



USER BEHAVIOUR

2023 ANALYSIS





BACKGROUND

2016

Launched in Chicago



5800 Geo-Tracked Bicycles



692 Stations across Chicago

PRICING PLANS

1

Single Ride Pass



Full Day Pass



Annual Memberships

**CASUAL
RIDERS**

**ANNUAL
MEMBERS**

PREMISE

Annual Members are more profitable than casual riders

**CASUAL
RIDERS**



**ANNUAL
MEMBERS**



PREMISE

Annual Members are more profitable than casual riders

**CASUAL
RIDERS**



**ANNUAL
MEMBERS**



OBJECTIVE



How do annual members and casual riders use
Cyclistic bikes differently?



CONTENT

1. ANNUAL OVERVIEW
2. RIDE DISTRIBUTION BY TIME
3. RIDE DISTRIBUTION BY BIKE TYPE
4. INSIGHTS



01 ANNUAL OVERVIEW

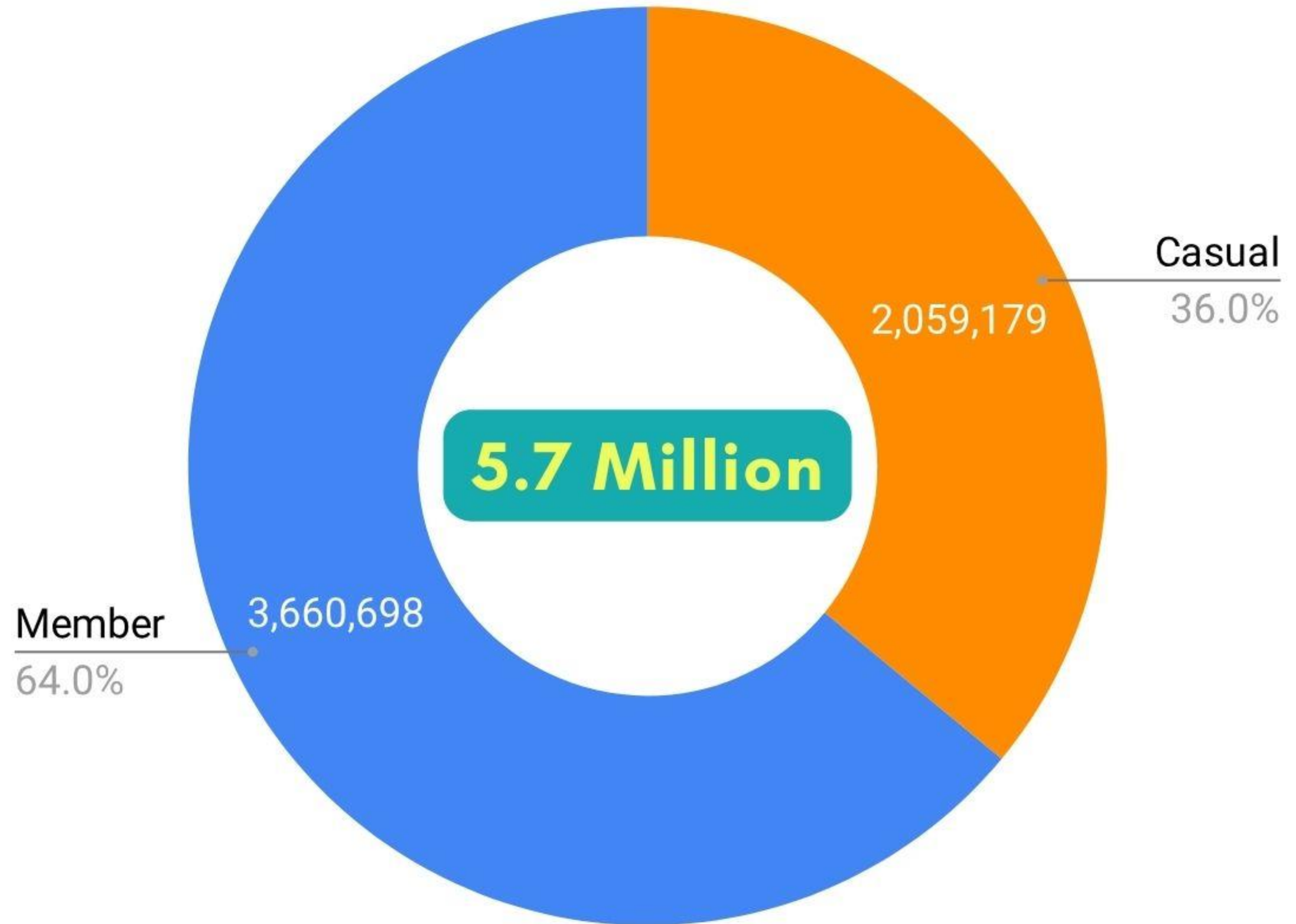
- Total rides in 2023
- Total trip duration in hours
- Average trip duration



2023 TOTAL RIDES

5.7 Million total number
of rides in 2023

3.7 M – Annual Members
2.0 M – Casual Riders

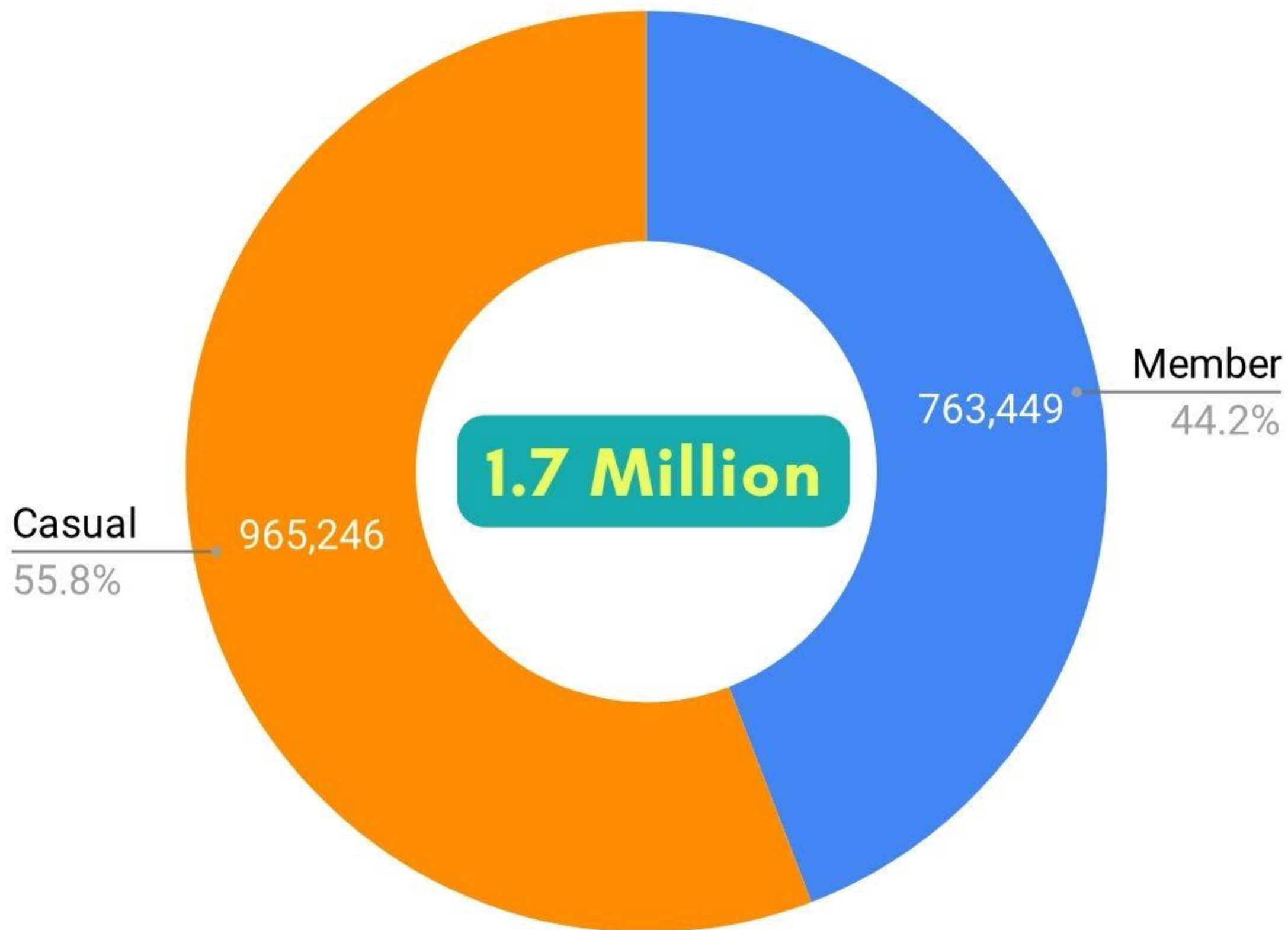


2023

TOTAL RIDE HOURS

1.7 Million hours of total
trip duration in 2023

56% - Casual Riders
44% - Annual Members



PURPOSE OF RIDE

- **COMMUTE**
- **LEISURE & RECREATION**
- **HEALTH & FITNESS**
- **EXPLORING THE CITY**

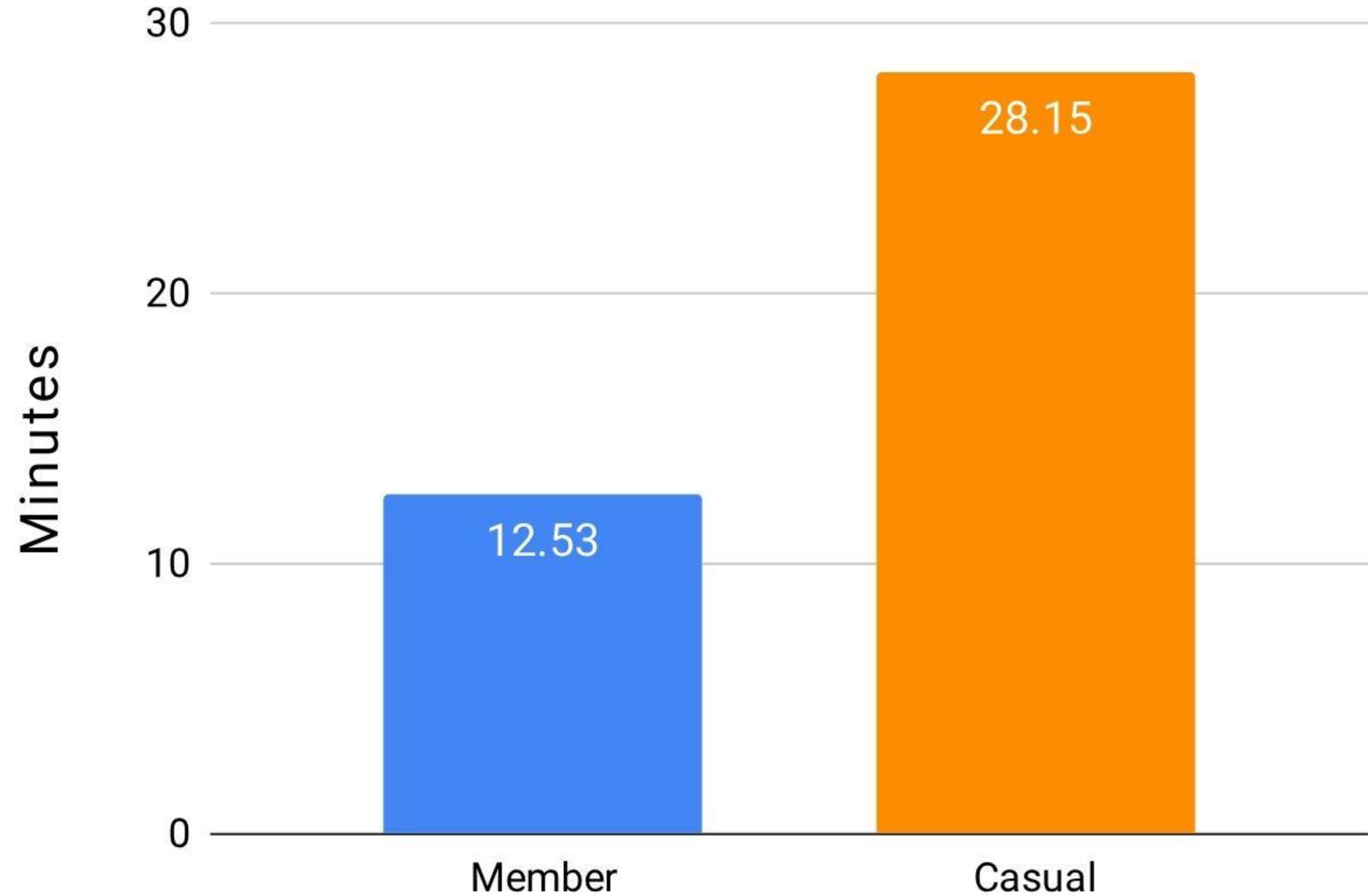


2023

AVERAGE TRIP DURATION

Average trip duration of casual riders is 2.24 times more than that of an annual member

28.15 Mins - Casual Riders
12.53 Mins - Annual Mem.



02 RIDES DISTRIBUTION BY TIME

- Rides by the month of the year
- Rides by the day of the week
- Rides by the time of the day



2023

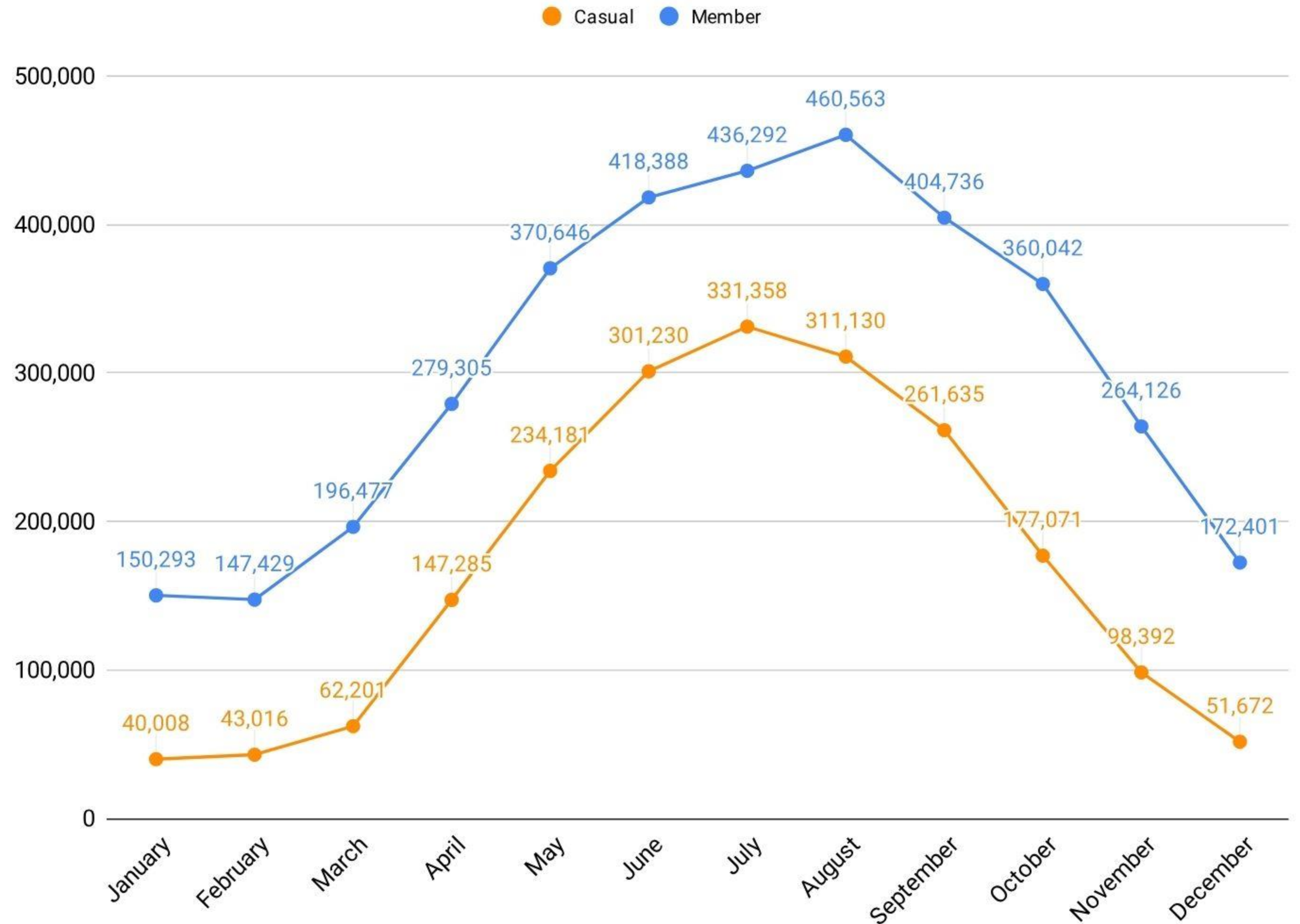
RIDES BY MONTH

Usage dictated by climate

Lowest in the Winter
Highest in the Summer

Slowest Month - Jan
Busiest Month - Aug

In Winters Annual Members
are riding Cyclistic
3.5 times more than
Casual Riders



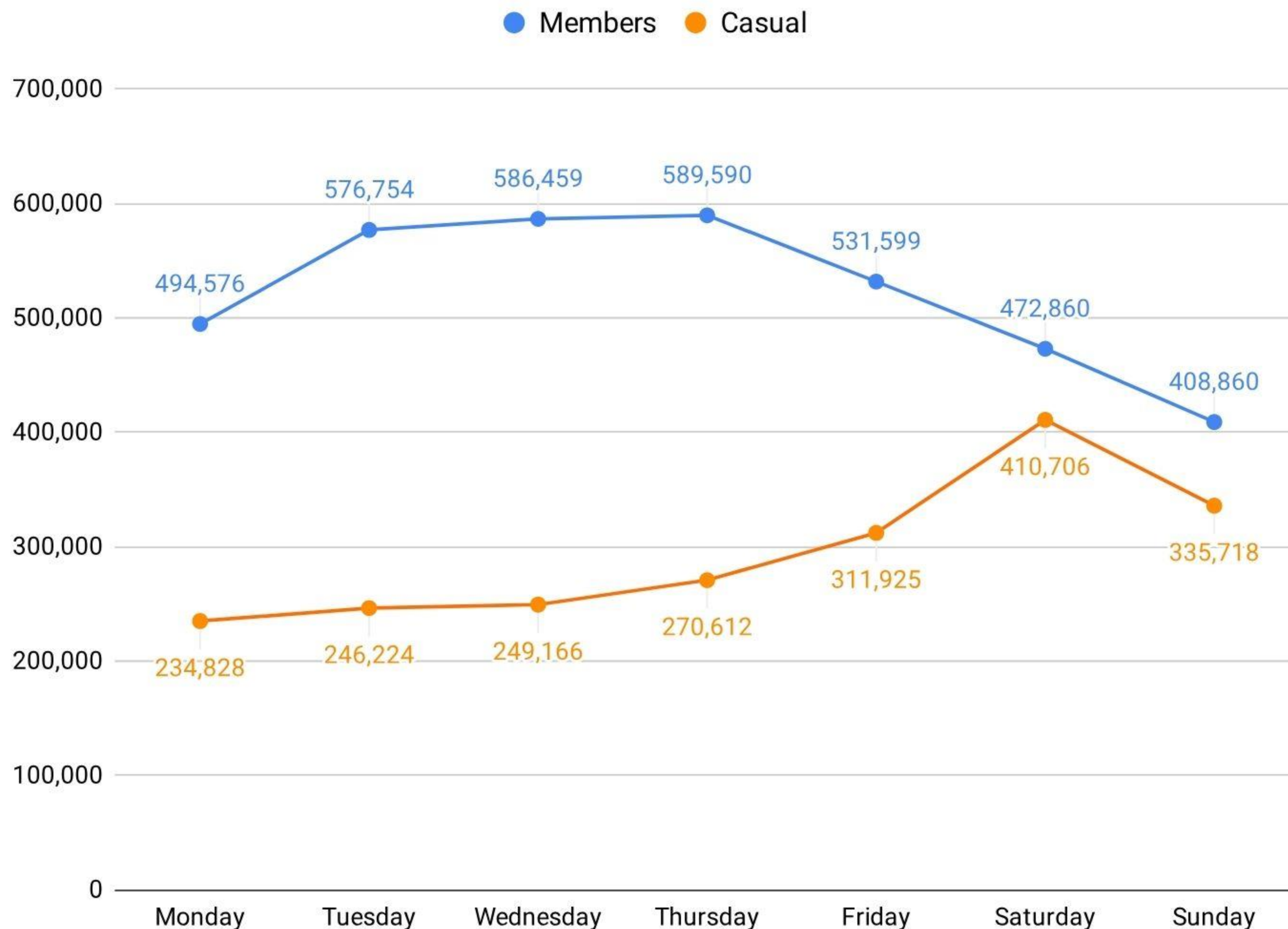
2023

RIDES BY THE DAY OF THE WEEK

Different behaviour seen

Thurs, Fri, Sat
Members - Decline
Casual Riders - Increase

Casual Riders use
Cyclistic almost double on
Saturday than they do on
Monday



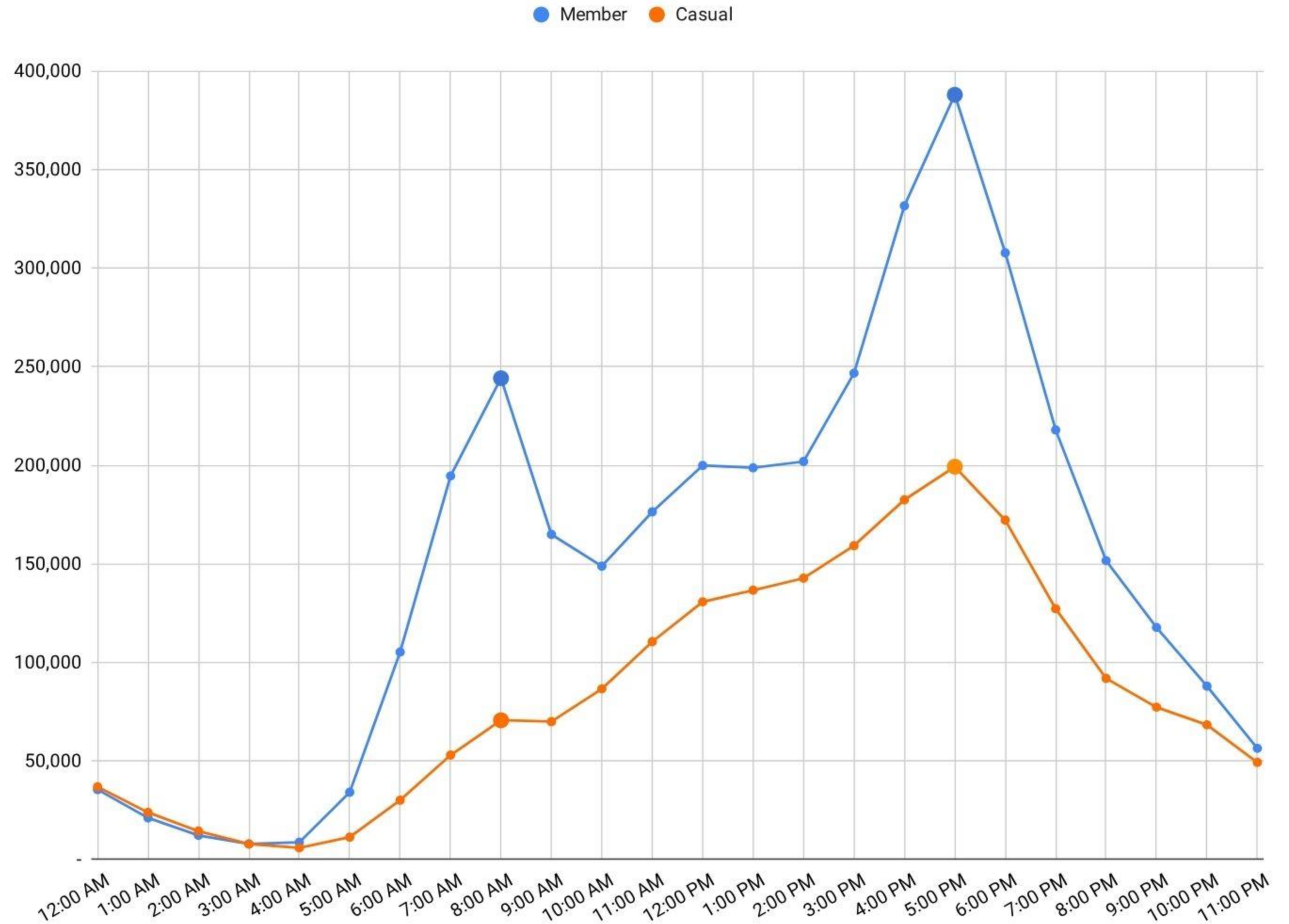
2023

RIDES BY THE HOUR

8AM & 5PM Member surge

Casual riders have a steady rise from 5AM to 5PM

Sharp decline post 5PM

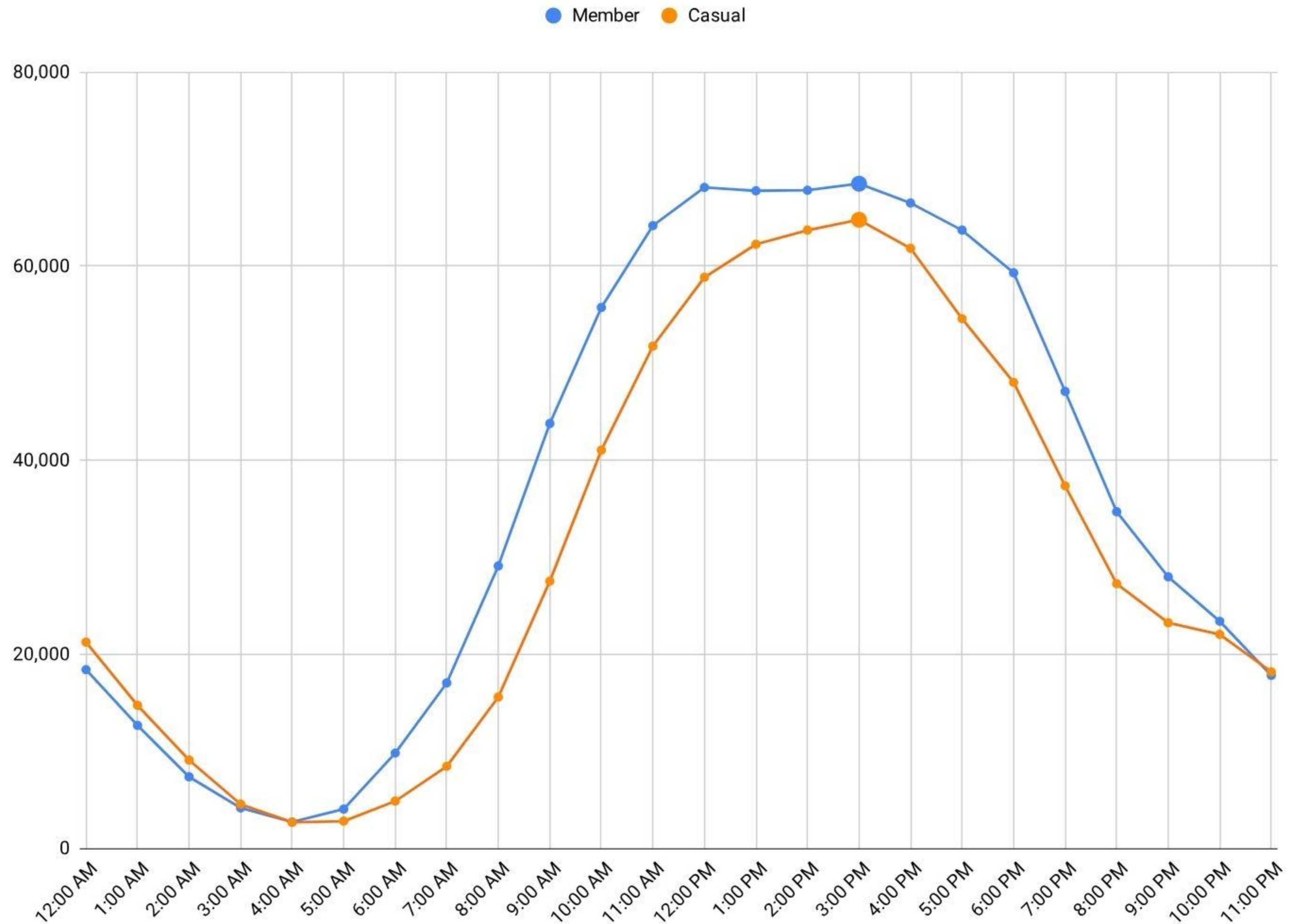


2023

RIDES BY THE HOUR on SAT & SUN

A round peak forms
between 11 AM & 5 PM

11 PM to 3 AM, Casual
riders have taken more
rides than Annual
Members on Sat & Sun



03 RIDES DISTRIBUTION BY BIKE TYPE

- Classic vs Electric vs Docked
- Average Trip Duration of each type

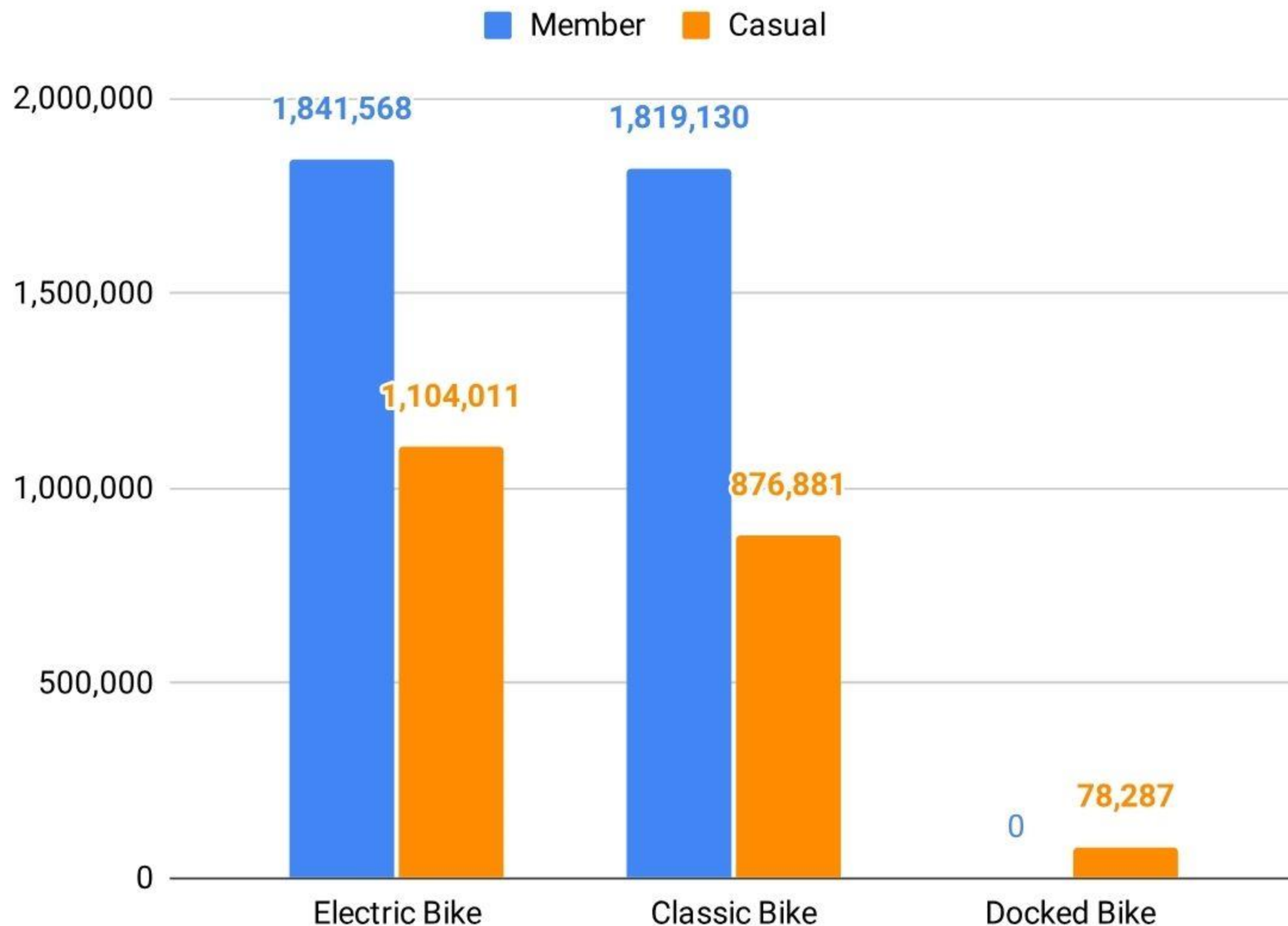


2023

RIDES BY BIKE TYPE

Casual riders use electric bike 25% more than the classic bike

Members use electric and classic bike equally. They don't use docked bikes at all.

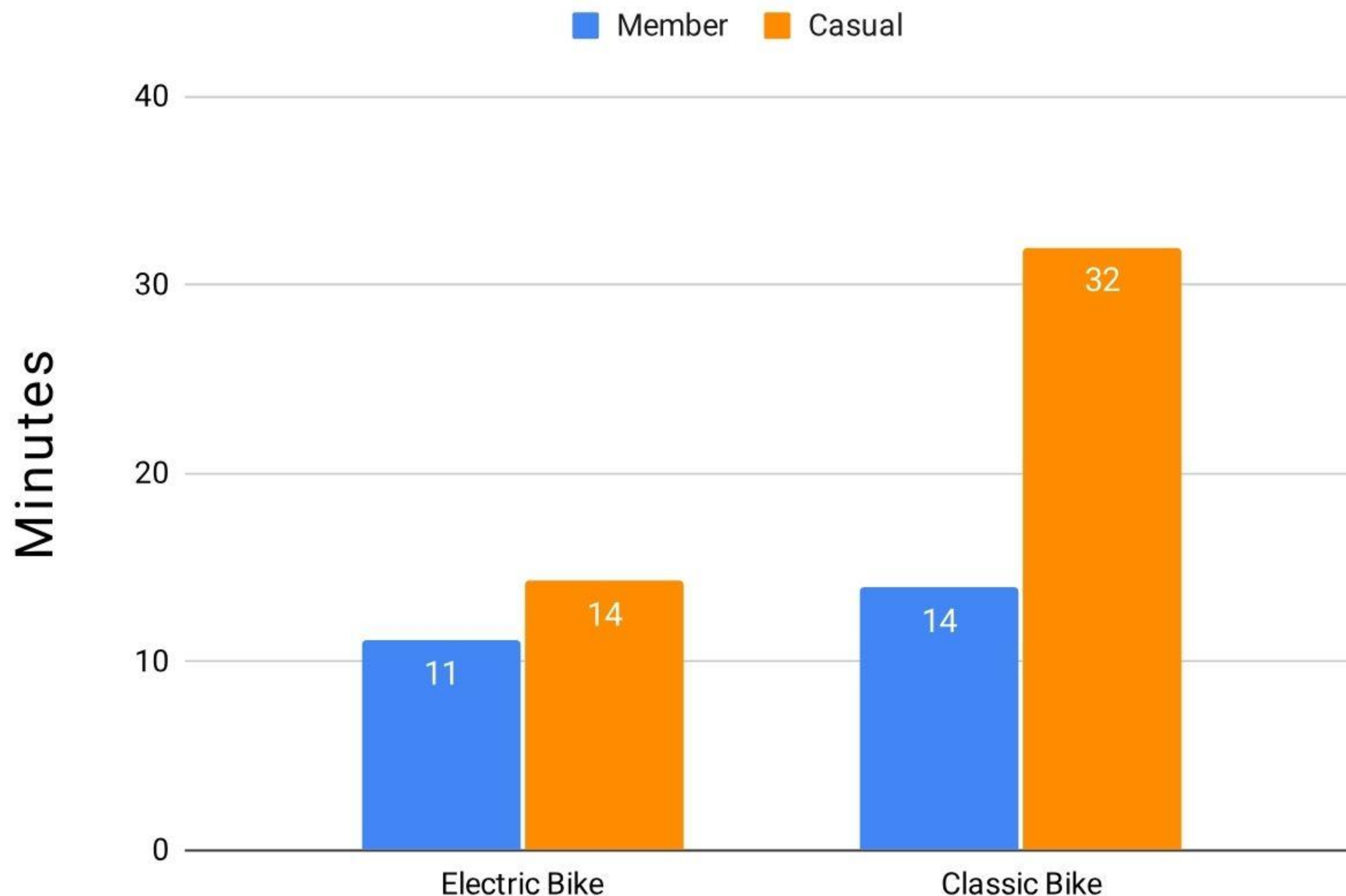


2023

AVERAGE RIDE DURATION BY BIKE TYPE

Both user spend more time
on Classic Bikes than on
Electric bikes.

27% higher for Members
129% higher for Casual R.



04 INSIGHTS

1. Observed Differences
2. Plausible Purpose of Rides
3. Considerations



OBSERVED DIFFERENCES



Casual	2023 Metric	Member
36% – 2.0 Million	Total Rides	64% – 3.7 Million
56% – 965k Hours	Total Ride Hours	34% – 763k Hours
28.15 Minutes	Average Trip Duration	12.53 Minutes
Saturday & Sunday	2 Most Busiest Days	Wednesday & Thursday
Monday & Tuesday	2 Most Slowest Days	Saturday & Sunday

PURPOSE OF RIDES



Casual	Priority	Member
Leisure	1	Commute to Work
Getting around the city	2	Getting around the city
Health & Fitness	3	Leisure
Commute to Work	4	Health & Fitness





CONSIDERATIONS



1. The scope of the analysis is limited due to lack other data points.
2. The purpose of rides are plausible but can't be verified without additional data points.
3. Additional data points such as :
 - a. Pricing Structure of the bikes
 - b. Fleet distribution across the city
 - c. Contextual information of the docking stations
 - d. Demographic data of the users