

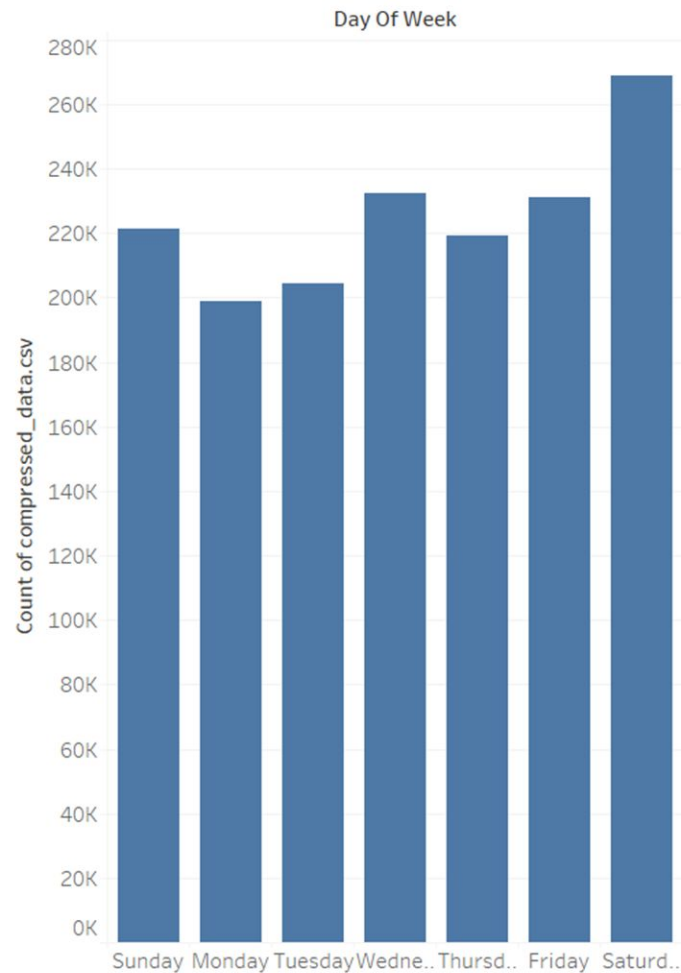
How do casual riders use cyclist different from annual members

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Analytical Goals

- How do casual riders differ from annual riders in using Cyclist?

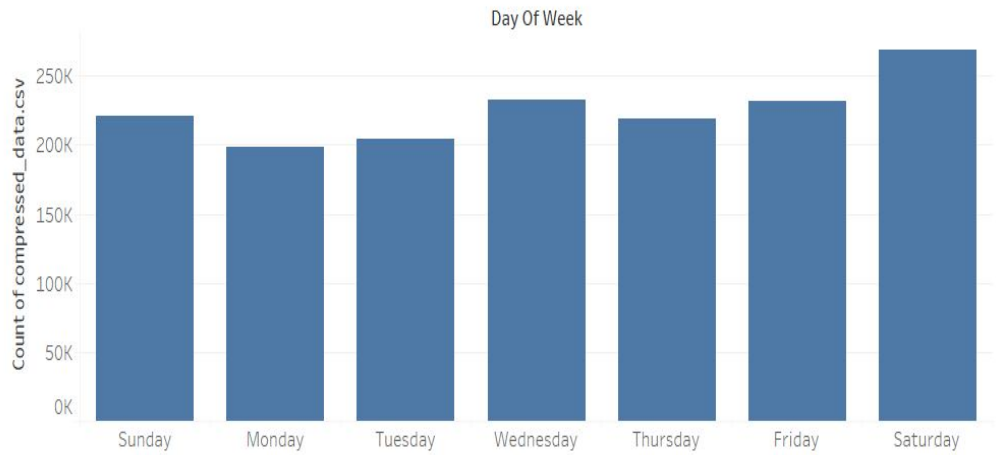
membership_rides_by_day



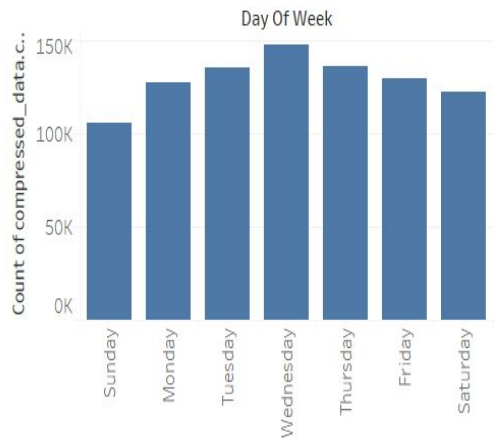
The data visualization reveals a steady upward trajectory in the number of rides, reaching its zenith on Sunday.

Count of compressed_data.csv for each Day Of Week.

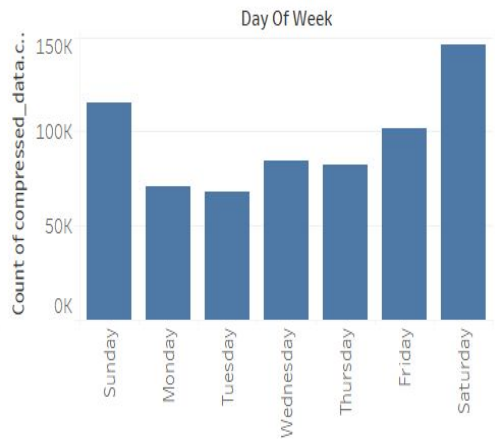
total_rides_by_day



memebship_rides_by_day

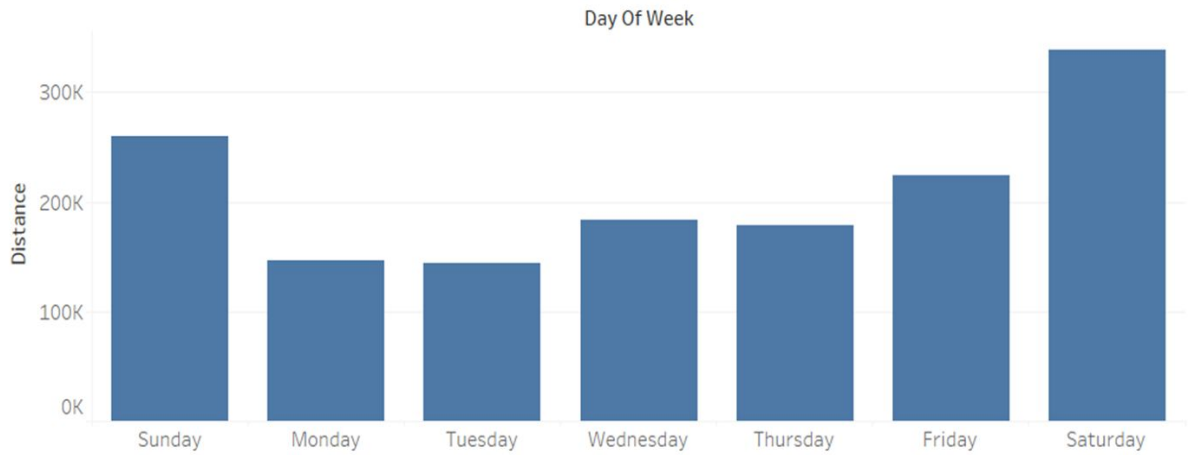


casual_rides_by_day

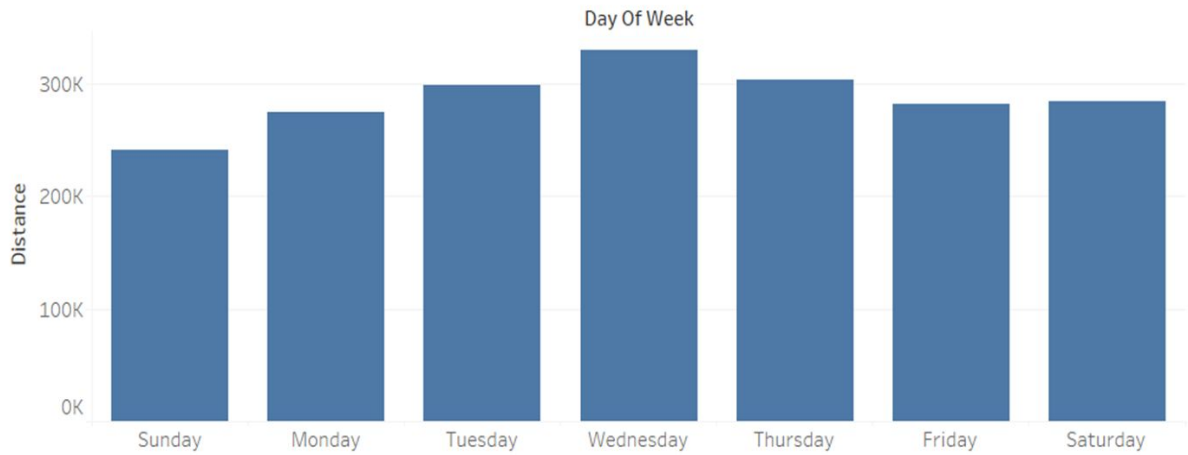


Furthermore, the data illustrates a distinct pattern in rider behavior: members exhibit a peak in ride usage on Wednesdays, while casual riders demonstrate a preference for weekends.

casual_riders_distance_by_day

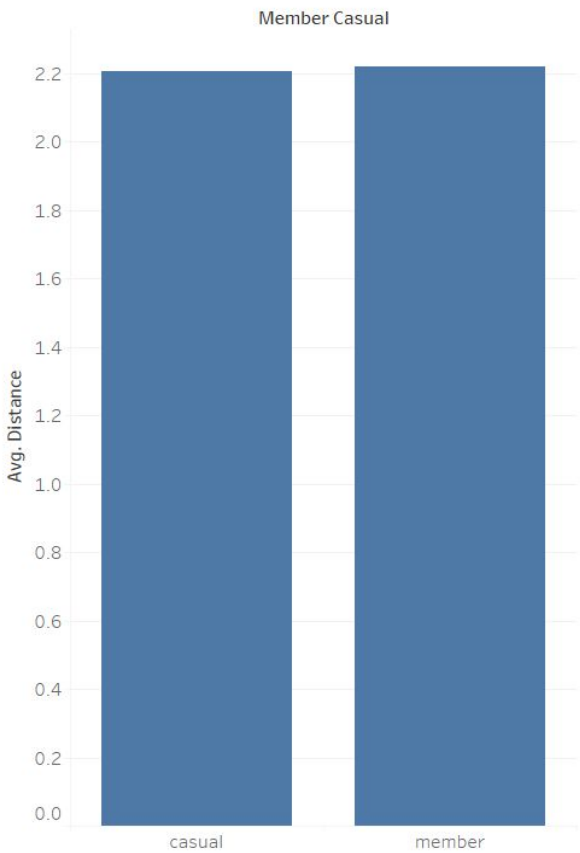


members_distance_by_day



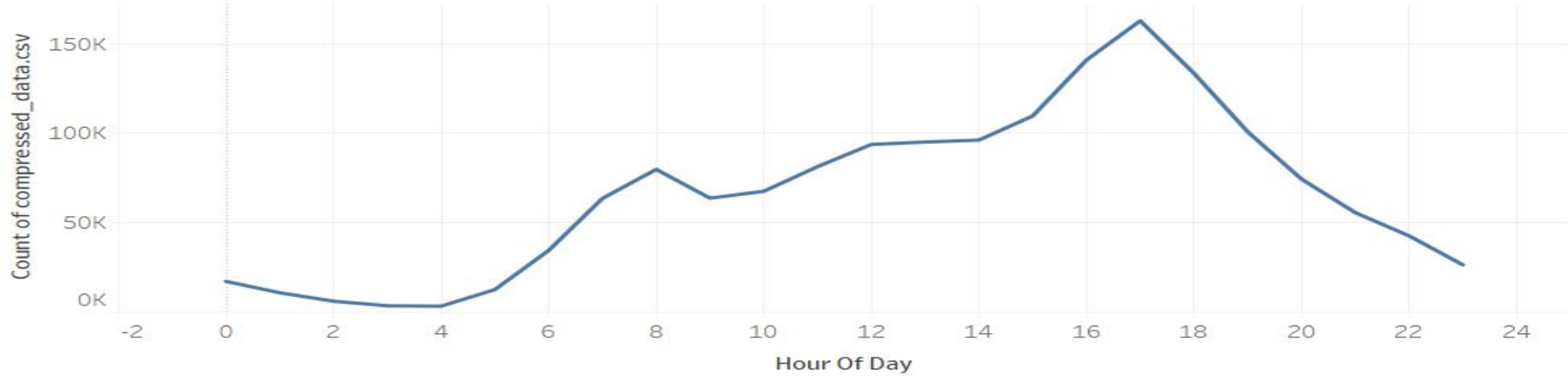
Here, we have a divergence in ride distance patterns between member and casual riders. Casual riders tend to take longer rides on weekends, while members' rides are generally longer during the weekdays.

avg_distance



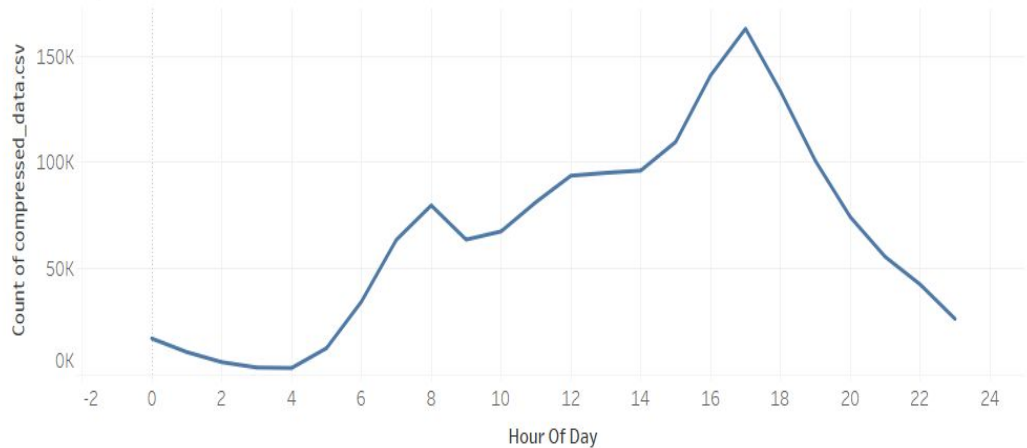
The average distance almost same for casual riders and members

rides_by_hour

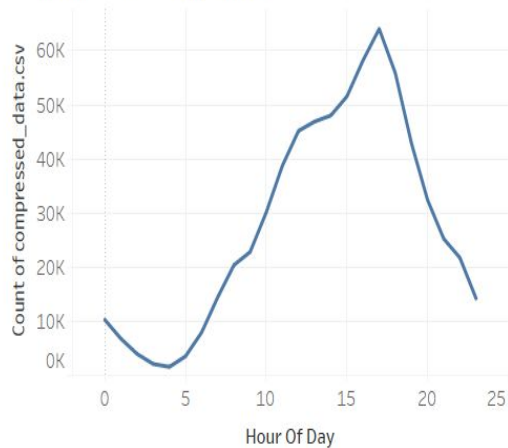


Ride activity steadily picks up throughout the day, with an initial surge at 8am. This upward trend continues until reaching a peak at 5pm, after which it gradually tapers off as the day comes to a close.

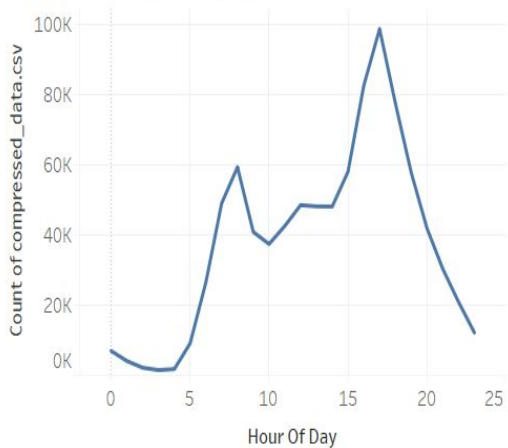
rides_by_hour



casual_rides_by_hour



member_rides_by_hour



When examining the daily usage patterns of casual riders and members, we notice a distinct difference. Casual riders exhibit a gradual increase in cyclist usage from 6 am to 5 pm. On the other hand, members show two pronounced peaks in their usage: one at 8 am and another at 5 pm.

Conclusions

- Members demonstrate higher overall cyclist usage compared to casual riders.
- Members primarily utilize cyclists for commuting purposes.
- Casual riders tend to use cyclists for leisure activities, such as sightseeing.
- The average distance traveled by both member and casual riders is approximately the same.