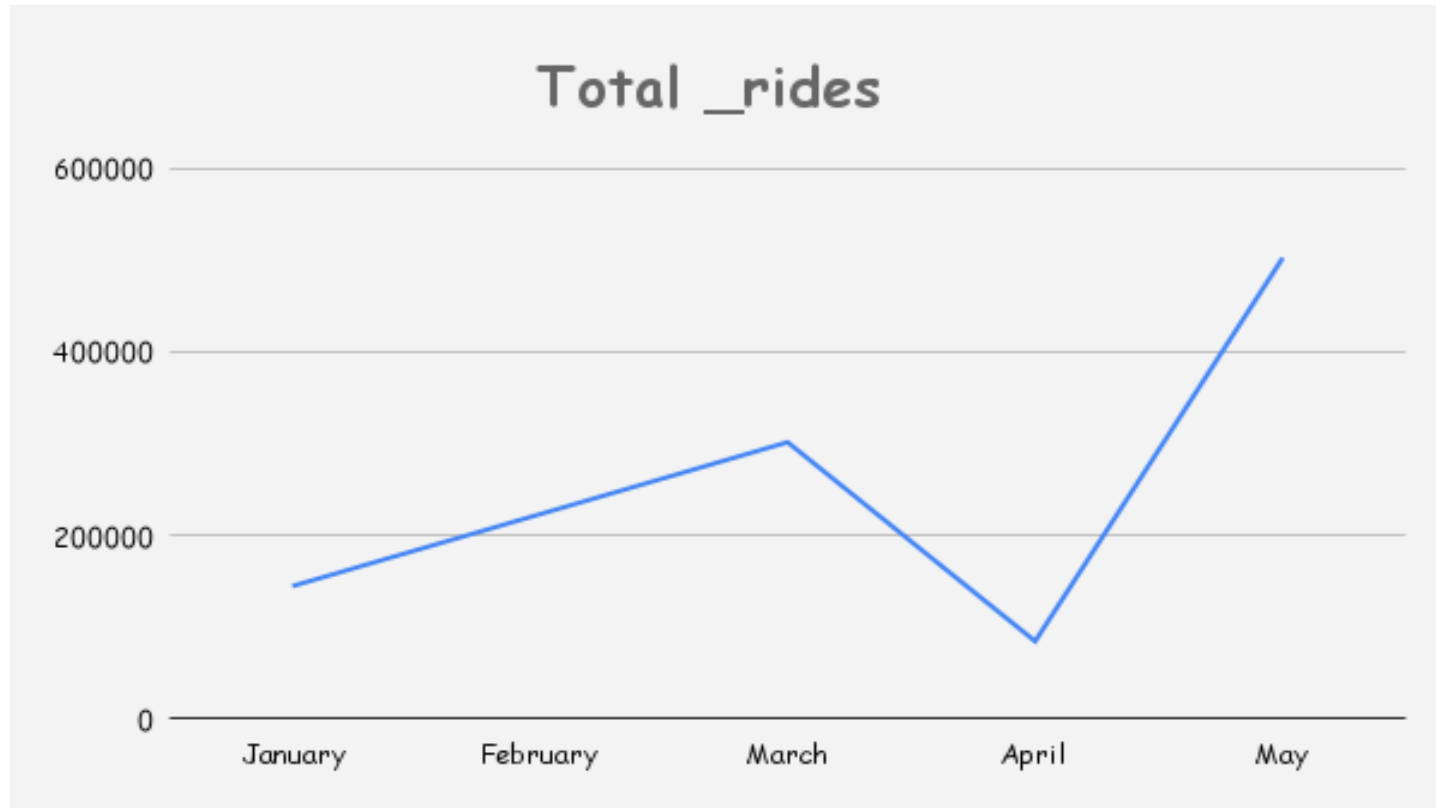
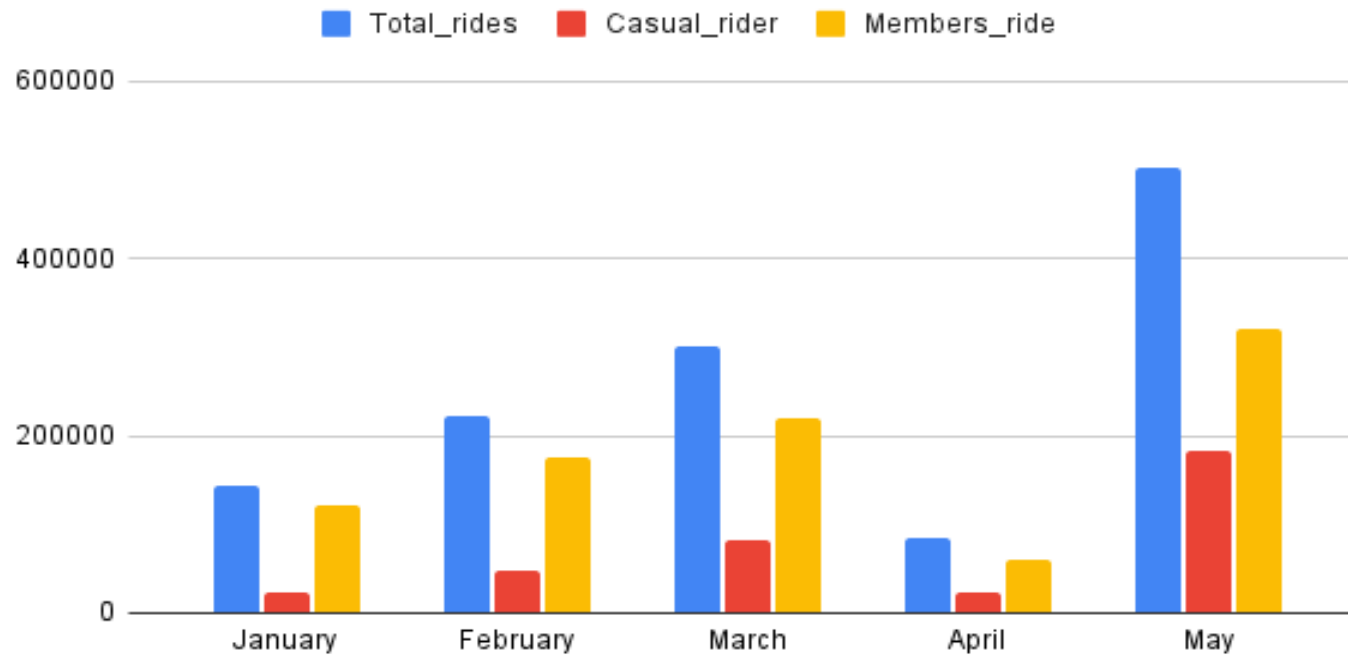


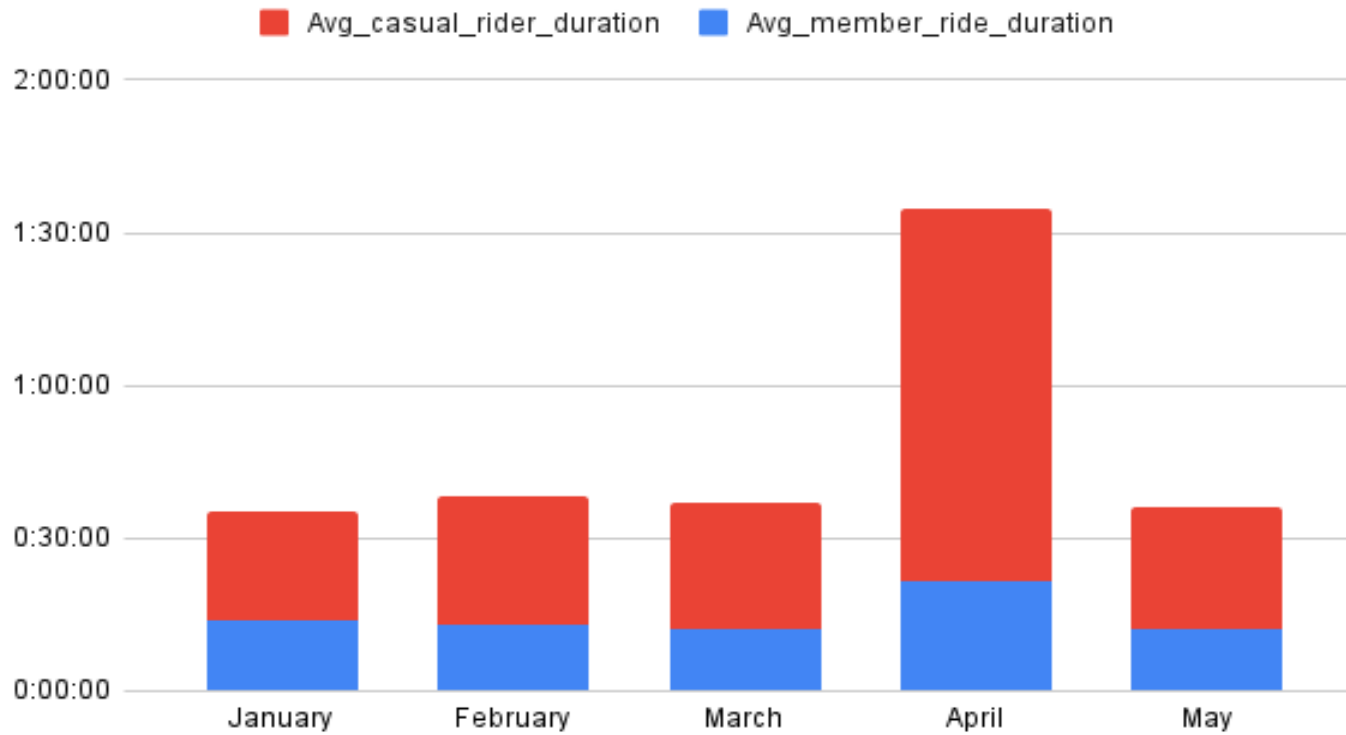
Cyclist Data Analysis (January–May)

Author: Mohammad Zaid



Total_ride





■ 1. Ride Volume Trends (Total_rides Chart)

■ Total rides sharply increase from January → February → March.
A sudden dip occurs in April, followed by a massive spike in May.

■ Interpretation

- Jan–Feb–Mar show recovery after winter.
- April dip likely due to rain/cold weather.
- May reaches highest ridership (peak season).

■ 2. Members vs Casual Riders (Total_ride Chart)

■ Members dominate ridership

Members ride more every month, especially March & May → daily commuters.

■ Casual riders grow steadily

Gradual rise Jan → Feb → Mar.

Huge spike in May due to tourism & weekend leisure.

■ Summary

Members = core consistent users

Casual = seasonal & weekend users

■ 3. Ride Duration Trends (Avg Rider Duration Chart)

■ **Casual riders:** 25–30 mins in Jan–Mar, 1+ hour in April, still higher in May.

■ **Members:** Stable 10–15 mins every month → commuting.

■ Summary

Casual = long leisure rides

Member = short regular commutes

■ 4. Seasonality & Behavior Changes

■ **Spring (March–April):** Higher casual rides & longer durations.

■ **Summer (May):** Highest total rides, peak outdoor activity.

■ 5. Business Recommendations (Highly Professional)

1■■ Convert Casual → Members

- Summer membership discounts
- Weekend Pass → Monthly Upgrade
- Long-ride plans

2■■ Improve Member Availability

- More bikes in office zones
- Tue–Thu supply optimization

3■■ Seasonal Demand Strategy

- Extra bikes in parks & tourist areas (Mar–May)
- Family & group offers for summer weekends