



CYCLISTIC BIKE-SHARE CUSTOMER ANALYSIS

HOW DO **MEMBER** AND **CASUAL** RIDERS DIFFER?

Most Active Rider
member

Most Used Bike
electric_bike

Busiest Hour
17:00

Busiest Day
Saturday

Busiest Month
July

FILTERS

Rider Type

- ☒ casual
- ☒ member

Bike Type

- ☒ classic_bike
- ☒ docked_bike
- ☒ electric_bike

Hour



Day

- ☒ Sunday
- ☒ Monday
- ☒ Tuesday
- ☒ Wednesday
- ☒ Thursday
- ☒ Friday
- ☒ Saturday

Month

(All) ▼

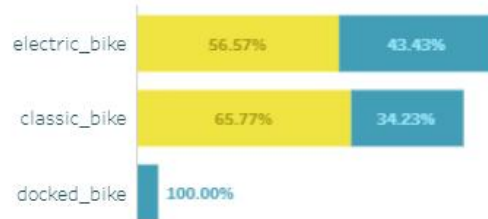
Member riders are those who are subscribed to our annual membership.

Casual riders are those who only avail single-ride and full-day passes.

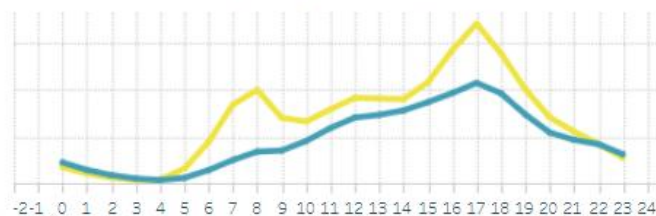
• Number of Rides by Rider Type •



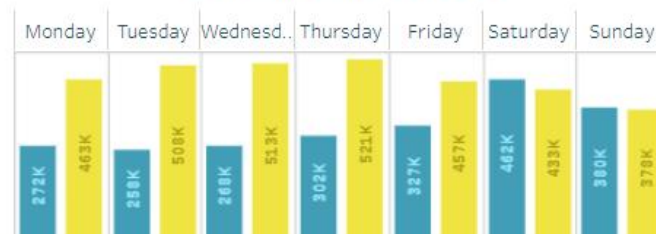
• Number of Rides by Bike Type •



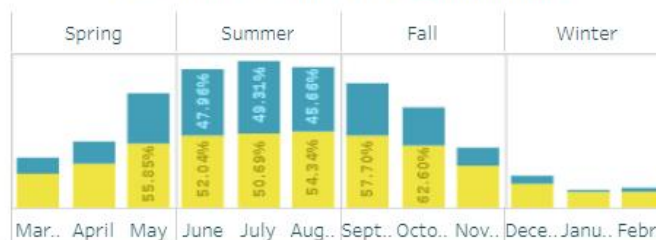
• Frequency of Rides by Hour •



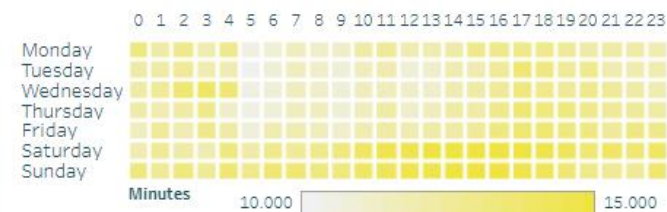
• Frequency of Rides by Day •



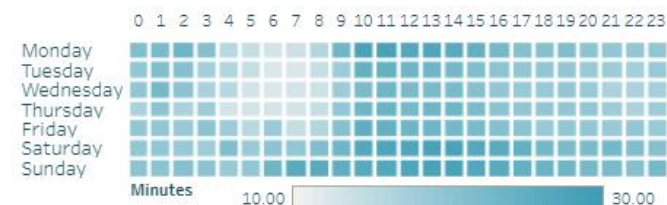
• Frequency of Rides by Season/Month •



• Average Ride Duration by Hour (Member) •



• Average Ride Duration by Hour (Casual) •



• Average Ride Duration by Day •

