Cyclistic Bike Share Case Study

Rider Type ▾   Month ▾
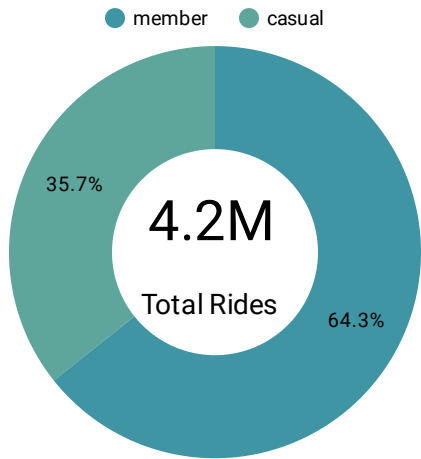
Bike Type ▾   Weekday ▾

Reset Filter

Rider Type / Ride Length

Quarter	Month	casual	member
Q1	February		
	March		
	January		
Q2	June		
	May		
	April		
Q3	July		
	August		
	September		
Q4	October		
	November		
	December		

● member ● casual

4.2M
Total Rides

35.7%   64.3%

In 2023, causal riders comprised 35% of total rides, favoring warmer months, particularly in August. Their peak usage occurred on Saturdays, with a preference for rides under 30 mins

member casual

Classic 42% 20%
Electric 22% 13%
Docked 2%

0% 20% 40% 60% 80%

member casual

20%
15%
10%
5%
0%

Sunday 6% / 7%
Monday 4% / 9%
Tuesday 4% / 10%
Wednesday 4% / 10%
Thursday 5% / 10%
Friday 5% / 9%
Saturday 7% / 8%

member casual

500,000
400,000
300,000
200,000
100,000
0

12AM 3AM 6AM 9AM 12PM 3PM 6PM 9PM

member casual

600,000
400,000
200,000
0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec