



# Cyclistic Bikeshare Data Analysis

An analysis of Cyclistic historical trip data in 2022 to identify trends of how casual riders and annual members use Cyclistic bikes differently


Quarter  
All

Month  
All


Member Casual

casual

member



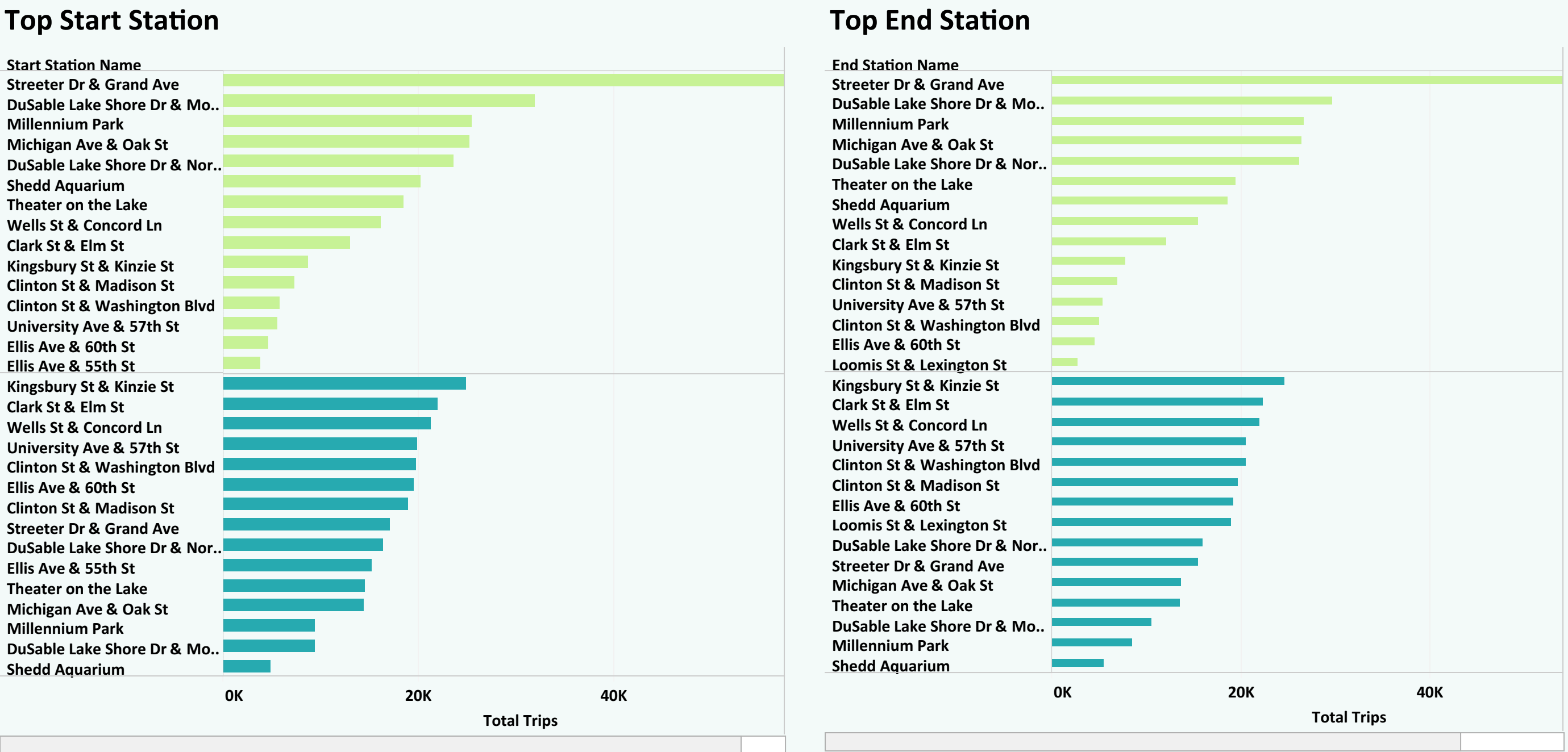
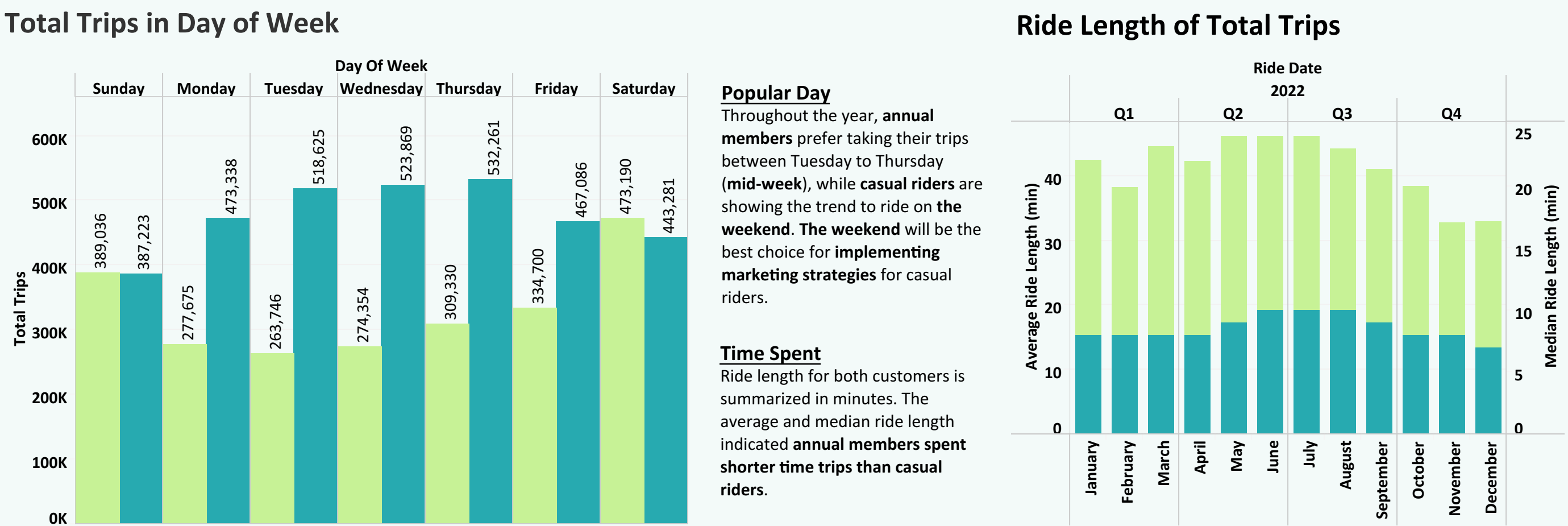
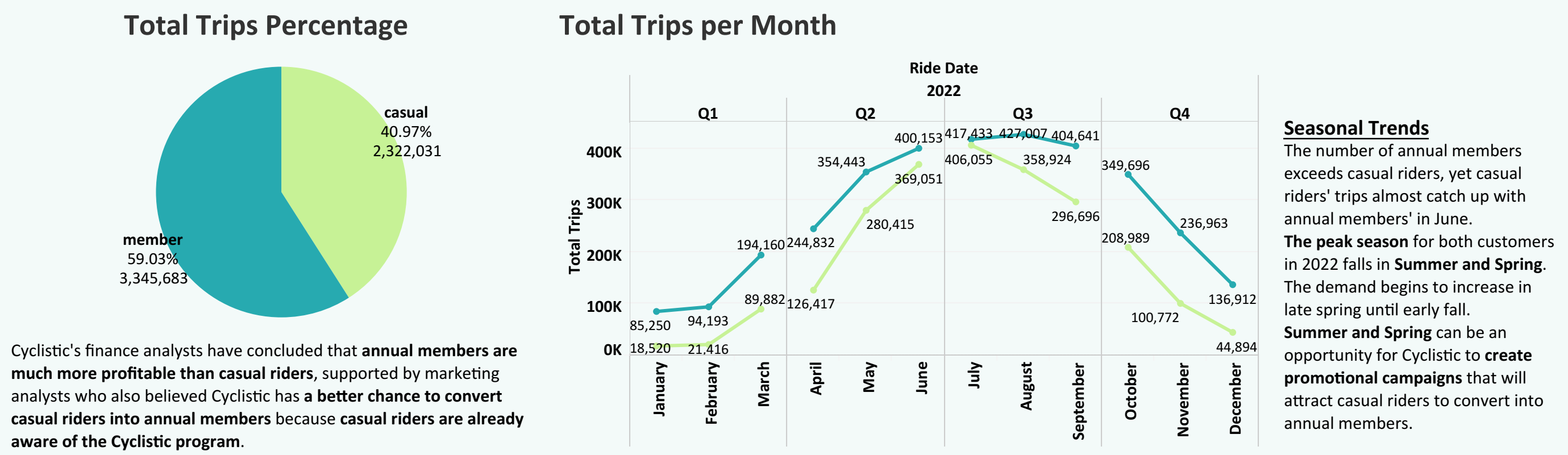
**Casual Riders**  
Cyclistic riders who purchase either single-ride passes or full-day passes



**Annual Members**  
Cyclistic riders who purchase annual membership

Objective :

Maximizing the number of annual memberships by converting casual riders into annual members



**Top Stations**  
The busiest station locations for annual members and casual riders a quite different. However, the start stations and end stations for each customer most of the time are the same. **Top stations for casual riders**, like Kingsbury St & Kinzie St are **the best place for promotional campaign** locations.

