



# Cyclistic: Casual Riders and Annual Members

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# Agenda

- Objective
- Casual Riders vs Annual Members
- Conclusions and Recommendations



## Objective

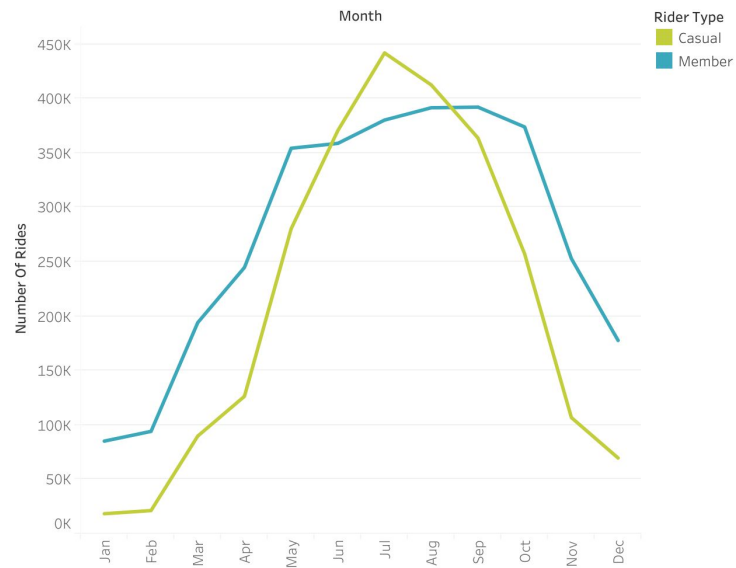
Examine differences in Cyclistic usage between casual riders and annual members.

# Casual Riders vs Annual Members

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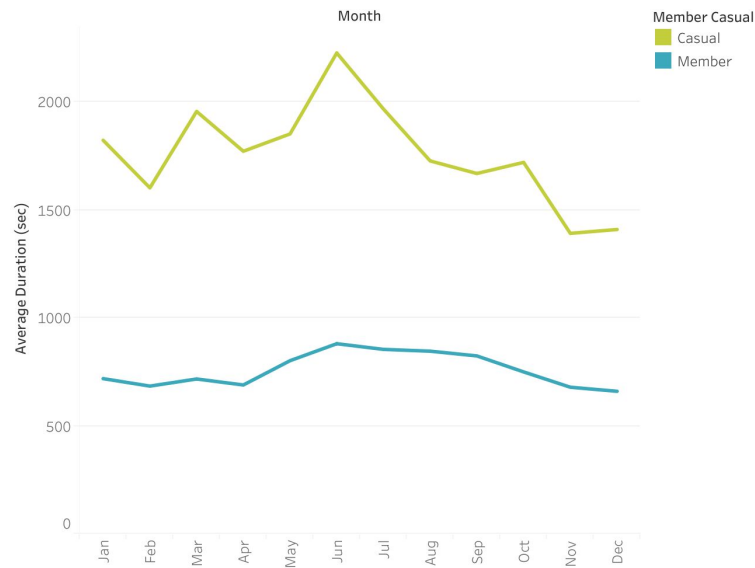
# Monthly Rides

Monthly Rides by Rider Type



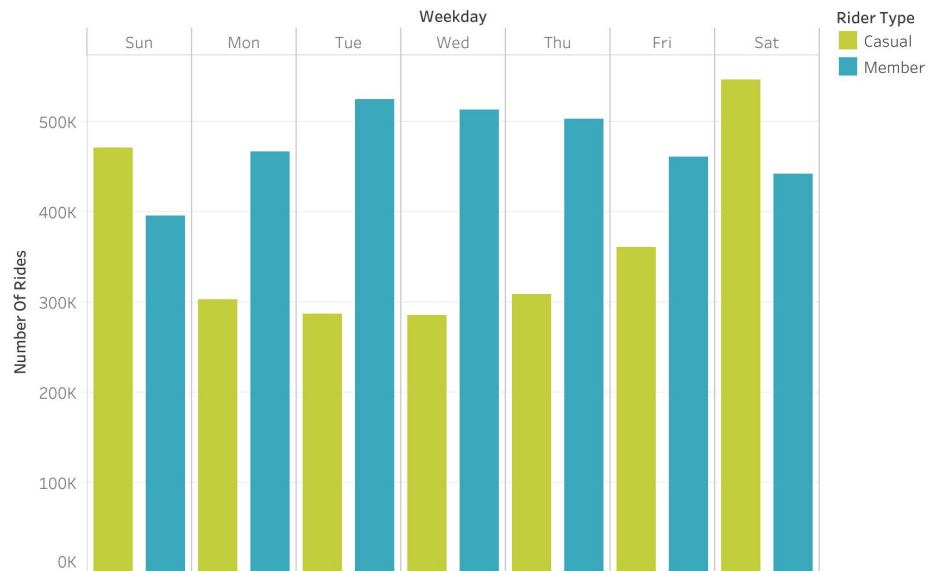
# Monthly Ride Durations

Monthly Ride Duration by Rider Type



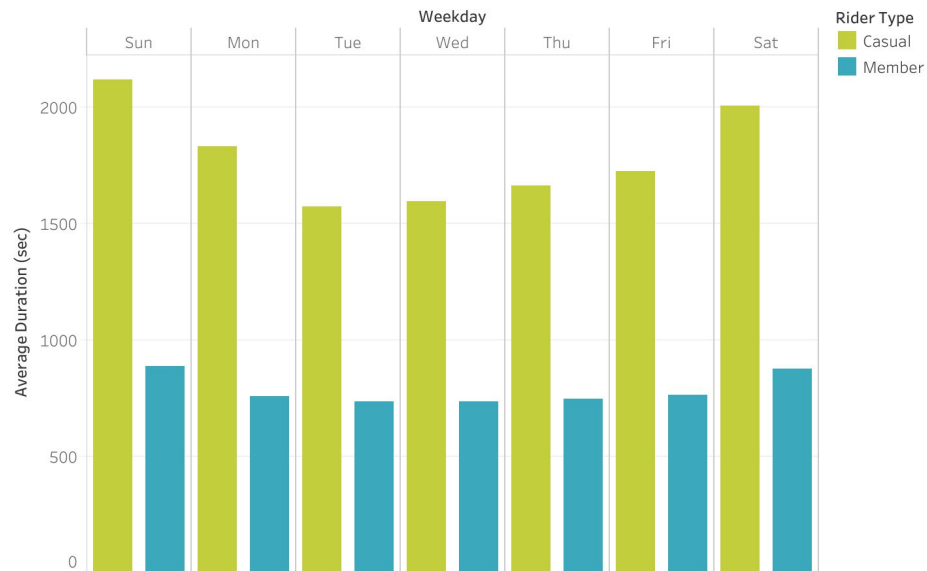
# Weekday Rides

Weekday Rides by Rider Type



# Weekday Ride Durations

Weekday Ride Duration by Rider Type





# Conclusions and Recommendations

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# Conclusions

- Annual members take a larger amount of rides in general, but casual riders have longer trip durations.
- Casual riders take more rides during the weekends and during the summer months.



# Recommendations

1. Promotional offers
  - a. First month discount and summers
2. Introduce more membership options
3. Offer more privileges to annual members
4. Gather more information