Divvy Bikes
Customers & Subscribers

Author: Gokhan Ekici

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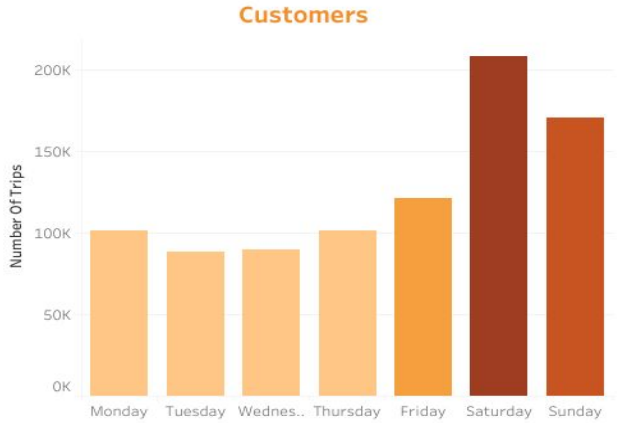
Goals Of This Analysis

- Discover the differences of renting habits between customers, who pay for each rental individually for the duration of the ride and subscribers, who pay annually and have unlimited access.
- Find an answer to how we can get more customers to subscribe.
- Help define the marketing strategy to attract more people to use Divvy Bikes.

Differences In Days

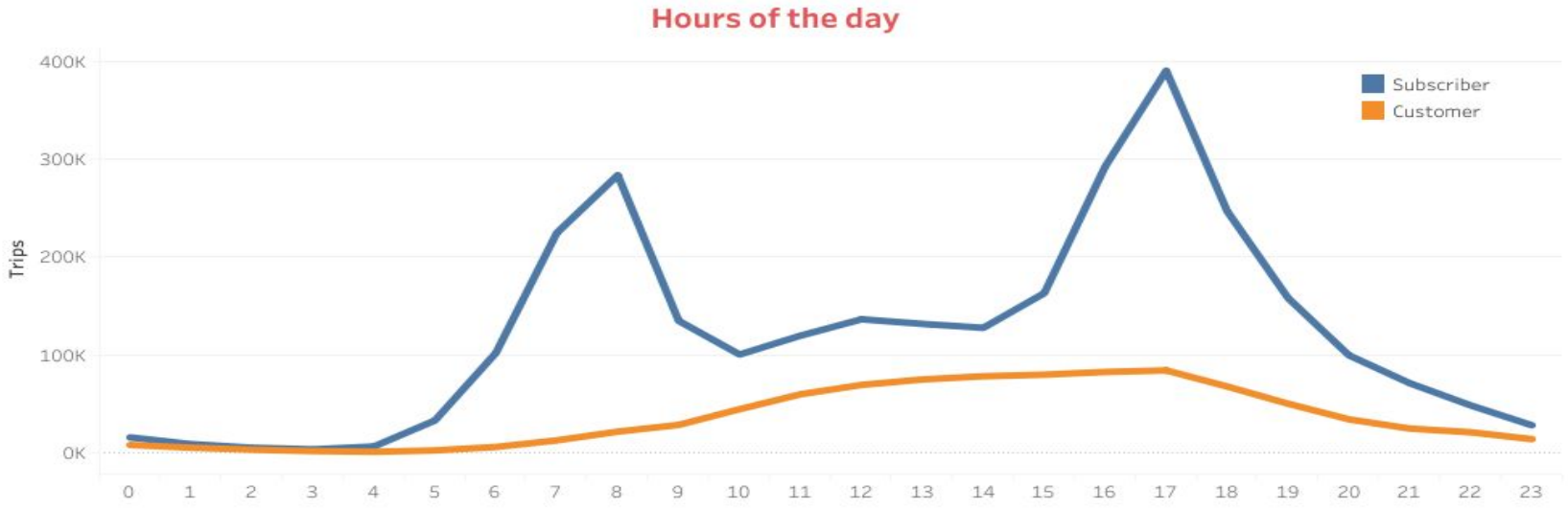
Customers are renting bikes significantly more during weekends while subscribers are renting during weekdays.

This could mean customers are renting bikes more for leisure and subscribers are paying the annual fee as they are regularly riding to commute.



Next, let's have a look at the differences of total trips for different hours to further investigate the hypothesis;

Differences In Hours



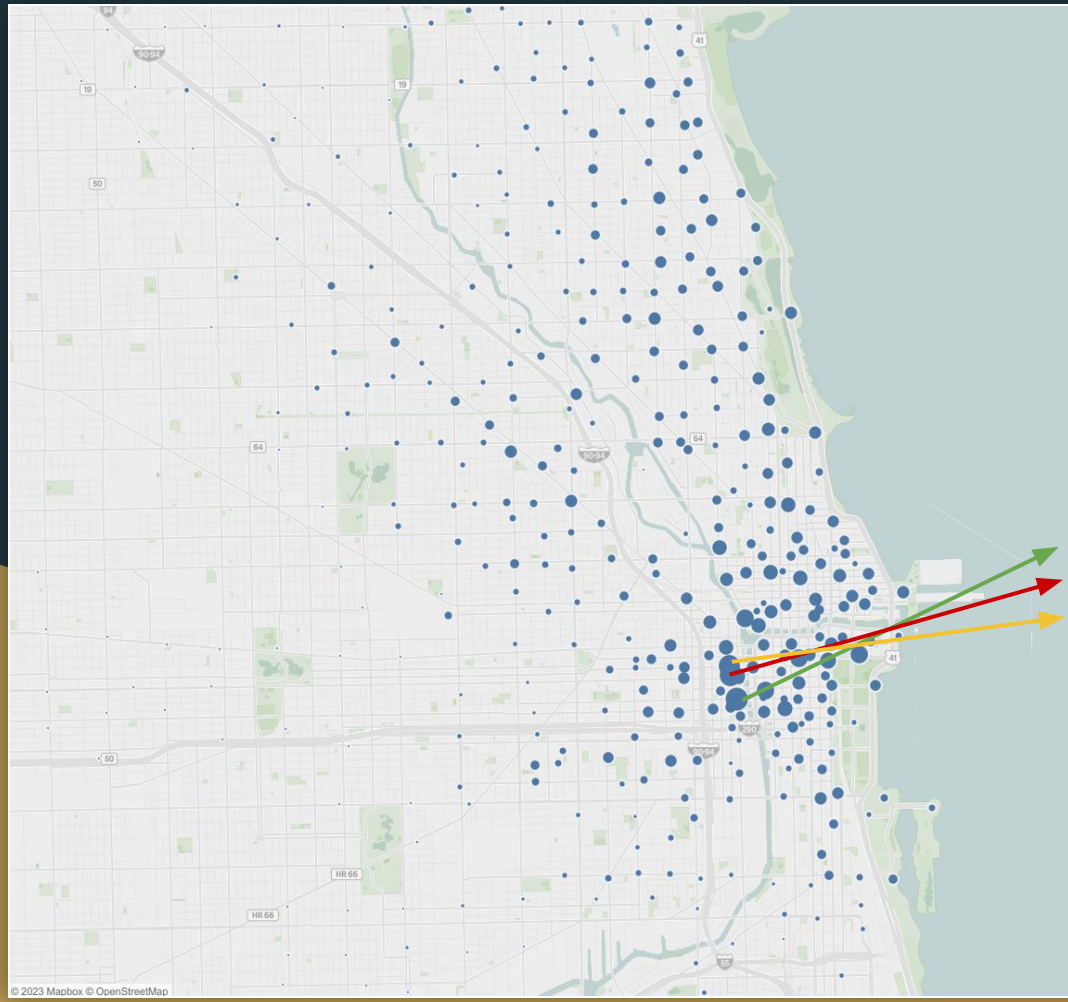
Subscribers have big spikes in rentals during rush hours.

For customers however, there aren't noticeable changes during rush hours. Their rental choices don't seem to be affected by certain schedule (work, school etc.)

This strongly supports the hypothesis from the previous analysis as we can see a clear pattern.

So far, we have discovered the motives of each user type. Next step is to find how we can best target them for marketing campaigns

Coming up, we will investigate geographical analysis, using the location data to determine which stations are most used by each user type.

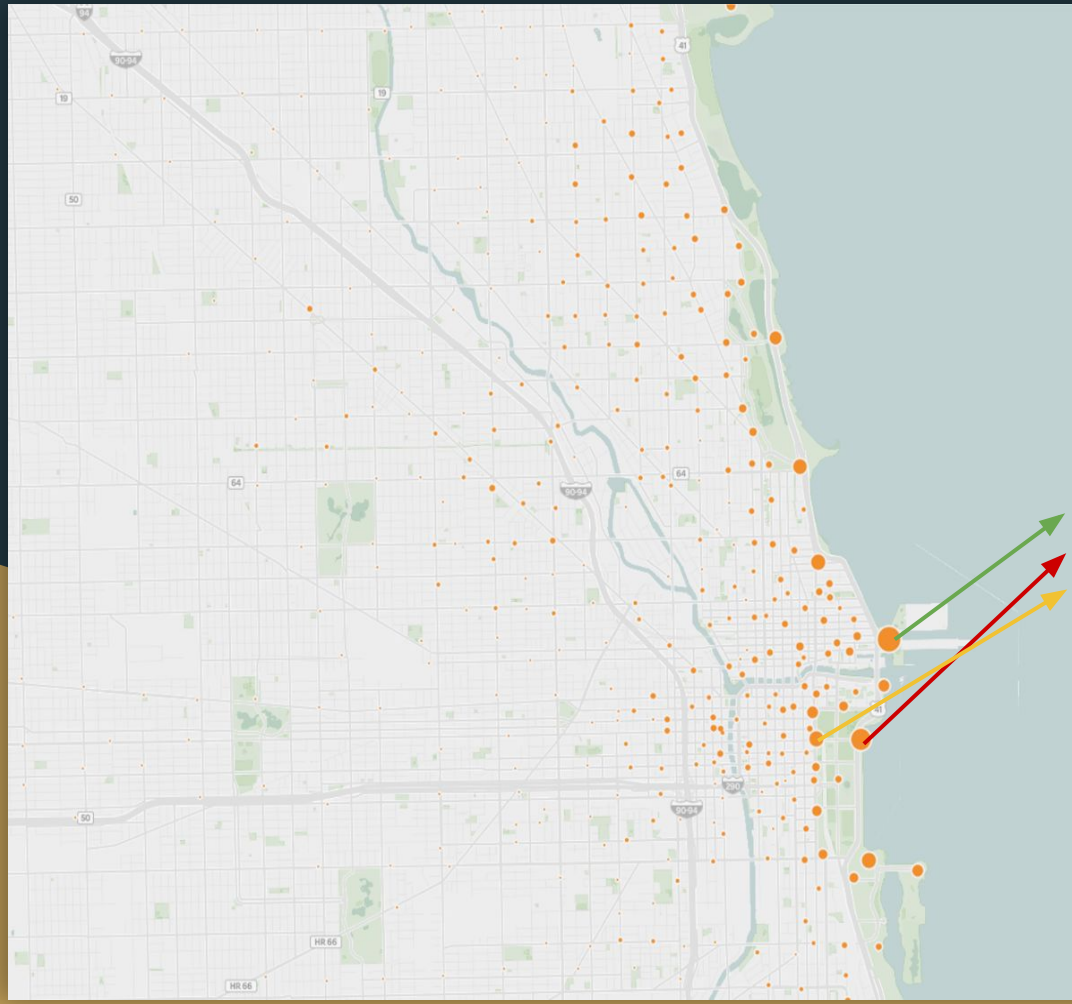


Subscribers

Rentals from subscribers are evenly spread all across the city with increased popularity in the central part where there are more offices and higher population density.

Top 3 stations and number of trips;

Canal St & Adams St = 50,547
Clinton St & Madison St = 45,922
Clinton St & Washington Blvd = 45,350



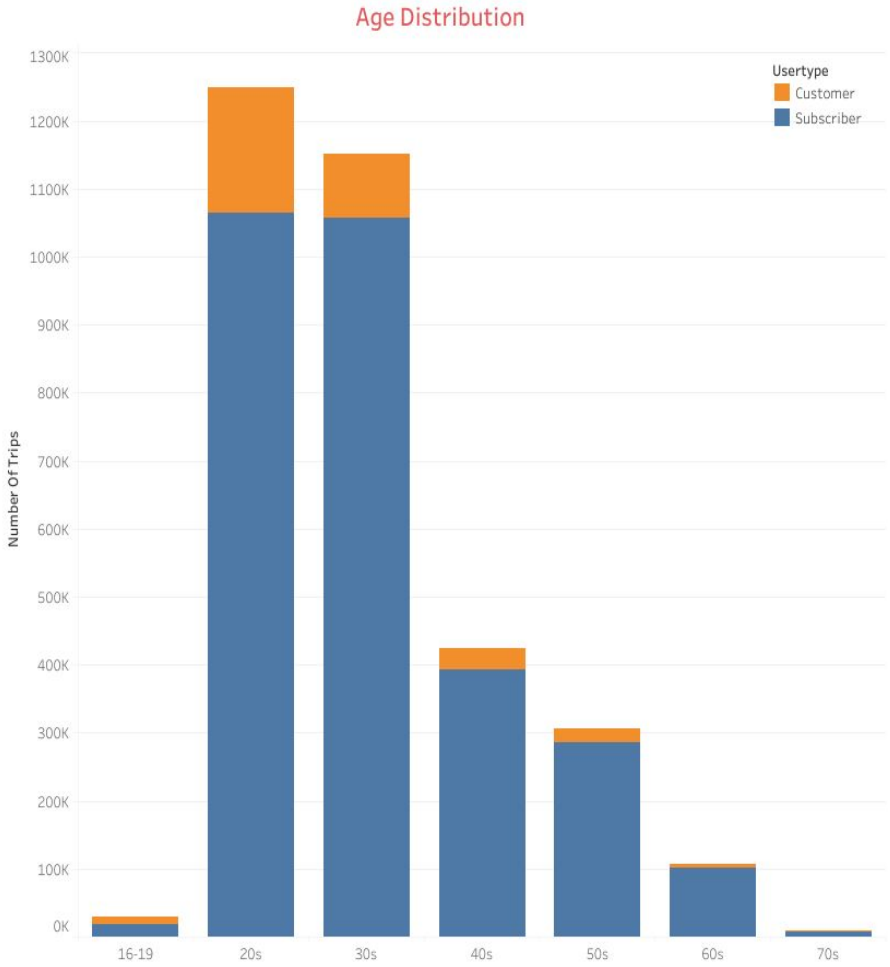
Customers

Rentals from customers are not evenly spread and there is a significant increase in popularity alongside the shore and around the parks

Top 3 stations and number of trips;

Streeter Dr & Grand Ave = 53,068
Lake Shore Dr & Monroe St = 39,206
Millennium Park = 21,728

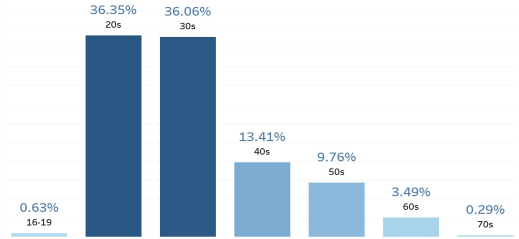
Next, let's have a look at how different ages and seasons have an impact on rentals →



Subscribers in their;

- 20s have completed **1.06M** trips,
- 30s have completed **1.05M** trips.

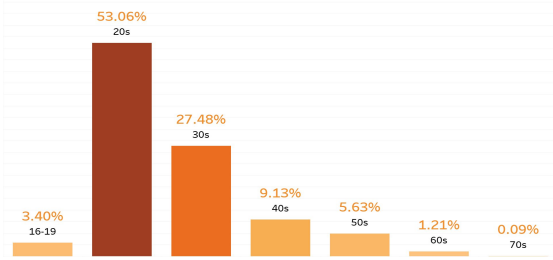
That makes even distribution from the age 20 to 40.

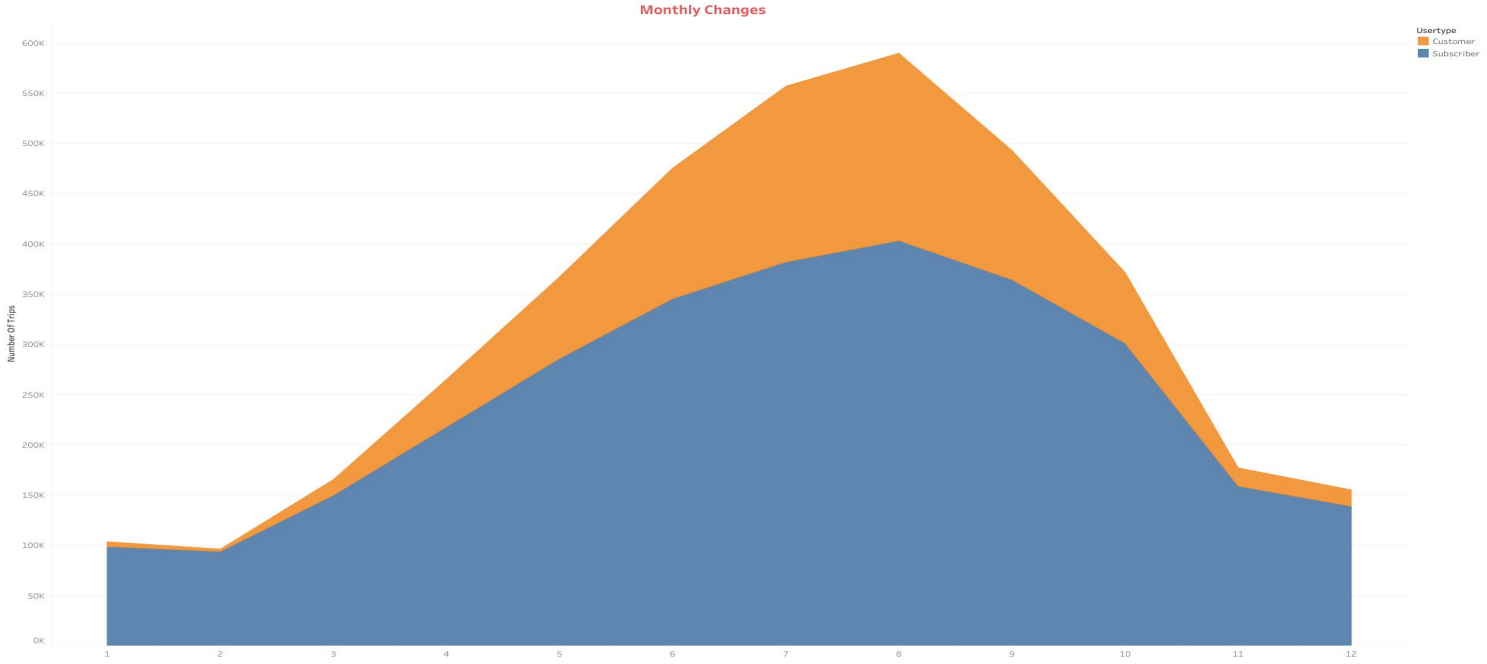


Customers in their;

- 20s have completed **184K** trips,
- 30s have completed **95K** trips.

That shows the majority is from age 20 to 30.





There is no significant difference between subscriber and customer behaviours when it comes to changes by months. We can clearly see that for both type of users, popularity increases in summer and decreases in winter

Summary

- Subscribers are renting bikes significantly more during rush hours on work days while Customers are renting bikes significantly more on weekends and no clear pattern when it comes to hours
- Stations that are used to rent a bike is evenly distributed across the city with increased density at the central part of the city for Subscribers, where for Customers, stations alongside the shore and near parks are significantly more popular
- Majority of the users are between the age of 20 and 40
- High popularity during summer and low during winter

Suggestions

- There are non-subscribers who rent bikes during rush hours in weekdays. They have the biggest potential to become a subscriber. As commuting seems to be the standing out reason to pay the annual fee. So the marketing campaign can be targeted in the areas where there are many offices
- Best time for marketing campaign will be between May and October as the interest peaks during these months
- Since over 80% of all customers are between the age of 20 and 40, digital marketing can be effective and cheaper on social media platforms and various websites.
- It would be worth exploring how to bring in more people to use these bikes during winter or for people that are older than age of 40 with promotions, discounted packages (such as family package), special benefits

Thank You!

Resources

1- https://data.cityofchicago.org/Transportation/Divvy-Bicycle-Stations-All-Map/bk89-9dk7
2- https://account.divvybikes.com/map
3- https://divvy-tripdata.s3.amazonaws.com/index.html