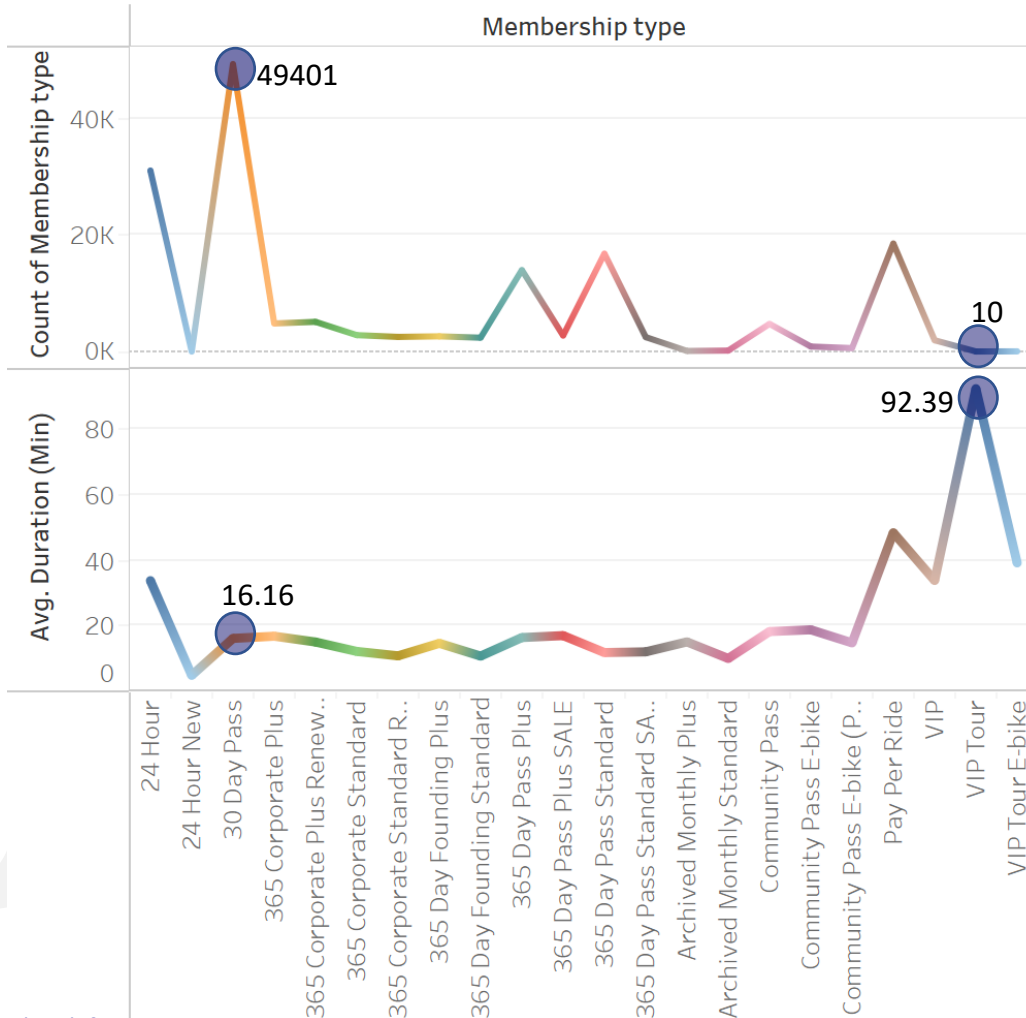


ANALYSIS OF MOBI-BIKES



USING TABLEAU

WHO?

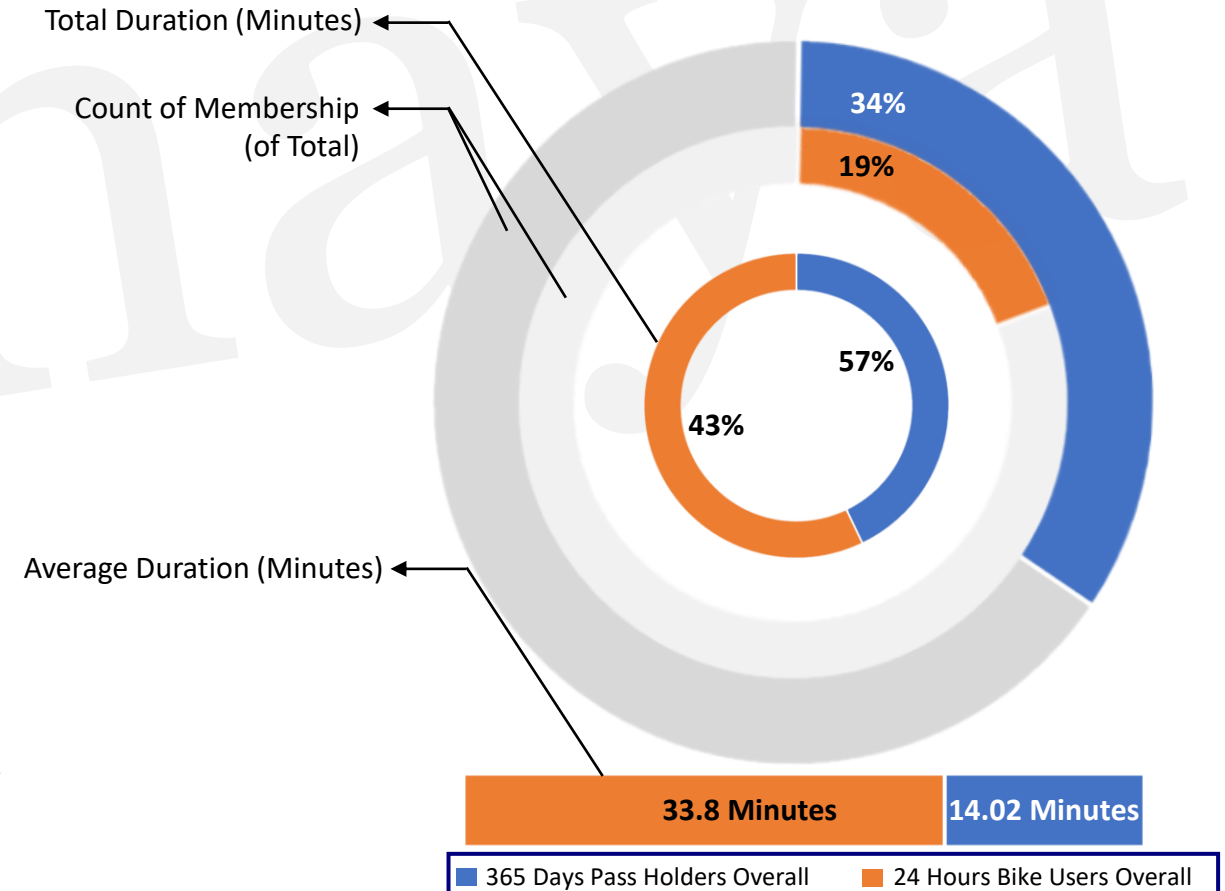


Who is using it?

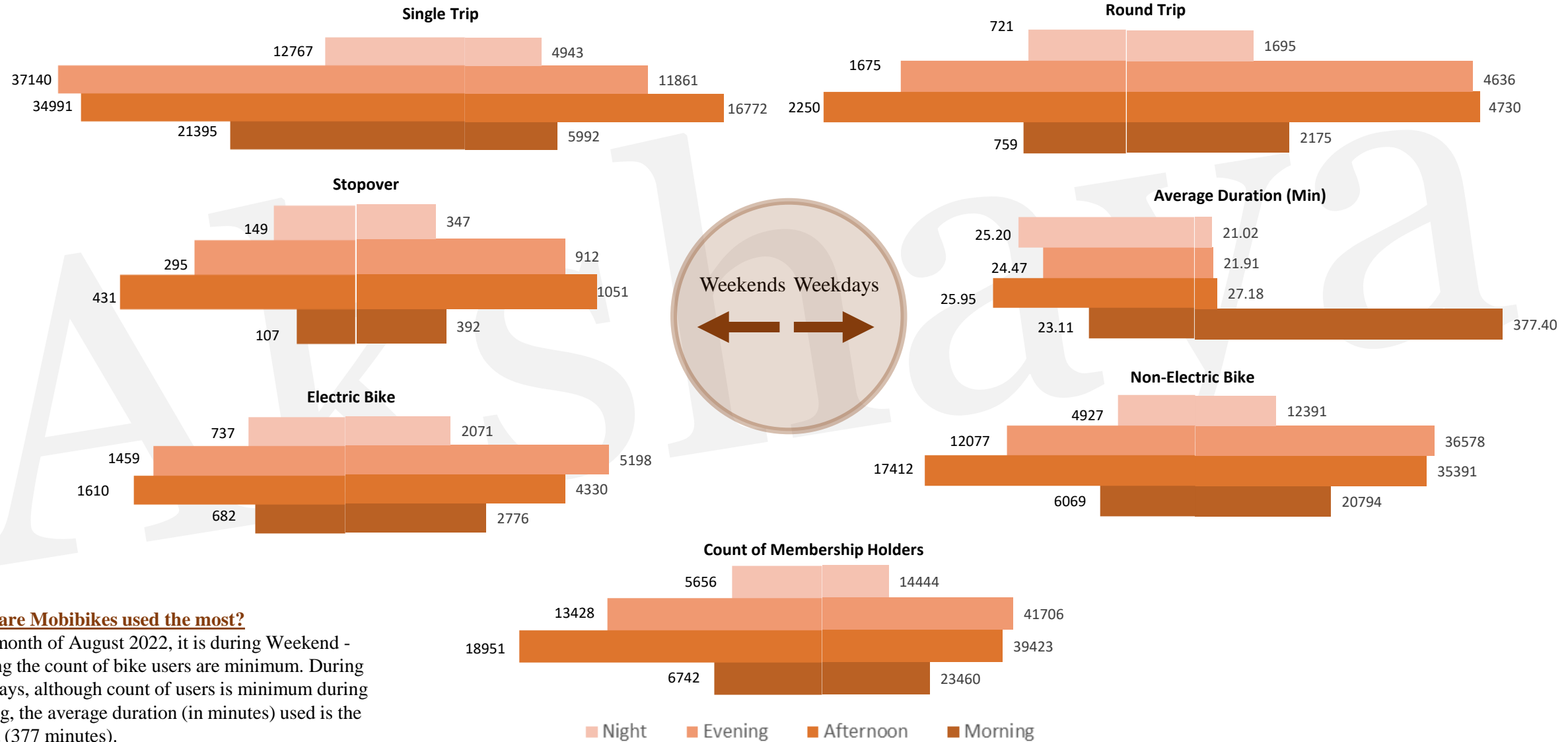
In the month of August 2022, of all the membership types, the 30-Day pass holders have the maximum membership count of 49,401. However, calculating the average usage duration (in minutes) reveals that the usage is maximum (92 minutes per month) among the VIP Tour members, who have taken only a total of 10 memberships. The average duration of Mobibike usage by a customer with 30 Day pass is only 16.16 minutes per month,

365 Days vs 24 Hour Memberships Overall?

- Firstly, comparing the count of membership, 24 Hour bike users constitute only 19% of the total memberships (56,294). Whereas, the 365-Day pass holders have a higher proportion of 34% of the total memberships (31,108).
- Secondly, comparing the total duration used between these two membership types, the 365-Day pass holders have a higher usage duration percentage of 57% than the 24 hours bike users' percentage of 43%.
- However, the average usage duration (in minutes) is higher among the 24 hours bike users (34 minutes per month) than the 365-Day pass holders (14 minutes per month).



WHEN?



When are Mobibikes used the most?

In the month of August 2022, it is during Weekend - Morning the count of bike users are minimum. During Weekdays, although count of users is minimum during morning, the average duration (in minutes) used is the highest (377 minutes).

WHERE?

Winter	Nov-21		Dec-21		Jan-22	
	Departure station	Return Station	Departure station	Return Station	Departure station	Return Station
Maximum	0209 Stanley Park - Information Booth	0030 Abbott & Cordova	0187 Bute & Davie	0030 Abbott & Cordova	0187 Bute & Davie	0030 Abbott & Cordova
	573	550	417	396	76	69
Minimum	0991 HQ Workshop	0982 Workshop - Bike Testing	0995 Workshop - On Deck	0254 Grandview Bike Lane & Commercial	0258 13th & St George	0982 Workshop - Bike Testing
	1	5	1	1	1	1

Spring	Feb-22		Mar-22		Apr-22	
	Departure station	Return Station	Departure station	Return Station	Departure station	Return Station
Maximum	0209 Stanley Park - Information Booth	0028 Davie & Beach	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth
	922	324	1231	1142	1815	1629
Minimum	0982 Workshop - Bike Testing	0125 Hamilton & Robson	0234 Station & National	0995 Workshop - On Deck	0995 Workshop - On Deck	0995 Workshop - On Deck
	1	1	1	1	1	1

Summer	May-22		Jun-22		Jul-22	
	Departure station	Return Station	Departure station	Return Station	Departure station	Return Station
Maximum	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0102 Stanley Park - Second Beach North	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth
	2935	2632	3730	3483	5156	4748
Minimum	0994 Workshop - Testing	0994 Workshop - Testing	1001 Production Wirmas 2022	1000 The Bicycle Valet @ Jazz Festival	0982 Workshop - Bike Testing	0995 Workshop - On Deck
	1	1	1	3	3	1

Fall	Sep-21		Oct-21		Aug-22	
	Departure station	Return Station	Departure station	Return Station	Departure station	Return Station
Maximum	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0209 Stanley Park - Information Booth	0028 Davie & Beach
	2516	2274	1693	1546	4994	4440
Minimum	0994 Workshop - Testing	0982 Workshop - Bike Testing	0991 HQ Workshop	0133 Ontario & 16th	1001 Production Wirmas 2022	0901 Quebec Yard - BC Hydro - Ready to Deploy
	1	4	1	3	1	1

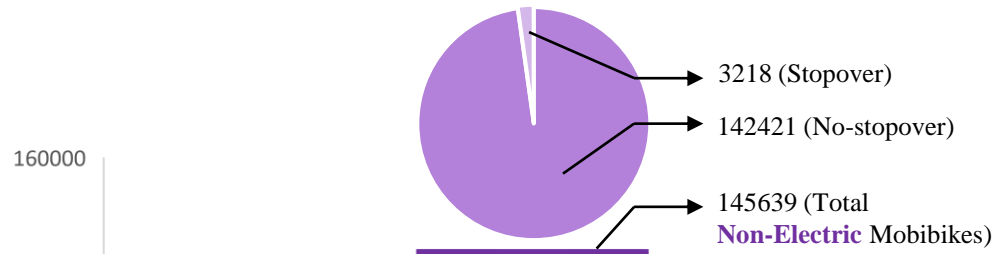


Row Labels	No. of Round Trip	No. of Single Trip	No. of Electric Bike	No. of Non-Electric bike	No. of Stopover	Average of Covered distance (m)	Average of Duration (Mins)
0209 Stanley Park - Information Booth	1291	3703	251	4743	139	5847.23	49.09

Where are Mobibikes used the most?

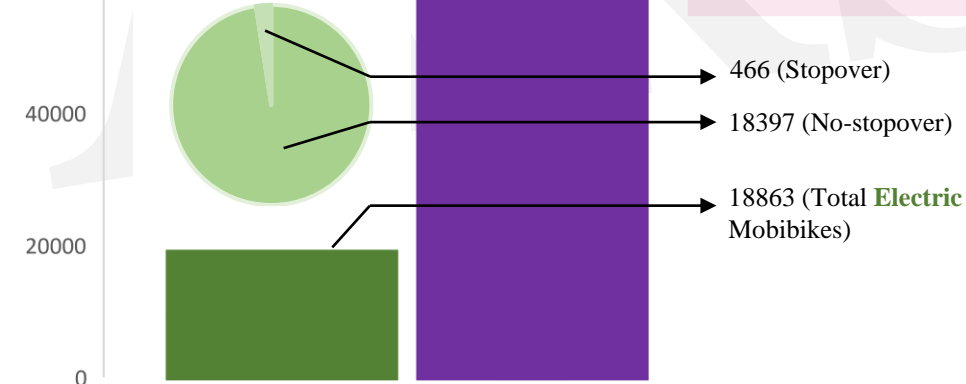
Considering yearly usage of Mobibike members, during Spring, Summer and Fall, the maximum count of users took their Mobibikes from 0209 Stanley Park Information Booth. During Winter, the maximum number of bikes were taken from 0187 Bute & Davie. During August 2022, having a closer look at the station – 0209 Stanley Park Information Booth, where the user count is maximum, the count of single trip bike users are greater than round trip bike users.

HOW?



How Electric & Non-Electric bikes are used?

In the month of August 2022, the total of Non-Electric bikes (145639) used is greater than that of Electric bikes (18863). In both the cases, users who do stopovers are less than those who do no stopovers. Interestingly, it is observed that the average speed (meter per sec) as well as the average distance covered (in meters) are higher among the Non-Electric bike users than their Electric counterparts.



How Single & Round Trips are taken?

During the month of August 2022, more than the Round Trips (18641), users of Mobibikes have carried out Single Trips (145861). Although users who do Stopover are less than those who do No-stopovers, in comparing between the type of trips, it is evident that users who do Stopovers are at higher proportion in case of round trip (4%) than in single trip (2%). Also, in both the types of trips, users with non-electric bikes are more in proportion to do stopover than those with electric bikes.



■ Single Trip with No Stopover ■ Single Trip with Stopover ■ Round Trip with No Stopover ■ Round Trip with Stopover

Row Labels	Trip Type	
	Sum of Single Trip	Sum of Round Trip
Electric	13154	5709
Non-Electric	132707	12932
<i>Sub-Total</i>	145861	18641
Total	164502	

	Electric	Non-Electric
Avg. Speed (m/s)	2.47	2.81
Avg. Distance (m)	2452.84	3041.55

WHICH?

	Top 8 Most Profitable Stations (Based on Average Usage Duration)															
Time	0179		0209		0900		0901		0991		0994		0995		0997	
	D	R	D	R	D	R	D	R	D	R	D	R	D	R	D	R
1 AM	3		6	3												
2 AM	1		2	1												
3 AM			6	1												
4 AM				4												
5 AM																
6 AM	5		11													
7 AM	12		16	7	2											
8 AM	34	1	43	5	2				1						1	
9 AM	37	1	67	8	1	2							1		4	1
10 AM	14	1	224	14	9	2	1		3		4		8		16	1
11 AM	7	2	368	64	34	14			1	8	1				3	8
12 PM	17	3	511	81	55	24	5		1						9	3
1 PM	9	2	527	140	73	30		2	3						9	5
2 PM	10		560	137	63	42	1		1	1	3			2	9	5
3 PM	5		494	147	55	43		1	1	1			1		13	7
4 PM	11		542	112	81	33			1	2	1			1	10	3
5 PM	20		472	150	100	64					1				8	4
6 PM	19		432	115	39	82							1		7	7
7 PM	12	2	304	115		20									3	2
8 PM	10	2	231	73	3	1					2		1		2	1
9 PM	6		101	72	1	2							1			
10 PM	6		31	26	2										2	
11 PM	4	2	35	9		2									2	
12 AM	4		11	7												

■ Peak Hours D – Departures R – Returns

Which factors are be focused?

- During the month of August 2022, these are eight most profitable stations. This is because the average usage duration of Mobibike, which corresponds to their revenue, is maximum among these stations.
- The peak time of each of these station are highlighted. It could be seen that the peak hours are almost always during afternoon. Mobibikes company should also focus on getting enough bikes to be available as it could be seen that neither before nor during the peak hours are enough number of bikes returned. For instance, in station – 0209 total number of bikes returned before or during peak hours are not equal to the demand of 560 bikes during peak hours. Hence Mobibikes might need to bring in more bikes to 0209 so as to balance the demand/increase their profits.