

# Cyclistic Bike-Share Case Study Presentation

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## Slide 1: Title Slide

- Title: Cyclistic Bike-Share Analysis
- Subtitle: How do annual members and casual riders use Cyclistic bikes differently?
- Presented by: Kaushal Gaur
- Date: July 2025

## Slide 2: Business Task

- Understand how annual members and casual riders use Cyclistic bikes differently.
- Goal: Provide actionable insights to help convert casual riders into annual members.

## Slide 3: About Cyclistic

- Over 5,800 bikes and 600 docking stations in Chicago
- Offers inclusive options (reclining bikes, hand tricycles, cargo bikes)
- Rider Types:
  - Casual Riders: Single-ride or full-day passes
  - Members: Annual subscriptions

## Slide 4: Data Source

- 12 months of historical trip data from Cyclistic (Divvy)
- Public data from Motivate International Inc.
- Data cleaned, merged, and analyzed in Excel

## Slide 5: Data Cleaning Process

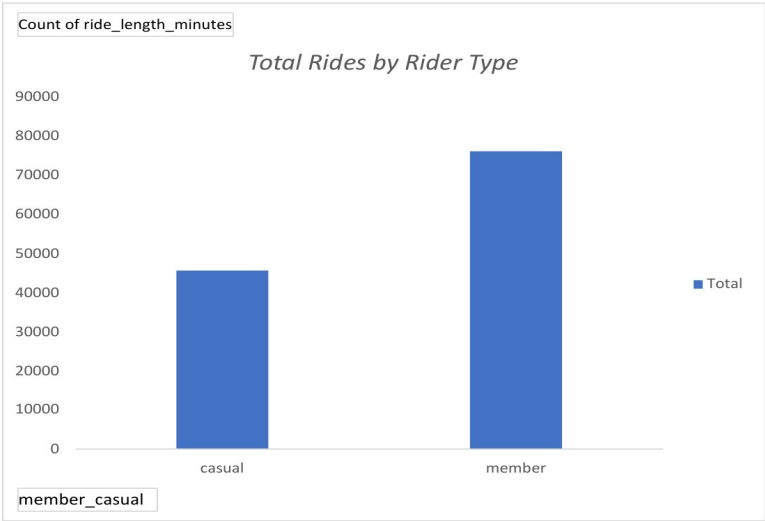
- Removed null/blank values from key columns
- Dropped irrelevant columns (IDs, lat/long)
- Created new columns: ride\_length, day\_of\_week
- Ensured consistency in formats and removed duplicates

Slide 6: Total Rides by Rider Type

- - Members take significantly more rides
- - Indicates strong engagement and daily utility

Total Rides by Rider Type

Description:  
This chart displays the total number of rides taken by each rider type. Members take more rides overall, indicating stronger engagement, while casual riders contribute fewer but longer trips.



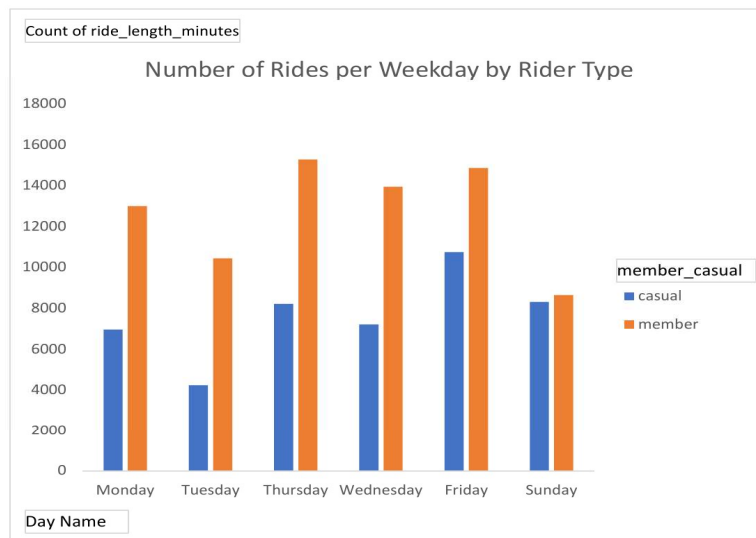
## Slide 7: Rides by Weekday

- - Members ride more during weekdays (commute)
- - Casual riders peak on weekends (leisure)

### Number of Rides per Weekday by Rider Type

Description:

This chart shows how ride frequency varies across weekdays for both casual and member riders. Member usage peaks on weekdays, while casual riders prefer weekends. These trends help understand when each user type is most active.

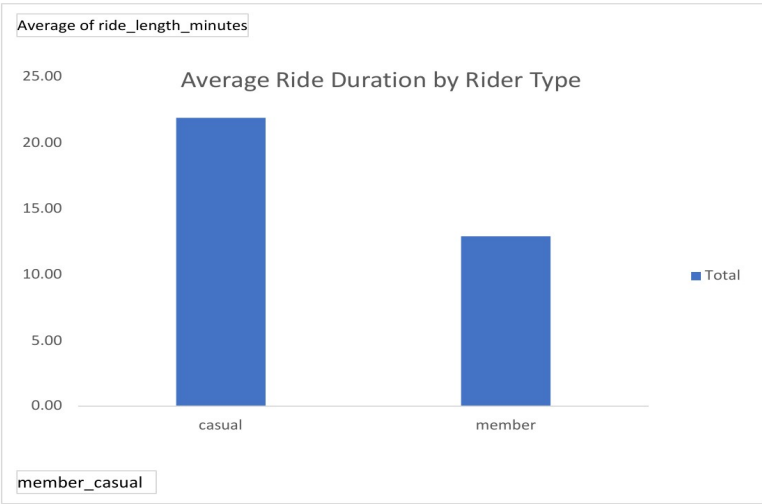


Slide 8: Average Ride Duration

- - Casual rides last longer on average
- - Suggests leisure usage vs. utility-focused short trips for members

Average Ride Duration by Rider Type

Description:  
This chart compares the average ride duration of casual and member users. Casual riders tend to take longer trips, while member rides are shorter and more consistent, suggesting different usage behavior.



### **Slide 9: Key Insights Summary**

- - Members ride more frequently and during weekdays
- - Casual riders ride longer and prefer weekends
- - Usage pattern shows behavioral differences that can guide strategy

### **Slide 10: Recommendations**

- 1. Weekend Membership Promotions: Encourage weekend casual users to join
- 2. Improve Bike Availability: Ensure bikes at key locations during casual peak times
- 3. Trial Membership Offers: Convert high-usage casual riders with time-limited discounts