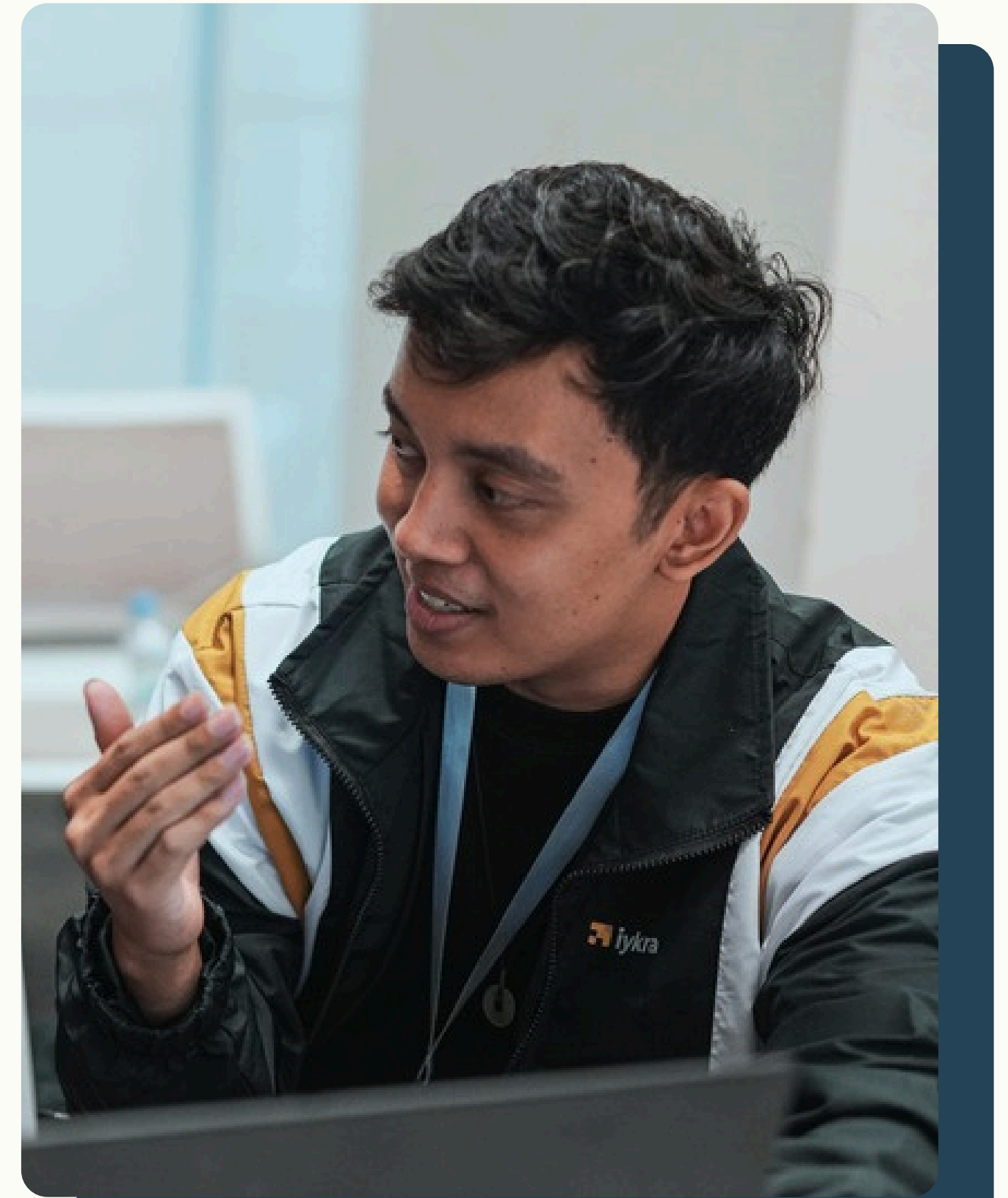


# BIKE-SHARE TRIP DATA ANALYSIS

**Quartile-3,  
2024**

# Hello again! I'm Kelvin, and I'm a Data Analyst

I love turning numbers into insights. I thrive on discovering trends and making data-driven decisions that can spark positive change!





# WHAT IS CYCLIST?



## Who am I?

Cyclistic is a bike-share program. What makes it unique is its inclusive approach—offering reclining bikes, hand tricycles, and cargo bikes for people with disabilities and those unable to use standard two-wheeled bikes.

**5800**

Bicycle Units

**600**

Docking Stations

**30%**

Users Commute  
Daily

**8%**

Assistive User

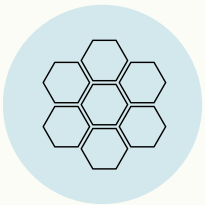


# Business Question Regarding Cyclistic Bikes

Exploring User Differences for Better Engagement

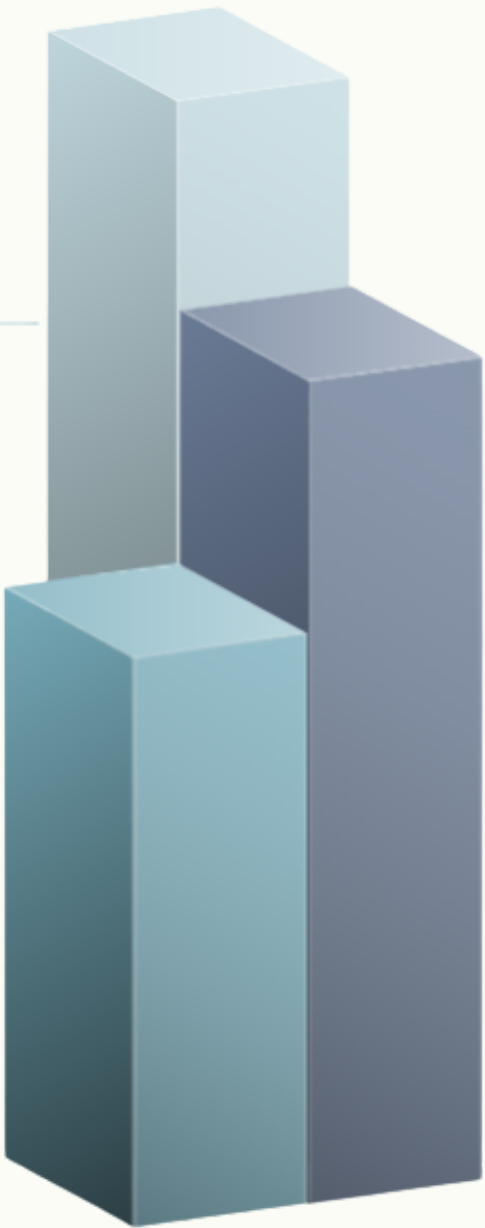
## Usage Patterns of Members vs. Casual Riders

Annual members typically use Cyclistic bikes more frequently than casual riders, indicating varied usage patterns.



## Impact of Targeted Marketing Strategies

Implementing targeted marketing strategies can significantly enhance membership conversion rates among casual riders.



## Factors Influencing Membership Decisions

Various factors, such as pricing, convenience, and perceived value, influence casual riders to consider a membership.



# Bike Trip Statistics by Volume



## Total Trips

Members completed 942,651 trips, whereas casual users made 676,688 trips.



## Daily Average Trips

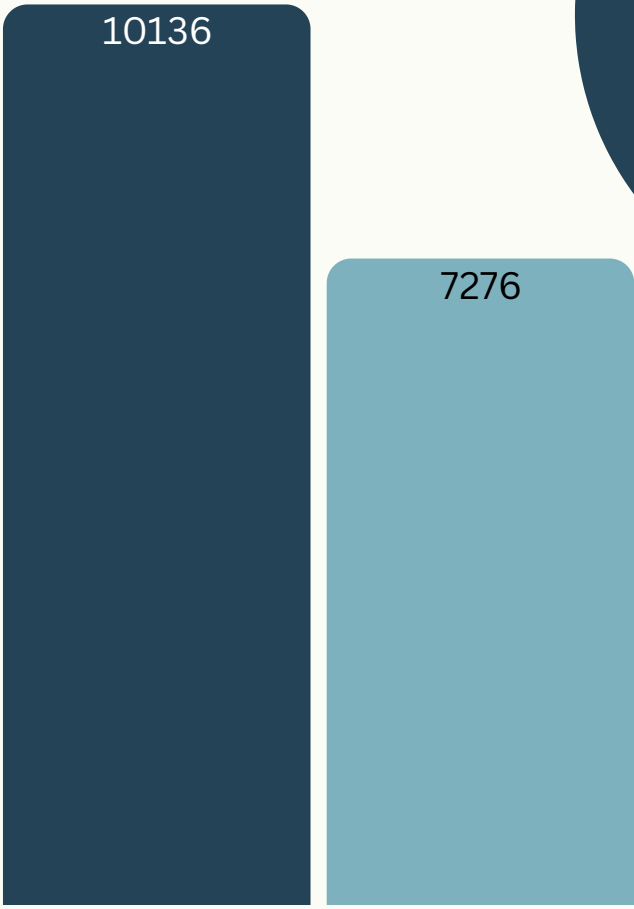
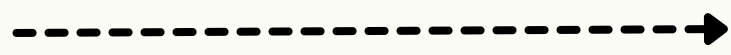
Members averaged 10,136 trips daily, while casual users averaged 7,276 trips.



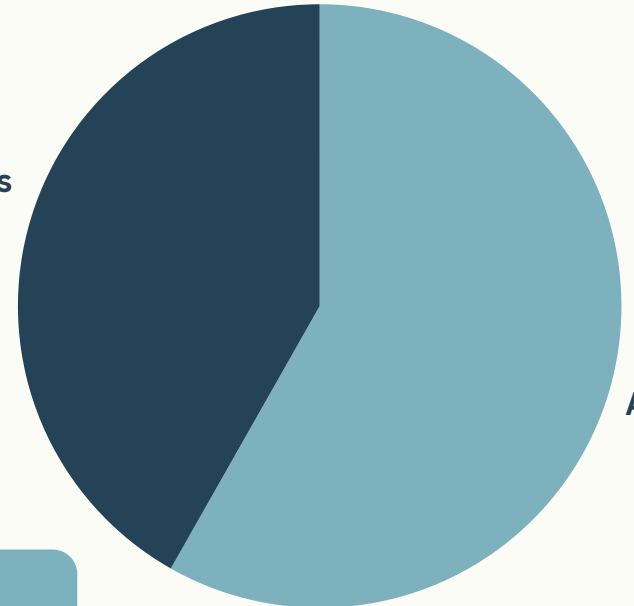
## Engagement Insights

Members exhibit higher engagement levels, indicated by more frequent trip-taking.

Casual Users  
Members



Daily Average Trips

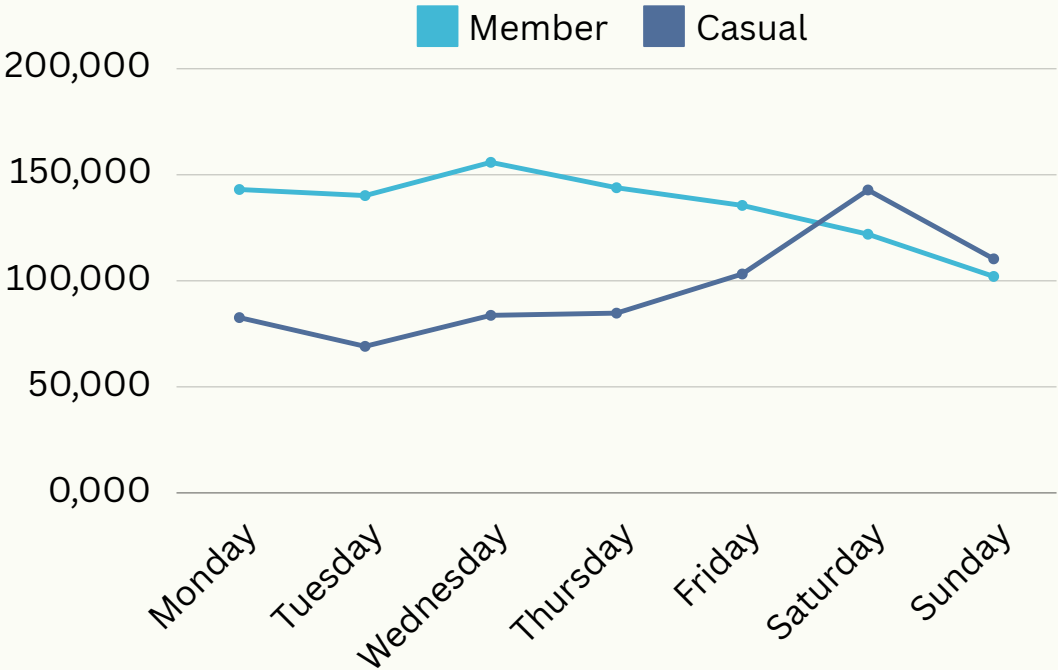


Total Trips

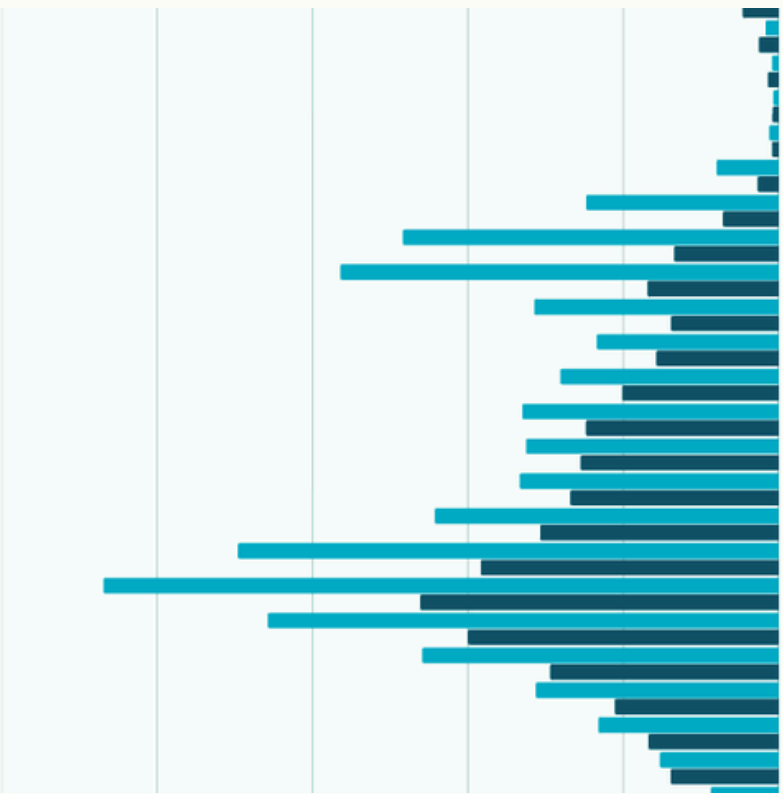


# Bike Trip Statistics By Time

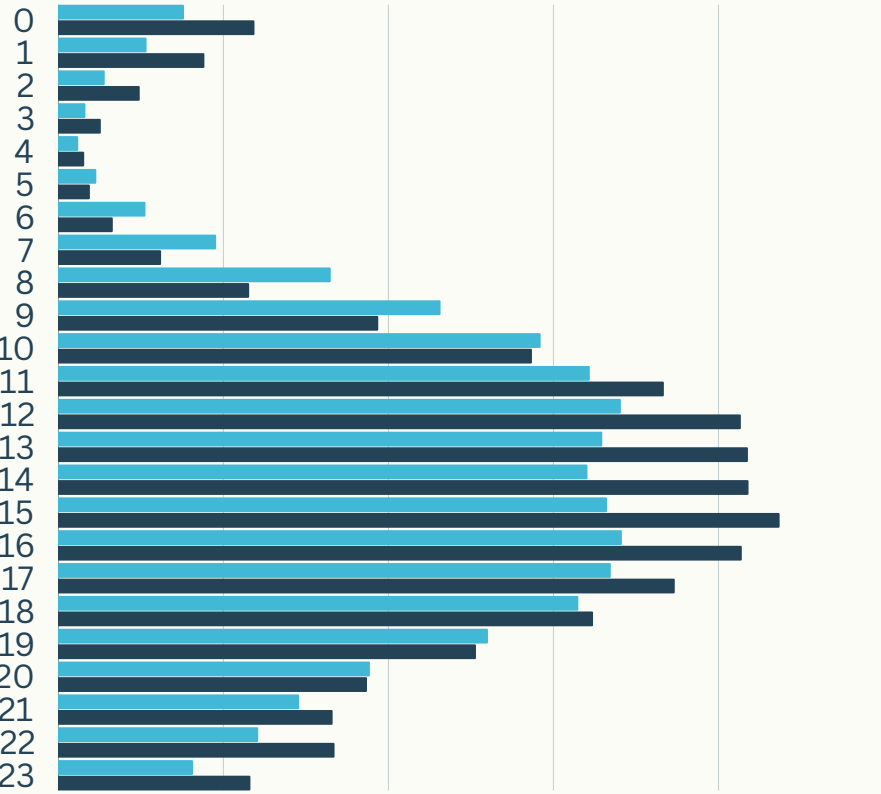
Bike Trip Trends By Day



Weekday Trip Distribution By Hour



Weekend Trip Distribution By Hour

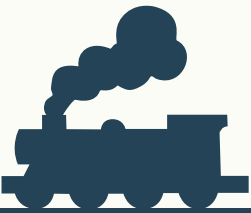
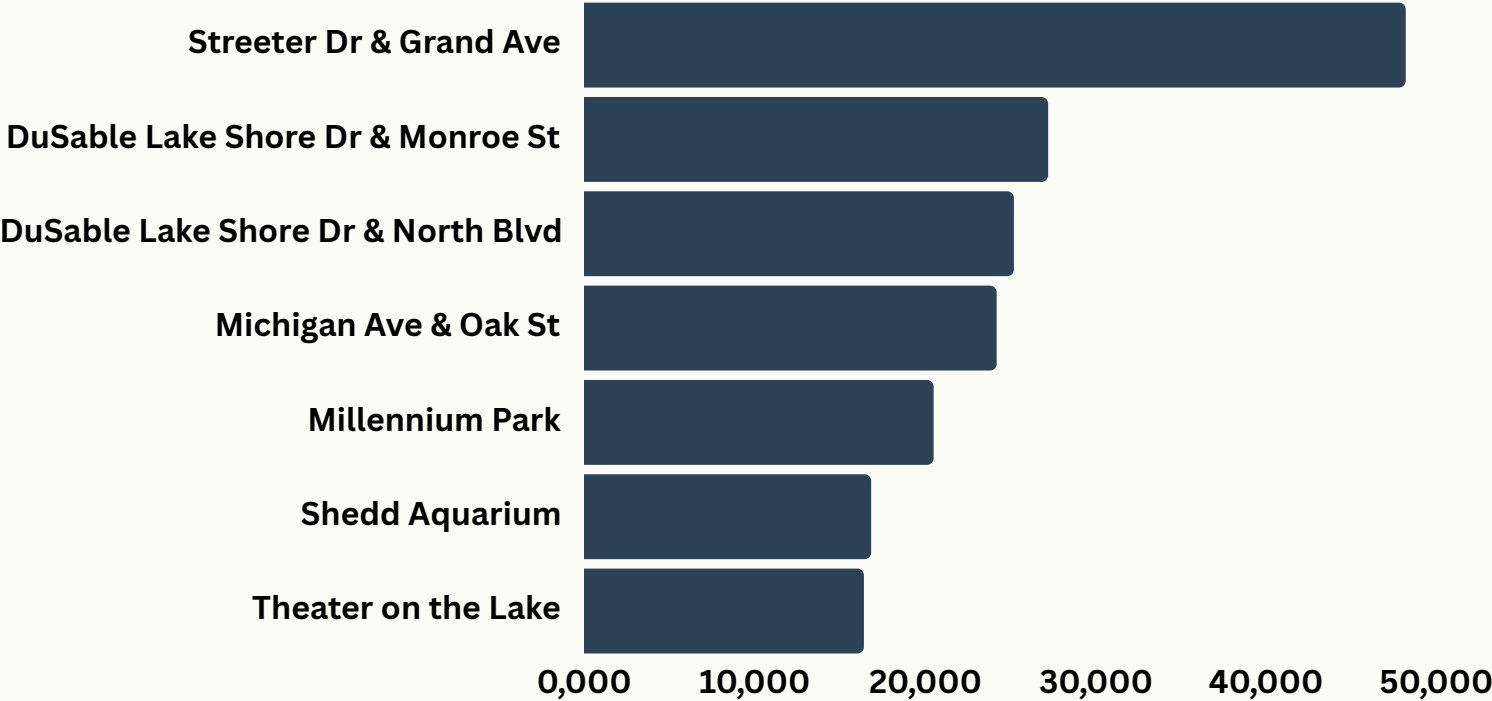


- Casual users are more active on weekends, with peak trips on Saturday (142,839) and Sunday (110,362).
- Members, however, have a more balanced distribution throughout the week, with a slight peak on Wednesday (155,876).

- On weekends, casual users show increased activity during late morning and early afternoon hours. Around 11 AM - 17 PM.
- On weekdays, members display a pronounced peak during commuting hours, particularly in the early morning (6-9 AM) and late afternoon (3-7 PM).

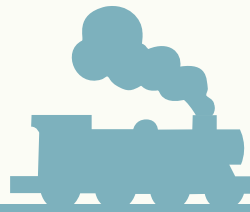
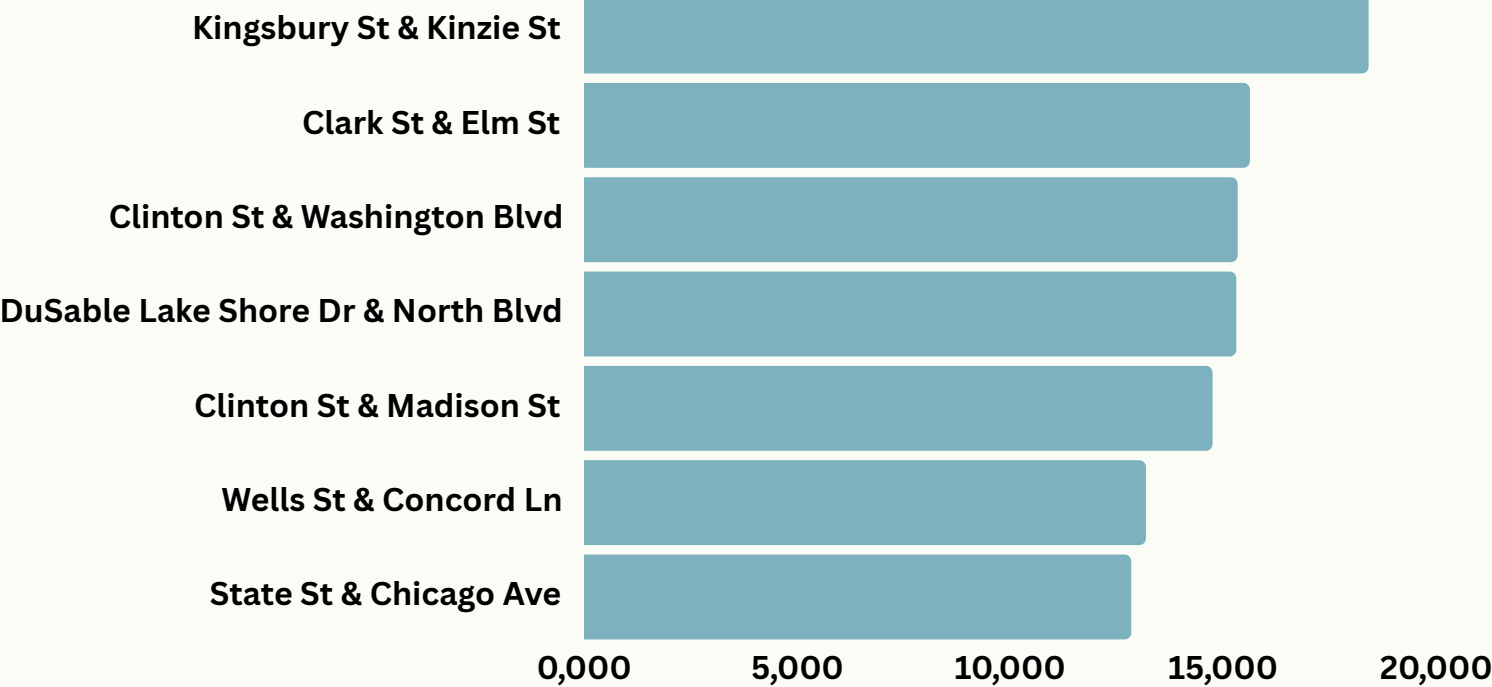


# Top 7 Favorite Train Stations



## CASUAL USERS

Casual users predominantly use tourist-friendly stations such as "Streeter Dr & Grand Ave" and "DuSable Lake Shore Dr & Monroe St".



## ANNUAL MEMBERS

Members frequent stations more aligned with commuting routes, such as "Kingsbury St & Kinzie St" and "Clinton St & Washington Blvd".





# Bike Type Usage



Classic bikes are the most widely used type of bicycle by both groups.

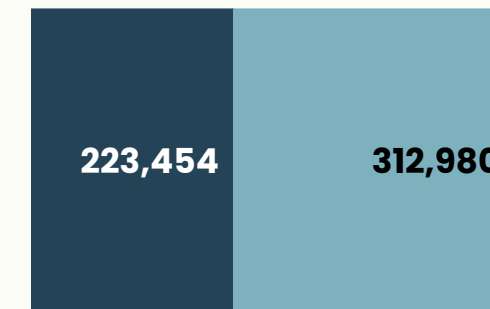
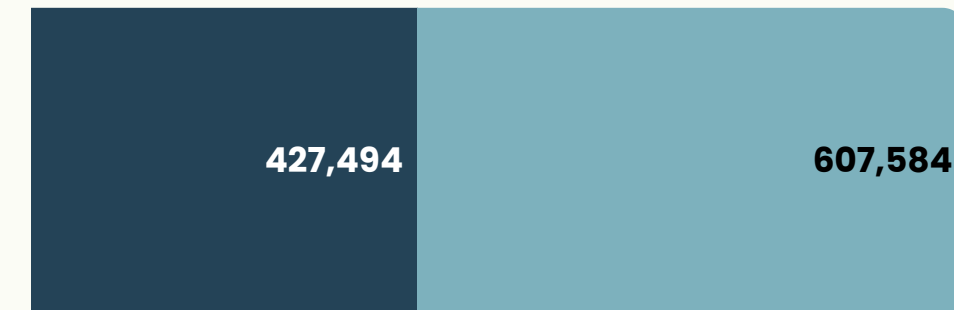


Electric bikes are used more by member riders (312,980) compared to casual riders (223,454).

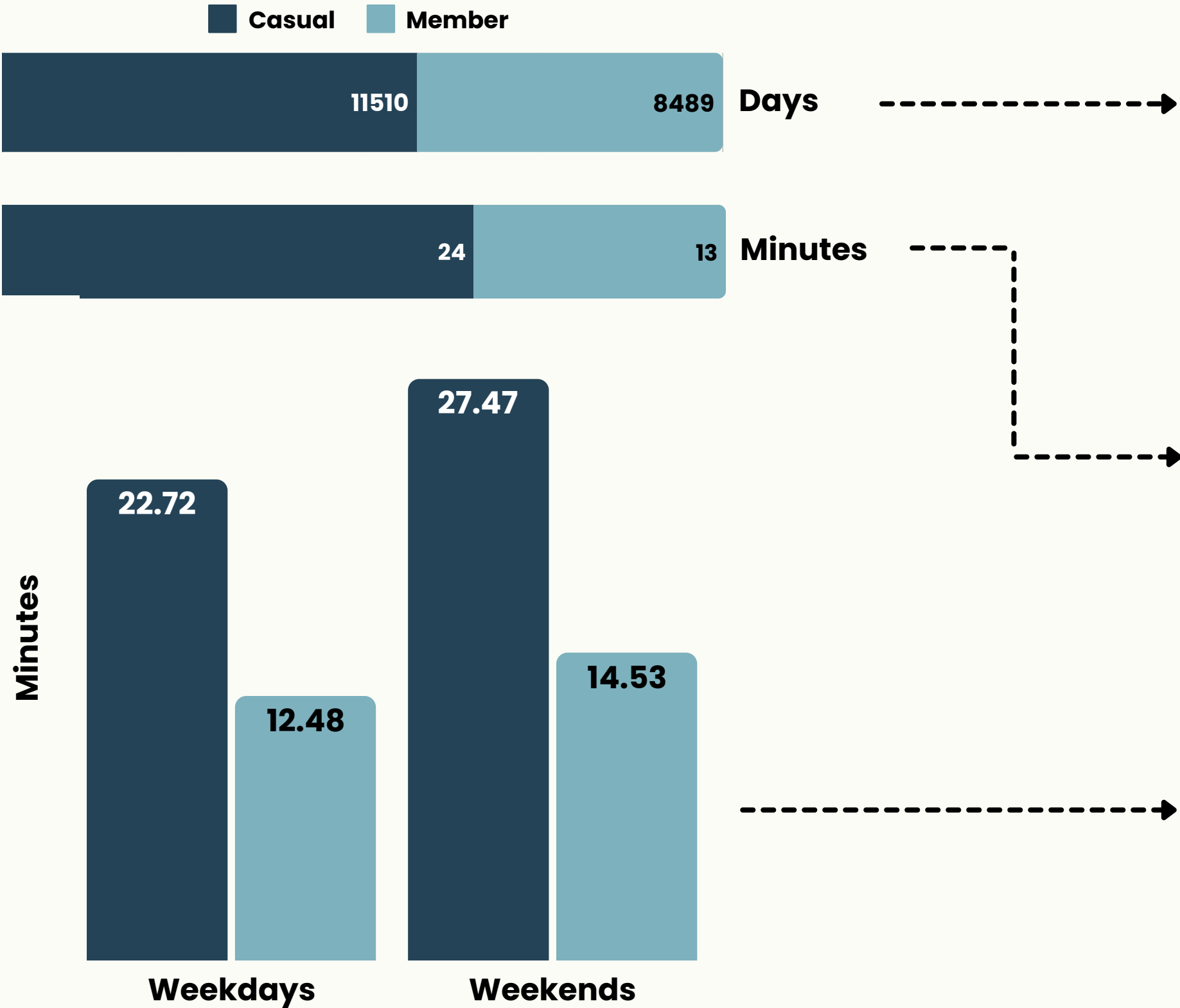


Electric scooters have the lowest usage, but interestingly, casual riders (25,740) use them more frequently than member riders (22,087).

Casual Member



# Ride Length Statistics



Casual users have a greater total ride length while less in total trips, suggesting they take longer but less frequent rides compared to members.

Casual users have a longer average ride duration (24 minutes and 29 seconds) compared to members (12 minutes and 58 seconds).

Casual users exhibit a notable increase in ride lengths, especially during weekends, indicating a preference for leisure rides.



# Marketing Implications and Strategy



## **Targeting Casual Users on Weekends**

Campaigns should focus on engaging casual riders during weekends, perhaps by offering weekend membership perks.



## **Commuter Benefits**

Highlight the advantages of membership for daily commuters, such as cost savings and convenience during peak hours.



## **Tourist Engagement**

Leverage tourist-heavy stations by promoting deals or trial memberships at those locations to convert tourists to frequent users.



## **Ride Duration Incentives**

Create incentives for casual users to reduce ride lengths, such as membership discounts for frequent short rides, which could align with the typical member usage pattern.



**THANK YOU !!**

