Comparing Cyclistic Member and Casual Rider Usage

A Q1 Data Analysis

Christine “Raven” Ringrose

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.

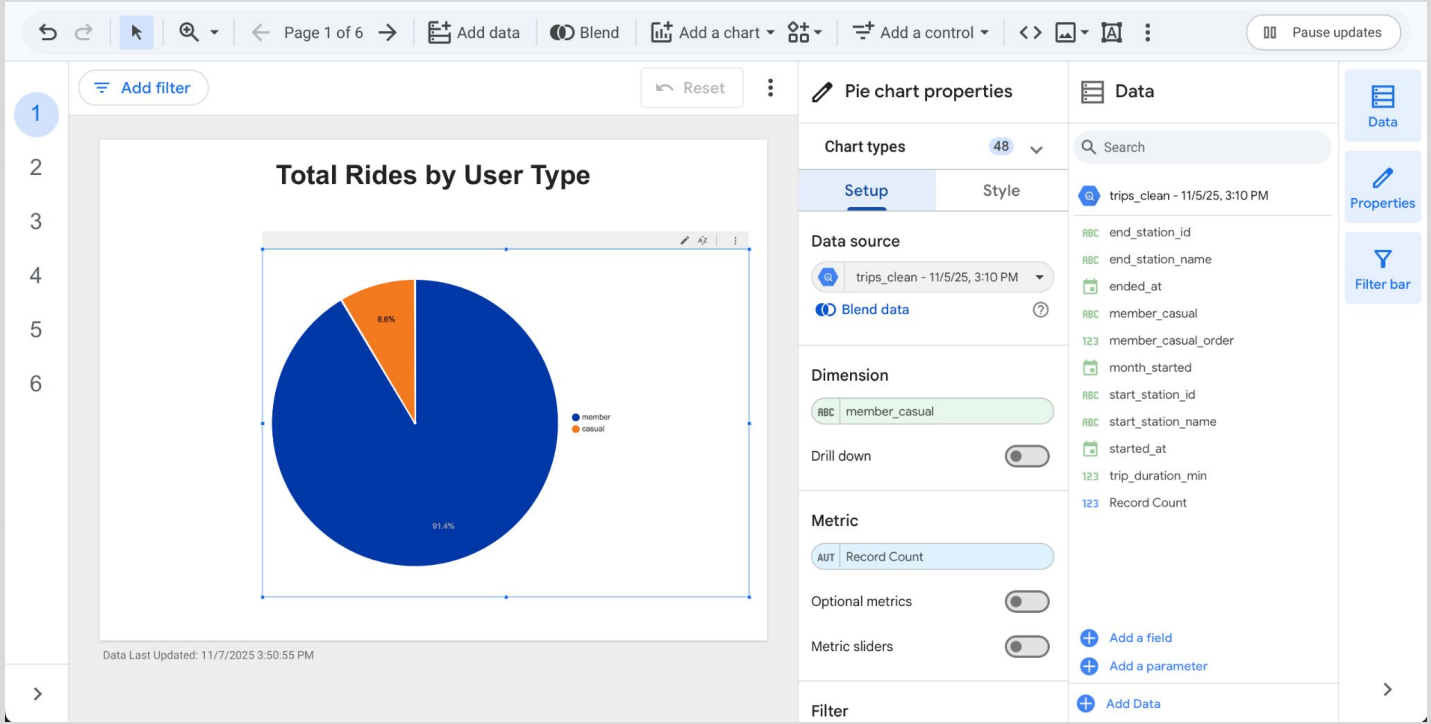
Key Questions

- 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

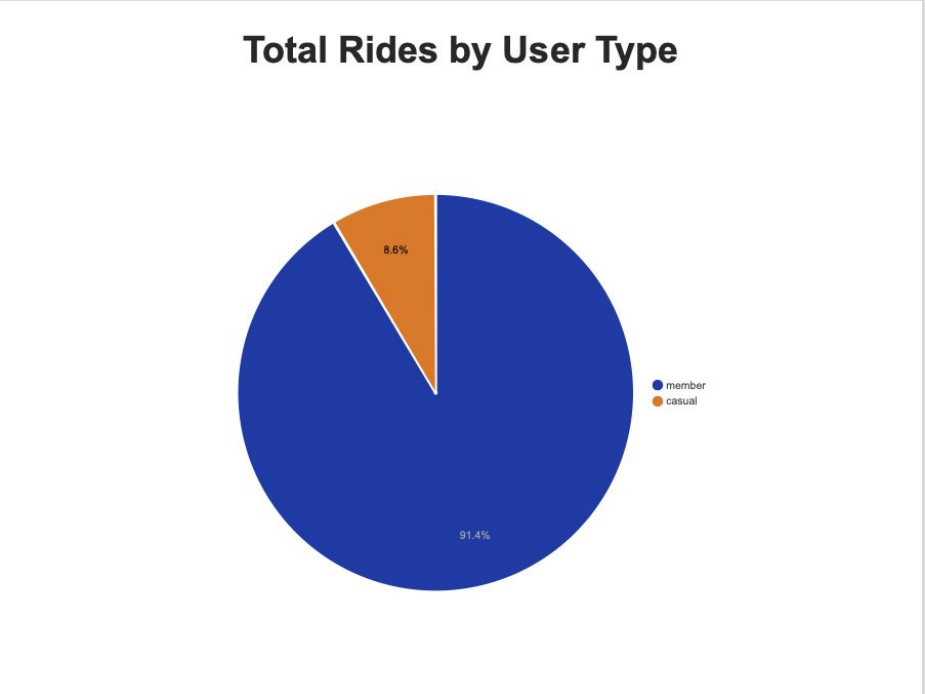
- Removed duplicates and null values
- Converted timestamps
- Calculated trip duration
- Extracted month for trend analysis
- Joined fields for clarity and consistency

Dashboard Overview



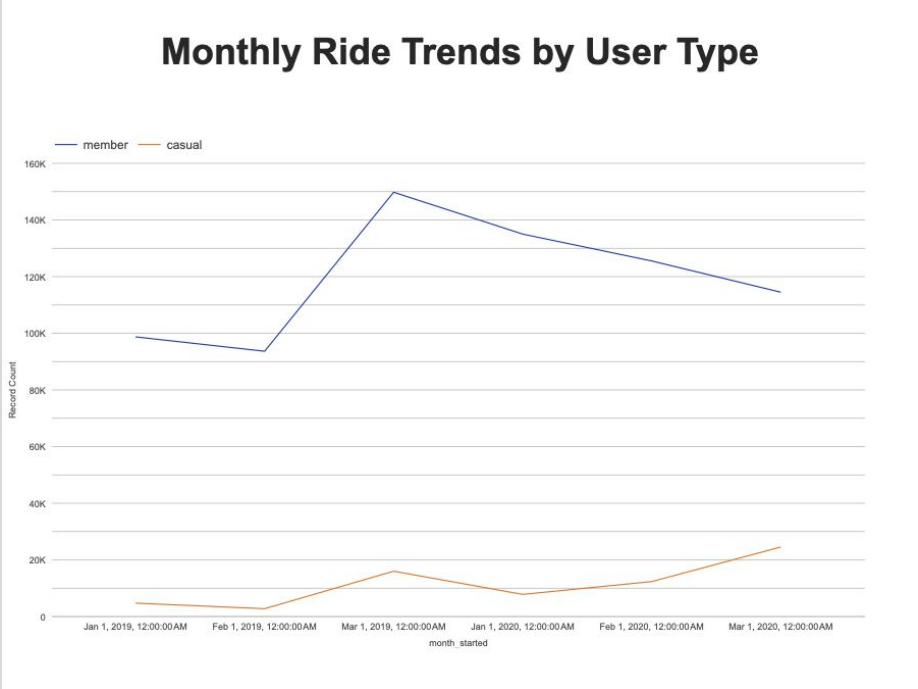
Insight 1: Total Rides by User Type

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



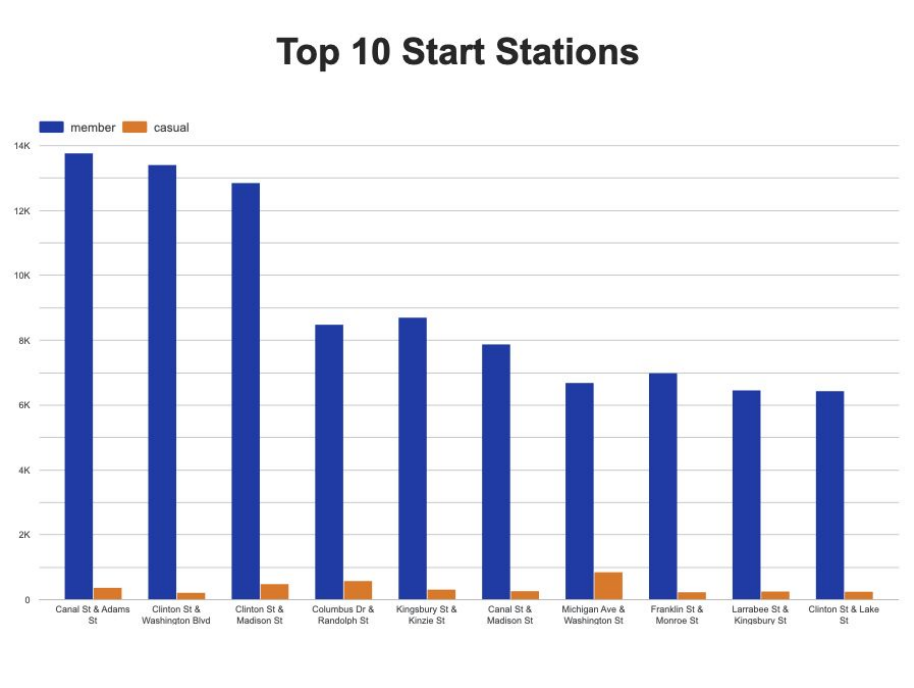
Monthly Ride Trends

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



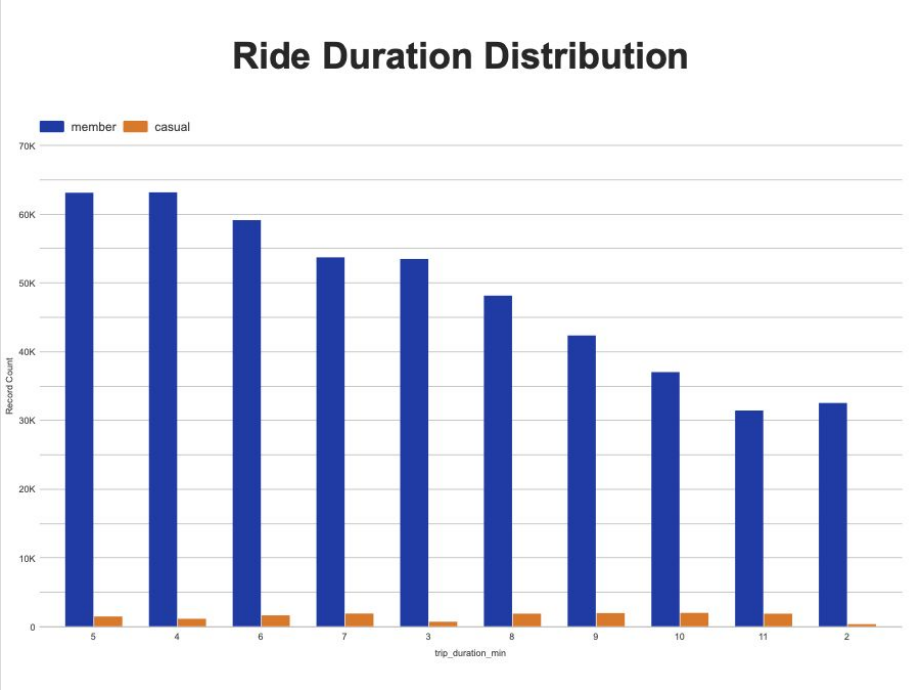
Top Start Stations

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

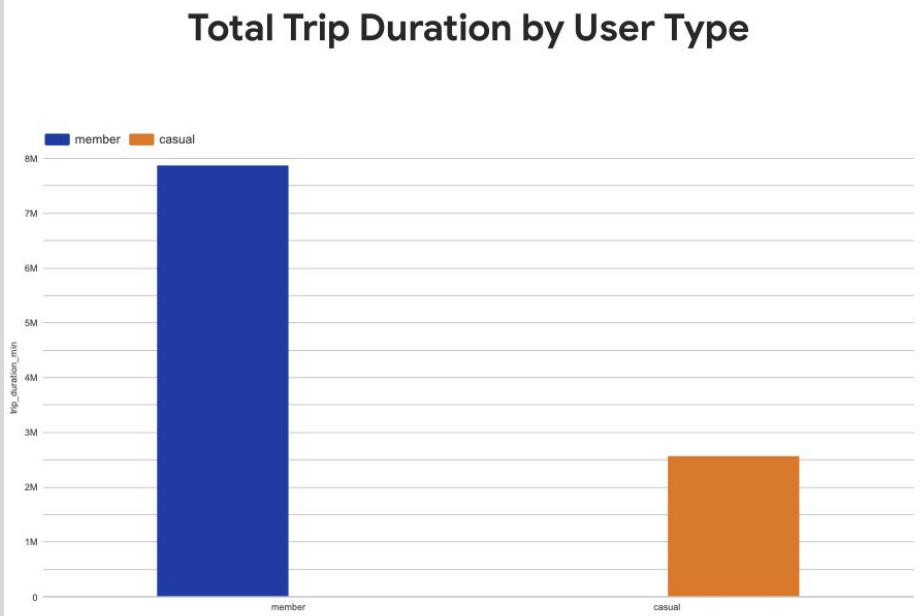


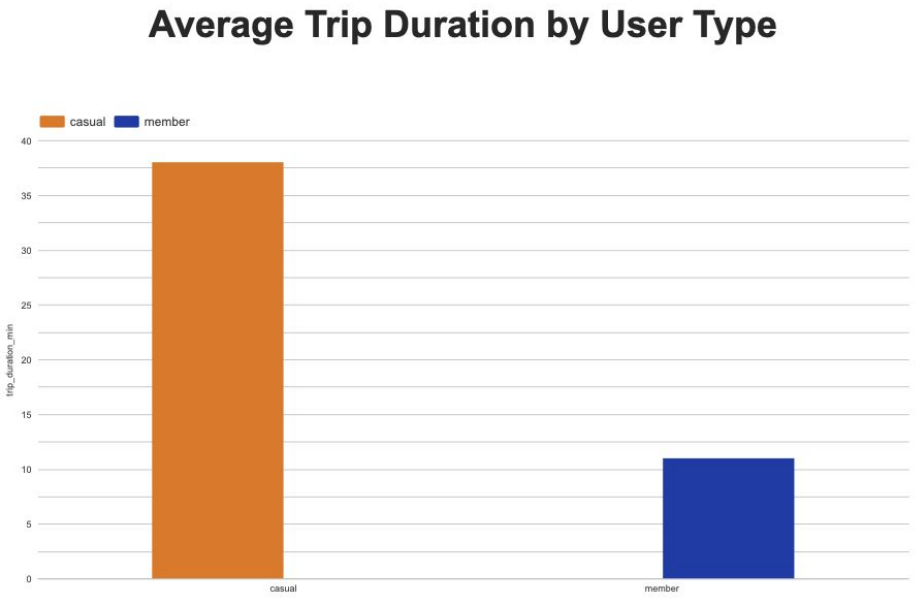
Ride Duration Patterns

- **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





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?

Christine “Raven” Ringrose

Data Analyst

Turning data into direction.

📧 **Email:** raven.ringrose@gmail.com

🔗 **LinkedIn:**

💻 **GitHub:**

📊 **Live Dashboard:** Looker Studio