

# Cyclistic Rider Behavior & Membership Opportunity – 2023..

Total Rides  
5,689,854

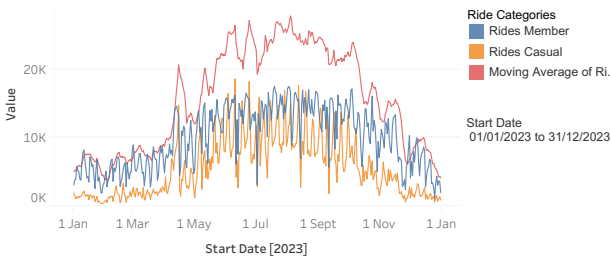
% Members  
64.03

Average Ride Length (min)  
15.22

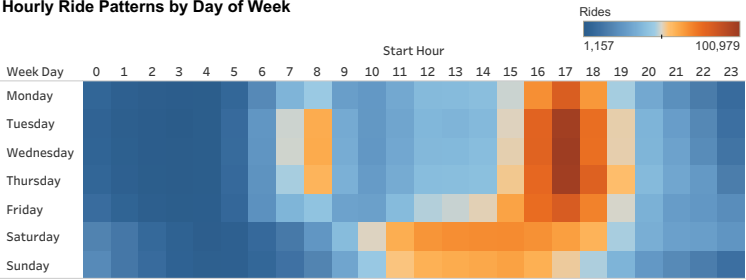
Member Avg Ride Length  
12.11

Casual Avg Ride Length  
20.76

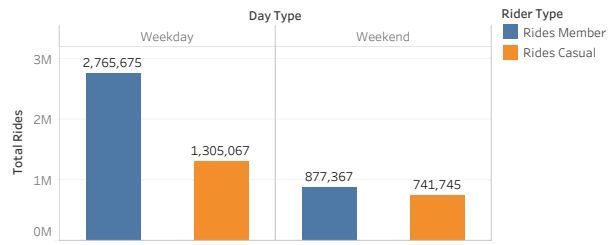
Daily Ride Volume Trend (Members vs Casual)



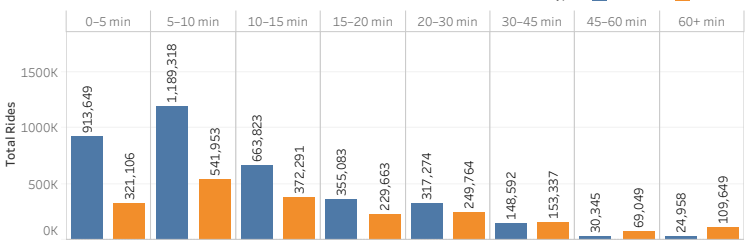
Hourly Ride Patterns by Day of Week



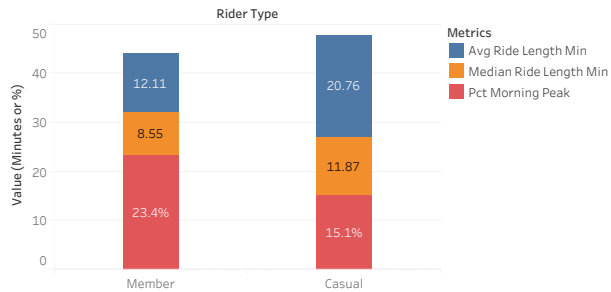
Weekend vs Weekday Usage - Member vs Casual



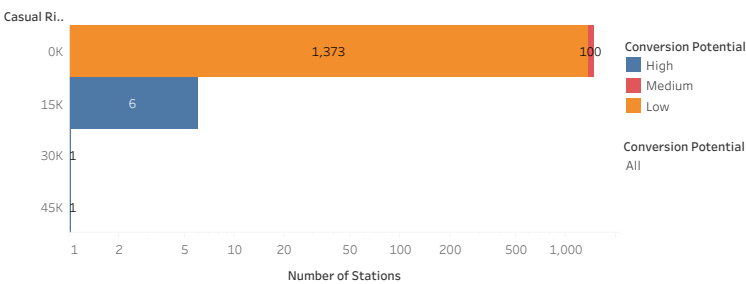
Ride Length Distribution - Member vs Casual



Segmented Ride Behaviour - Duration & Morning Peak Usage



Conversion Funnel - Stations by Casual Ride Demand



Station Popularity - Bike Ride Start Volume (2023)

