

CYCLIST RIDE – DATA REVIEW

Historical Rider Data
collected
(March 2022 – March 2023)

Analysis, Presentation and Visualizations
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Objectives

1. Analyze how annual members and casual riders use Cyclist bikes differently.
2. Analyze why a casual rider might buy Cyclist annual membership.
3. Discover how Cyclist can use digital media to influence casual riders to become members.



Step on the brakes!

Let's discuss terminology first

Member: Annual subscription to Cyclist

Casual: Those who are not subscribed

Cyclist offers two types of bikes

Electric: bike can be docked anywhere on street

Classic: standard bicycle must be dock at station



HOW DO MEMBERS AND CASUAL RIDERS USE CYCLIST DIFFERENTLY?

Let's start by analyzing the total rides for the past year.

- Who rode the most often?

- Members ride more frequently
- Members totaled (60.1% of rides)

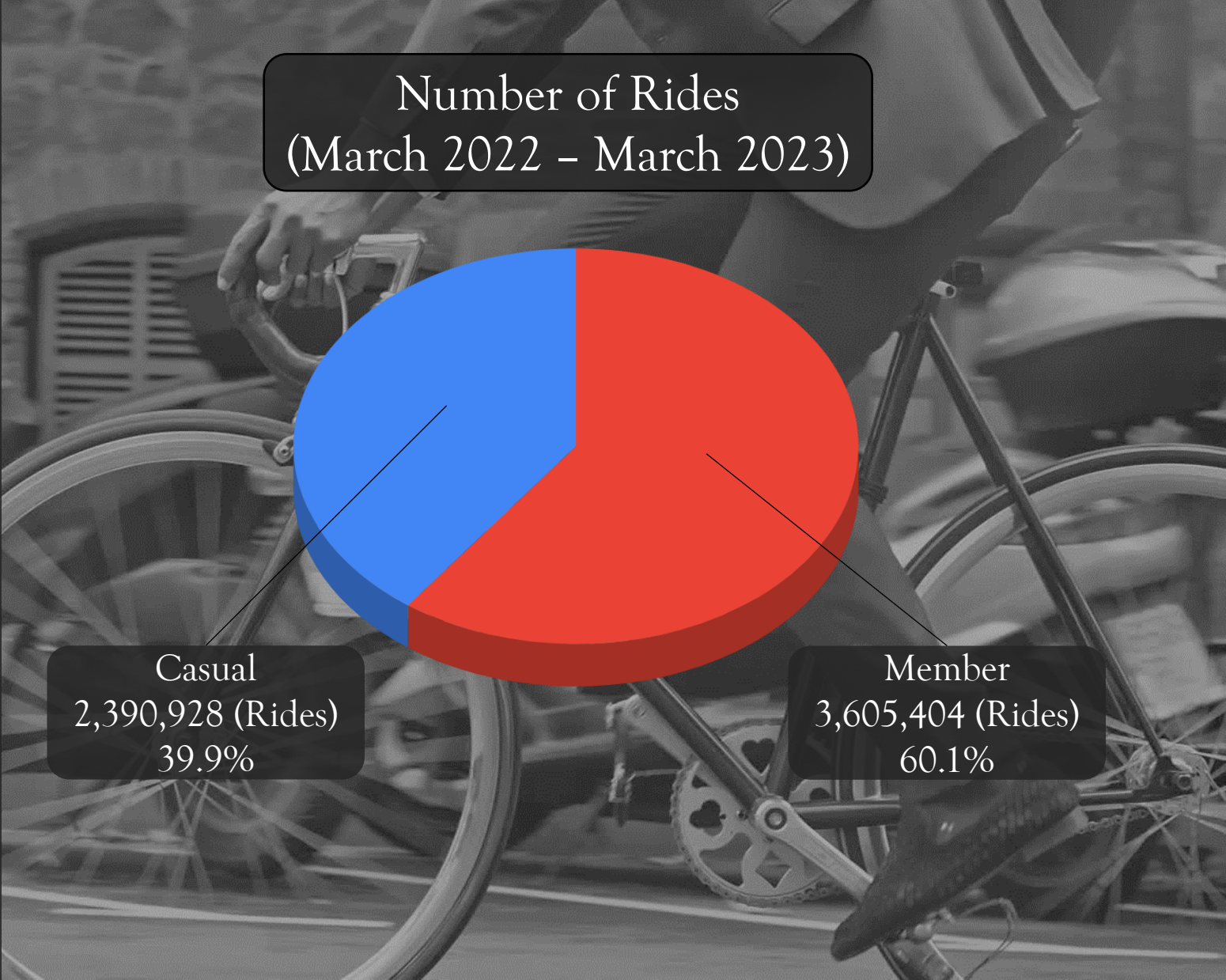
- Key data

- Members rode 1.2 Million more times than casual

Number of Rides
(March 2022 – March 2023)

Casual
2,390,928 (Rides)
39.9%

Member
3,605,404 (Rides)
60.1%



HOW DO MEMBERS AND CASUAL RIDERS USE CYCLIST DIFFERENTLY?

Next, let's analyze who spent the longest on cyclist bikes

Who was on the bike longer?^(hr/yr)

- Members ride 52% of total hours.
- Fewer casual rides, but very close in hours.

Key Data

- Members rode 54,616 more hours this year.

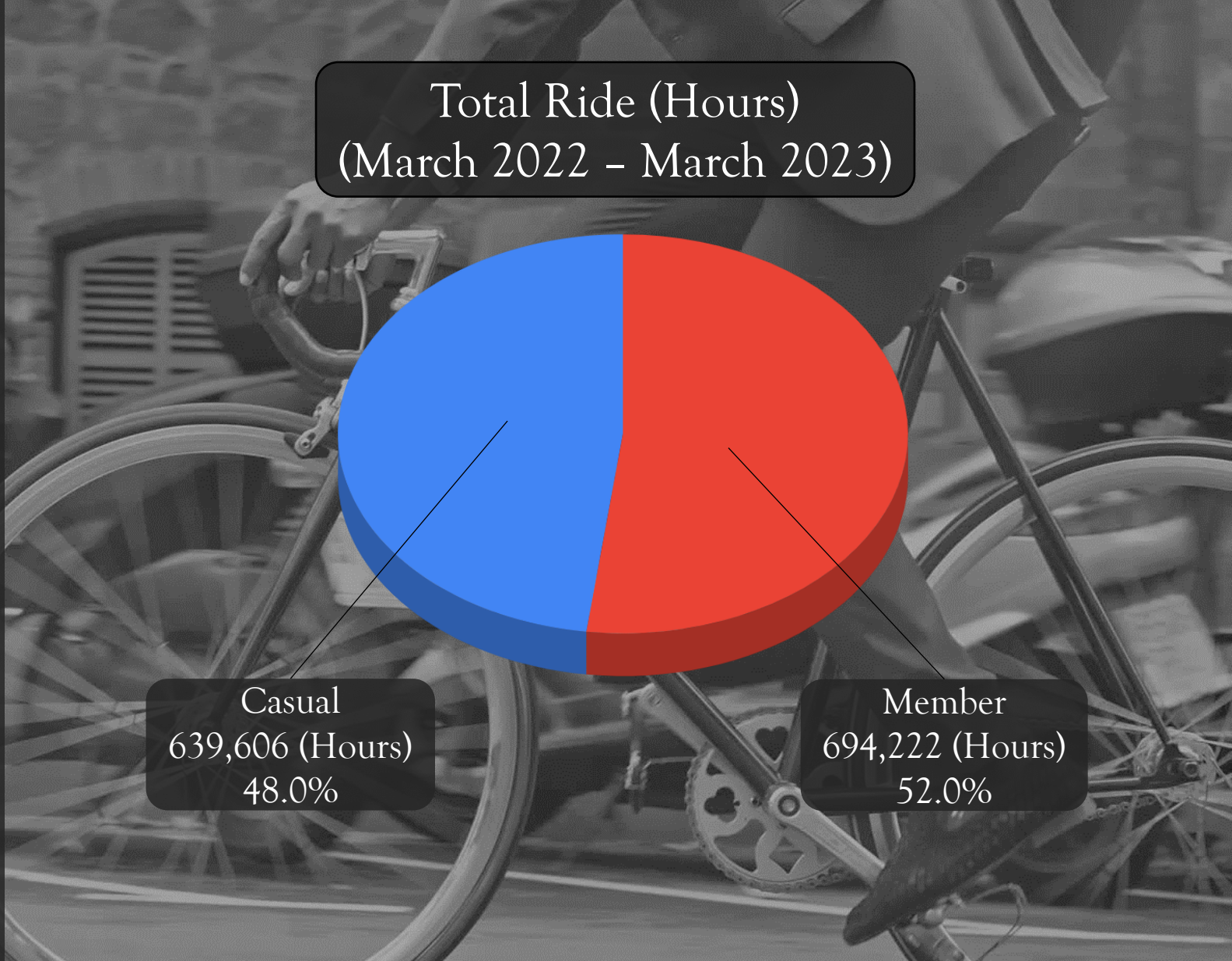
What can we take from this?

- Casual rides most likely last longer on average.
- Above all, Members rode more often and spent more time using a cycle this year.

Total Ride (Hours)
(March 2022 – March 2023)

Casual
639,606 (Hours)
48.0%

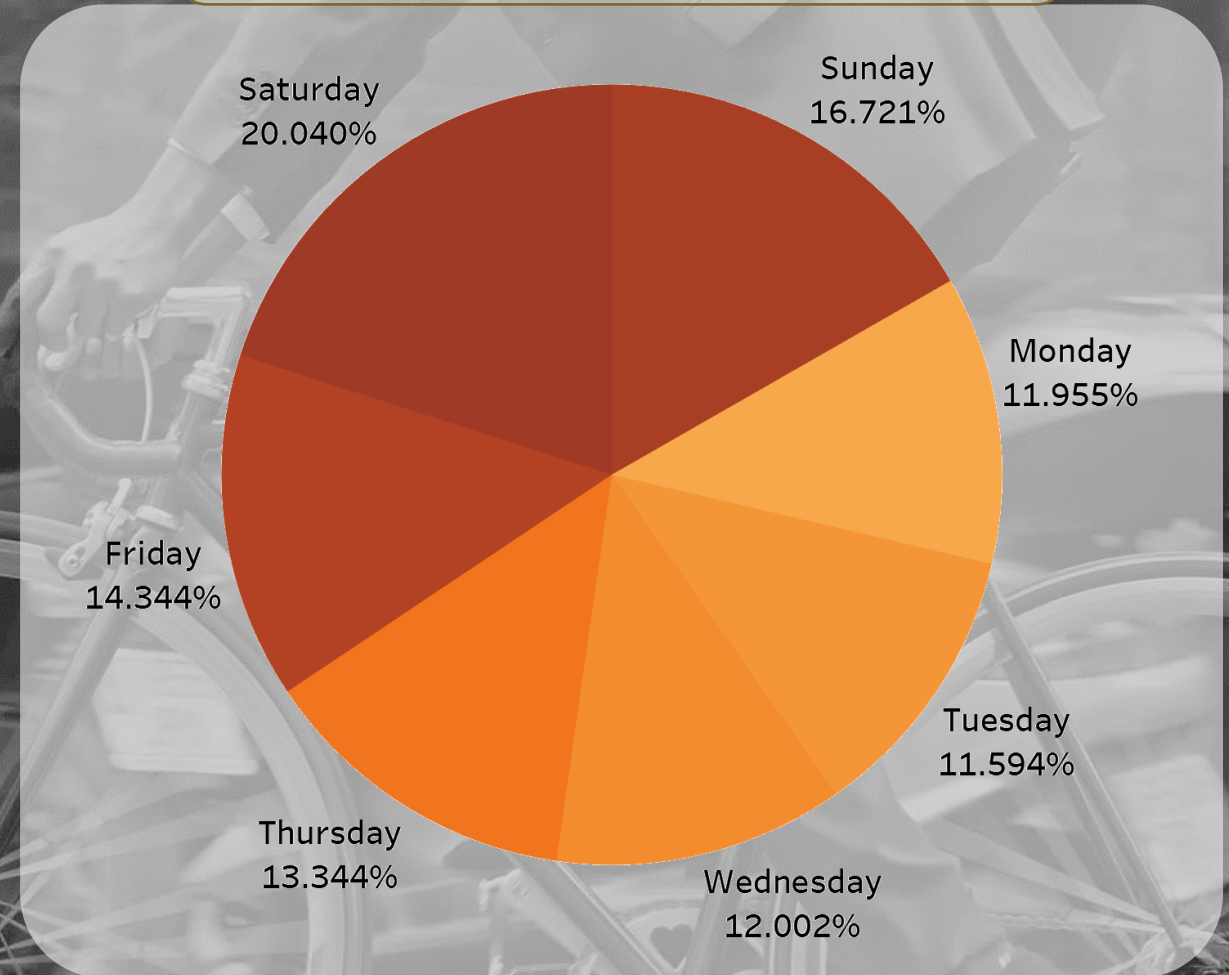
Member
694,222 (Hours)
52.0%



How do casual bikers interact throughout the week?

- 51.1% of Rides occur (Friday – Sunday)
- Casual Riders ride the most on Saturdays
- Casual Riders ride the least (Monday – Wednesday)
- INSIGHT:
 - Casual Riders prefer riding on the weekends.
 - Less likely to commute using a bike.
 - Could be influenced by tourism on weekends.

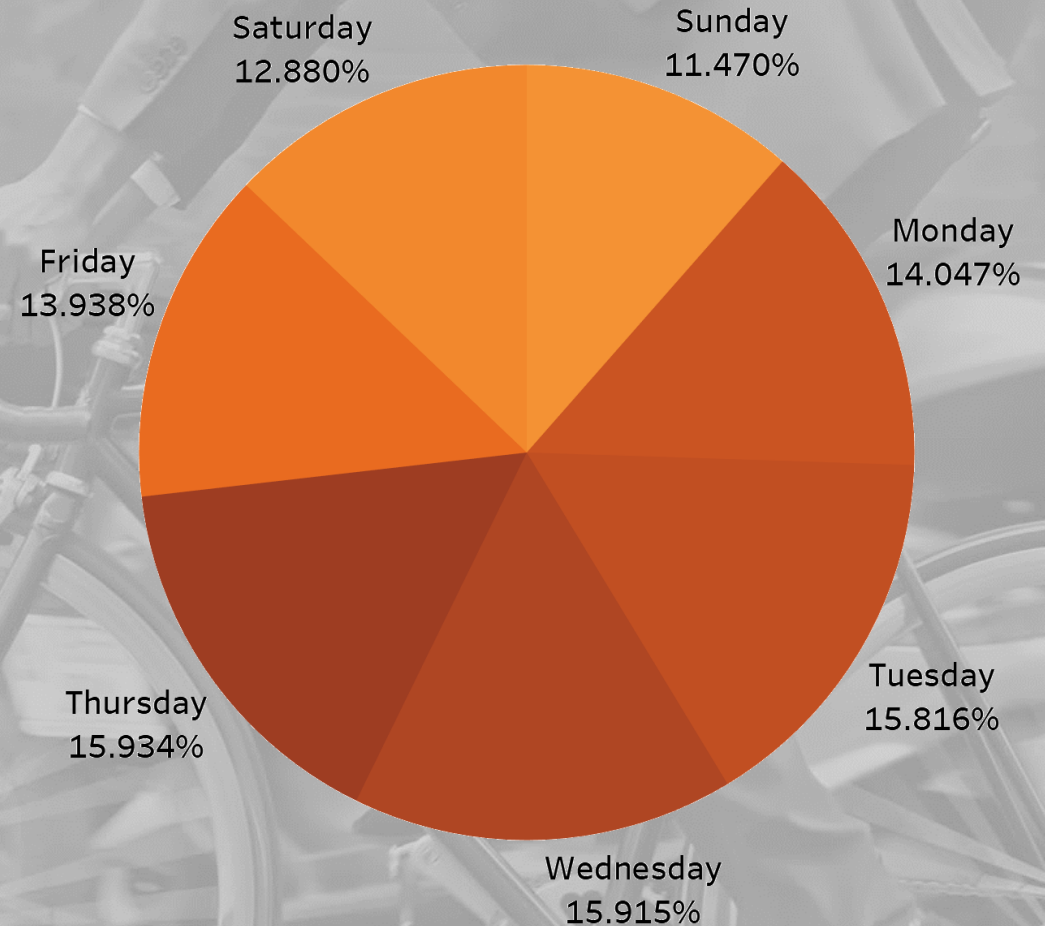
Breakdown of 2,390,928 Casual Rides



How do members interact throughout the week?

- 61.7% of Rides occur (Monday – Thursday)
- Member Riders ride the most on Thursday
- Member Riders ride the least on Saturday and Sunday
- INSIGHT:
 - Members prefer riding on the weekdays
 - Members more likely to use a bike to commute.
 - More likely to be Local residents

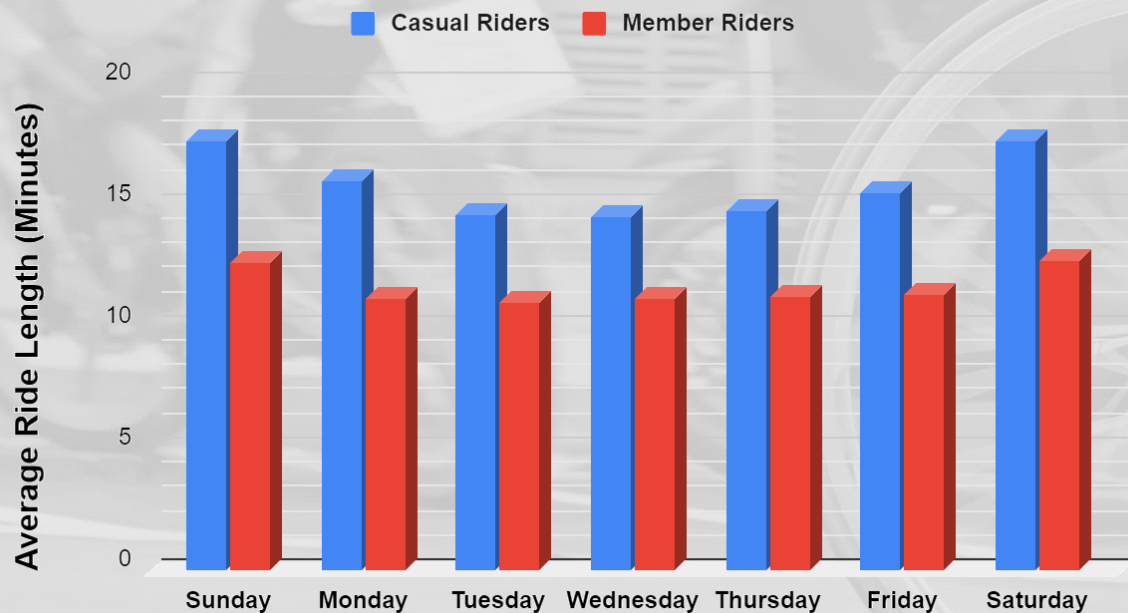
Breakdown of 3,605,404 Member Rides



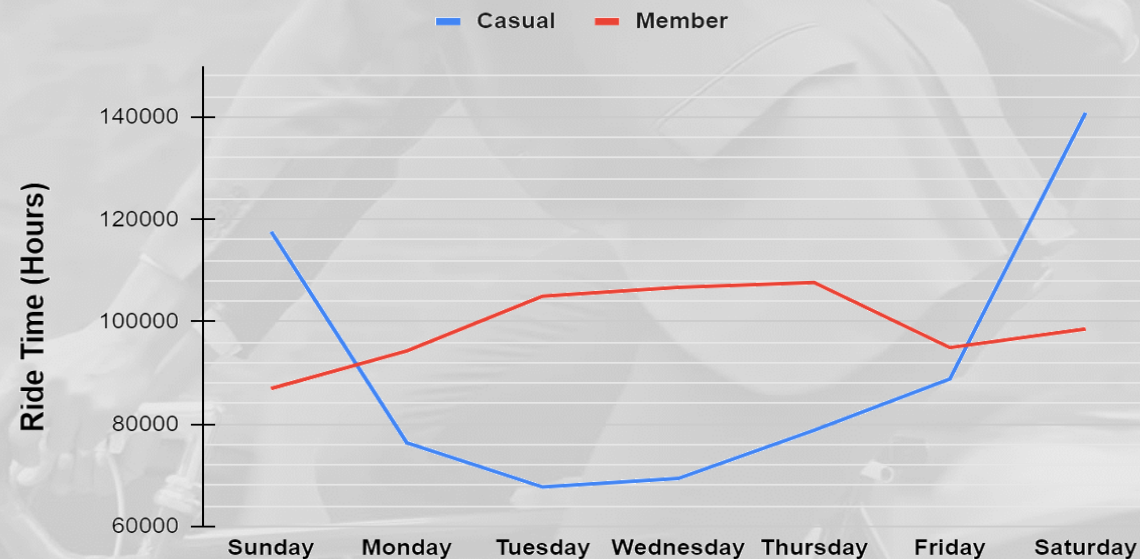
Let's compare daily usage.

- On average, Casual rides last longer every day (Fig 1)
- On weekends Casual riders account for more ride hours (Fig 2), though ride total is similar. (Fig 3)
- On weekdays, Members ride more frequently (Fig 3)

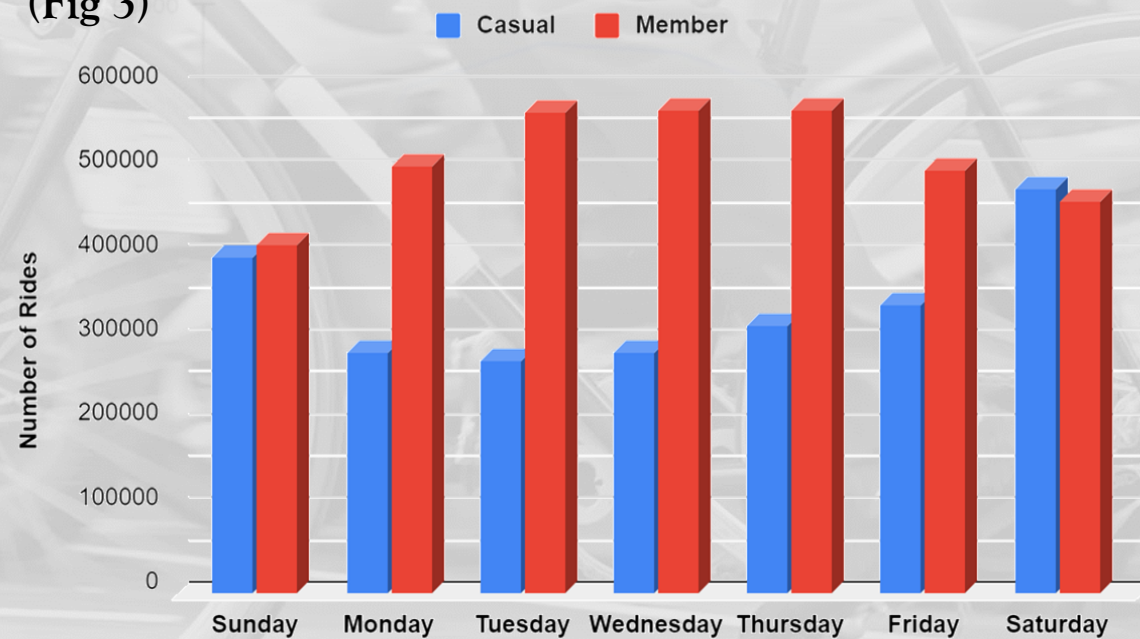
(Fig 1) Average Ride Length by Day of Week



(Fig 2) Total Ride Time by Day of Week



(Fig 3) Number of Rides by Day of Week

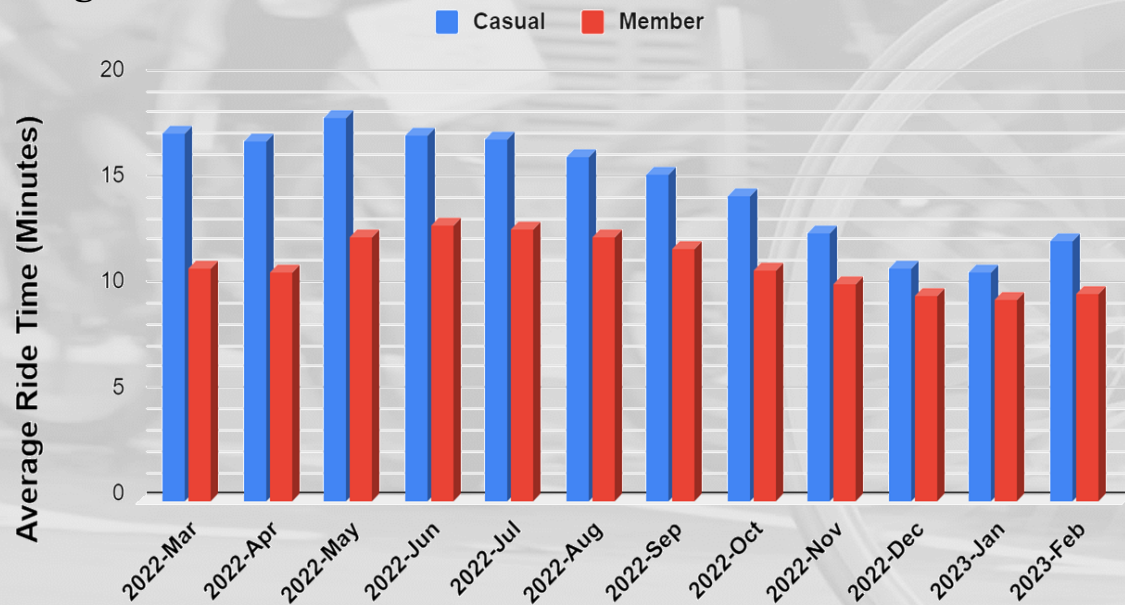


Let's compare by month.

- Use increases in summer and decreases in winter, weather, daylight and tourism may affect use.
- Casual spend more time per ride. (Fig 1)
- Casual hours surpass member May–September (Fig 2)
- Members ride more often; Casual rides nearly close the gap in June and July. (Fig 3)

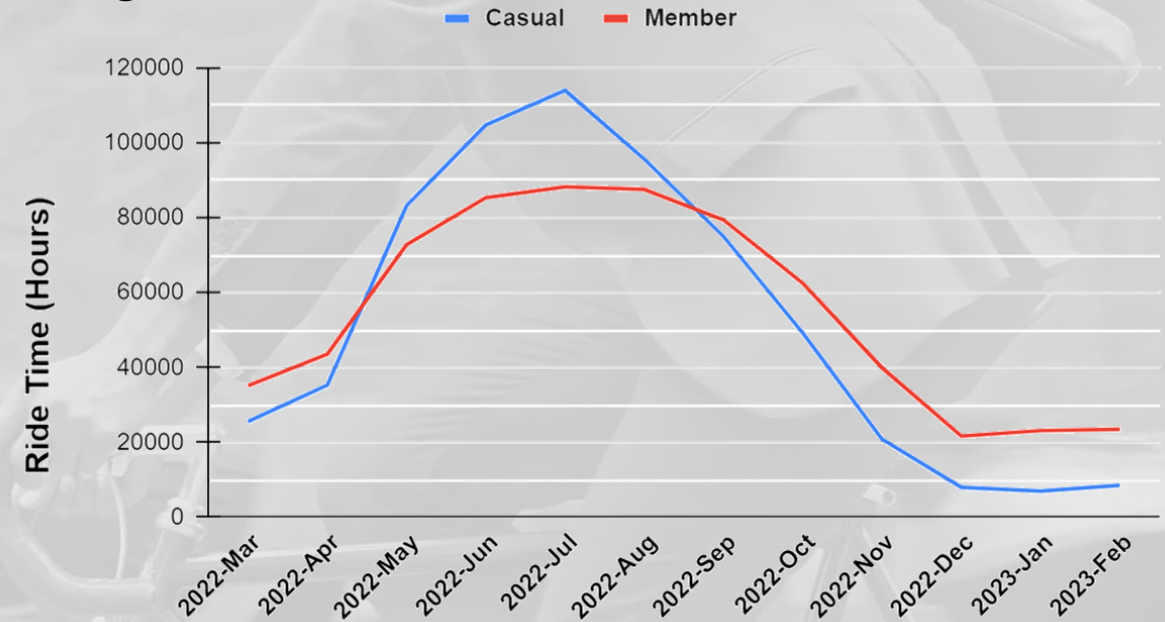
(Fig 1)

Average Ride Length by Month



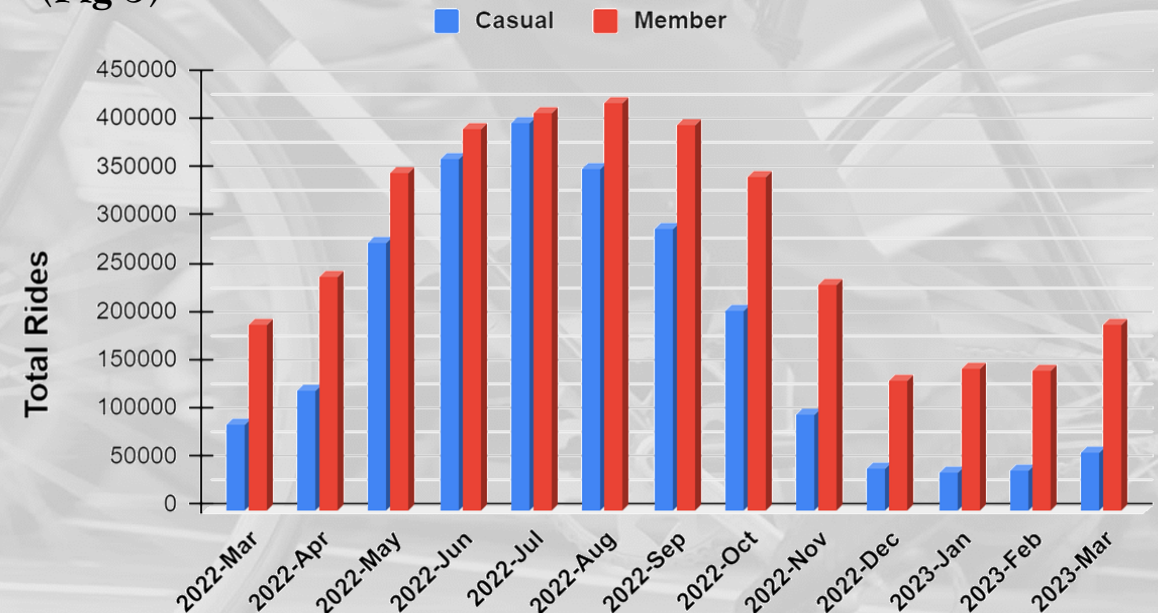
(Fig 2)

Total Ride Time by Month



(Fig 3)

Number of Riders by Month



Another look at months by bike type

- This Heat Map shows the Strongest months for Hours of use

Classic Bike = Standard Bicycle, must dock in station.
Electric Bike = Powered Cycle can be left/ docked anywhere.

- Darker areas distinguish highest values
- Classic Bikes get the most use and have a large summer peak (May – August)
- (December – February) are the worst months in terms of use

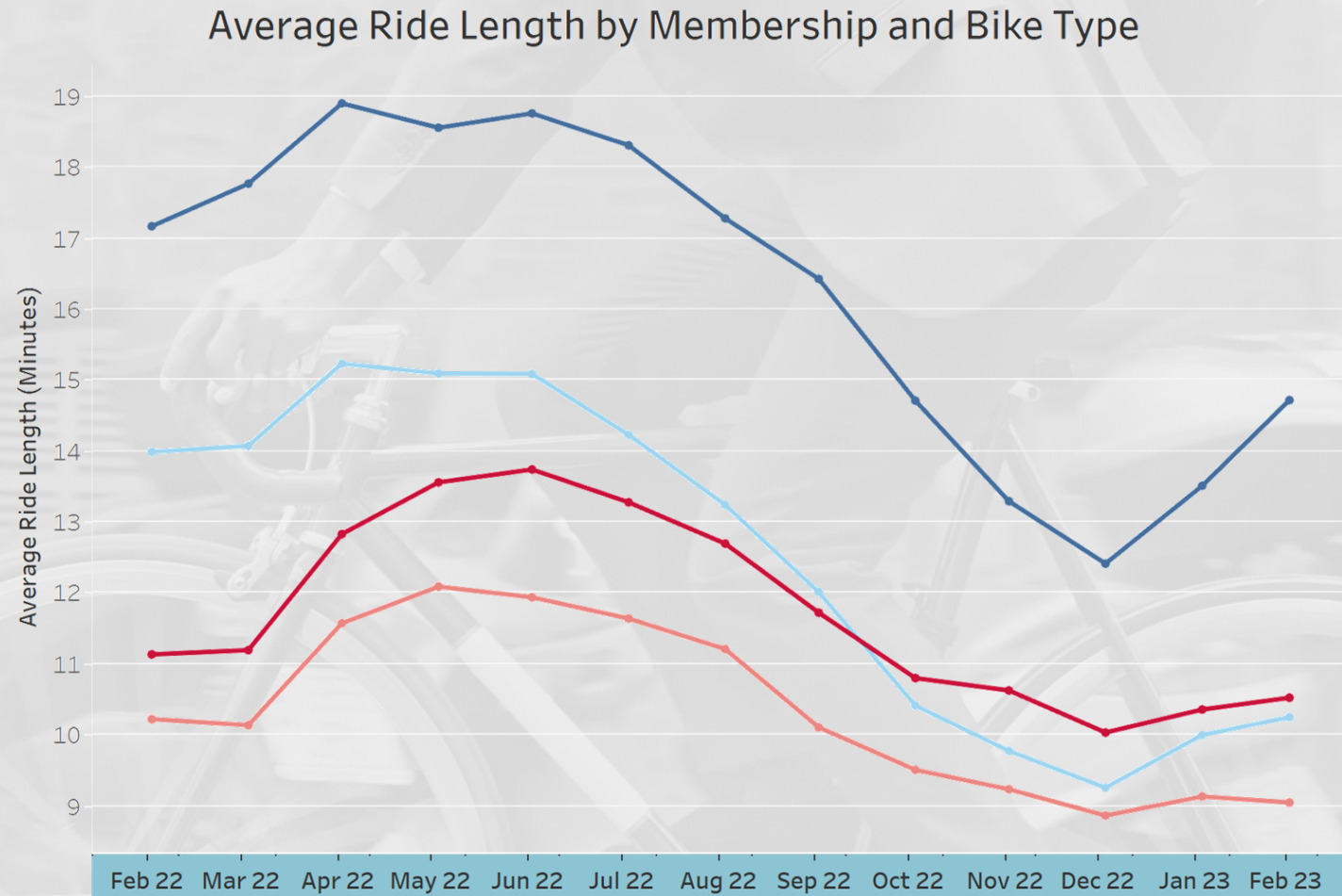
Riding Hours by Month

		Classic Casual	Classic Member	Electric Casual	Electric Member
2022	Mar	14,122	18,948	11,491	16,261
	Apr	19,116	22,564	16,217	21,042
	May	50,029	42,884	33,190	29,928
	Jun	62,392	52,927	42,341	32,399
	Jul	58,999	49,205	54,992	39,037
	Aug	47,402	47,201	48,207	40,342
	Sep	36,718	42,006	38,226	37,384
	Oct	21,332	29,641	27,905	32,873
	Nov	9,959	20,105	10,966	19,849
	Dec	3,252	10,439	4,847	11,332
2023	Jan	3,325	12,647	3,716	10,555
	Feb	4,326	12,767	4,286	10,781
	Mar	5,562	15,251	6,687	15,856
Grand Total		336,535	376,585	303,071	317,638



Let's look at ride length by month broken into bike and user type.

- Ride lengths are greatest (April – August) for all groups
- Avg ride length is greatest for casual users on classic bikes
- Casual users ride the most on classic bikes.
- Both casual and members ride longer on classic bikes respectively.



Measure Names

- Avg. Member Classic
- Avg. Member Electric
- Avg. Casual Classic
- Avg. Casual Electric

Let's Review our 3 Objectives!

1. Analyze how annual members and casual riders use Cyclist bikes differently.
2. Analyze why a casual rider might buy Cyclist annual membership.
3. Discover how Cyclist can use digital media to influence casual riders to become members.



1. How do Members and Casual riders use bikes differently?

What does this data tell us about members?

- Prefer to ride on weekdays
- More likely to be locals
- Ride more times in a year
- Ride more hours in a year
- Spend less time per ride than casuals
- More likely to use bikes to commute to work



1. How do Members and Casual riders use bikes differently?

What does this data tell us about casual riders?

- Prefer to ride on the weekend
- Ride fewer times in a year than members (by 1.2million rides)
- Still spend nearly equal time on bikes in a year (4% difference)
 - Spend more time per ride than members
- Ride more hours than members on the weekend
 - More likely to be tourists
- Less likely to use bikes to commute to work



2. Why would Casual riders buy annual memberships ?

- More cost effective to be a member than to ride casually
 - They Regularly use a bike
 - They are local to the Chicago area
- Live in downtown area with access to many stations and bikes
 - They commute to work, or desire to
 - They exercise using a bike regularly
- Show out of town guests around Chicago



3. How can Cyclist use digital media to influence casual riders to become members?

1. Use cyclist app and social platforms to promote more ad's during peak months.

- By targeting ads on peak months, it will ensure maximum viewership

2. Offer various membership types

- Weekend Only (When current casual riders ride most often)
- Summer Pass (When more people are available or travel into town)
- Student Semester passes (Offer opportunity for students to commute)

3. Offer perks or incentives for members such as

- Reduced fee for guests (helpful when visitors come from out of town)
 - Tracking user metrics (rides, hours, distance, Etc.)
 - Challenges (weekly, monthly, yearly competitions for prizes)



Data to collect for next analysis...

- WHEN members sign up
 - to understand what time of year users, sign up.
- WHY members sign up
 - to understand what factors, entice users to join
- Data on if friend referral codes are being used?
 - to see how many new users sign up via referral
- Cost/ Financial data
 - understand how becoming a member is more cost effective
- More consistent data with geo-location for Geo Maps



Thank you for your time!

QUESTIONS???

