



# Cyclist Bike Share

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Helping Build a Greener Future



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# Executive Summary

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Members of Cyclist Bike Share makeup 54% of riders, while casual users makeup 46%. This analysis was conducted to determine how members and casual riders used our products differently. We reviewed 12 months of data, from January 2020 through December 2021. We found that:

- Casual riders outnumber members during the months of June, July, & August, with members outnumbering casual riders from September through May
- Members primarily use our bikes Monday through Friday, with large surges of riders between 5am and 8am, as well as 3pm to 5pm. Casual rider numbers over take member numbers Saturday and Sunday.
- Member riders primarily used classic bikes, with electric bikes coming in second. This was also the case with casual riders.
- Of the riders that chose to use the docked bike, 98% of them were casual riders, with the remaining being members. Docked bike riders makeup 6% of total riders.

# Introduction

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To determine how annual members and casual riders use Cyclist Bike Share differently

# Methodology

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During our planning session to determine how members and casual riders used Cyclist Bike Share different, we determined to look into the following questions:

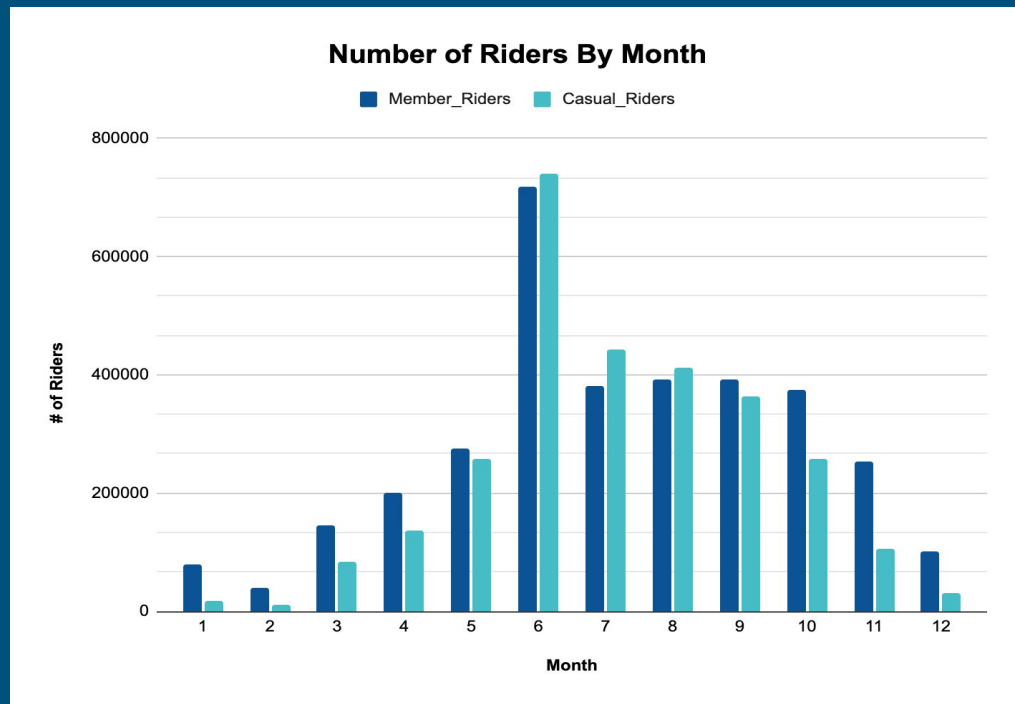
- When are these different riders using our products?
- What products are each group more likely to use?

We reviewed 12 months of data, from January 2020 through December 2021. The data was pulled from the database using SQL and visualized using Excel.

# Results

We reviewed and analyzed rider participation by Month and identified the following:

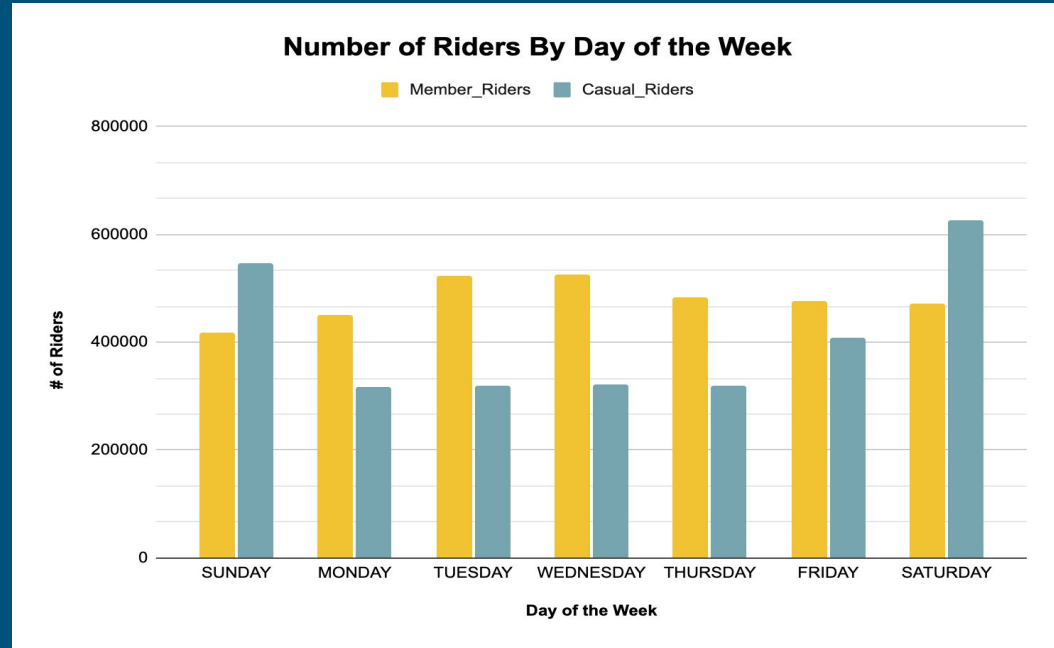
- Casual rider usage rose above members during the summer months of June, July, & August
- Members were the primary users from September through May



# Results

We reviewed and analyzed rider participation by Day of the Week and identified the following:

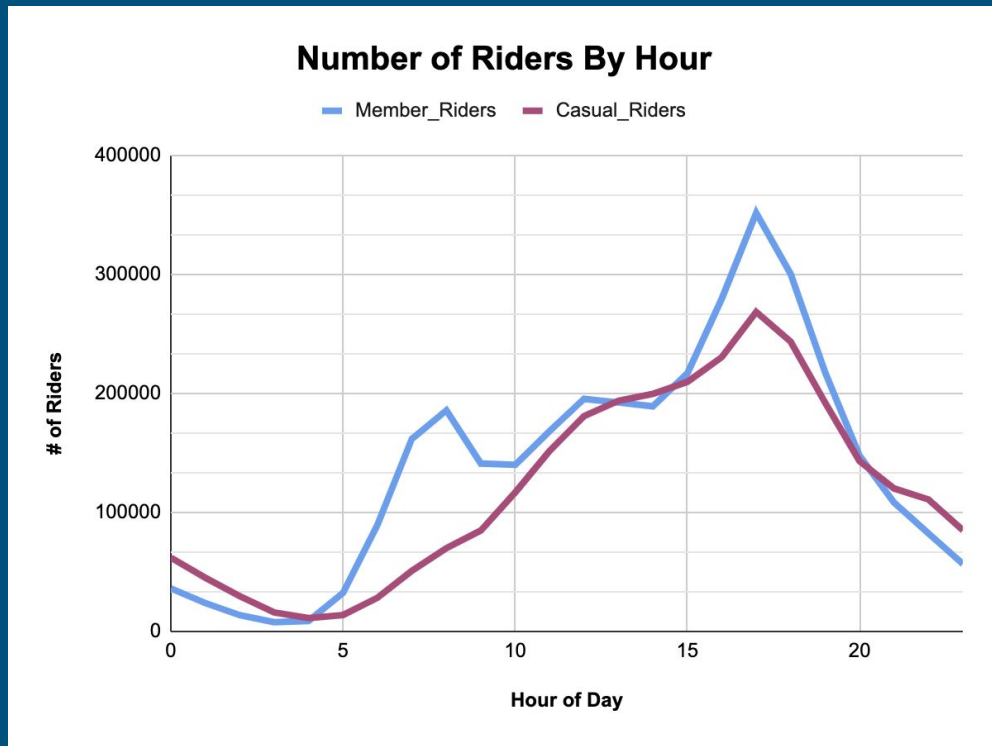
- Members primarily use our bikes Monday through Friday.
- Casual rider numbers over take member numbers Saturday and Sunday.



# Results

We reviewed and analyzed rider participation by Hour of the Day and identified the following:

- Members had large rider surges of between 5am and 8am, as well as 3pm to 5pm.

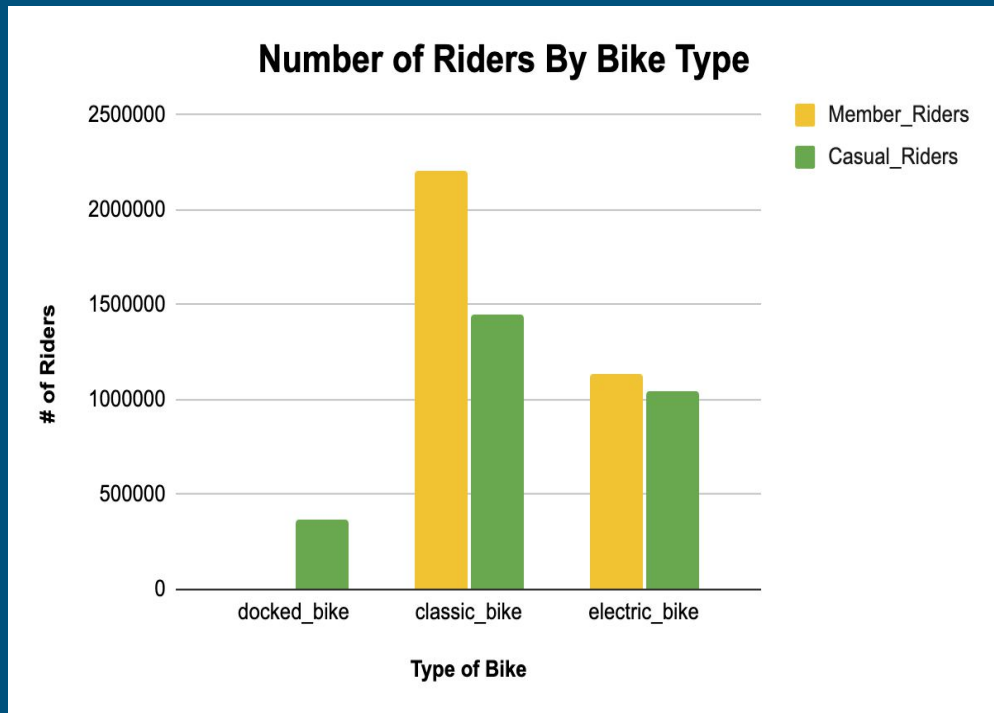




# Results

We reviewed and analyzed rider participation by Bike Type and identified the following:

- Member riders primarily used classic bikes, with electric bikes coming in second. This was also the case with casual riders.
- Of the riders that chose to use the docked bike, 98% of them were casual riders, with the remaining being members. Docked bike riders makeup 6% of total riders.



# Findings & Implications

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Upon reviewing the results, we can make the following implications:

- Members are primarily using Cyclist Bike Share during the Monday through Friday work week, with large number of members using bikes between 5am and 8am, as well as 3pm and 5pm.
- Casual riders primarily use our products during the weekend and during the summer months of June, July, and August.
- Of riders that chose to use the Docked Bike option, 98% of riders were casual riders.

# Conclusion

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Thank you for you for time!

Questions?

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