

Comparing Cyclistic Member and Casual Rider Usage

A Q1 Data Analysis

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BigQuery | Looker Studio | Google Sheets | R

Project Overview

- **Goal:** Identify key behavioral differences between Cyclistic's *member* and *casual* riders.
- **Dataset:** Q1 public ride data, 3 months of trips across Chicago.
- **Focus Areas:** Ride volume, monthly trends, trip duration, and start station patterns.

Key Questions

- How do total rides differ between member and casual riders?
- What seasonal patterns appear in rider behavior?
- Where do rides most commonly begin for each rider type?
- How do trip durations compare between member and casual riders?

Data Cleaning & Preparation

- Removed duplicates and null values
- Converted timestamps
- Calculated trip duration
- Extracted month for trend analysis
- Joined fields for clarity and consistency

Dashboard Overview

Page 1 of 6 | Add data | Blend | Add a chart | Add a control | Pause updates

Add filter | Reset | Pie chart properties | Data

1 Total Rides by User Type

Chart types: 48 | Setup | Style

Data source: trips_clean - 11/5/25, 3:10 PM

Blend data: trips_clean - 11/5/25, 3:10 PM

Dimension: member_casual

Metric: Record Count

Optional metrics: (disabled)

Metric sliders: (disabled)

Filter: (disabled)

Data: end_station_id, end_station_name, ended_at, member_casual, member_casual_order, month_started, start_station_id, start_station_name, started_at, trip_duration_min, Record Count

Properties: (disabled)

Filter bar: (disabled)

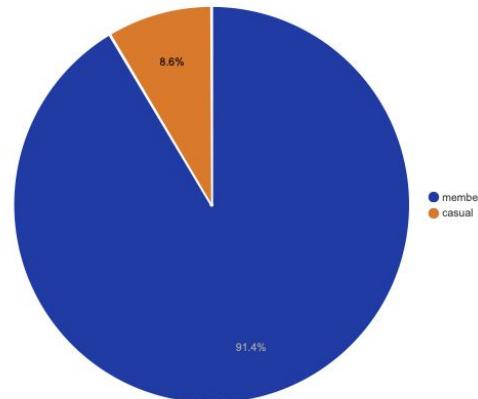
Last updated: 11/7/2025 3:50:55 PM

User Type	Percentage
member	91.4%
casual	8.6%

Insight 1: Total Rides by User Type

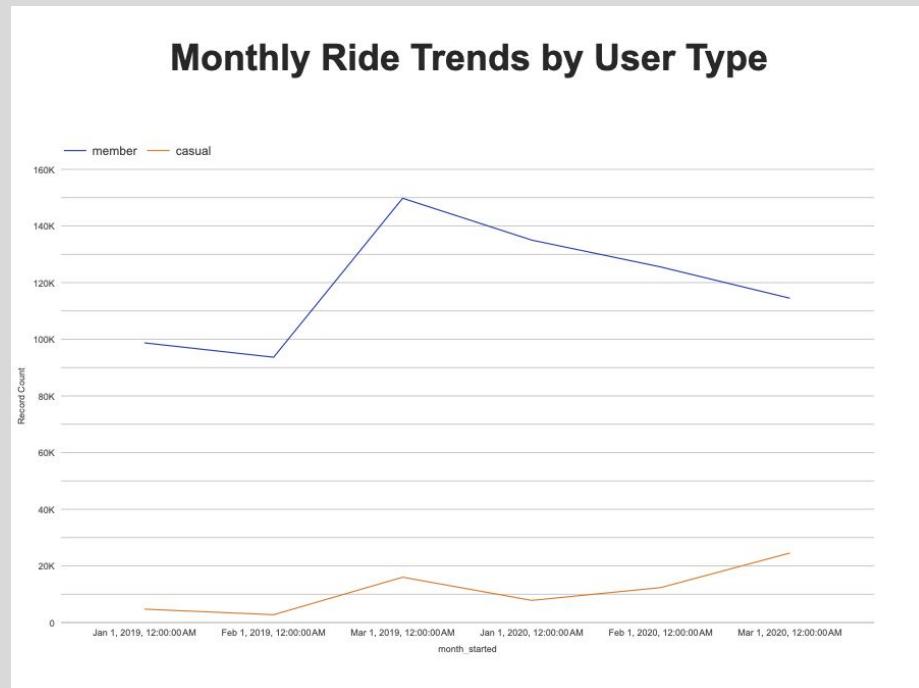
- Members account for ~91% of all rides
- Casual riders make up the remaining ~9%

Total Rides by User Type



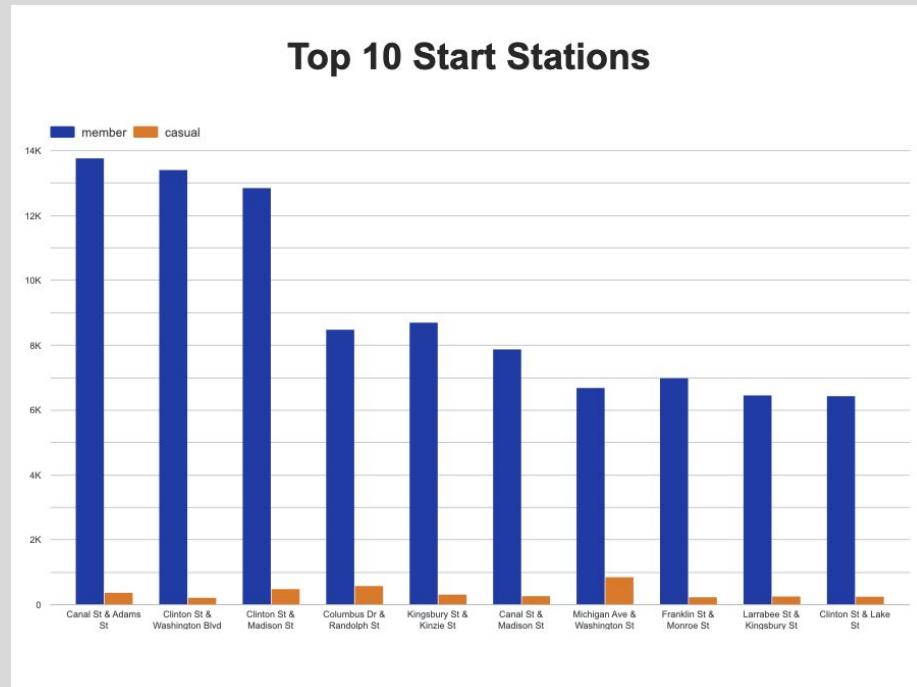
Monthly Ride Trends

- Member rides rise sharply moving into warmer months
- Casual rides also increase but remain far lower overall
- Both groups show clear seasonality in Q1



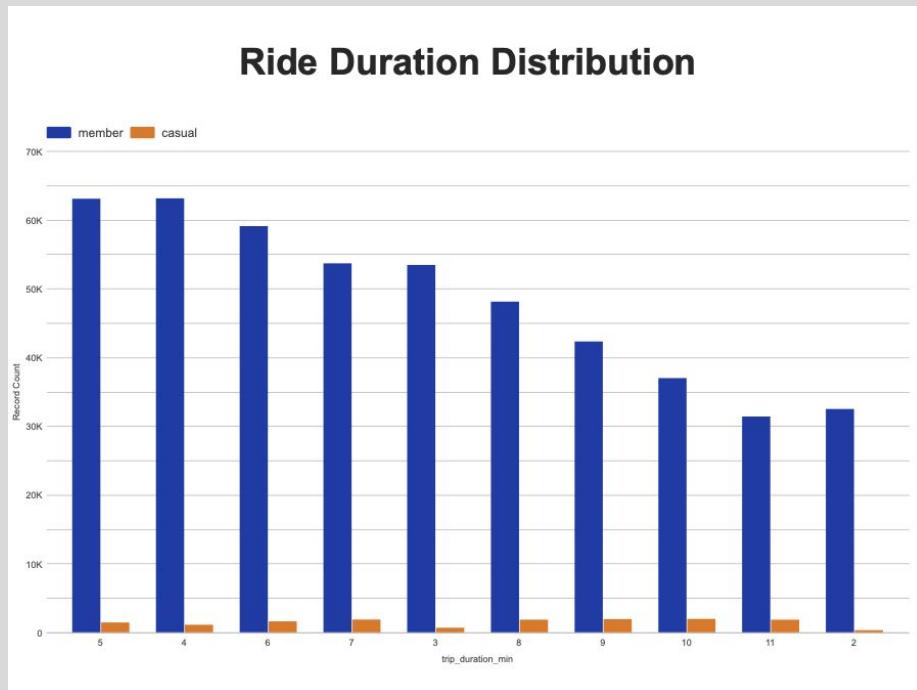
Top Start Stations

- The **busiest** stations overwhelmingly serve members
- **Casual riders** cluster around tourist-heavy and waterfront areas
- **Member activity** is centered around commuter hubs



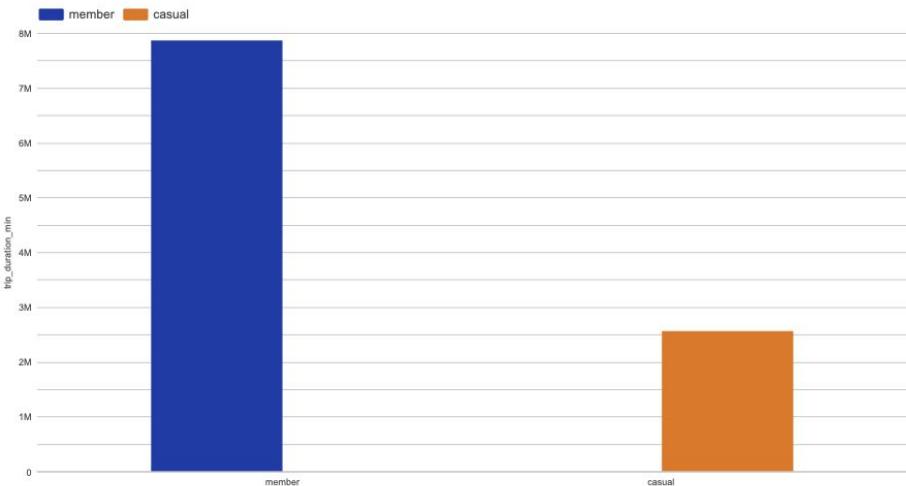
Ride Duration Patterns

- **Members** take short, consistent rides
- **Casual riders** have a much wider spread of ride times
- **Longer trips** are far more common among casual riders

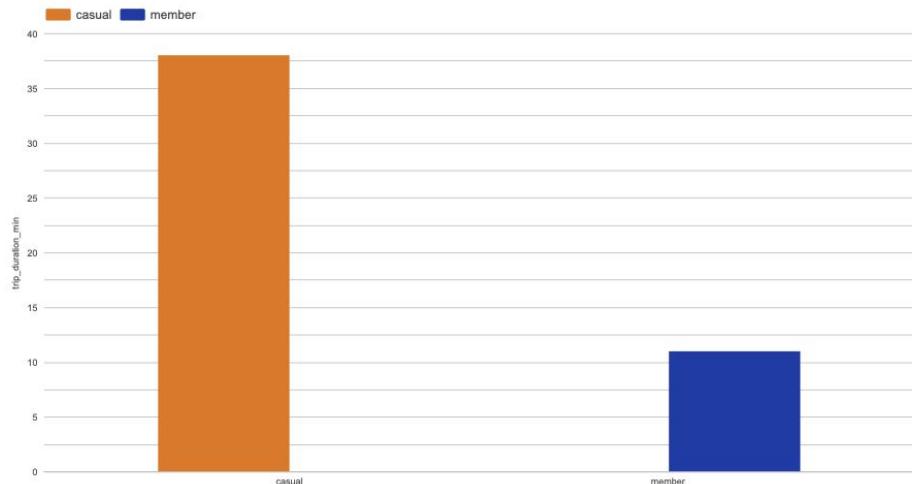


Total vs Average Trip Duration

Total Trip Duration by User Type



Average Trip Duration by User Type



Final Takeaways

- Members ride **frequently** but for **short durations**
- Casual riders ride **less often** but for **much longer**
- Seasonal increases create predictable peaks for targeted campaigns
- Top start stations show **distinct clusters**: commuters (members) vs leisure zones (casuals)
- Clear behavioral split creates a **conversion opportunity**

Conversion Strategy: Turning Casual Riders Into Members

- Casual riders' long trip durations mean membership **pays for itself in ~1 ride**
- Promote “Save on longer rides” messaging at tourist + leisure stations
- Add QR codes at docks: **“Ride longer than 20–30 minutes? Membership saves money every time.”**
- Push seasonal promotions before peak months (late winter → spring)
- Offer a **First Month Member Trial** targeted at long-duration casual riders
- Tailor messaging: convenience + savings + no overage worry

Questions?

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 Live Dashboard: [Looker Studio](#)