

Executive Summary

This capstone project analyzes Cyclistic's bike-share data from November 2020 to October 2021 to identify patterns in rider behavior and provide recommendations for increasing annual membership. The data includes over 5.6 million ride records, segmented by casual riders and annual members.

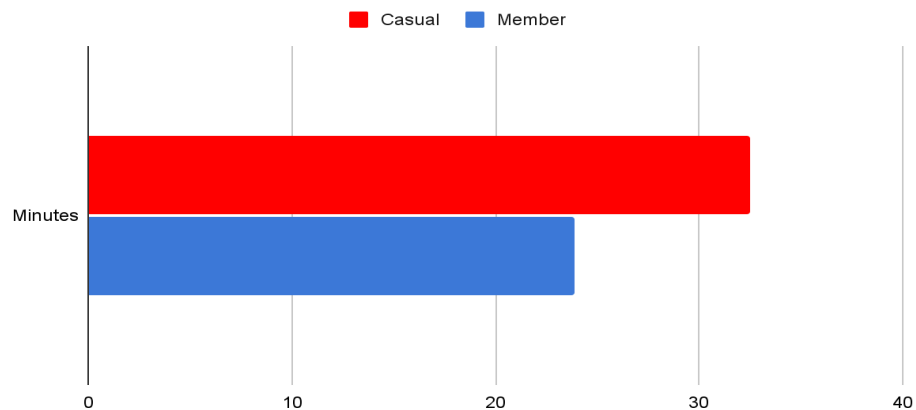
Objectives

- Identify behavioral differences between casual and member riders
- Uncover peak usage times, trip durations, and preferred bike types
- Support Cyclistic's marketing team in converting casual riders into annual members

Key Findings

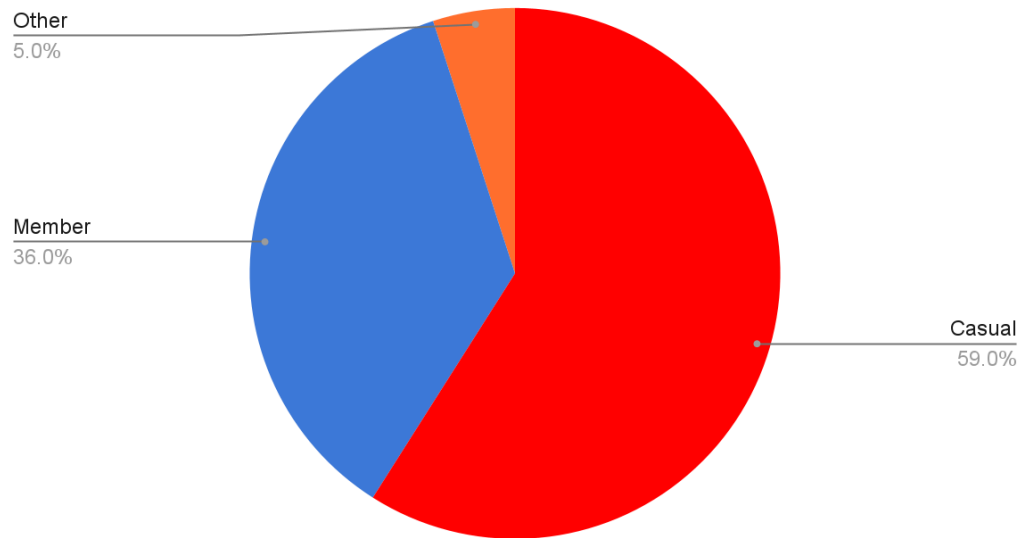
- **Casual riders took 36% longer rides on average** (avg duration: 32.5 min vs. 23.9 min)

Average Ride Time



- **Weekend usage** accounted for **59% of casual rides**, compared to only **36% for members**

Weekend Usage Rates



- Docked bikes made up 18% of casual rides but only 2% of member rides
- Members showed peak activity during weekday commute hours, while casual use peaked mid-afternoon on weekends

Recommendations

- Launch weekend membership trial promotions targeting casual riders
- Increase docked bike availability in popular leisure areas
- Develop seasonal campaigns during summer when casual ridership peaks (June–August accounted for 38% of casual rides)

These findings provide Cyclistic with a clearer picture of how casual and member riders differ, enabling data-driven decisions to grow the company's membership base.