Information

Simon Stenelid

CapStone Project

March 2025