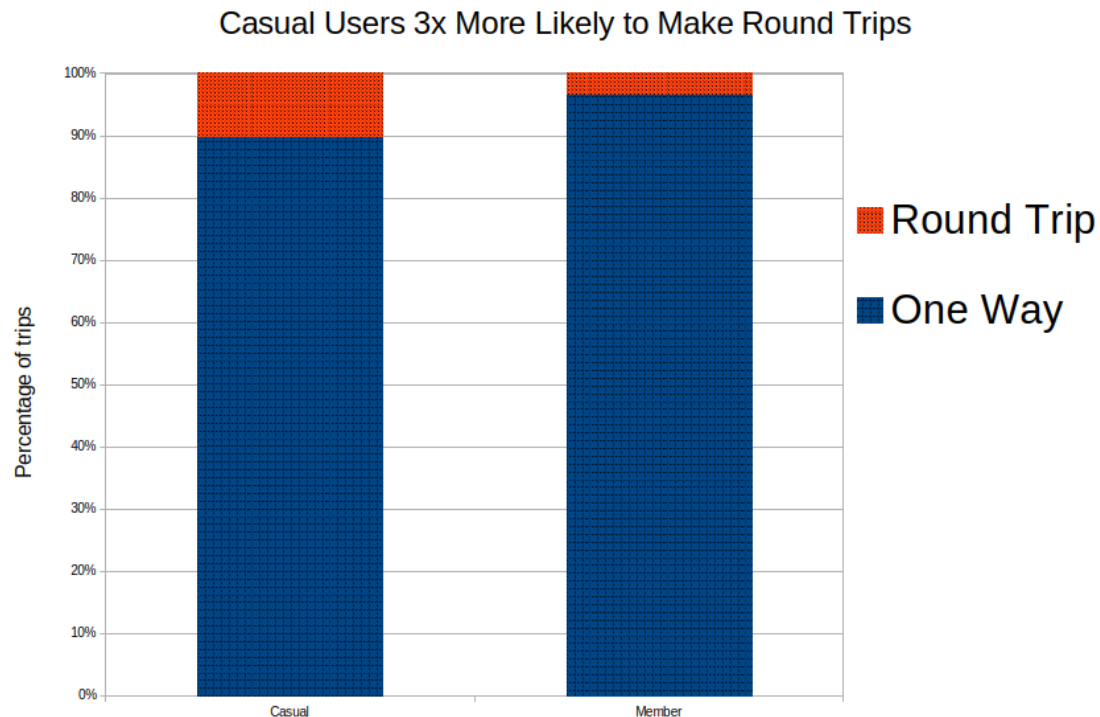


Chicago Divvy Bike Share User Analysis

Business Question

- How do members and casual users utilize our service differently?

Round Trip Insight

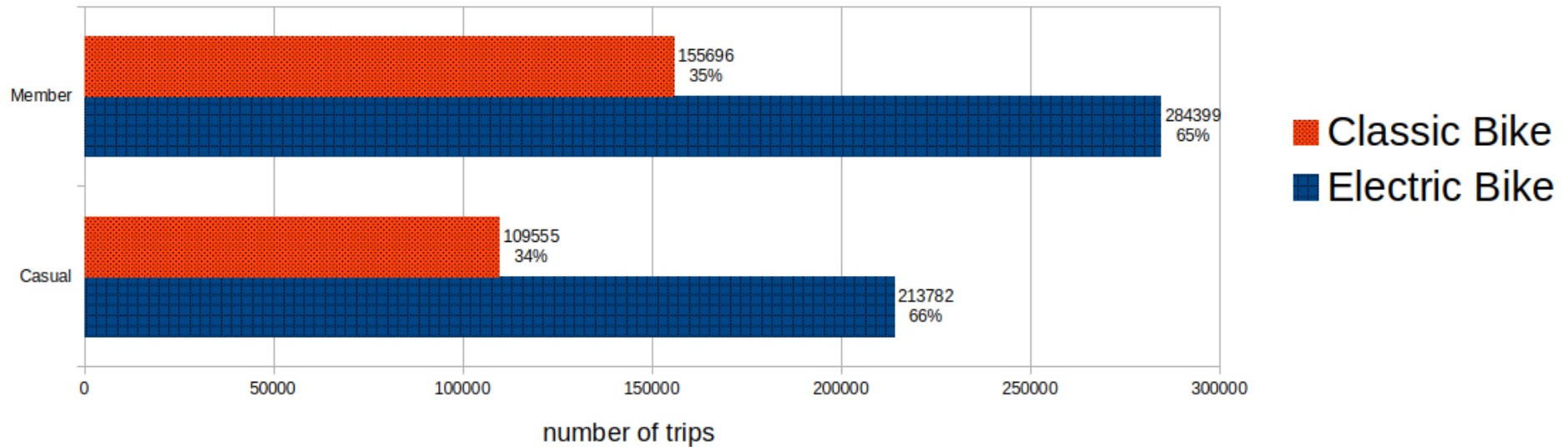


While a vast majority of trips are one way trips, casual users are 3x more likely (10.2% vs 3.3%) to make round trips (trips where bike is returned to same station).

Bike Type Preference

Both Users Prefer Electric

Negligible difference, may be treated as equal

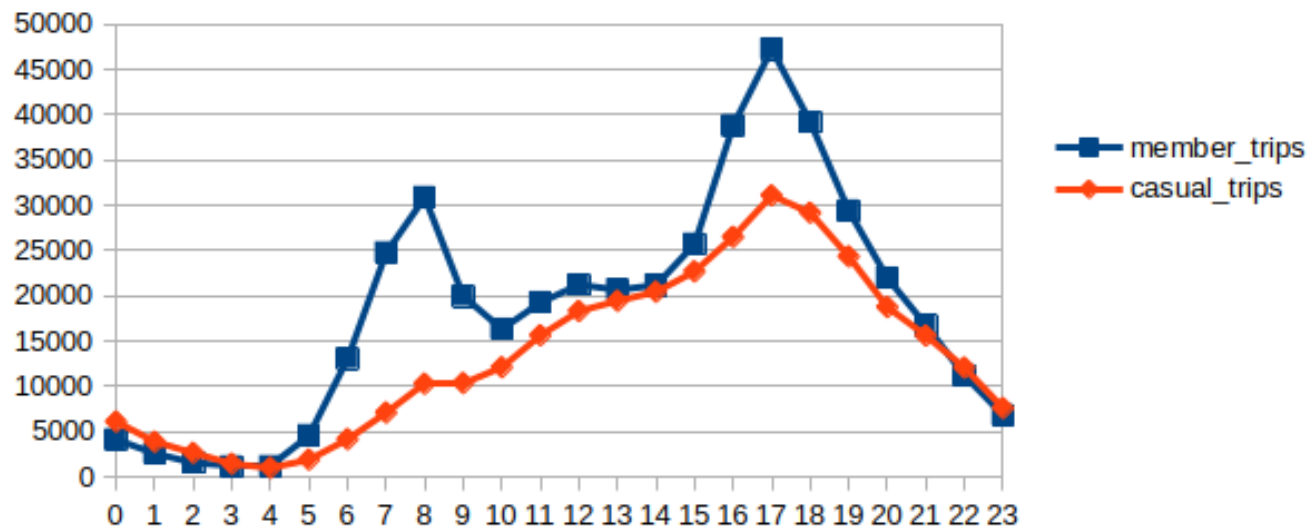


There is no significant difference between the bike preference ratio between user types. Both prefer electric by about 30%.

Peak Usage

Members show heavy concentration during commute times

Casuals show gradual build into afternoon vs sharp member commute spike



Usage patterns supports earlier hypothesis that Casual Users are focused more on leisurely trips, while members are focused on functional commutes.

Summary and Actionable Insights

- Casual users make round trips 3x more often than members
- Both users peak in the afternoon rush hour, members more intensely.
- User bike preferences nearly identical, 65% electric, 35% classic
- Above suggests a casual focus on recreation vs a member focus on commute.
- Multi-modal transportation evidence, members transit to work and bike home.

Recommendations

- Target recreational riders for potential conversion with marketing
- Implement dynamic pricing, including surge pricing during peak times (4-6pm)
- Capture market share from traditional transit options in morning commutes
- Continue analysis to find other motivations and patterns