

CYCLIST TRIP INSIGHTS

Insight Summary

This dashboard presents cyclist trip data across time, user types, and trip patterns.

Key Insights:

1. Peak Usage Period:

- Most trips occur between 8 AM and 6 PM, with a sharp rise between 8–10 AM and a drop-off after 6 PM.
- This pattern reflects commute-hour behavior, suggesting that a significant number of riders use bikes to get to work or school.

2. Monthly Trends:

- The highest number of trips occurred in September 2020, with strong usage in months like March, April, and May 2021.
- Overall, spring and early Autumn months see greater activity compared to colder months.

3. Trip Duration by Day:

- Sundays and Saturdays show the longest average trip durations, indicating more leisure-oriented rides on weekends.
- Weekdays like Wednesday and Monday have shorter durations, consistent with utility-based (commute) trips.

4. User Type Distribution:

- The majority of riders appear to be local or annual subscribers, indicating that most users are frequent, long-term users, not one-time tourists or casual riders.

5. Total Trips:

- A total of 5,608 trips were recorded in the dataset analyzed.
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Recommendations

1. Increase Bike Availability During Commute Hours:

- Based on the clear morning and evening peaks, more bikes should be made available around 8–10 AM and 4–6 PM to meet commuter demand.

2. Promote Weekend Leisure Packages:

- Since weekends have longer trip durations, create or promote special weekend or family plans to encourage leisure riding.

3. Expand Services in Spring & Summer:

- Trips peak during March to June — consider launching seasonal promotions or expanding stations during this period to meet higher demand.

4. Reward Long-Term Subscribers:

- As most users are frequent riders, introduce loyalty programs or tiered membership perks for annual and local subscribers to retain and incentivize them.

5. Investigate Low Months:

- Months like July 2021 and earlier winter months show lower activity — analyze if this is weather-related or service-related and explore off-season engagement strategies (e.g., indoor cycling, community events).