



Cyclistic Bike-Share

Data Analysis Findings Report

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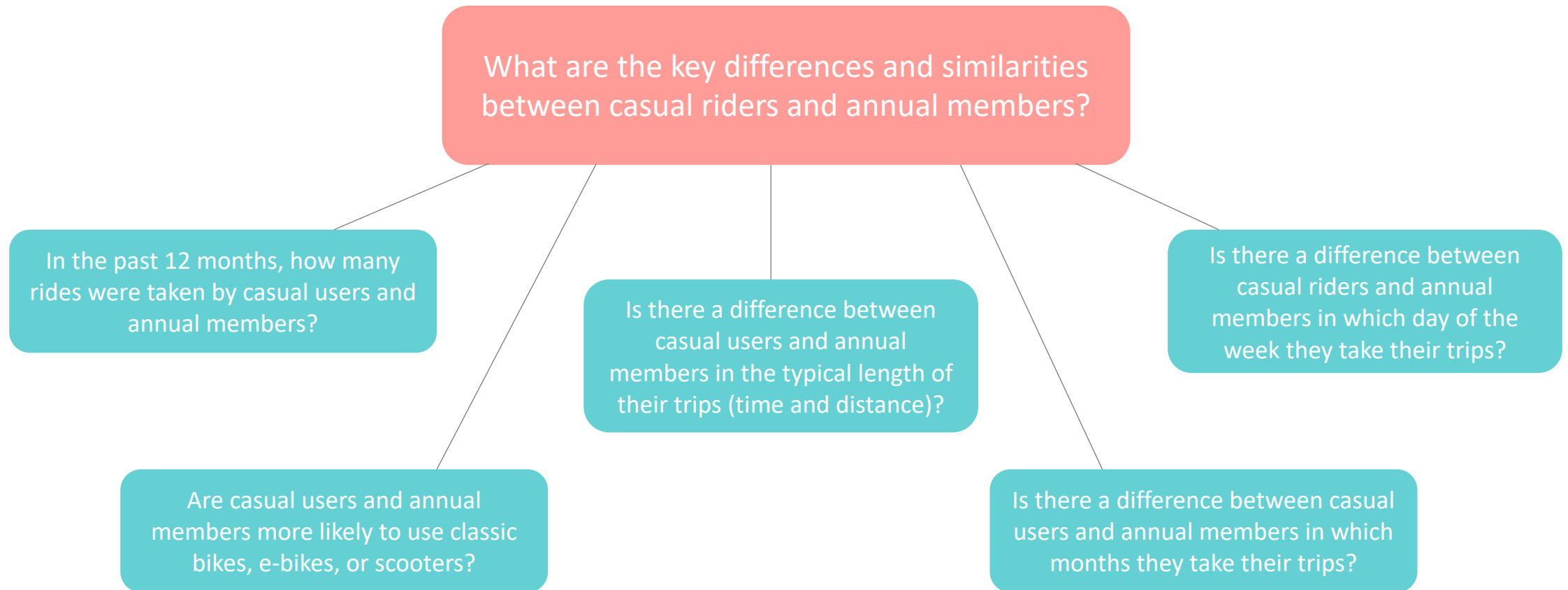
October 21, 2024

Introduction

- Cyclistic is a bike-share company* based in Chicago, IL with over 5,800 bicycles, e-bikes, and scooters at over 600 docking stations.
- Riders may be casual users opting for single-ride or full-day passes, or annual members paying an annual fee for unlimited classic bike rides and lower rates for e-bike rides.
- Annual members are more profitable for Cyclistic than casual users. In order to maximize future growth, Cyclistic is interested in maximizing the number of annual members.
- Casual riders are already aware of Cyclistic and the benefits of bike-share mobility. There is an opportunity to grow annual membership by converting casual users into annual members.
- Data used in the analysis is from October 2023 through September 2024.

*Cyclistic is a fictional company. Bikeshare data is provided by Divvy.

Key Questions for Investigation



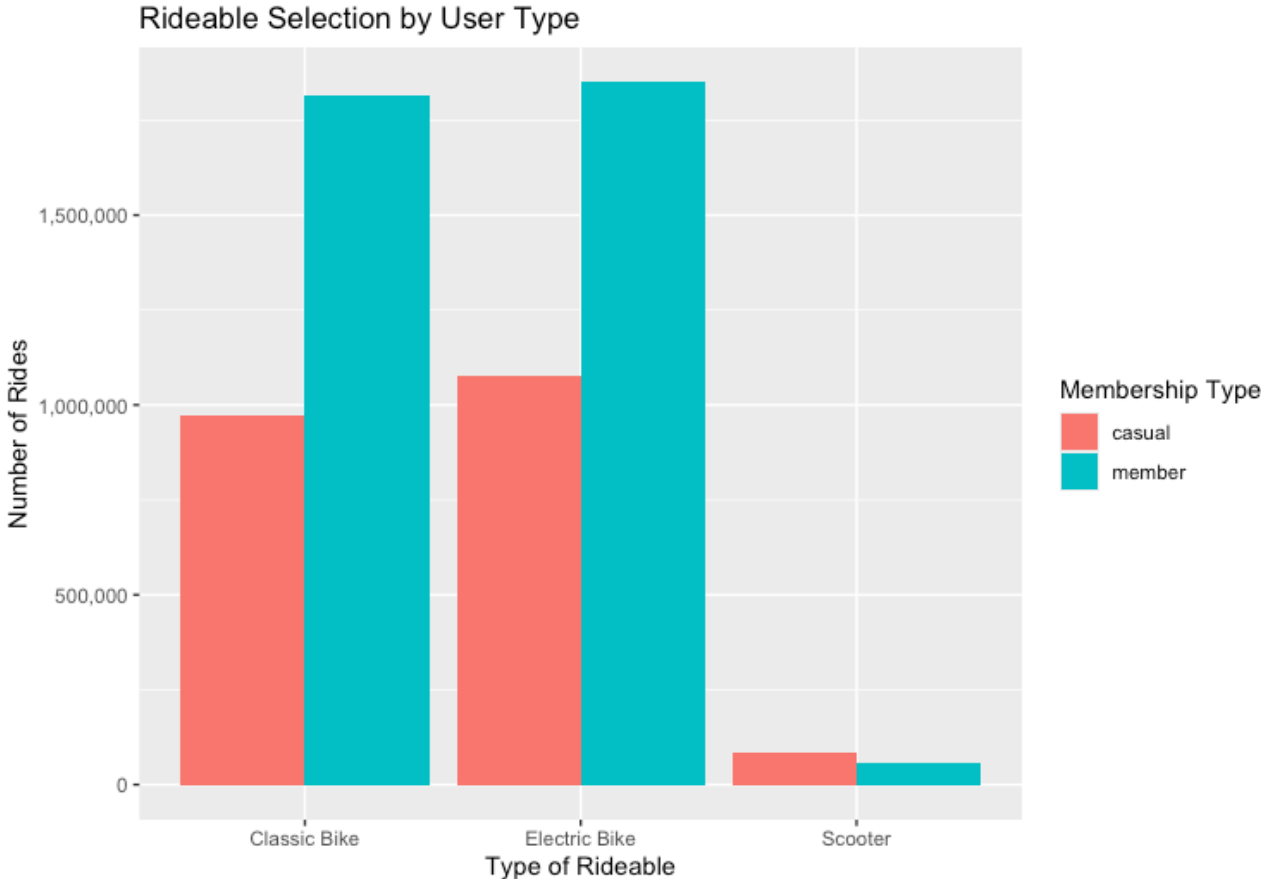
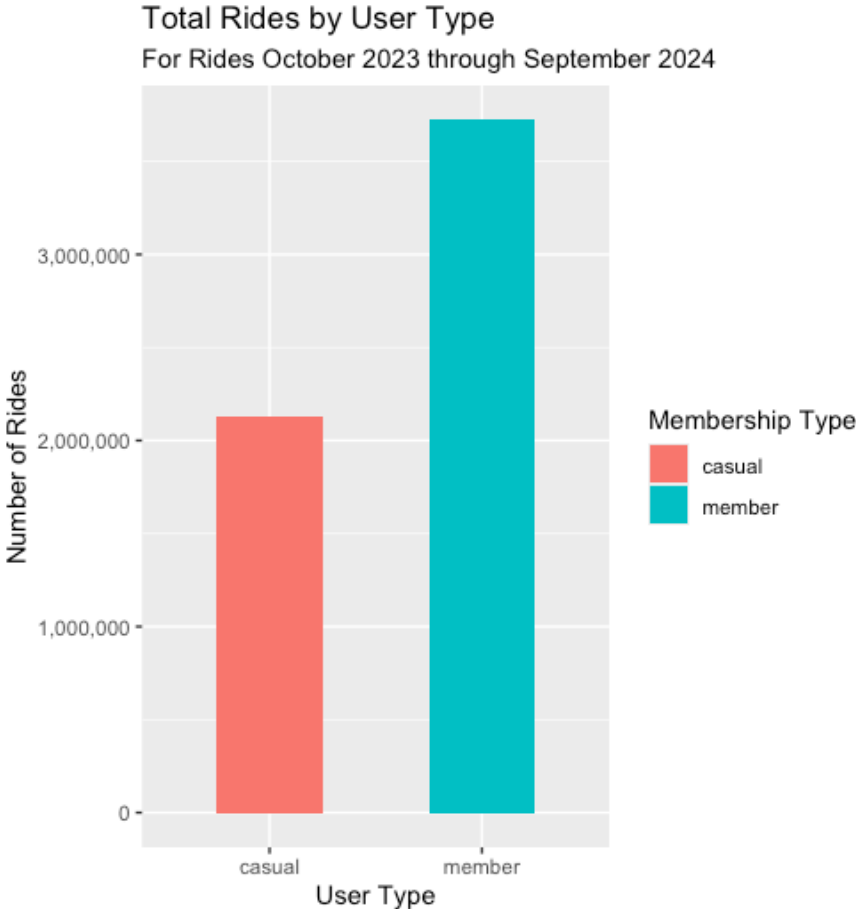
Limitations of this study

- The data used in this study is limited to rides taken October 2023 through September 2024.
- The data has been anonymized and user information has been removed. Therefore, it is not possible to determine how many trips recorded in the dataset are trips taken by the same user. This information would provide another critical point of comparison between casual users and annual members.
- The data includes starting and ending latitude and longitude coordinates, which can be used to calculate the trip distance as the crow flies, but does not accurately represent the actual distance traveled which would depend on the route taken between the two points

Who takes rides and what rideable do they prefer?

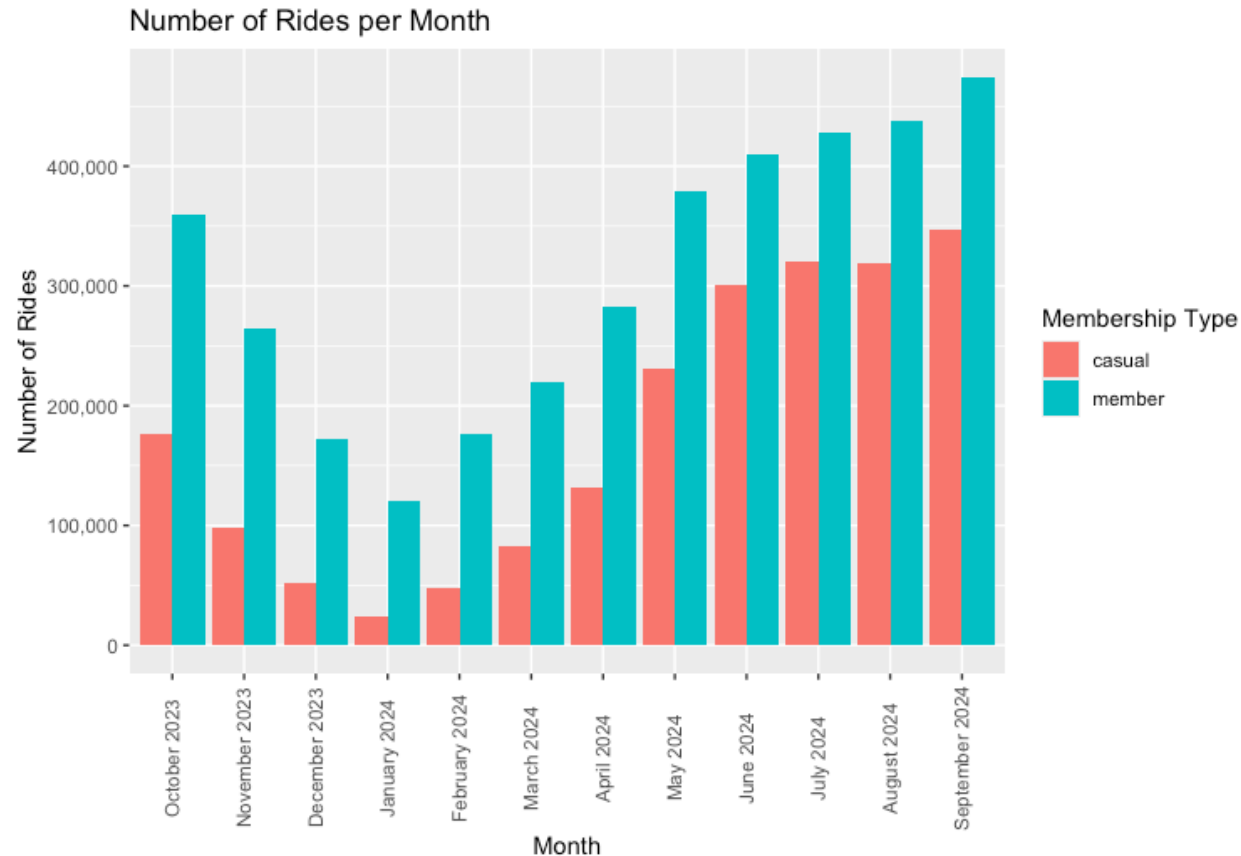
From October 2023 through September 2024, 2.13 million rides were taken by casual users and 3.72 million rides were taken by annual members.

Annual members tend to ride with classic bikes and e-bikes at about the same rate, whereas casual riders have a slight preference for e-bikes. Casual riders are also more likely than annual members to use scooters, although this is based on only one month of available data starting in September 2024.

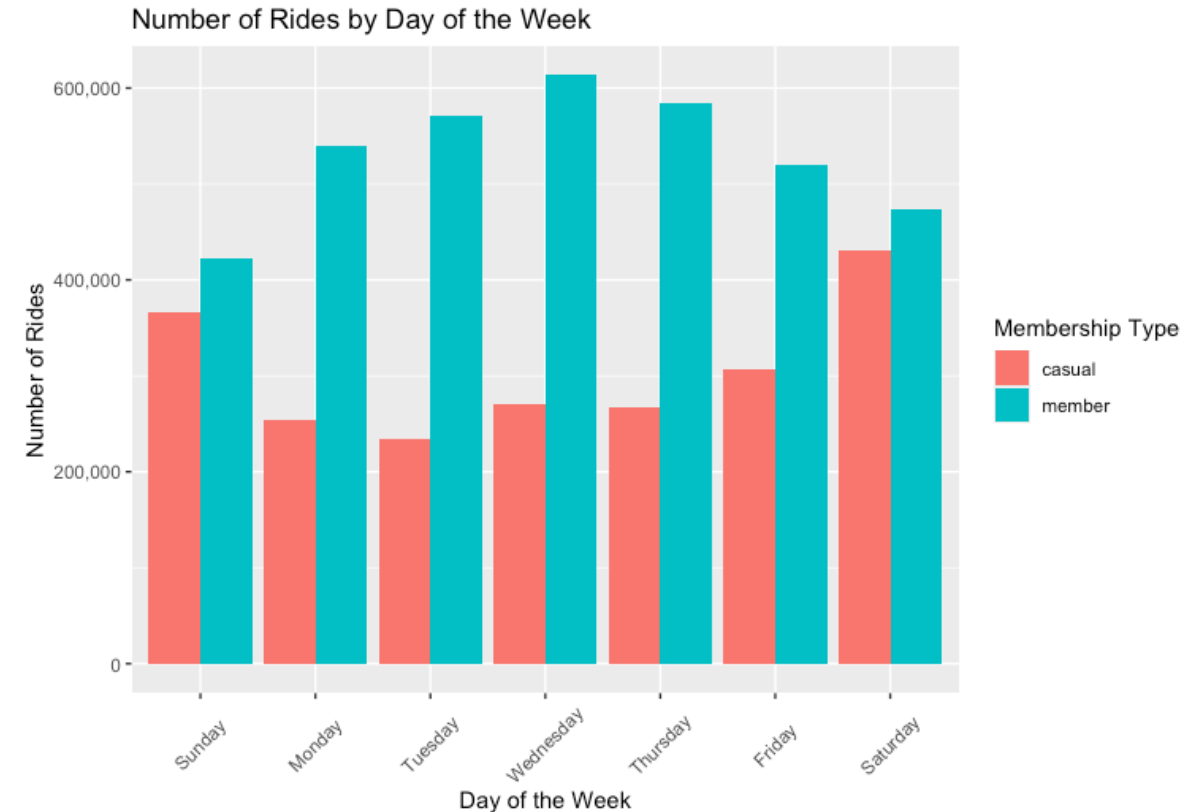


When are rides taken?

Casual users and annual members both follow a similar pattern of use throughout the year, with the most rides being taken in the late spring and summer months (May through September), likely attributable to more comfortable biking weather. Both casual users and annual members have a dip in usage during the fall, winter, and early spring months (October through April).

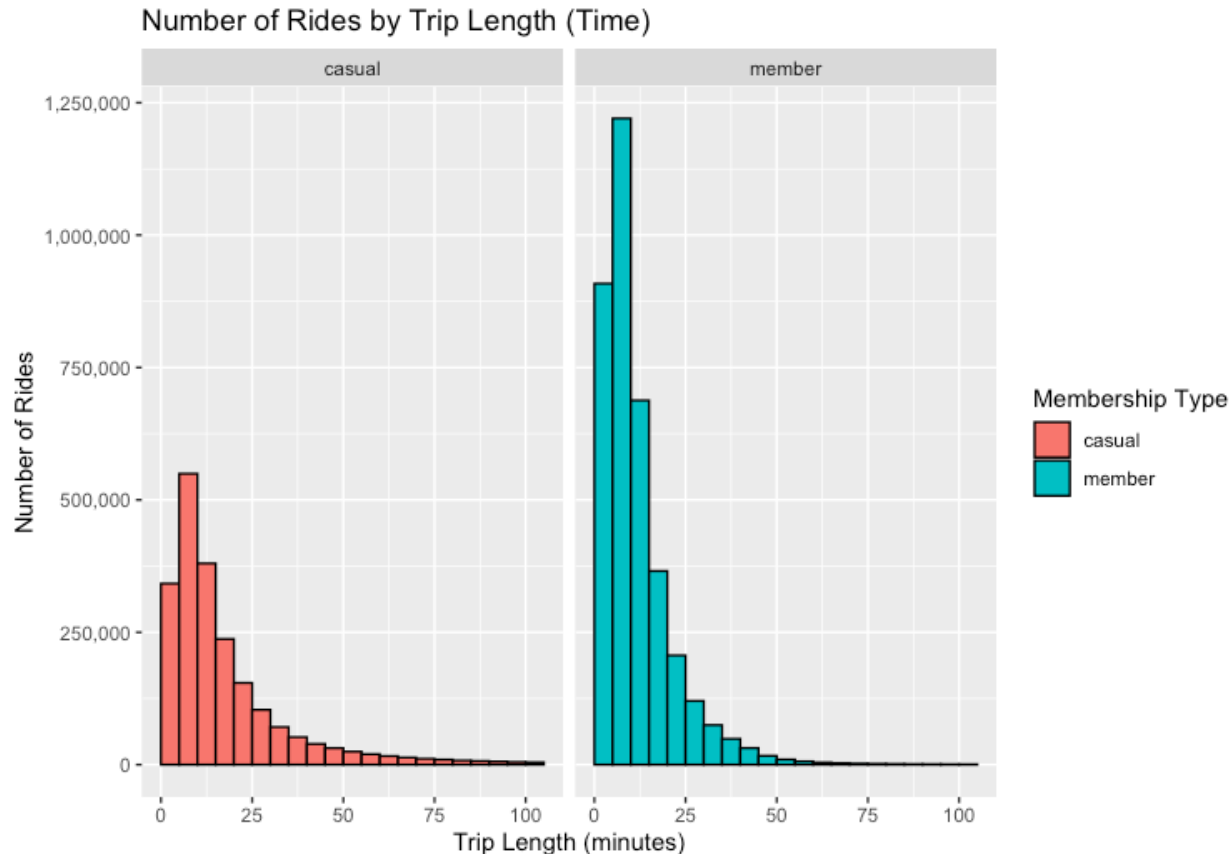


Annual members are more likely to take a ride during the weekdays (Monday through Friday), whereas casual users are more likely to take a ride on weekends. We may interpret this as illustrating that more annual members are using the bikeshare for their daily work commutes, while casual users are more likely to take rides to travel to weekend leisure plans.

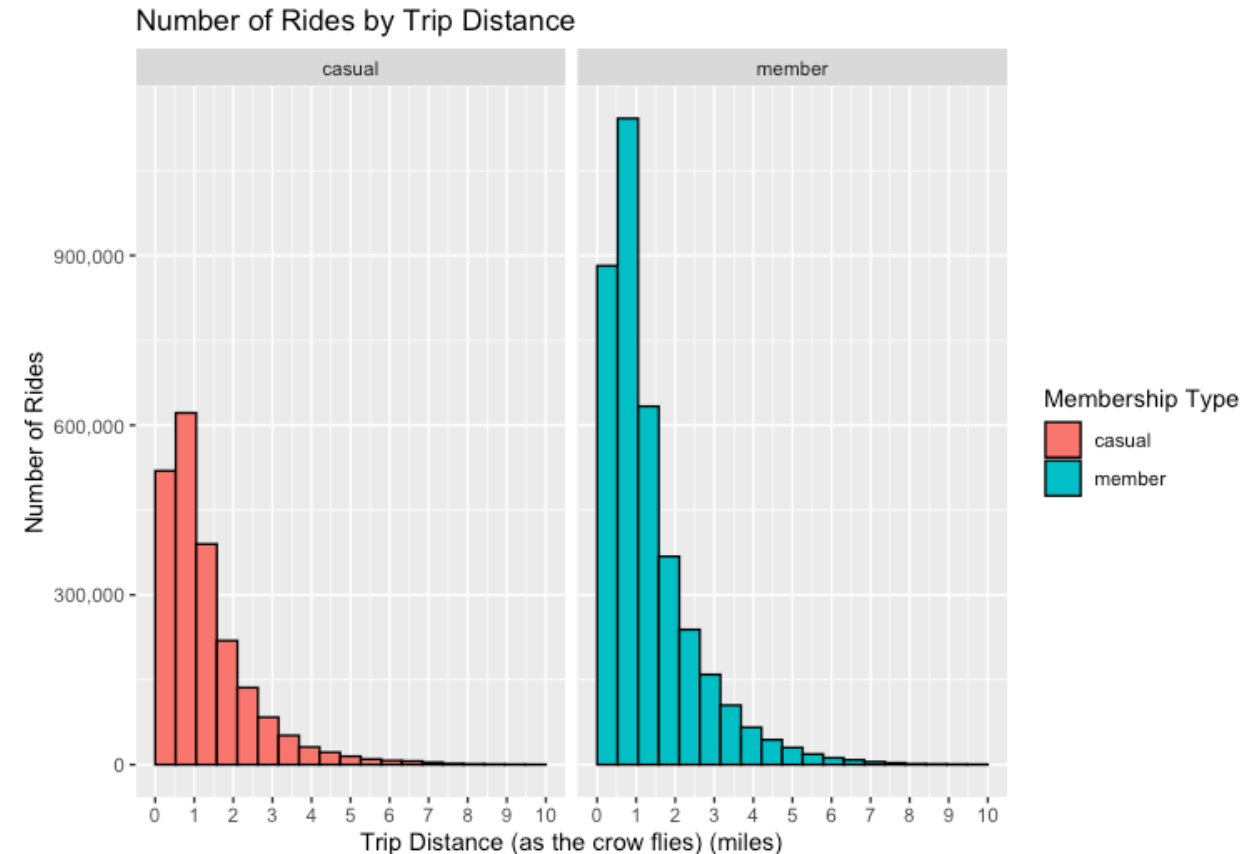


How long are the typical rides (distance and time)?

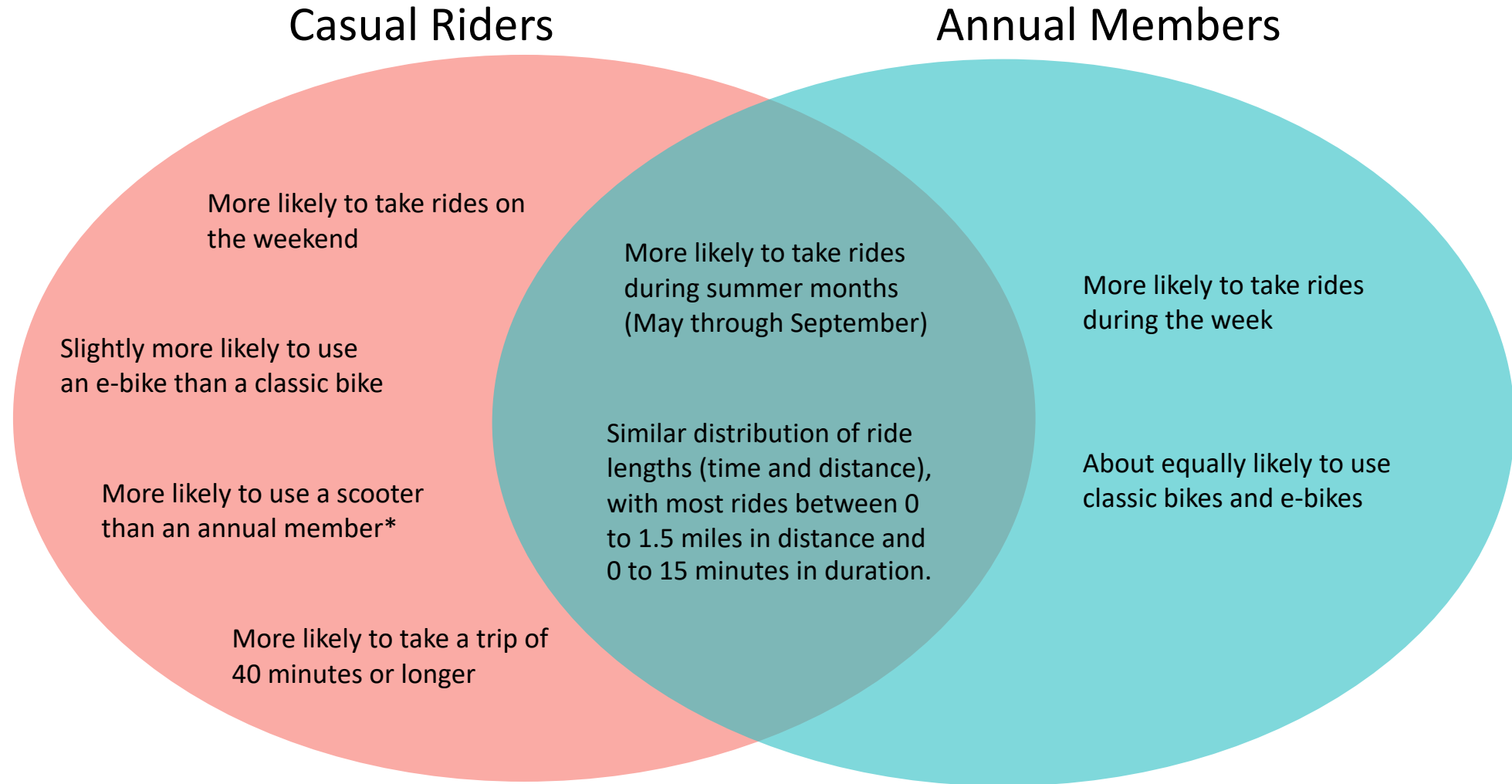
Casual users and annual members follow a similar distribution of ride duration, with most rides being 0 to 15 minutes in length, with a maximum ride length of approximately 105 minutes. Casual riders are slightly more likely to take a trip of 40 minutes or longer, which is consistent with the interpretation that casual riders are more likely to take leisurely weekend rides.



Casual users and annual members follow a similar distribution of ride distances, with most rides being 0 to 1.5 miles in length (as the crow flies). Additional information regarding actual route distance would be a valuable contribution to this analysis.



Findings Summary



*Data only available for scooters starting in September 2024

Recommendations

Highlight existing similarities between casual users and annual members

- Casual users are similar to annual members in the typical months when they take the most rides and their typical trip distance and duration
- These similarities could be highlighted in a marketing campaign in which annual members provide testimonials as to the value they feel they receive from their membership, specifically related to these similar characteristics. Casual users may recognize their patterns of use in these testimonials and identify that they too would benefit from an annual membership.

Emphasize potential value related to key differences in casual rider use patterns

- Casual users are slightly more likely to use e-bikes than classic bikes for their rides. E-bike trip costs are reduced for annual members.
- Casual users are slightly more likely to take longer bike rides (40 minutes or more) than annual members. The cost of a longer trip is reduced for annual members.
- A marketing campaign could target these specific use patterns to illustrate the potential value of an annual membership especially for a user who prefers e-bikes or typically takes longer rides.

A photograph of a row of bicycles parked in a rack, overlaid with a red tint. A white rectangular box with rounded corners is centered in the image, containing the text "Thank you!".

Thank you!