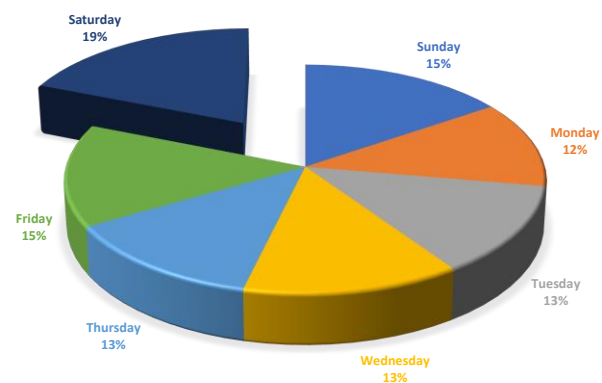


Analysis, findings, recommendations

Day of Week Vs. Number of rides booked

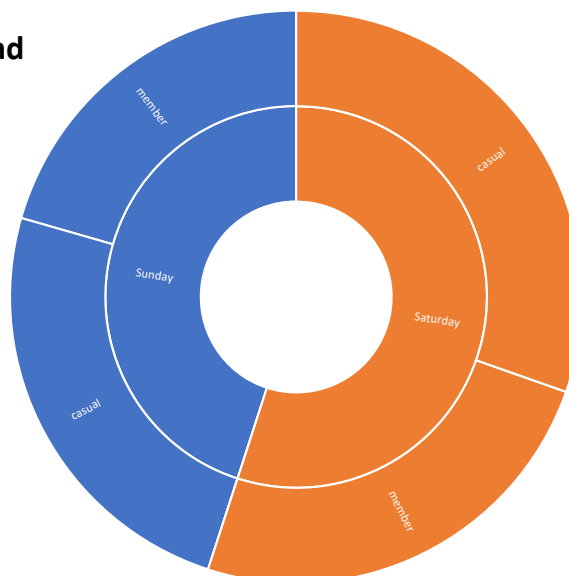
Day of week	Number of rides booked
Sunday	643026
Monday	509494
Tuesday	529055
Wednesday	553942
Thursday	534928
Friday	603385
Saturday	785302



- ★ Bookings on Saturday is highest among all days followed by Sunday

Number of rides Vs rider_type – on Weekend

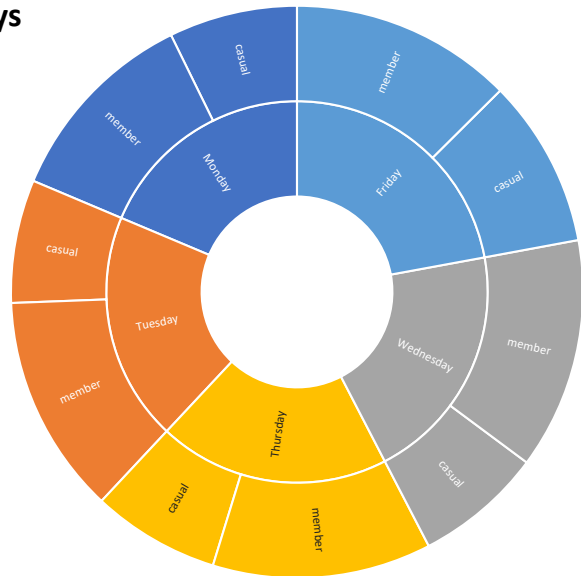
Day of week	rider_type	Number of rides booked
Sunday	casual	349462
Sunday	member	293564
Saturday	casual	433943
Saturday	member	351359



- ★ During weekends casual riders take more rides than members

Number of rides Vs rider_type – on Weekdays

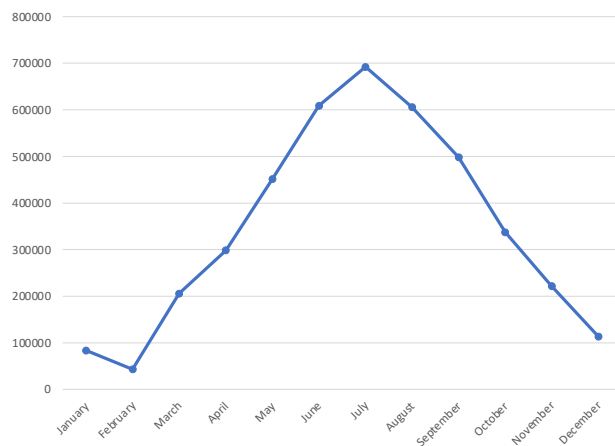
Day of week	rider_type	Number of rides booked
Monday	casual	198310
Monday	member	311184
Tuesday	casual	190067
Tuesday	member	338988
Wednesday	casual	197254
Wednesday	member	356688
Thursday	casual	197106
Thursday	member	337822
Friday	casual	259901
Friday	member	343484



★ During weekdays members take more rides than casual riders

Number of rides Vs Month of Booking

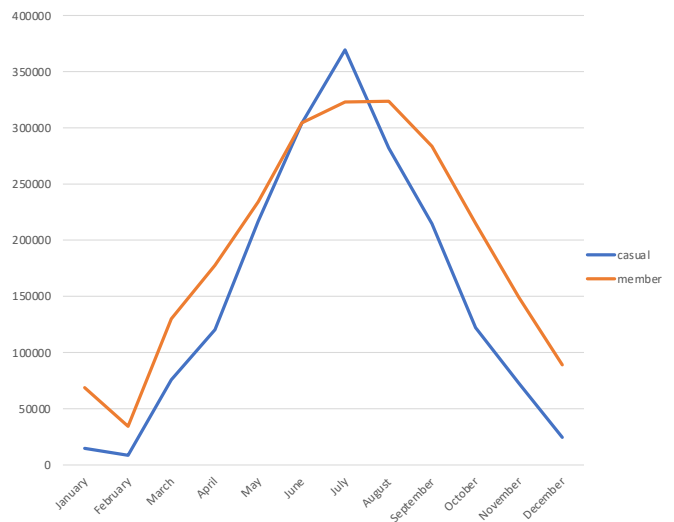
Month of Booking	Number of rides booked
January	83508
February	42994
March	205687
April	298199
May	450978
June	608763
July	692293
August	605652
September	498228
October	337375
November	221916
December	113539



★ July sees maximum rides, followed by June & August
Trend can be seen in increase in booking as year progress till mid of year then it starts to fall

Number of rides & rider type Vs Month of Booking

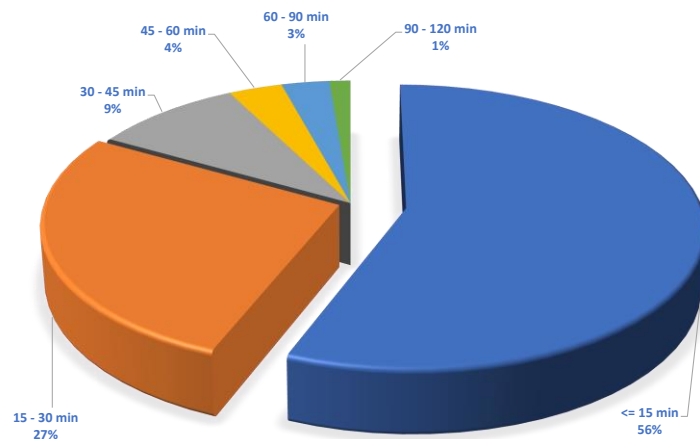
Month of Booking	rider_type	Number of rides booked
January	casual	14690
January	member	68818
February	casual	8613
February	member	34381
March	casual	75641
March	member	130046
April	casual	120418
April	member	177781
May	casual	216823
May	member	234155
June	casual	304184
June	member	304579
July	casual	369401
July	member	322892
August	casual	281945
August	member	323707
September	casual	214672
September	member	283556
October	casual	122317
October	member	215058
November	casual	72847
November	member	149069
December	casual	24492
December	member	89047



- ★ Number of rides by members is comparatively more as the year progress and it becomes almost same during mid of year but again gap increases when year progress to end

Trip duration Vs Number of rides booked

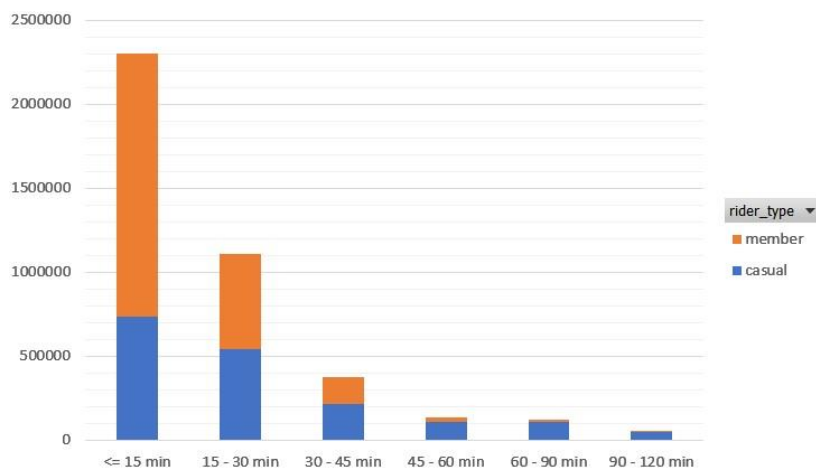
Trip Duration	Number of rides booked
<= 15 min	2300136
15 - 30 min	1108212
30 - 45 min	378523
45 - 60 min	136170
60 - 90 min	121343
90 - 120 min	53162



- ★ Ride duration for less than 15 minutes is most common accounting for 56% , followed by 15- 30 minutes. Rides up to two hours account for 99% of rides booked in entire year

Trip duration & rider type Vs Number of rides booked

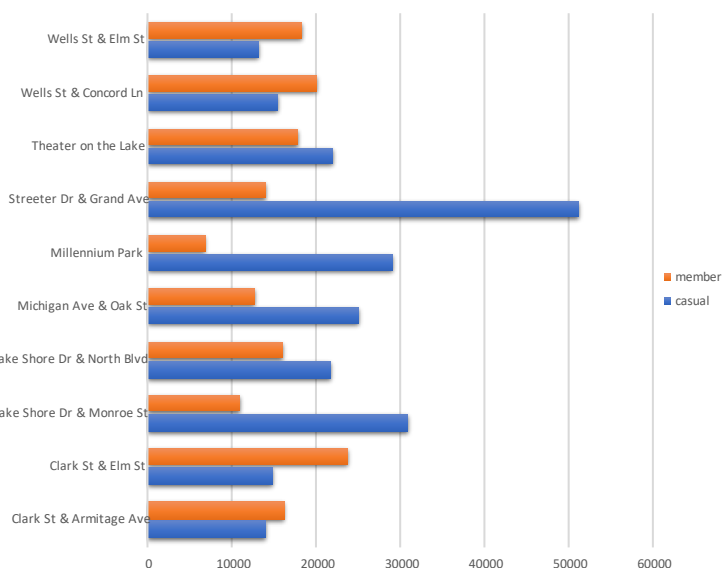
Trip Duration	rider_type	Number of rides booked
<= 15 min	casual	738088
<= 15 min	member	1562048
15 - 30 min	casual	543394
15 - 30 min	member	564818
30 - 45 min	casual	217158
30 - 45 min	member	161365
45 - 60 min	casual	108952
45 - 60 min	member	27218
60 - 90 min	casual	110399
60 - 90 min	member	10944
90 - 120 min	casual	50187
90 - 120 min	member	2975



For less than 15 minutes and 15-30 minutes duration, members show a greater number of rides

Rider type for top 10 start station Vs Number of rides booked

start_station_name	rider_type	Number of rides booked
Streeter Dr & Grand Ave	casual	51073
Lake Shore Dr & Monroe St	casual	30973
Millennium Park	casual	29092
Michigan Ave & Oak St	casual	24923
Clark St & Elm St	member	23766
Theater on the Lake	casual	21806
Lake Shore Dr & North Blvd	casual	21610
Wells St & Concord Ln	member	19977
Wells St & Elm St	member	18254
Theater on the Lake	member	17714
Clark St & Armitage Ave	member	16131
Lake Shore Dr & North Blvd	member	15945
Wells St & Concord Ln	casual	15353
Clark St & Elm St	casual	14644
Streeter Dr & Grand Ave	member	13914
Clark St & Armitage Ave	casual	13891
Wells St & Elm St	casual	13020
Michigan Ave & Oak St	member	12743
Lake Shore Dr & Monroe St	member	10863
Millennium Park	member	6715



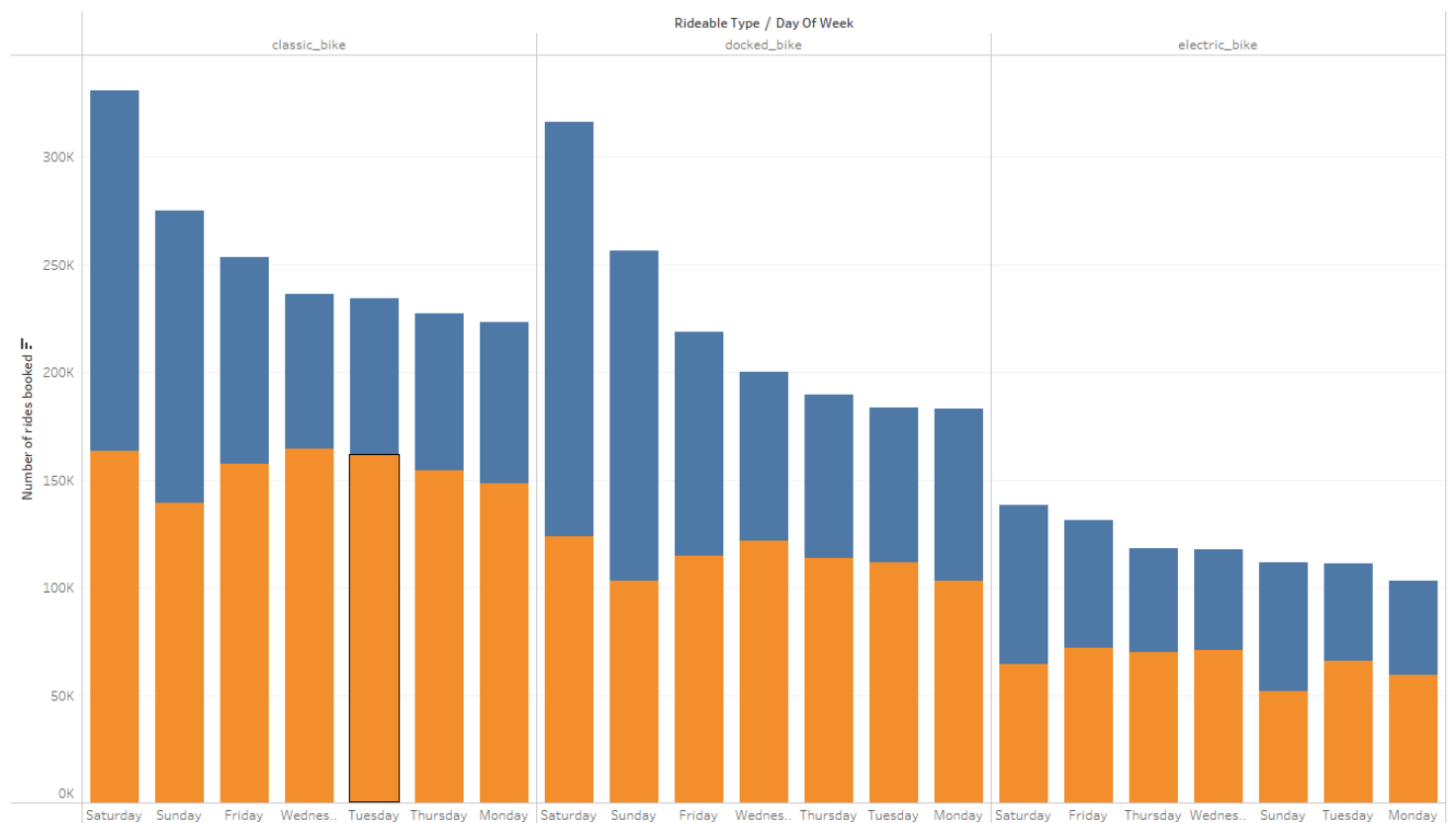
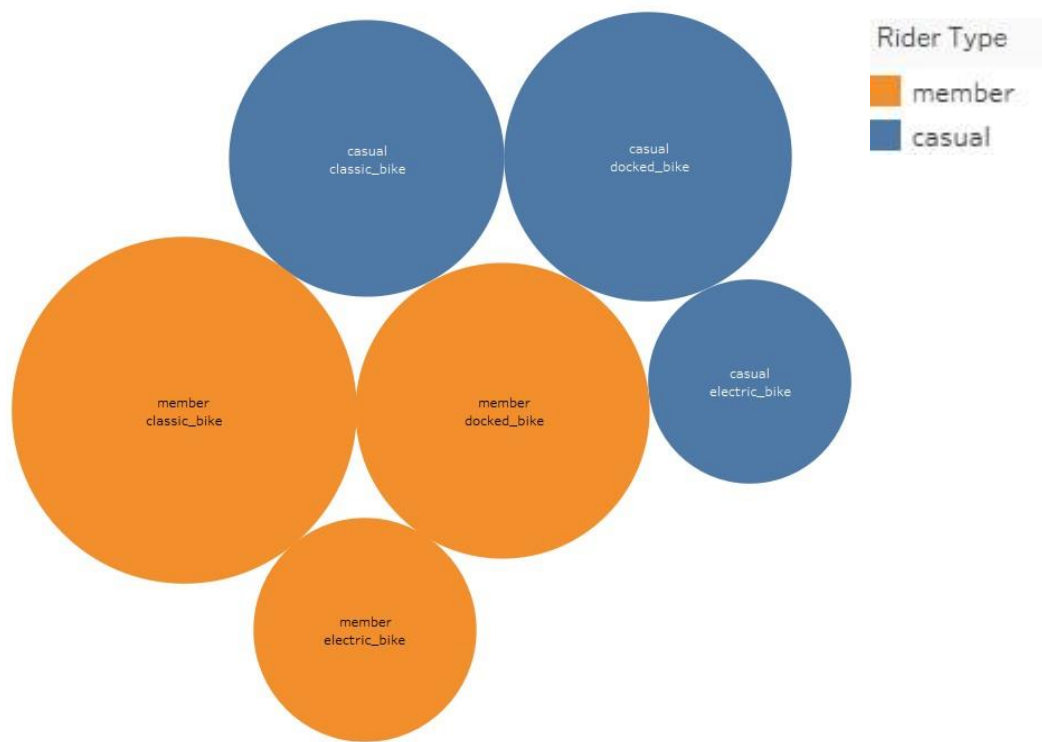
Streeter Dr & Grand Ave shows maximum bookings, and it is dominated by casual riders
For many other stations casual riders dominate as well.

This colour code is applicable to all graphs below

Rider Type

casual

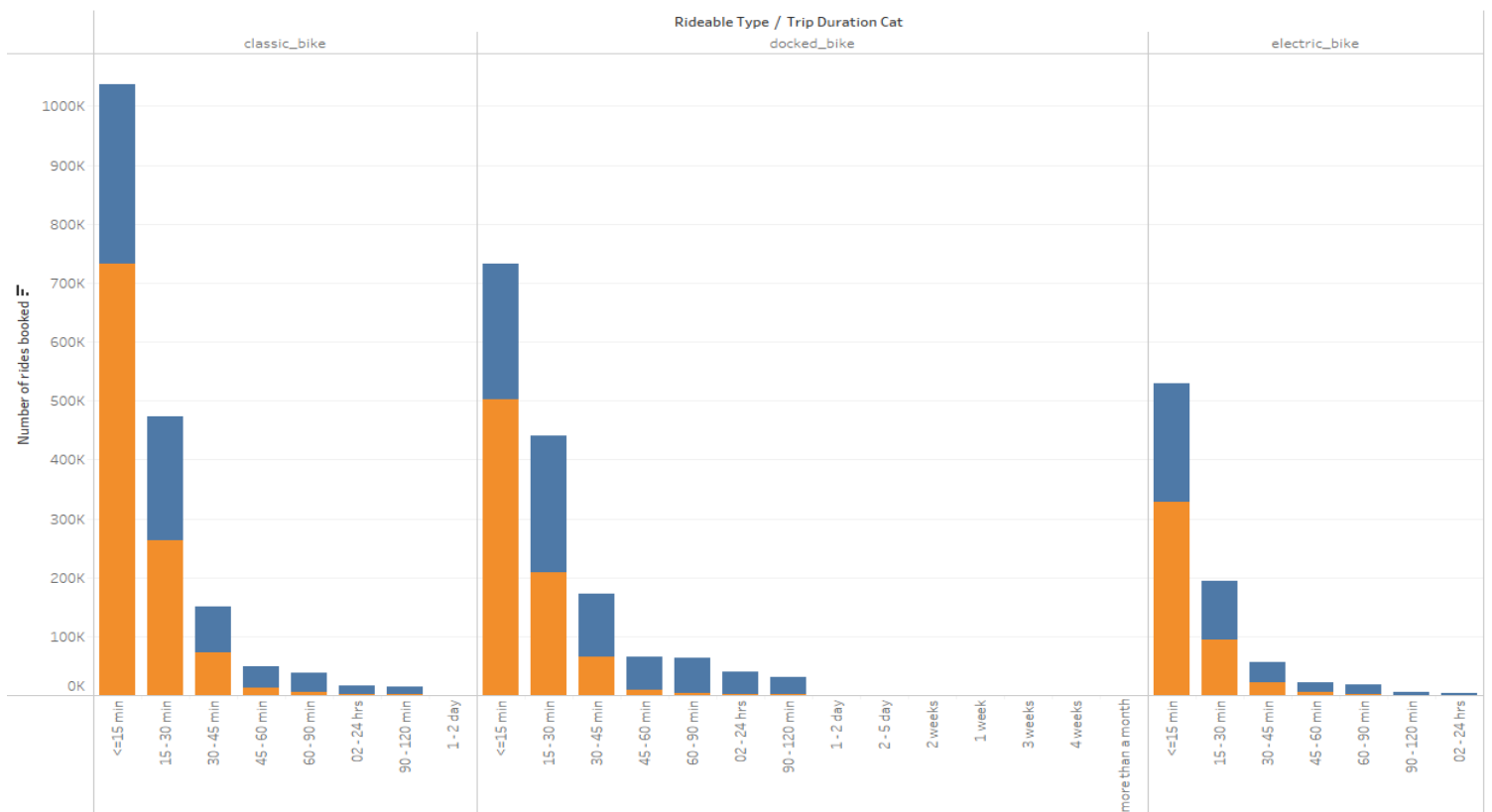
member



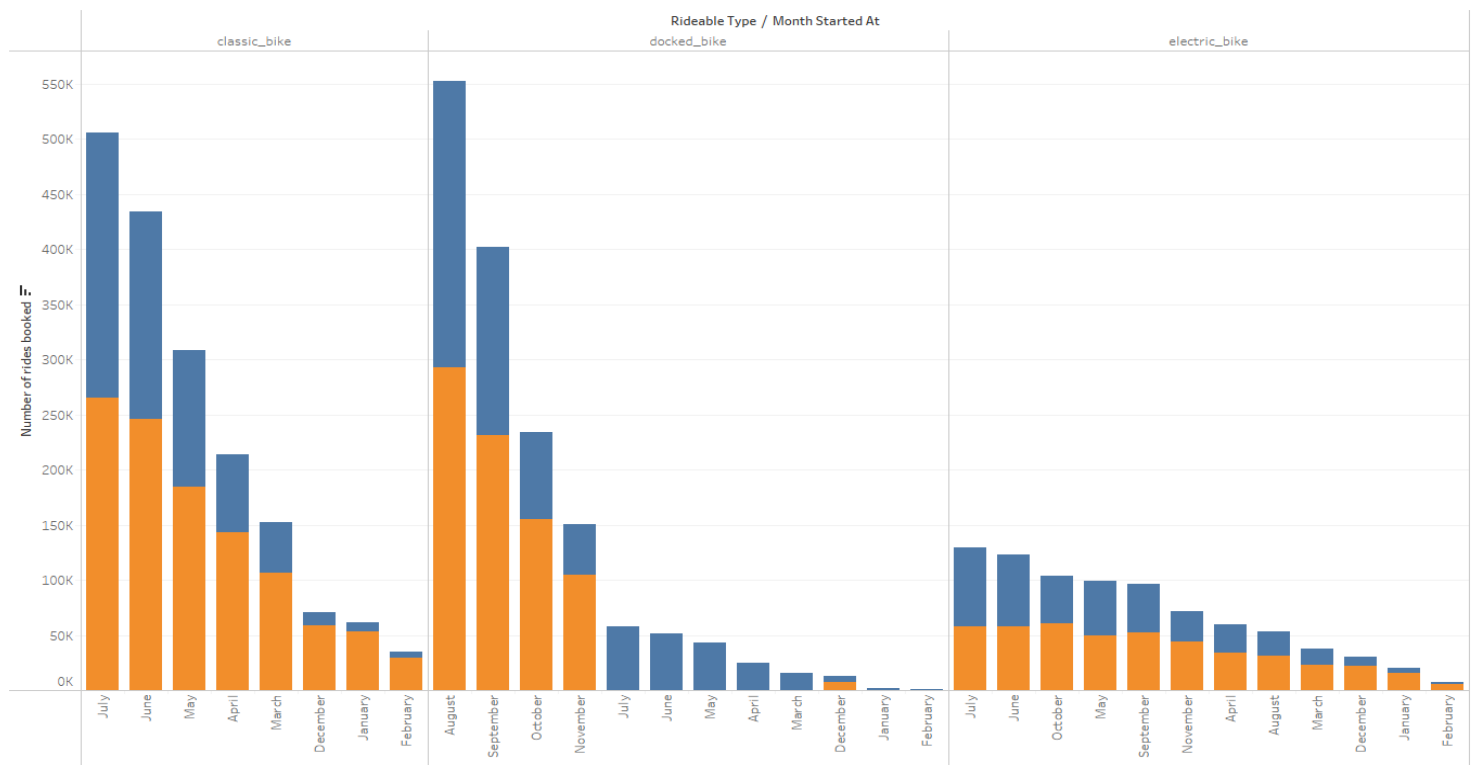
Above graphs show members prefer classic bike more, whereas casual riders show almost same preference for classic bike and docked bike.

Electric bike has least preference for both types of riders.

Both classic and docked bike show maximum bookings on Saturdays, where in classic bike shows similar number of bookings among both types of riders where as docked bike has more casual riders.

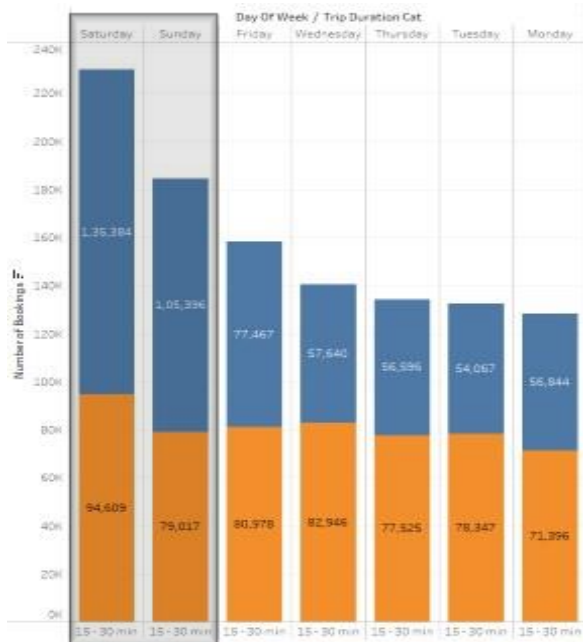


Classic bike has maximum bookings for rides less than/equal to 15 mins and 15-30 mins. For remaining trip duration docked bike has more bookings.



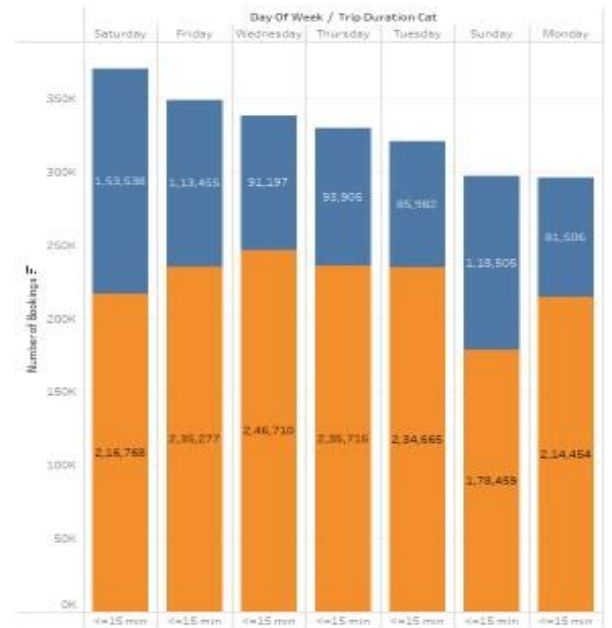
Among three rideable types, docked bike has highest booking and this happened in month of August, followed by classic bike in the month of July. For both members show slightly more bookings than casual riders

Trip duration : 15 -30 mins for each day



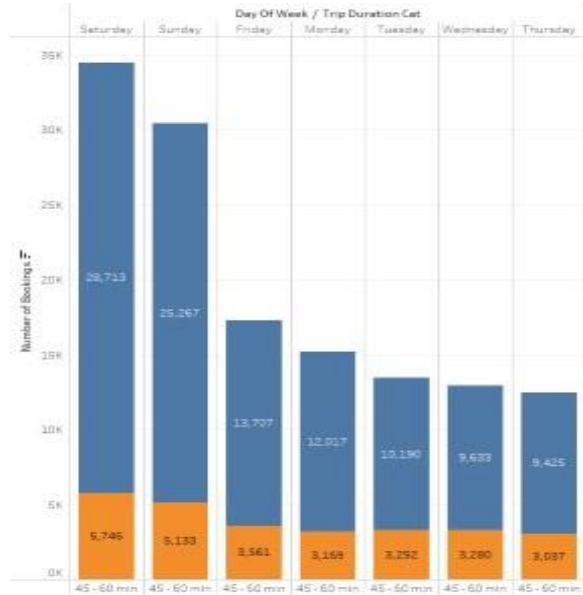
During weekends more casual riders

Trip duration : less than/equal to 15 mins for each day



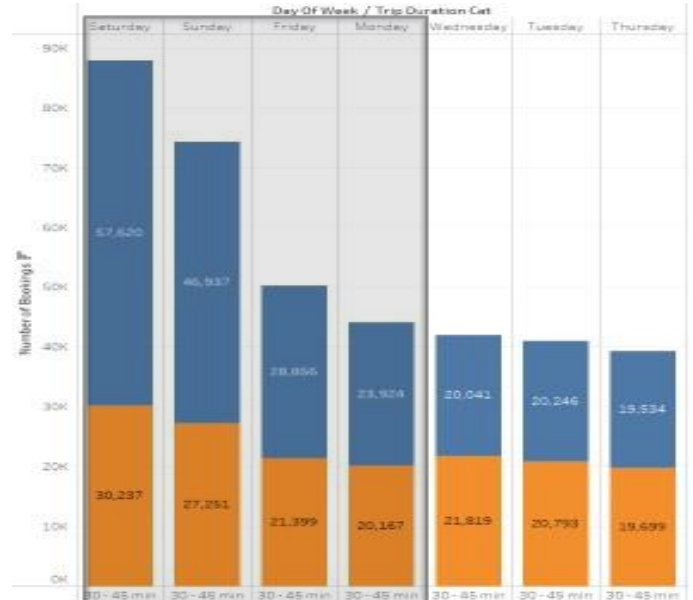
More members on all day

Trip duration : 45 - 60 mins for each day



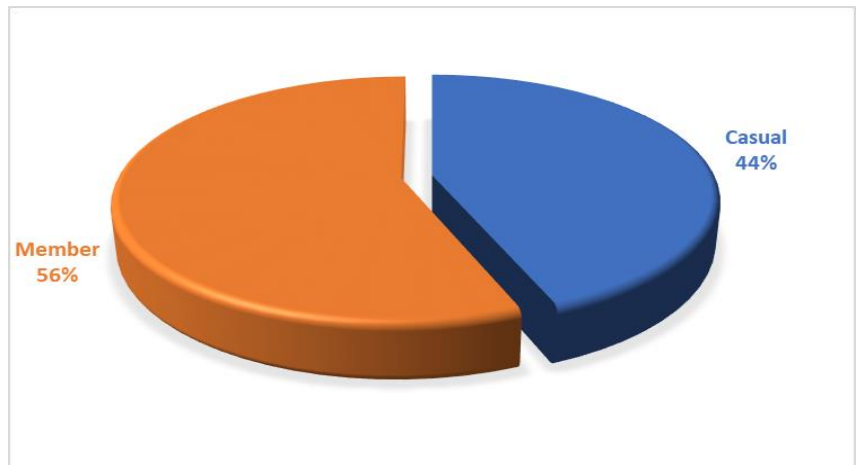
More casual riders on each day

Trip duration : 30 – 45 mins for each day



More casual riders on Saturday, Sunday, Friday & Monday

More members than casual riders



Findings & Recommendations :

- The company has 44% of casual riders, this gives a great opportunity to make more profits by converting them to members.
- Weekends show more casual riders, the company can propose new membership offering to target casual riders during weekends.
- Although weekdays have more member riders, still there are lot of casual riders and they can be converted to members.
- The table below shows start stations among top 25 most popular stations where casual riders are more than 50%, marketing campaign can be targeted on these stations first.

Start Station Name	Casual	Member
Indiana Ave & Roosevelt Rd	57%	43%
Lake Shore Dr & Monroe St	74%	26%
Lake Shore Dr & North Blvd	58%	42%
Michigan Ave & Lake St	60%	40%
Michigan Ave & Oak St	66%	34%
Millennium Park	81%	19%
Shedd Aquarium	79%	21%
Streeter Dr & Grand Ave	79%	21%
Theater on the Lake	55%	45%

- For trip duration of more than 30 mins, there are more casual riders and during weekends trip duration 15 – 30 mins is also dominated by casual riders