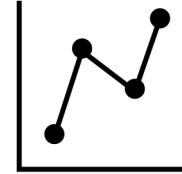


Analysis of Cyclistic Ridership Historical Data: Casual Riders vs. Members

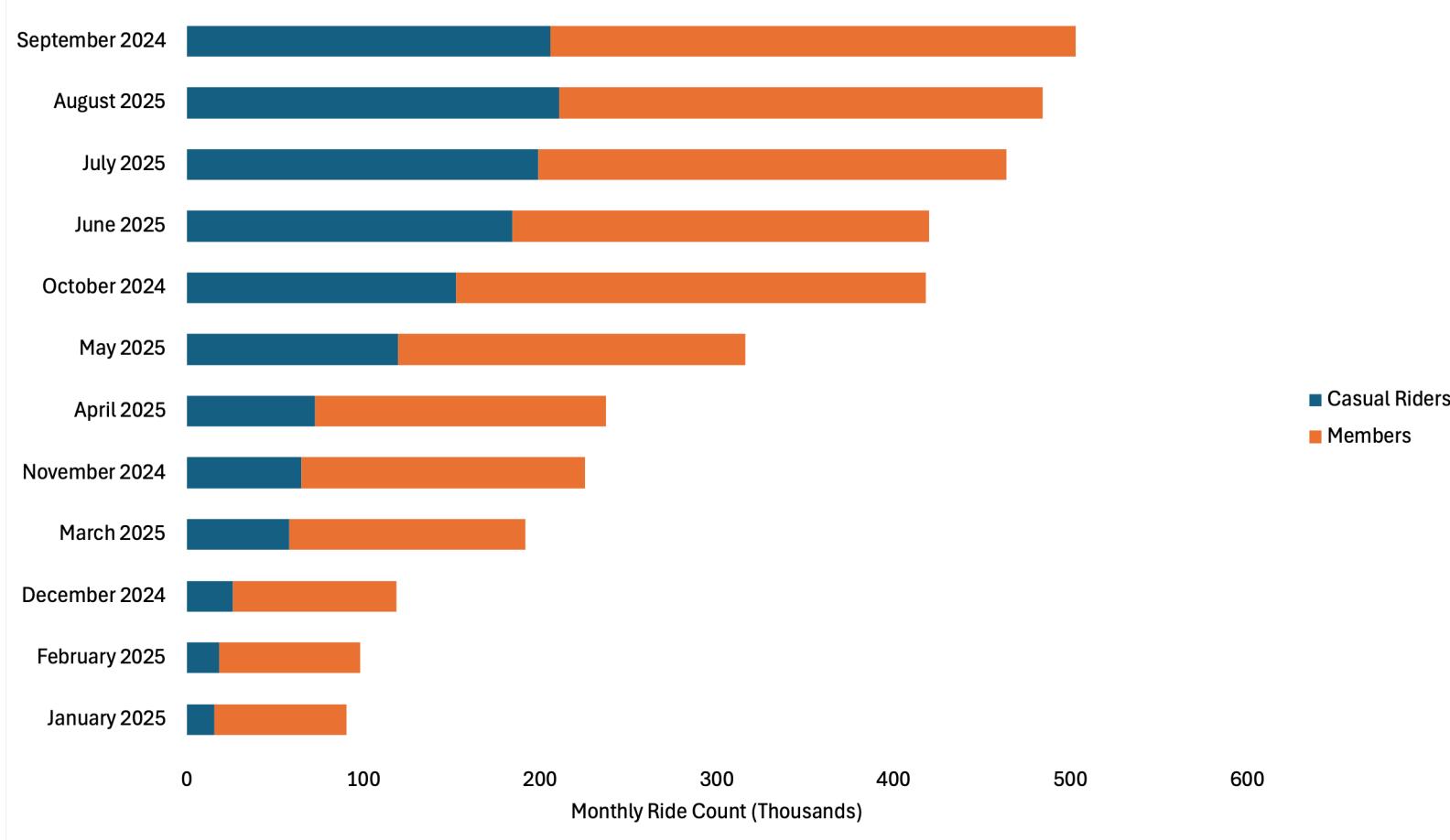


Analyzed and Prepared by: Shahin Khazai
October 2025

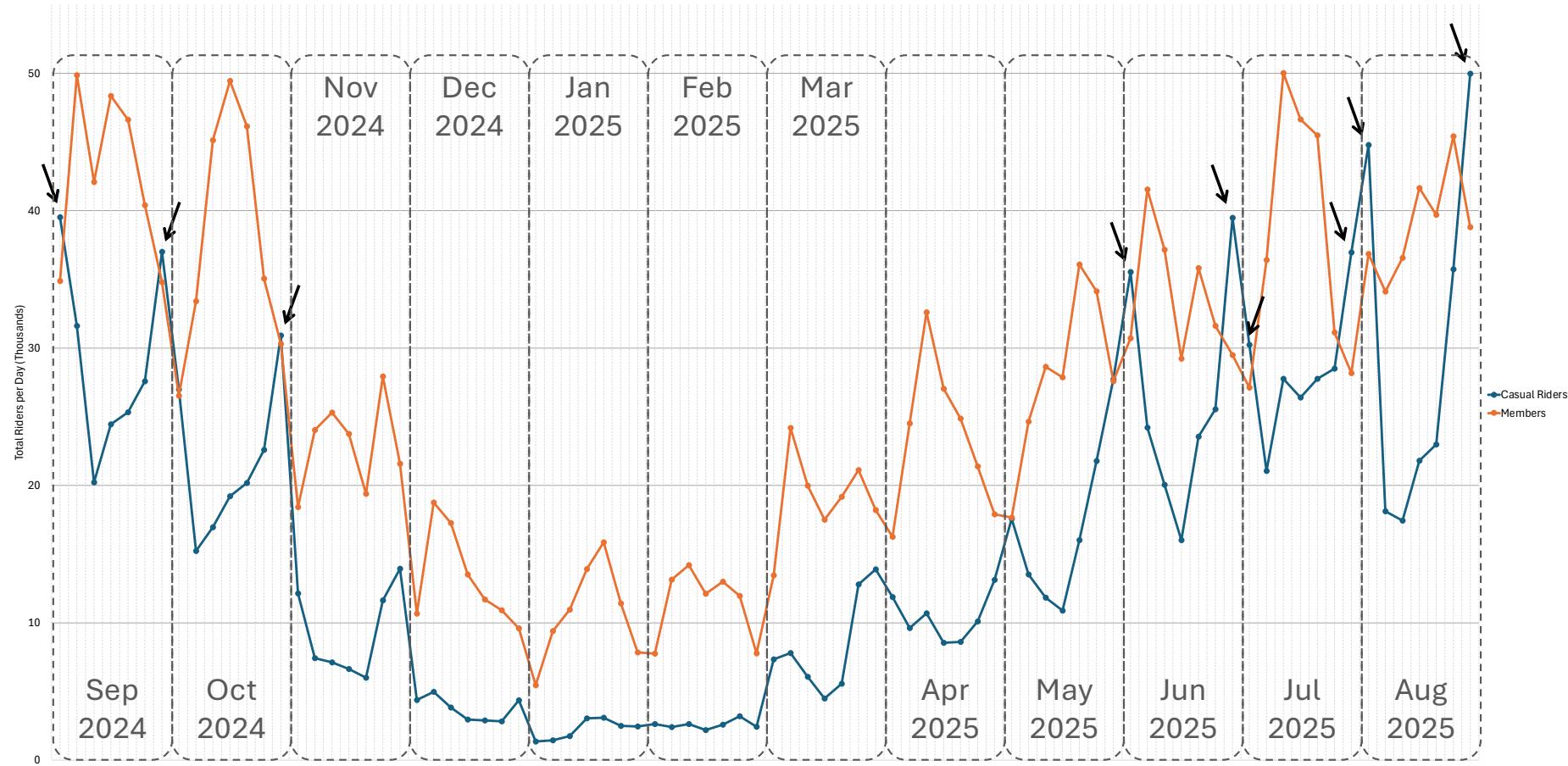
Executive Summary

- After analyzing ridership data from September 2024 through August 2025, it was found that:
 - Overall, members take more rides, but during the weekends of the warmer months, casual riders' number and duration of rides are higher.
 - Both groups prefer classic bikes, although casual riders show preference for electric bikes during colder times of the year.
 - Most casual riders start their ride around the touristic centres and lakefront while members are more concentrated around the business district and transition hubs.

Monthly Rides per Casual Riders and Members



Monthly Ride Count per Day of Week

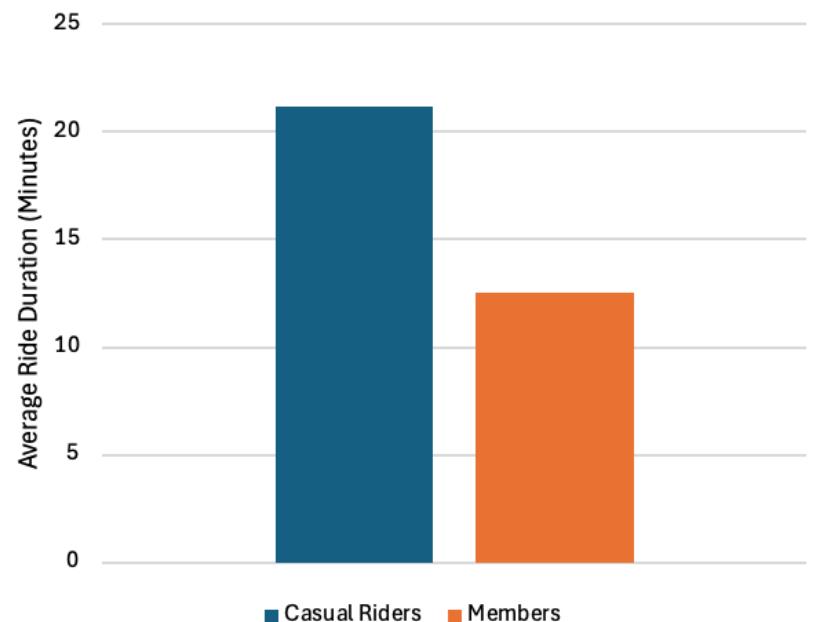


Annual Ride Count and Average Ride Duration

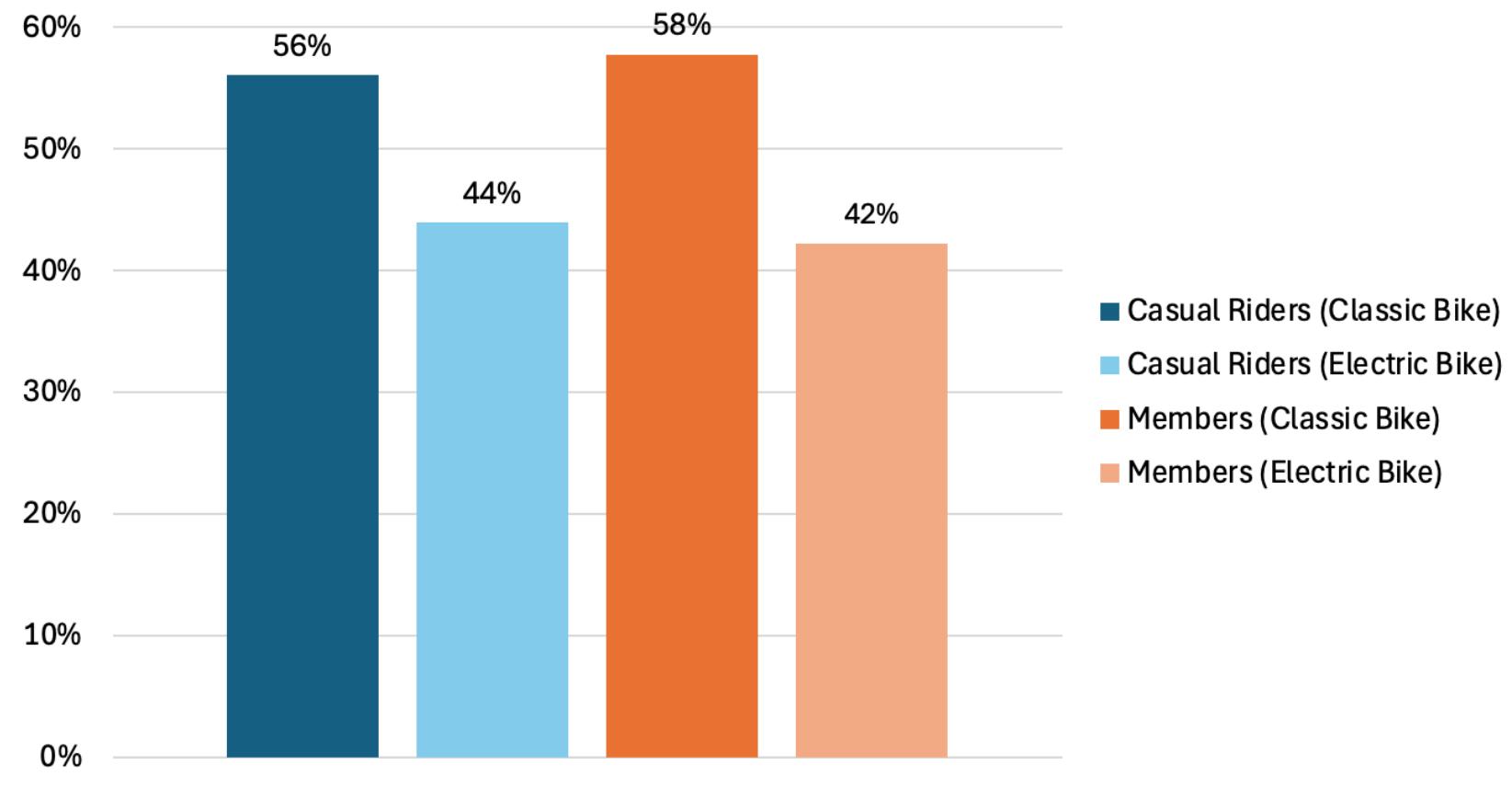
Annual Number of Rides for Casual Riders and Members



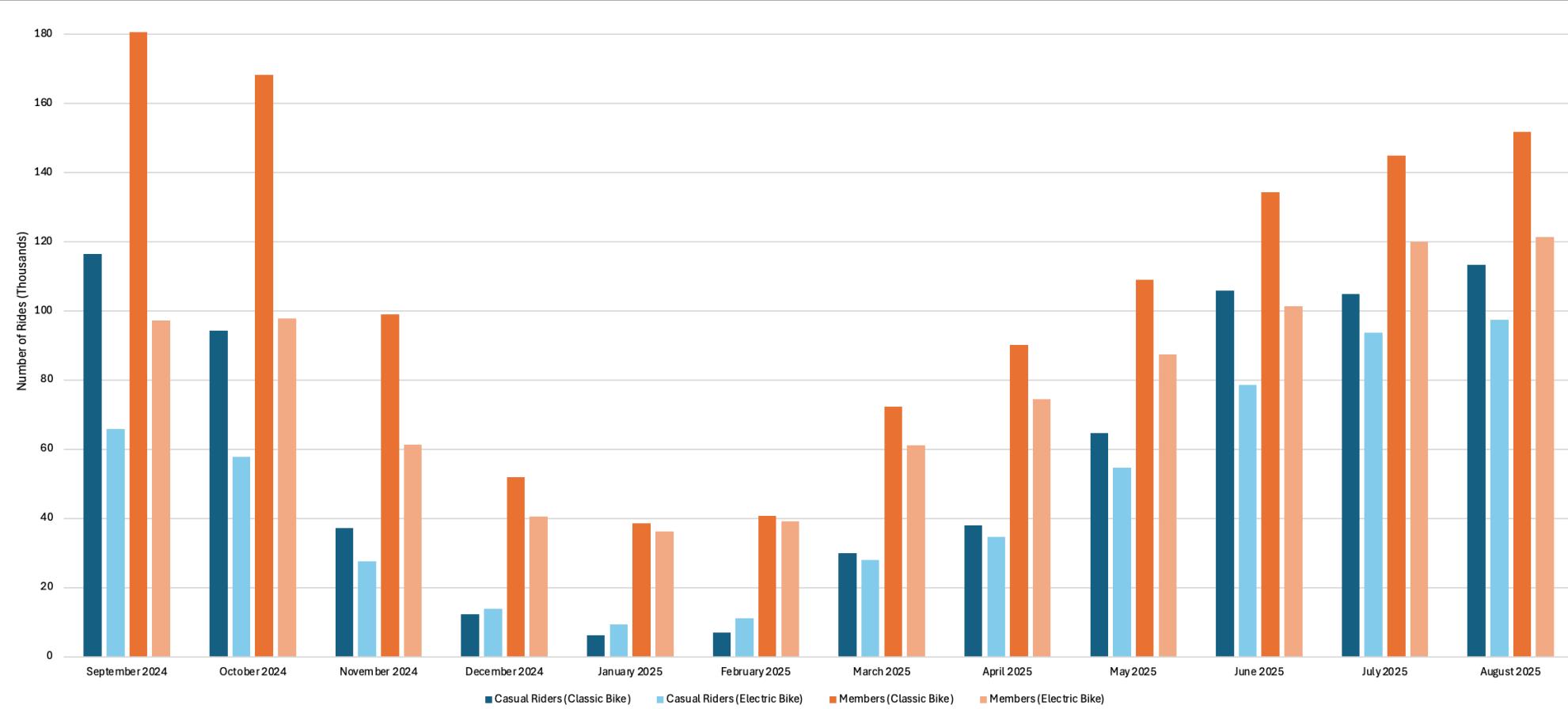
Annual Average Ride Duration for Casual Riders and Members (Minutes)



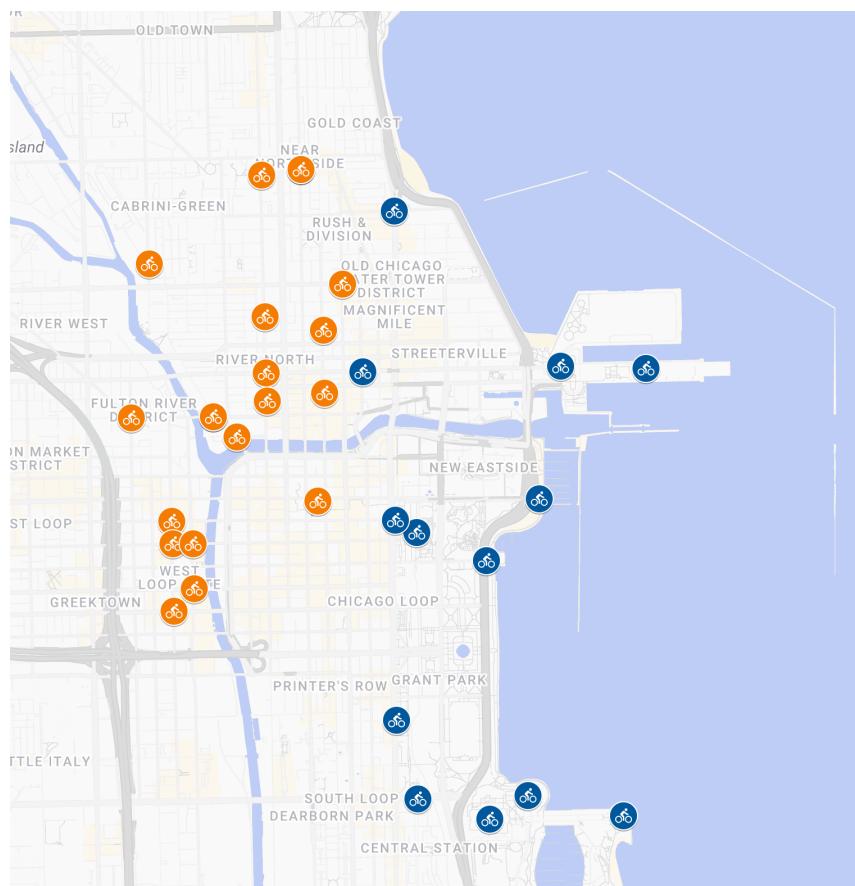
Preferred Rideable Types



Preferred Rideable Types Throughout the Year



Casual Riders and Members Starting Points



- Casual riders (blue) tend to start their rides in core downtown and touristic areas along the lakefront
- Members' (orange) starting points are concentrated around the business district and transit hubs.

Recommendations

1. The marketing campaign should be ready to be launched in February/March as the number of casual riders starts to increase, especially on the weekends.
2. Focus on raising awareness about the variety of rides (classic bikes, electric bikes, etc.) as well as the number and location of available stations.
3. Offer promotions, discounts, or payment flexibility as part of onboarding to encourage purchasing annual memberships by casual riders.