

CYCLISTIC DATA ANALYTICS

TIMELINE

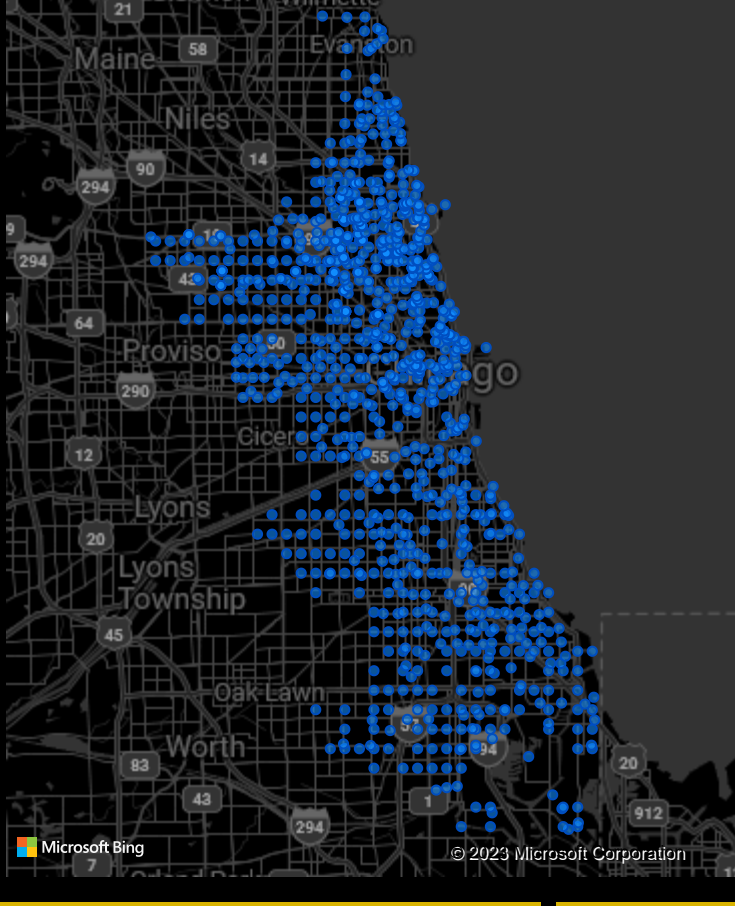
TWELVE MONTHS - APRIL 2022 TO MARCH 2023

LinkedIn

iShravanKumar

Number of Bike Stations

1,003



ALL RIDES

Number of Rides

40,18,726

Ride Time in Minutes

5,05,392

MEMBER RIDES

Number of Rides

23,97,551

Ride Time in Hours

1,57,488

CASUAL RIDES

Number of Rides

16,21,175

Ride Time in Hours

3,47,904

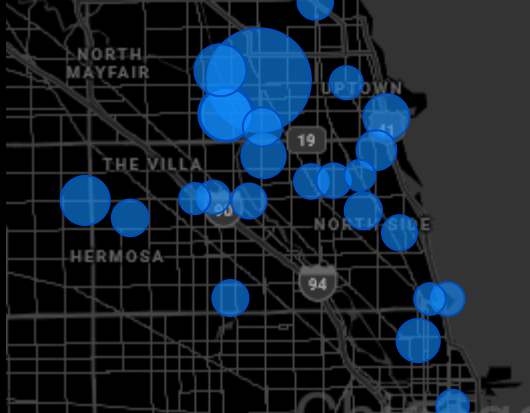
Average Time for Member Rides in Minutes

3.94

Average Time for Casual Rides in Minutes

12.88

TOP 25 Stations



TOP 10 Stations

Station Name	Starting Rides	Ending Rides	Total Rides
Streeter Dr & Grand Ave	67,906	69,330	1,37,236
Michigan Ave & Oak St	36,534	37,560	74,094
DuSable Lake Shore Dr & Monroe St	35,978	34,816	70,794
DuSable Lake Shore Dr & North Blvd	33,554	36,426	69,980
Millennium Park	32,661	33,625	66,286
Theater on the Lake	30,621	31,209	61,830
Clark St & Elm St	30,140	29,853	59,993
Kingsbury St & Kinzie St	29,829	28,697	58,526
Broadway & Barry Ave	26,823	27,270	54,093
Wells St & Elm St	26,926	26,535	53,461

CUSTOMER ANALYTICS

Members vs Casual Riders

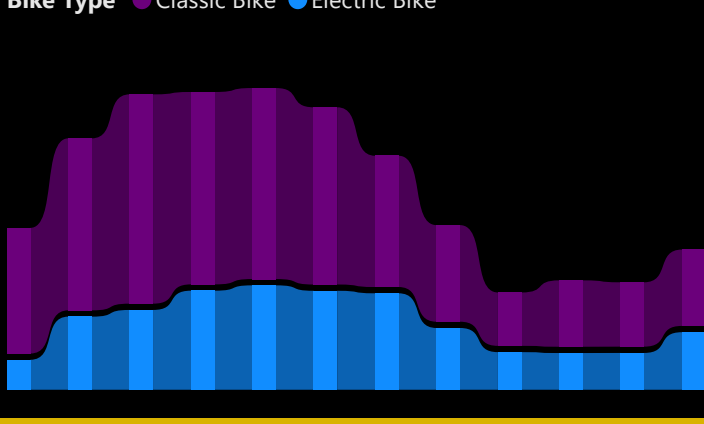
Percentage Distribution of Monthly Rides

Year	2022									2023		
Quarter	2			3			4			1		
Rider Type	April	May	June	July	August	September	October	November	December	January	February	March
Member Rider	58.98%	55.60%	52.64%	51.10%	55.11%	58.44%	63.11%	71.00%	76.61%	79.90%	77.86%	76.53%
Classic Bike	47.63%	39.02%	38.11%	33.73%	35.63%	37.51%	36.38%	43.31%	44.94%	51.46%	49.54%	43.64%
Electric Bike	11.36%	16.58%	14.53%	17.37%	19.48%	20.94%	26.73%	27.69%	31.67%	28.44%	28.33%	32.88%
Casual Rider	41.02%	44.40%	47.36%	48.90%	44.89%	41.56%	36.89%	29.00%	23.39%	20.10%	22.14%	23.47%
Classic Bike	23.81%	25.40%	27.62%	24.57%	21.48%	19.89%	14.98%	13.01%	9.38%	9.38%	10.46%	9.74%
Docked Bike	8.72%	5.46%	5.12%	5.00%	4.47%	3.83%	3.18%	2.40%	1.47%	1.21%	1.55%	1.57%
Electric Bike	8.48%	13.53%	14.62%	19.33%	18.94%	17.84%	18.73%	13.59%	12.54%	9.51%	10.14%	12.16%

Visual Distribution of Monthly Rides

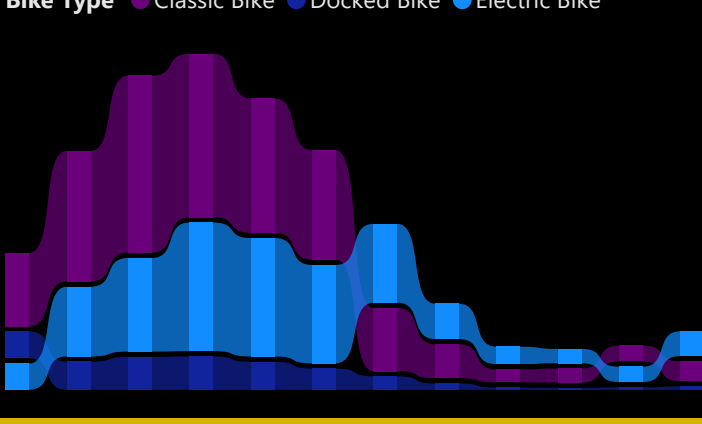
Number of Members Rides

Bike Type ● Classic Bike ● Electric Bike



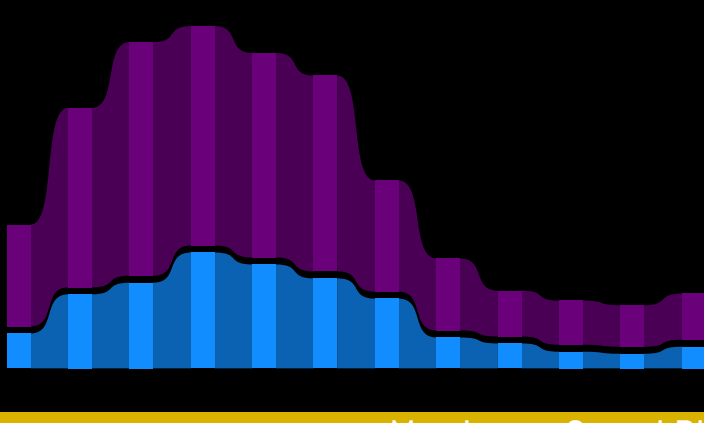
Number of Casual Rides

Bike Type ● Classic Bike ● Docked Bike ● Electric Bike



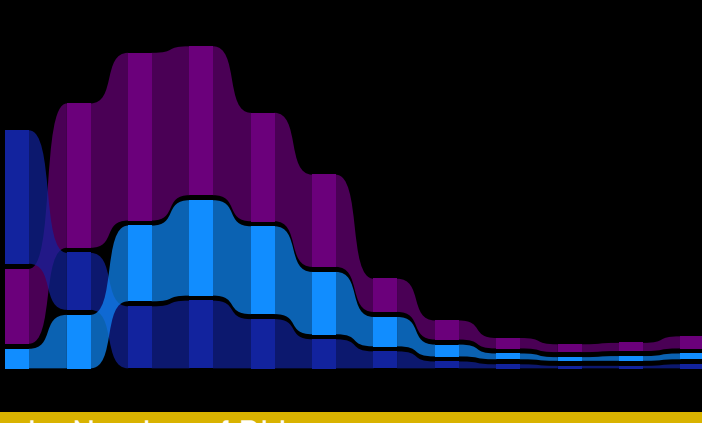
Members Ride Hours

Bike Type ● Classic Bike ● Electric Bike



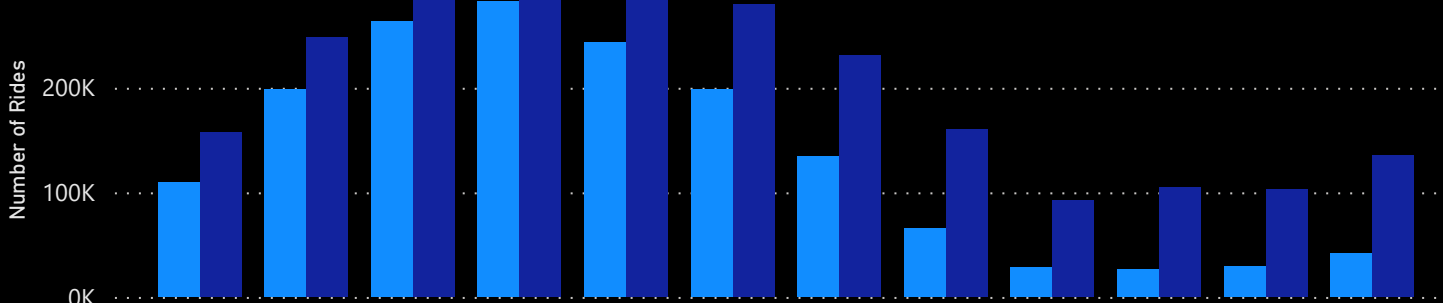
Casual Ride Hours

Bike Type ● Classic Bike ● Docked Bike ● Electric Bike



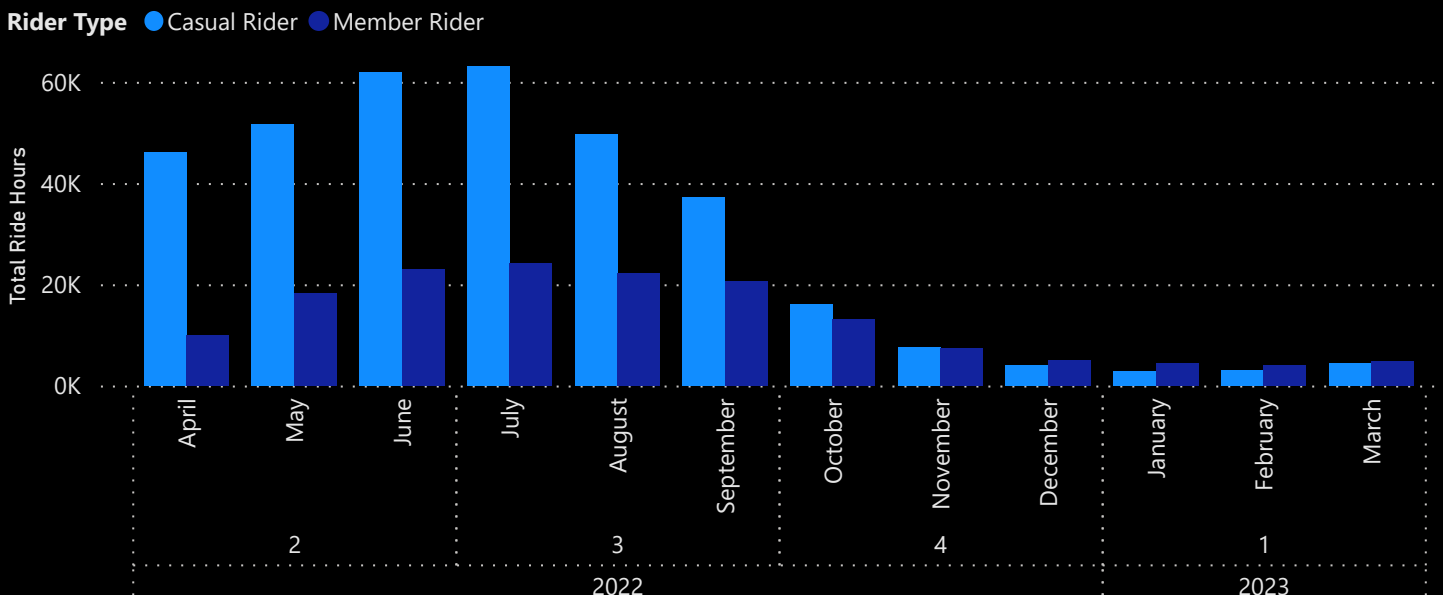
Member vs Casual Riders by Number of Rides

Rider Type ● Casual Rider ● Member Rider



Member vs Casual Riders by Ride Hours

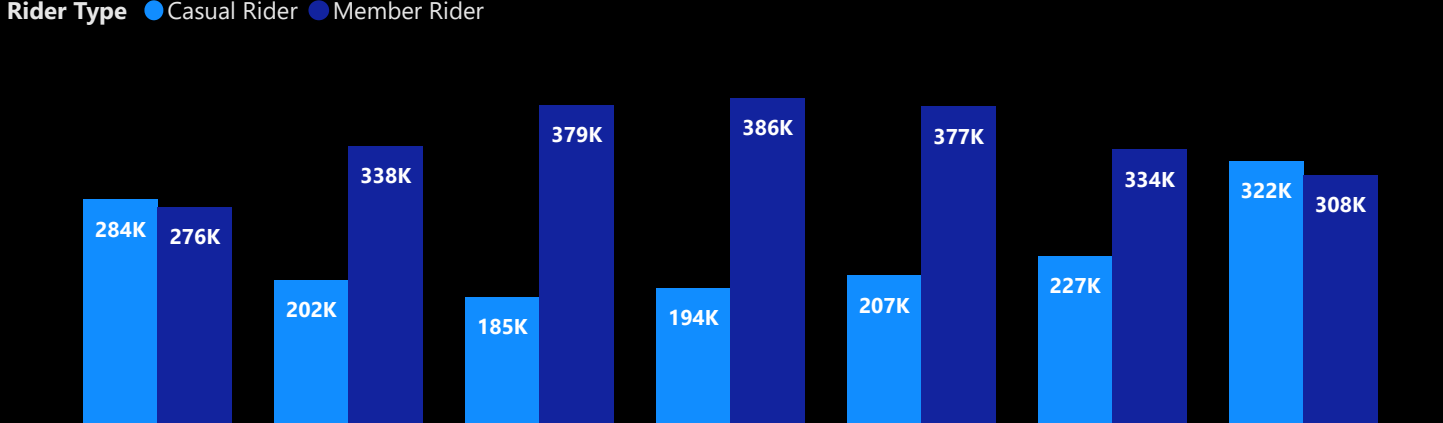
Rider Type ● Casual Rider ● Member Rider



Weekly Distribution

Number of Rides

Rider Type ● Casual Rider ● Member Rider



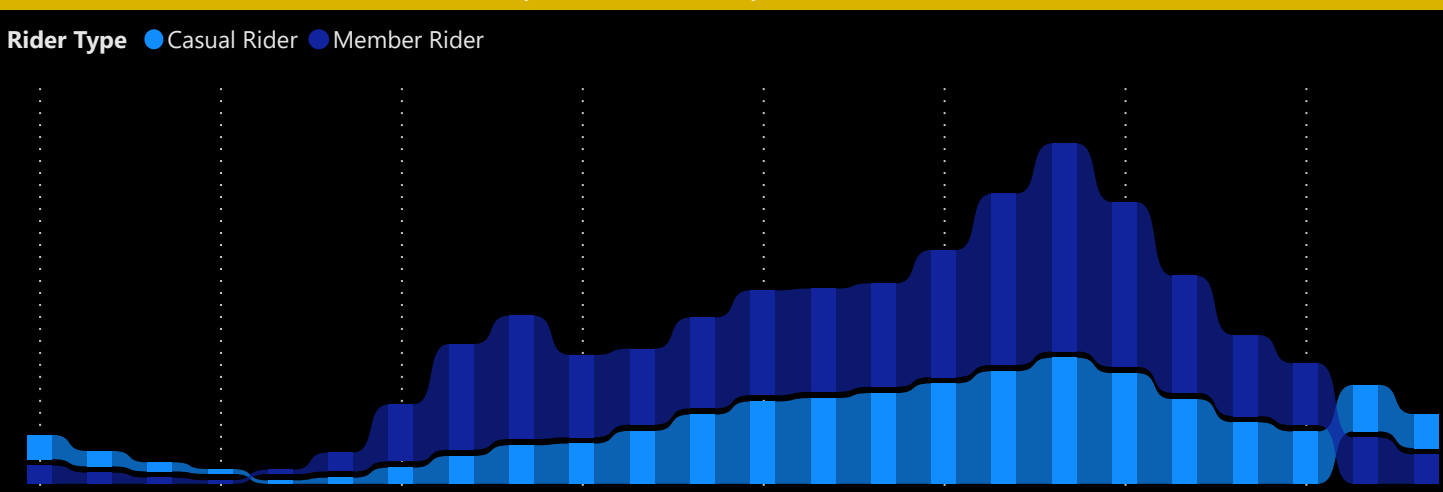
Ride Hours

Rider Type ● Casual Rider ● Member Rider



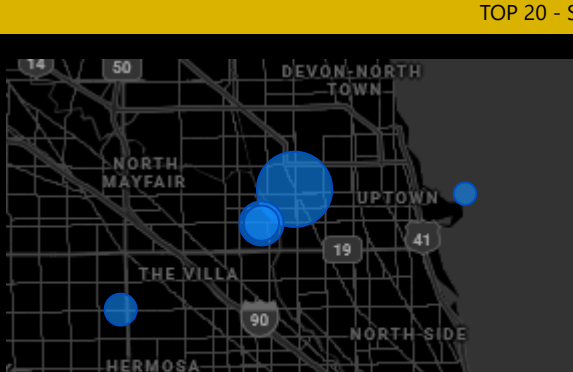
Hourly Distribution by Number of Rides

Rider Type ● Casual Rider ● Member Rider



POPULAR ROUTES

TOP 20 - SPLIT INTO TERMINAL AND NON TERMINAL



TERMINAL STATIONS

TRIPS START AND END IN SAME STATION

Rank	Rider Type	Station Name	Number of Rides
2	Casual Rider	Streeter Dr & Grand Ave	10493
6	Casual Rider	DuSable Lake Shore Dr & Monroe St	6087
8	Casual Rider	Michigan Ave & Oak St	4819
9	Casual Rider	Millennium Park	4355
19	Casual Rider	Montrose Harbor	3033

POPULAR NON TERMINAL ROUTES

TRIPS TAKEN IN ANY DIRECTION BETWEEN TWO DIFFERENT STATIONS

Rank	Rider Type	Station A	Station B	Number of Rides
1	Member Rider	Ellis Ave & 55th St	Ellis Ave & 60th St	10737
3	Member Rider	Calumet Ave & 33rd St	State St & 33rd St	7373
4	Casual Rider	DuSable Lake Shore Dr & Monroe St	Streeter Dr & Grand Ave	7304
5	Member Rider	Loomis St & Lexington St	Morgan St & Polk St	6372
7	Casual Rider	Millennium Park	Streeter Dr & Grand Ave	4905
10	Casual Rider	Michigan Ave & Oak St	Streeter Dr & Grand Ave	4010
11	Casual Rider	Halsted St & Polk St	Loomis St & Lexington St	3908
12	Casual Rider	DuSable Lake Shore Dr & North Blvd	Streeter Dr & Grand Ave	3775
13	Member Rider	Ellis Ave & 58th St	Ellis Ave & 60th St	3721
14	Casual Rider	Shedd Aquarium	Streeter Dr & Grand Ave	3717
15	Member Rider	Ellis Ave & 55th St	Kimbark Ave & 53rd St	3460
16	Member Rider	MLK Jr Dr & 29th St	State St & 33rd St	3347
17	Casual Rider	DuSable Lake Shore Dr & Monroe St	Shedd Aquarium	3203
18	Casual Rider	Streeter Dr & Grand Ave	Theater on the Lake	3190
20	Member Rider	Loomis St & Lexington St	Wolcott Ave & Polk St	2993

OVERALL

CASUAL RIDERS

Number of Routes

12

Number of Rides

58,891

MEMBER RIDERS

Number of Routes

8

Number of Rides

41,911