

Cyclistic Case Study

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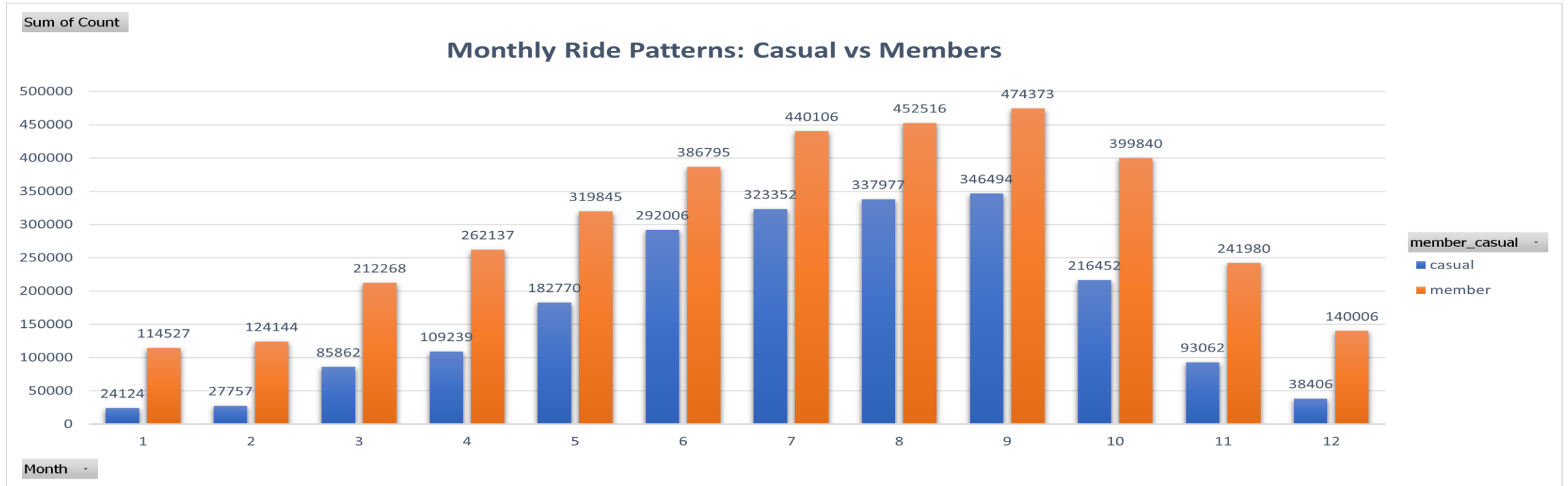
What are we talking about?

Objective

Analyse 12 months of Cyclistic bike-share data to understand how casual riders and annual members use the service differently.

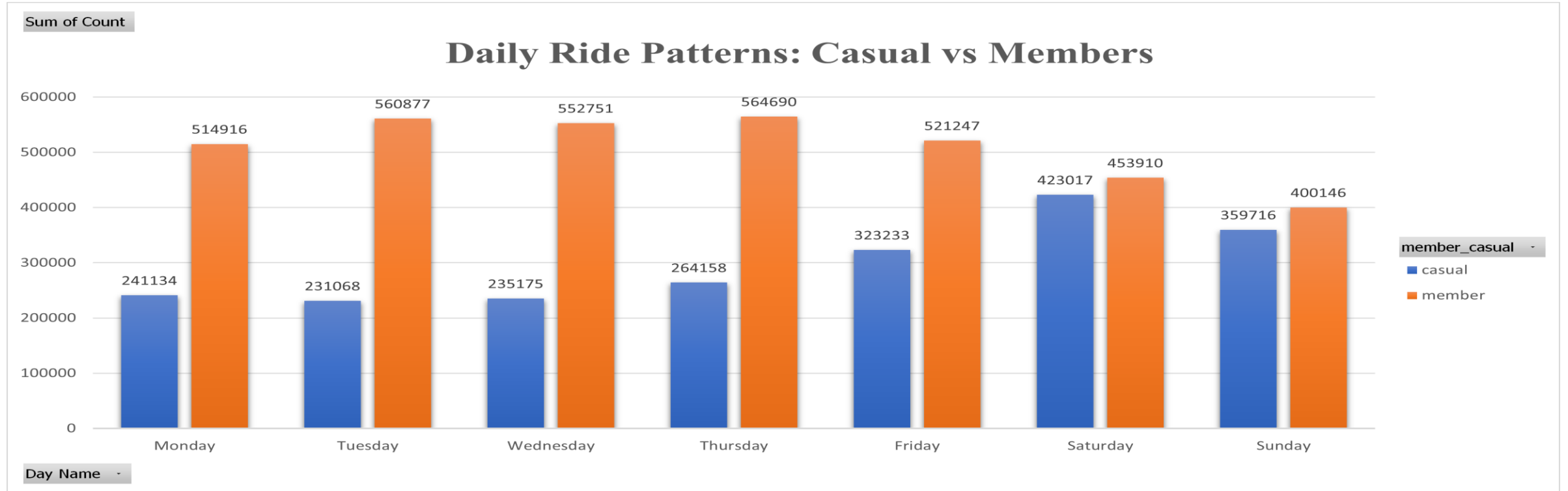
- **Questions Being Answered:** Which months, days, and hours have the most rides?
- **Audience / Purpose:** Designed to inform Cyclistic executive team about user behavior and trends.
- **Data Scope:** Includes all rides from January to December, across multiple bike types and rider categories.

Peak Months



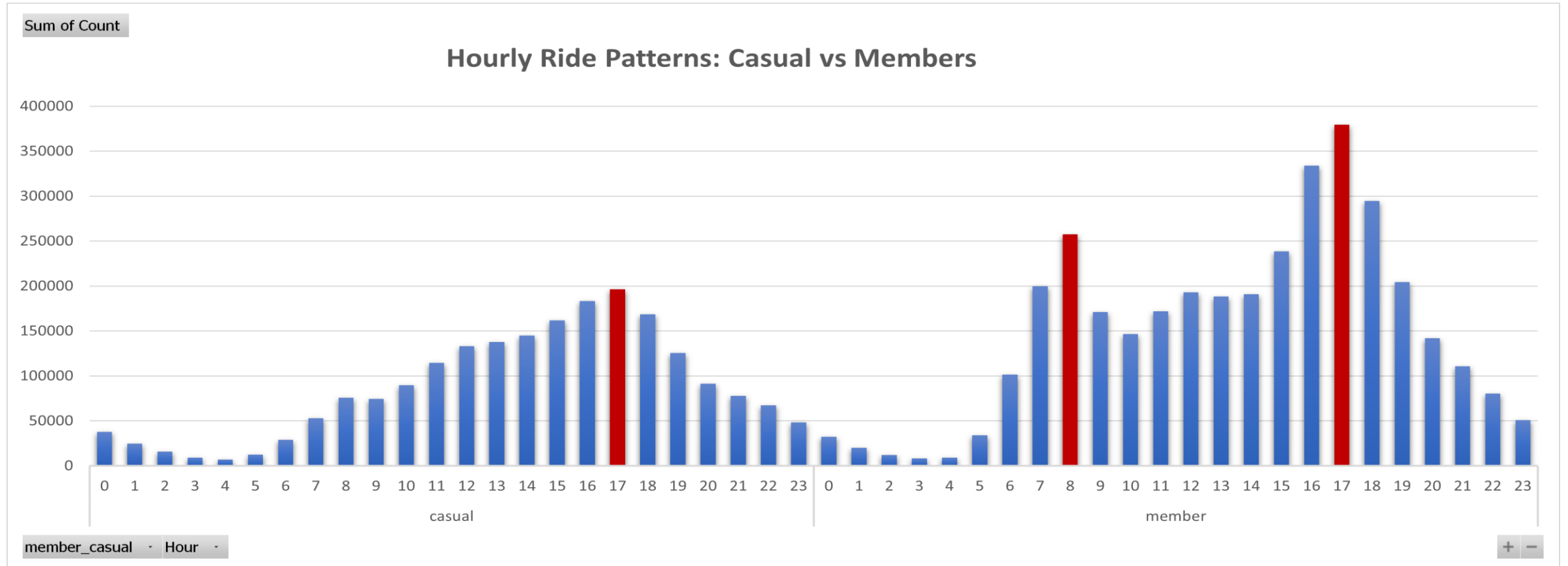
- Peak months for **both** casual riders and members are **July–September**, likely due to summer activities and favourable weather.
- More people ride in the summer months, likely because tourists and casual riders are on **vacation** or **riding for fun**.
- Longer days in summer encourage more outdoor activities, leading to higher bike usage.

Peak Days



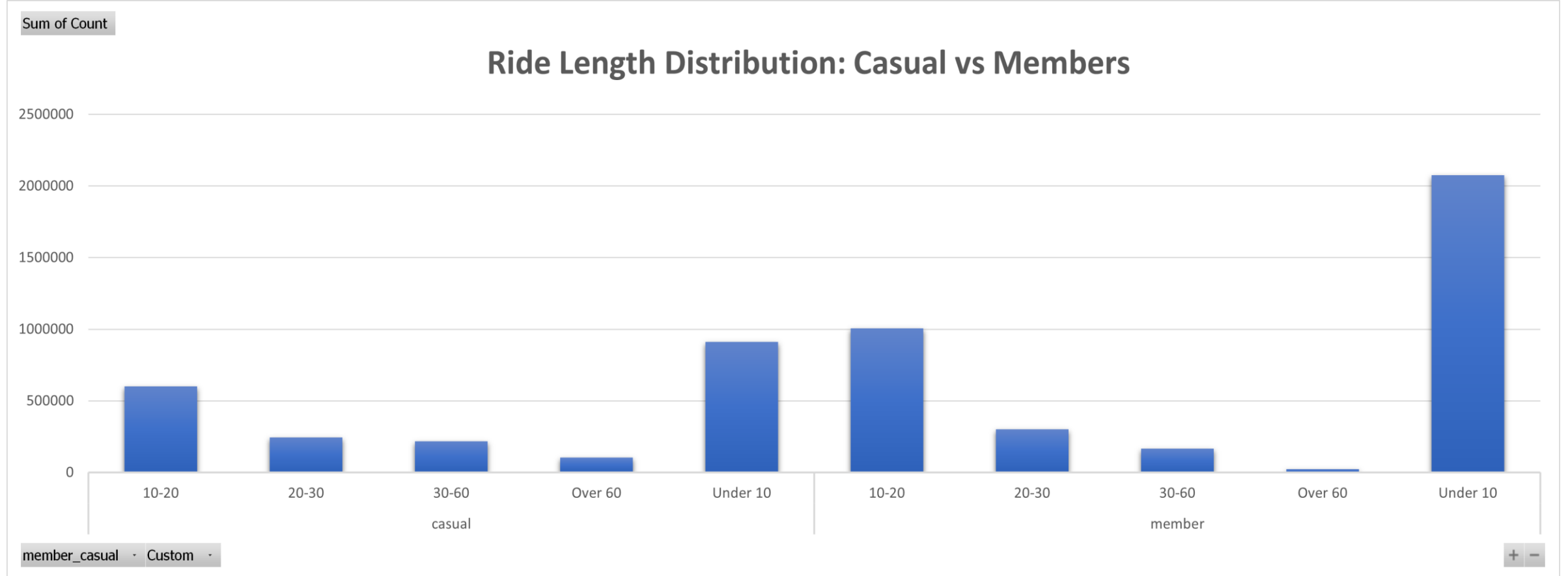
- Annual Members busiest weekdays are **Monday** through **Friday**, reflecting regular commuting patterns.
- Casual riders peak on weekends and holidays which is **Saturday** and **Sunday** because tourists and leisure users have free time.

Peak Hours



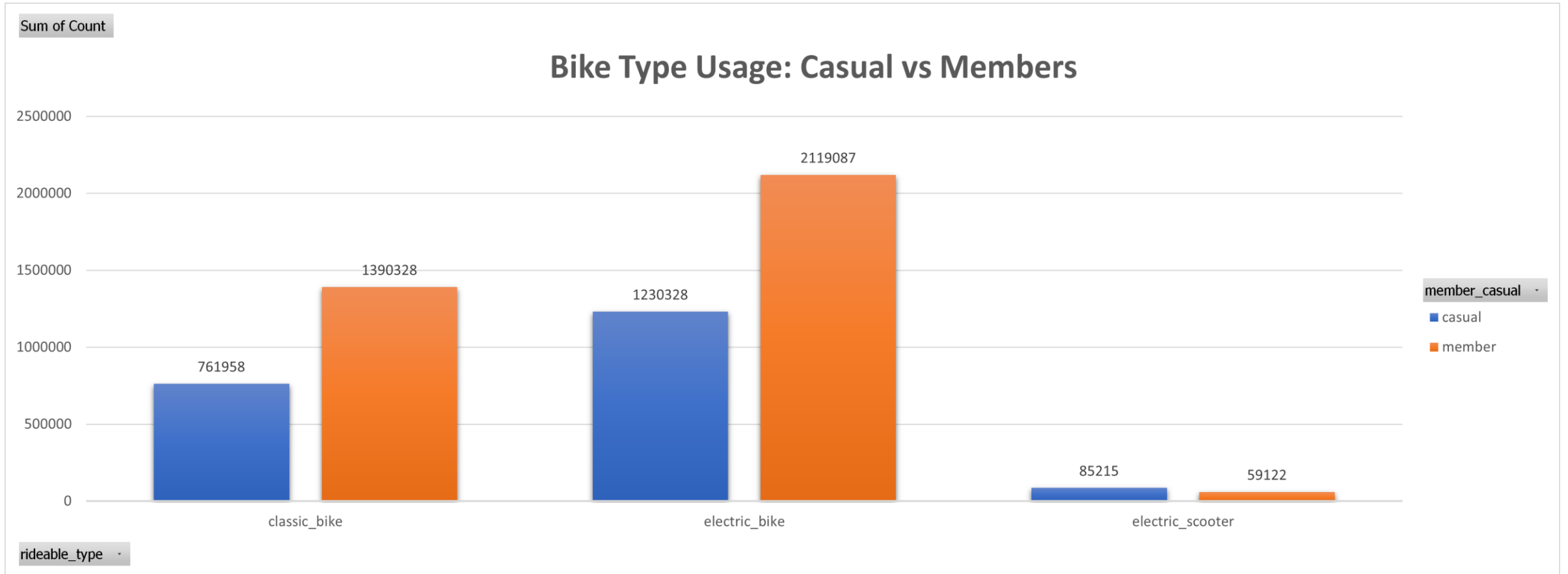
- Casual riders ride most around 17:00 or 5 P.M; likely because tourists and leisure riders enjoy afternoon trips.
- Members peak at 08:00 or 8 A.M and 17:00 or 5 P.M, consistent with commute patterns.

Ride Length Distribution



- Most rides are under 10 minutes for both groups, with 10–20 minutes as the second most common.
- Short rides dominate because people use bikes for quick trips or errands.

Bike Type Usage



- Electric bikes are the most used for both casual and annual members.
- Overall, electric bikes dominate usage, reflecting a shift toward more convenient and modern transportation options.

Key Findings: Summary

- **Rider Behaviour:** Casual riders mostly ride for leisure on weekends and holidays; members ride mainly on weekdays for commuting.
- **Peak Hours:** Casual riders peak around 5 PM (afternoon/evening fun), members peak at 8 AM and 5 PM (commute times).
- **Ride Length:** Short rides dominate — under 10 minutes is the most common, followed by 10–20 minutes.
- **Bike Type:** Electric bikes are the most popular choice; electric scooters are rarely used despite availability.
- **Trends:** Overall, modern electric rides are increasingly preferred, and ride patterns reflect lifestyle differences between casual and annual members.

Recommendations

- Offer seasonal subscriptions since most of Cyclistic casual riders are using bikes in summer specially July to September.
- **Weekend packages:** Offer weekend-only passes or discounted Saturday/Sunday bundles to appeal to tourists and leisure riders.
- Promote **tourist-friendly offers** near hotels, tourist areas, or via travel apps during peak summer months.
- More data is needed to know proportion of local casual riders and visitors from other states, that will result in customizing specific membership programs or subscriptions.



Thank you

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