

# **Difference in biking trends of casual and member users**

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Cyclistic Company  
Contact: Amaury

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# Objective

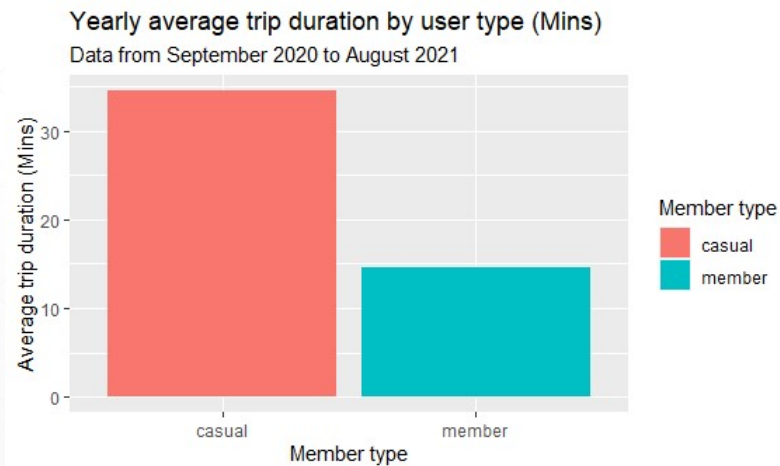
- Find the answer to: How do annual members and casual riders use Cyclistic bikes differently ?
- Provide 3 recommendations base on the insights obtained from the data.

Note: The data used for this research was obtained in the web page of Motivate International Inc. that operates Chicago Divvy bicycle sharing service during the period of September 2020 to August 2021.

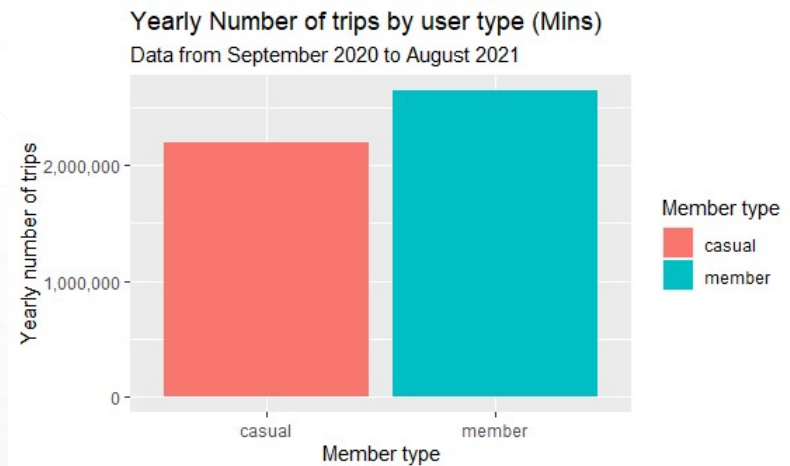
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# Number of trips and trip length by user type Sep 2020 to august 2021

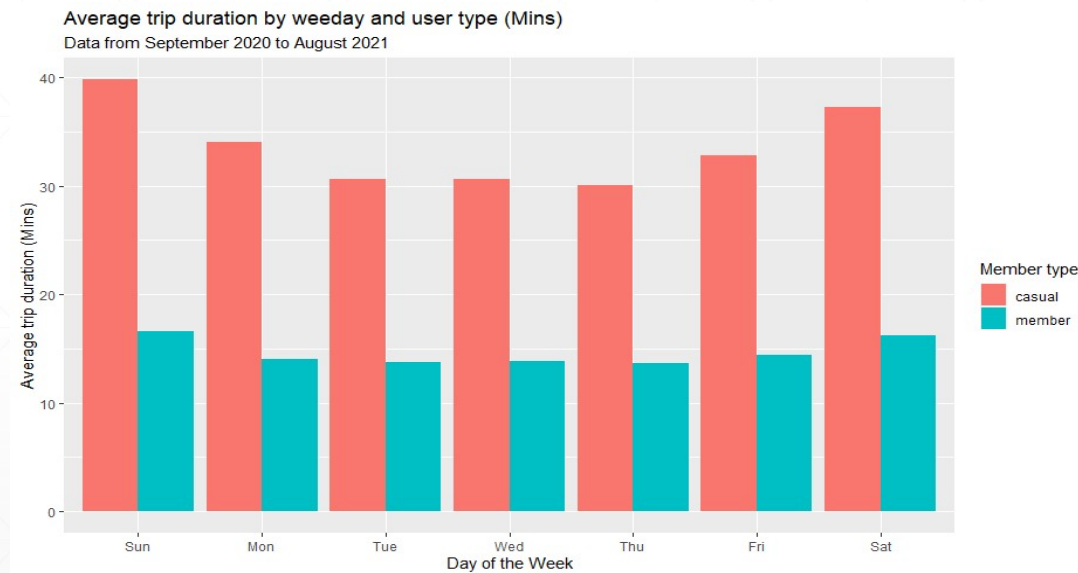
## Average Trip duration



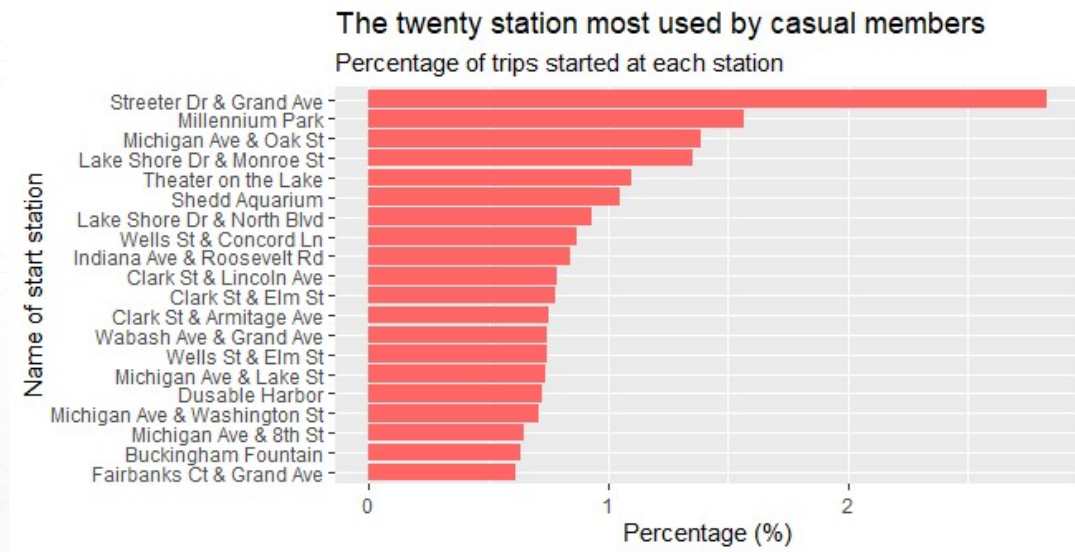
## Total number of trips



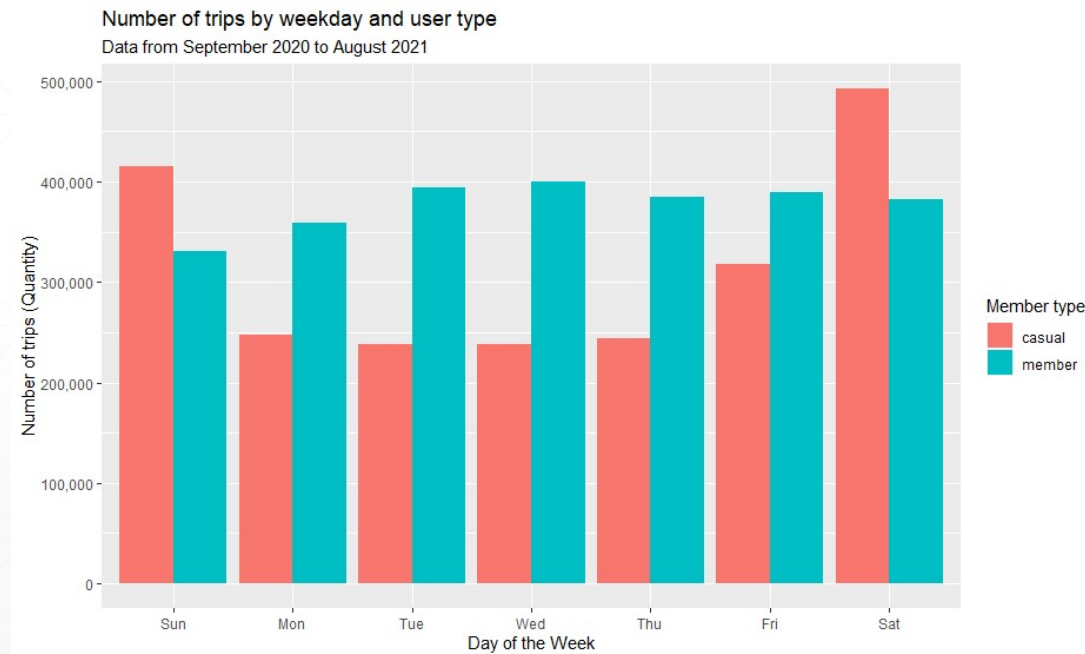
# Average trip duration- User type and weekday



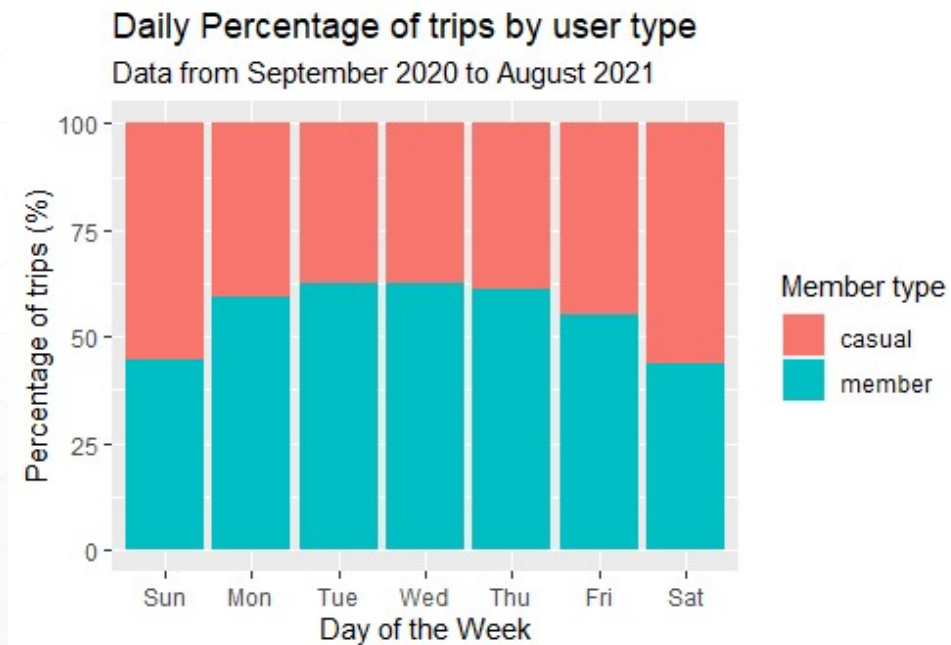
# The twenty start stations most used by Casual users



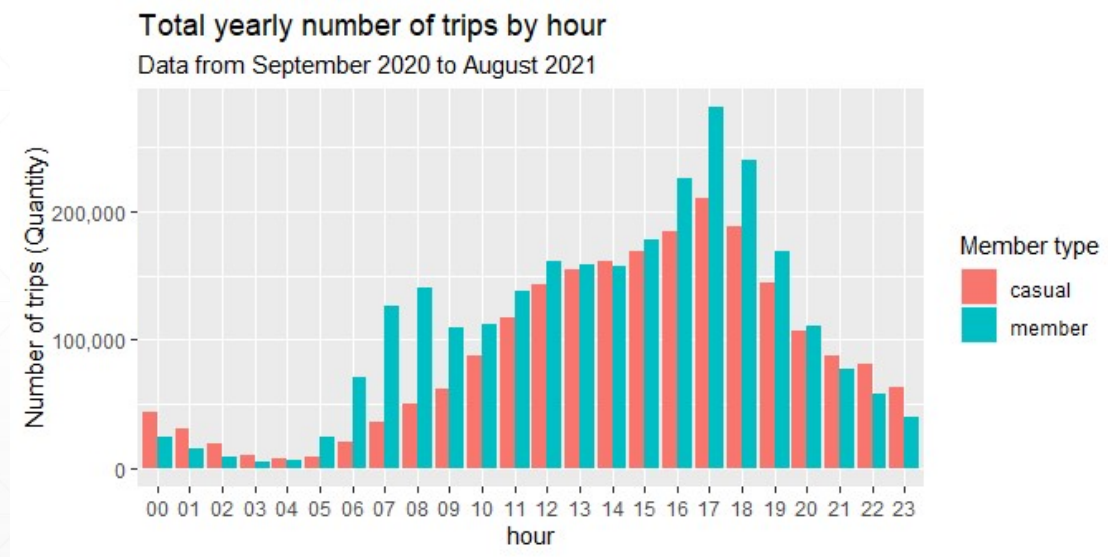
# Number of trips- User type and weekday



# Daily Percentage of trips - User type and weekday

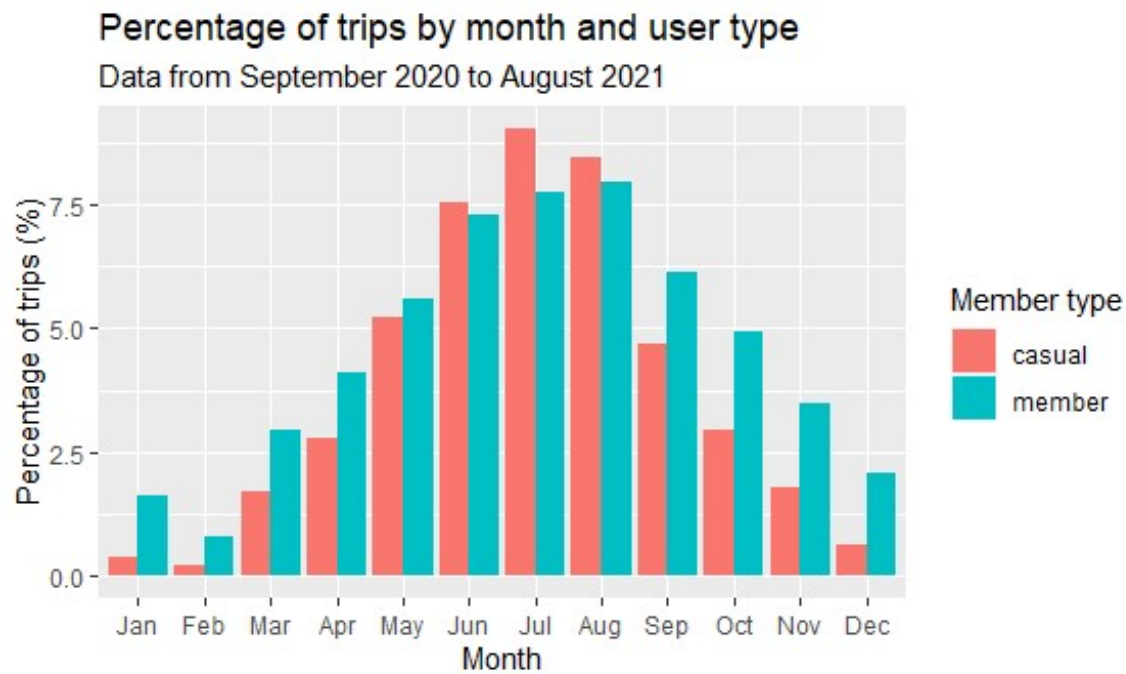


# Total yearly number of trips by hour, user type and weekday





# Percentage of trips by month and user type



## Insights

- The results suggest that the average trip duration for casual users is greater than for member users by 136%. However, the number of trips is greater for member users than for casual users.
  - From the chart we note that the average trip duration is greater for casual users than for member users by more than 100% in any day, and the longer duration for casual members are Saturdays and Sundays.
  - The chart suggests that the number of trips are relatively steady each day for member users, but for casual members rise considerably during Fridays, Saturdays and Sundays. For member users, the number of trips during weekdays(Monday to Friday) is greater than for casual users.
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## Insights

- The times in which the member users bike the most are 6 to 9 in the morning and 16 to 19 in the evenings; at 17 as the peak hour. On the other hand, for casual members the number stay relatively low until 8 am, start to grow until 17 and then decrease until 24.
  - The percentage of trips by casual members is greater than the one by member users during the months of June-July-August. During the other months, the tendency is contrary. The months with less percentage of trips for both user types are December, January and February.
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## Recommendations

- The marketing campaign should be developed during Fridays, Saturdays and Sundays. These days the quantity of users is greater than other days.
  - The marketing campaign should exclude the months of December, January and February, because in this months the quantity of users is too low.
  - The marketing campaign should include some type of discount for casual member that use the service during the days Monday to Thursday, specially in the hours 6 to 9 and 16 to 19. At this time the difference in number of trips is greater for member users than for casual users.
  - The marketing campaign should include some type of good discount for casual members that acquire an annual membership and use the service during the days Monday to Thursday, specially in the hours 6 to 9 and 16 to 19. At this time the difference in number of trips is greater for member users than for casual users.
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**Thank you...**

