

Cyclistic Analytics Dashboard

Member vs Casual Rider Behavior Analysis — Real Data

AVERAGE RIDE DURATION

11.6

Minutes (Members)

18.6

Minutes (Casual)

PEAK USAGE HOUR

17:00

Members

17:00

Casual

PEAK USAGE MONTH

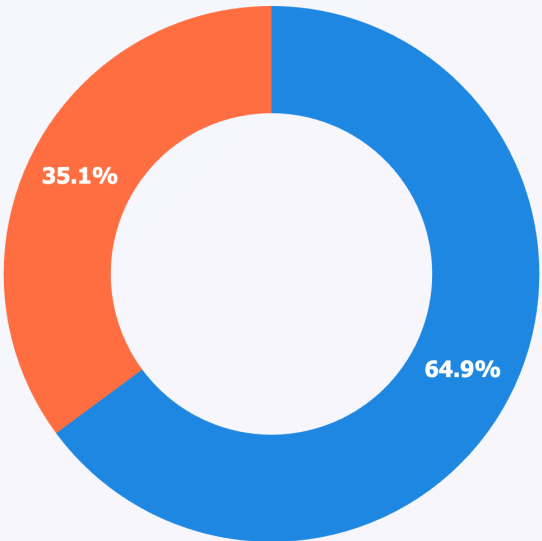
Sep

Members

Jul

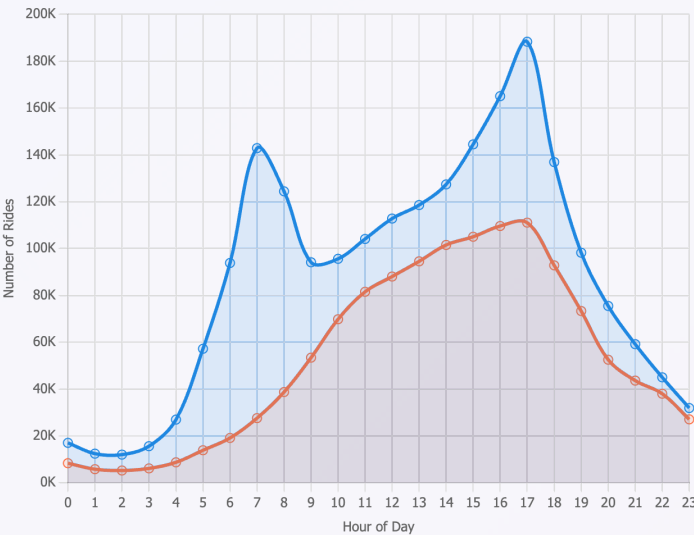
Casual

Percentage of Rides by Membership Type



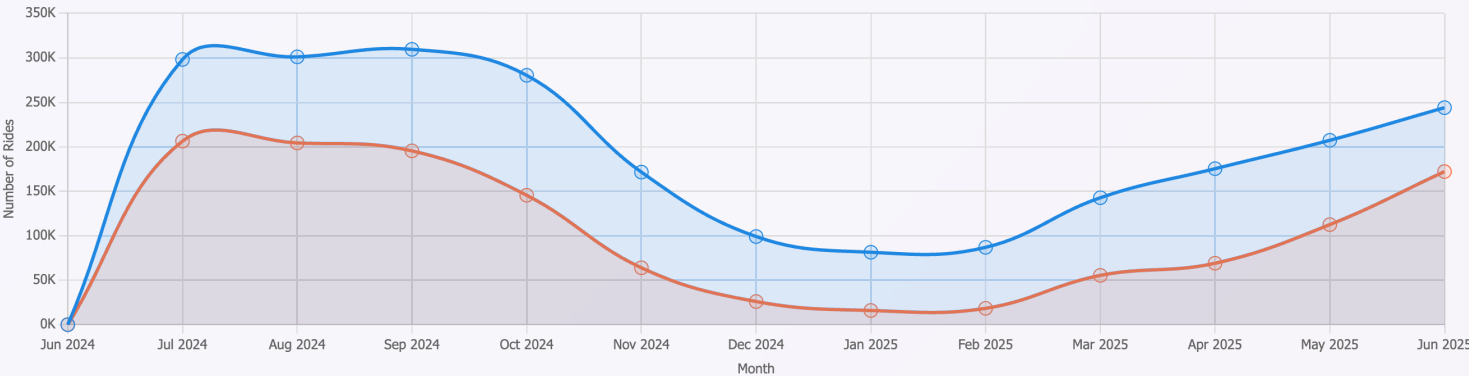
Members Casual

Hourly Usage Patterns (24-Hour)



Members Casual

Monthly Usage Patterns (2024-2025)



Members Casual