

Cyclistic Bike-Share Analysis

Comparing Casual vs Member Riders (Q1 2019 & Q1 2020)

Understand how **members** and **casual riders** use Cyclistic bikes differently.

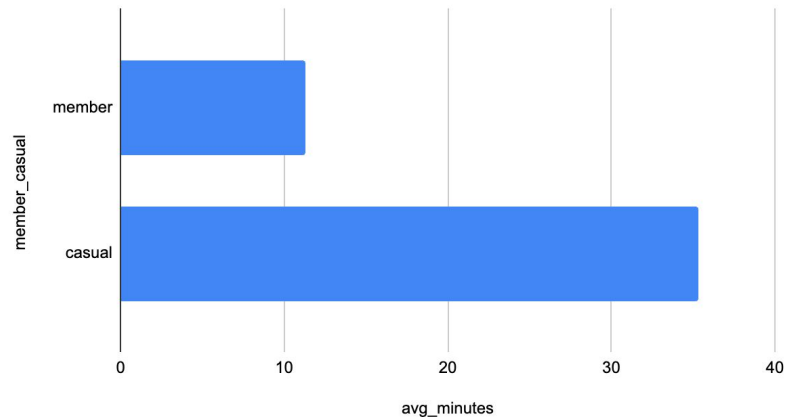
Identify patterns in **ride length**, **ride frequency**, **time of week**, and **time of day**.

Provide insights to help **convert casual riders into members**.

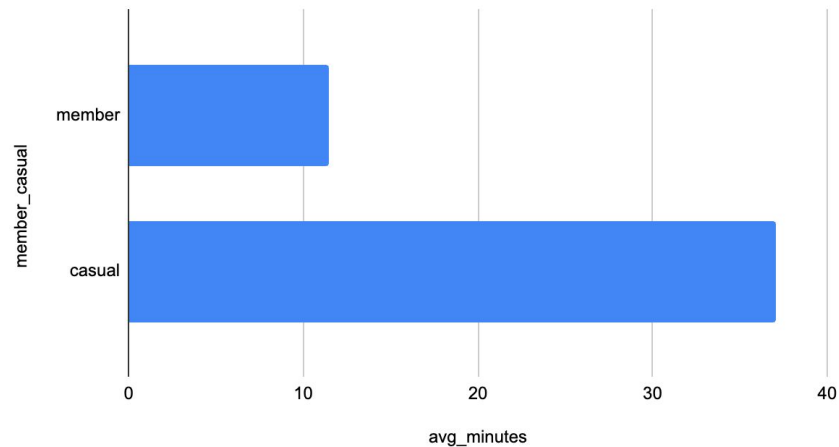
Average Ride Length

- Chart: Bar chart (casual vs member).
- Title: “Casual Riders Take Longer Trips”
- Caption: Casual riders average **25 minutes per trip**, more than double members (~12 minutes). This shows leisure vs commuting behavior.

Avg Ride Length 2019



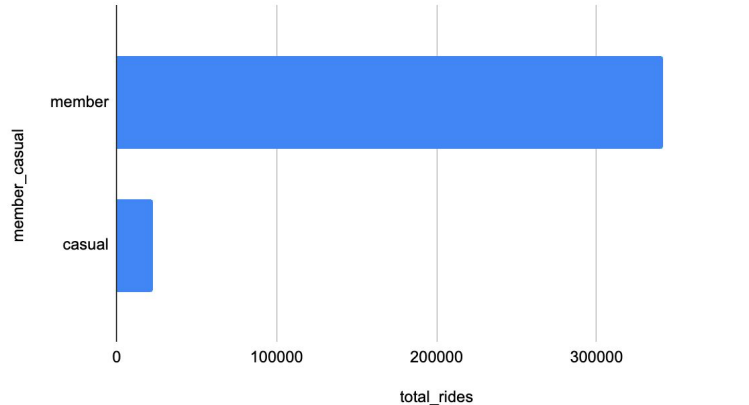
Avg Ride Length 2020



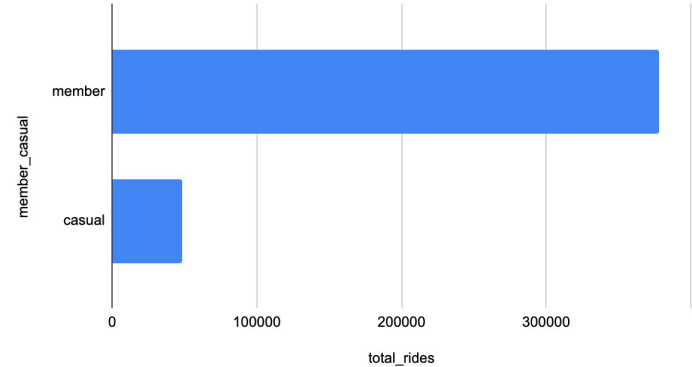
Total Rides

- Chart: Bar chart (casual vs member).
- Title: “Members Ride More Frequently”
- Caption: “Members account for the majority of trips, riding more consistently throughout the week.”

Total Rides 2019



Total Rides 2020



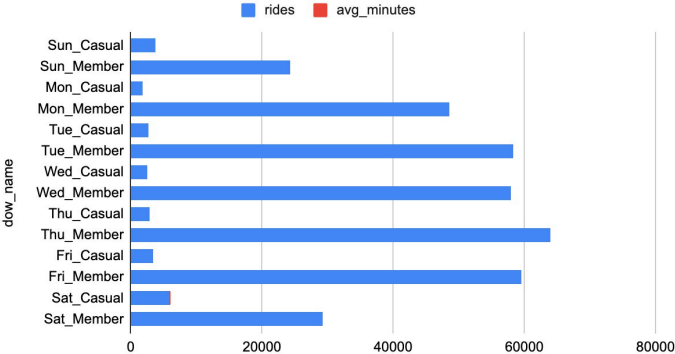
Day of Week

Chart: Clustered bar chart (Mon–Sun, split by rider type).

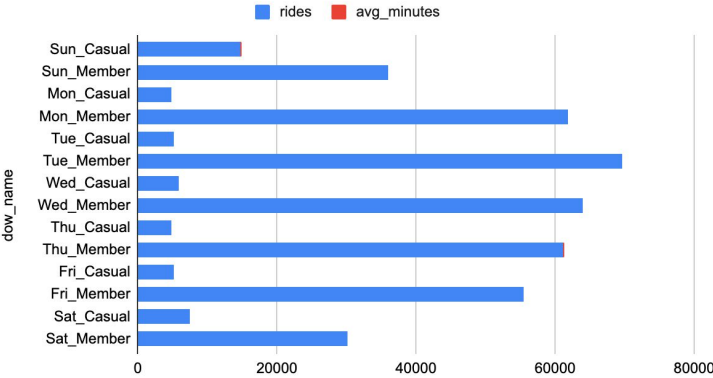
Title: “Weekday vs Weekend Usage”

Caption: “Members ride mostly on weekdays (commuting), while casuals prefer weekends (leisure/tourism)”

Weekday Usage 2019



Weekday Usage 2020



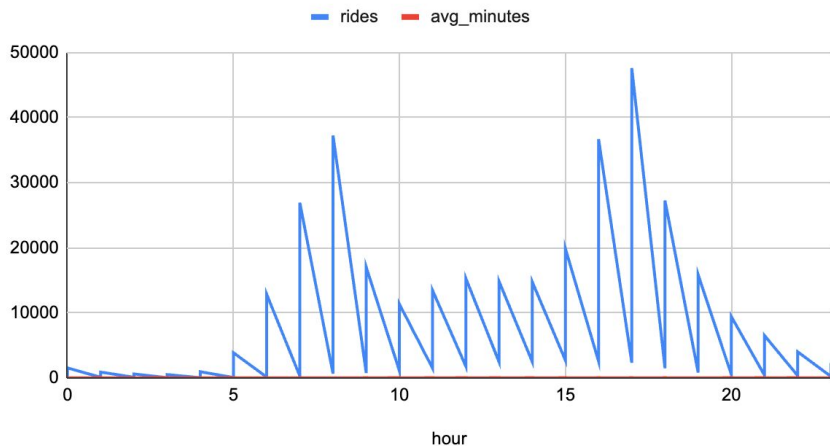
Hour of Day

Chart: Line chart (0–23 hours).

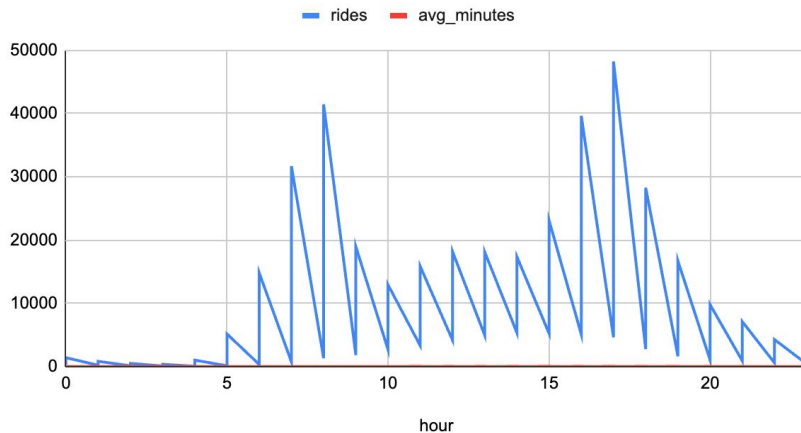
Title: “Ride Time Patterns”

Caption: “Members peak at 8 AM and 5 PM (commuting), casuals in afternoons/evenings.”

Hour of Day 2019



Hour of Day 2020



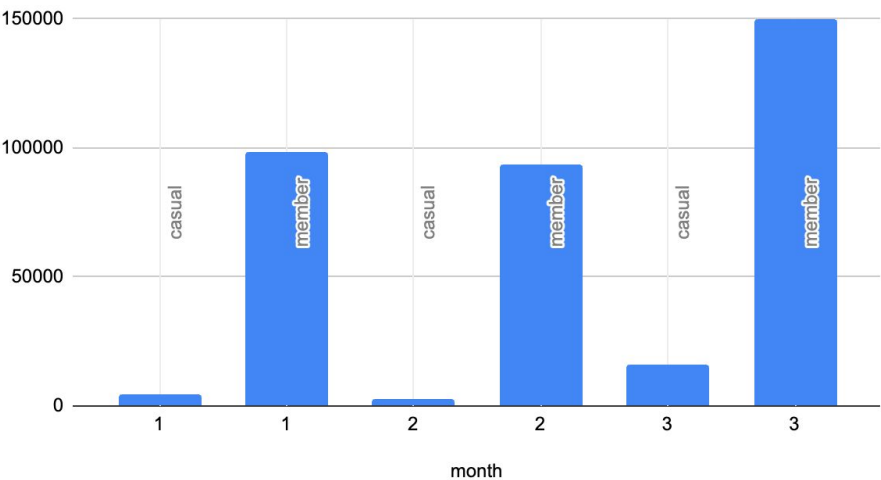
Monthly Trend

Chart: Line chart (Jan–Mar, split by rider type).

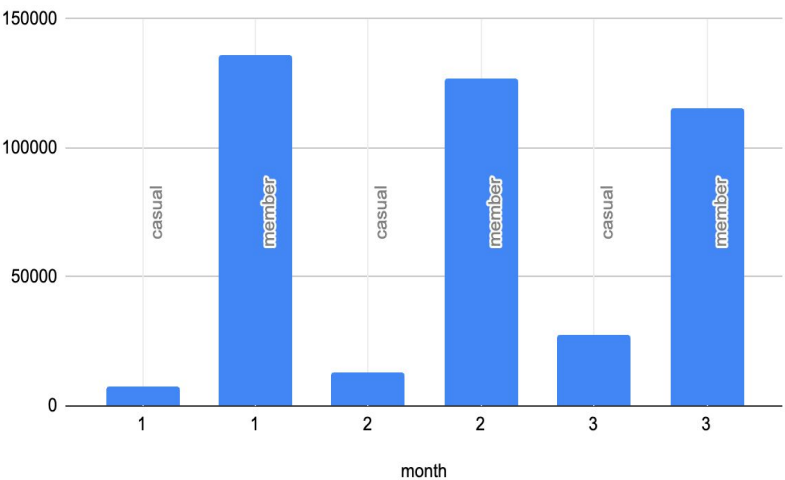
Title: “Seasonal Trends in Q1”

Caption: “Trips increase from January to March. Casual ridership grows faster with warmer weather, suggesting seasonal marketing opportunities.”

Monthly Trend 2019



Monthly Trend 2020



Summary & Recommendations

Key Insights

- Casual riders take longer rides but less often (weekend & leisure focus).
- Members ride more frequently with shorter trips (weekday commuting).
- Casual usage grows faster in spring, especially at tourist stations.

Recommendations

1. Promote **weekend/day passes** and **tourist-station ads** to engage casual riders.
2. Highlight **membership cost savings** to convert frequent casuals into members.
3. Run **spring campaigns** when casual ridership spikes.