

# Cyclistic Customer Analysis

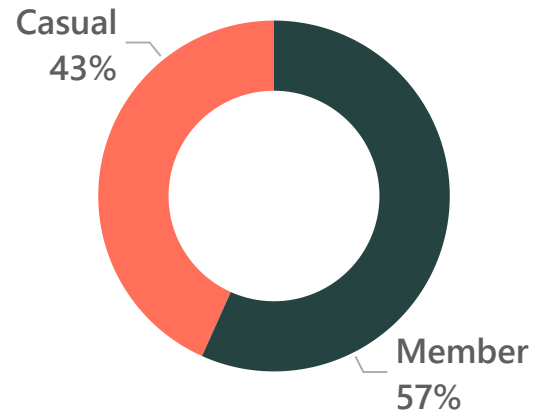
Total No. of Users

4M

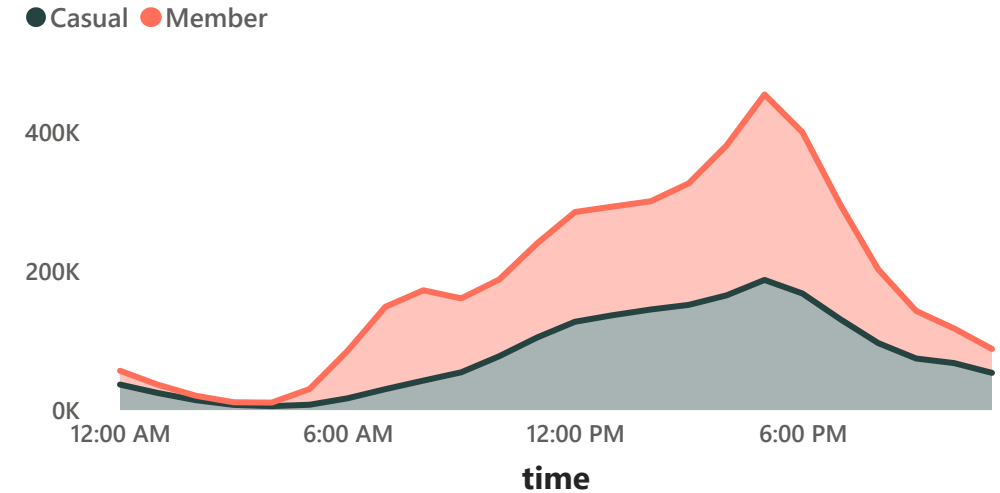
Average Cycle Ride

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

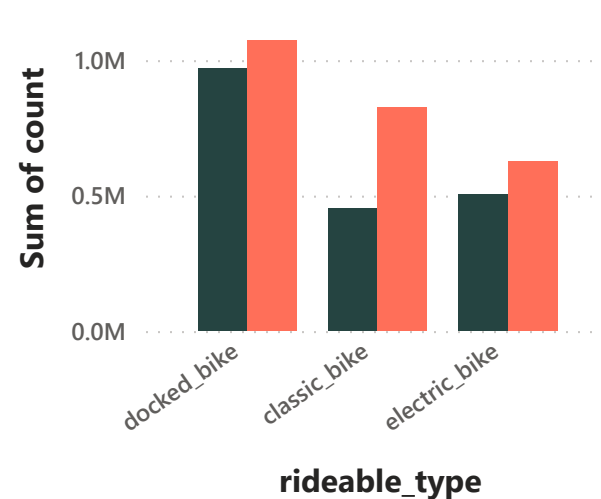
2.71x

Top End Station is Streeter Dr & Grand Ave

2.71x

Cyclistic Bikes Demand

Custom... Casual Member



Ride Lengths By Month

Membership Casual Member

