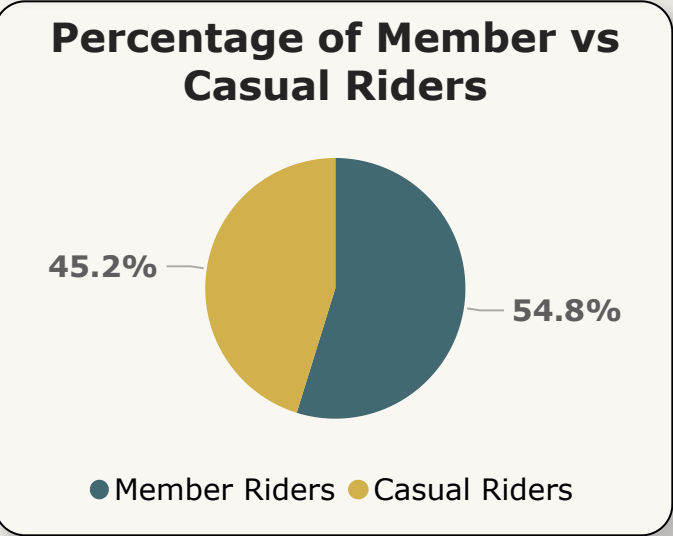
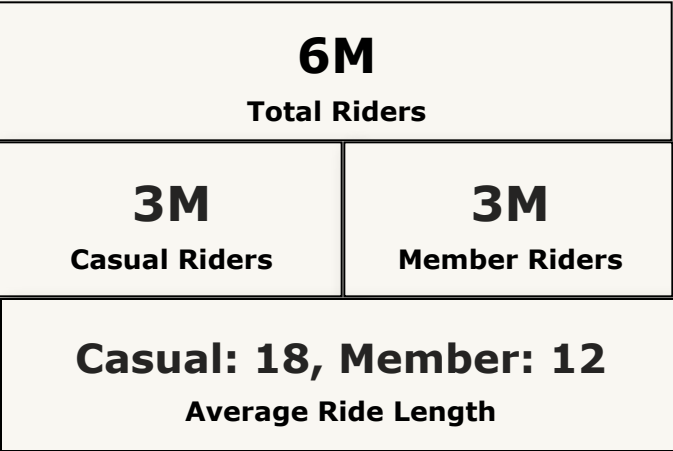


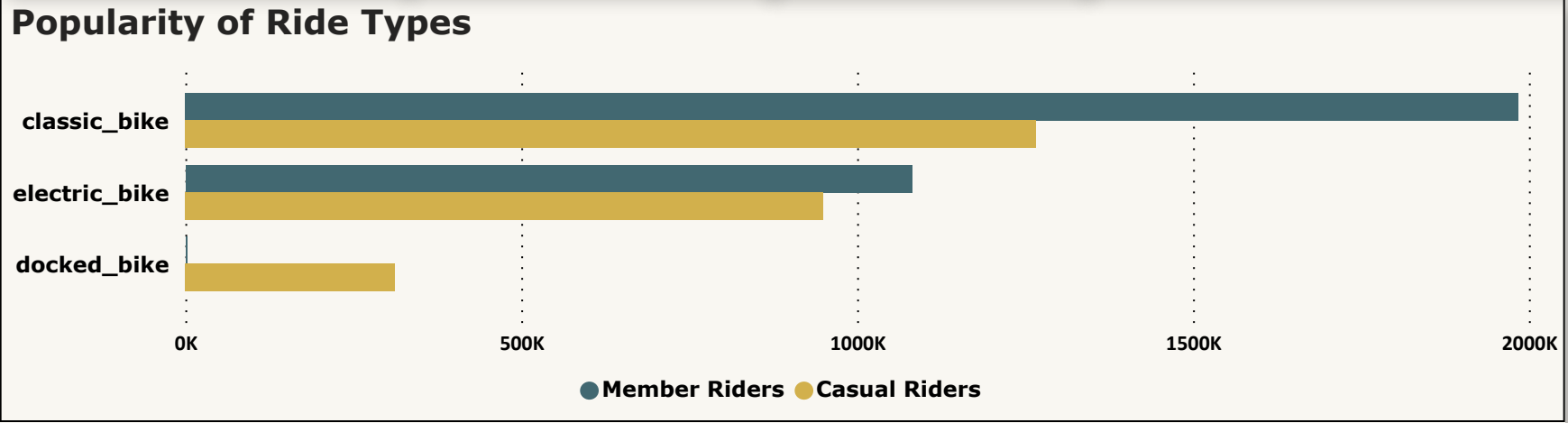
CYCLISTIC BIKE -SHARE ANALYSIS

Detailed Analysis of Annual riders vs Casual Riders

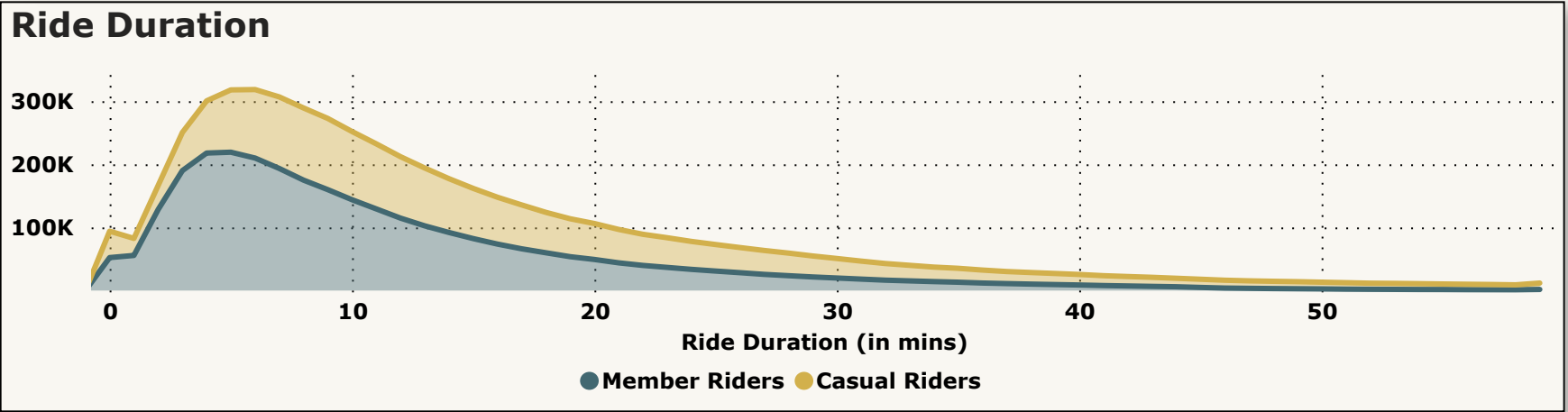
By: Varsha Verma



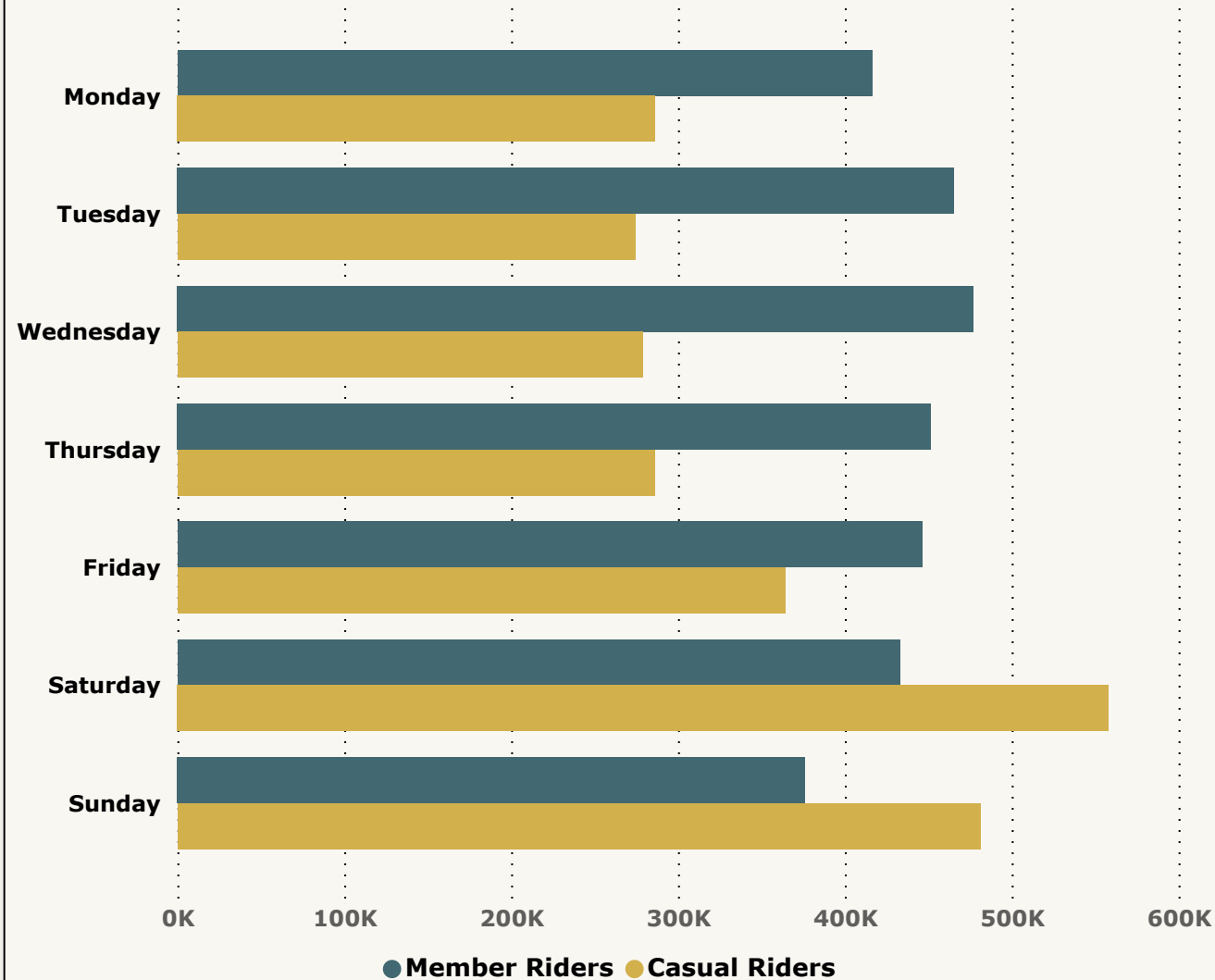
Saturday Busiest Day	July Busiest Month	17 Busiest Time	classic_bike Most Used Bike
-------------------------	-----------------------	--------------------	--------------------------------



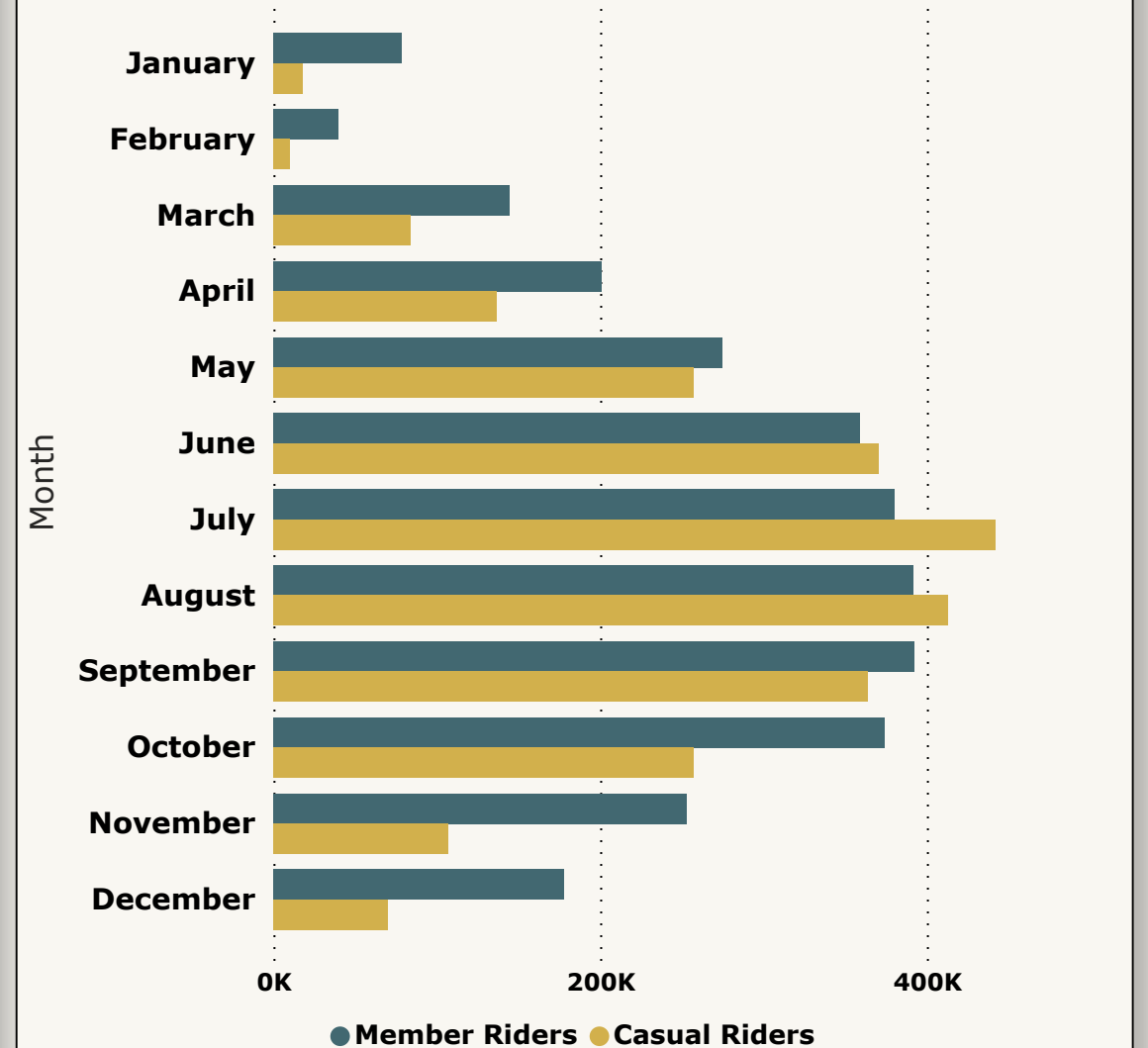
Out of 5595K rider, 2529K are Casual Riders while 3066K are Annual Members. As depicted, classic bikes are the most popular ones among the riders. However, docket bike is majorly a preference of Casual Riders. Here, we can also identify that, on an average casual demographic spent longer duration per ride than the annual member counterparts.



Total Rides per Weekday

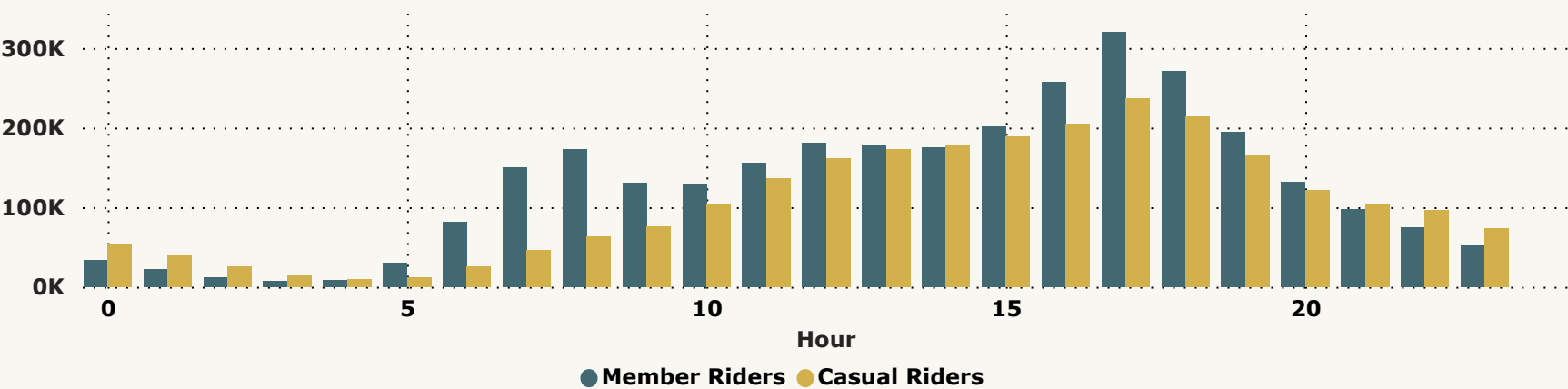


Total Rides per Month



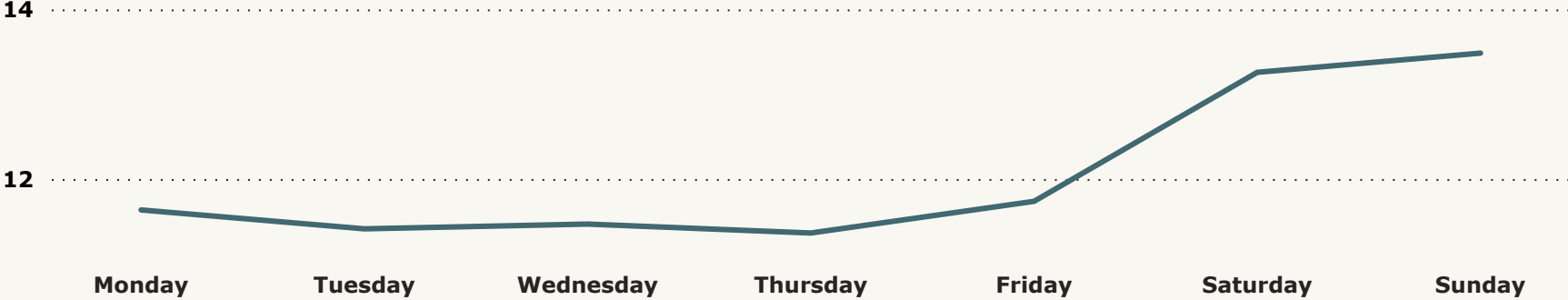
The days of week shows that the casual members tend to ride more during the weekends. During other weekdays, the volume is approximately the same. On the other hand, the long term members utilized the services more throughout the typical workweek i.e., Monday to Friday. It can also be concluded that among casual member, riding is more preferred during the Summer months, namely - June, July and August.

Rides taken per hour

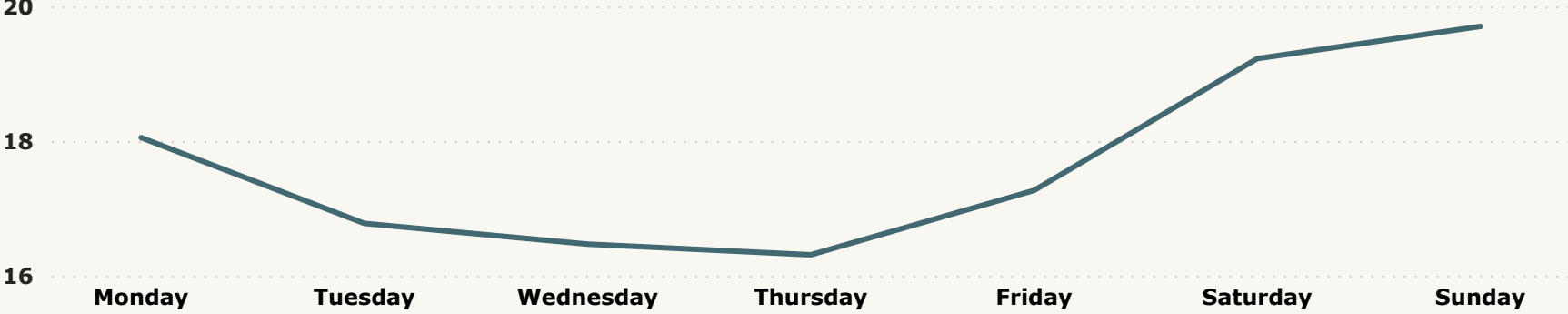


Both Casual and Member riders are opting for 5 PM i.e., evening hours. On an Average, Member riders take 12 minutes of ride while on the other hand casual members are spending more time of which the average being 18 minutes.

Average Ride length (Members) per Day



Average Ride length (Casual) per Day



Key Recommendations:

- As there is a rise of casual riders in summer months, introducing monthly plans will be more appealing and convenient for the customers.
- Similarly, dedicated weekend plans can also be introduced.
- Further, the existing payment structure may be altered in order to make single use more costly to the casual riders as compare to long term membership rate.
- Special Offers/ discounts can be introduced for new annual members.
- Customer experiences can be addressed with the help of regular feedbacks/ ratings. This may address the different genders and different age groups independently in order to check if there is any scope for more inclusive marketing.