Cyclistic Bike-Share Dashboard (1)

Count of Rides by rider type

5.74M
Total Number of Rides

15.36
Average Ride Length (Mins)

casual 35.91%

member 64.09%
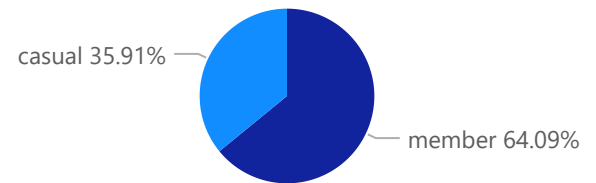
Count of ride_id by Month and member_casual

Rider Type ● casual ● member
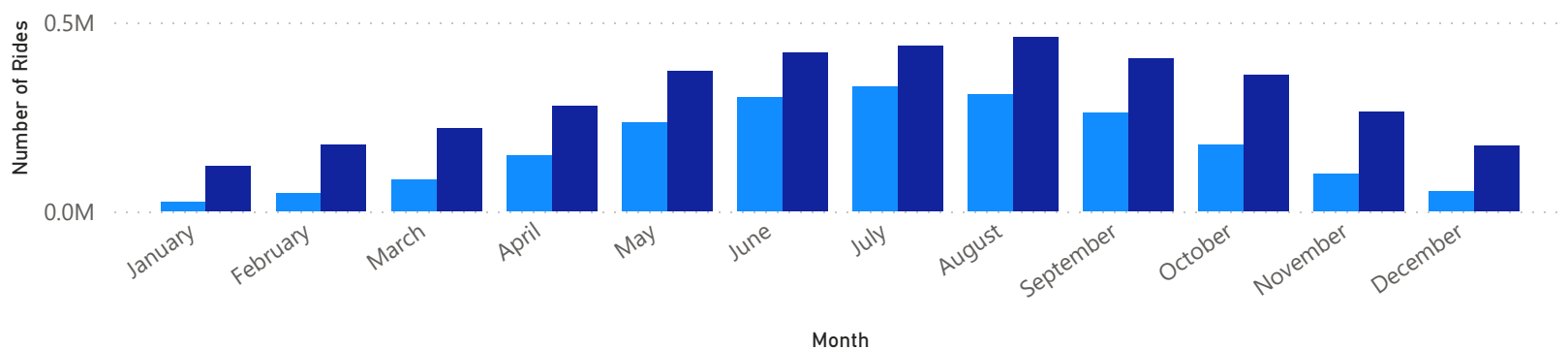
Count of rides per day by rider type
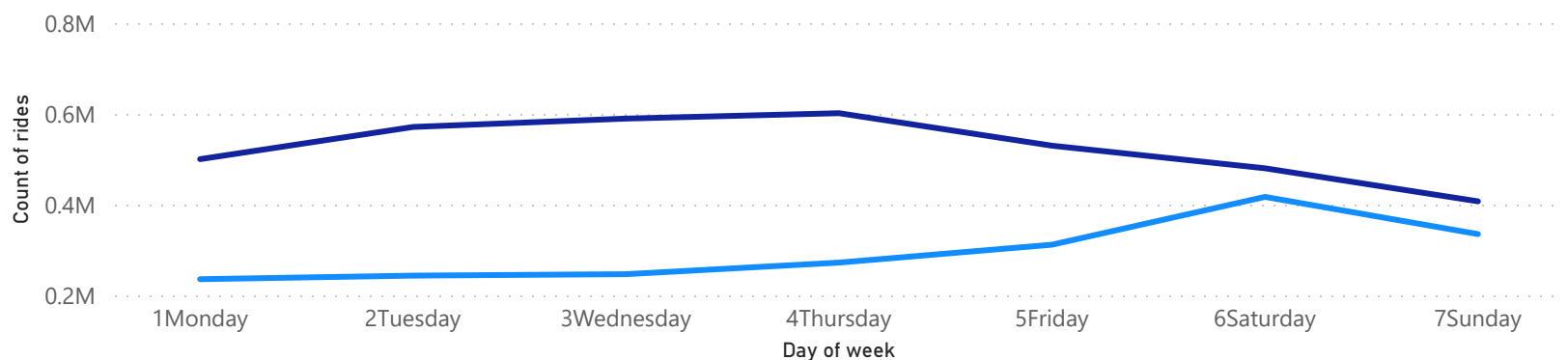
member_casual ● casual ● member

Proportion of type of bike across rider types

member_casual ● casual ● member
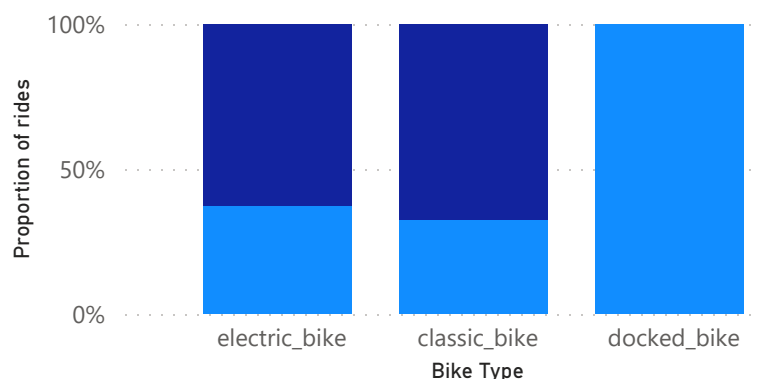
Key Findings;

1. There are more rides from members (64%) than casual riders (36%)
2. On average, we see that casual riders have a longer trip duration than members (21 min vs 12 min)
3. Both member and casual riders follow the same general trend of number of rides across months, with rides peaking in summer months and falling in winter months.
4. We see quite a different trend in rides across days of the week between members and casual riders. Casual rider usage peaks across the weekend while Members riders usage peaks during weekdays.
5. For casual riders, electric bikes is the most popular bike, more than the classic or docked bike. For member riders electric and classic bike popularity doesn't differ much but there is no use of docked bikes.

Cyclistic Bike-Share Dashboard (2)

☐ casual
☐ member

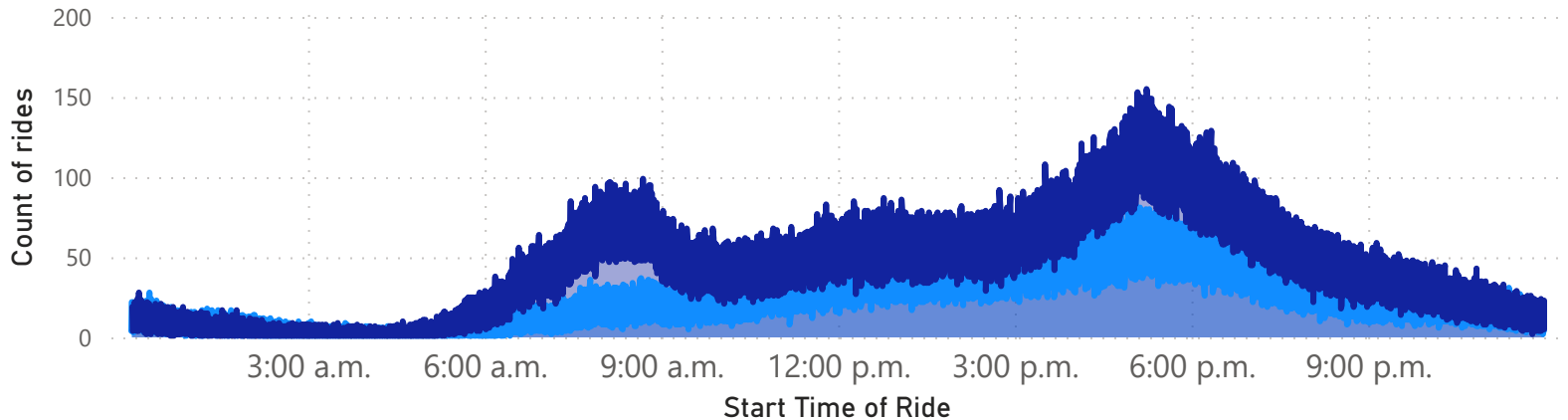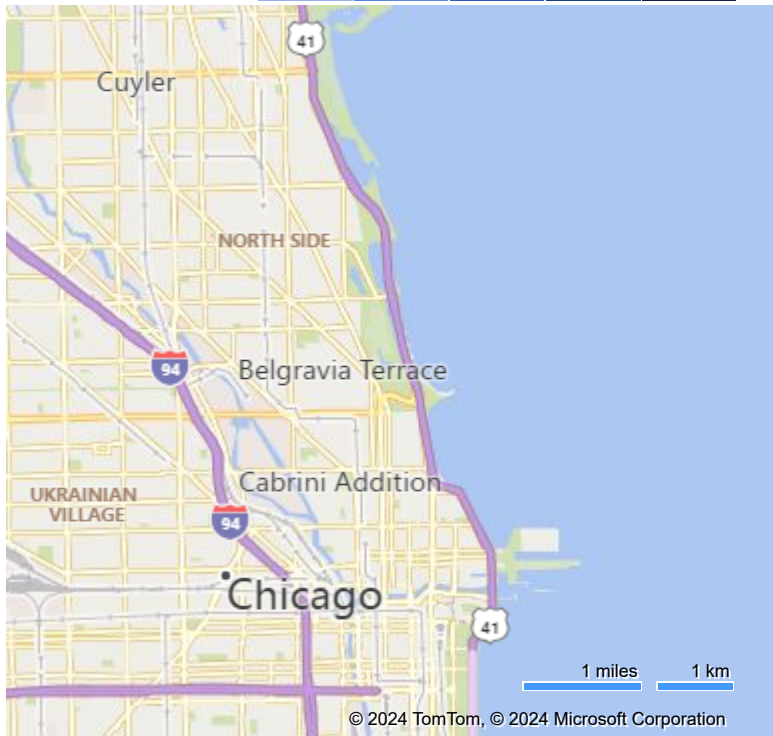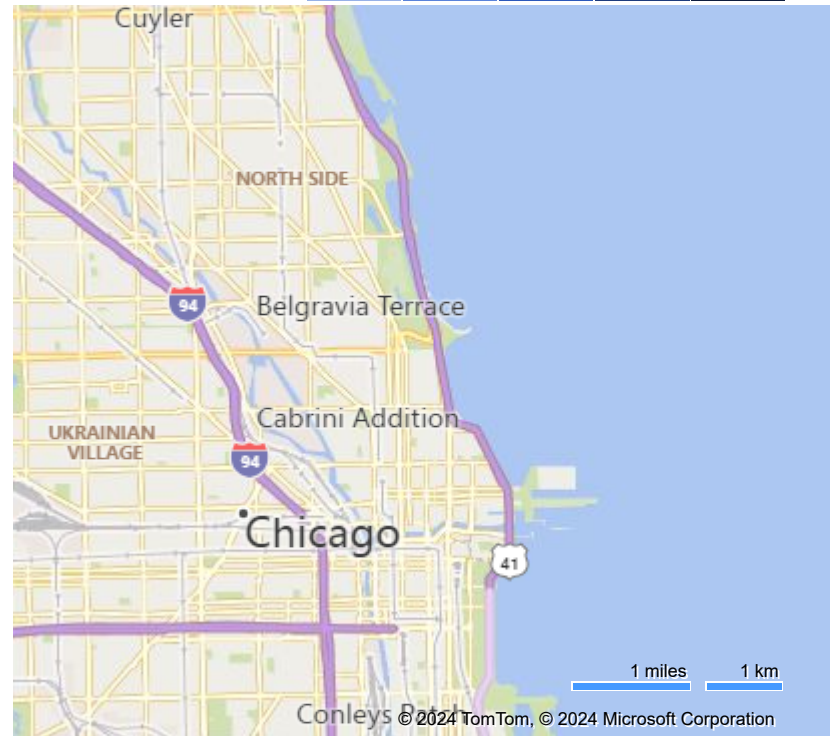## Start time of rides

Rider Type ● casual ● member

Count of rides / Start Time of Ride

Starting Location of rides

30000/30000 displayed 2.25m 6.76m 11.3m 15.8m 20.3m 22.5m

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Ending Location of Rides

15060/15060 displayed 3.73m 11.2m 18.6m 26.1m 33.6m 37.3m

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Key Findings;

1. Interestingly start time of rides is similar across casual and member riders. We see that it is common to start a ride around 9am and around 6pm which indicates peaks for both groups around times of work commute, but also just indicates that it is a popular form of transport in rush hour traffic as well.

2. Casual riders tend to start and end rides along the waterfront, suggesting they enjoy leisure trips.

3. Member riders tend to have a bigger diversity in start locations, and commonly to start and end around central Chicago where the CBD is, once again hinting it is common for members to be using bikes to commute to and from work.