



Cyclistic Bike-Share Case Study

Behavioral Analysis of Casual Riders vs Annual Members
Based on 12-Month Historical Trip Data – Chicago, IL

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Cyclistic Bike-Share Executive Summary: Member vs Casual Rider Insights

Ride Distribution: Casual vs Members



3.96M

Total Rides

1.44M

Casual Riders

16.23

Avg Ride Duration

2.52M

Member Riders

Filter by Month

All

Filter by Day of the Week

All

Filter by Bike Type

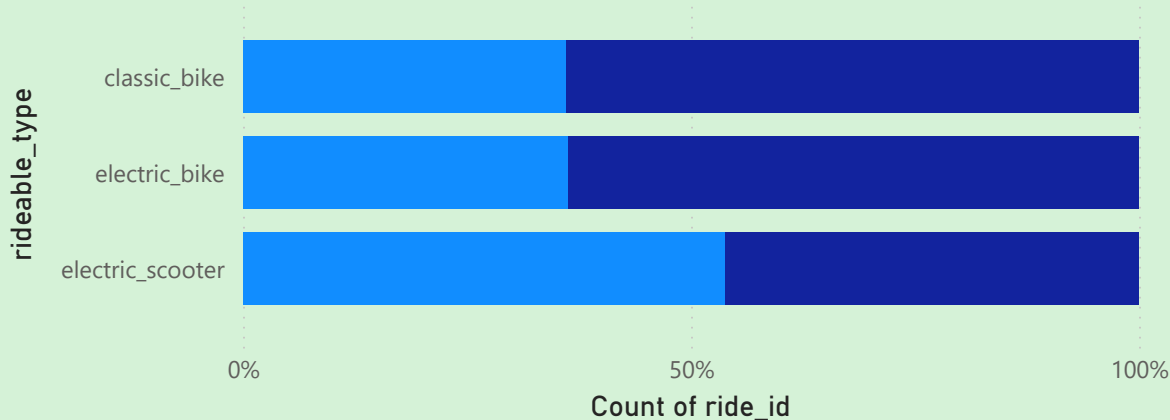
All

Filter by Rider Type

All

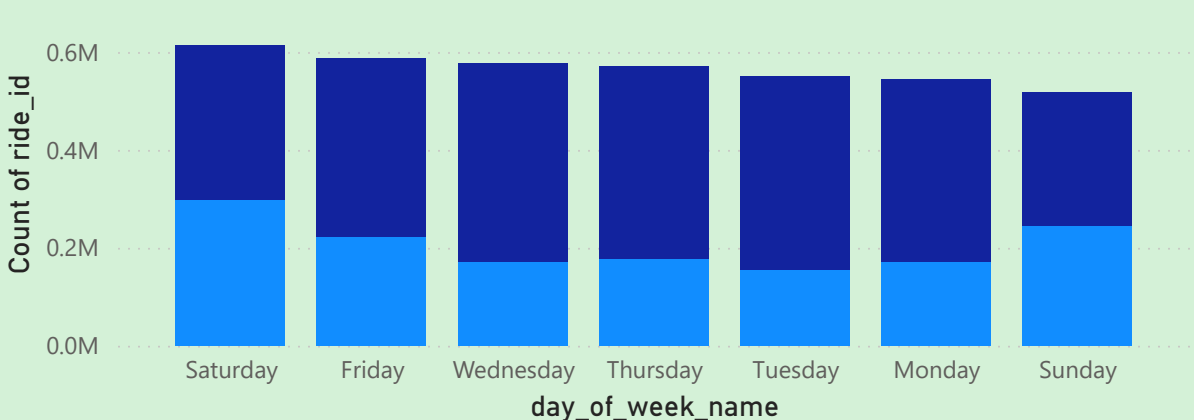
Bike Type Usage by Rider Type

member_casual casual member



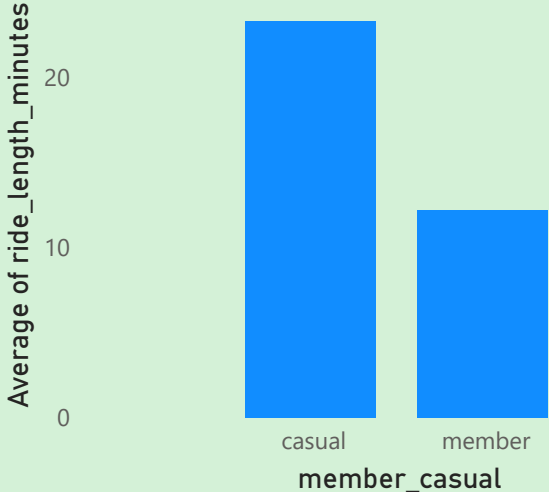
Weekly Usage Pattern

member_casual casual member

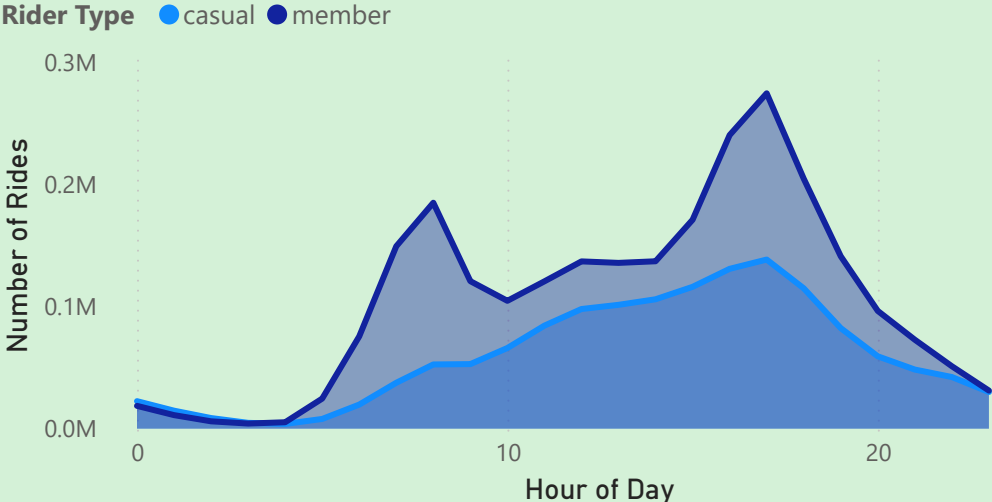


Behavioral Patterns and Service Usage Insights

Avg Ride Duration



Hourly Ride Frequency by Rider Type



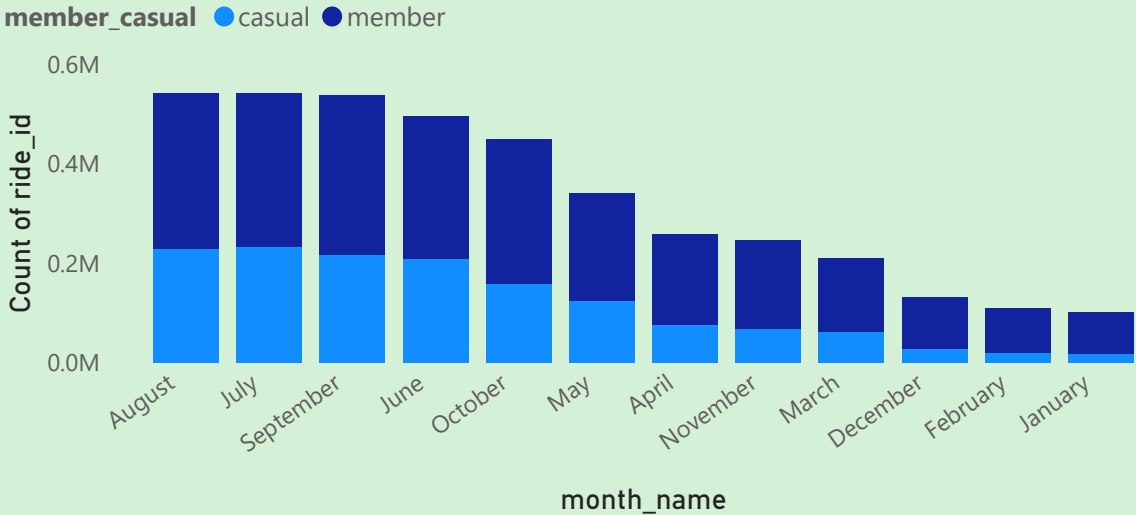
Filter by bike type

All

Key Behavioral Insights

- Casual riders prefer midday & weekends (11 AM – 6 PM)
- Members ride most during commute hours (7–9 AM, 5–7 PM)
- Casual trips are longer, members ride more frequently
- Electric bikes are more popular among casuals
- Casual rider activity peaks in warmer months

Monthly Ride Trends



Peak Hour Usage Pattern

