



Cyclistic Bike-share *A case study*

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Business Statement

- .Relationship between Annual and Casual Memberships
- .Preference of Casual Memberships
- .Trends in Casual Membership

OVERVIEW

Membership Types

- .Annual Members
- .Casual Riders

Bicycle Preferences

- .Docked Bike
- .Electric Bike
- .Classic Bike



OVERVIEW

CASUAL

MEMBERS

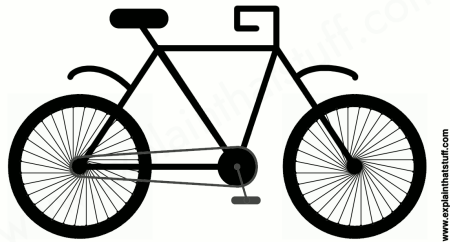


81.10M

duration_mins

42.17M

duration_mins



2.54M

Count of ride_id

3.12M

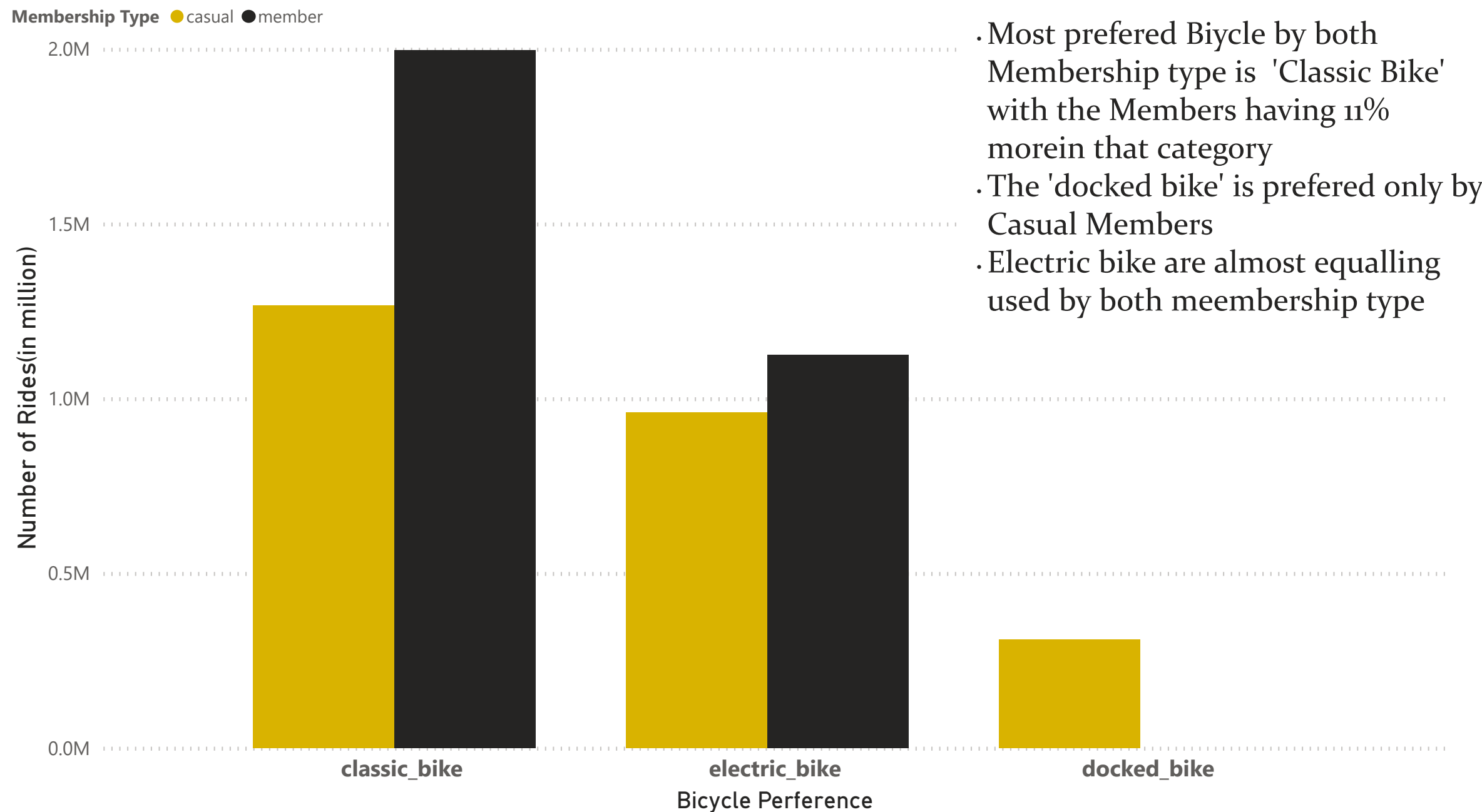
Count of ride_id

AVERAGE TIME
PER RIDE

31.93

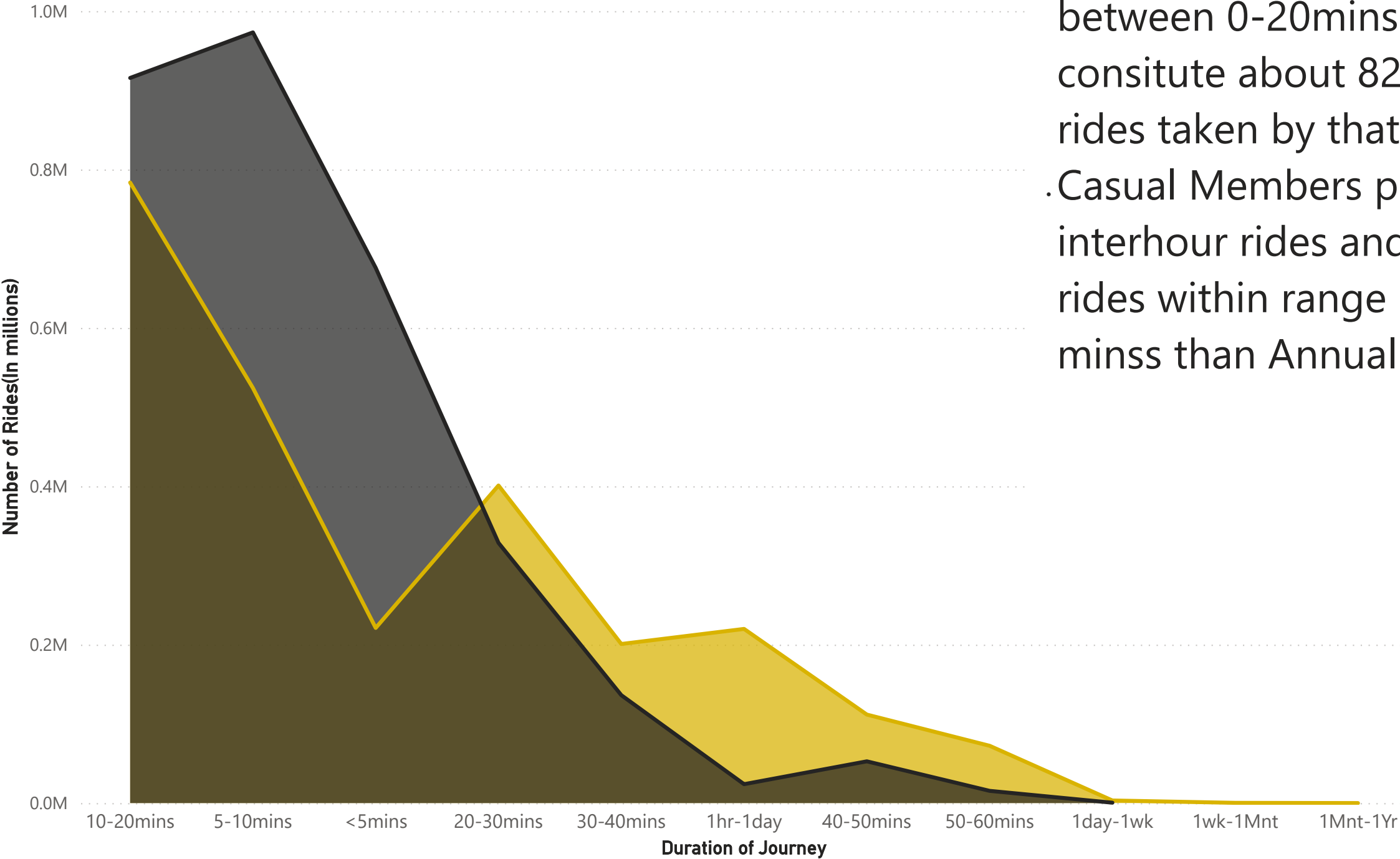
13.52

Rides by Bicycle Preference

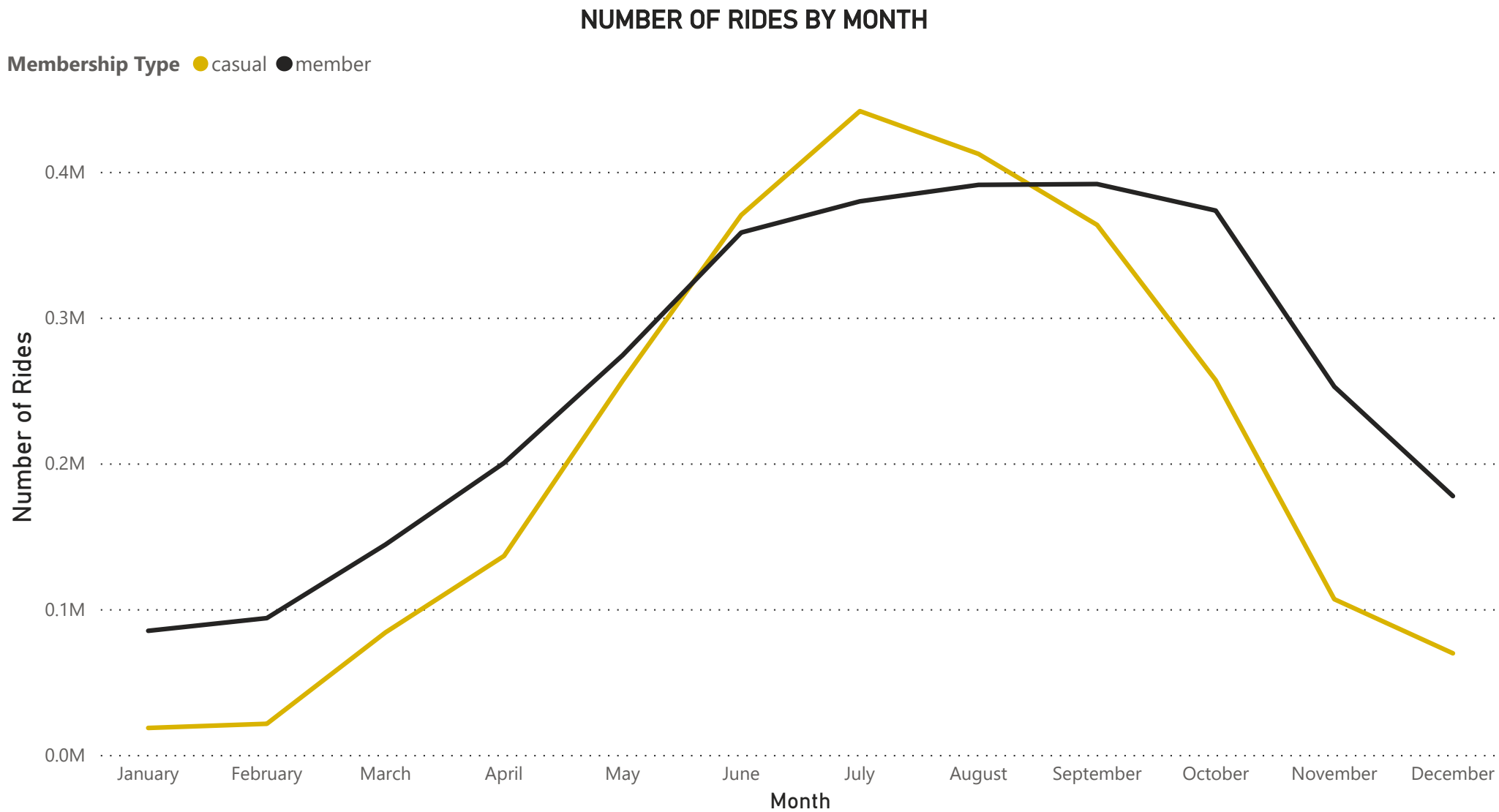


Number of Rides by Duration of Rides

Membership Type ●casual ●member

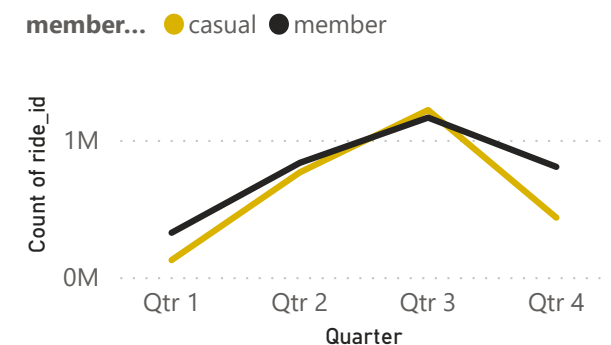


- .Annual Members prefer rides between 0-20mins which consitute about 82% of the rides taken by that category
- .Casual Members prefer rides interhour rides and has more rides within range of 20-60 minss than Annual members

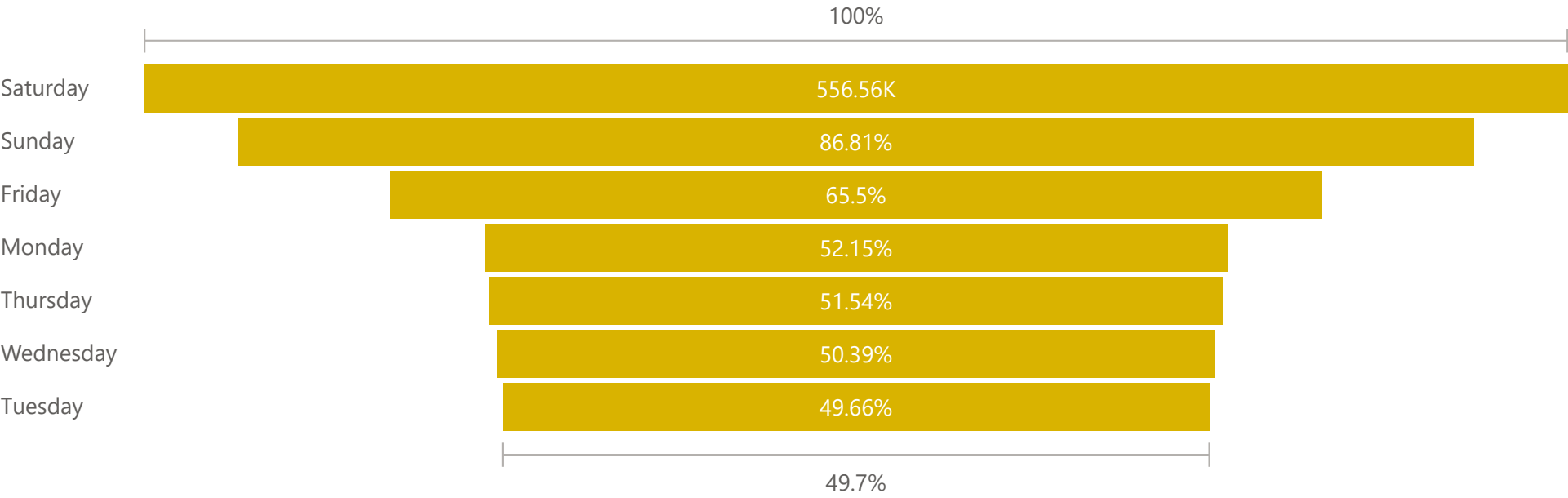


- . Number of rides across both membership types are similar across both membership types
- . Number of Rides peak at at the 3rd Quarter of the year
- . December to January having the lowest number of rides

Count of ride_id by Quarter and membership_type



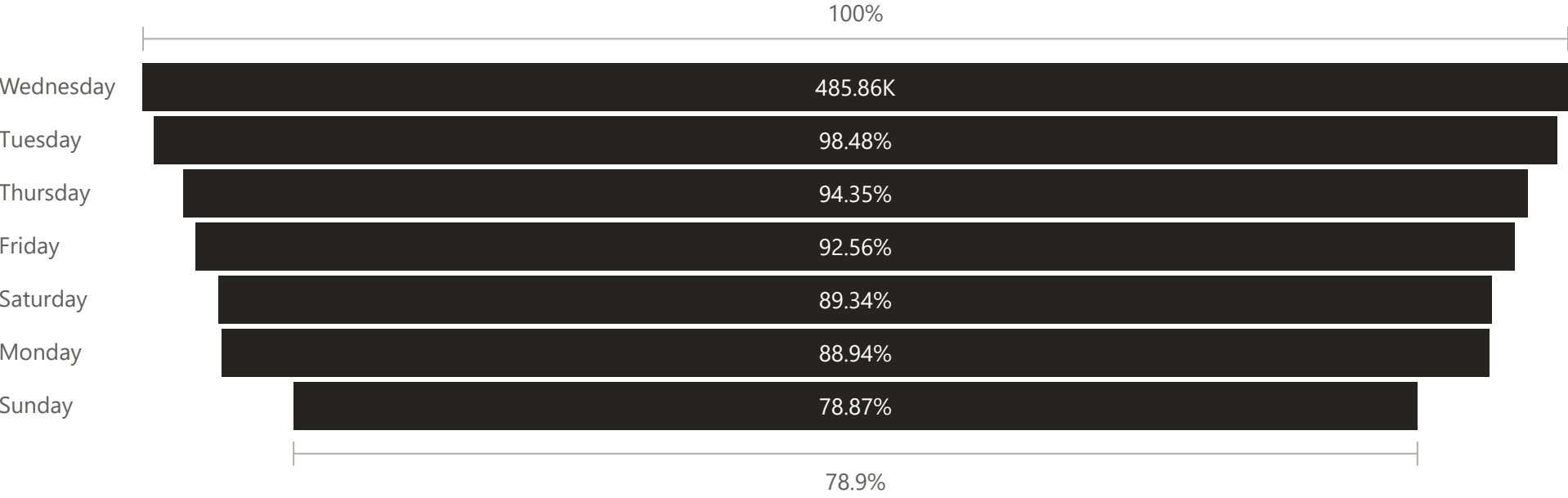
Number Rides by Start Day(Casual)



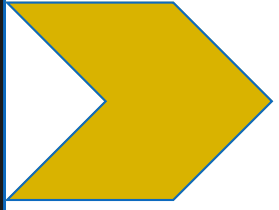
*Casual Members have higher demands during weekends(Fridays - Sundays)

*Members have almost equal distribution during the week with peak demands during mid week(Tuesday to Thursday)

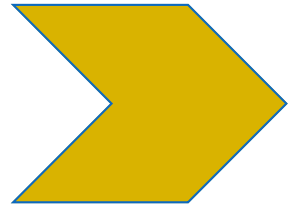
Number Rides by Start Day(Member)



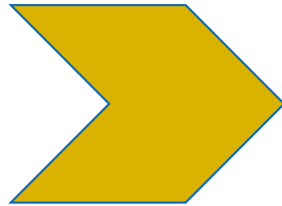




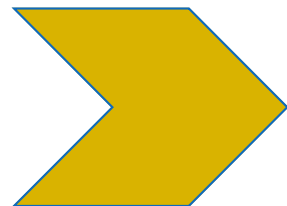
Casual Members use bike services for longer durations
Annual Members use are usually for shorter time periods which might be indicative of work transit



Casual Members prefer bike usage during Weekends



Docked bikes are used dominantly Casual Members



Number of rides peaks in the 3rd quarter
Lowest demand in December to February





THANK YOU