

Differences In The Use Of Cyclistic Bikes By Cyclistic Members and Casual Riders



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Overview

A report of the analysis of Cyclistic ride data from May 2021 to May 2022. Comparing details of rides by casual riders and Cyclistic members to identify differences between the two categories of riders, their preferences and, factors that influence how they use Cyclistic bikes and also make recommendations on how the findings can be utilised to convert casual riders into Cyclistic members.

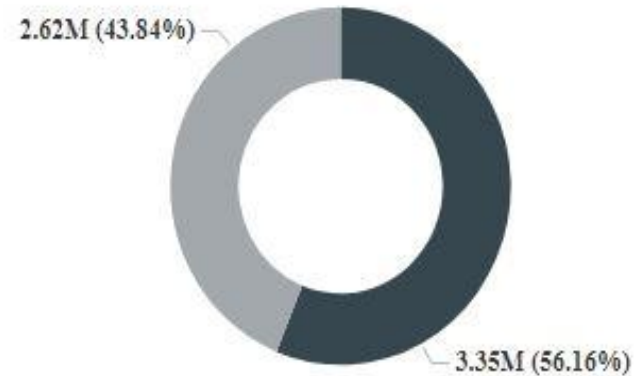
General Stats On Cyclistic's Rides From May 2021 - May 2022

Total Number of Rides

- A total of **5,964,829** rides.
- Cyclistic members took more rides than casual riders with **56.2%** of the total rides.

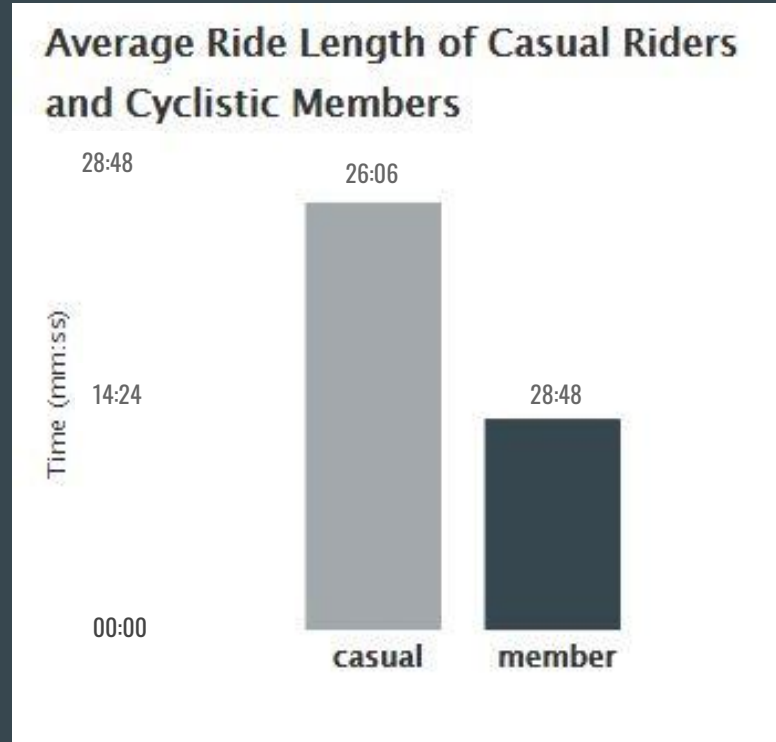
Number Of Rides Taken By Casual Riders and Cyclistic Members

● member ● casual



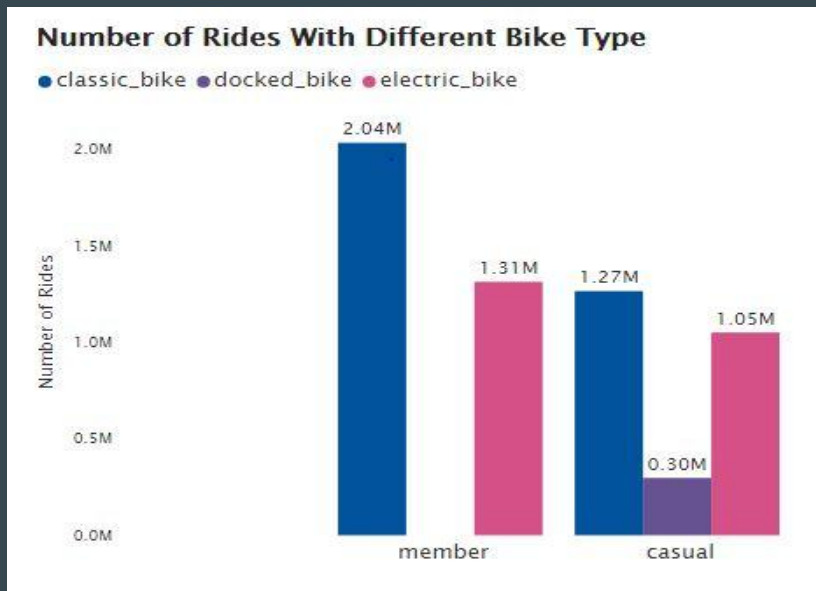
Length of Rides

- Casual riders take longer rides than Cyclistic members
- With the average ride length of casual rides lasting for **26 minutes and 6 seconds**
- And, average ride length of Cyclistic members lasting for **12 minutes and 54 seconds**.



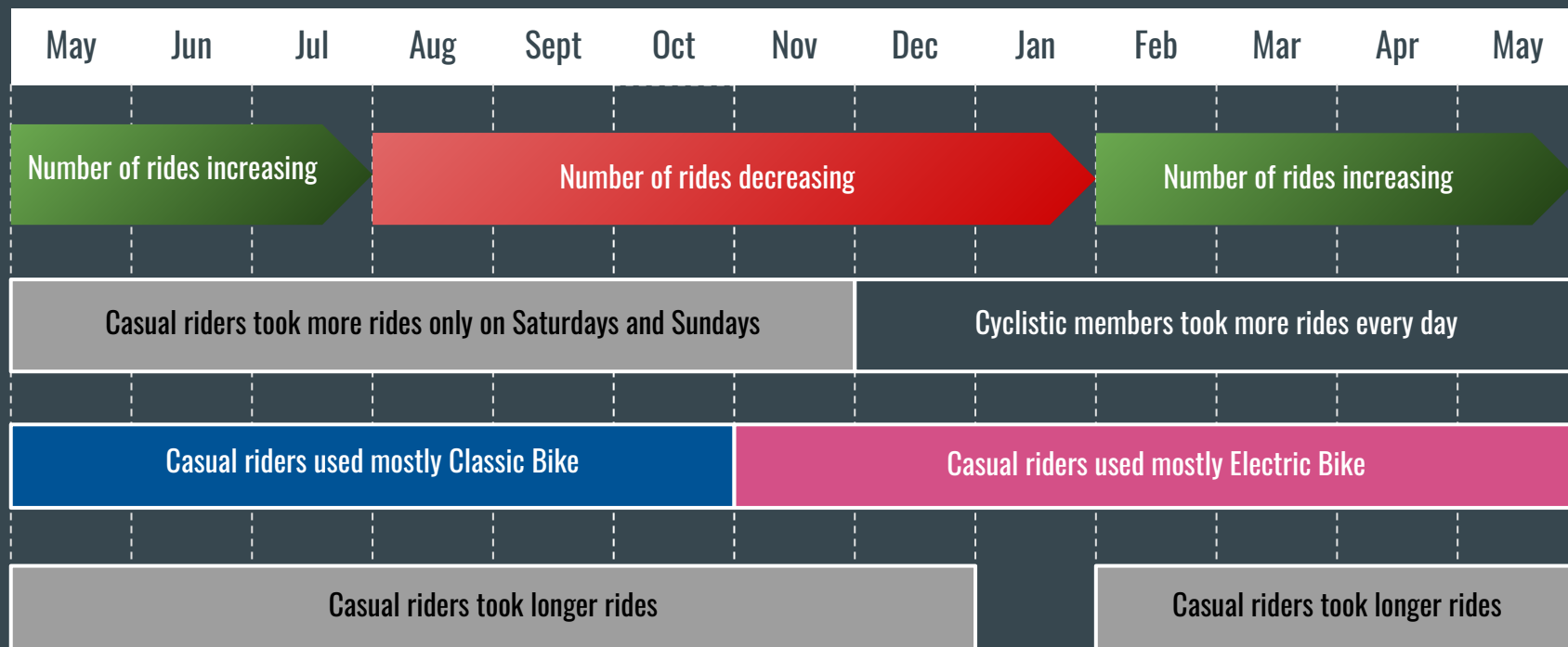
More Stats :

- Most rides by casual riders starts and/or stops in the station at Streeter Dr & Grand Ave.
- Classic bike is the most used bike type of the two riders category.



Monthly Trend of Rides From May 2021 - May 2022

Timeline



What Factor Influences The Monthly Change In Trends
Of Rides By Casual Riders and Cyclistic Member?

CLIMATE CONDITION

Climate Condition Influences Rides

- The number of rides taken is at its highest during the warmer summer months (June, July, August) and lowest in the colder winter months (November, December, January, February) .
- The reduction in the number of rides reflects more on the number of rides by Casual Riders.
- Casual riders take more rides on Saturdays and Sundays compared to any other day except during colder winter months(November, December, January, February) where Cyclistic members take the most rides every day.
- Casual riders show a preference for classic bikes in warmer temperatures and electric bikes in the colder temperature while Cyclistic members do not show any bike preference.

Summary and Recommendations

- Discounts on long rides should be offered to annual members only. The discount would act as incentive for casual riders who takes longer rides to pay for annual membership instead.
- This discount should run through the month of summer, specifically on weekends(Saturdays and Sundays) where the number of rides by casual riders is at its highest.
- Publicity for the marketing strategy should be focused on the area around the Streeter Dr and Grand Ave station, this is a hotspot for majority of our casual riders.
- Discounts can also be offered to annual members on rides in summer with classic bikes and rides in winter with electric bikes.

Thank you.