



# CYCLISTIC BIKE USAGE

PRESENTED BY: ROBERT VALDEZ

LAST UPDATED: AUGUST 11<sup>TH</sup>, 2023



# MAIN OBJECTIVE

WHAT ARE WE TALKING ABOUT?



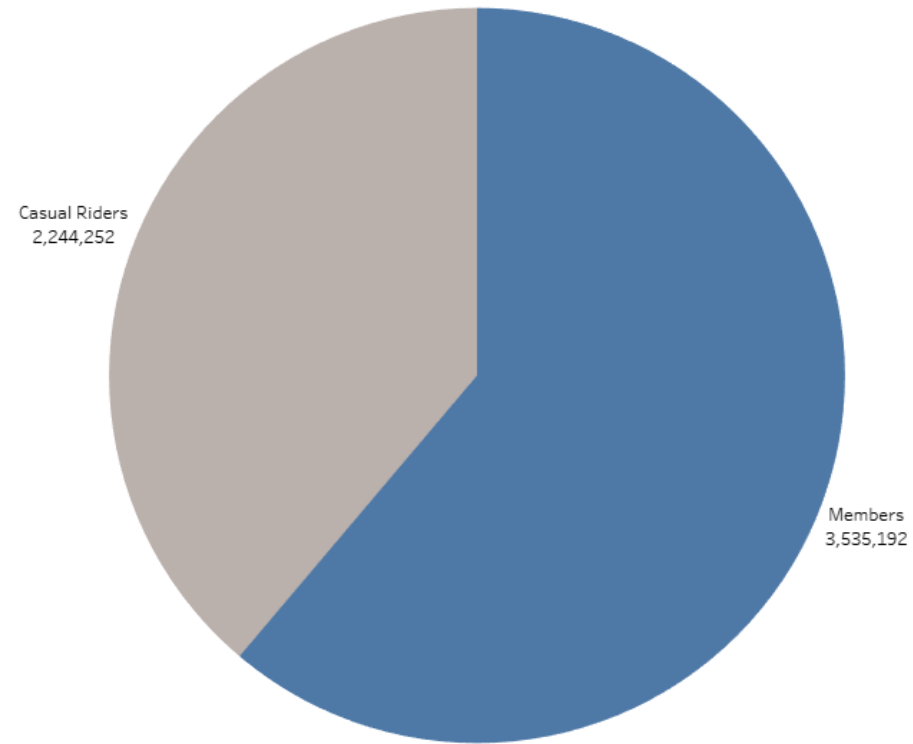
## OBJECTIVE

Identify if there are differences in monthly, daily, and/or hourly trips taken and average trip length between Casual Riders and Members of Cyclistic.

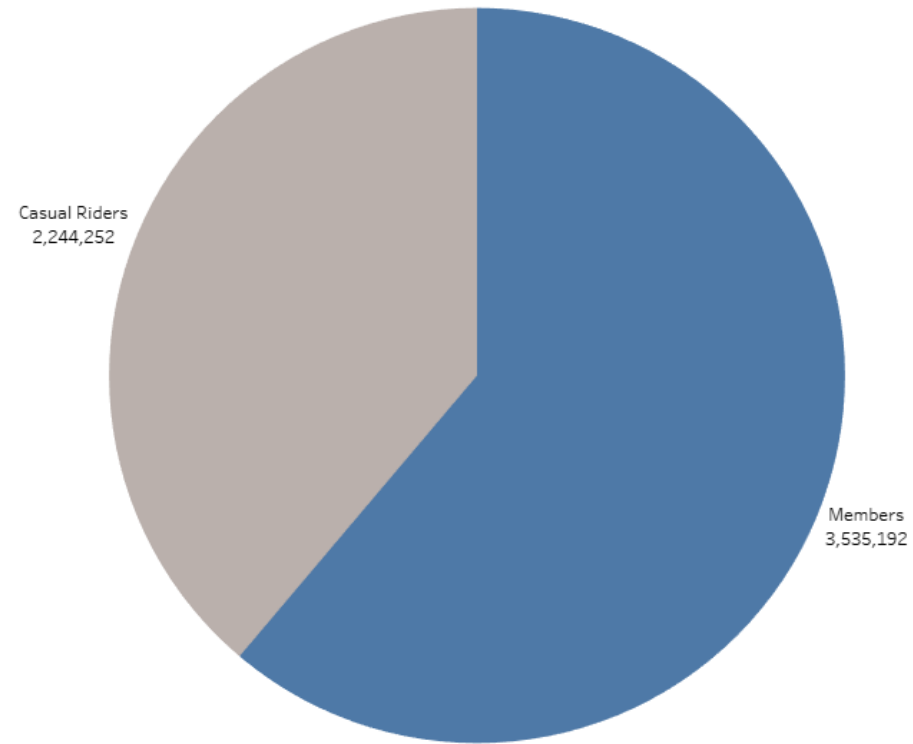


# DATA ANALYSIS





TRIPS BETWEEN MEMBERS/CASUAL RIDERS

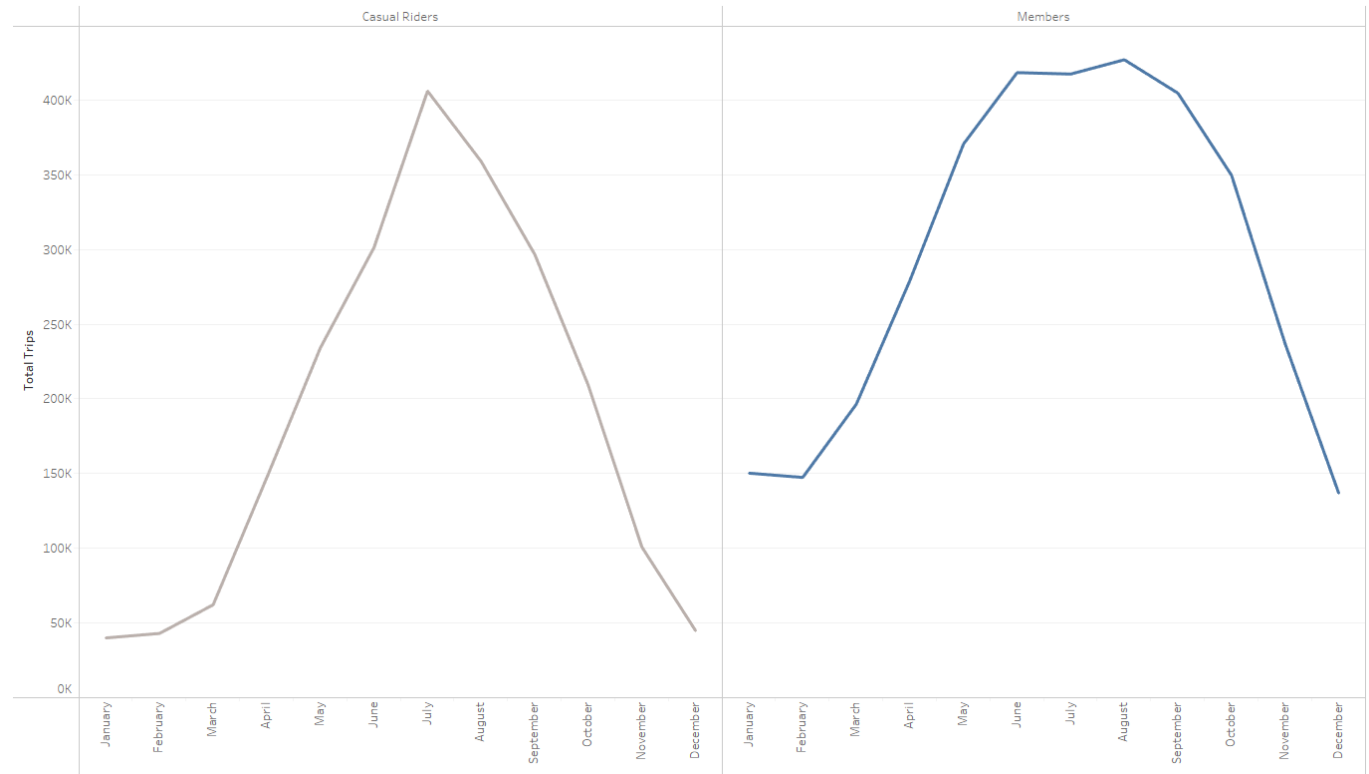


## TRIPS BETWEEN MEMBERS/CASUAL RIDERS

- Members take more trips than Casual Riders

# TRIPS BY MONTH

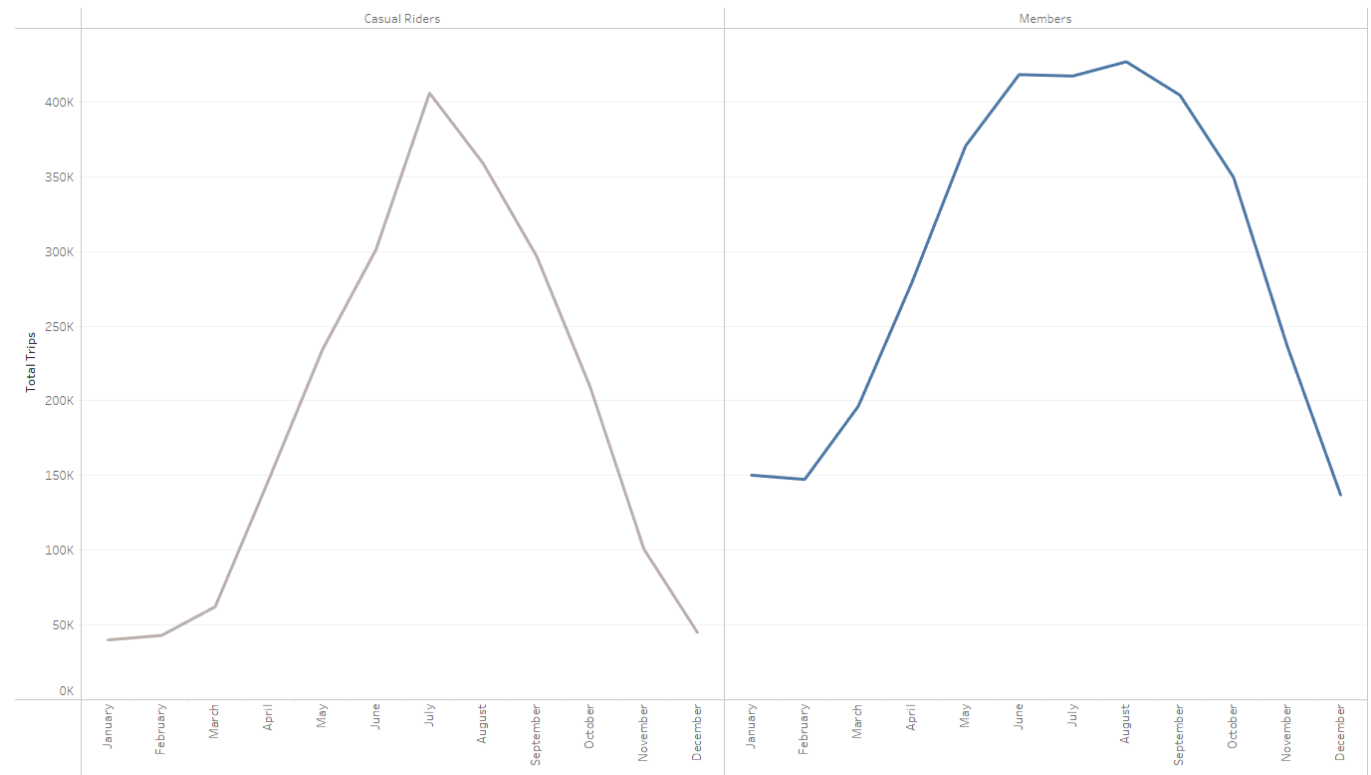
Total Trips By Month



# TRIPS BY MONTH

- More trips are taken by both groups during the summer months (June, July, August) than any other time of the year.
- The drop off in trips in the non-summer months is less pronounced for Members than it is for Casual Riders.

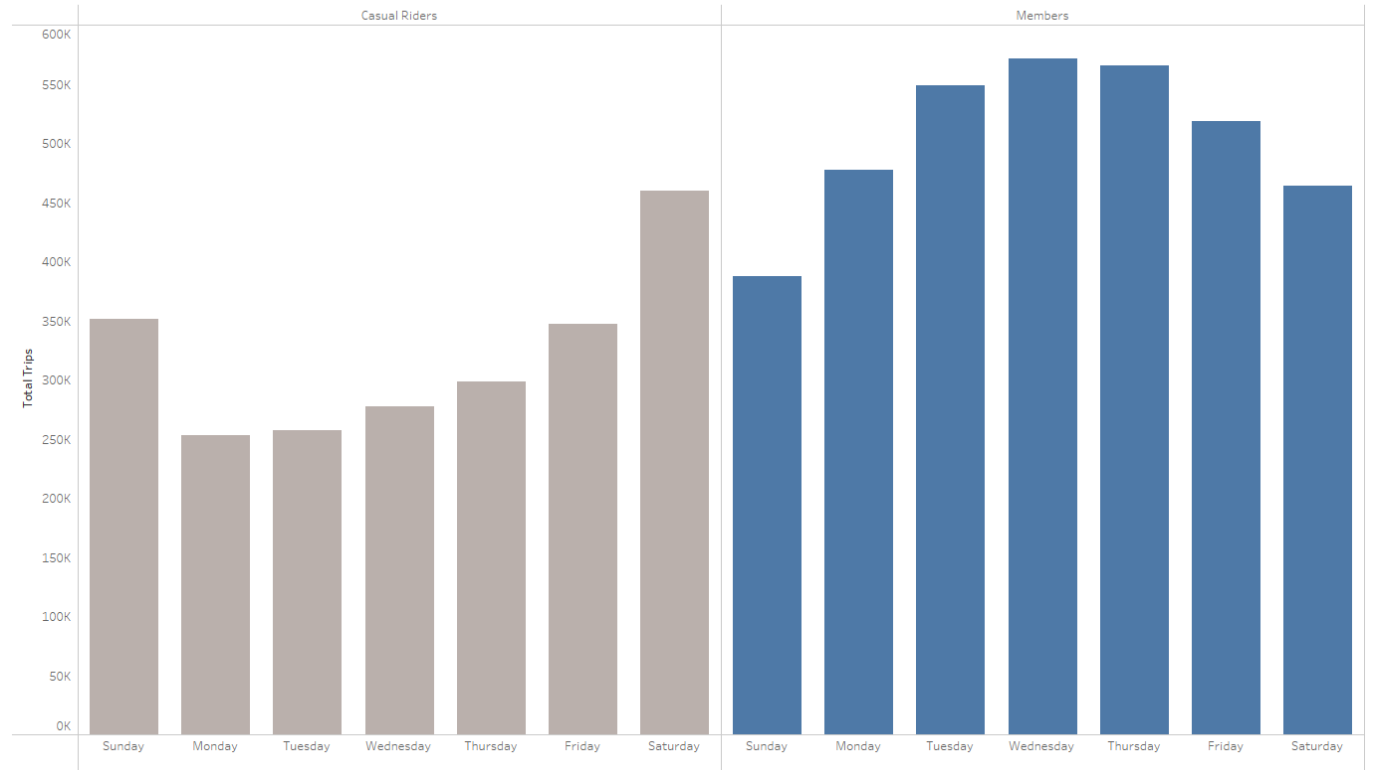
Total Trips By Month





# TRIPS BY DAY OF WEEK

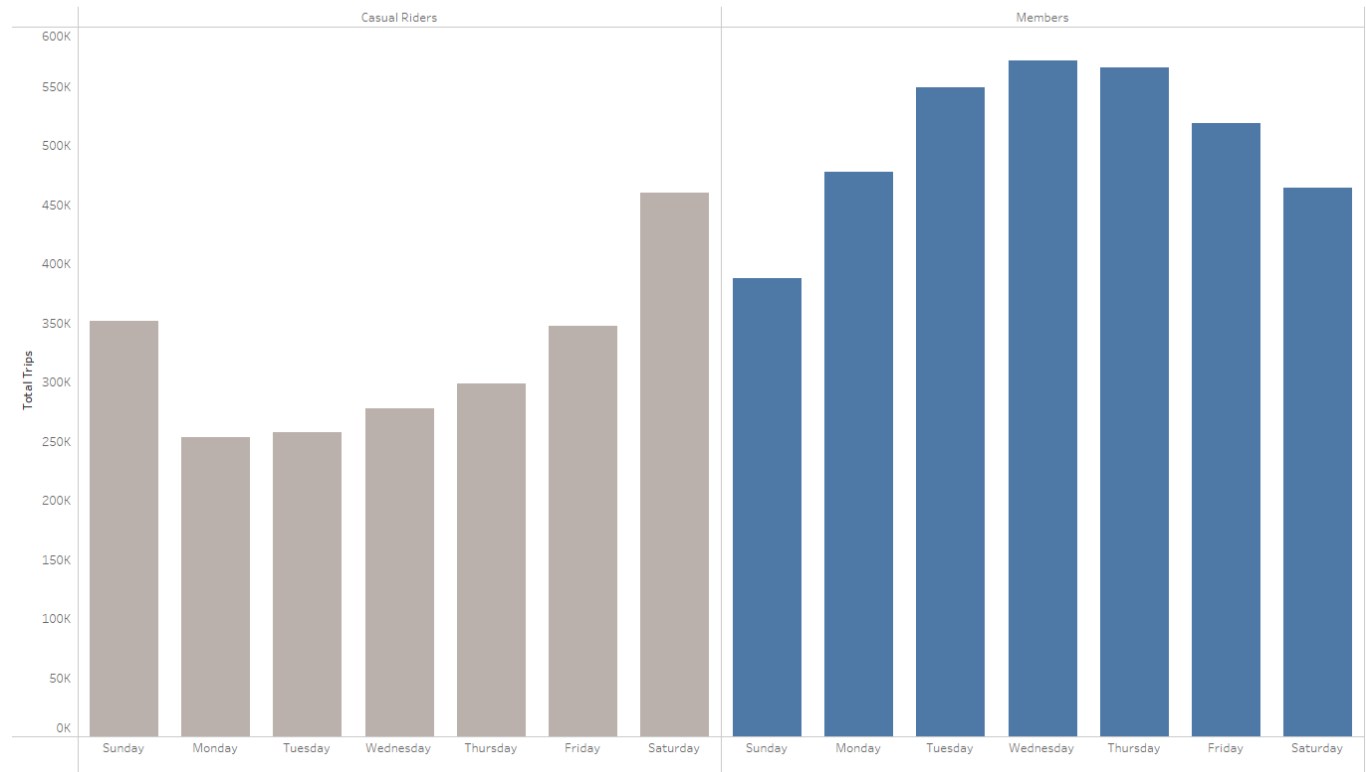
Daily Total Trips



# TRIPS BY DAY OF WEEK

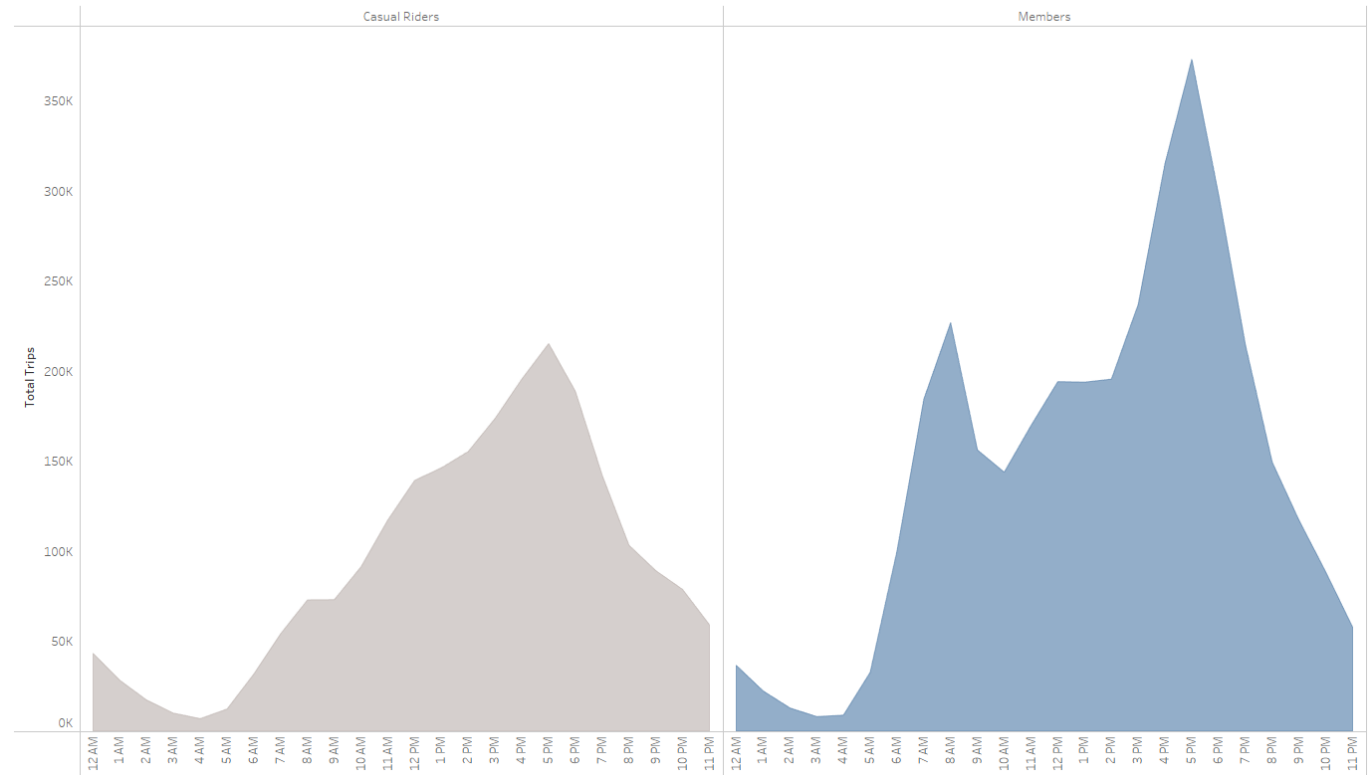
- Casual Riders take more trips on the weekends while members take more trips during the middle of the week.

Daily Total Trips



# TRIPS BY THE HOUR

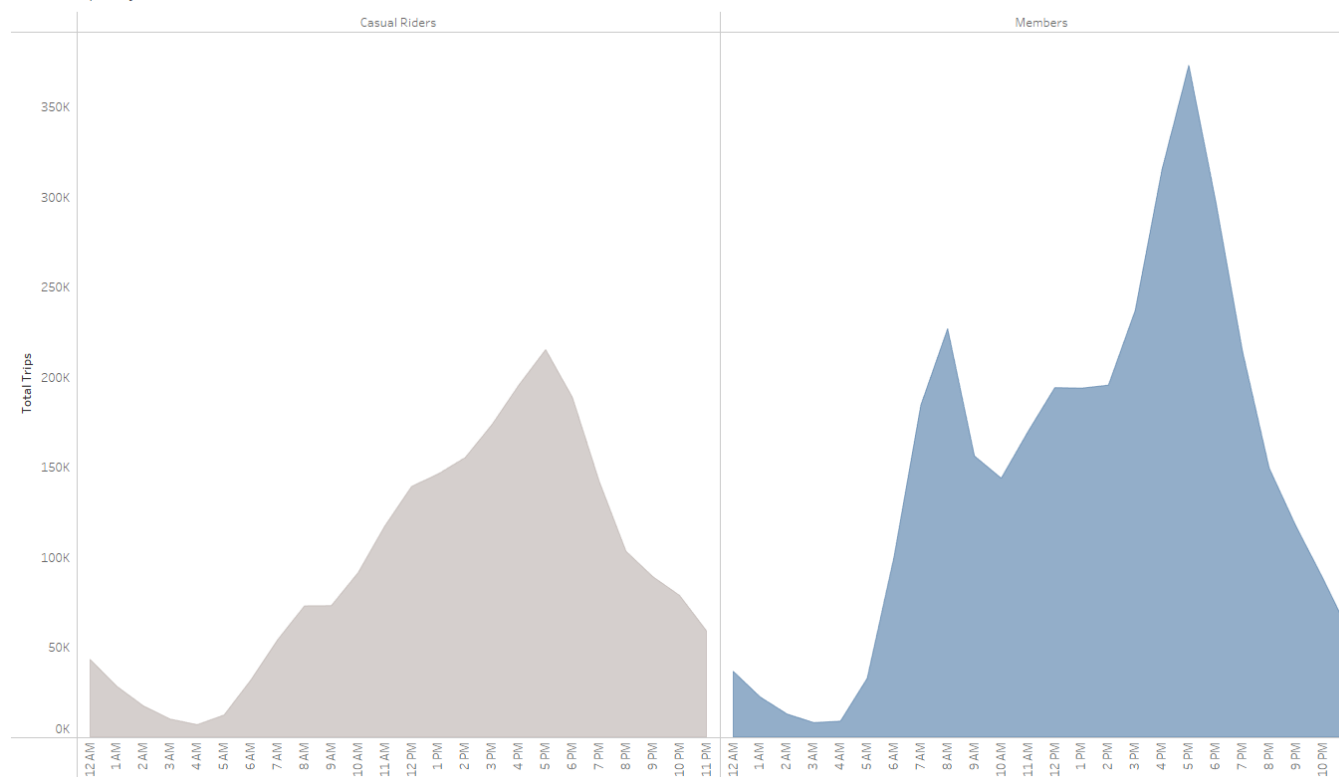
Total Trips By Hour

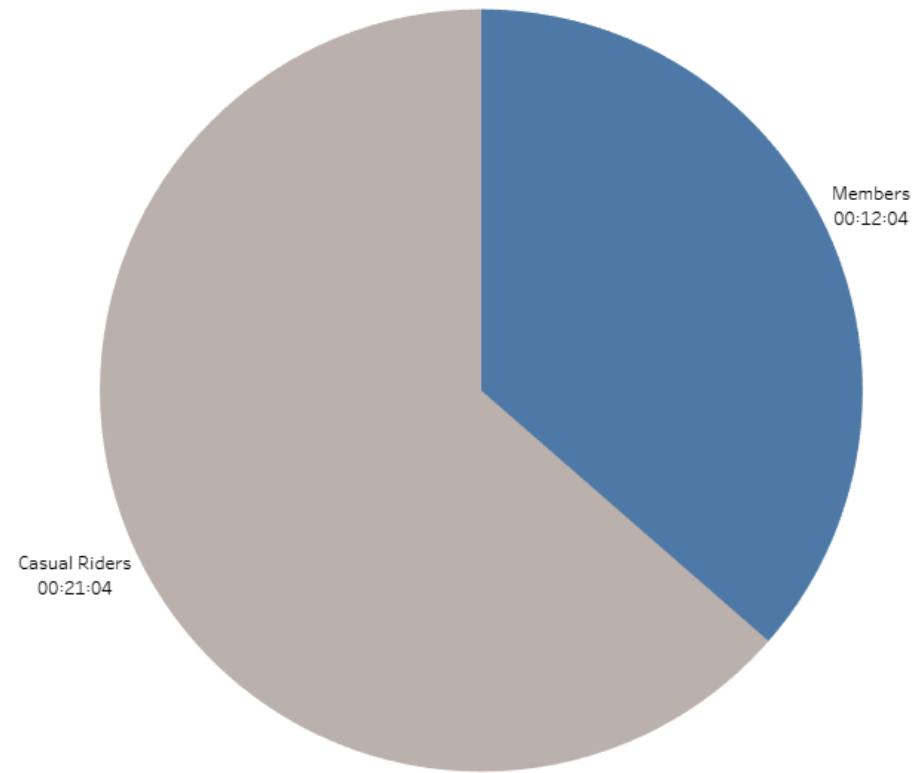


# TRIPS BY THE HOUR

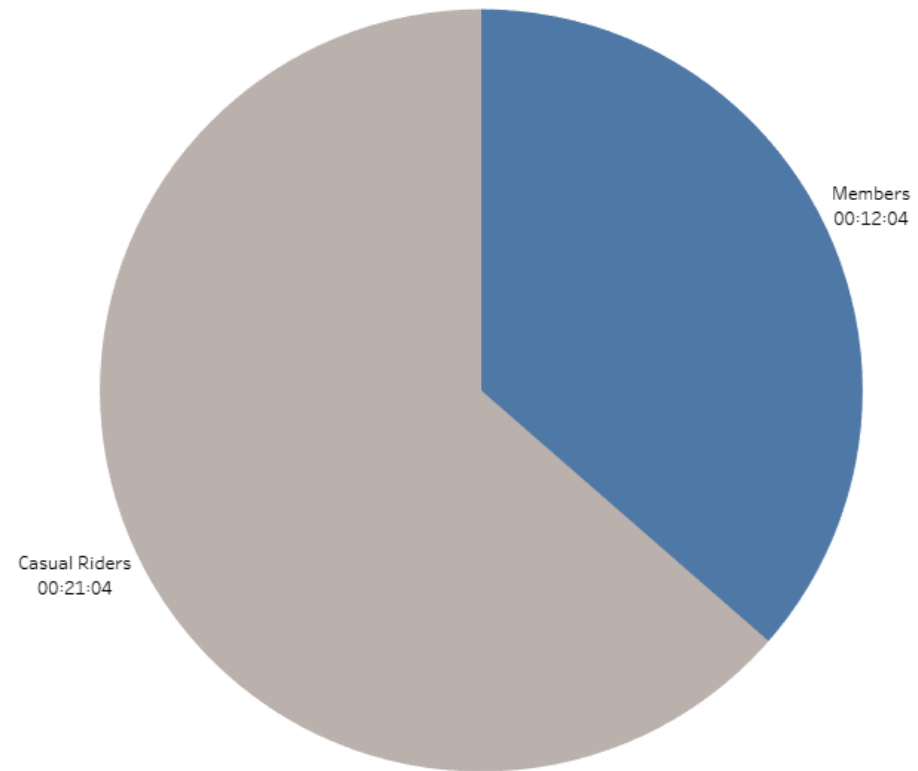
- Casual Riders tend to take more trips in the afternoon/early evening
- There are two notable spikes in trips for Members: in the morning hours and another spike in the afternoon/early evening.
  - These spikes could be attributed to members taking trips before/after the workday.
  - The spikes in ridership are more pronounced for Members than Casual Riders

Total Trips By Hour





AVERAGE TRIP TIME

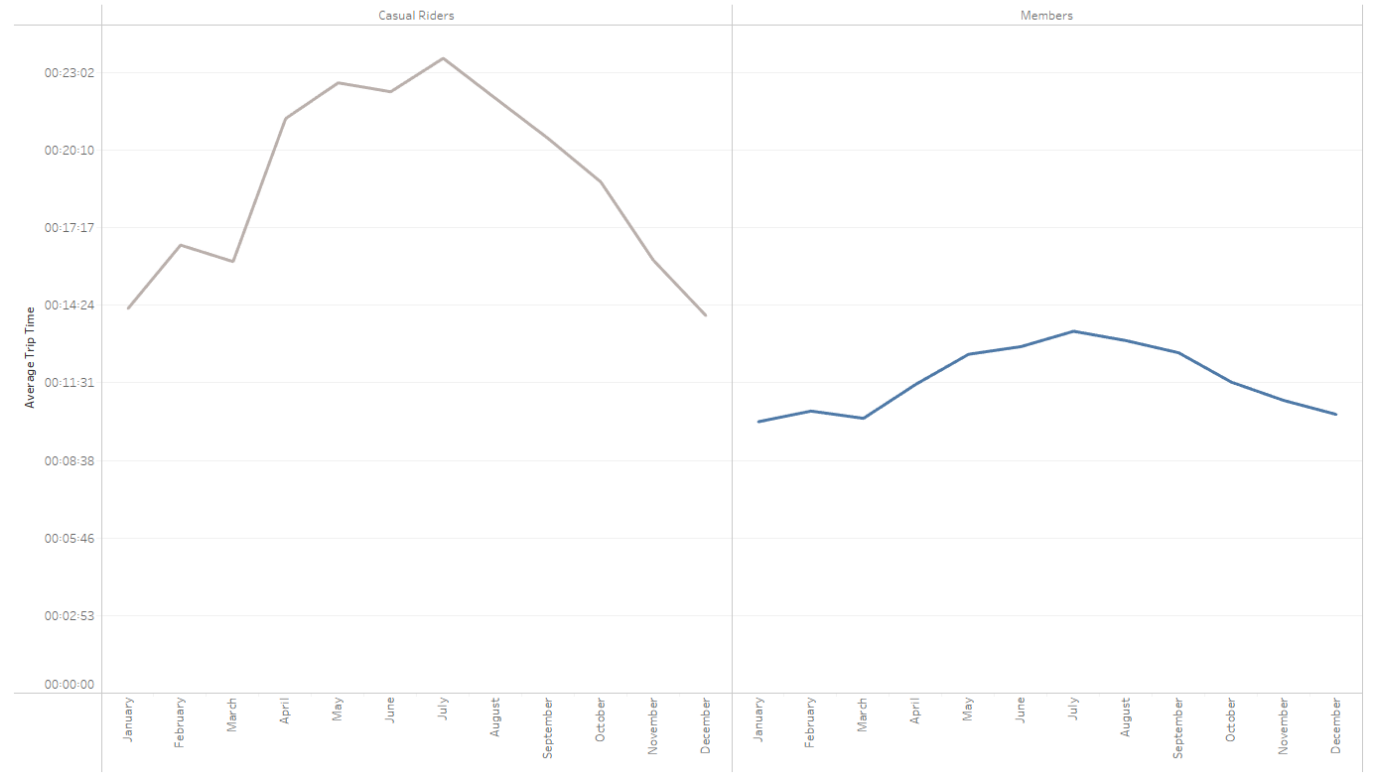


## AVERAGE TRIP TIME

- Despite riding less often, Casual Riders take longer trips than Members

# AVERAGE TRIP TIME BY MONTH

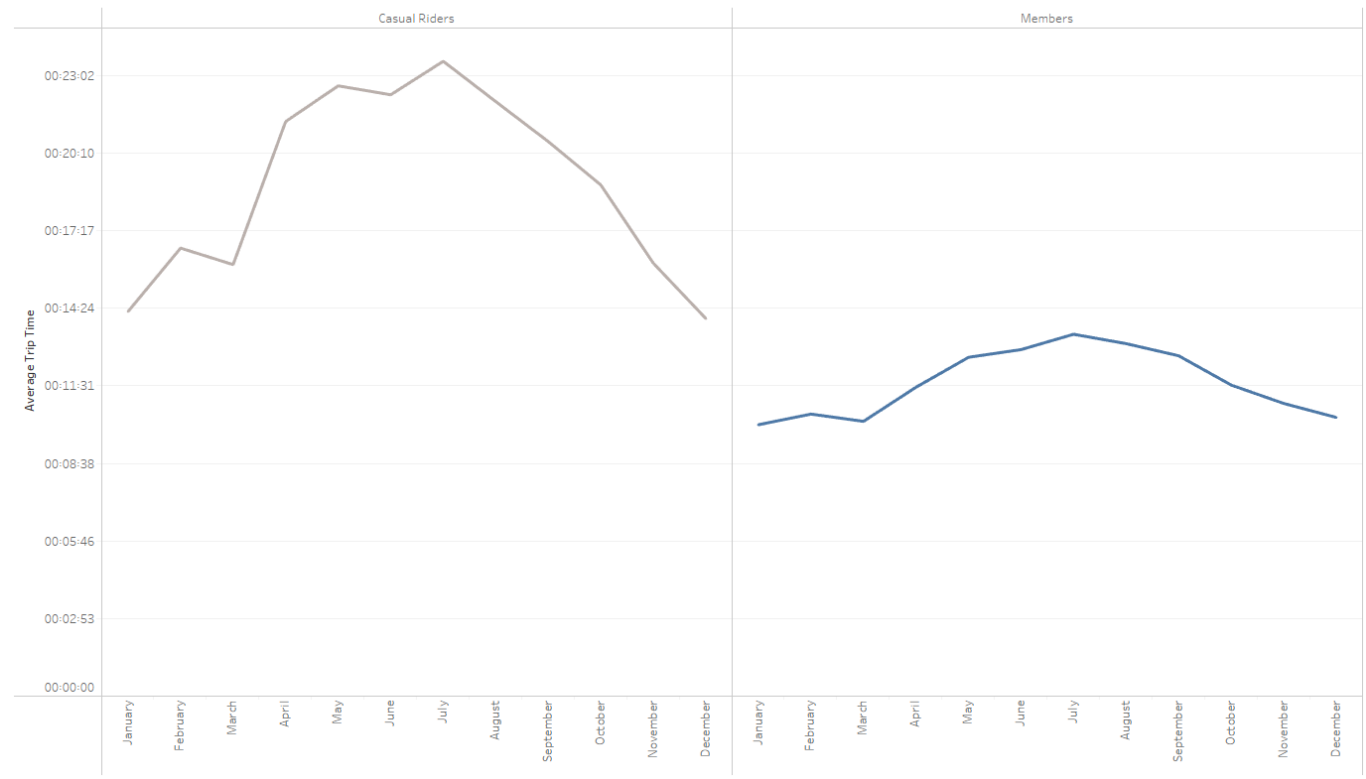
Average Trip Time By Month



# AVERAGE TRIP TIME BY MONTH

- Member trip duration stays relatively consistent through the year
- Casual Riders take longer trips than Members regardless of month
- Noticeable peak in trip time for Casual Riders during late spring/summer months (April, May, June, July)
  - This peak is also somewhat present for members, but not nearly as pronounced

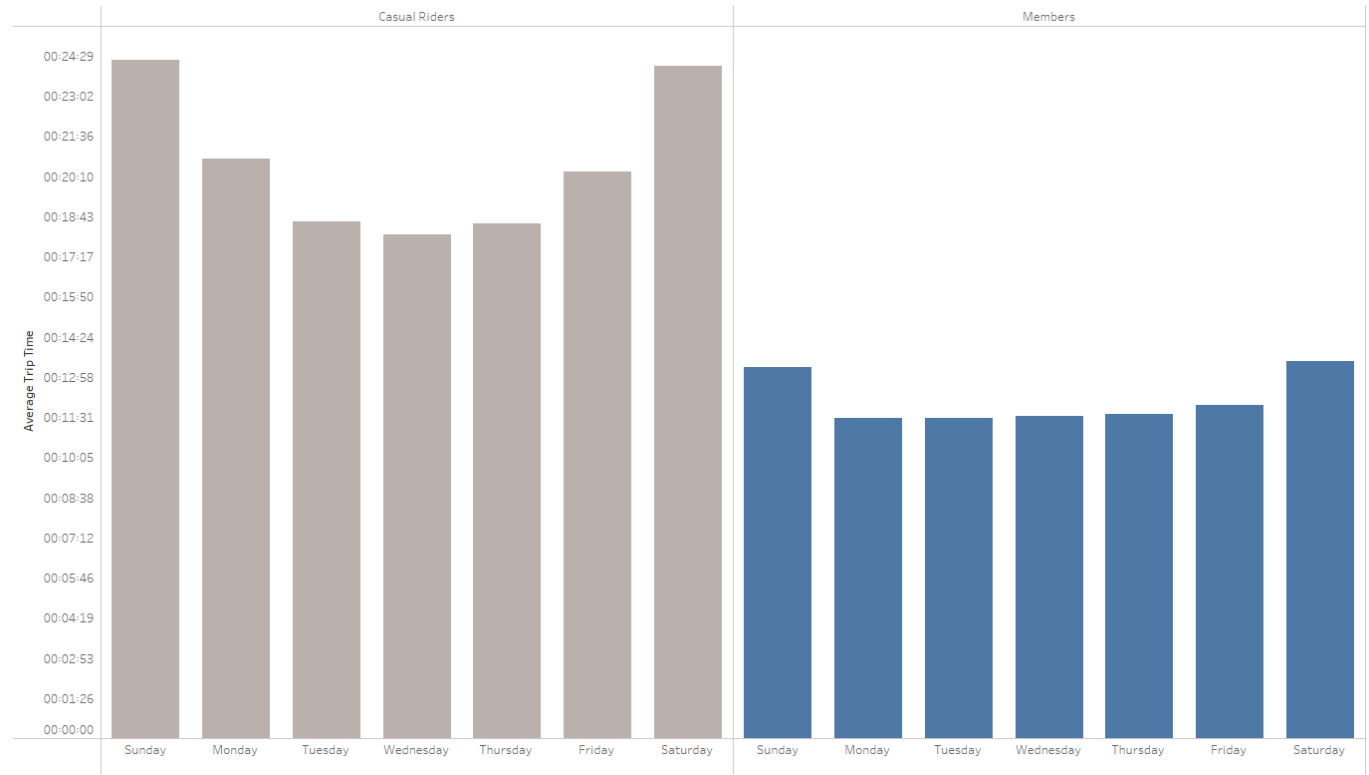
Average Trip Time By Month





# AVERAGE TRIP TIME BY DAY OF WEEK

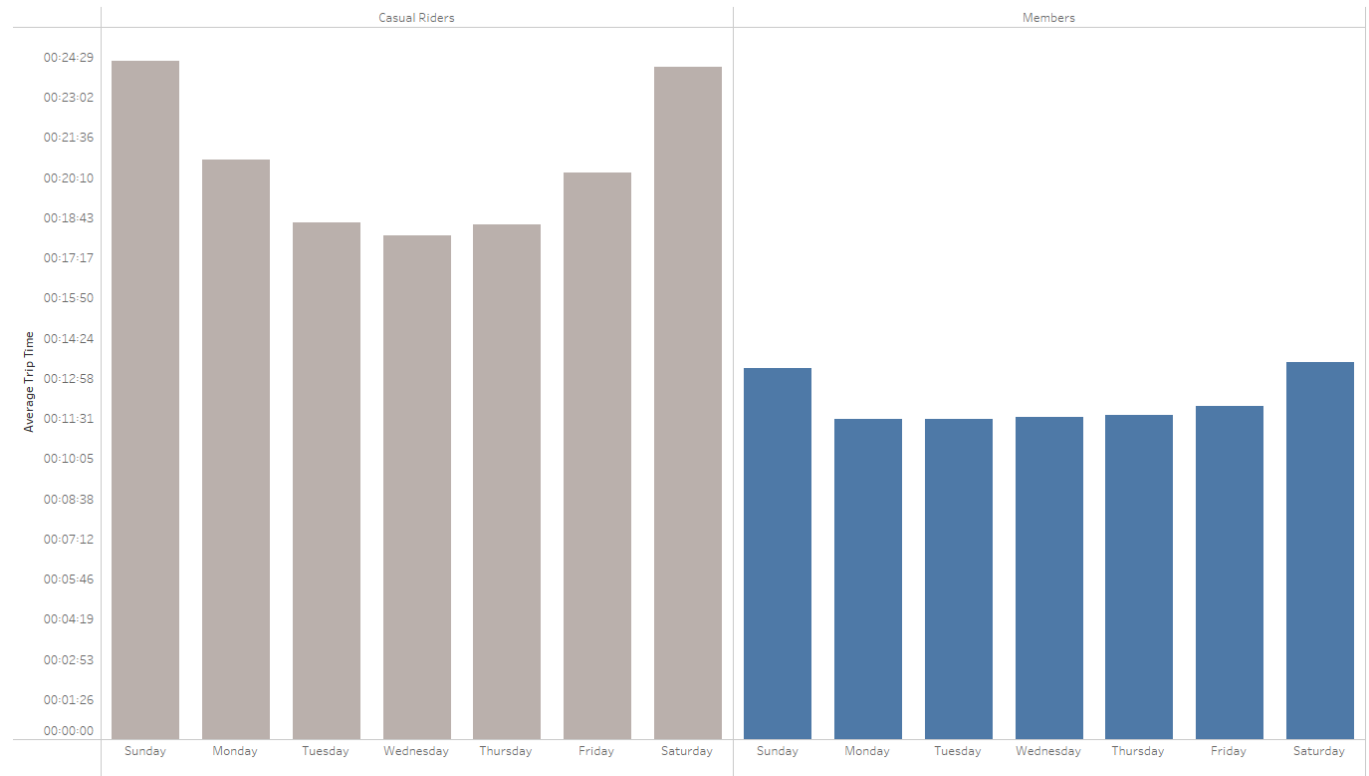
Daily Average Trip Time



# AVERAGE TRIP TIME BY DAY OF WEEK

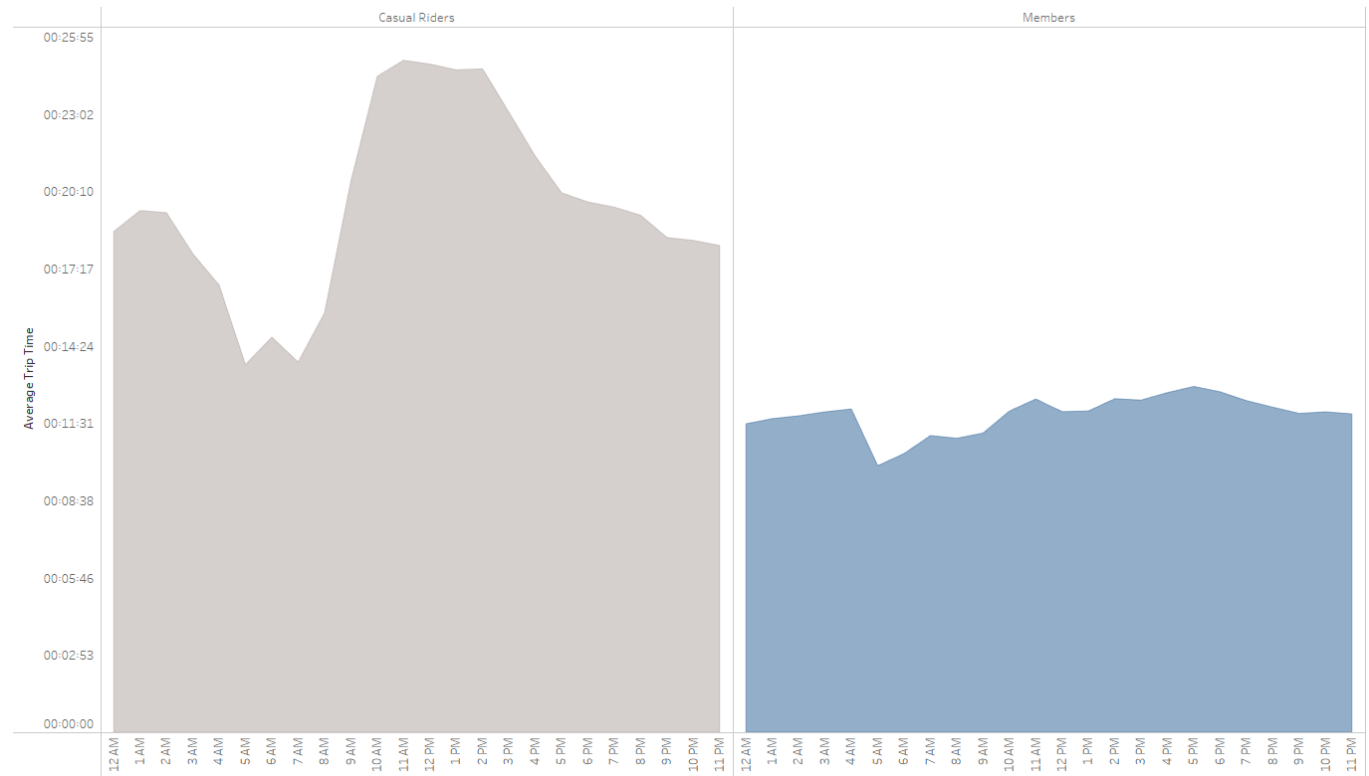
- Member trip time stays consistent throughout the week, with a slight increase on the weekends
- Casual Rider trip time peak on weekends with a noticeable drop during the middle of the week
  - Casual Riders spend more time riding overall, and will spend the most time riding on the weekends

Daily Average Trip Time



# AVERAGE TRIP TIME BY HOUR

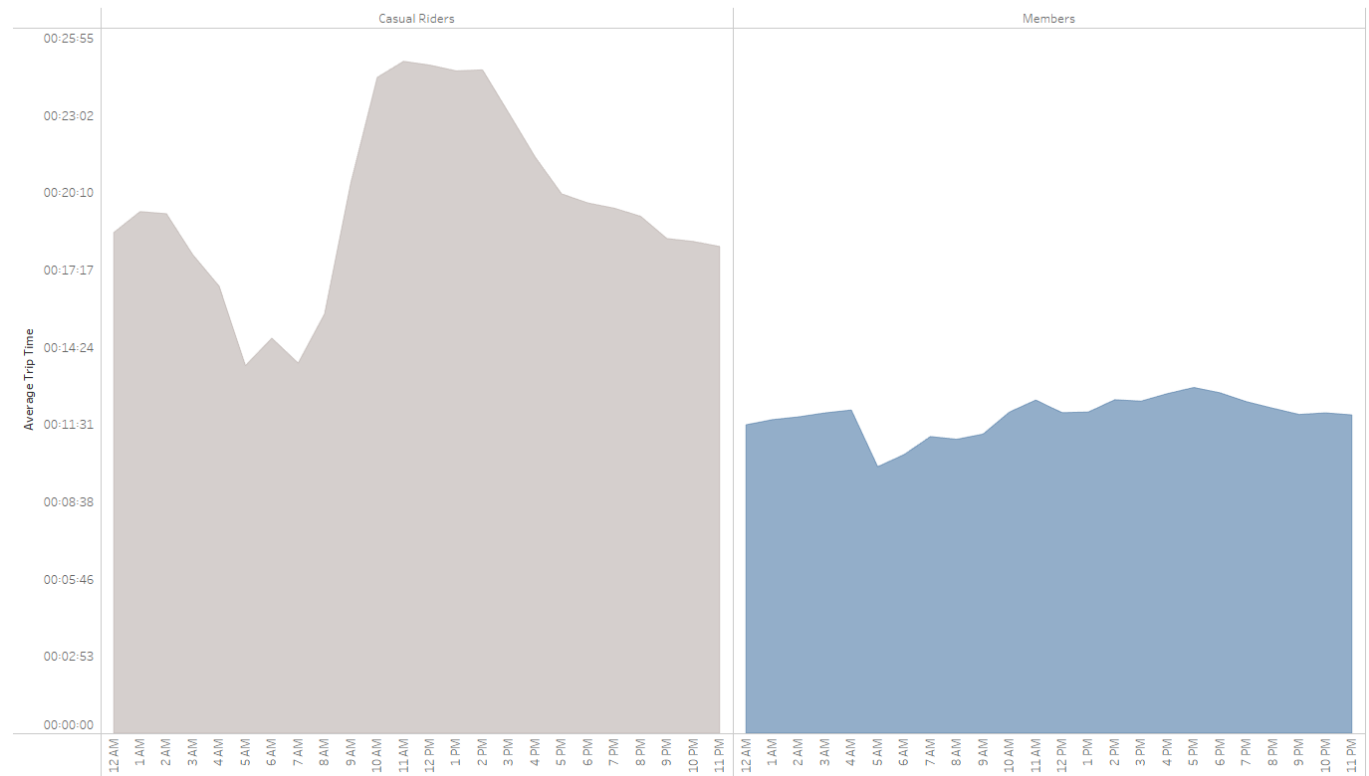
Average Trip Time By Hour



# AVERAGE TRIP TIME BY HOUR

- Casual Riders take longer trips during midday, with a notable second peak just after midnight
- Member trip time stays relatively consistent throughout the day
- Notable drop off for both groups during the late night/early morning hours

Average Trip Time By Hour





# CONCLUSIONS



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1

Members take more rides than Casual Riders, while Casual Riders take longer rides than Members

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Casual Riders are more active during the weekends, while Members are more active during the week

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Casual Riders are more active during the weekends, while Members are more active during the week

3

Data suggests that Members will take trips as a necessary part of their schedule, while Casual Riders will take trips strictly off convenience





THANK YOU

