Cyclastic User Breakdown

Cyclistic
BIKE-SHARE

Main dashboard

Recommendations

☑ casual
☑ member

	Membership type	
	Casual	**Member**
Total rides	2,322,032 40.97%	3,345,685 59.03%

○ Rides per day
● Avg ride duration

BIke type used

Classic bike
2,601,214
45.90%

Electric bike
2,889,029
50.97%

Docked bike
177,474
3.13%

Average ride duration

Avg Ride Duration (Mins)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

casual member (repeated for each day)

Ride Count — Start Hour (0–23)

Day
☑ Monday
☑ Tuesday
☑ Wednesday
☑ Thursday
☑ Friday
☑ Saturday
☑ Sunday

Rides per month

Ride Count
Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Month
☑ January
☑ February
☑ March
☑ April
☑ May
☑ June
☑ July
☑ August
☑ September
☑ October
☑ November
☑ December

Cyclastic User Breakdown: Key Findings
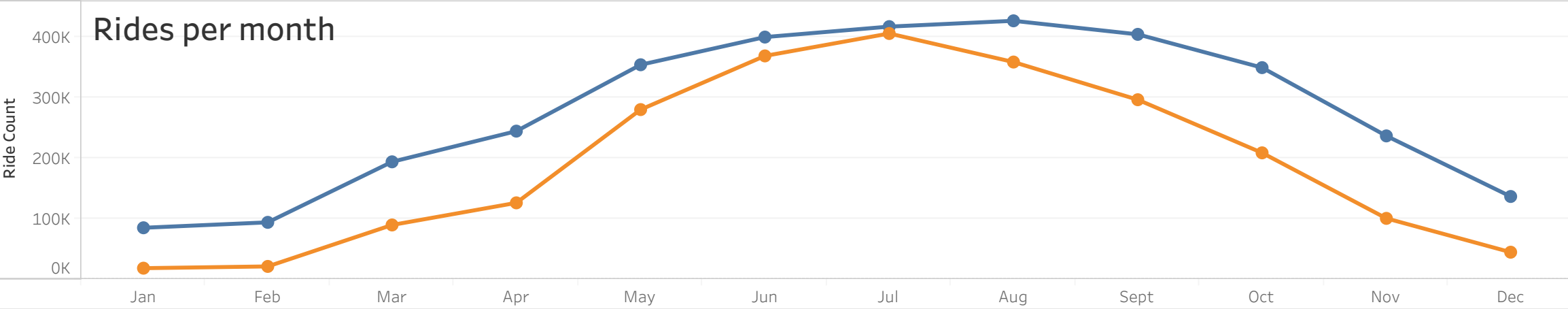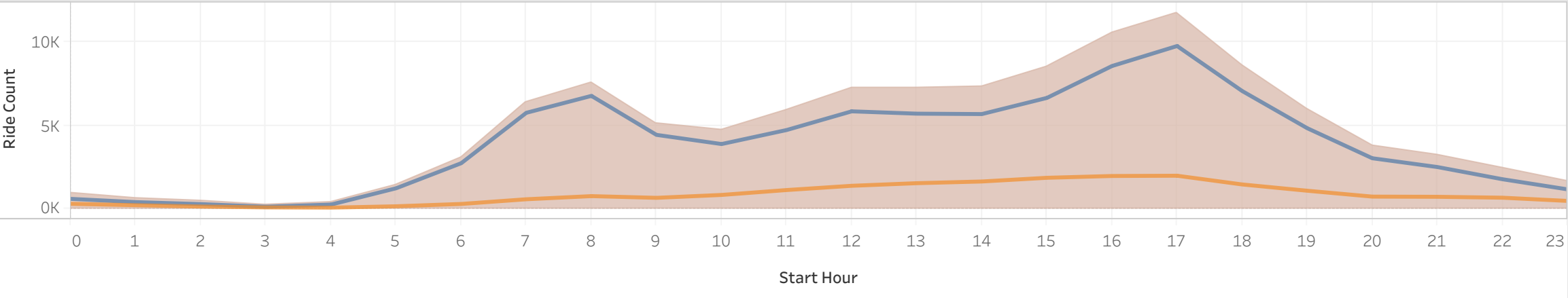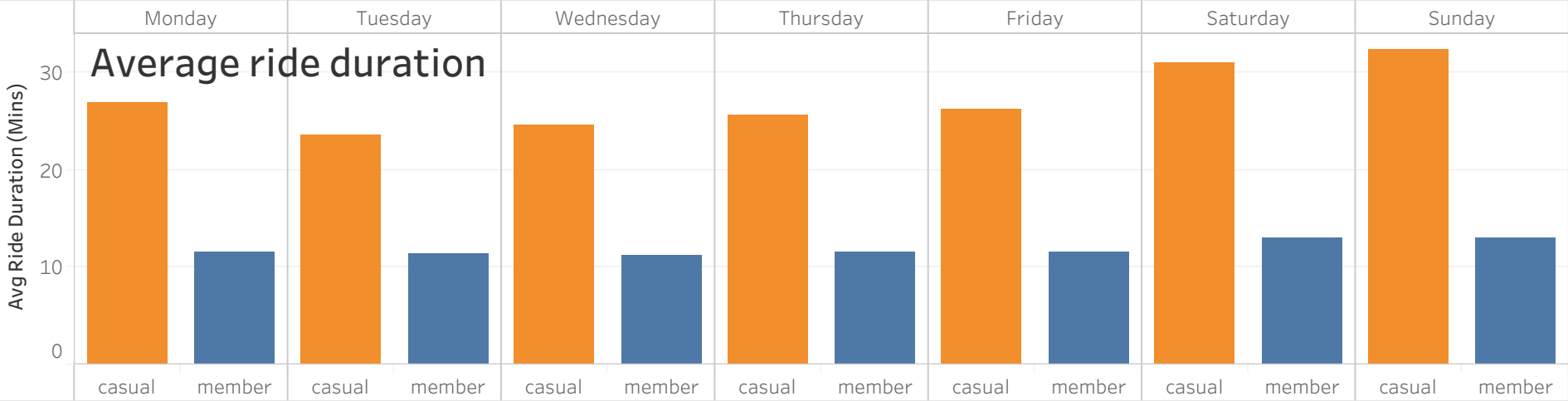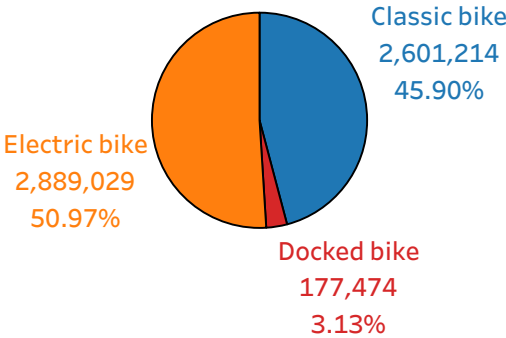
Main dashboard

Key Findings

1

2

3

Recommendations

Total rides by membership type

Casual
2,322,032
40.97%

Member
3,345,685
59.03%
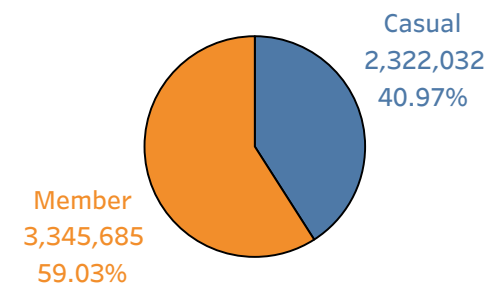
The service was used slightly more by long-term members (59.03%) than casual users.

Bike type used: Casual users

38.39% — Classic bike
7.64% — Docked bike
53.97% — Electric bike
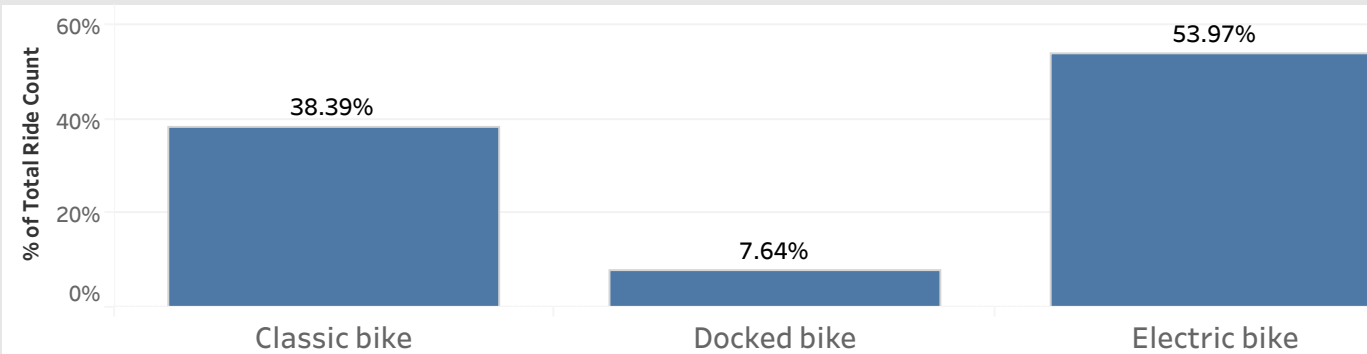
Casual users showed preference towards electic bikes and were the sole users of docked bikes.

Bike type used: Members

51.103% — Classic bike
48.897% — Electric bike
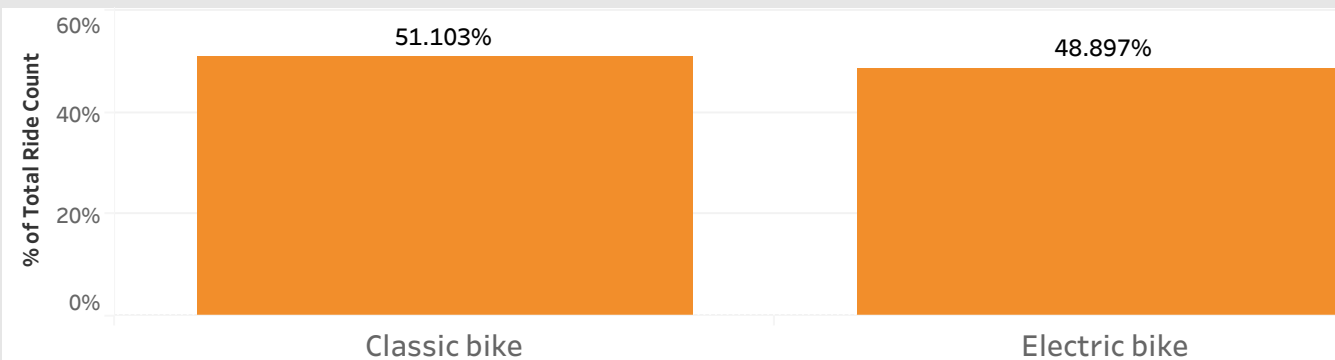
Members used classic and electric bikes at similar rates.
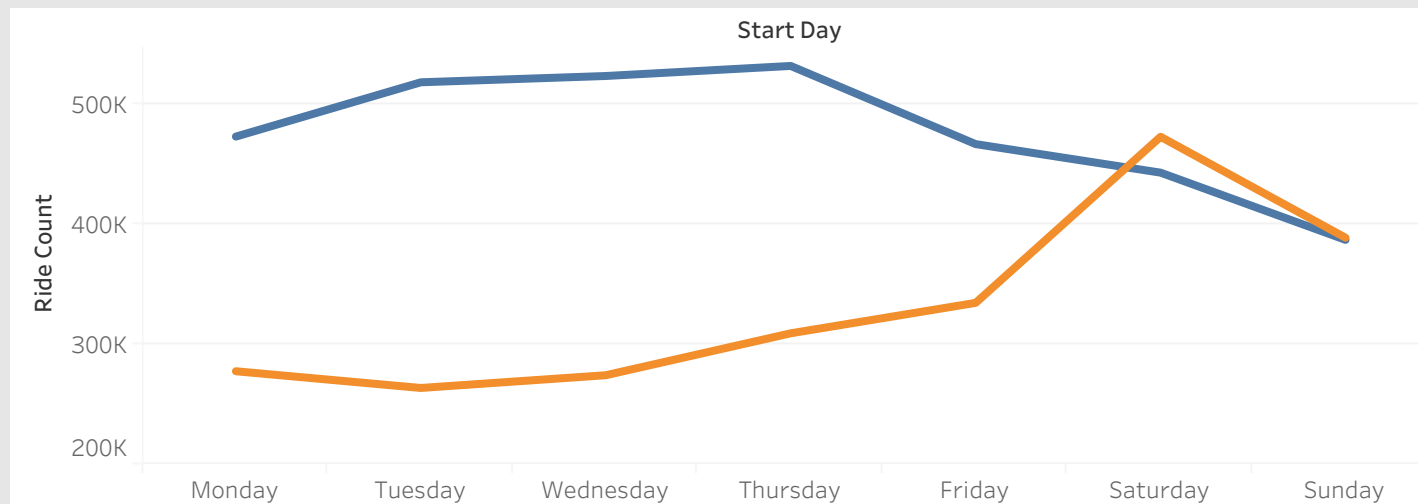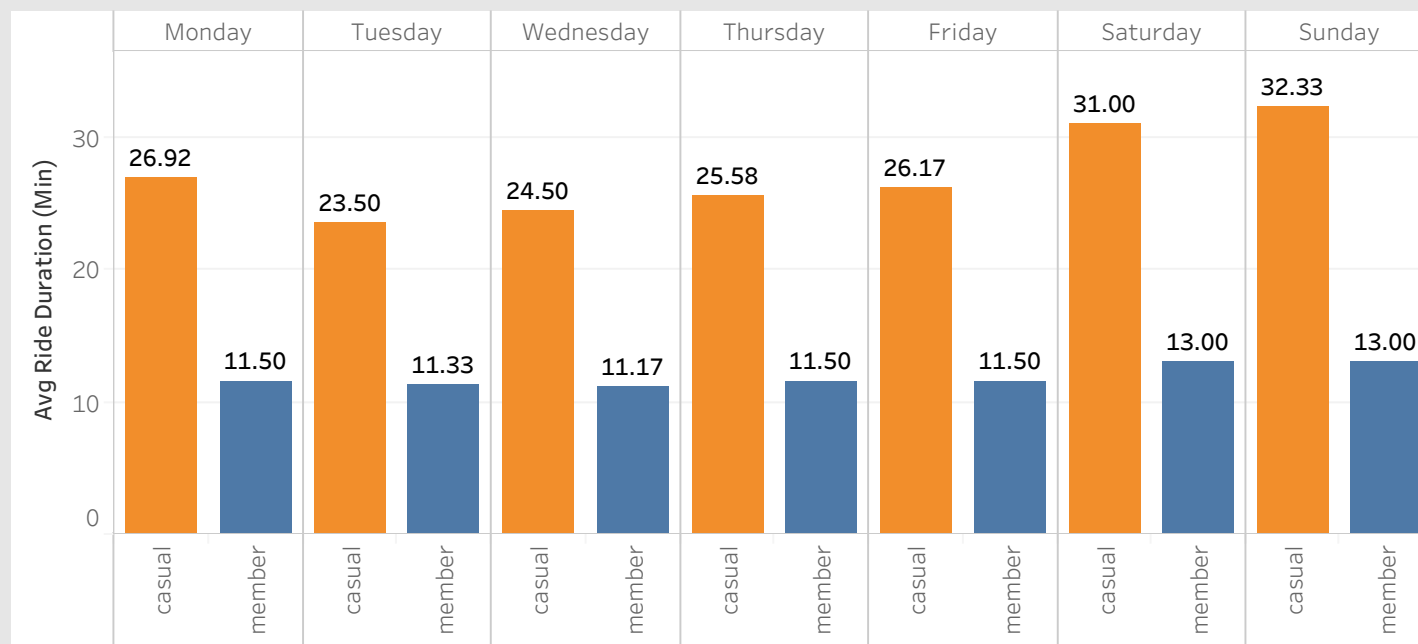
Cyclastic User Breakdown: Key Findings

Rides per day

Usage by members ocurred mostly during the week while casual users used the service most over the weekend.

Average ride duration

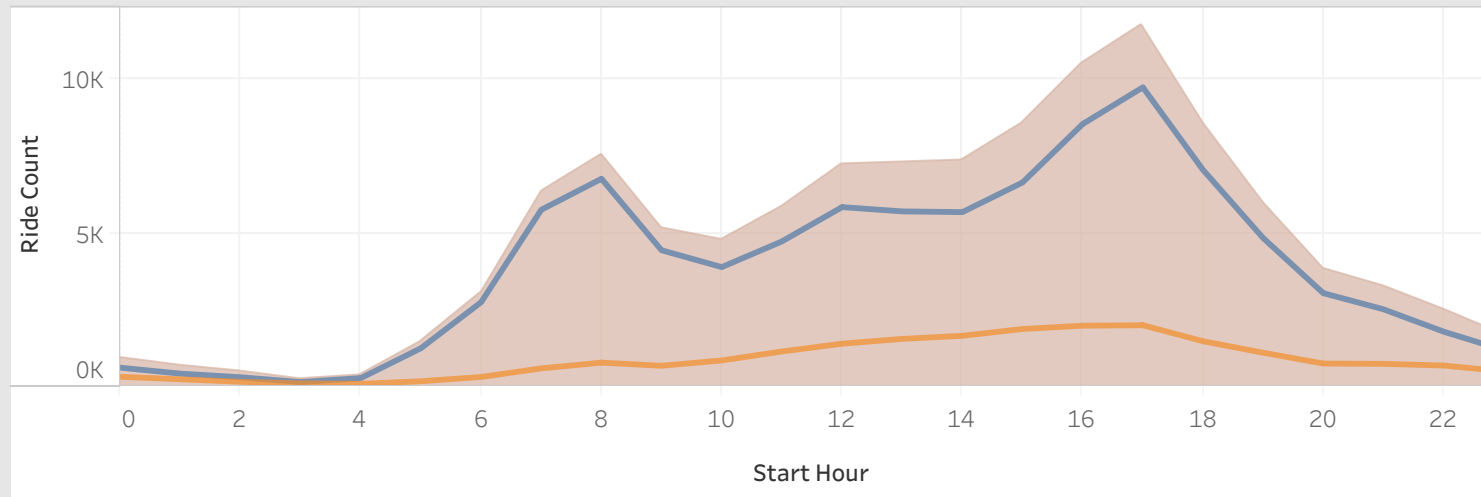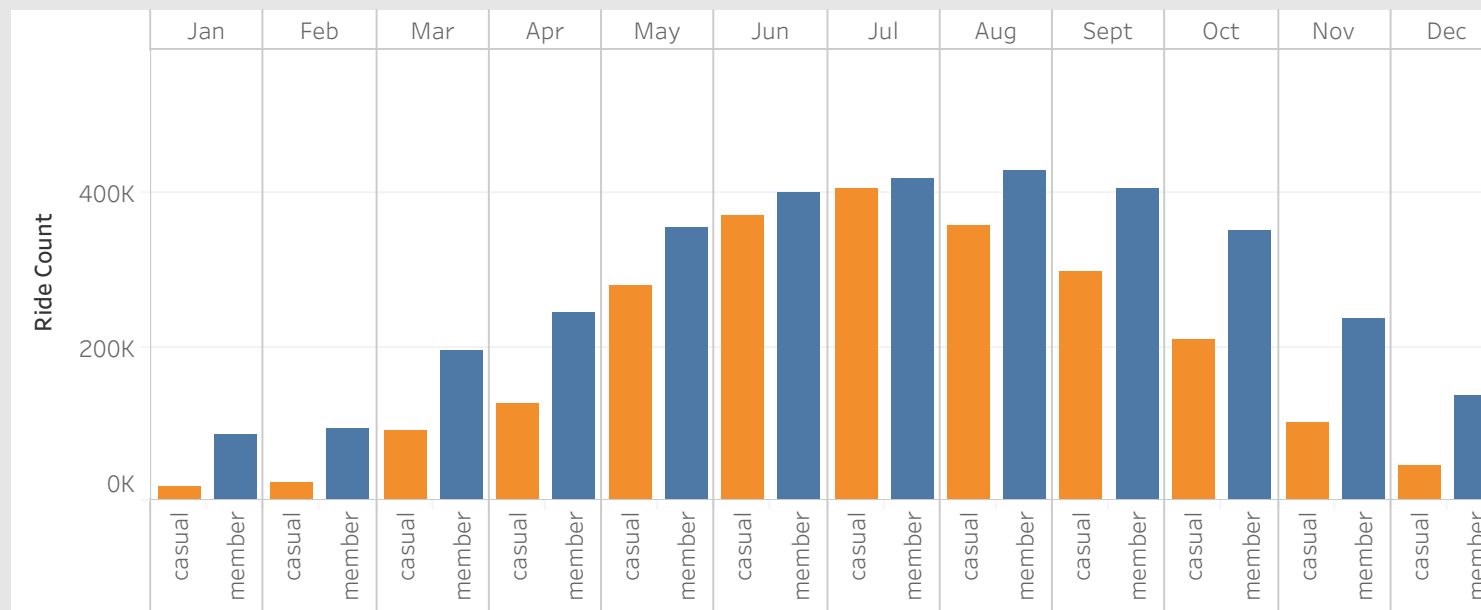The Average ride duration for members is twice that of casual users.

Cyclastic User Breakdown: Key Findings

Rides by hour started

Usage peaks for members during peak travel hours for working individuals. While casual riders use increased slowly throughout the day.

Rides per month

Casual usage peaked between June - September with large drop off outside that period.
Member uasge follows a similar path but maintained higher usage rate during non-peak months.