

Cyclistic Bike Share Analysis

Converting Casual Riders Through Targeted Marketing

Total No. of Rides

382K

Casual Rides Taken

110K

Casual Rides %

29%

Top Pickup Station

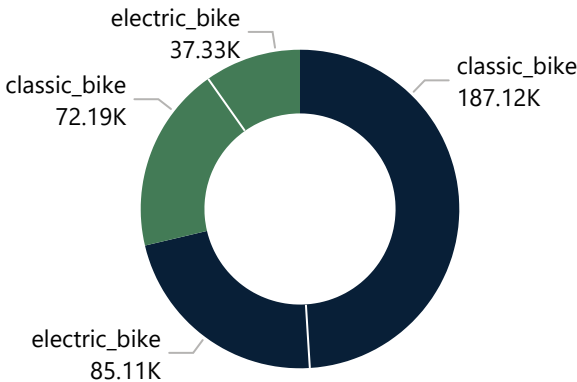
Streeter Dr & Grand Ave

Top Dropoff Station

Streeter Dr & Grand Ave

Preferred Bikes

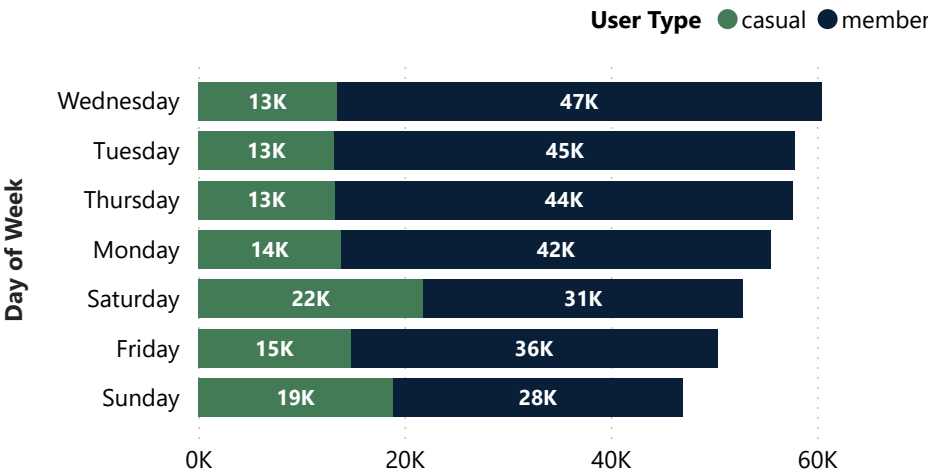
Both user types prefer Classic Bikes to Electric Bikes



User Type ● member ● casual

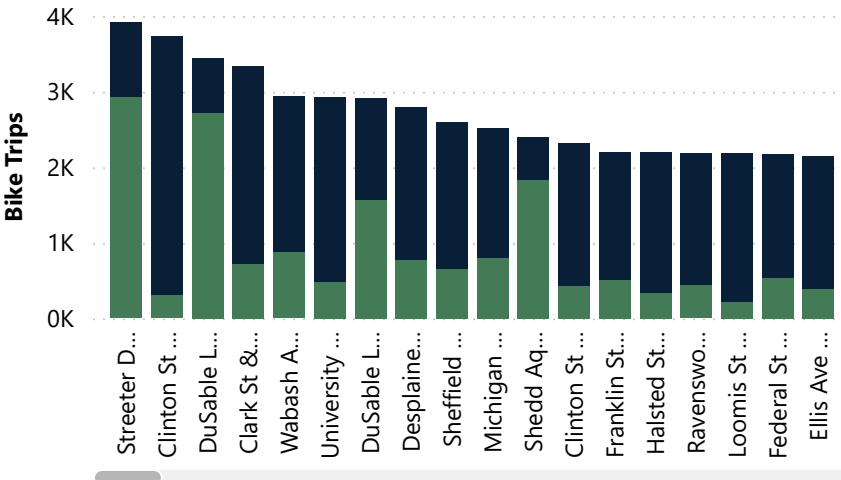
Ride Distribution by Day of Week

More casual rides are taken on weekends than weekdays



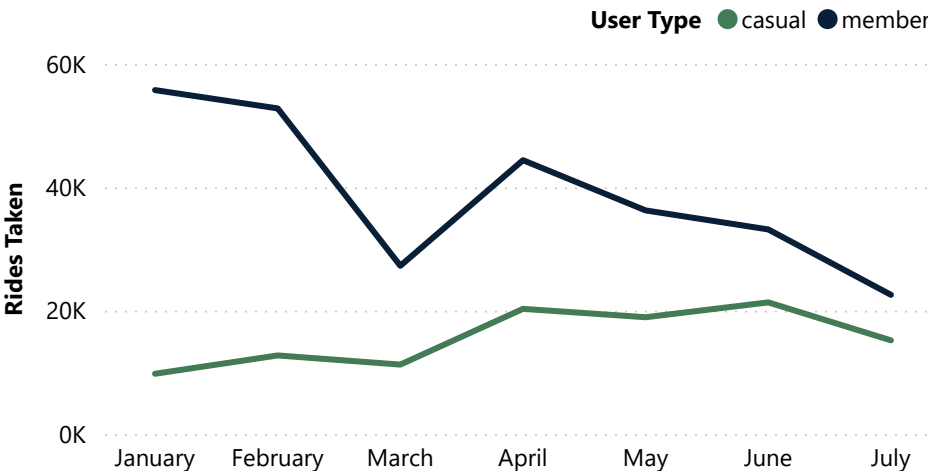
Popular Pickup Stations

User Type ● casual ● member



Monthly Rides Taken by User Type

Casual rides increase during spring months (April - June)



Popular Drop-off Stations

User Type ● casual ● member

