



# Cyclistic Bike-Share Customer Analysis

Understanding different  
Customer behaviors



**488 381**

**Total Rides**  
Per Month



**5 860 568**

**Total Rides**  
For FY2024



**15m 30s**

**Ride Time**  
Average Ride Time

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

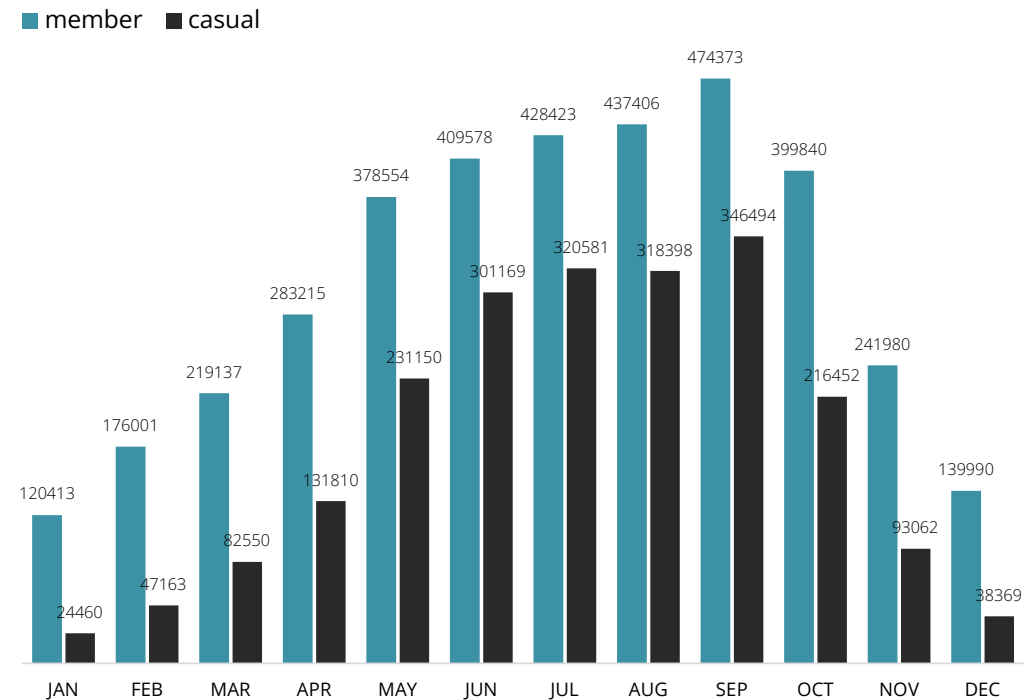
# 139 %

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

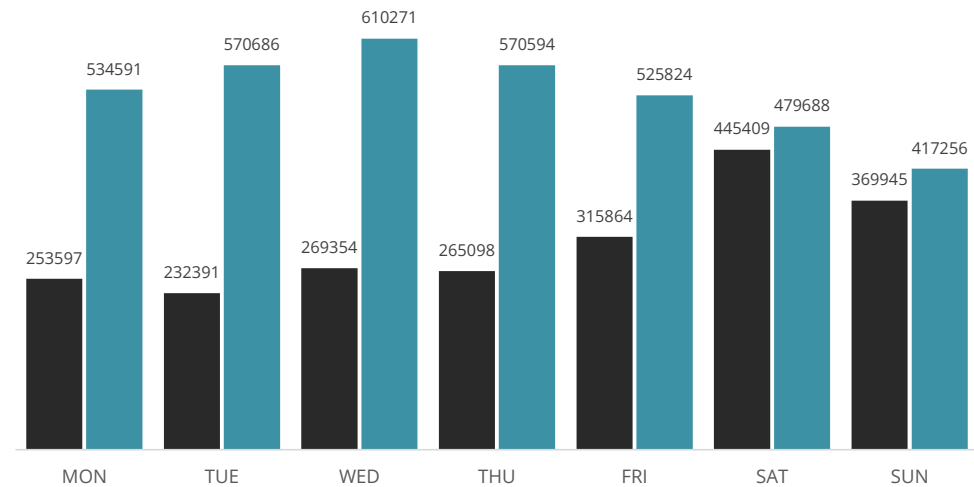
Annual Members  
Prefer Workdays

-40 %

LOWER  
MON – FRI

Casual Riders  
Prefer Weekends

■ casual ■ member



→ **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

**Average Ride Time**  
In Total

**25m 11s**  
Casual Riders

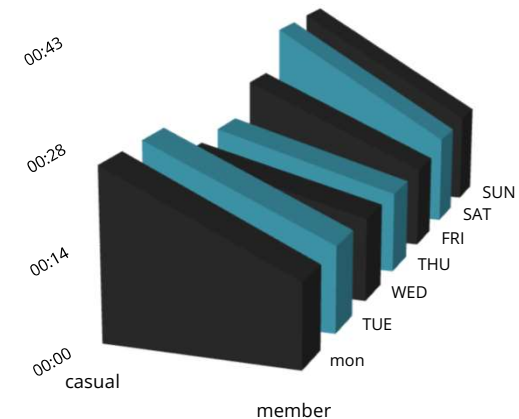
**12m 55s**  
Annual Riders

This Data shows the difference between  
Ride Times.

Casual Riders ride for longer than  
Annual Members.



**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**

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