



Cyclistic

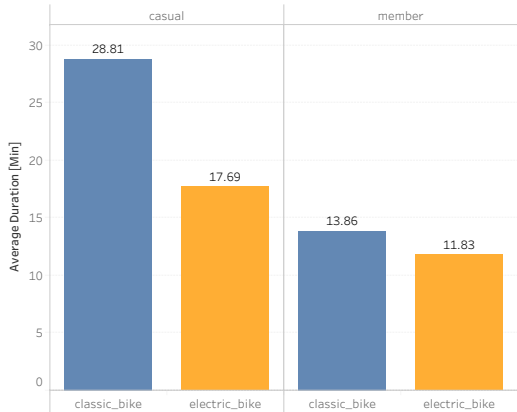
How do annual members and casual riders use Cyclistic bikes differently?

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Rideable Type
casual
member

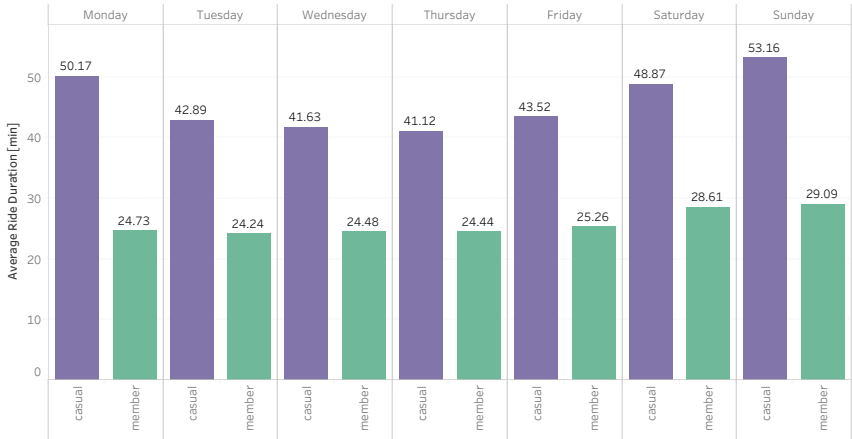
Cyclistic Bike-Share Average Trip Duration by Bike Type: April 2020 - April 2023

Average ride length by bike and user types



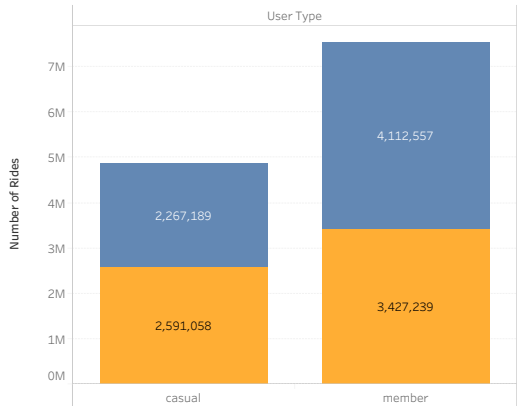
Average Cyclistic Bike-Share Ride Duration: April 2020 - April 2023

Average bike ride duration (in minutes) by weekday and user type



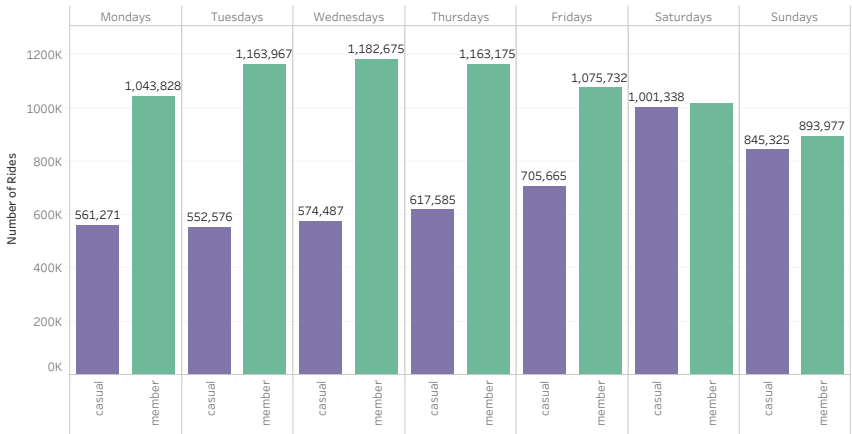
Cyclistic Bike-Share Usage by Bike Type: April 2020 - April 2023

Total number of bike rides by bike and user types



Cyclistic Bike-Share Rides: April 2020 - April 2023

Total number of bike rides by weekday and user type



Key Findings

- * Users with an annual membership complete more rides than casual riders;
- * Among casual riders, Fridays, Saturdays, and Sundays are the most popular usage days;
- * Casual riders, on average, spend about 76% more time on their rides than users with an annual membership;
- * About 67% of total bike rides by casual riders were via electric bikes, compared to about 52% for total bike rides by users with an annual membership

Recommendations

- * Implement a new annual membership tier at a lower price point where a total number of rides are allotted for a given time period (e.g. week, month), versus current annual membership structure (unlimited number of rides, 45-min. limit per ride), and given that on average, casual riders spend more time on their rides than current members, but on average only 1372.74sec (22.88min);
- * Implement a limited time promotion for annual membership that loosens limits on Friday, Saturday, Sunday rides, given those are the most popular days casual riders use Cyclistic bikes;
- * Add more electric bikes to inventory given casual riders prefer them over classic bikes.

Other Considerations for Further Exploration

- * Collect data on available inventory at docking station user is at at point of rental to analyze impact on resulting bike type choice;
- * Collect data on full route of a bike during rental, not just start and end locations, to analyze if certain areas/geospatial, factors constitute certain bike types (e.g. terrain);
- * Include data on whether a casual rider uses a single-ride pass or full-day pass, to analyze how pricing may impact usage.