

Unlocking Cyclistic's Potential: A Deep Dive into Rider Habits

Cyclistic Bike Share Program

2025

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Background

- Cyclistic is a Chicago-based bike-share company, with a fleet of over 5,800 bicycles and 692 docking stations since its launch in 2016. Cyclistic stands out by offering reclining bikes, hand tricycles, and cargo bikes, making its service accessible to people with disabilities and others who can't use a regular bike. Majority of the riders use the traditional bikes.
- While its marketing has historically relied on flexible pricing to attract a broad customer base, with pricing options such as single-ride passes, full-day passes, and annual memberships. Financial analysis has revealed that annual members are significantly more profitable than casual riders.

PROBLEM

- Annual members are significantly more profitable than casual riders. Cyclistic needs to grow its more profitable annual memberships by converting casual riders to annual members.
- The company's future success depends on understanding and acting on the differences between these two rider types.

Hypothesis

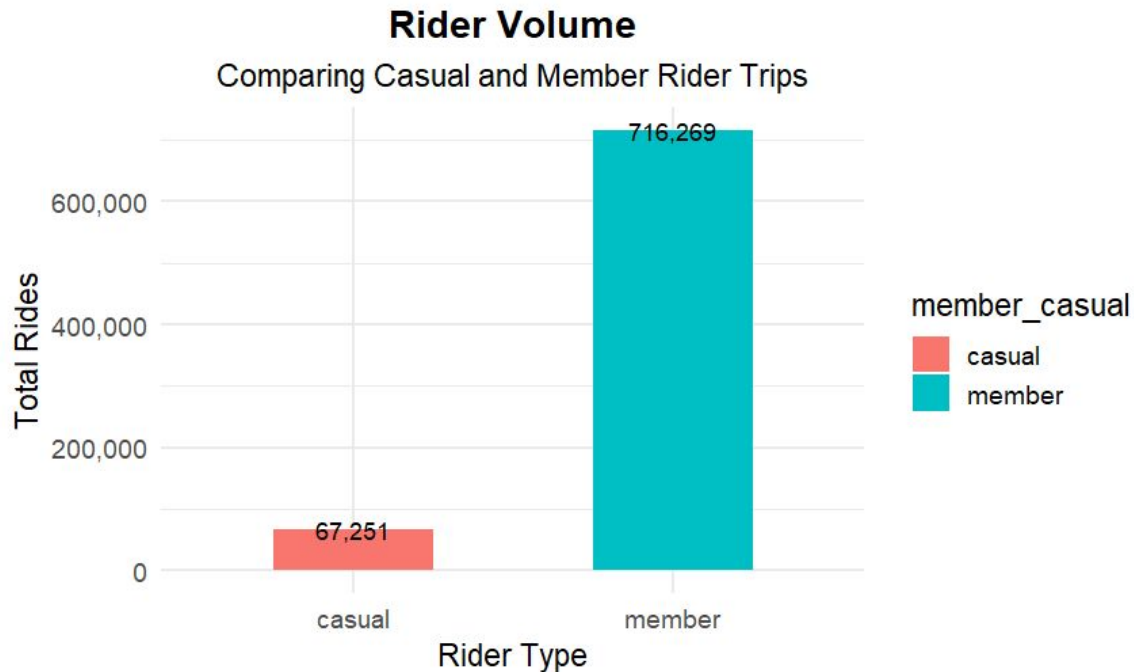
- An analysis of Cyclistic's historical trip data will reveal that casual riders utilize the bike-share program primarily for leisure activities, while annual members use the service for commuting and daily obligations.

Analytical Goals

- Uncover the key differences in how casual riders and annual members use the Cyclistic bike-share program.

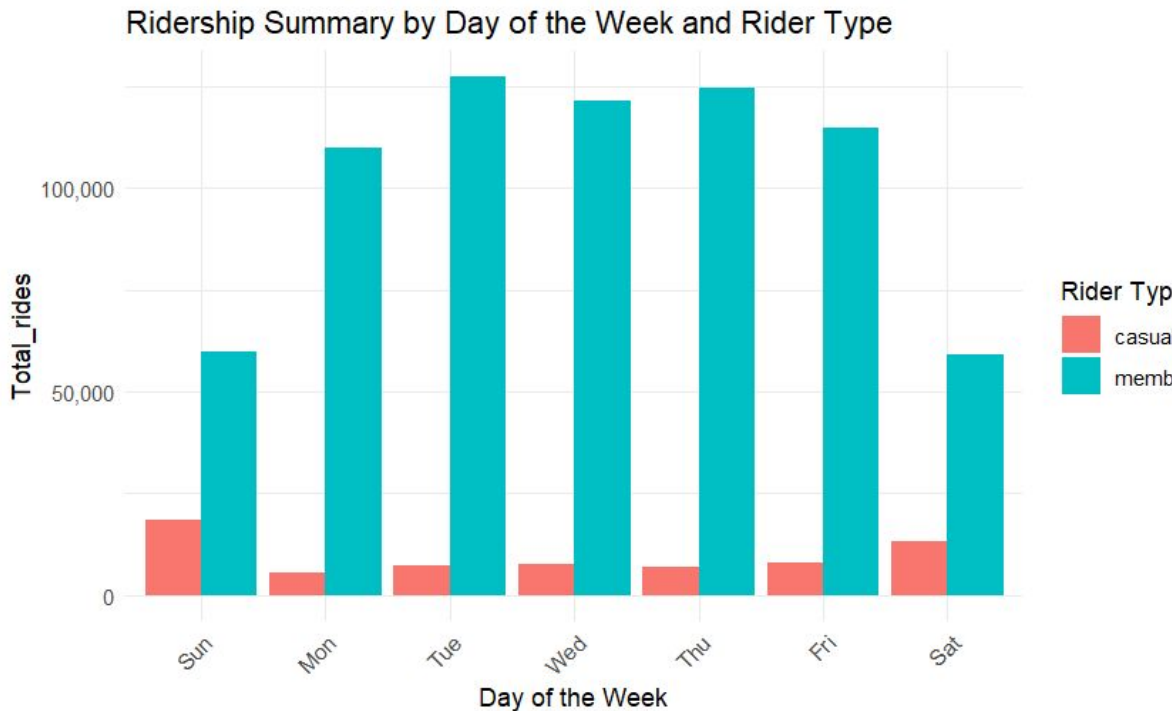
Rider Volume

- Members took more than 10 times the number of rides as casual riders.
- Of all the rides, members accounted for 716,269, and casual riders took 67,251.



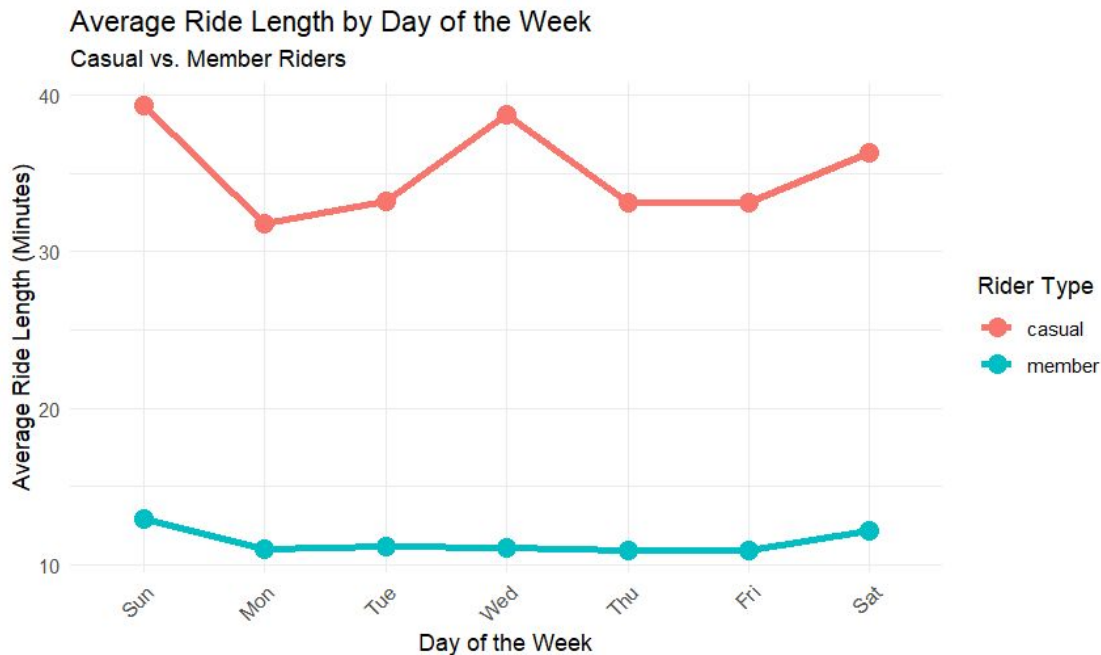
Comparing total rides taken by casual and annual members

- Casual riders consistently use the bike-sharing service on weekends with Saturday and Sunday having the highest total rides (13,368 and 18,485 respectively).
- Members ridership is highest during the weekdays. The total rides on these days are more than double the number on weekends.



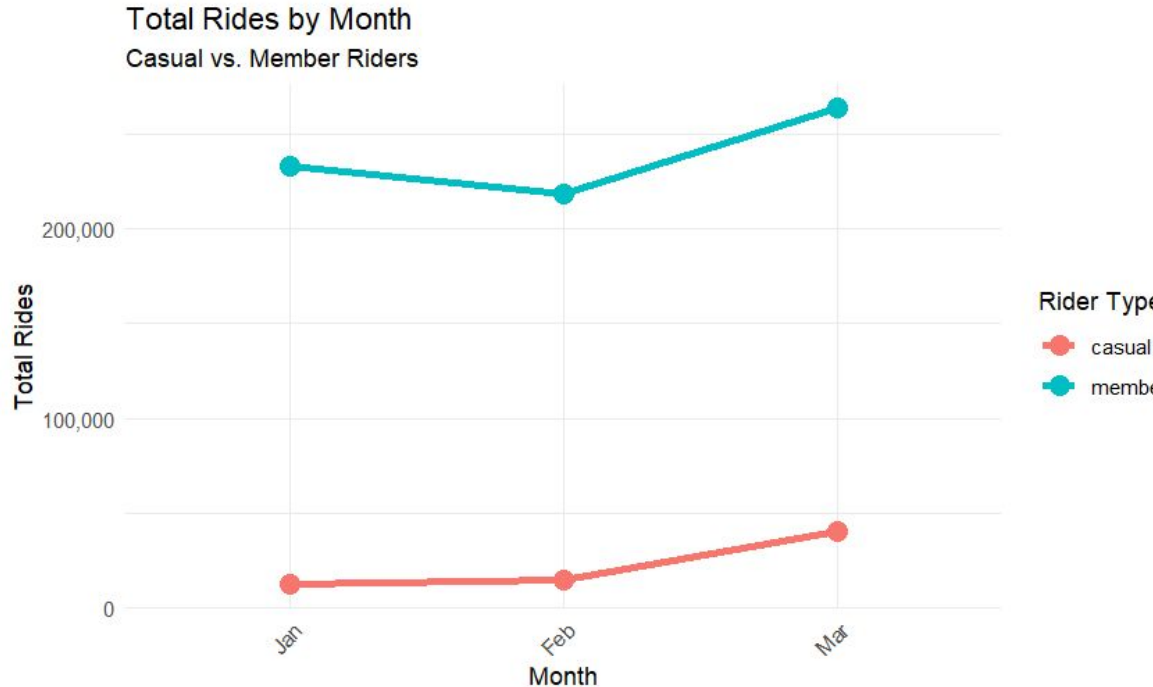
Comparing average ride lengths between casual and annual members

- Casual riders take much longer trips on average with their average ride length peaking on Sunday at 39.3 minutes and Saturday at 36.3 minutes.
- While their weekday rides are shorter, they are still longer than a member's average trip.
- Members, their average ride length remains short and consistent across all days.



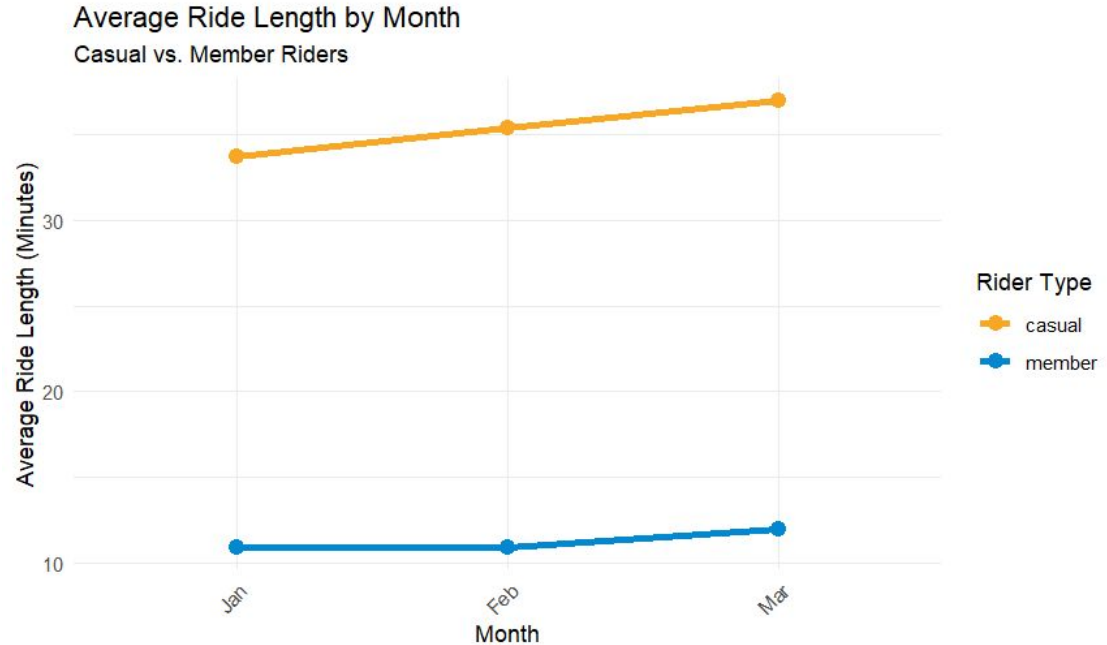
Total Monthly Rides for Casual and Annual members

- Number of rides for casual riders increases significantly as the weather improves.
- It more than triples from January (12,241 rides) to March (40,206 rides).
- Members consistently take a much higher volume of rides.
- While their ridership also increases from January (233,422 rides) to March (263,984 rides) it is more stable and consistent.



Average Monthly Ride Length in minutes

- Casual riders - Average ride length ranges from 33.68 minutes in January to 36.96 minutes in March.
- Members: Maintain a very short and consistent average ride length, at around 11 minutes each month.



Ranking Popular Start Stations for Casual Riders

- Most popular stations for casual riders are concentrated around major tourist attractions and recreational areas in Chicago.

	member_casual <chr>	start_station_name <chr>	total_rides <int>
1.	casual	Streeter Dr & Grand Ave	2728
2.	casual	Lake Shore Dr & Monroe St	2714
3.	casual	Shedd Aquarium	1821
4.	casual	Millennium Park	1398
5.	casual	Michigan Ave & Oak St	1012
6.	casual	Michigan Ave & Washington St	832
7.	casual	Dusable Harbor	829
8.	casual	Adler Planetarium	823
9.	casual	Theater on the Lake	791
10.	casual	Lake Shore Dr & North Blvd	600

Ranking Popular Start Stations for Annual Members

- Top start stations for members are located in central business districts and near major train stations and office buildings.

	member_casual <chr>	start_station_name <chr>	total_rides <int>
1.	member	Canal St & Adams St	13748
2.	member	Clinton St & Washington Blvd	13387
3.	member	Clinton St & Madison St	12834
4.	member	Kingsbury St & Kinzie St	8681
5.	member	Columbus Dr & Randolph St	8464
6.	member	Canal St & Madison St	7858
7.	member	Franklin St & Monroe St	6971
8.	member	Michigan Ave & Washington St	6669
9.	member	Larrabee St & Kingsbury St	6442
10.	member	Clinton St & Lake St	6418

Recommendations

1. Casual riders use the service for leisure on weekends during warmer months. Converting them to members is possible through digital ads placed at high-traffic stations near popular spots, highlighting the cost-saving benefits of a membership.
2. Introducing a low-cost, short-term pass could be a new strategy to convert casual riders. This pass, such as a monthly or quarterly option, would offer unlimited rides and include an incentive to upgrade to an annual membership, i.e. a discount after a specific number of uses. This approach lowers the financial barrier and encourages a gradual transition from casual to annual members.
3. Launch a targeted campaign to shift casual riders' perception of Cyclistic from a leisure tool to a daily utility, highlighting how annual members use the bikes for cost-effective commutes and errands.