Cyclistic Data Analysis

Overview:
Total Number of Rides: 4,070642
Total Number of Casual Users: 1,640,842
Total Number of Annual Members: 2,429,800

Most Popular Bike Type: Classic Bike
Most Popular Day of the Week: Saturday
Most Popular Hour to Start Trip: 1700 hours (5:00 PM)

Casual Users:
Average Ride Length: 24.26 minutes
Median Ride Length: 14
Longest Ride Length*: 34,351.1 minutes (~ 572.52 hours)
Shortest Ride Length: 0.1 minutes

Annual Members:
Average Ride Length: 12.49 minutes
Median Ride Length: 9
Longest Ride Length*: 1,493.2 minutes (~ 24.89 hours)
Shortest Ride Length: 0.1 minutes

Long-Term Bike Usage*:
Number of Users that kept the bike for 24+ hours:
    Casual Users: 132
    Annual Members: 21

* When I first saw this data point, I was really confused, as this company does not appear to rent out bikes long-term. If this were a real project, I would contact the stakeholders and ask for clarification (about if the data is incorrect or if customers are misusing the product, or if this is part of their design model).