

Cyclistic Executive Summary

Divvy Data Analysis – Key Insights and Recommendations

Purpose

This analysis used Divvy bike rental data to explore patterns in bike usage between casual users and members. The goal was to identify three trends that could help Cyclistic transform casual users to members.

Dataset: 5.6M rides (Sept 2024–Aug 2025), 63% members / 37% casuals.

Trends

1. **Seasonality:** Casuals have higher usage on weekends and during the summer, suggesting their needs are met during the week by other services or they are tourists. Members use it throughout the week, especially during commuting hours, implying that they use it to get to and from work.
2. **Trip Duration:** Members accounted for *63% of rides (3.5M vs 2.1M for casuals)*. Their trips were shorter but more frequent than casuals (*median 8 minutes vs. 11 for casuals*), reflecting commuting patterns versus leisure use.
3. **Starting Location:** Casuals often start near museums, beaches, and waterfronts, suggesting tourist, leisure, or familial use. Members more frequently started deeper in the city, indicating commuting and everyday transport patterns.

Primary Recommendations

1. **Corporate Partnerships:** High ridership during weekday commute hours for members and drops in usage during colder months indicates that members want to use their memberships when possible. Companies could subsidize memberships like pre-tax transit benefits or as a commuter benefit. Since starting locations for members and casuals differ, that information is worth considering for partnership development.
2. **Profitability Beyond Conversion:** Instead of focusing only on converting casuals, there may be a benefit to adding alternative options to expand casual options (e.g., flexible pass types, tourist promotions, etc.).
3. **Seasonal & Flexible Passes:** Data shows casual riders peak in summer (August showing the highest peak), so it may be worth testing flexible pass types like seasonal or weekend-only passes. Additionally, **monthly passes could also provide some additional revenue**, especially among college students.

- a. Flexible pass types may encourage Chicago locals who are weekend casuals to consider a different pass type based on their needs instead of a rental car, ride-shares, or public transit.
- b. If alternative pass structures are implemented, a partnership with the Aquarium and/or museums could be included to expand the overall casual base.

Additional Opportunities

4. **Personalization:** Provide riders with app-based “progress dashboards” (like health apps) to somewhat gamify usage, track savings vs. car/ride-hail, and overall generate a sense of community. This could either be exclusive to members, or members could get more personalized information and data for their own analysis. The inclusion could increase interest in casuals turning into members.
5. **Equitable Sliding Scale:** Chicago has disparities in transit access, so consider income-based pricing or discounted passes for low-income residents. A livable wage for an adult with 0 children would be \$24.88/hour aka \$51,750.40/year which is almost \$10 more per hour compared to the minimum wage. Additional options for memberships or a sliding scale plan could increase usage as an alternative to the Chicago Transit Authority (CTA) while promoting heart health, combatting stagnant lifestyles, and increasing exercise to improve the overall health of the community. This could build trust with the brand and allow for more people to access the service who otherwise wouldn't.

Limitations

- Due to having unique ride identification numbers, rather than rider identification numbers, there was no way to track specific riders if they used the service more than once in a day.
- Data did not include information about accessible bikes. This gap could have further informed trends and recommendations.

Closing

Overall, the analysis suggests that if Cyclistic wants to convert casual riders into members, it should focus on **flexible pass options and corporate partnerships** that align with observed behavior. By tailoring offerings to casual riders' **seasonal and weekend use patterns, while continuing to support member commuting needs**, Cyclistic can strengthen customer loyalty, broaden its appeal, and increase profitability.