An in depth look at how Casual and Member riders differ

# CASUAL AND MEMBER BIKE RIDERS OF CYCLISTIC

# What to Look For. . .

How are casual riders using the service compared to members?

What is the difference in how often they use the bikes?

Do members use the bikes more that casual riders?

**Hypothesis**: Annual members use bikes more often for tasks like going to work or general transportation. Casual riders use bikes for vacation, joy riding, exercise

# Business Task:

Determine the difference between the casual riders and the annual members.

Create the best solutions to convert casual riders into annual members.

# Data Source

Licensing from Motivate International

No personal identifiers

March 2020-February 2021 data

# Columns Provided

rider id

start and end times

start and end stations and their respective ids if available

the type of bike used

the start and end longitude and latitude

casual or member bike user

# Clean Data

Checked spelling

No duplicates

Remove inaccurate start/end times

Added ride_length and day_of_the_week columns

Changed ride_id to String

# Who Rides When?

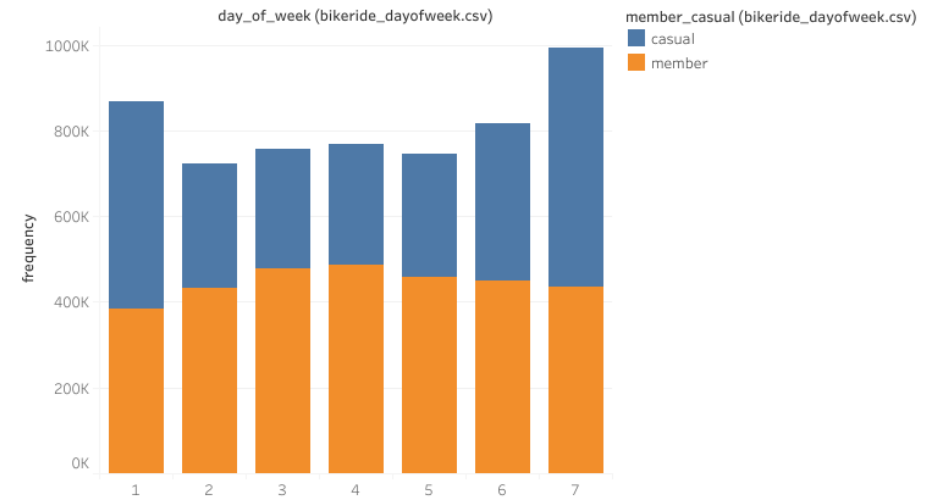

Number of Members and Casual Riders
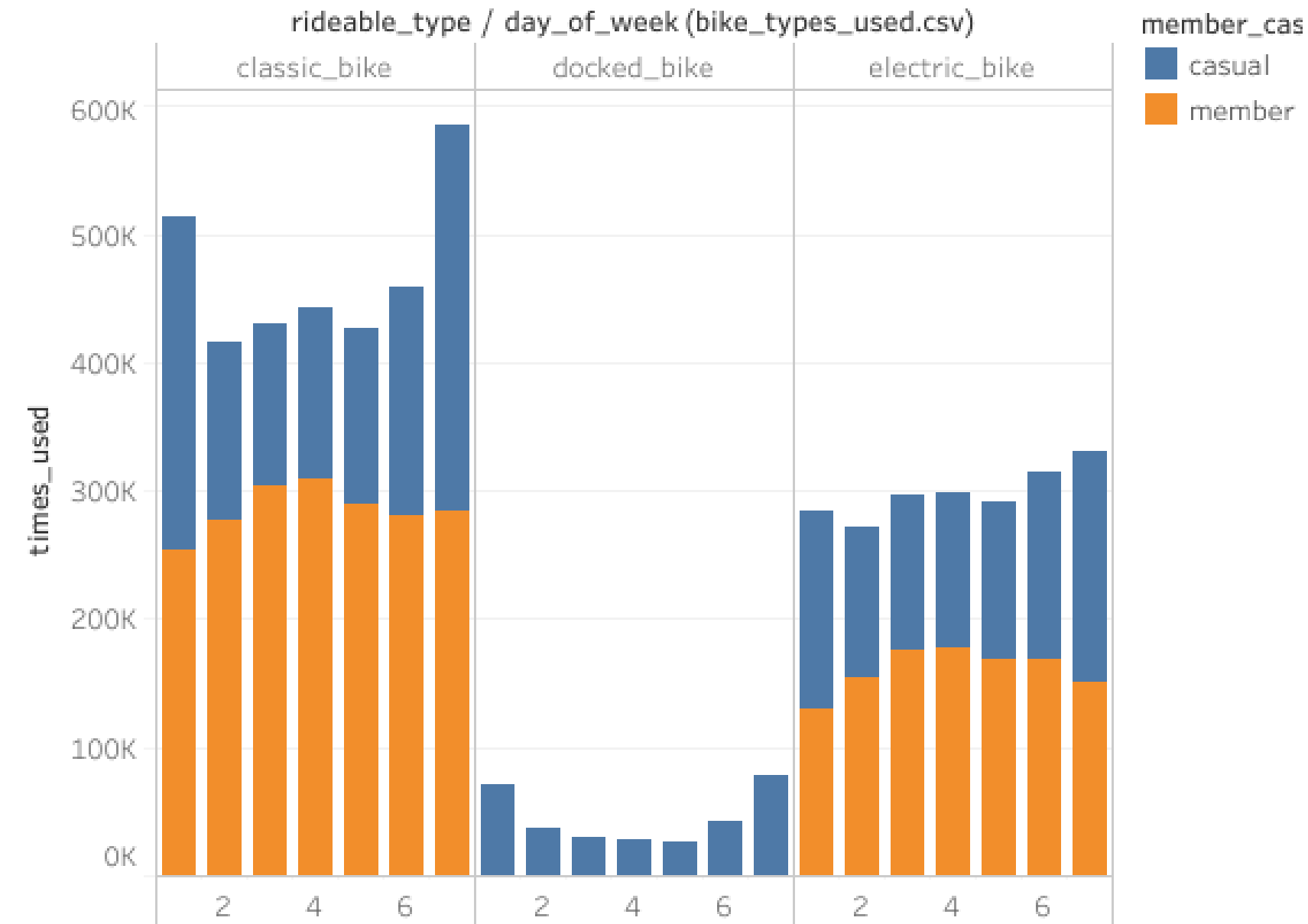
total_riders
5,667,901

member_casual
- casual
- member

Frequency of Rides by Rider Type

day_of_week (bikeride_dayofweek.csv)

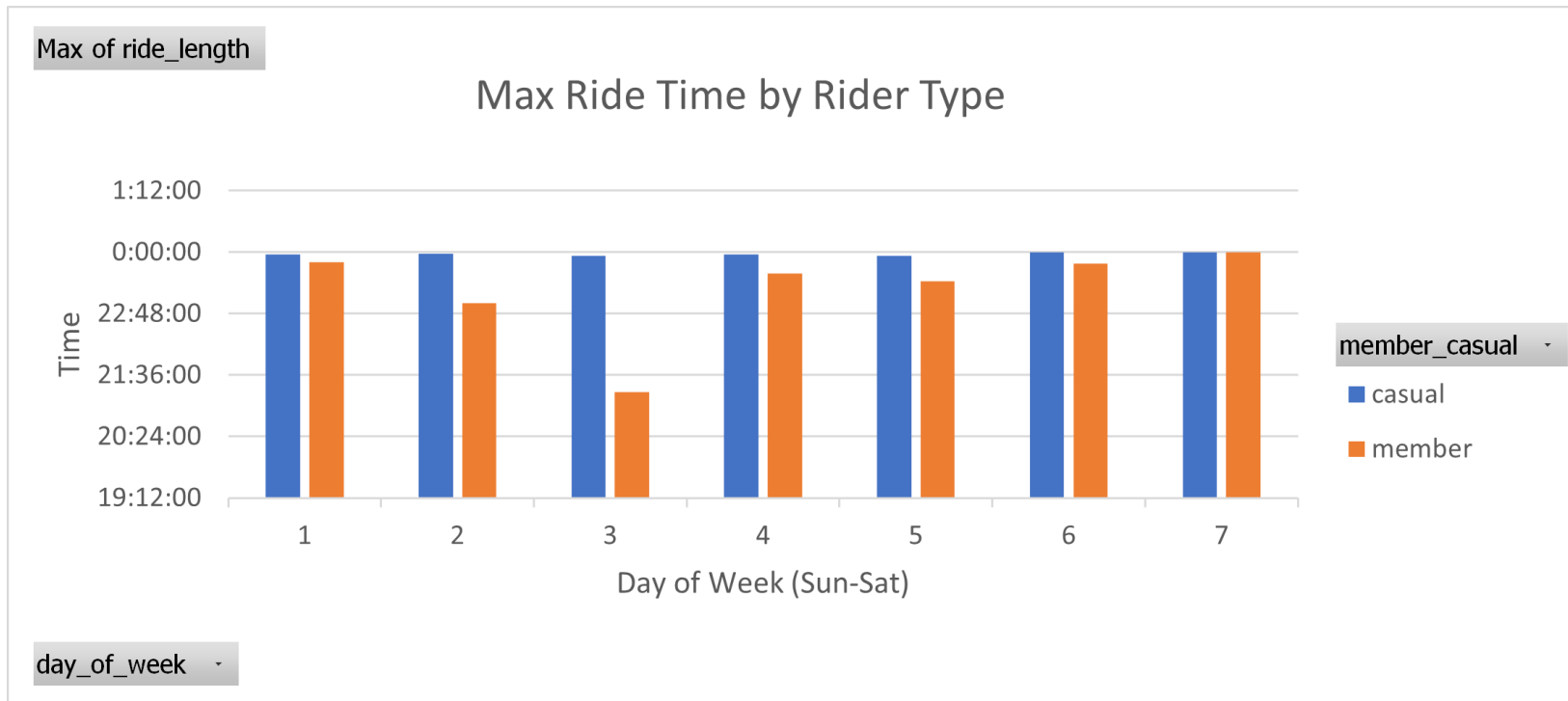member_casual (bikeride_dayofweek.csv)
- casual
- member

- Members > Casual riders

- Members consistently ride

- Casuals ride more on weekends

Usage of Different Bikes by Rider Type

Who Rides What?

- Classic bikes are most popular
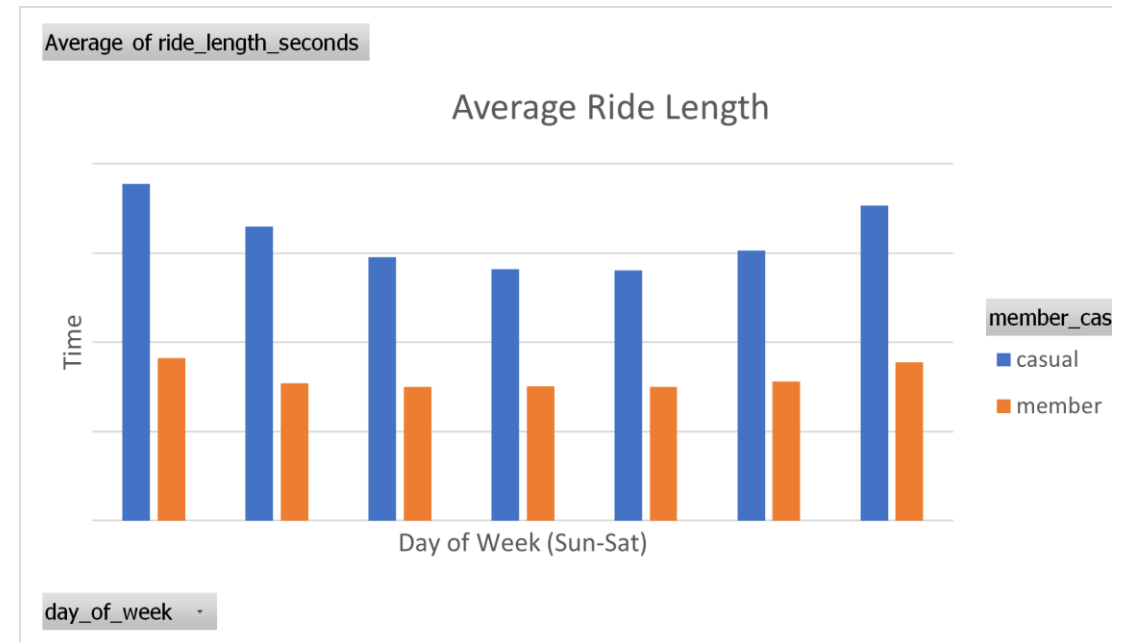- Only casuals ride docked bikes

# Who Rides Most?

- Both types have riders who use bikes over 20 hours
- Casual members ride longer

# Who Rides How Much?

- Casual riders use bikes longer on average

# How to Benefit?

Give casual riders reward for miles /minutes on bike

Capitalize on weekend use: passes

Unique features for docked bike users