



# Cyclistic Bike-Share Analysis

DO MEMBERS AND CASUAL RIDERS INTERACT WITH CYCLISITIC DIFFERENTLY?

FEB 6, 2024

# Business Task:

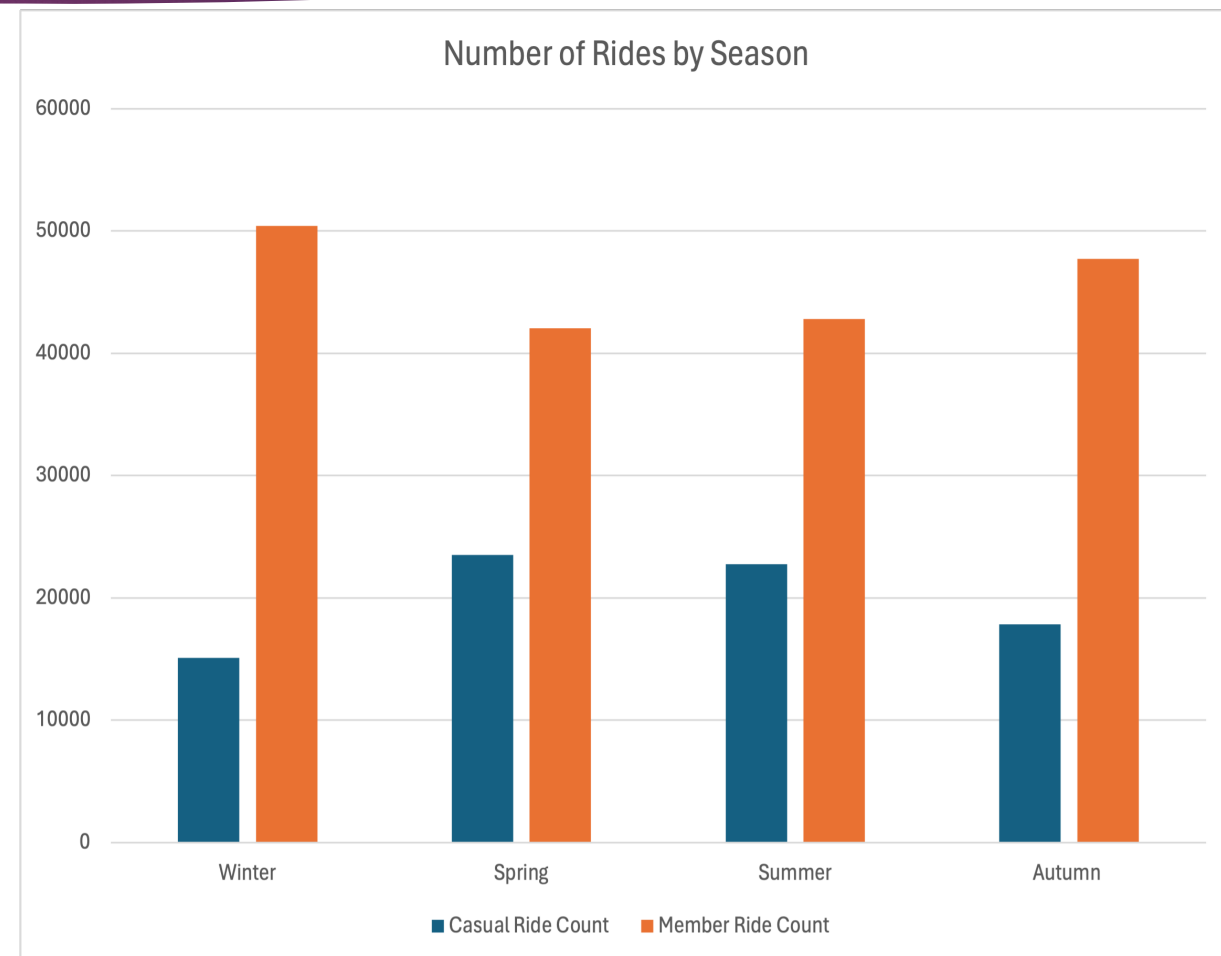
- ▶ To better understand the habits of our customers, we need to find out how annual members and casual riders both use Cyclistic bikes.
- ▶ Are they similar, or how different are the ride times and ride numbers?
- ▶ Data is from Jan to Dec 2023.
- ▶ Found here: <https://divvy-tripdata.s3.amazonaws.com/index.html>





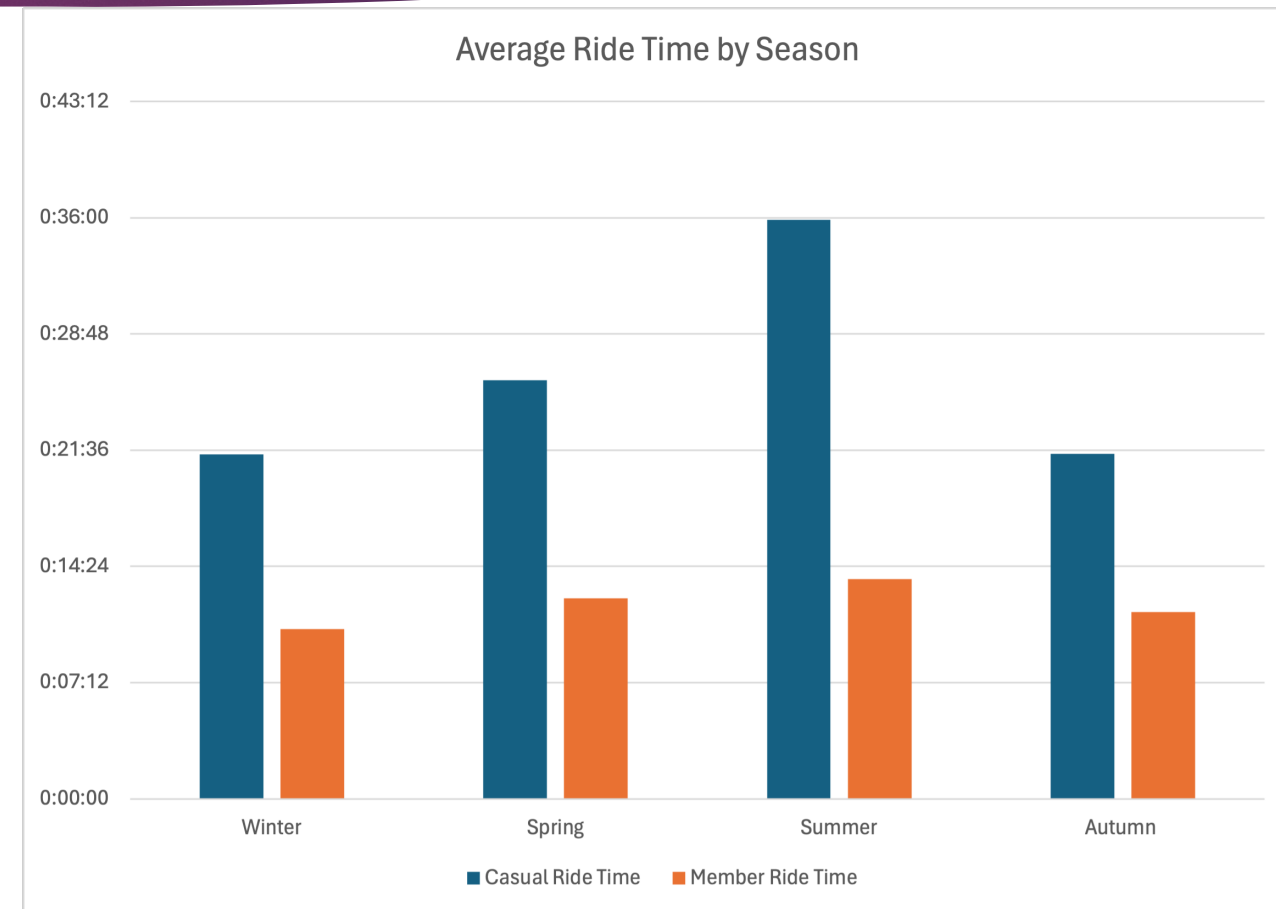
# Report of Findings:

- ▶ We found that members use the bikes much more consistently than casual riders do.
- ▶ Despite the season, Members use our bikes much more frequently than casual riders do.
- ▶ This is shown, in the numbers, by rather consistent numbers throughout the week, and a dip on the weekends.



# Report of Findings:

- ▶ We also found that Casual Riders use our bikes for longer periods of time despite the season.
- ▶ The numbers indicate that members use our bikes in the morning and in the afternoon on weekdays.
- ▶ Casual Riders use our bikes primarily on weekends, and for longer.



# Next Steps:

- ▶ We could find between what hours our bikes are used by members to describe when maintenance should be done.
- ▶ We can figure out, how to advertise to casual riders about why they should become members.
- ▶ We can continue doing research into what types of bikes (regular or electric) are popular for which group.

