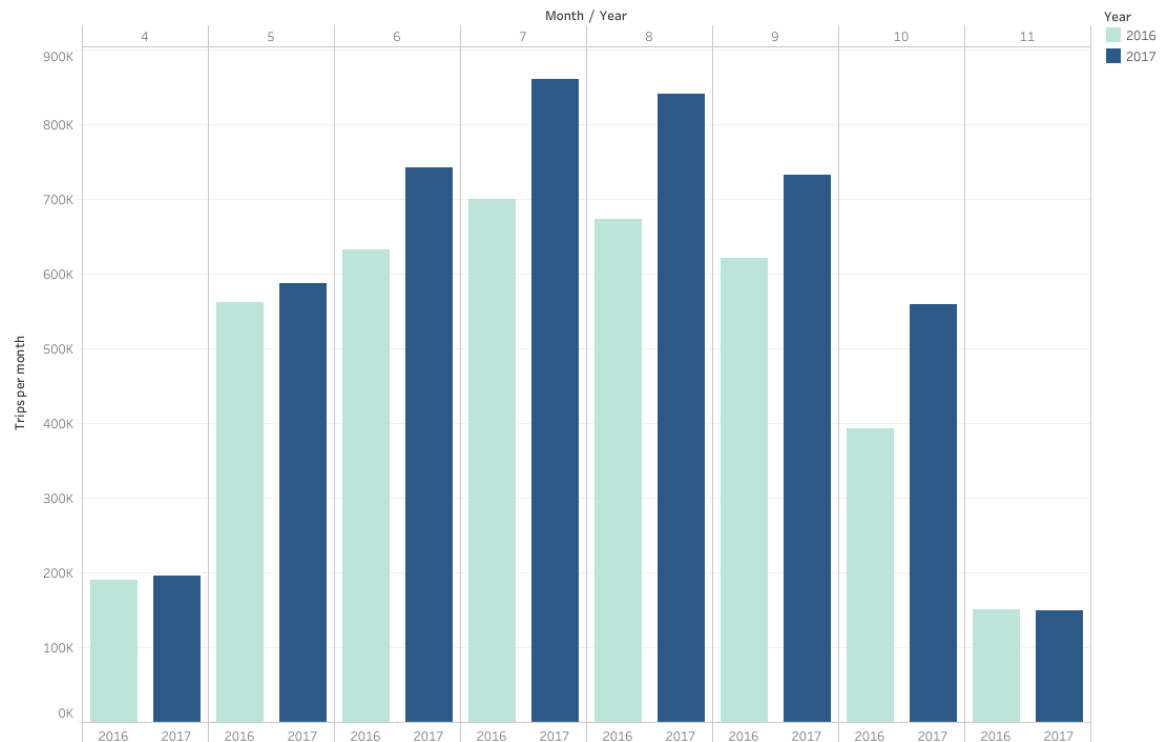


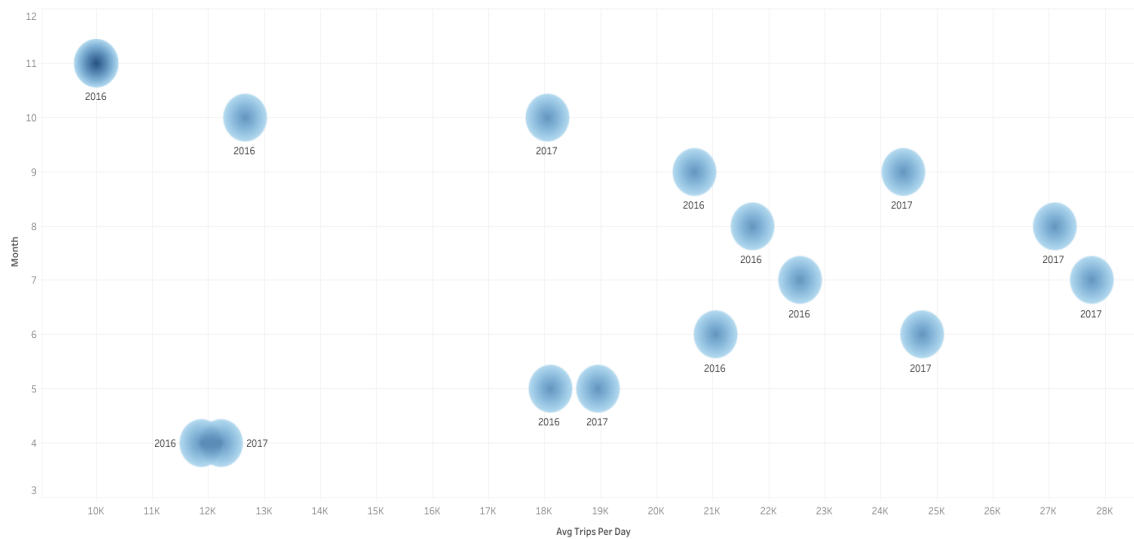
BACKGROUND

We are studying how people use Bixi bikes, what factors influence the volume of usage, popular stations, and overall business growth. Based on the given data for the years 2016 and 2017, we have a total of trips, which 3,917,401 are for 2016, and 4,666,765 are for 2017. For a better understanding, we have broken down number of trips by month for both years.

Trips broken down by month for 2016 and 2017

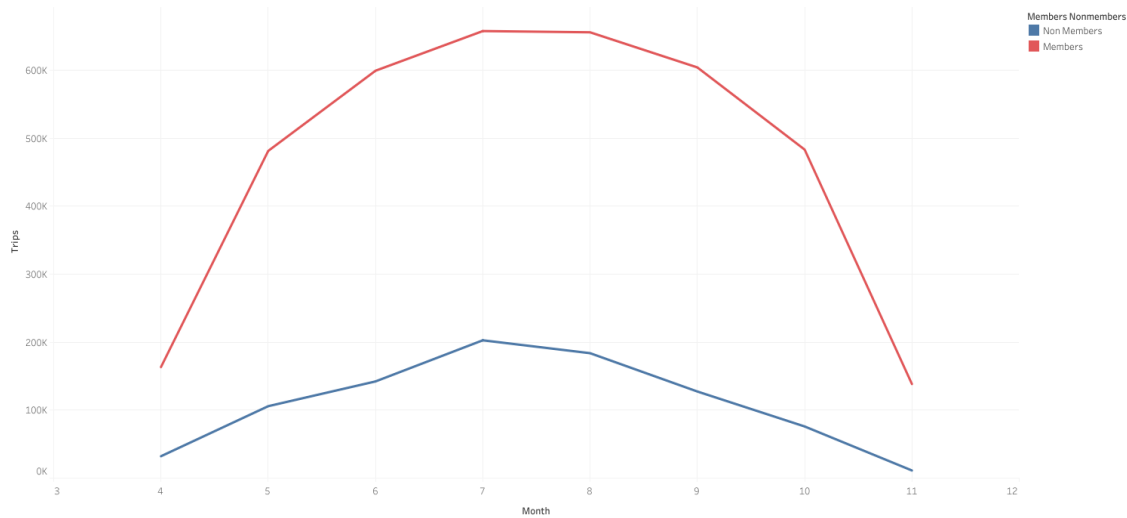


Average Trip Per Day Broekn down By month



Below we can also see the total amount of trips taken by members and non members throughout the year 2017, broken down by month.

Trips by members and Non members broken down by month

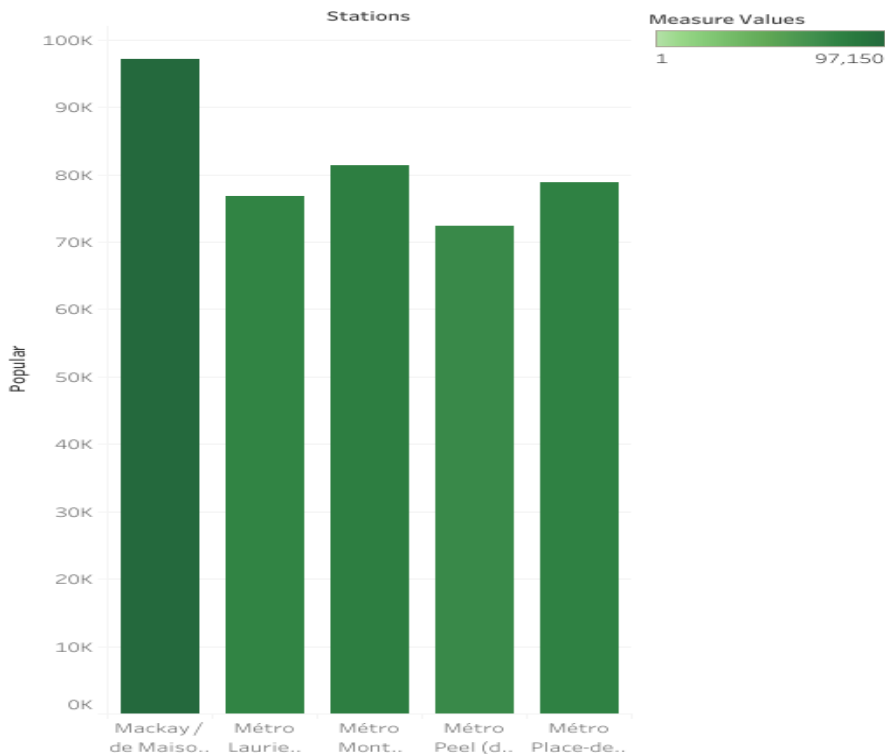


The demand for Bixi bikes reaches its peak during the Summer season, to be more specific during the months of July, August and June respectively. Based on the above chart, we can conclude that the highest demand for Bixi bikes is on the month of July.

Bixi season starts on 15th of April until the 15th of November of each year. As a start point, the current price offers stands on 18\$ per month, and the amount of 144\$ per year. We can start by offering season memberships for only 95\$ that's like almost 35% off and could be done from the month of April. Additionally, we can offer one more promotion on the month of June in order to convert all non members to members to have the rest of the season just for 68\$.

The reason I chose June to offer second promotion is from June until September non-members are using more Bixi during that time as we can see in above graph, therefore there's a higher opportunity to register new members.

Top 5 popular stations



Above we can see Top 5 most popular stations. The station Mackay / de Maisonneuve is the most popular station. Based on data given and doing some research about location of this station, there are two factors behind these: first, this station is located next to Concordia University, close to many dorms and apartments with dozens of students living there. Close to this area we can also find many restaurants, coffee shops and little business.

Based on the data given and our analysis, we would expect to find a high fraction of round trips in the stations located right in the heart of downtown, more specifically near universities, cultural and city attractions, and of course, parks. Normally the biggest amount of people is concentrated in these areas in the pursue of entertainment, enjoyment and another high percentage for tourism and transportation.

Top 10 stations with round trip

| Stations | Round Trips |
|-----------------------------|-------------|
| Métro Jean-Drapeau | 8,658 |
| de la Commune / Place Jac.. | 5,622 |
| de la Commune / St-Sulpice | 4,123 |
| de la Commune / Berri | 2,591 |
| de la Commune / McGill | 2,182 |
| Square Sir-Georges-Étien.. | 1,856 |
| Mackay / de Maisonneuve | 1,693 |
| de la Commune / King | 1,655 |
| Parc Jeanne Mance (monu.. | 1,653 |
| Marché Atwater | 1,581 |

Based on the data given, my recommendations are:

- Capture the attention of the right group of potential customers (based on data: tourists and students are the main target) in a credible yet catchy way.
- Increase size of popular stations so we can maximize the registrations, sales and maximize revenue.
- Offer more sales promotion to convert non-members to members such as buy one get one for free, or options for families, or discounts for students.