

# “Cyclistic Bike Share Analysis”

“Comparing Annual Members vs. Casual Riders”



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# Introduction / Objective

## Goal of the Analysis

- a. Understand how **casual riders** and **annual members** use Cyclistic bikes differently.
- b. Provide insights to inform **marketing strategies** aimed at increasing annual memberships.

Covers **2019–2020** Q1 (January–March) data, including approx. 792,000 rides.

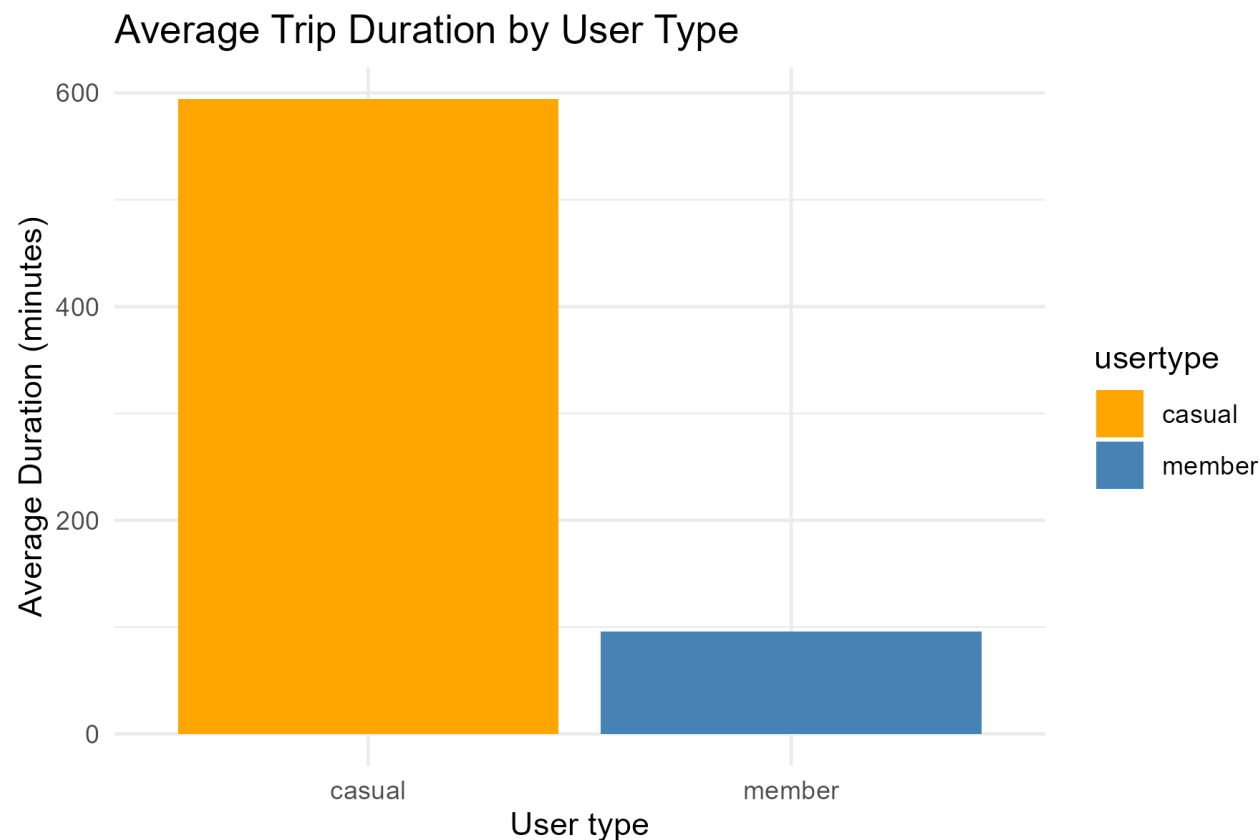
# Data Overview

X	trip_id	year	start_time	end_time	tripduration	start_station_id	start_station_name	end_station_id	end_station_name	usertype	month	day_of_week	start_hour	day_type
1	1	21742443	2019	2019-01-01 00:04:00	2019-01-01 00:11:00	390	199	Wabash Ave & Grand Ave	84	Milwaukee Ave & Grand Ave	member	1	Tuesday	0 weekday
2	2	21742444	2019	2019-01-01 00:08:00	2019-01-01 00:15:00	441	44	State St & Randolph St	624	Dearborn St & Van Buren St (*)	member	1	Tuesday	0 weekday
3	3	21742445	2019	2019-01-01 00:13:00	2019-01-01 00:27:00	829	15	Racine Ave & 18th St	644	Western Ave & Fillmore St (*)	member	1	Tuesday	0 weekday
4	4	21742446	2019	2019-01-01 00:13:00	2019-01-01 00:43:00	1783	123	California Ave & Milwaukee Ave	176	Clark St & Elm St	member	1	Tuesday	0 weekday
5	5	21742447	2019	2019-01-01 00:14:00	2019-01-01 00:20:00	364	173	Mies van der Rohe Way & Chicago Ave	35	Streeter Dr & Grand Ave	member	1	Tuesday	0 weekday
6	6	21742448	2019	2019-01-01 00:15:00	2019-01-01 00:19:00	216	98	LaSalle St & Washington St	49	Dearborn St & Monroe St	member	1	Tuesday	0 weekday
7	7	21742449	2019	2019-01-01 00:16:00	2019-01-01 00:19:00	177	98	LaSalle St & Washington St	49	Dearborn St & Monroe St	member	1	Tuesday	0 weekday
8	8	21742450	2019	2019-01-01 00:18:00	2019-01-01 00:20:00	100	211	St. Clair St & Erie St	142	McClurg Ct & Erie St	member	1	Tuesday	0 weekday
9	9	21742451	2019	2019-01-01 00:18:00	2019-01-01 00:47:00	1727	150	Fort Dearborn Dr & 31st St	148	State St & 33rd St	member	1	Tuesday	0 weekday
10	10	21742452	2019	2019-01-01 00:19:00	2019-01-01 00:24:00	336	268	Lake Shore Dr & North Blvd	141	Clark St & Lincoln Ave	member	1	Tuesday	0 weekday
									295	Broadway & Argyle St	member	1	Tuesday	0 weekday
									420	Ellis Ave & 55th St	member	1	Tuesday	0 weekday
									255	Indiana Ave & Roosevelt Rd	member	1	Tuesday	0 weekday
									255	Indiana Ave & Roosevelt Rd	caual	1	Tuesday	0 weekday
									324	Stockton Dr & Wrightwood Ave	member	1	Tuesday	0 weekday

## Dataset: Divvy Q1 2019–2020 (Chicago Bike Share)

- **Time Period:** January–March for 2019 and 2020 (Q1).
- **Number of Rides:** ~792,000 trips combined.
- **User Types:**
  - **Casual Riders:** One-time or occasional users.
  - **Annual Members:** Subscribers with yearly membership.

# Key Metrics: User Type

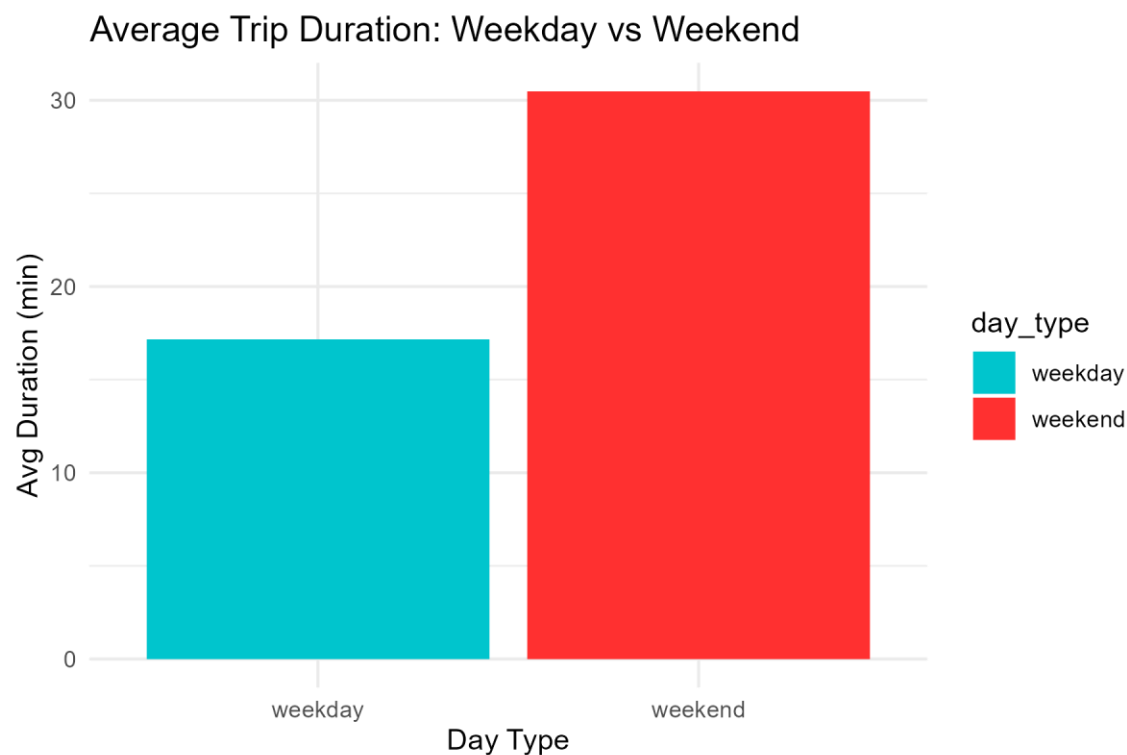


	usertype	day_of_week	avg_duration_sec	avg_duration_min	trips
1	casual	Friday	5713.63	95.23	8542
2	casual	Monday	3939.04	65.65	6746
3	casual	Saturday	4950.50	82.51	13473
4	casual	Sunday	5060.92	84.35	18652
5	casual	Thursday	7728.49	128.81	7815
6	casual	Tuesday	4173.33	69.56	7992
7	casual	Wednesday	4091.17	68.19	8422

8	member	Friday	796.70	13.28	115168
9	member	Monday	822.25	13.70	110430
10	member	Saturday	973.83	16.23	59413
11	member	Sunday	972.76	16.21	60197
12	member	Thursday	707.21	11.79	125228
13	member	Tuesday	769.44	12.82	127974
14	member	Wednesday	711.98	11.87	121903

**Members** take **shorter, frequent** rides; **casual** riders take **fewer** but much **longer** trips.

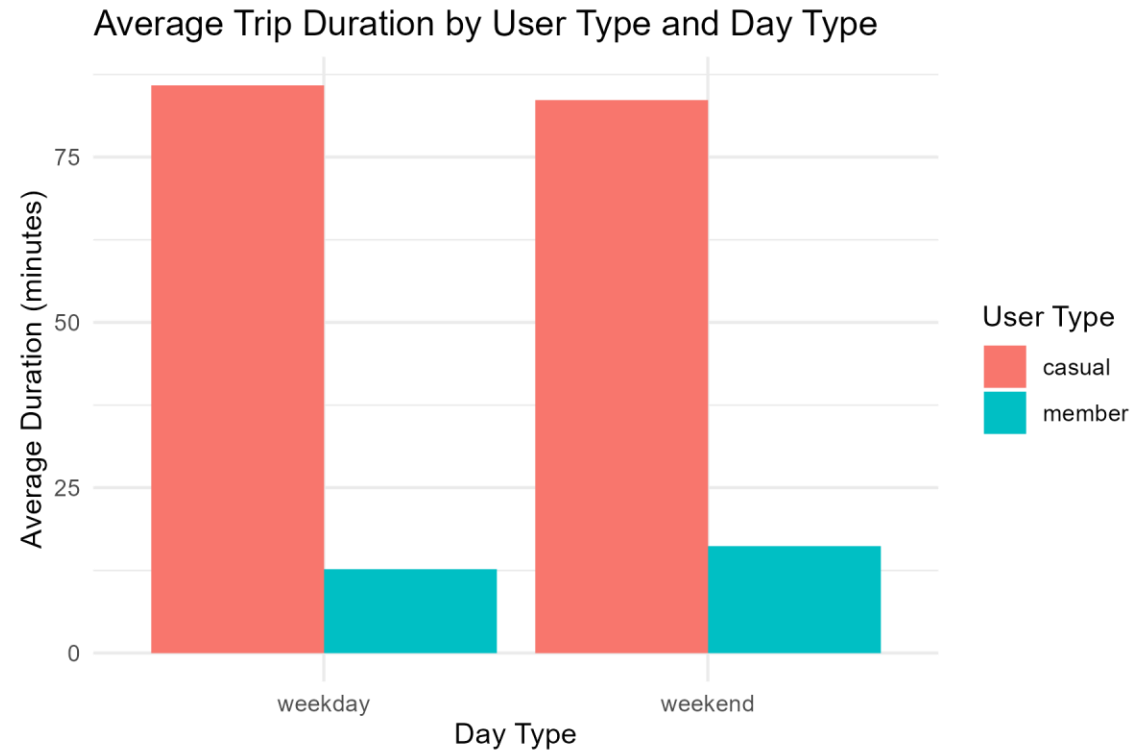
# Key Metrics: Day Type



	day_type	avg_duration_min	trips
1	weekday	17.18	640220
2	weekend	30.48	151735

On average, **weekend** trips (**30.5 minutes**) are nearly twice as long as **weekday** trips (**17.2 minutes**), even though the **majority** of rides occur on **weekdays** (640k vs. 152k)

# Key Metrics: By Day of Week



**Casual** riders take much longer trips (**~84 minutes**) compared to **members** (**~14 minutes**), regardless of weekday or weekend. However, **members** account for the vast majority of total rides, especially on weekdays (**600k vs. 40k casual**).

# Insights

- **Members** take **shorter, frequent** rides; **casual** riders take **fewer** but much **longer** trips.
- On average, **weekend** trips (**30.5 minutes**) are nearly twice as long as **weekday** trips (**17.2 minutes**), even though the **majority** of rides occur on **weekdays** (640k vs. 152k)
- **Casual** riders take much longer trips (**≈84 minutes**) compared to **members** (**≈14 minutes**), regardless of weekday or weekend. However, **members** account for the vast majority of total rides, especially on weekdays (**600k vs. 40k casual**).

# Call to Action

- ✓ Convert **casual riders** into **loyal members** by highlighting **cost savings** and **convenience**.
  - ✓ Promote targeted **weekend offers** to attract **casual riders** who already take longer leisure trips.
  - ✓ Emphasize **weekday efficiency** for commuters to reinforce **membership value**.
- ❖ *Launch a marketing campaign tailored to **weekend casual riders** to maximize conversions.*



# Appendix / Additional info

