

Bike Share Toronto offers **24/7** convenient access to **389 stations** (2018) across **200 km²** of the city. Whether you're commuting or exploring the city with friends and family, bike sharing is a fun, flexible and cost-effective way to navigate Toronto.

How to increase revenue by **10%** by the end of **next year**

- Identify and analyze **5 busiest stations**. From the data we can redistribute bike volume for each station.
- Identify and analyze the **busiest season**, which helps for preparing equipment and staff.
- Identify and analyze the **trend of 2 kinds of membership**. From that we can increase the annual member.



Total trips 2017

1.49M

Total trips 2018

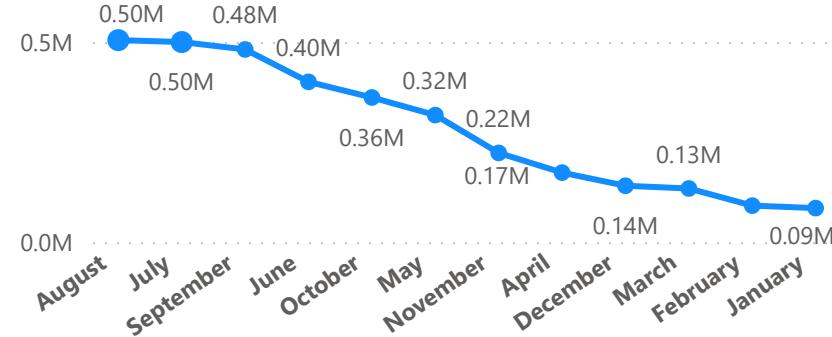
1.92M

trip_start_day

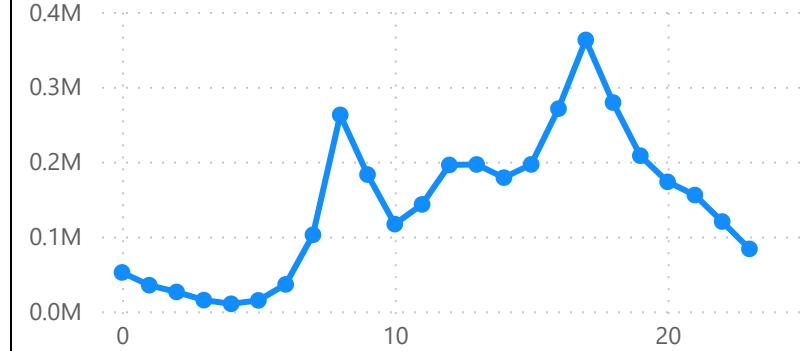
1/1/2017

12/30/2018

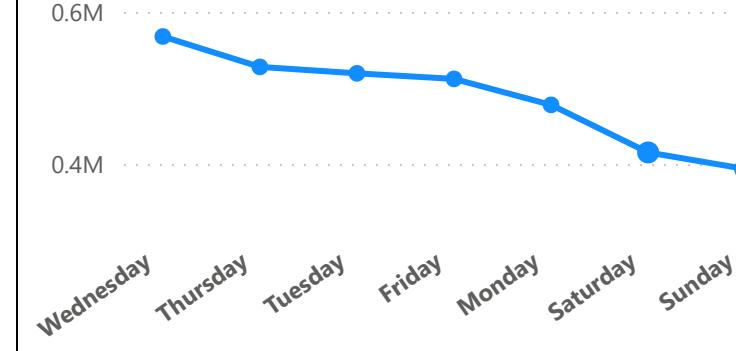
Total trips Monthly



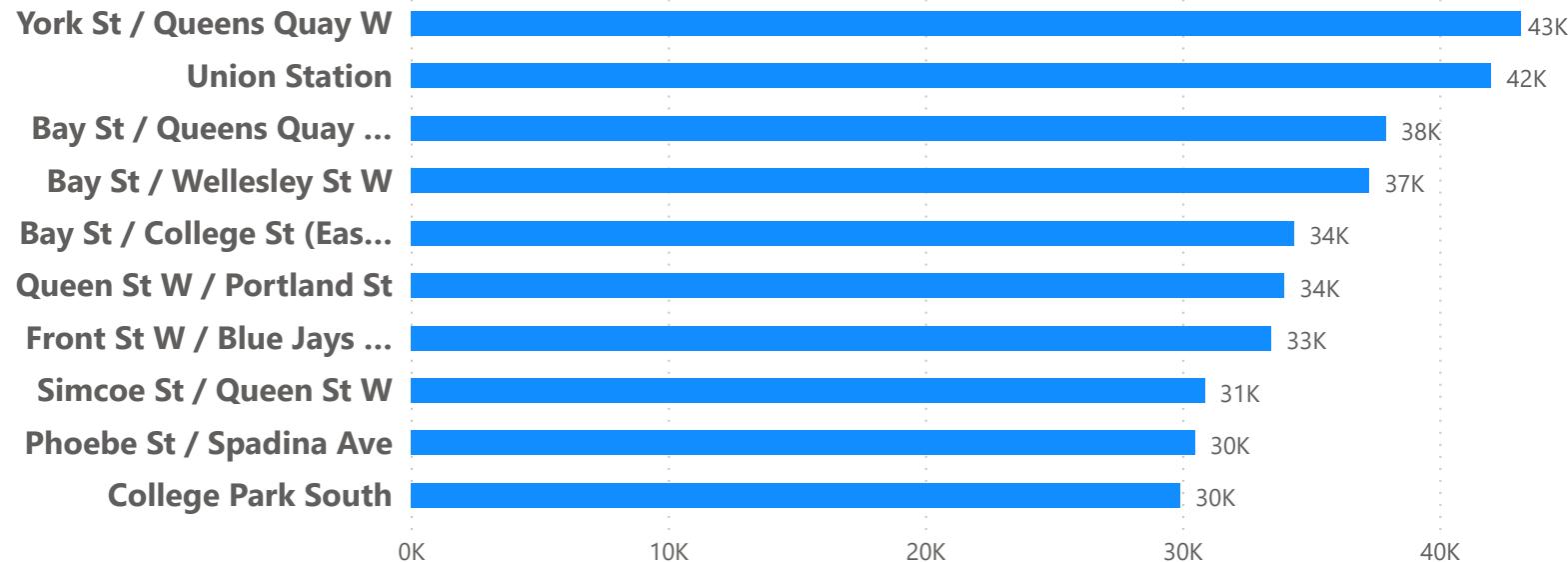
Total trips by hour



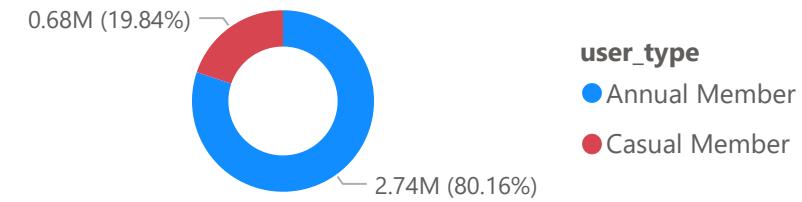
Total trips by Day



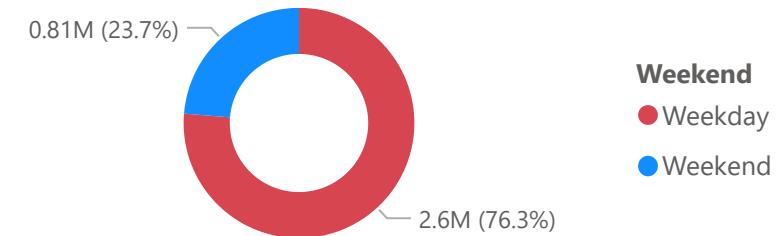
Total trips by Station



Total trips Casual vs Annual



Total trips Weekend vs Weekday



Station details for peak hours , peak season and peak weekday

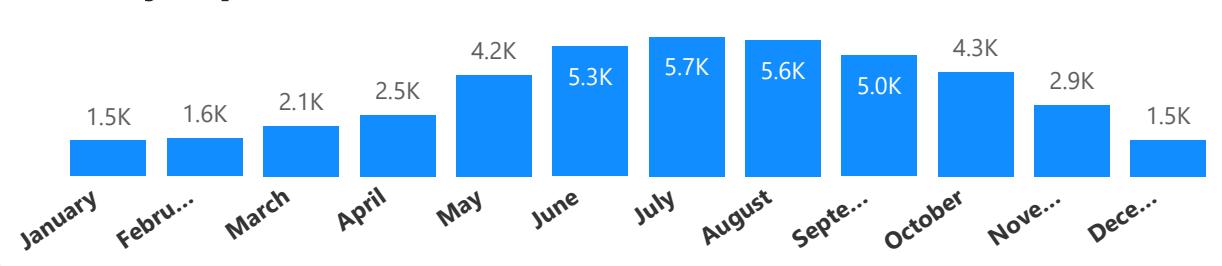


1/1/2017

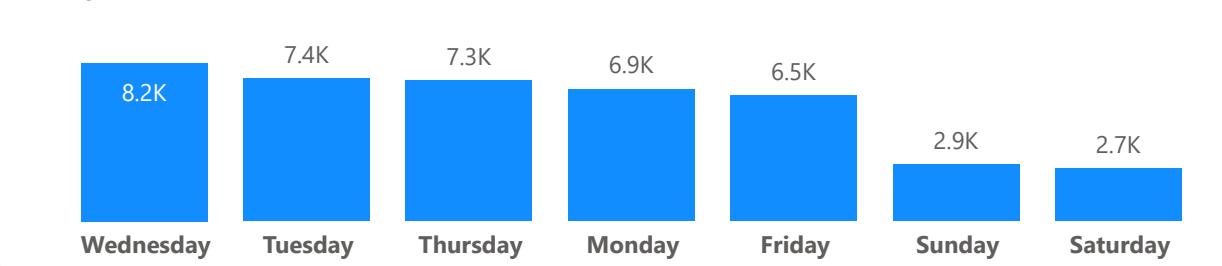
12/31/2018

Union Station

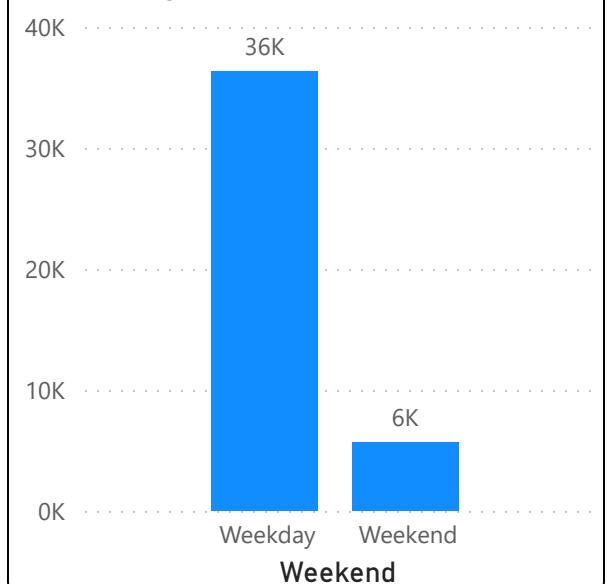
Monthly Trips



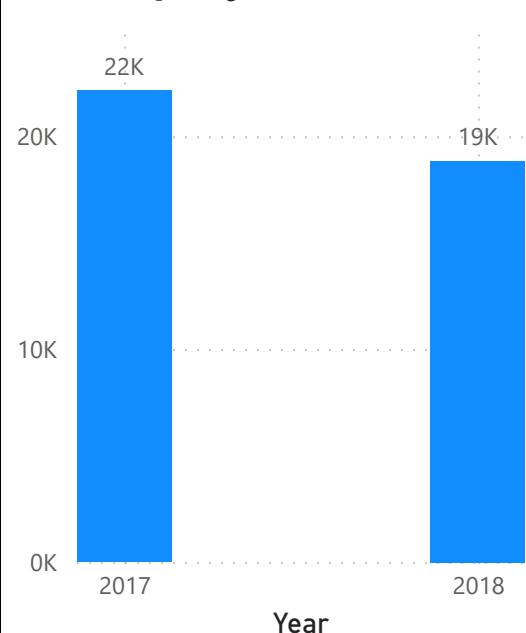
Daily Trips



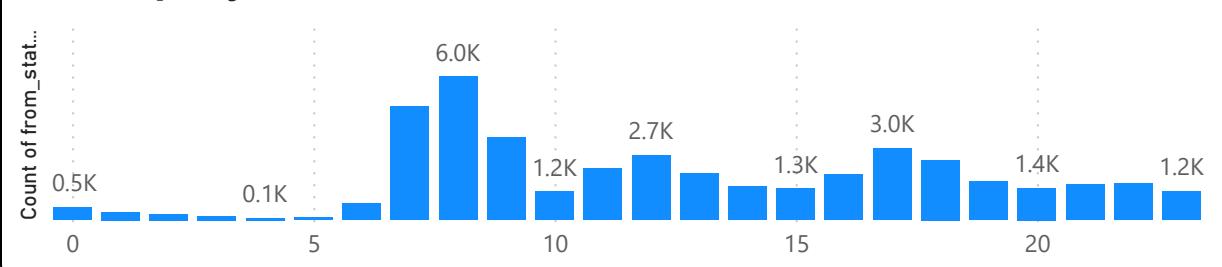
Total trips Weekend vs Weekday



Total trips by Year



Total trips by hour



Total trips through 2 year





Total trips in
August

504.70K

Total trips in
July

500.02K

Total trips in
September

481.36K

trip_start_day

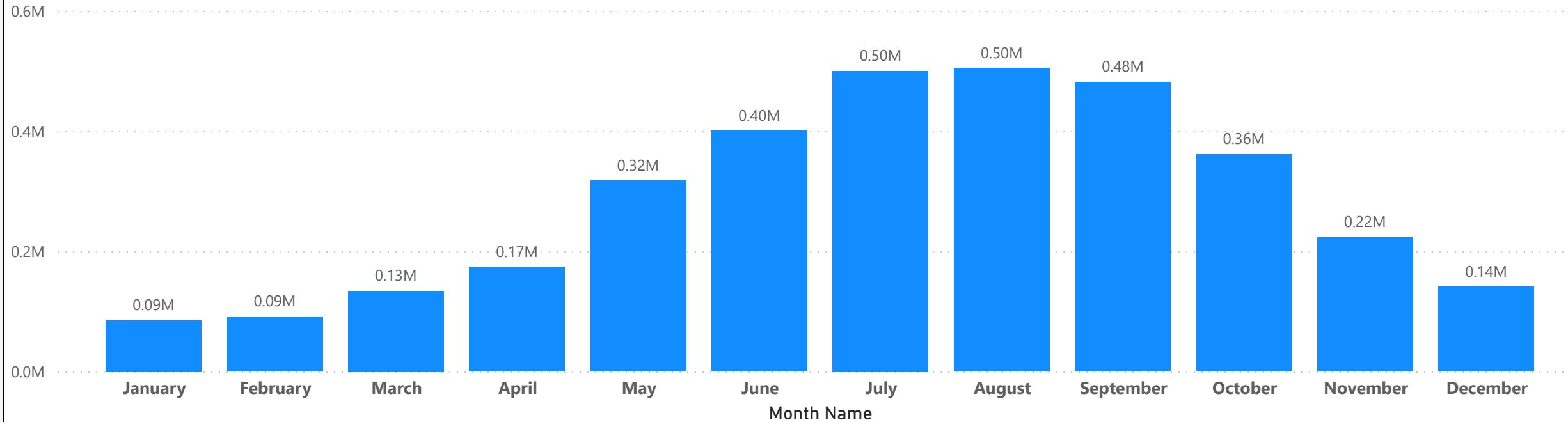
1/1/2017



12/30/2018



Total trips Monthly



Most of total trips are in 3 month : **July, August and September.**

--> recommendation : have preparation for bike volume before July to maximize the need of people using.



Total trips Casual vs Annual

625M (100%)

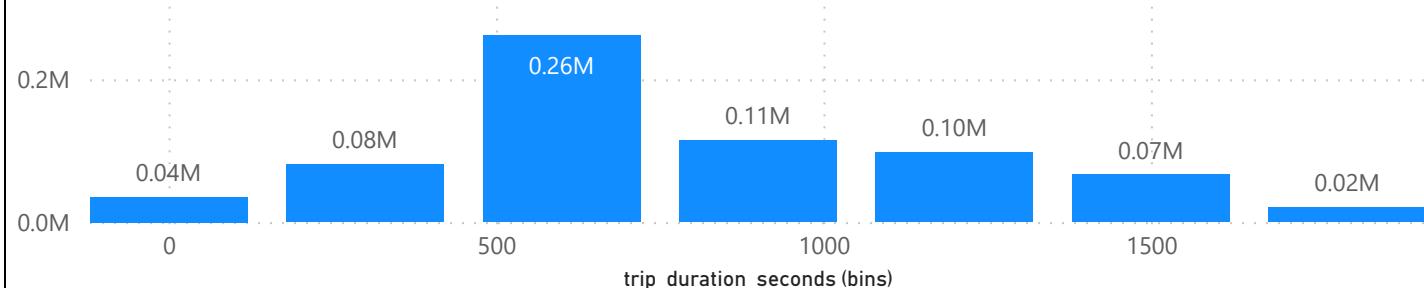
user_type
Casual Member

trip_start_day

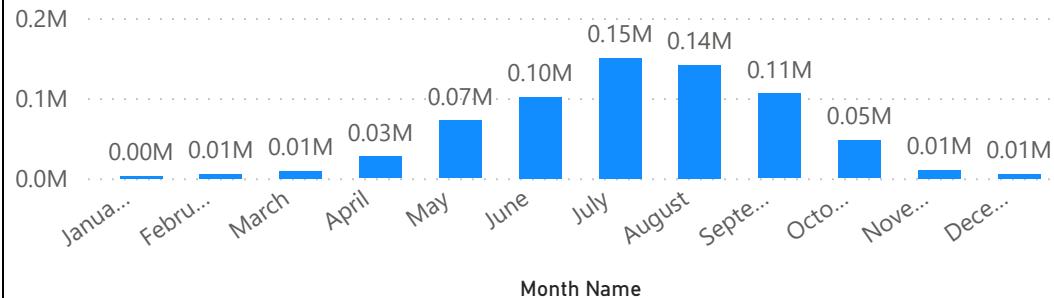
1/1/2017

12/30/2018

Histogram of trip_duaration_seconds



Total trips Monthly



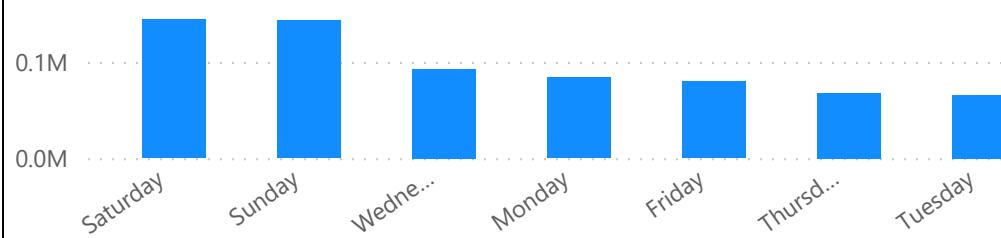
Total trips of Casual member contribute around 20% of total. Most of people in both member have a trips duration is from **5-20 minutes per trip.**

The Casual member have highest trips in **July and August**, in **weekend** and peak time from **15h to 18h** everyday.

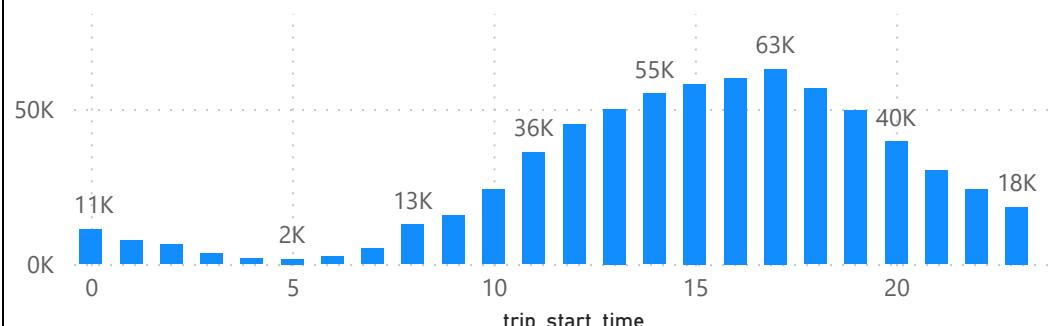
Recommendation :

We can release a new member ship called **semi-member** which most focus on a half of year the Casual member use service (maybe from April to October)

Total trips by Day Name



Total trips using by hour



Insights

- . Analysis of the data revealed that the number of trips increased from 1.5 million in 2017 to almost 2 million in 2018.
- . The peak months for bike usage were July, August, and September.
- . Five busiest stations were York St/Queens Quay W Station, Union Station, Bay St/Queens Quay W Station, Bay St/Wellesley W Station, and Bay St/College Station.
- . Casual members used bikes more frequently in July and August, on weekends, and around 5 pm every day.

Recommendation

- . Increase bike volume for 5 busiest stations which helps more people to use the service, which improves the revenue.
- . Have a plan for bike distribution and staff for the peak month in July, August, September.
- . Launch a new membership which is available from March to October to encourage the Casual members to increase their frequency of using the service.