Cyclistic Bike-Share

MEMBER ANALYSIS

Goal of analysis

DURING THE ANALYSIS WE WANTED TO FIND ANY TRENDS THAT COULD HELP BRING IN MORE MEMBERS BY IDENTIFYING KEY DIFFERENCES IN HOW MEMBERS AND CASUAL RIDERS BEHAVE.

Process and Calculations

For this analysis 12 months of historical data was used from https://divvy-tripdata.s3.amazonaws.com/index.html

It was cleaned removing all blank cells and removing all data that was irrelevant or not permitted by the licensing agreement. https://www.divvybikes.com/data-license-agreement
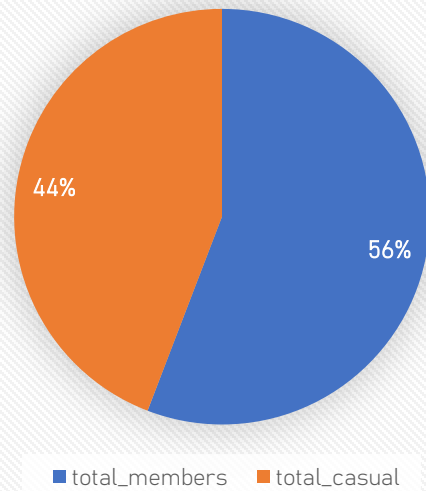
After the cleaning calculations were done and used to form the charts used in this report.

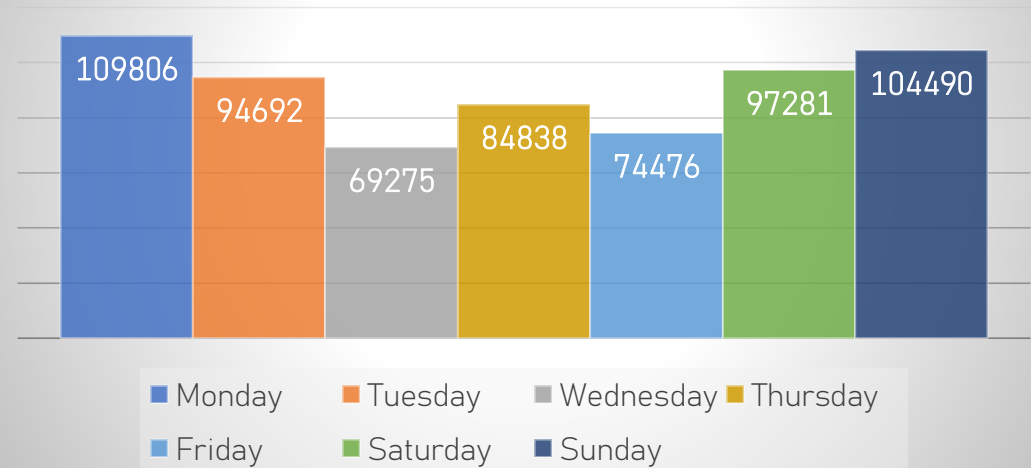All original data has been preserved and a cleaning log is available.

Historical data is from May 2022– April 2023. It has been broken into sections by month and has a yearly overview at the end.

May 2022 had a total rider count of 634,859. With the busiest days being Mondays.
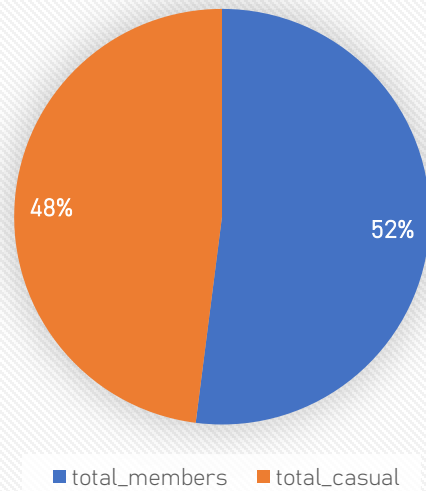
Member Breakdown May 2022

44% 56%

■ total_members ■ total_casual

Daily Breakdown May 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
109806	94692	69275	84838	74476	97281	104490

■ Monday ■ Tuesday ■ Wednesday ■ Thursday
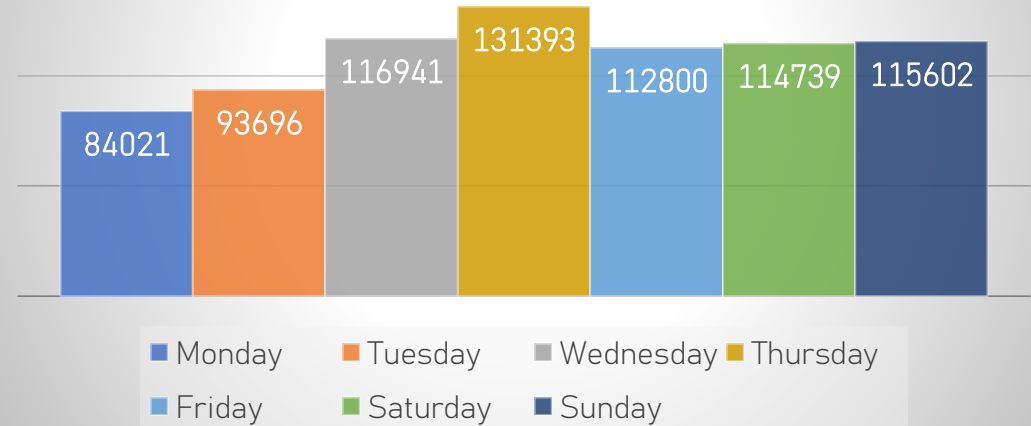■ Friday ■ Saturday ■ Sunday

June 2022 had a rider count of 769,193. the member to casual rider count was almost even with casual riders making up 48 percent of riders in the month.
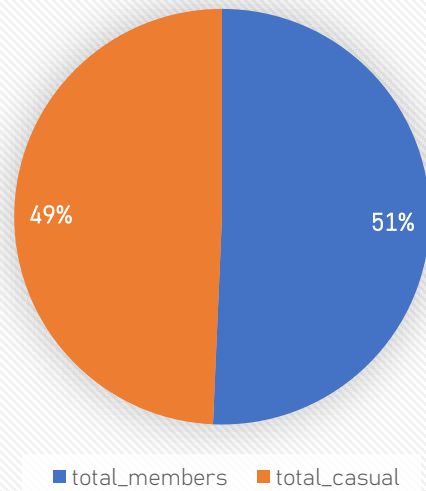
Rider Breakdown June 2022

48% | 52%

■ total_members ■ total_casual

Daily Breakdown June 2022

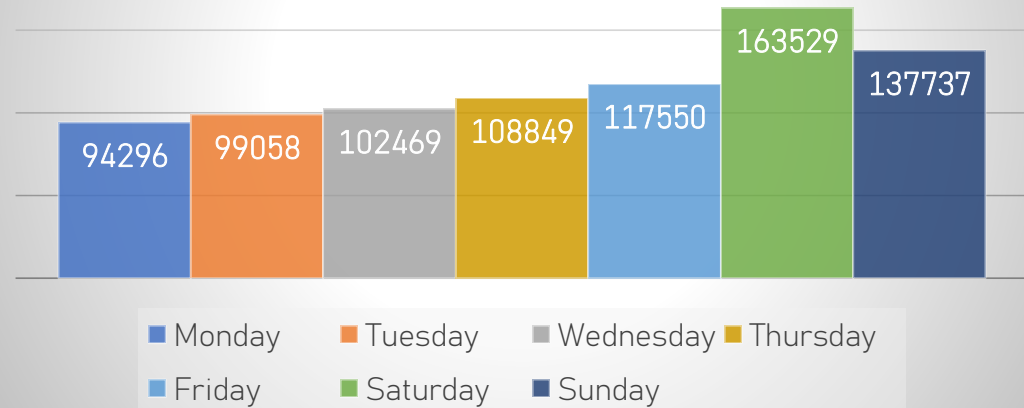| Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
84021	93696	116941	131393	112800	114739	115602

July 2022 had a rider count of 823,489. this was the busiest month of the 12 month period. Saturday's and Sunday's showed more activity this month but had a 1 percent increase in casual riders from the month before.
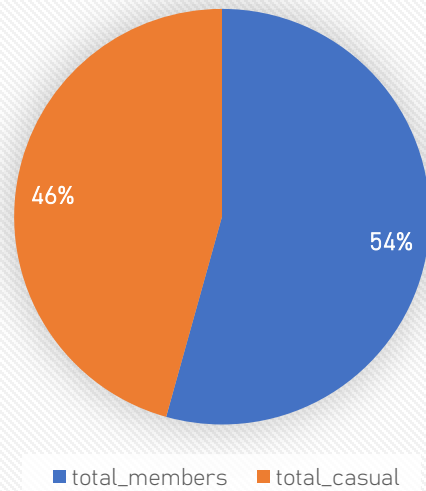
Rider Breakdown July 2022

49% total_casual | 51% total_members

■ total_members ■ total_casual

Daily Breakdown July 2022

- Monday: 94296
- Tuesday: 99058
- Wednesday: 102469
- Thursday: 108849
- Friday: 117550
- Saturday: 163529
- Sunday: 137737

■ Monday ■ Tuesday ■ Wednesday ■ Thursday
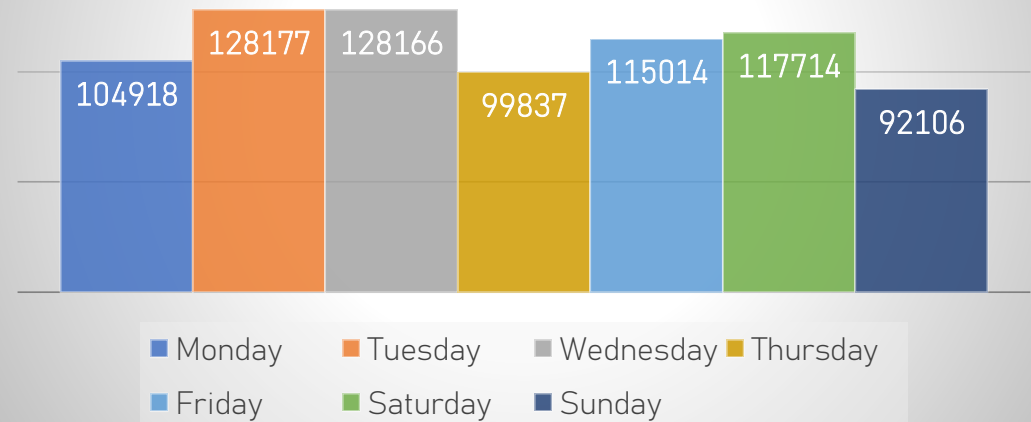■ Friday ■ Saturday ■ Sunday

August 2022 had a rider count of 785,933. This was the second busiest month of the yearly period. It had high rider counts during every day of the week with a slightly lower rider count on Sunday's.
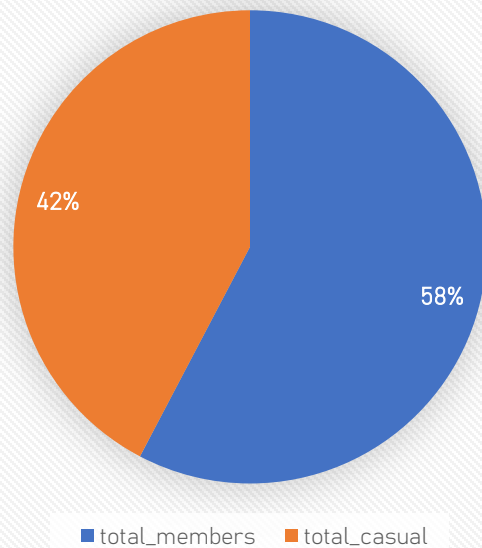

Rider Breakdown August 2022

- total_members: 54%
- total_casual: 46%

Daily Breakdown August 2022

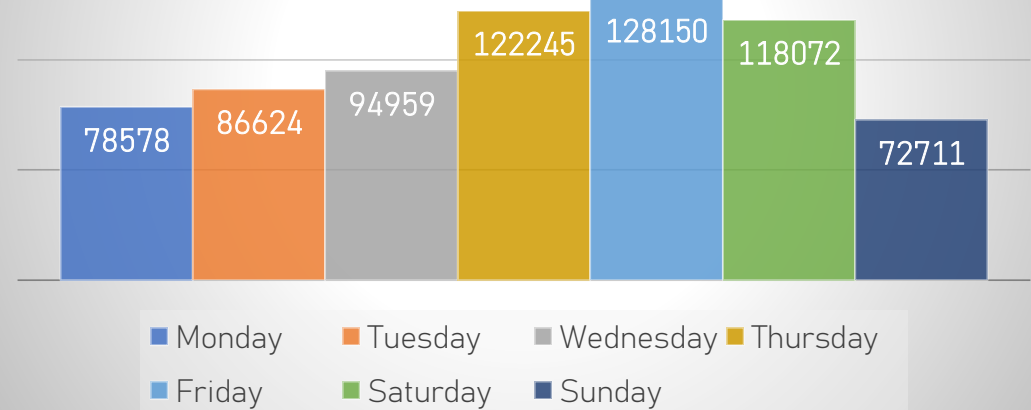| Day	Count
Monday	104918
Tuesday	128177
Wednesday	128166
Thursday	99837
Friday	115014
Saturday	117714
Sunday	92106

September 2022 had a rider count of 701,340. this month is still a busier month for rides but it is where the riders start to decline most likely due to it being the beginning of the fall months. September is also the beginning of the months that has significantly more members then casual riders. This trend of more members then casual riders continues through the remaining months of the yearly period.
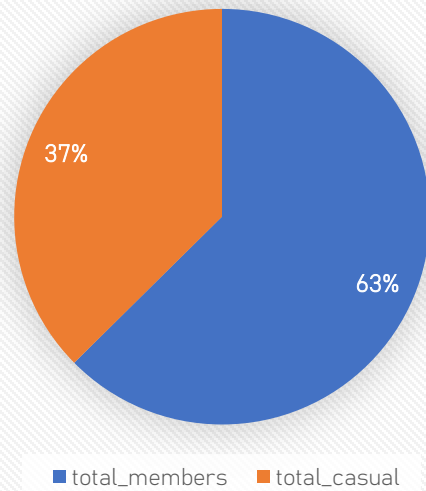
Rider Breakdown September 2022

42% 58%

■ total_members ■ total_casual

Daily Breakdown September 2022

78578 86624 94959 122245 128150 118072 72711

■ Monday ■ Tuesday ■ Wednesday ■ Thursday
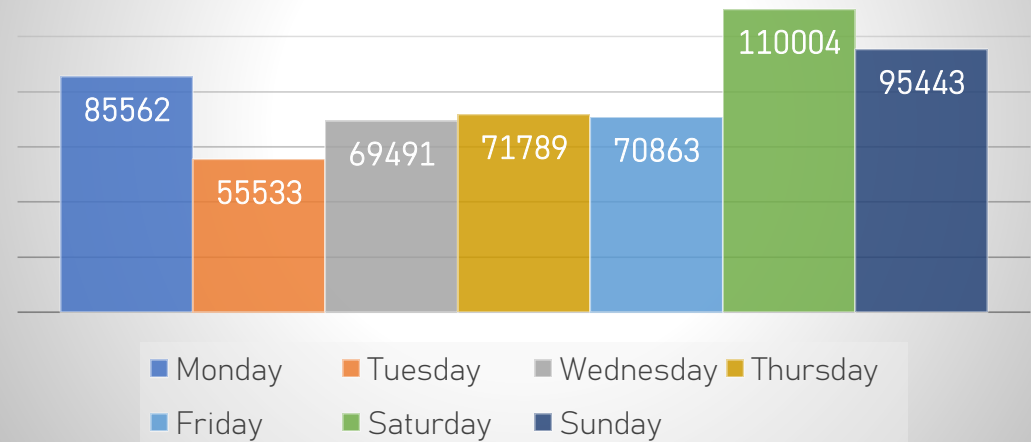■ Friday ■ Saturday ■ Sunday

October 2022 had a rider count of 558,686. this is a significant decrease from the summer months that came before it.
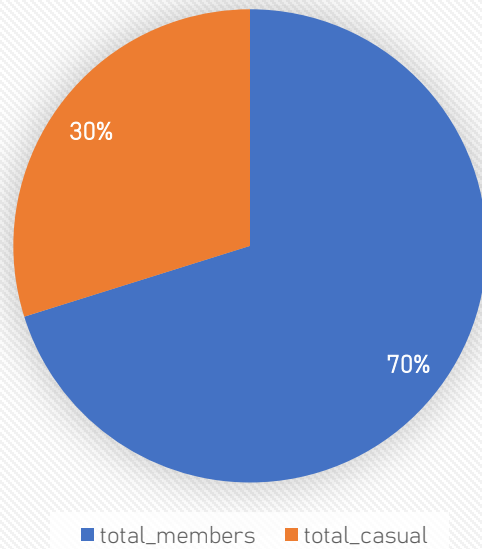
Rider Breakdown October 2022

- total_members: 63%
- total_casual: 37%

Daily Breakdown October 2022

- Monday: 85562
- Tuesday: 55533
- Wednesday: 69491
- Thursday: 71789
- Friday: 70863
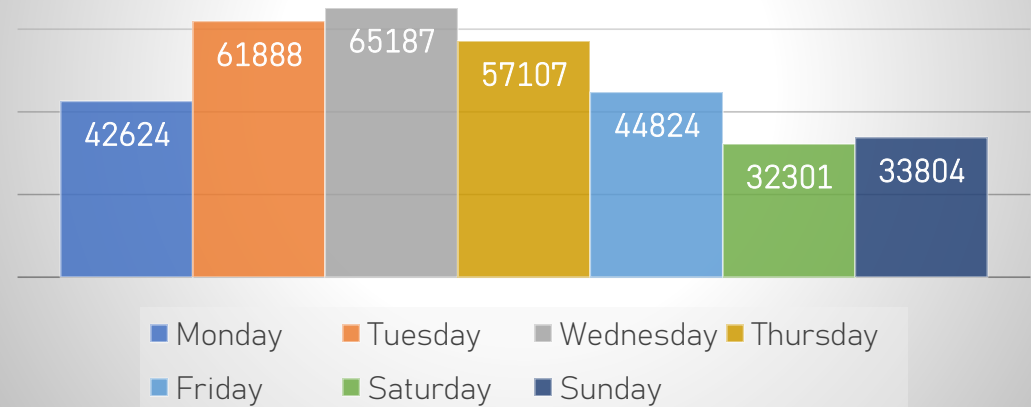- Saturday: 110004
- Sunday: 95443

November 2022 had a rider count of 337,736. over 2/3 of the riders this month were members. It also had some of the lowest weekend rider counts.

Rider Breakdown November 2022

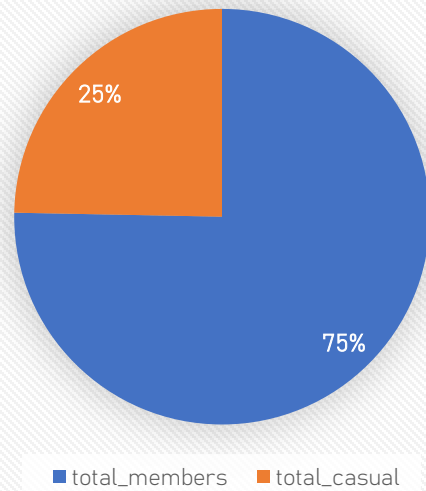- total_members: 70%
- total_casual: 30%

Daily Breakdown November 2022

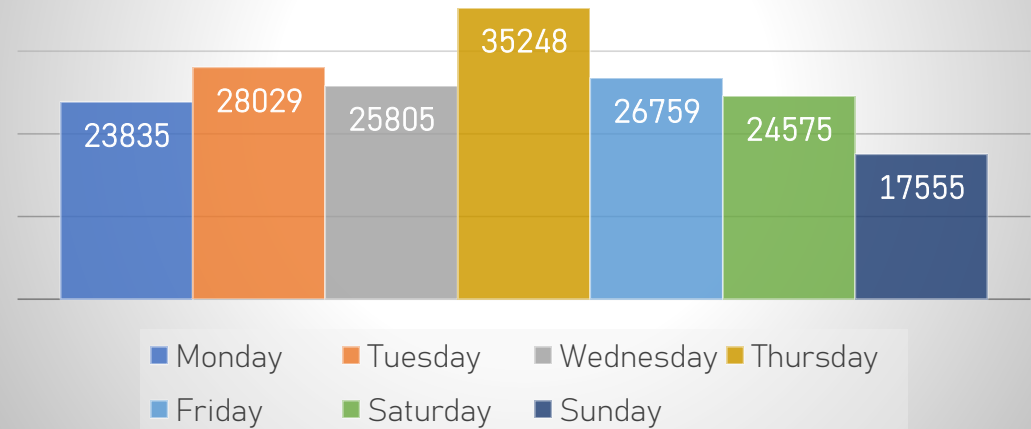| Day	Count
Monday	42624
Tuesday	61888
Wednesday	65187
Thursday	57107
Friday	44824
Saturday	32301
Sunday	33804

December 2022 had a rider count of 181,807. this was the slowest month of the yearly period. 3/4 of riders this month were from members.

Rider Breakdown December 2022

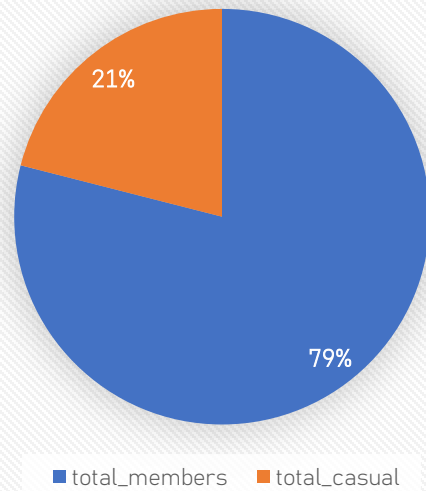Legend: total_members, total_casual

75%, 25%

Daily Breakdown Decmeber 2022

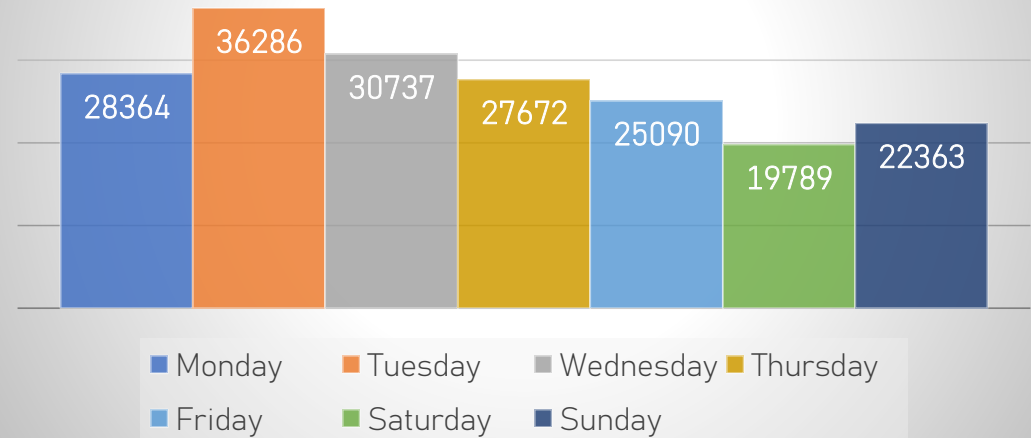| Day	Count
Monday	23835
Tuesday	28029
Wednesday	25805
Thursday	35248
Friday	26759
Saturday	24575
Sunday	17555

January 2023 had a rider count of 190,302. this was one of the 3 slowest months of the yearly period.

Rider Breakdown January 2023

- total_members 79%
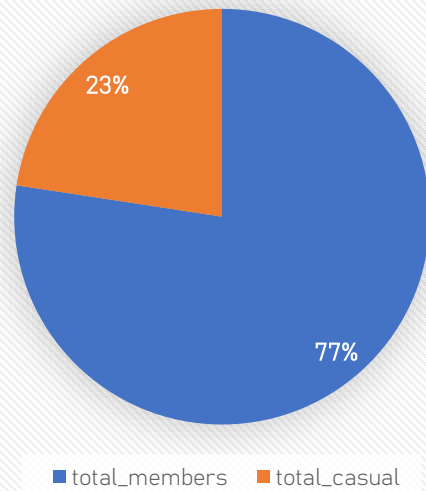- total_casual 21%

Daily Breakdown January 2023

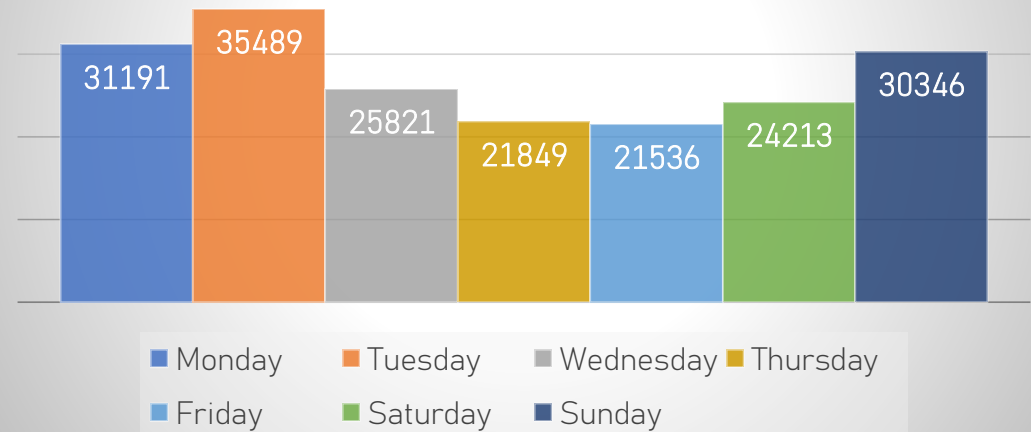| Day	Count
Monday	28364
Tuesday	36286
Wednesday	30737
Thursday	27672
Friday	25090
Saturday	19789
Sunday	22363

February had a rider count of 190,446. this the month where riders slowly start to ride more. It is still one of the slowest 3 months.
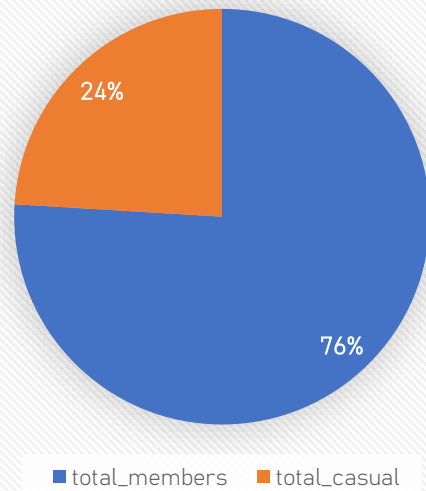

Rider Breakdown February 2023

- total_members: 77%
- total_casual: 23%

Daily Breakdown February 2023

- Monday: 31191
- Tuesday: 35489
- Wednesday: 25821
- Thursday: 21849
- Friday: 21536
- Saturday: 24213
- Sunday: 30346

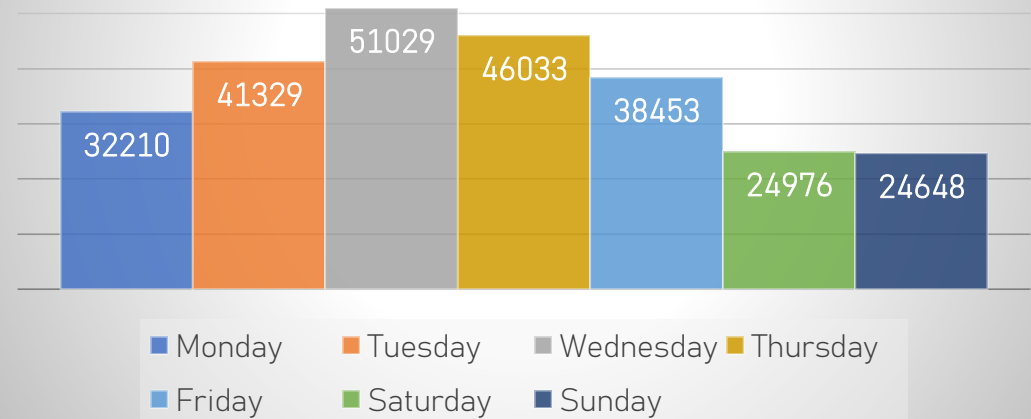March 2023 had a rider count of 258,679. this month shows more riders then the winter months it is still the fourth slowest month of the yearly period.

Rider Breakdown March 2023

24%

76%

total_members   total_casual

Daily Breakdown March 2023

| | | 51029 | 46033 | | | |
| 32210 | 41329 | | | 38453 | 24976 | 24648 |

Monday   Tuesday   Wednesday   Thursday
Friday   Saturday   Sunday
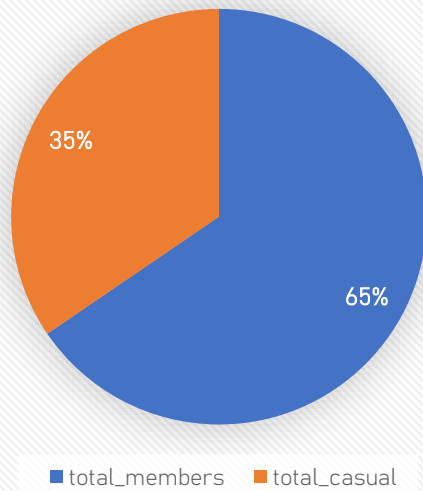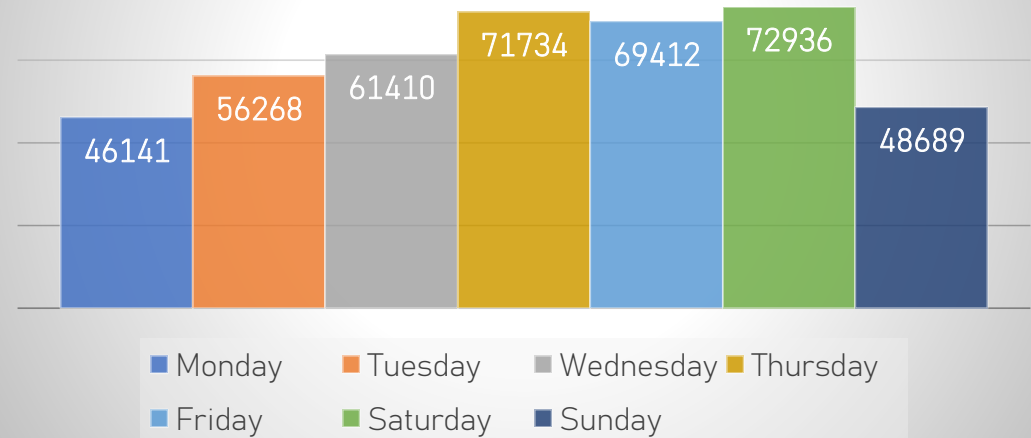
April 2023 had a rider count of 426,591. this month almost doubled the rider count of the two months before it (February and March)
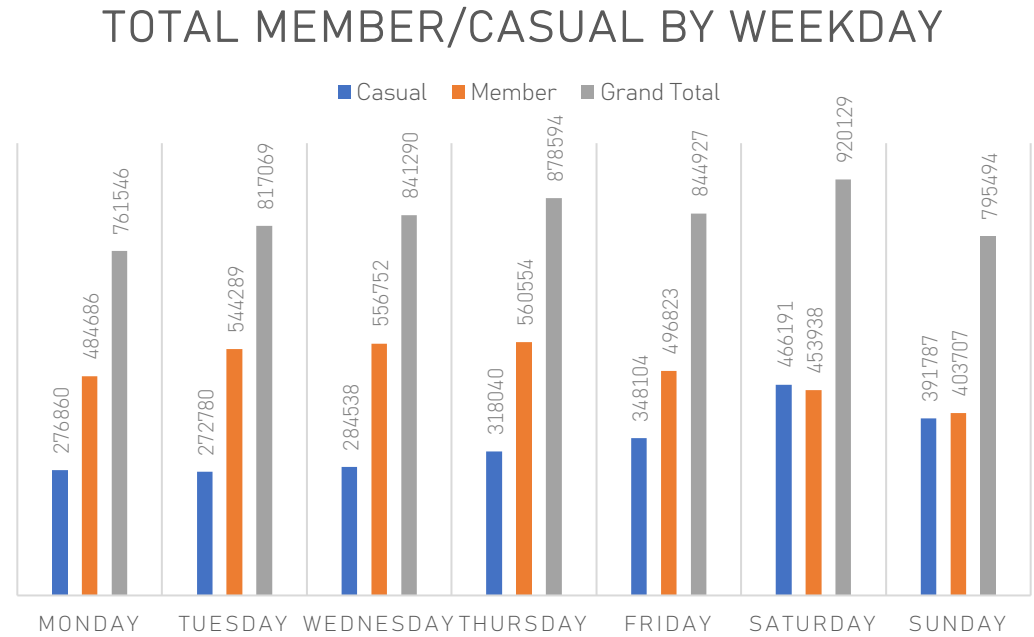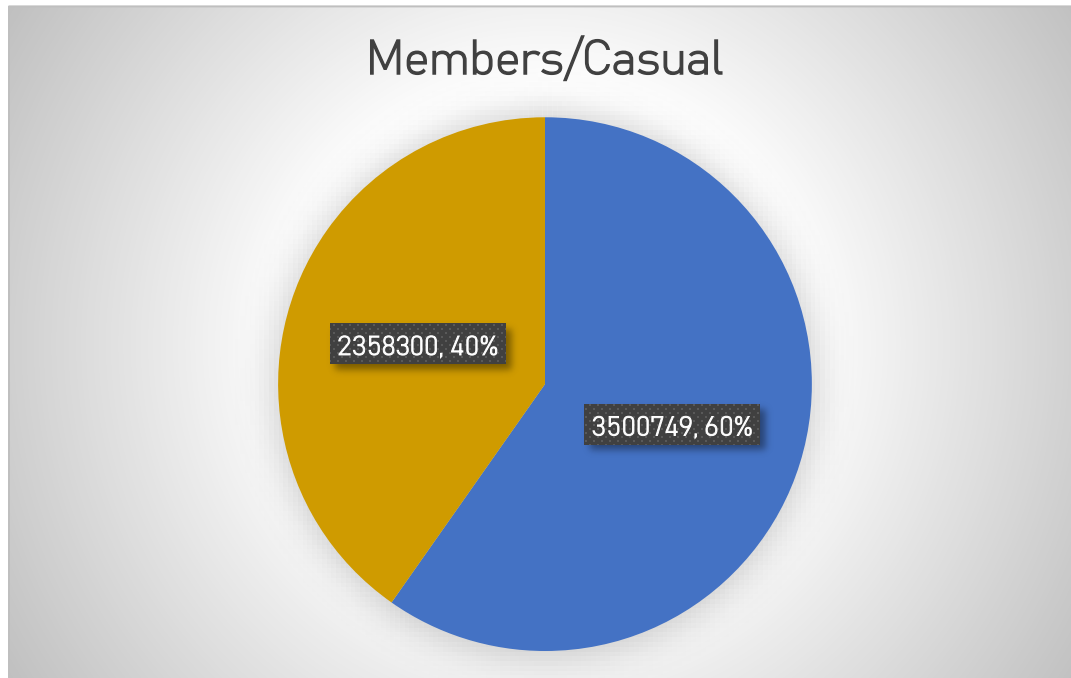

Rider Breakdown April 2023

- 35% total_casual
- 65% total_members

Daily Breakdown April 2023

- Monday: 46141
- Tuesday: 56268
- Wednesday: 61410
- Thursday: 71734
- Friday: 69412
- Saturday: 72936
- Sunday: 48689

Members tend to ride fairly evenly though the whole week while casual riders tend to ride more on the weekends even beating the member count on for Saturday.

Members make up 60 percent of all total riders.

Members/Casual

2358300, 40%

3500749, 60%

TOTAL MEMBER/CASUAL BY WEEKDAY

■ Casual ■ Member ■ Grand Total

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Casual	276860	272780	284538	318040	348104	466191	391787
Member	484686	544289	556752	560554	496823	453938	403707
Grand Total	761546	817069	841290	878594	844927	920129	795494

During the winter months there are reduced number of riders.

usage per month

Month	Usage
1-Jan	190302
1-Feb	190446
1-Mar	258679
1-Apr	426591
1-May	634859
1-Jun	769193
1-Jul	823489
1-Aug	785933
1-Sep	701340
1-Oct	558686
1-Nov	337736
1-Dec	181807
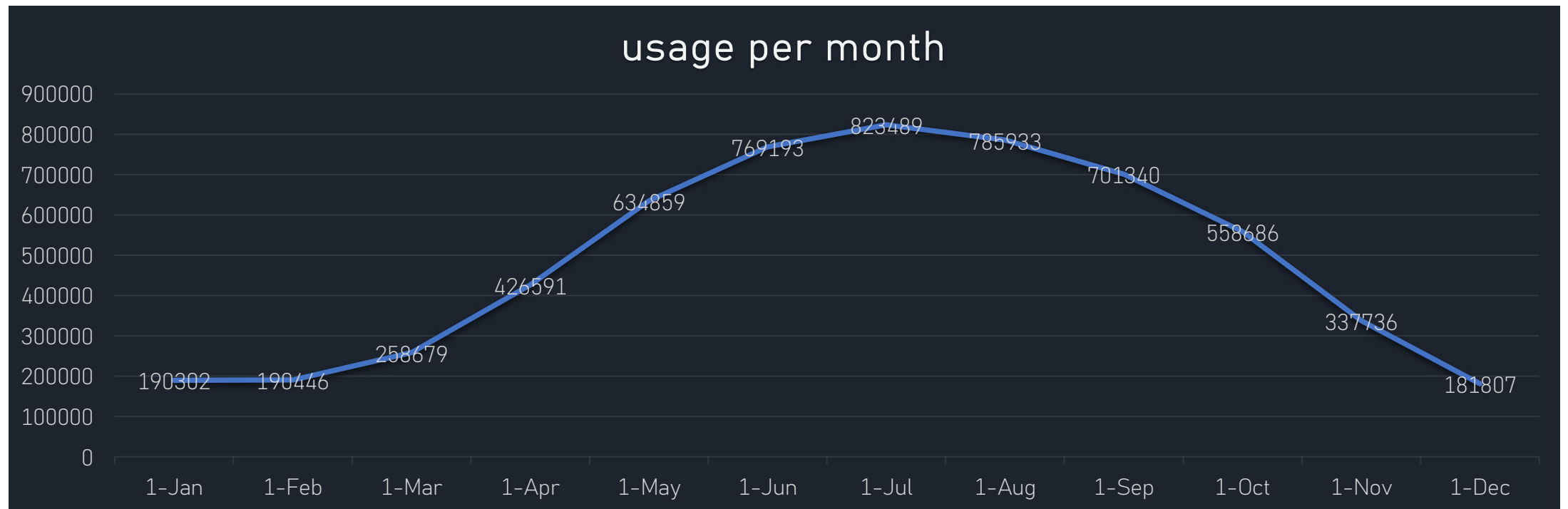
Results

During our analysis we were able to identify the peak months being the summer months of June – September.

The slower months were the winter months December – February.

The analysis also showed casual members tend to use service more on weekends.

Members showed much higher use then casual riders during every day of the week besides Saturdays.

Recommendation

With all results showing normal behavior for casual members. The recommendation would be to incentivize all members to ride more in winter. This can be achieved by trying warmed seats on electric bikes and adding a small discount for groups of riders during the weekdays during winter.

Providing more docking stations is also advised to decrease the distance being ridden in the colder weather and increasing the chance a casual and member will take a bike for a shorter trip.

For best results casual members need to be incentivized to ride more during the week increasing the chance they buy a membership.

It is also recommended to start a social media campaign targeted at families to bring in more riders especially during the colder months.

Bringing in more riders in the colder months will also lead to more riders in the summer months when rider counts are already high.