**How do annual members and casual riders use Cyclistic bikes differently? Notes**

Table

Description automatically generated

* The most people using bikes are members who use classic bikes with 184,283 people
* For casual members the classic bike is also very popular with 123,270 people
* An interesting part of the data is that no members use docked bikes

A screenshot of a computer

Description automatically generated with medium confidence

* Casuals ride bikes for an average of twice as long as members which is a huge difference
* This could be because the riders want more bang for their buck because they are spending their money for a single ride or full day pass, so will be on it longer than annual memberships

Graphical user interface, application

Description automatically generated

* It is really interesting how much ride time is factored into a docked bike. This seems a little outrageous that the average ride time for docked bikes would be an hour and three minutes. Will have to investigate docked bikes a little further.
* Directly comparing casual and member biking times it looks like no matter what bike casual members are riding for about twice as long as members
* Something that would take a lot of work to figure out with little knowledge back would be finding how far people travelled. You could use the starting coordinates and ending coordinates to get an estimate, but there is no documentation of the route that was taken, so there is no way to be for sure how far people going

**Recap**

* How do casual and members differ?
  + There are more casual riders than member riders
  + A connection between leisure riding and the casual members is that casual riders are riding a lot longer than member riders
  + It could be theorized that if they are only paying for single-use/day use they are going to use the bikes for longer to get more bang for their buck
    - For members it looks like they are more likely to use it for work purposes or doing something to get them from point A to point B as a faster mode of transportation than walking
  + With a simple look at how casuals and members differ making graphs might not have that big of impact and charts would be sufficient enough. If we were to do graphs we could take these results to Tableau and make some easily visuals
  + When looking towards shifting these casual riders to more frequent riders a good plan might be to market in a way that shows the leisure benefits of the products and less about the usefulness of fast travel. The casual members seem to want to have a leisure stroll and there are definitely marketing strategies to be used to leverage this

**Presentation Slide Layout**

* Why are we here? (Main Question)
* Outline of Talking Points
* Slide Over Difference in Member Count
* Slide Over Difference in Average Ride Time Between Customers
* Slide Over Difference in Ride Time Between Customers and Bike
* Recap
* Recommendation