

CYCLISTIC BIKE SHARE

Ridership analysis

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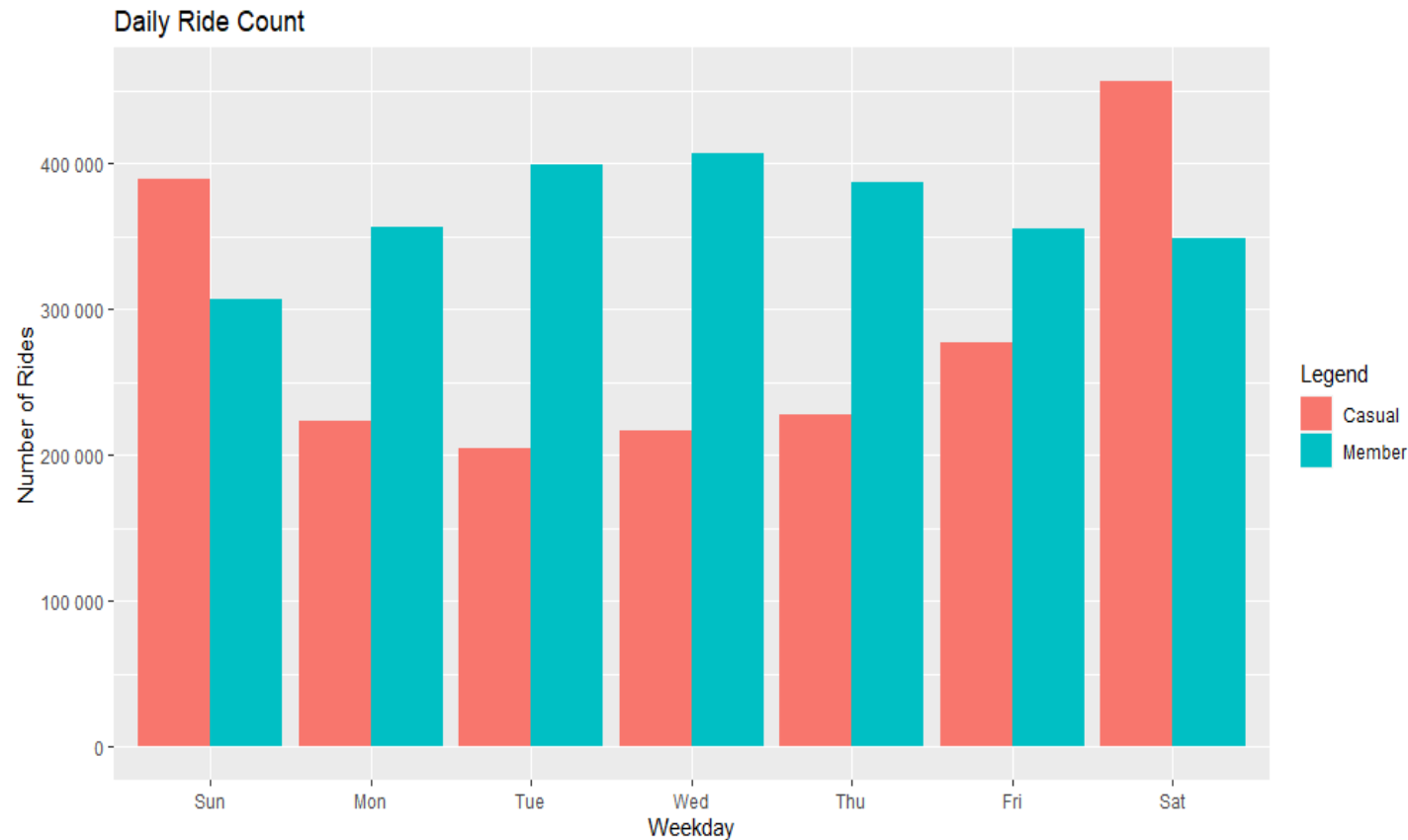


EXECUTIVE SUMMARY

- There are 3 key differences in the ways that annual members and casual riders utilize Cyclistic's Bike Share program
 - Annual members make more weekday trips than casual riders do, whereas casual riders make more trips than annual members on both Saturday and Sunday
 - Annual members utilize Cyclistic's bikes throughout the year, albeit less so during the colder months, whereas casual ridership decreases significantly between November and April
 - Casual riders spend more time out per ride than members do
- Understanding the motivations behind these differences is the next crucial step to converting casual riders into annual members



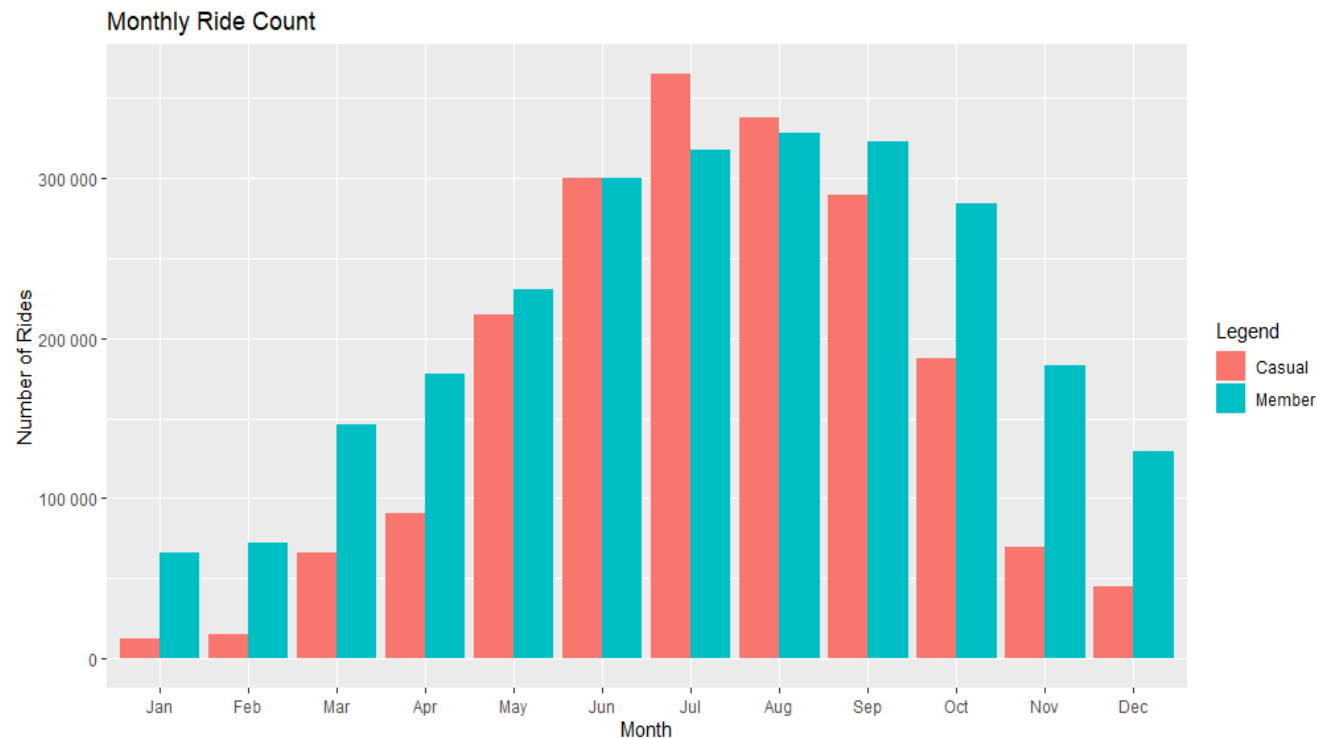
DAILY RIDERSHIP



- Annual members ride more often throughout the week than casual riders - Some days at a 2:1 ratio
 - Daily member ridership remains consistent throughout the week
 - Casual riders take more trips than members on Saturday and Sunday and ride significantly less throughout the week
- Members seem to be utilizing the bikes to commute to and from work vs casual riders using the bikes for leisurely activities



MONTHLY/SEASONAL RIDERSHIP

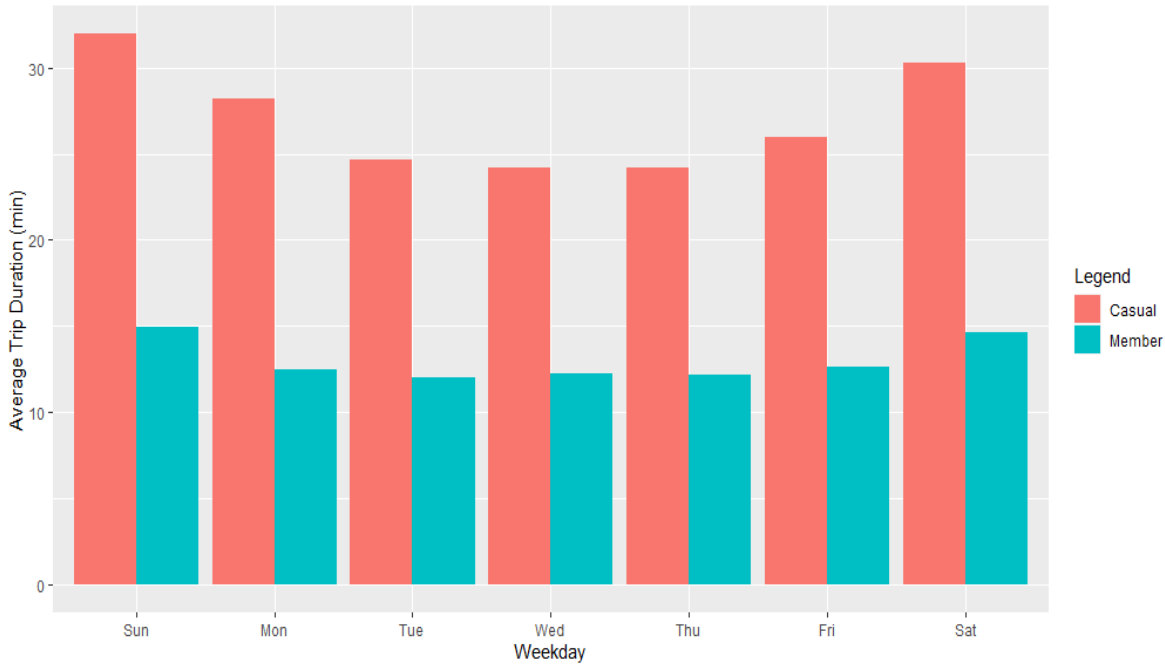


- Both casual riders and members have greater ridership numbers during warmer months
- Casual ridership, however, decreases significantly from November thru April, but surpasses member ridership in the summer
- Member ridership only significantly drops in January and February

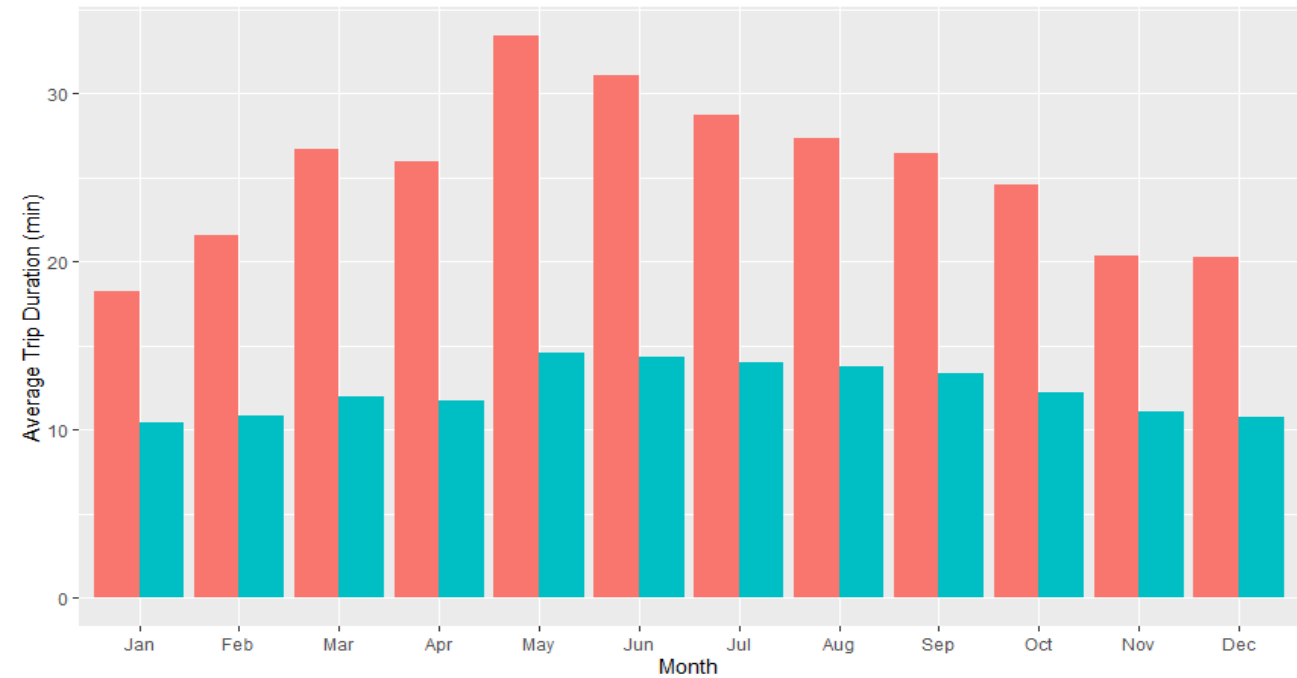


CASUAL USERS CONSISTENTLY SPEND MORE TIME PER RIDE THAN MEMBERS

Average Trip Duration

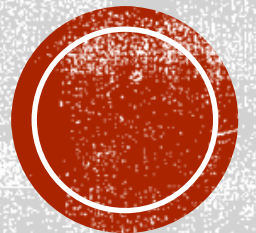


Average Trip Duration



- On average, casual riders spend at least twice as long per ride than members do
- Casual ride times increase quite a bit during warmer months
- Member ride times remain consistently under 15 minutes throughout the year

- It is noteworthy that casual ride times, on average, are above 30 minutes on Saturday and Sunday as well as in May and June

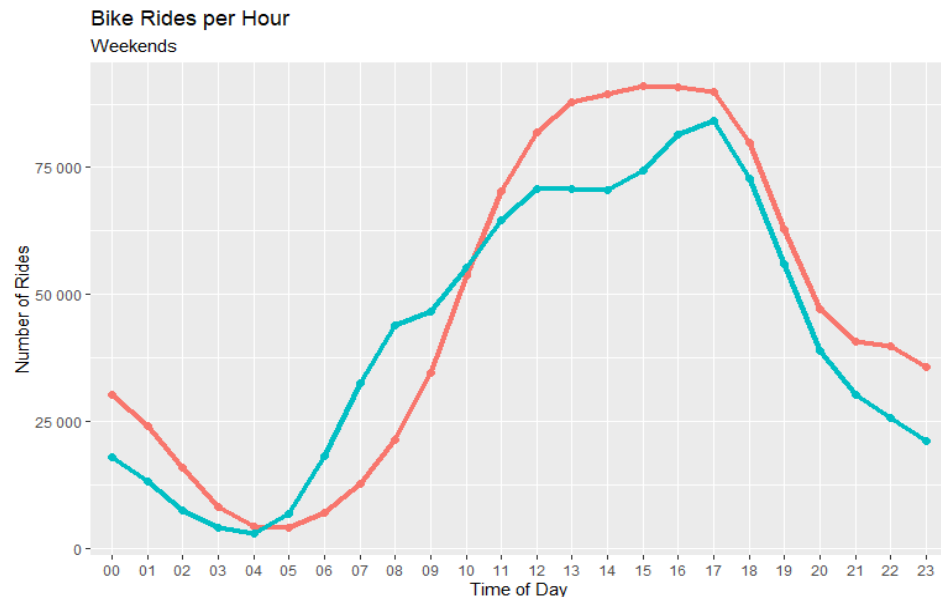
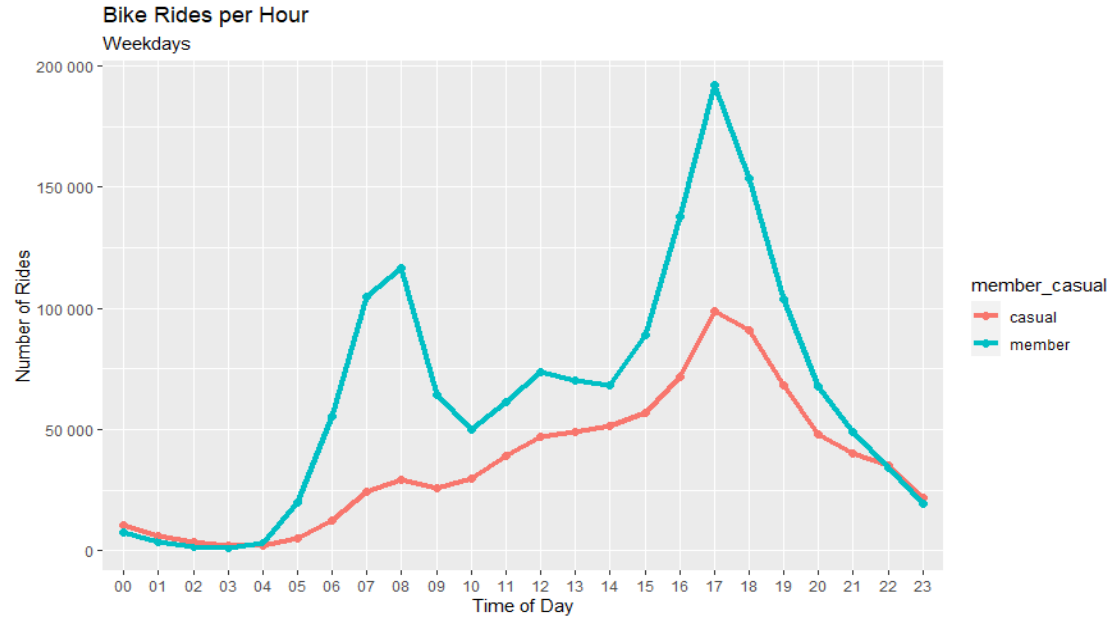


POTENTIAL CAUSES

- As previously mentioned, members seem to be utilizing the bikes for commuting to and from work
 - Their ride times are very consistent which points to them repeating the same ride daily
 - The average member ride time is also below 15 minutes which may point to them taking the quickest route possible to get to their destination
 - We also see approximately 2:1 member ridership to casual ridership on some weekdays, possibly pointing to members riding to and from work
- Casual riders utilize the bike share more often on the weekends and at even greater numbers throughout the warmer months
 - This points to casual riders utilizing the bikes in a more leisurely manner for weekend trips as well as summer tourism
 - They also spend longer times on their ride pointing to a more leisurely style of riding
 - Similarly, casual ride time increases significantly during the warmer seasons which again points to leisurely riding and tourism



HOURLY RIDERSHIP ANALYSIS



- Taking a closer look at hourly ride counts reaffirms previous assumptions
- Member ridership spikes between 5 am and 9 am, and then again between 4 pm and 7 pm
 - This of course coincides with peak commuting hours
- Casual weekday ridership paints a different picture however
 - It climbs steadily throughout the day which may point to leisurely riding rather than work commuting
 - It then peaks at the end of the workday which may be riders biking home or biking to hangout after work



DATA REQUIRED

- We are currently unable to connect individual rides to specific customers
 - Obtaining this information would allow us to better understand if members are in fact commuting as well as which casual riders have utilized the bike share multiple times

ANALYSIS NEXT STEPS

- Connect individual rides to specific customers
- Identify motivation behind casual rider usage
 - Consider implementing a short survey within the app following the return of casual rides, inquiring into motivation

