

Cyclistic Bike Share Case Study

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Rider Type ▾

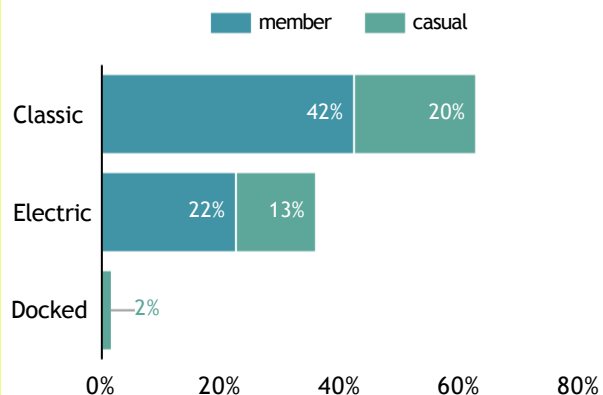
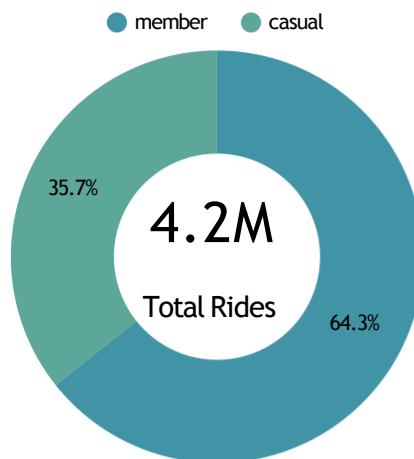
Month ▾

Bike Type ▾

Weekday ▾

Rider Type / Ride Length

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



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

