

# How Does a Bike-Share Navigate Speedy Success?

## Divvy bike program

The Divvy bike program was initiated in Chicago in 2013 with the introduction of 69 bike stations across the city. Over the past decade, the program has far surpassed expectations, expanding to an impressive network of 582 stations throughout Chicago.

Now that Divvy has a strong foundation, it's the time to capitalize on the financial opportunities that are available.

## \_\_\_ Where to capitalized?

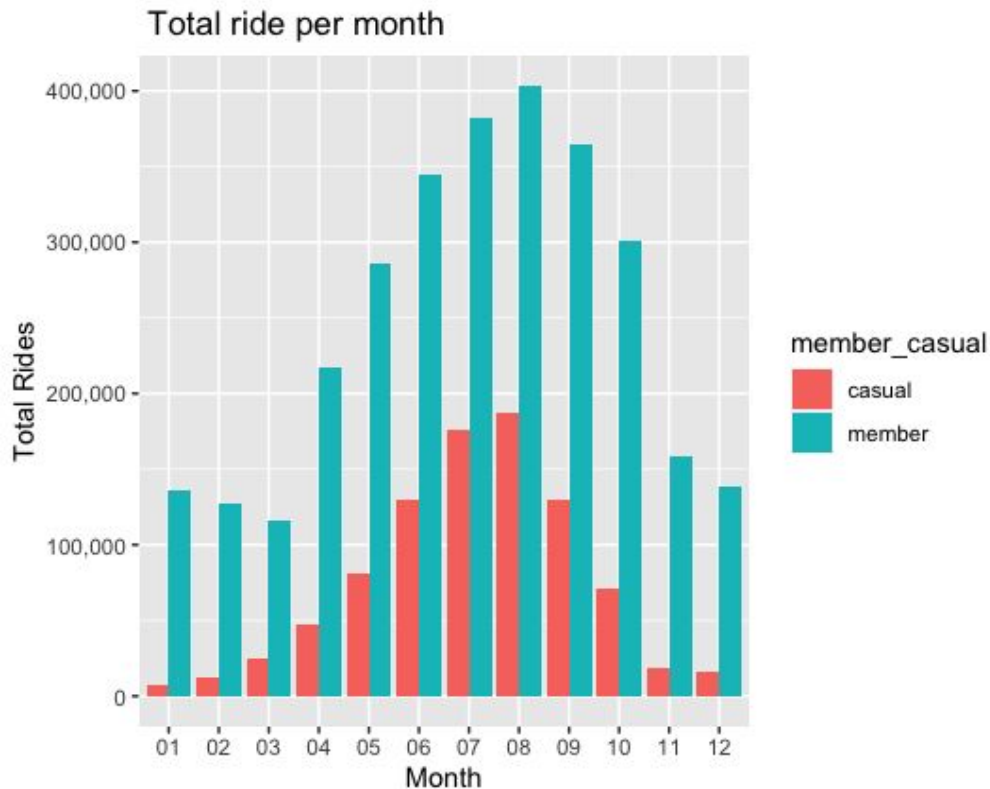
Within the Divvy bike program, two distinct types of riders can be identified: casual riders and riders with memberships. To optimize our financial prospects, the most expedient approach is to focus on converting casual riders into valued members. By leveraging this conversion strategy, we can efficiently capitalize on the available financial opportunities.

# Relationship between casual and member riders.

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Unsurprisingly, the number of rides dramatically increases during the summer months.

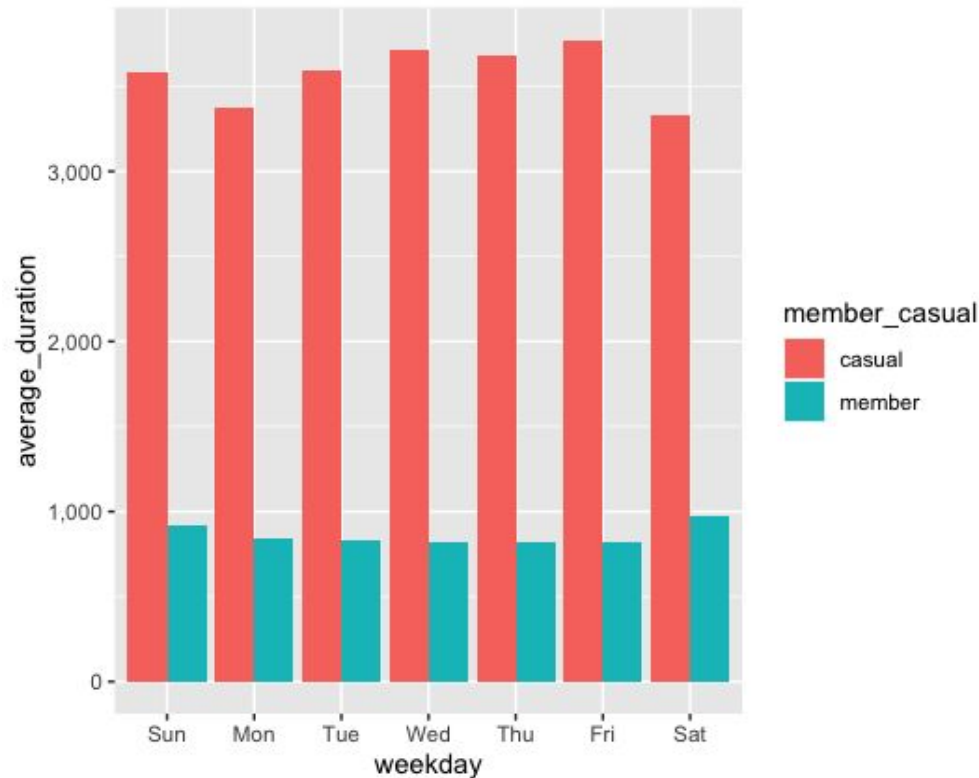
Although one might assume there would be more casual riders in the summer because of tourist, riders with membership are still the most frequent riders.



# Average rides

When comparing the duration of both riders, the casual riders uses the bicycles approximately 3 times more than the member rider.

This makes sense the casual rider is using the bicycle for leisure. Members are trying to get to a destination.



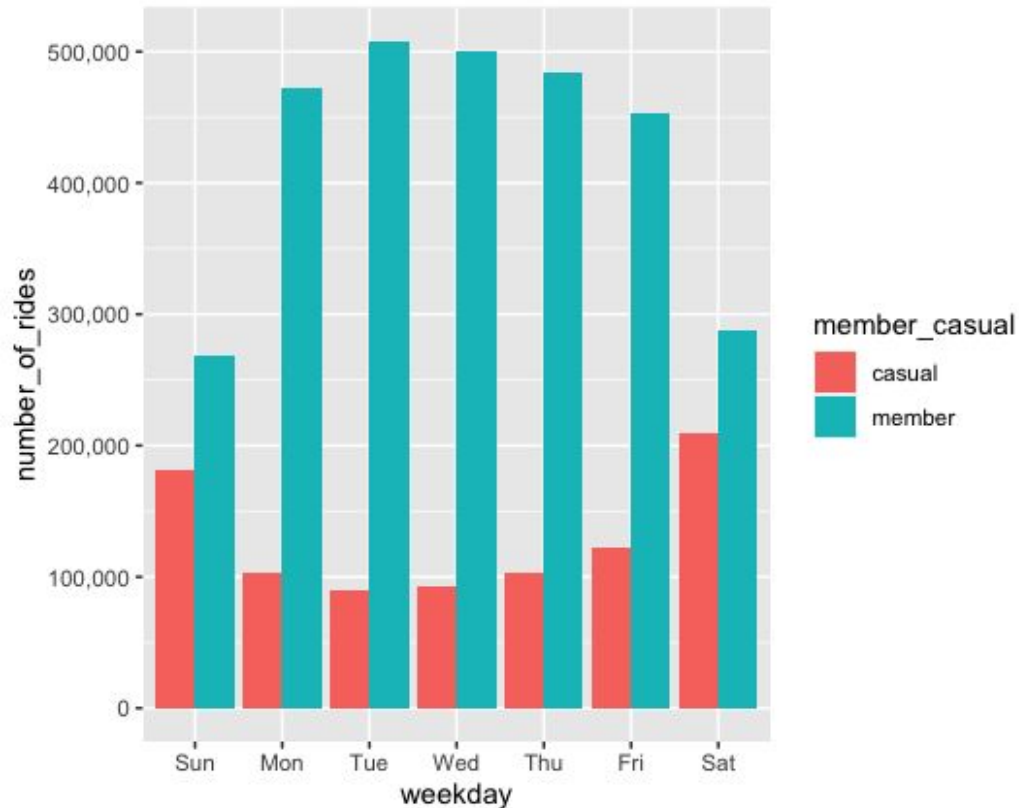
# Why try to convert casual riders to member if they ride longer which more money.

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Yes, casual riders pay more the longer they use the bicycle. However, this does not translate to more money.

According to the table, Member riders still use the Divvy bikes at a higher rate than members.

This means that the casual rider is using the service less frequently throughout the week, so their not really paying a lot



# How to take advantage of this situation

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In order to make a profit on our casual riders. The casual needs to see that it makes more sense to buy the membership than pay every ride.

The pricing of the membership must closely match the price of the average that a casual member spends or less.

# How to incentives buying a membership

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2 types of membership can incentives more people to get the membership.

Early summer membership: This membership can be available before the beginning of the summer at a lower price. This would encourage people to get the membership before the summer begins and gives time for the company to prepare for the surge of riders.

Tourist pass(7 days): This membership can be higher since it's only for a short period of time. Tourist would benefit from this short membership while incentivising using Divvy bikes as the main source of transportation.



# Questions???

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