

Cyclistic Customer usage

An in-depth analysis of usage patterns of our service



Some stations are growing



How do we use this

Analyzing the data in 6 distinct charts



Monthly Volumes

Viewing the yearly, monthly and day usage patterns allows us to find any potential trends by month.



Weather

Weather can have an impact on many things, including catching a ride.



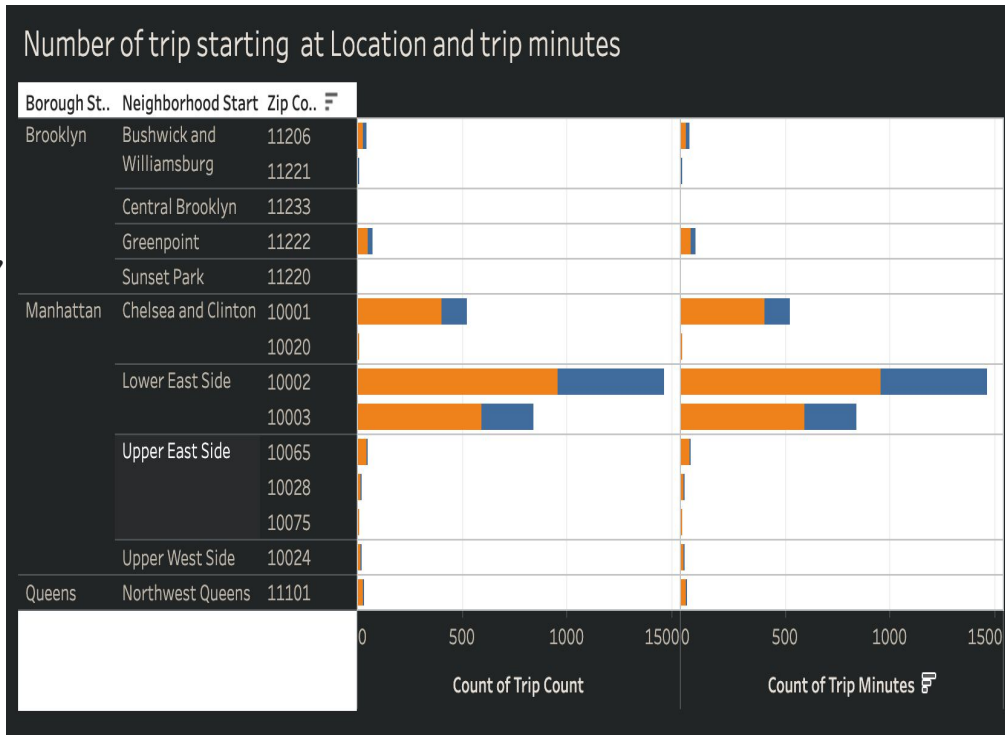
Holiday Travel

Our bike may see more riders than expected.

Monthly ride volumes

Lower East Side - Highest volume, throughout the year and increasing

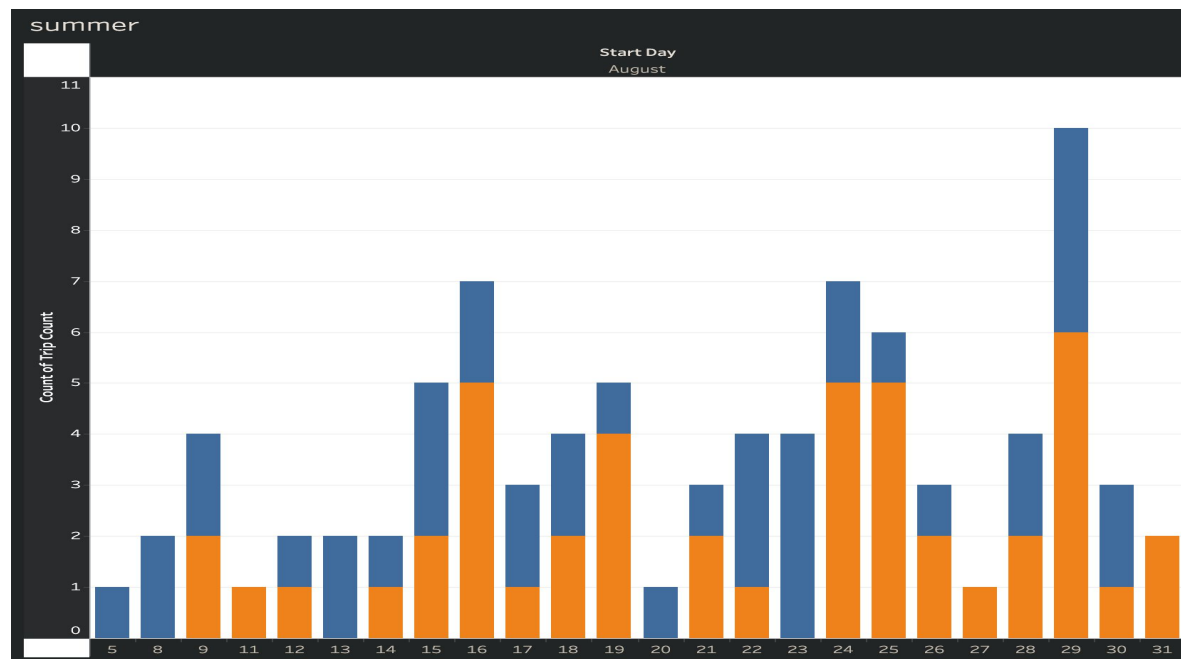
Central Brooklyn - Lowest volume, , could use more campaign.



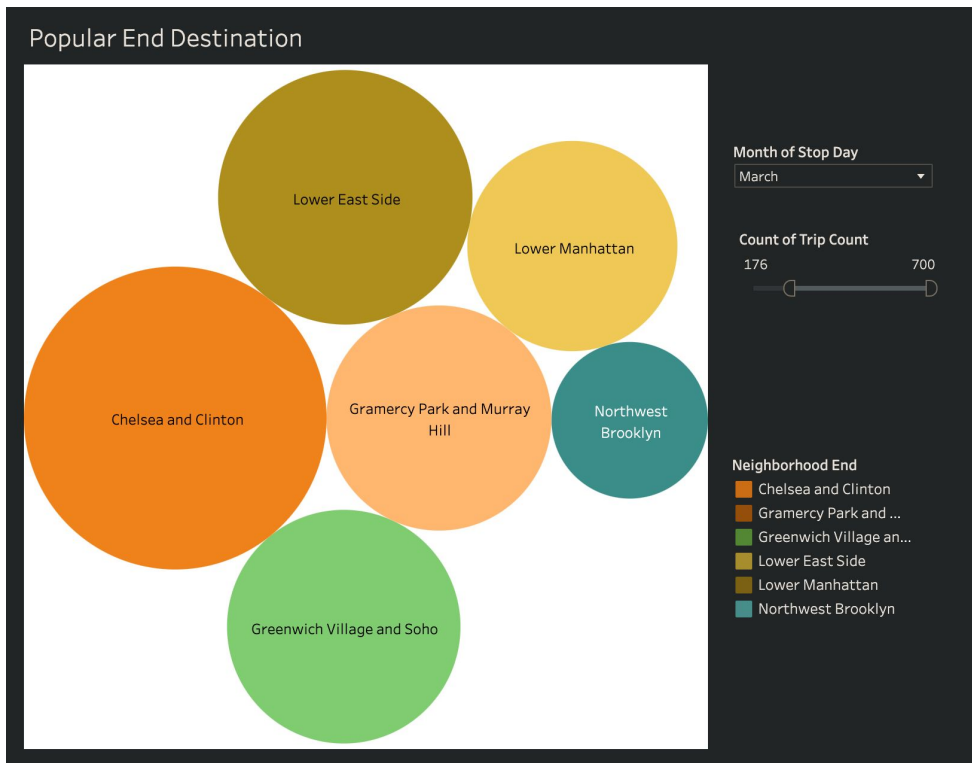
What role does weather play?

Hot, clear conditions result in the highest volume.

Month ends higher volume.



End locations



Chelsea - is a favorite end location

Islands - are favorite start location

Growth

We Have seen increase over the year but more coming from one time customer

Growth

Usertype	Year of Start Day	
	2019	2020
Customer	0.00%	79.51%
Subscriber	0.00%	20.71%

Thank you!