

Number of trips: Month

Key takeaways

- Casual Riders overtook the Annual Members from **May 2021**
- Further analysis is needed to identify:
 - If this pattern is consistent with other years
 - How much COVID-19 has affected the number of trips taken per month



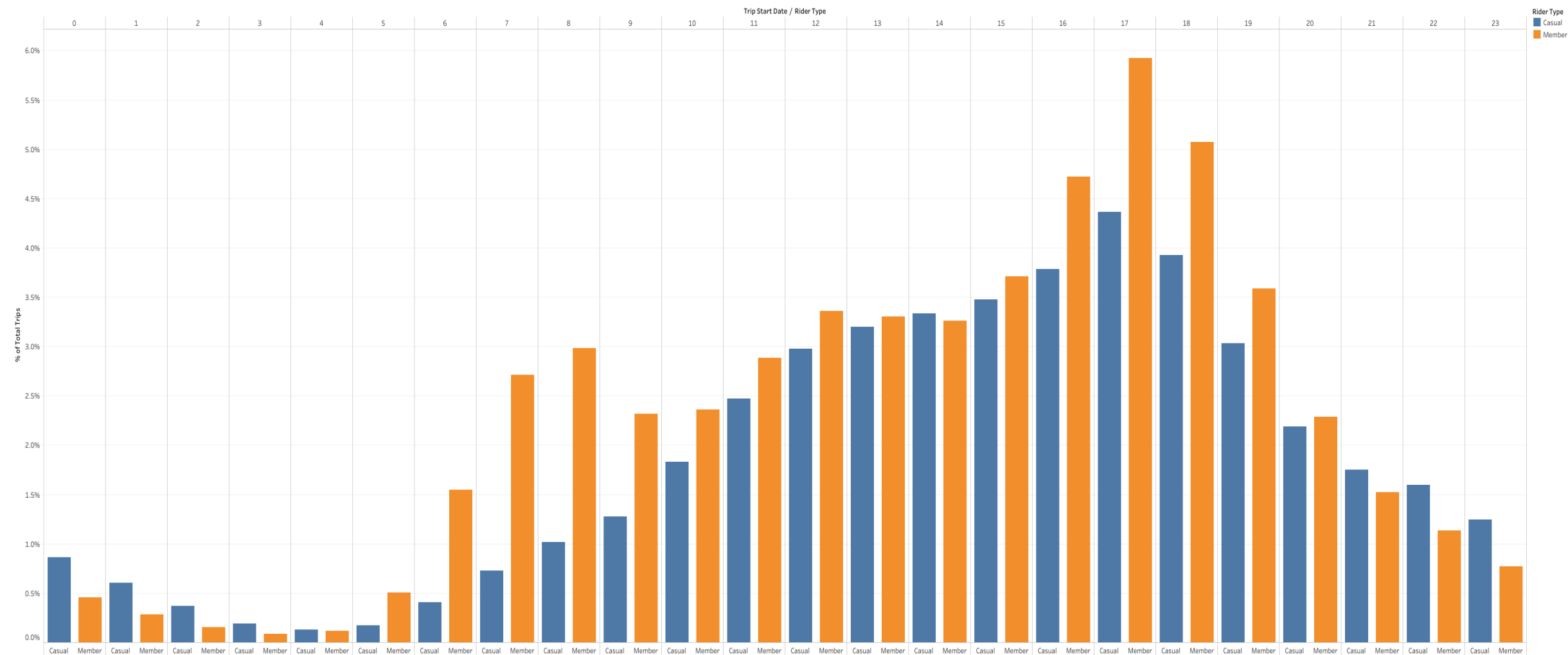
Number of trips: Week Day

Key takeaways

- Casual Riders made most trips on **Sundays** and **Saturdays**
- Trips made by Annual Members are **consistent** for most of the week days.



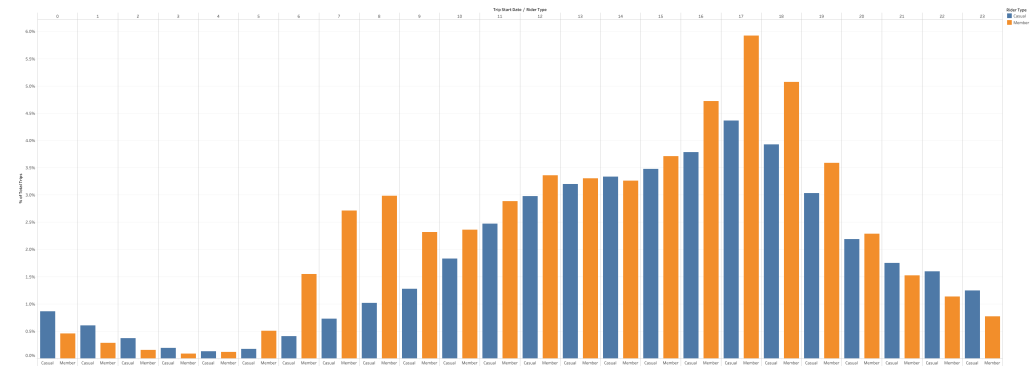
Number of trips: Hour of Day



Number of trips: Hour of Day (cont'd)

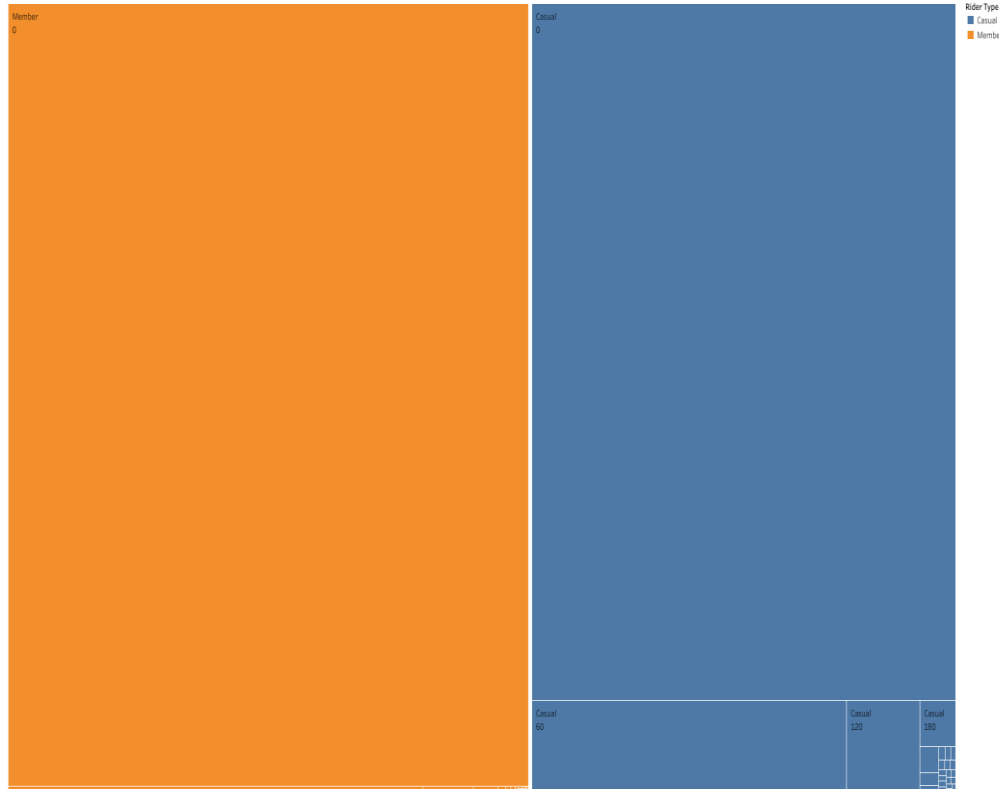
Key takeaways

- Peak times for Annual Members indicate trips to and from work:
 - 15 hrs to 19 hrs
 - 12 hrs to 13 hrs
 - 7 hrs to 8 hrs
- Trips made by Casual Riders increases throughout the day, peaking at 17 hrs



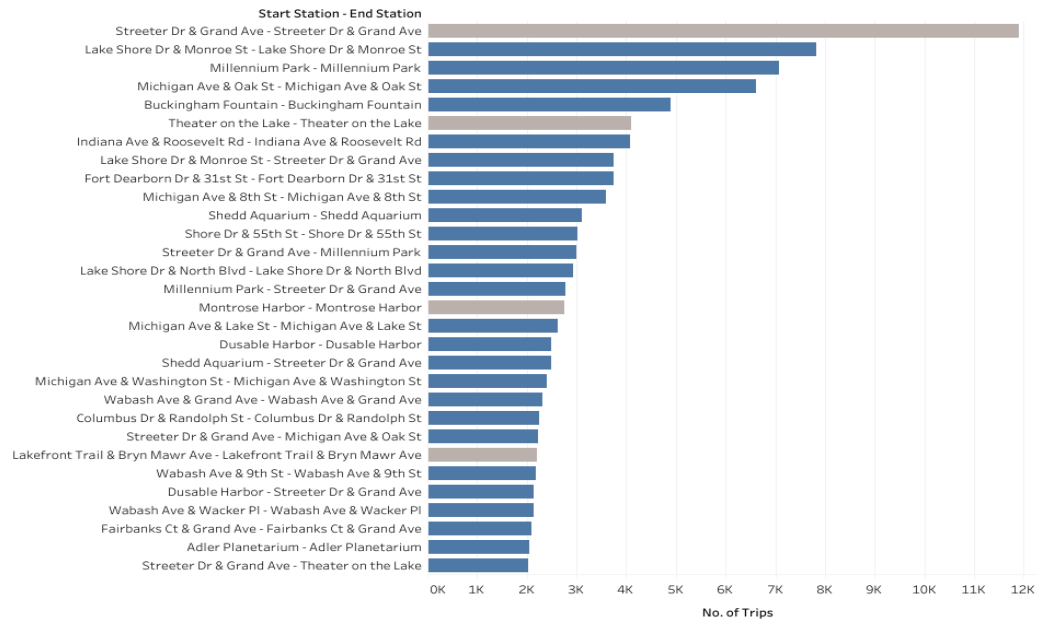
Trip Lengths

24 Hours And Less

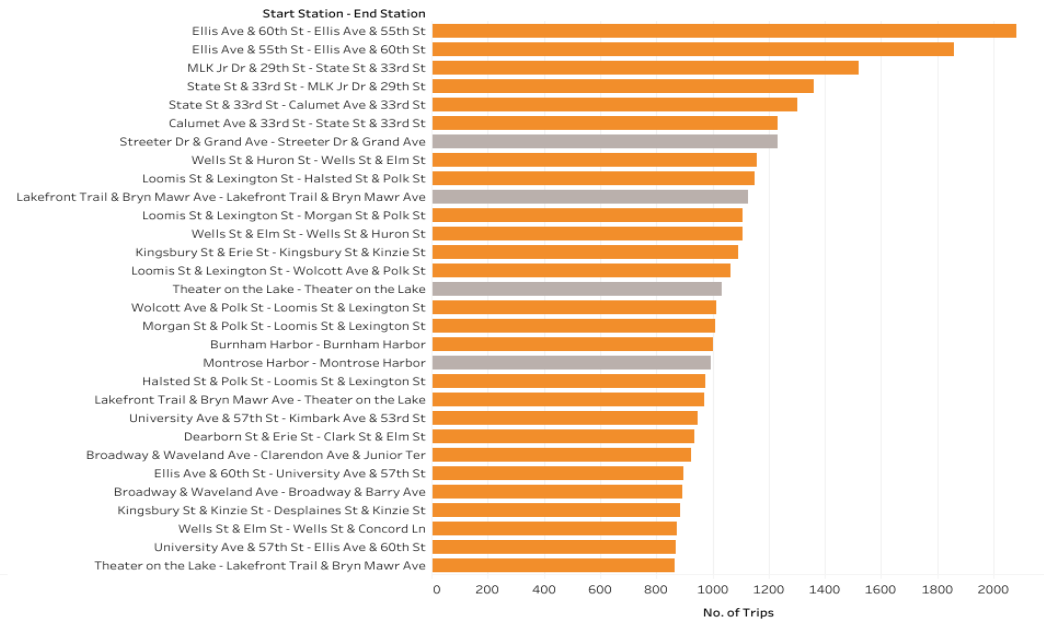


30 most popular Trips

Top 30 Trips for Casual Riders



Top 30 Trips for Member Riders



Key Takeaways

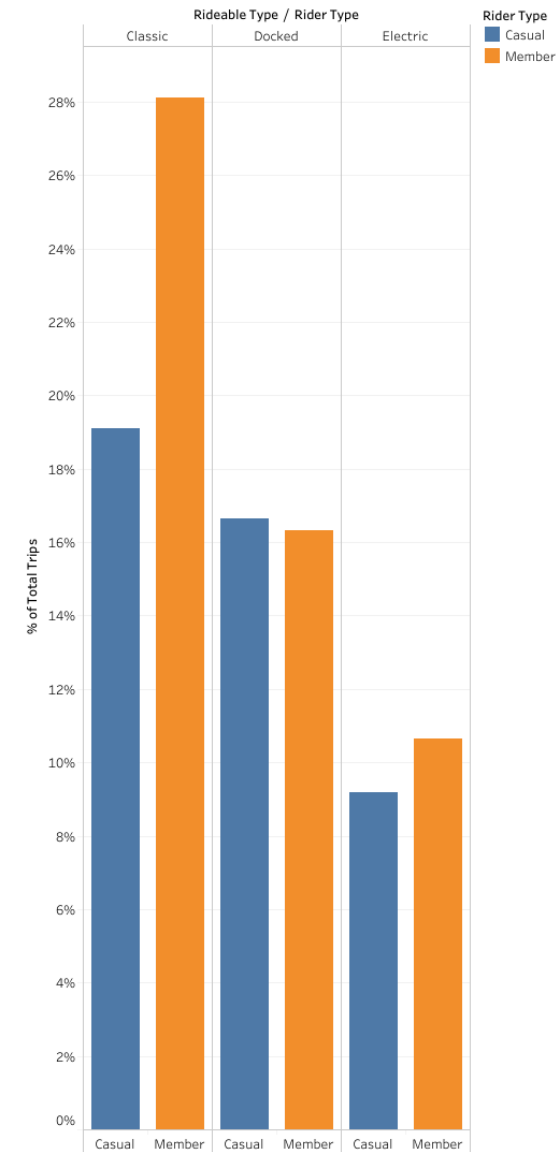
- Only 4 trips are the same for both Casual Riders and Annual Members
- Most Casual Members do the *Streeter Dr & Grand Ave* return trip
- Annual Members make more trips but start and end stations vary widely; More Casual Riders make the same trips.

Bike Type: Overall

Key Takeaways

- Both Annual Members and Casual Riders prefer the **Classic** bike
- Electric bikes were least preferred

Analysis was done for Week Day and Hour of the Day. However, it yielded no new insights - more data about a rider will be needed for substantive analysis.



Overall Takeaways

1. Casual Riders mainly use the *Streeter Dr & Grand Ave, Lake Shore Dr & Monroe St, Millenium Park* stations
 - Efforts can be targeted in these areas
2. While most Casual Riders make trips that last longer than 24 hours, there is a significant number of them that do trips for 24 hours and less
 - These can be prioritised in a campaign
3. The data suggests that Casual Riders use bikes mainly on the weekend while Annual Members tend to use it for getting to and from work
 - First priority should be aimed at those Casual Riders who use bikes like Annual Members
4. Both Annual Members and Casual Riders prefer the Classic and Docked bikes over the Electric bikes.