

Cyclistic Customer Analysis

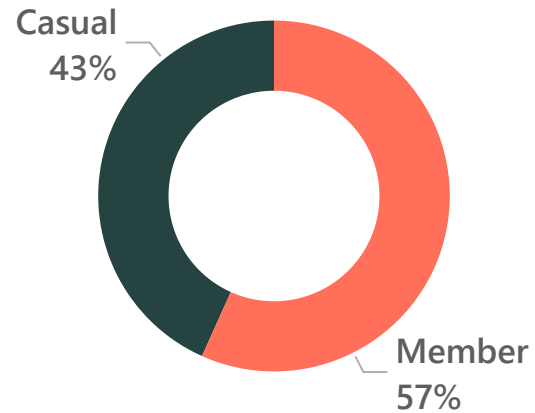
Total No. of Users

4M

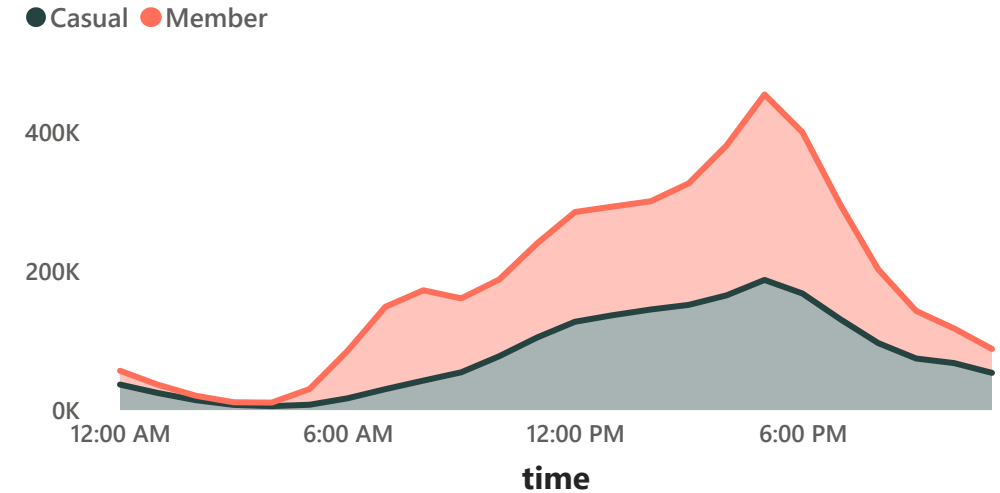
Average Cycle Ride

26
minutes

Customer Demographic



Customers Cycling Pattern



Key influencers

Top segments

What influences Membership to be

Casual



When...

....the likelihood of Membership being Casual increases by

Day is Saturday

9.31x

Top Start Station is Lake Shore Dr & Monroe St

3.00x

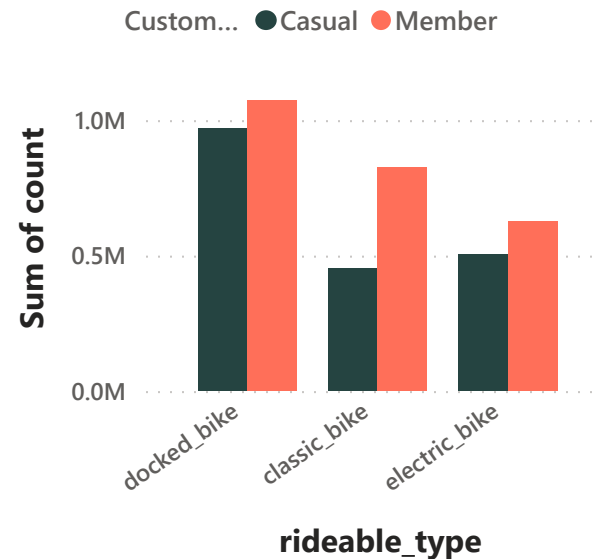
Top Start Station is Streeter Dr & Grand Ave

2.71x

Top End Station is Streeter Dr & Grand Ave

2.71x

Cyclistic Bikes Demand



Ride Lengths By Month

