

# **Cyclistic Insights: Unveiling User Dynamics**

## **A Comparative Analysis of Casual Riders and Annual Members**

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# Setting the Agenda

# Setting the Agenda

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In today's discussion, our objective is to delve into the distinct usage patterns of casual riders and annual members of Cyclistic bikes. We will focus on a comparative analysis, specifically exploring how these member types differ across various days of the week. We aim to uncover valuable insights into their preferences and behaviors.



## Member's Type

### Member's Type:

**Casual Riders:** Individuals who are not members and opt to pay for bike rides on a per-use basis.

**Members:** Individuals who have an annual membership with Cyclistic, providing them with subscription-based access to bike rides.



# Data Presentation: Ride Length Comparison

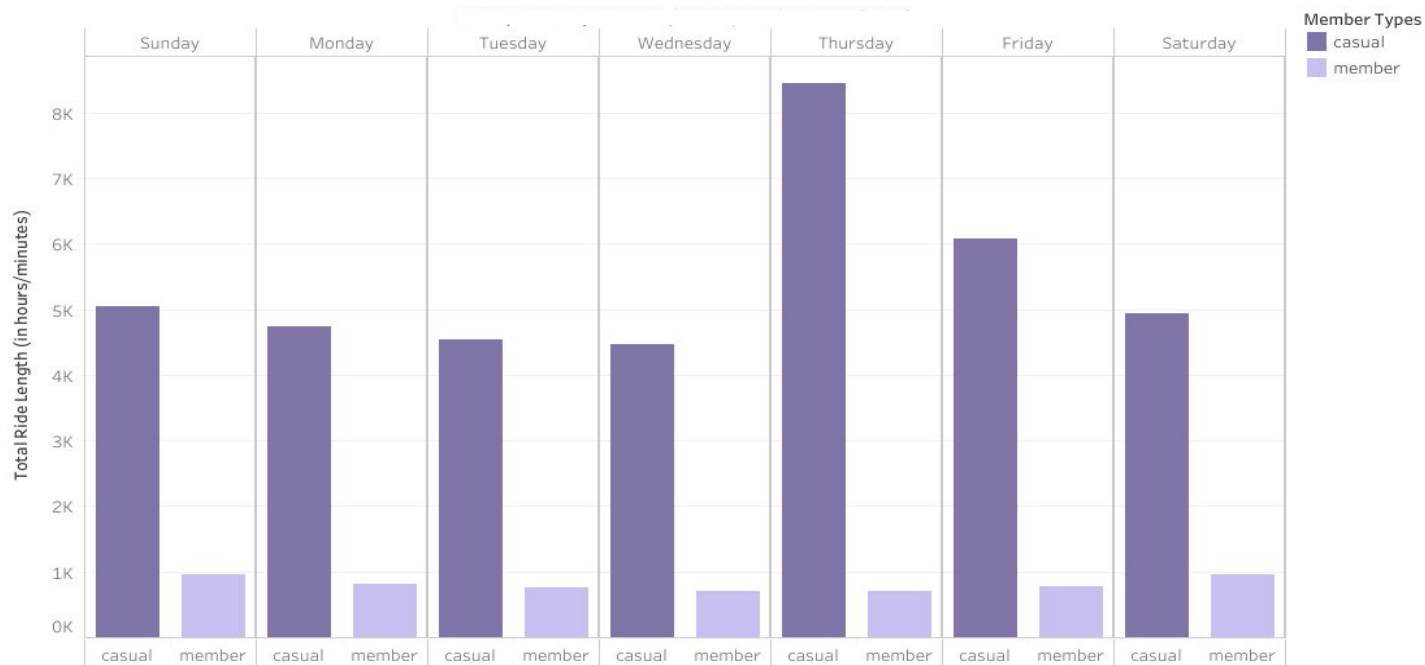
## Ride Length Comparison

Our analysis reveals a noteworthy trend - casual members consistently exhibit longer ride lengths compared to annual members, mostly during the weekends.



# Ride Length Comparison

Ride length Comparison

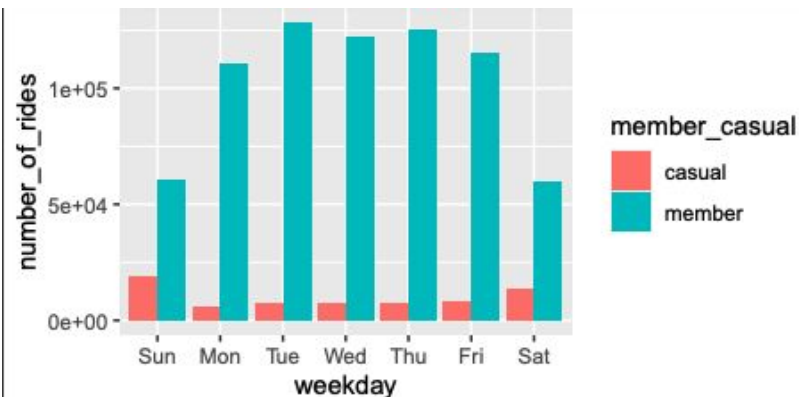




# Number of Rides Comparison

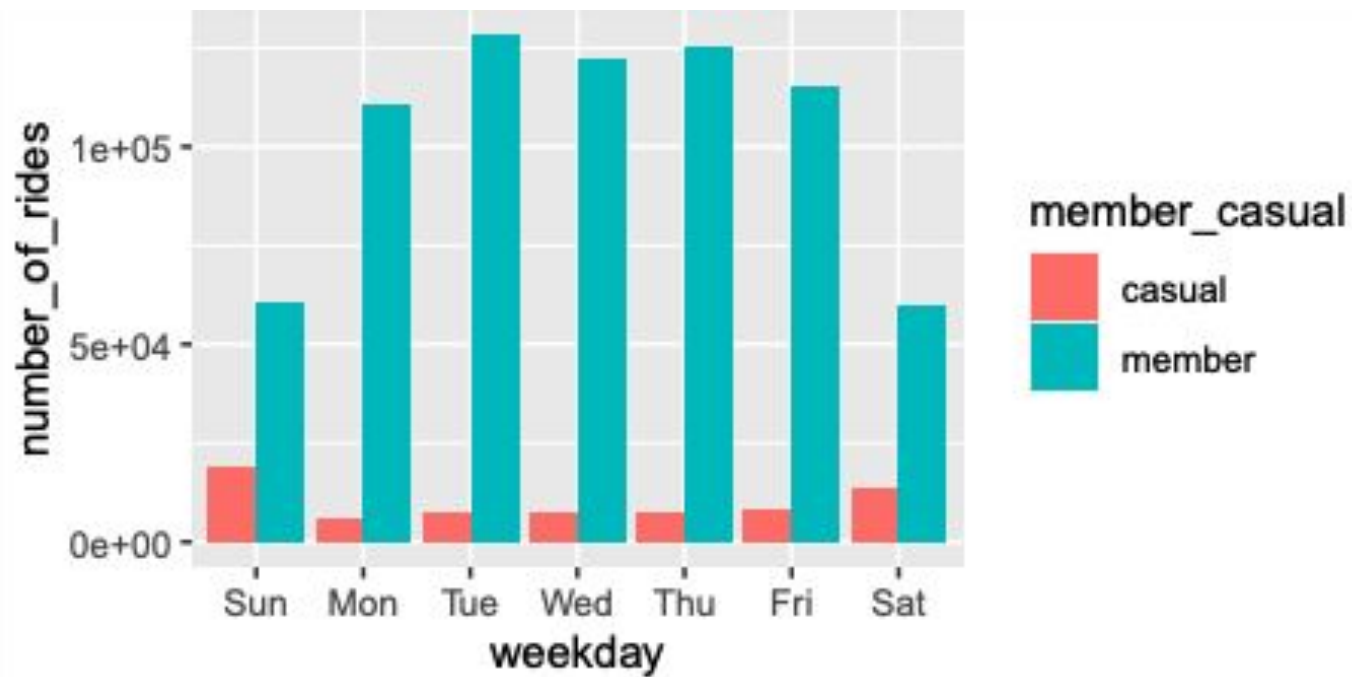
## Number of Rides Comparison

Our analysis also reveals that members consistently engage in a higher number of rides compared to casual riders. This finding sheds light on the varying usage patterns between these two user categories.



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## Number of Rides Comparison



# Conclusion

# Ride Length

Finding: Casual members tend to have longer ride lengths than annual members.

Possible Implications: Casual riders may prefer longer trips, indicating potential differences in usage patterns or trip purposes compared to annual members.



# Member vs. Casual Ride Frequency

Finding: Members have a higher number of rides compared to casual riders.

Possible Implications: Members are more frequent users, suggesting a higher level of engagement and value from their annual memberships.

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## Recommendations

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**Leverage the insights from our analysis to target casual riders effectively. Introduce weekend-specific incentives, such as discounted rates or exclusive events, enticing casual riders to experience the benefits of becoming annual members.**

**This strategic approach not only aligns with their observed longer ride lengths during weekends but also creates a pathway for increased engagement and loyalty with our cycling community.**



# Overview

**In conclusion, our analysis has provided valuable insights into the distinct behaviors of Cyclistic's casual riders and annual members.**

**By understanding these patterns, we are well-equipped to enhance services, engage users effectively, and tailor our strategies to meet the diverse needs of our user base.**





Thank you.

