

Riding Styles

Unveiling how casual users and members navigate Cyclistic bikes

By Linda Perez



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About Us



Cyclistic

Who we are?

In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago.

Pricing plans

- Single-ride passes
- Full-day passes
- Annual memberships.



*Customers who purchase annual memberships are Cyclistic members.

*Customers who purchase single-ride or full-day passes are referred to as casual riders.

2

Stats & Numbers



Cyclistic Time-Lapse Data

+5,800

Rideable Bikes

+ 600

Stations

One
year

August 2022 to
July 2023



User Comparison

Members accounted for the majority of rides,
representing 63% of the total.



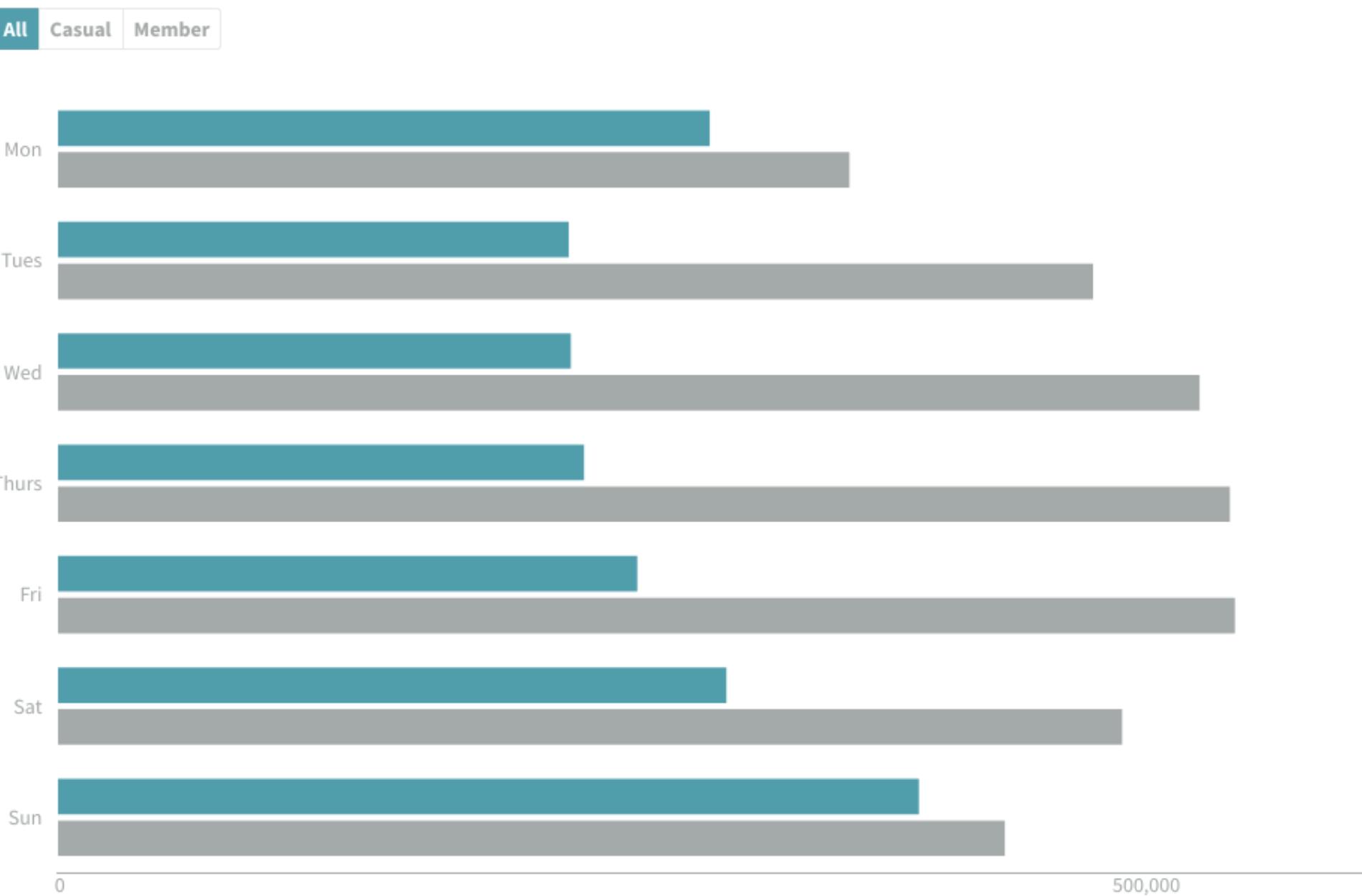
Bike Diversity

Electric bicycles were the top choice for both members and casual users.



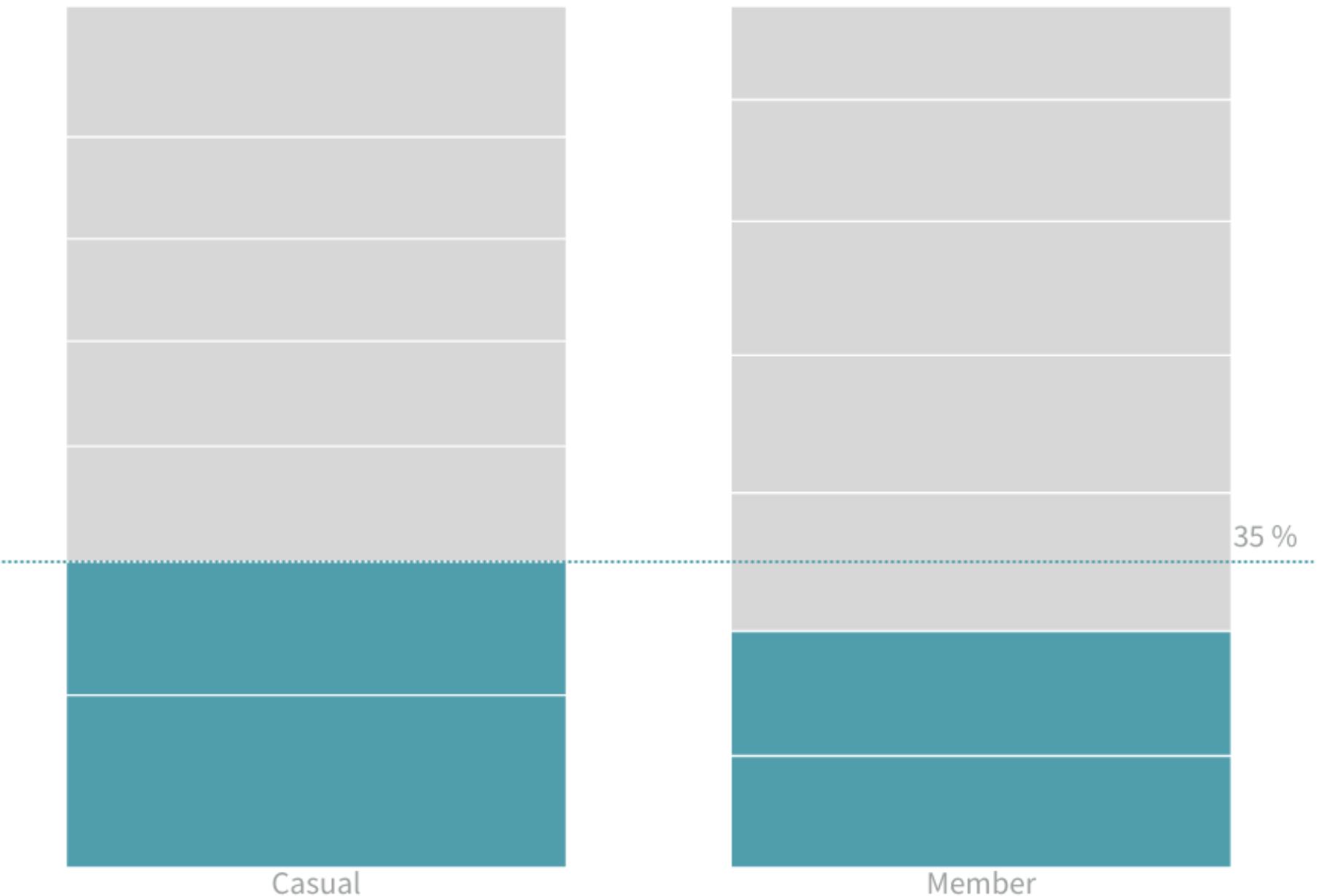
Weekday Trends

Casual users showed a significant increase in rides during weekends, with an additional 95,977 rides taken.



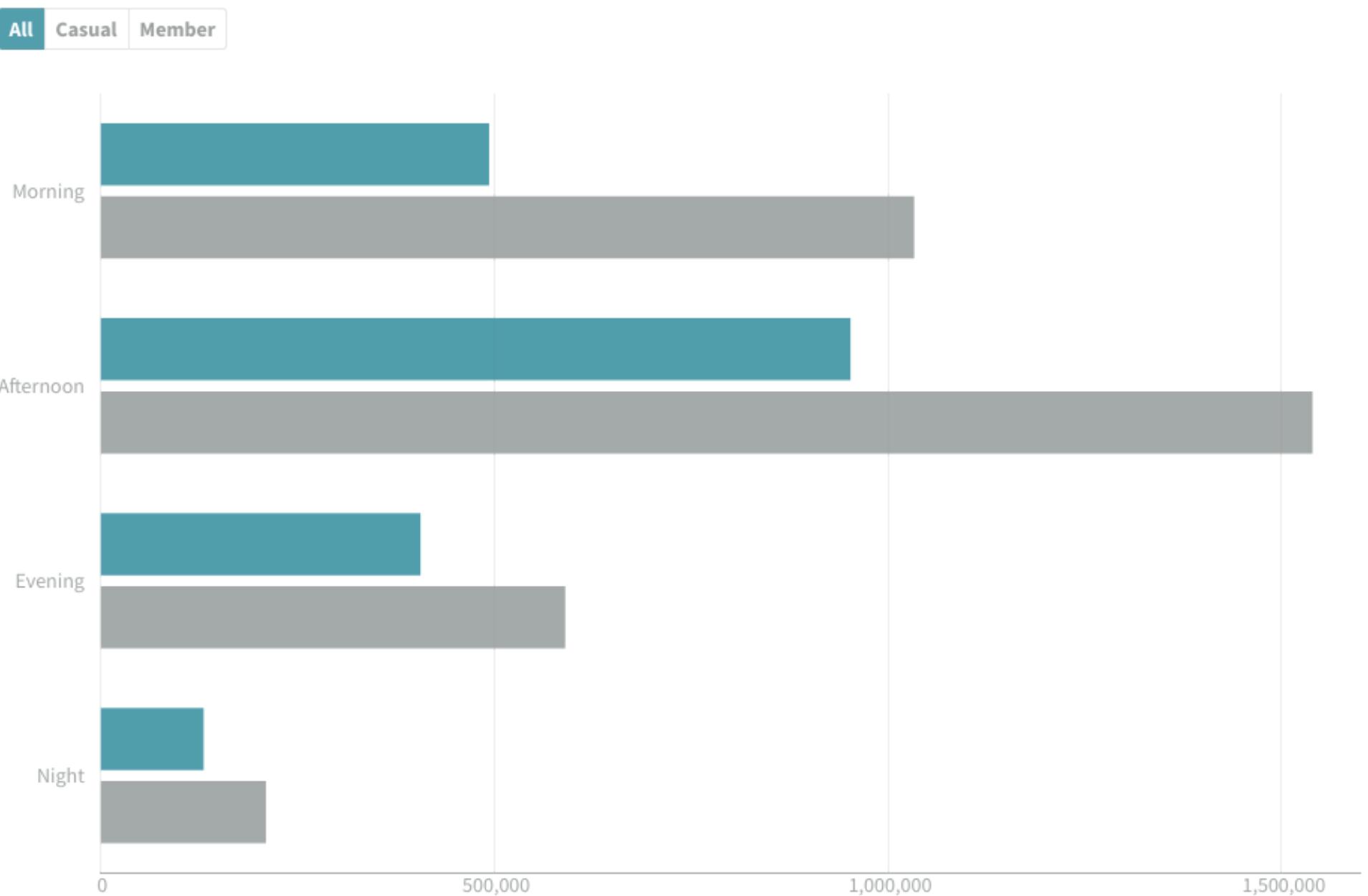
Weekday Trends

This signifies that casual users use the service 7.5% more on weekends compared to members.



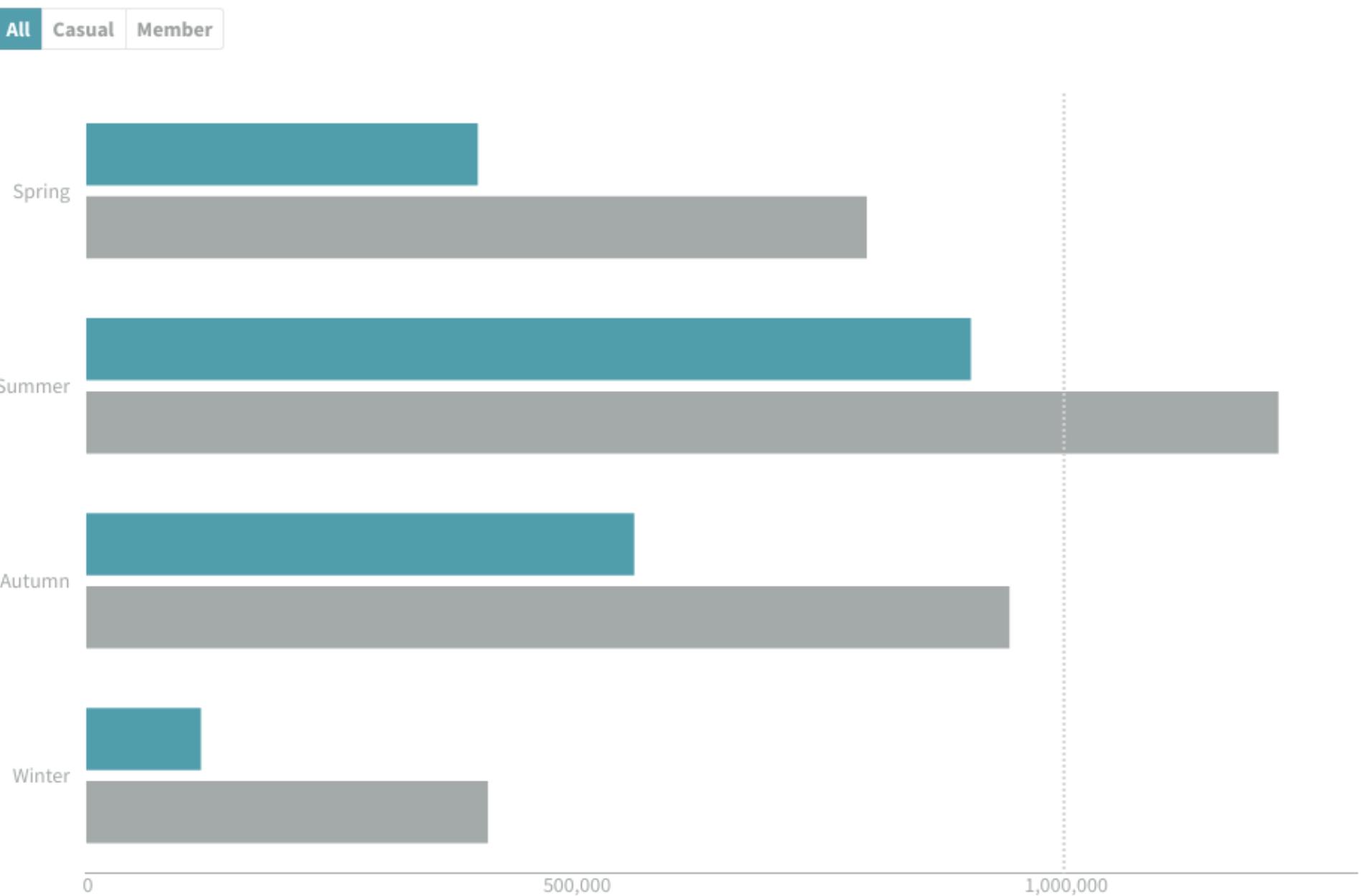
Daily Peaks

Afternoons were the preferred time for both users, with casual users leading at 48.01% of rides, while members closely followed at 45.63%.



Seasonal Trends

Casual users surged with a 45.61% increase in summer rides, while members had a 36.16% boost during the same season.



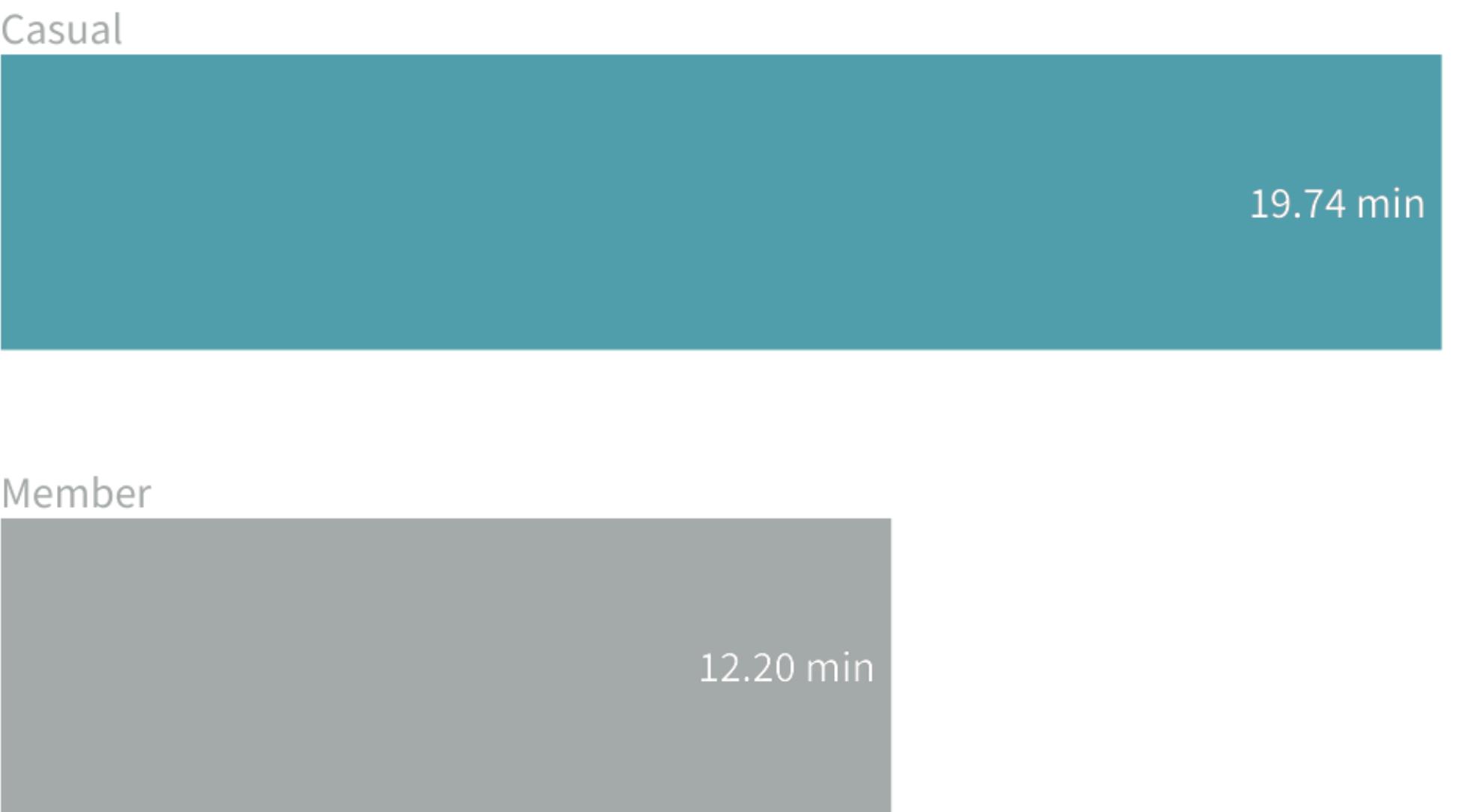
Average Distance

On average, both users covered rides spanning about 2.3 kilometers.

However, annual members had a slightly shorter average ride distance.

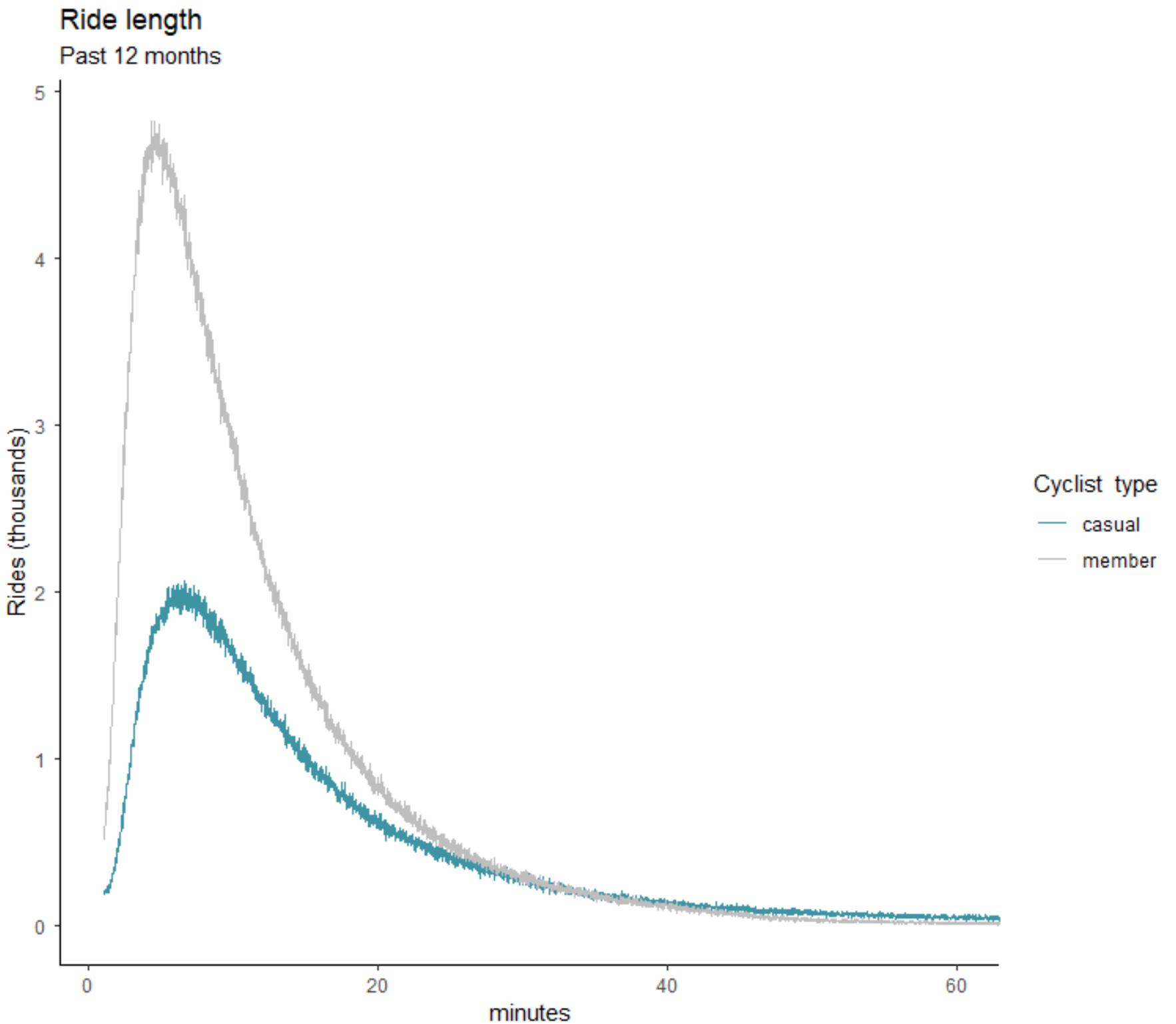
Average Length

Casual users typically embark on significantly lengthier rides, indicating a preference for extended journeys compared to members.



Ride Length

Spotlight on casual users in 40-minute plus journeys



Explore the Pulse

A map revealing the most popular stations



Top Stations

Casual Users

1

2

3

4

5

Streeter Dr & Grand Ave

DuSable Lake Shore Dr & Monroe St

Millennium Park

Michigan Ave & Oak St

Shedd Aquarium

Top Stations

Annual Members

1

2

3

4

5

Kingsbury St & Kinzie St

Clinton St & Washington Blvd

Clark St & Elm St

Wells St & Concord Ln

University Ave & 57th St

Insights

How Does a Bike-Share Navigate Speedy Success?



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Marketing Strategy



Key Actions



Targeted Campaigns

Craft campaigns converting casual riders to members, emphasizing cost savings, convenience, and weekend-specific promotions.



Fleet Optimization

Optimize user experience by ensuring popular start stations are well-stocked with electric and classic bicycles.



User Experience

Improve the afternoon user experience by addressing station maintenance, ensuring bike availability, and prioritizing convenience.

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Appendix



Learn More

- Boundaries - Community Areas (current) | City of Chicago | Data Portal. (n.d.). Chicago. <https://data.cityofchicago.org/Facilities-Geographic-Boundaries/Boundaries-Community-Areas-current-/cauq-8yn6>
- Data License Agreement | Divvy bikes. (n.d.). <https://divvybikes.com/data-license-agreement>

Let's get in touch



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