

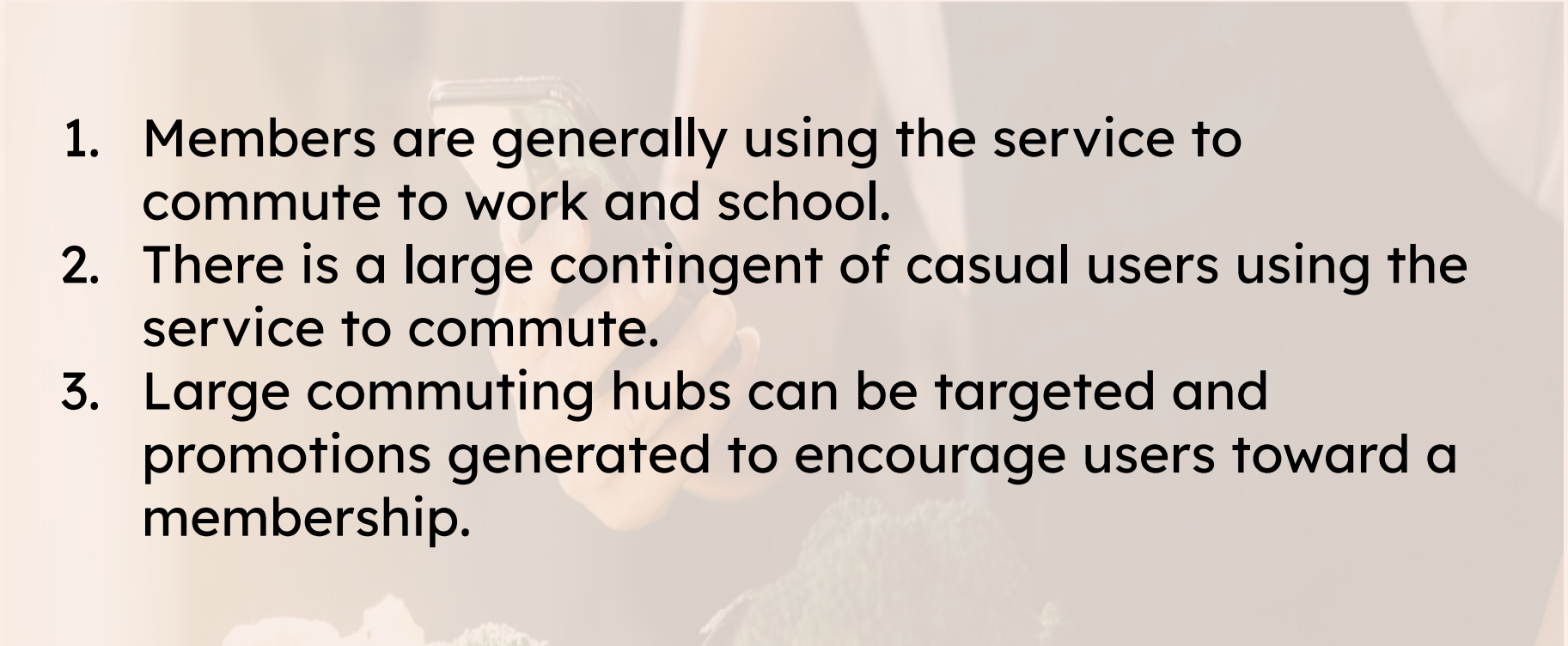
# Cyclistic

How does membership usage habits differ from casual users? How can membership be increased?



# Executive Summary

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1. Members are generally using the service to commute to work and school.
  2. There is a large contingent of casual users using the service to commute.
  3. Large commuting hubs can be targeted and promotions generated to encourage users toward a membership.

## GOAL

The design of a new strategy to convert casual riders into annual members.

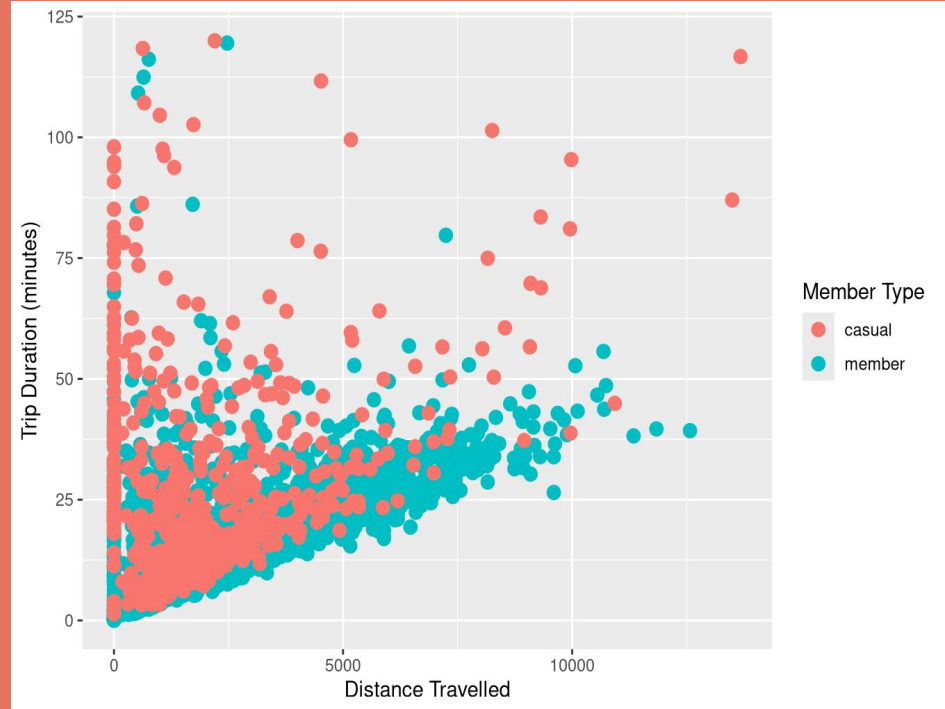


# Sources

- 1** The Divvy 2019 & 2020 Q1 Dataset 1st Party Internal Dataset, which can be found here:  
[Divvy 2019 Q1 Data](#)  
[Divvy 2020 Q1 Data](#)
- 2** Cursory Google Maps searches for identifying general locations of station 675 and the Union Station Dock

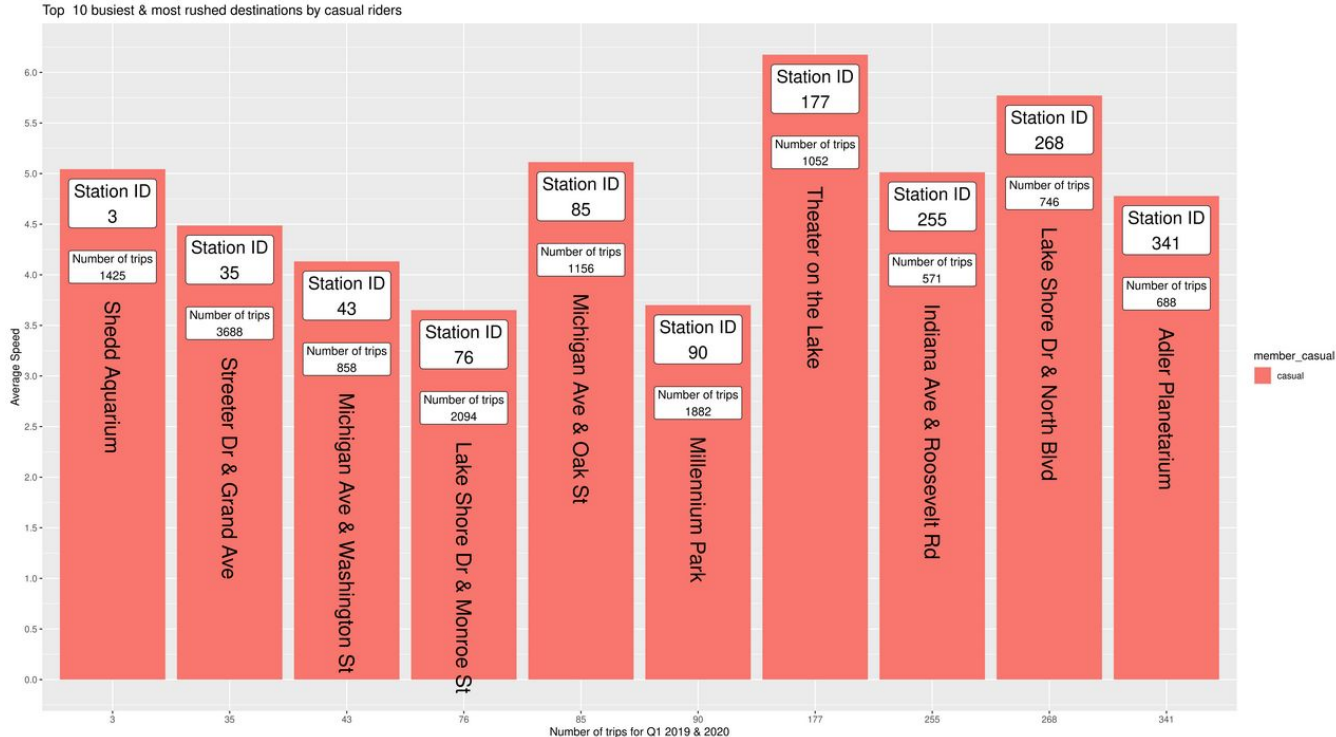
# Usage Habits

Here we see that there is an overlap in the “leisureness/rushyness” of the trips taken by members as well as casual users, suggesting that many casual users are using the service to commute. A higher slope angle represents a more leisurely pace while a lower slope angle suggests a more rushed pace. The samples which form a straight vertical line represent trips which ended in the same station that they begin in, suggesting a completely leisurely ride, with the highest ones taking the longest time.





# Top Stations

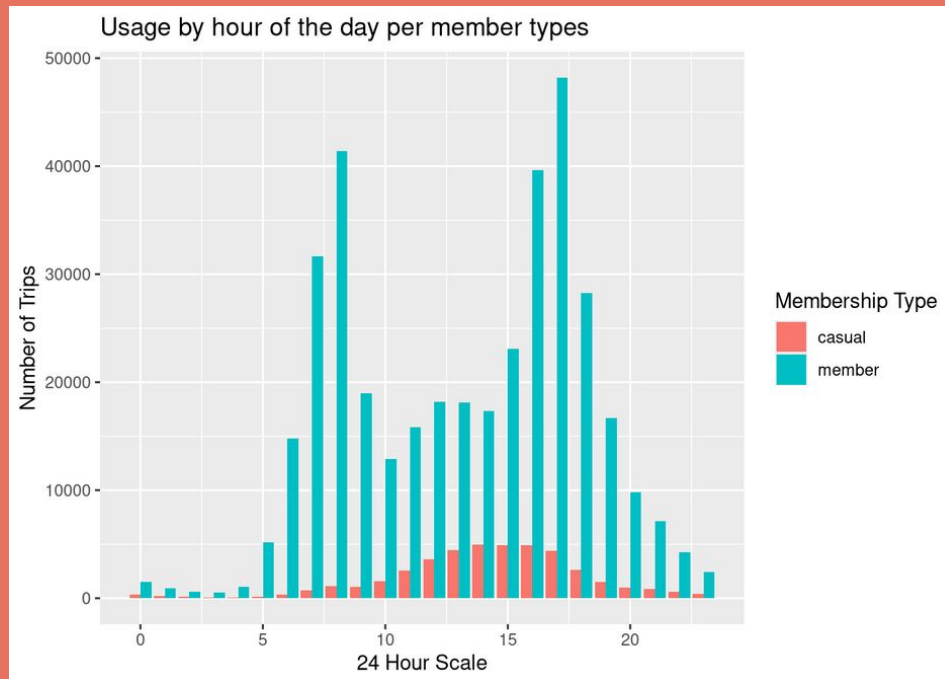


Here we see the destinations with the least leisurely trips(highest speed) and largest number of trips, suggesting a commute destination. These are the best stations to target commuters on the casual tiers

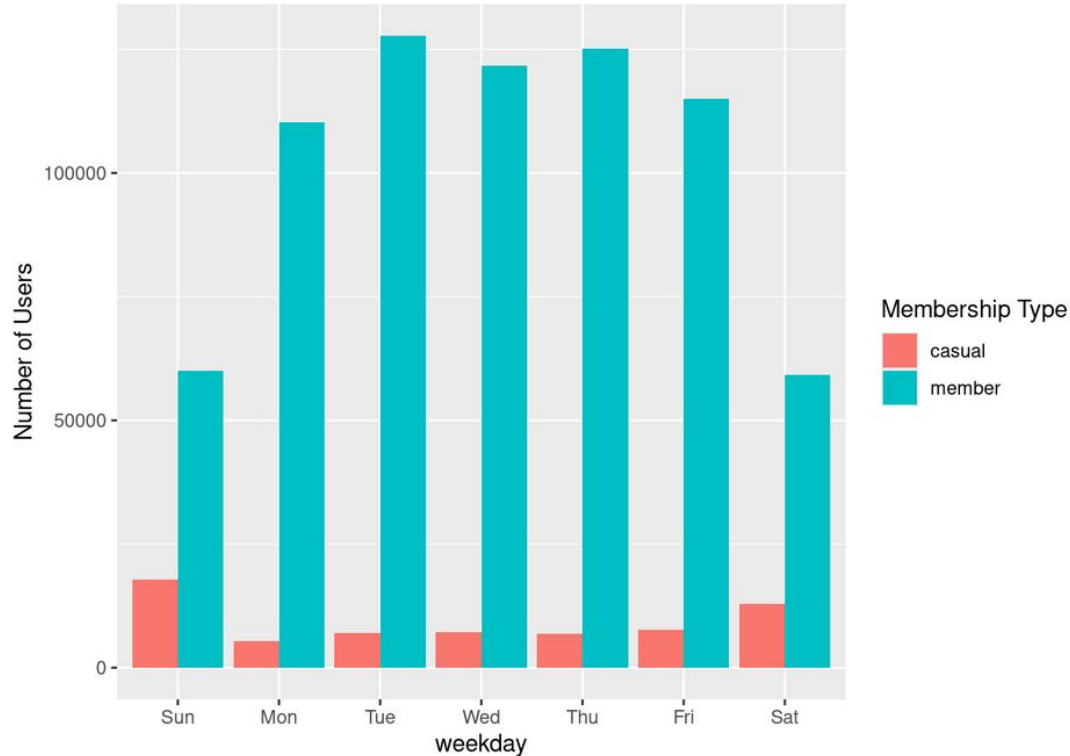
# Usage By Hour

Here we see that member usage increases at rush hours times suggesting that members generally use the service for daily work commuting. Also we can see that casual users have a more regular bell-curve distribution centered at around 3pm

The most frequently occurring trips overall are to and from station 192 which is the Adams & canal station, right next to chicago union station this suggests that most trips are part of a daily commute



# Weekly Usage



When usage is separated by weekday we can see that members tend for heavier use during the weekdays and tapering off on the weekends, while casual users are seeing an increase during the weekends, with the highest usage on Sundays. Suggest that weekend discounts for members might attract more of the weekend casual riders to a membership.