



CYCLISTIC BIKE- SHARE ANALYSIS: CASE STUDY

GOOGLE DATA ANALYTICS-
CAPSTONE PROJECT

BY
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BACKGROUND: CYCLISTIC

- A bike-share program, based in Chicago, that features 5,824 geo-tracked bicycles and 692 docking stations.
- Cyclistic sets itself apart by also offering reclining bikes, hand tricycles, and cargo bikes, making bike-share more inclusive
- Three Subscription Plans
 - Casual Riders: Two Plans
 - Single- Ride Pass
 - Full - Day Pass
 - Annual Membership- Cyclistic Members

AIM



Primary Aim

Convert Casual Riders to Annual Members



Marketing Strategy

Design Marketing Strategy aimed at converting casual riders into annual members



Analytics Tasks

- Analyse how annual & casual riders differ?
- Analyse why would a casual member buy a membership?
- Analyse how digital media could affect marketing strategies?

Data Source

Month wise data

- Apr 20 – Mar 21

Attributes available & derivable

- Ride Type
- Time/Date: Start/End, Ride Length, Day of Week
- Stations: Start & End, Distance
- Type of Membership: Annual/ Casual

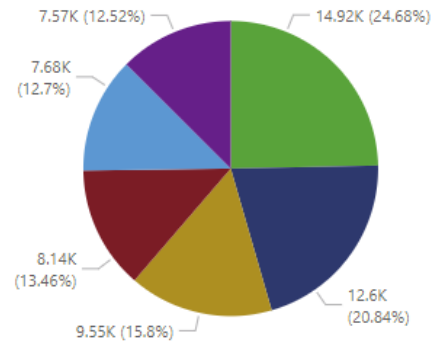
Voids in Data

- Subscription Rates are not available
- Subscriber IDs not available to identify returning casual users for a personalized marketing campaign
- Details of customers not available: age & gender
- Data in multiple cells are missing

12 MONTHS DATA

Sum of Ride Time by Day of Week

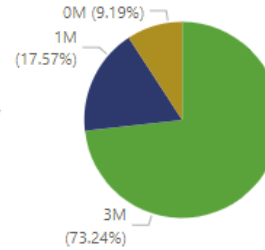
member_casual	Sum of Ride Time
casual	42,998.81
member	17,021.56
Total	60,020.37



Sum of Count by rideable_type

Day of Week

- Saturday
- Sunday
- Friday
- Thursday
- Wednesday
- Monday
- Tuesday

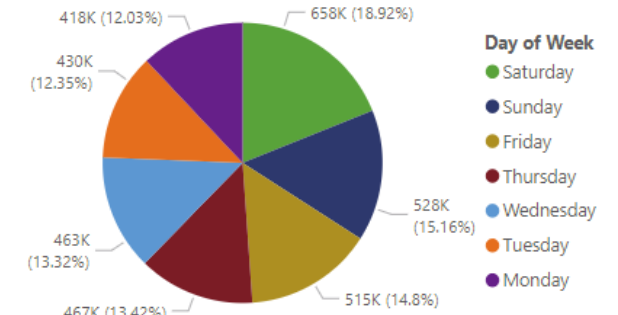


rideable_type

- docked_bike
- electric_bike
- classic_bike

Sum of Count by Day of Week

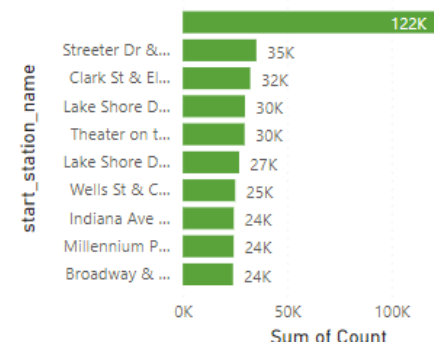
member_casual	Sum of Count
casual	1426959
member	2051851
Total	3478810



Day of Week

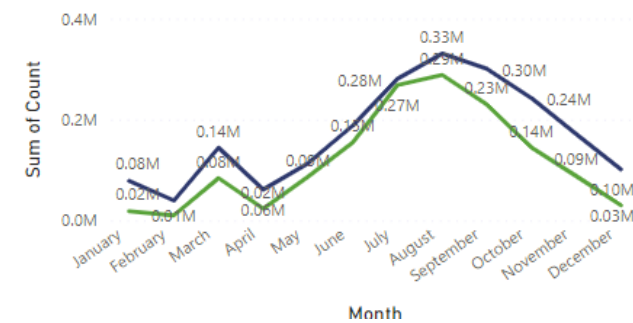
- Saturday
- Sunday
- Friday
- Thursday
- Wednesday
- Tuesday
- Monday

Sum of Count by start_station_name



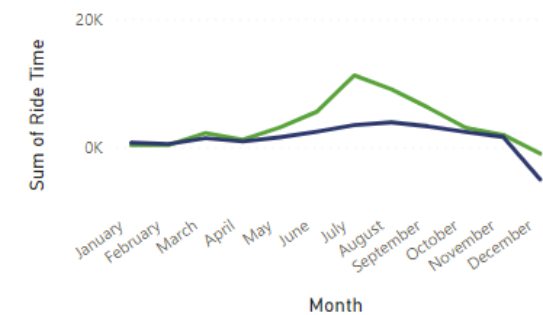
Sum of Count by Month and member_casual

member_casual ● casual ● member



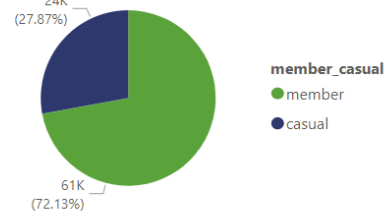
Sum of Ride Time by Month and member_casual

member_cas... ● casual ● member



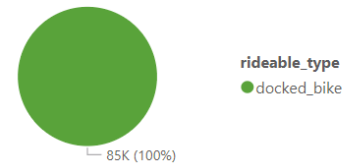
APR 20

Sum of count by member_casual



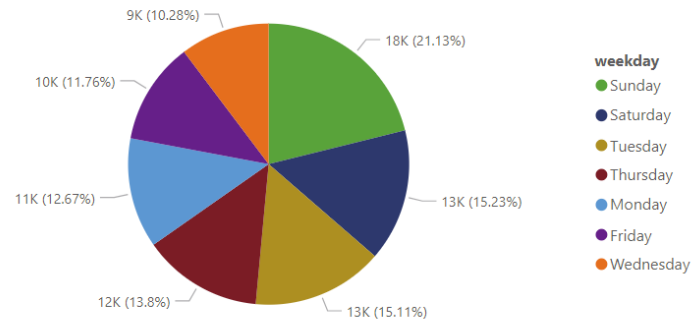
member_casual	Sum of count
casual	23628
member	61148
Total	84776

Sum of count by rideable_type



start_station_name	Sum of count	member_casual
Clark St & Elm St	246	casual
Wabash Ave & Grand Ave	206	casual
Desplaines St & Kinzie St	204	casual
Wells St & Huron St	204	casual
Clark St & Lincoln Ave	199	casual
Wells St & Elm St	195	casual
Sheffield Ave & Waveland Ave	191	casual
Dearborn St & Erie St	185	casual
Ashland Ave & Division St	182	casual
Wells St & Evergreen Ave	176	casual
Clark St & Armitage Ave	175	casual
Indiana Ave & Roosevelt Rd	174	casual
Larrabee St & Webster Ave	172	casual
Clark St & Schiller St	169	casual
Total	23628	

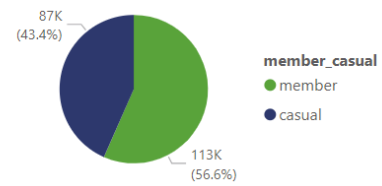
Sum of count by weekday



end_station_name	Sum of count	member_casual
Clark St & Elm St	218	casual
Dearborn St & Erie St	198	casual
Wells St & Huron St	183	casual
Stockton Dr & Wrightwood Ave	180	casual
Wabash Ave & Grand Ave	179	casual
Indiana Ave & Roosevelt Rd	178	casual
Ashland Ave & Division St	177	casual
Dearborn Pkwy & Delaware Pl	176	casual
Wells St & Elm St	172	casual
Desplaines St & Kinzie St	170	casual
Sheffield Ave & Waveland Ave	170	casual
Wells St & Evergreen Ave	167	casual
Larrabee St & Webster Ave	166	casual
Broadway & Barry Ave	164	casual
Total	23628	

MAY 20

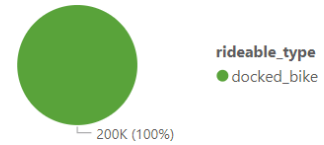
Sum of count by member_casual



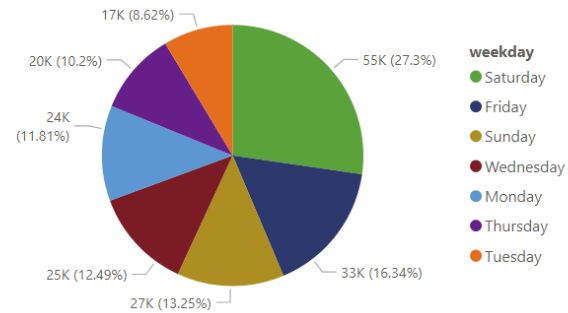
member_casual Sum of count

member_casual	Sum of count
casual	86909
member	113365
Total	200274

Sum of count by rideable_type



Sum of count by weekday

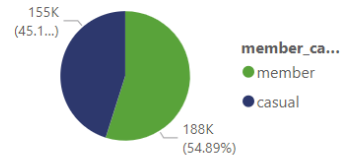


start_station_name	Sum of count	member_casual
2112 W Peterson Ave	32	casual
63rd St Beach	65	casual
900 W Harrison St	110	casual
Aberdeen St & Jackson Blvd	275	casual
Aberdeen St & Monroe St	185	casual
Aberdeen St & Randolph St	139	casual
Ada St & Washington Blvd	165	casual
Adler Planetarium	23	casual
Albany Ave & 26th St	18	casual
Albany Ave & Bloomingdale Ave	86	casual
Albany Ave & Montrose Ave	64	casual
Total	86909	

end_station_name	Sum of count	member_casual
2112 W Peterson Ave	146	casual
63rd St Beach	27	casual
900 W Harrison St	49	casual
Aberdeen St & Jackson Blvd	99	casual
Aberdeen St & Monroe St	274	casual
Aberdeen St & Randolph St	196	casual
Ada St & Washington Blvd	149	casual
Adler Planetarium	165	casual
Albany Ave & 26th St	27	casual
Albany Ave & Bloomingdale Ave	18	casual
Albany Ave & Montrose Ave	72	casual
Archer (Damen) Ave & 37th St	84	casual
Artesian Ave & Hubbard St	66	casual
Total	29	

JUN 20

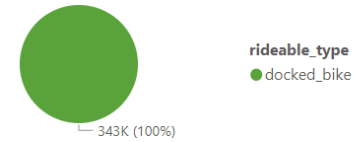
Sum of count by member_casual



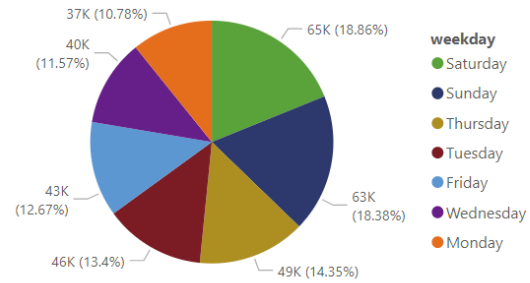
member_casual Sum of count

member_casual	Sum of count
casual	154718
member	188287
Total	343005

Sum of count by rideable_type



Sum of count by weekday

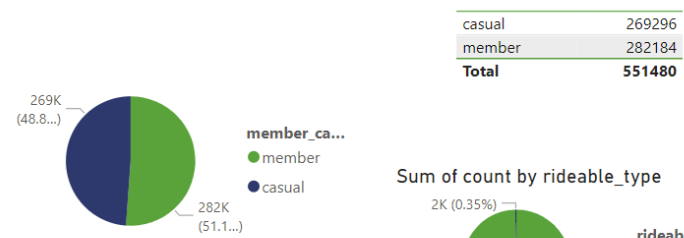


start_station_name	Sum of count	member_casual
Streeter Dr & Grand Ave	3082	casual
Millennium Park	1808	casual
Lake Shore Dr & Monroe St	1709	casual
Clark St & Elm St	1519	casual
Indiana Ave & Roosevelt Rd	1484	casual
Lake Shore Dr & North Blvd	1420	casual
Buckingham Fountain	1314	casual
Michigan Ave & Lake St	1211	casual
Michigan Ave & Oak St	1176	casual
Wells St & Concord Ln	1172	casual
Total	154718	

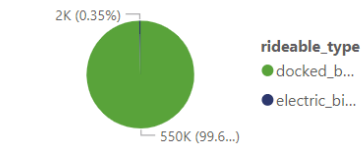
end_station_name	Sum of count	member_casual
2112 W Peterson Ave	209	casual
63rd St Beach	202	casual
900 W Harrison St	125	casual
Aberdeen St & Jackson Blvd	264	casual
Aberdeen St & Monroe St	163	casual
Aberdeen St & Randolph St	254	casual
Ada St & Washington Blvd	221	casual
Adler Planetarium	309	casual
Albany Ave & 26th St	49	casual
Albany Ave & Bloomingdale Ave	141	casual
Albany Ave & Montrose Ave	80	casual
Archer (Damen) Ave & 37th St	77	casual
Total	154718	

JUL 20

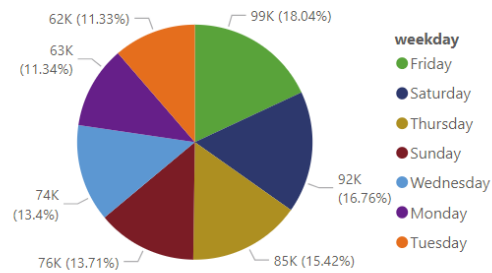
Sum of count by member_casual



Sum of count by rideable_type



Sum of count by weekday

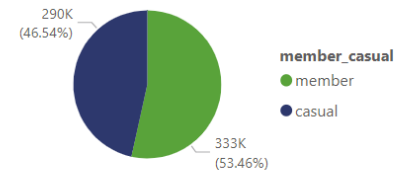


start_station_name	Sum of count	member_casual
Streeter Dr & Grand Ave	7029	casual
Lake Shore Dr & Monroe St	4575	casual
Millennium Park	4382	casual
Indiana Ave & Roosevelt Rd	3208	casual
Lake Shore Dr & North Blvd	3151	casual
Theater on the Lake	3121	casual
Buckingham Fountain	2680	casual
Michigan Ave & Lake St	2678	casual
Michigan Ave & Oak St	2502	casual
Michigan Ave & 8th St	2500	casual
Michigan Ave & Washington St	2480	casual
Clark St & Elm St	2141	casual
Total	269296	

end_station_name	Sum of count	member_casual
	521	casual
2112 W Peterson Ave	46	casual
63rd St Beach	371	casual
900 W Harrison St	150	casual
Aberdeen St & Jackson Blvd	372	casual
Aberdeen St & Monroe St	250	casual
Aberdeen St & Randolph St	417	casual
Ada St & Washington Blvd	395	casual
Adler Planetarium	1455	casual
Albany Ave & 26th St	45	casual
Albany Ave & Bloomingdale Ave	273	casual
Albany Ave & Montrose Ave	95	casual
Archer (Damen) Ave & 37th St	106	casual
Total	269296	

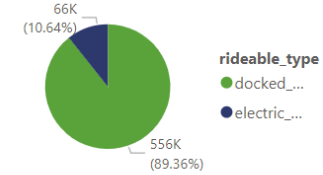
AUG 20

Sum of count by member_casual

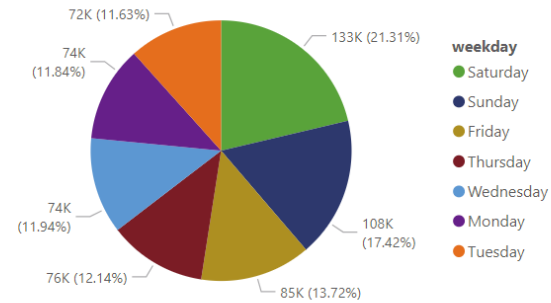


member_casual	Sum of count
casual	289661
member	332700
Total	622361

Sum of count by rideable_type



Sum of count by weekday

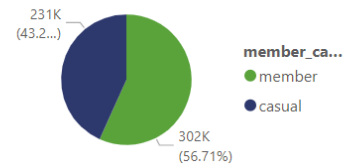


start_station_name	Sum of count	member_casual
Streeter Dr & Grand Ave	7151	casual
Theater on the Lake	4696	casual
Lake Shore Dr & Monroe St	4581	casual
Millennium Park	3894	casual
Michigan Ave & Oak St	3595	casual
Lake Shore Dr & North Blvd	3518	casual
	3260	casual
Indiana Ave & Roosevelt Rd	2807	casual
Lake Shore Dr & Wellington Ave	2399	casual
Clark St & Lincoln Ave	2376	casual
Lake Shore Dr & Belmont Ave	2337	casual
Michigan Ave & Lake St	2321	casual
Total	289661	

end_station_name	Sum of count	member_casual
Streeter Dr & Grand Ave	8189	casual
Theater on the Lake	5320	casual
	4898	casual
Lake Shore Dr & Monroe St	4566	casual
Millennium Park	3984	casual
Michigan Ave & Oak St	3756	casual
Lake Shore Dr & North Blvd	3754	casual
Indiana Ave & Roosevelt Rd	2882	casual
Clark St & Lincoln Ave	2435	casual
Lake Shore Dr & Wellington Ave	2418	casual
Lake Shore Dr & Belmont Ave	2372	casual
Wells St & Concord Ln	2251	casual
Michigan Ave & Lake St	2208	casual
Clark St & Elm St	2199	casual
Total	289661	

SEP 20

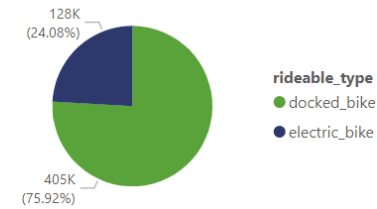
Sum of count by member_casual



member_casual Sum of count

member_casual	Sum of count
casual	230692
member	302266
Total	532958

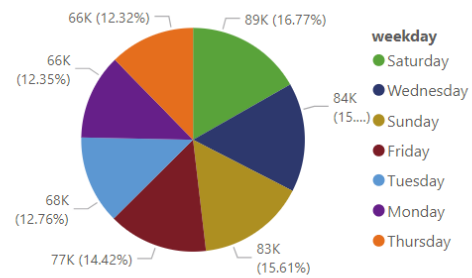
Sum of count by rideable_type



start_station_name Sum of count member_casual

start_station_name	Sum of count	member_casual
Streeter Dr & Grand Ave	8705	casual
Lake Shore Dr & Monroe St	4078	casual
Millennium Park	3646	casual
Theater on the Lake	3479	casual
Michigan Ave & Oak St	3053	casual
Shedd Aquarium	2819	casual
Indiana Ave & Roosevelt Rd	2153	casual
Lake Shore Dr & North Blvd	2134	casual
Michigan Ave & Lake St	2100	casual
Clark St & Elm St	2041	casual
Wells St & Concord Ln	1938	casual
Wells St & Concord Ln	1778	casual
Total	230692	

Sum of count by weekday

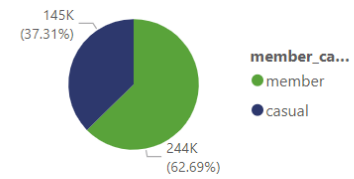


end_station_name Sum of count member_casual

end_station_name	Sum of count	member_casual
2112 W Peterson Ave	11239	casual
63rd St Beach	50	casual
900 W Harrison St	215	casual
Aberdeen St & Jackson Blvd	288	casual
Aberdeen St & Monroe St	318	casual
Aberdeen St & Randolph St	247	casual
Ada St & Washington Blvd	361	casual
Adler Planetarium	257	casual
Albany Ave & 26th St	1143	casual
Albany Ave & Bloomingdale Ave	27	casual
Albany Ave & Montrose Ave	237	casual
Albany Ave & Montrose Ave	125	casual
Archer (Damen) Ave & 37th St	60	casual
Total	230692	

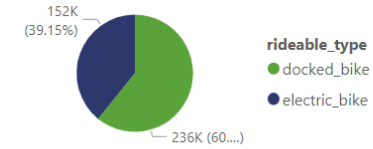
OCT 20

Sum of count by member_casual

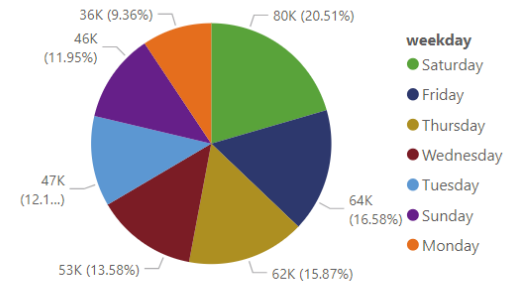


member_casual	Sum of count
casual	145012
member	243641
Total	388653

Sum of count by rideable_type



Sum of count by weekday

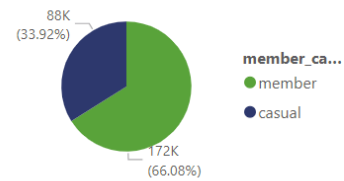


start_station_name	Sum of count	member_casual
	13270	casual
Lake Shore Dr & Monroe St	2117	casual
Millennium Park	1988	casual
Streeter Dr & Grand Ave	1746	casual
Michigan Ave & Oak St	1342	casual
Shedd Aquarium	1336	casual
Clark St & Elm St	1255	casual
Theater on the Lake	1243	casual
Indiana Ave & Roosevelt Rd	1173	casual
Michigan Ave & Lake St	1143	casual
Michigan Ave & Washington St	1052	casual
Clark St & Lincoln Ave	1048	casual
Wells St & Concord Ln	1036	casual
Clark St & Armitage Ave	1022	casual
Total	145012	

end_station_name	Sum of count	member_casual
	16588	casual
Millennium Park	2177	casual
Lake Shore Dr & Monroe St	2137	casual
Streeter Dr & Grand Ave	1808	casual
Theater on the Lake	1404	casual
Michigan Ave & Oak St	1369	casual
Lake Shore Dr & North Blvd	1200	casual
Indiana Ave & Roosevelt Rd	1134	casual
Clark St & Elm St	1129	casual
Clark St & Lincoln Ave	1108	casual
Michigan Ave & Lake St	1089	casual
Wabash Ave & Grand Ave	1085	casual
Wells St & Concord Ln	1066	casual
Total	145012	

NOV 20

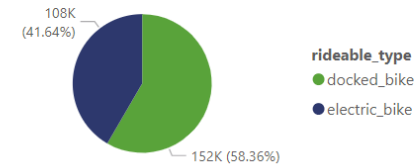
Sum of count by member_casual



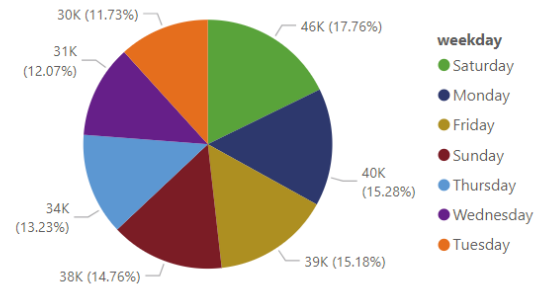
member_casual Sum of count

member_casual	Sum of count
casual	88099
member	171617
Total	259716

Sum of count by rideable_type



Sum of count by weekday

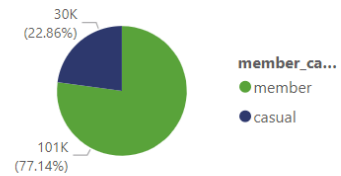


start_station_name	Sum of count	member_casual
	9357	casual
Lake Shore Dr & Monroe St	1320	casual
Millennium Park	1153	casual
Streeter Dr & Grand Ave	897	casual
Theater on the Lake	841	casual
Michigan Ave & Oak St	823	casual
Indiana Ave & Roosevelt Rd	729	casual
Shedd Aquarium	709	casual
Clark St & Elm St	657	casual
Lake Shore Dr & North Blvd	648	casual
Michigan Ave & Lake St	635	casual
Michigan Ave & Washington St	603	casual
Clark St & Armitage Ave	567	casual
Michigan Ave & 8th St	558	casual
Total	88099	

end_station_name	Sum of count	member_casual
	11214	casual
Lake Shore Dr & Monroe St	1265	casual
Millennium Park	1262	casual
Theater on the Lake	975	casual
Streeter Dr & Grand Ave	928	casual
Michigan Ave & Oak St	890	casual
Indiana Ave & Roosevelt Rd	724	casual
Lake Shore Dr & North Blvd	707	casual
Michigan Ave & Lake St	657	casual
Michigan Ave & Washington St	629	casual
Clark St & Elm St	596	casual
Wabash Ave & Grand Ave	551	casual
Total	88099	

DEC 20

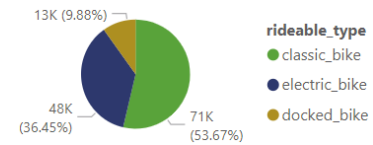
Sum of count by member_casual



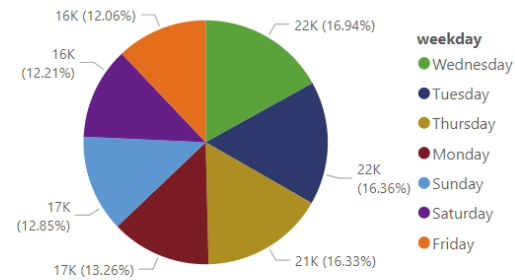
member_casual Sum of count

member_casual	Sum of count
casual	30080
member	101493
Total	131573

Sum of count by rideable_type



Sum of count by weekday

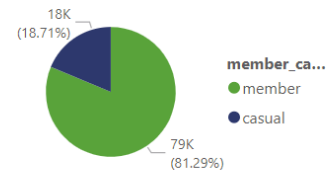


start_station_name	Sum of count	member_casual
	3564	casual
Lake Shore Dr & Monroe St	448	casual
Millennium Park	266	casual
Clark St & Elm St	256	casual
Indiana Ave & Roosevelt Rd	242	casual
Wells St & Elm St	239	casual
Wells St & Huron St	234	casual
Michigan Ave & Washington St	223	casual
Streeter Dr & Grand Ave	200	casual
Michigan Ave & Lake St	196	casual
Wells St & Concord Ln	191	casual
Clark St & Armitage Ave	189	casual
Dusable Harbor	187	casual
Total	30080	

end_station_name	Sum of count	member_casual
	4282	casual
Lake Shore Dr & Monroe St	422	casual
Millennium Park	326	casual
Clark St & Elm St	301	casual
Michigan Ave & Washington St	251	casual
Indiana Ave & Roosevelt Rd	245	casual
Wells St & Elm St	228	casual
Wells St & Concord Ln	217	casual
Michigan Ave & Oak St	211	casual
Streeter Dr & Grand Ave	209	casual
Broadway & Barry Ave	203	casual
Clark St & Grace St	184	casual
Fairbanks Ct & Grand Ave	182	casual
Total	30080	

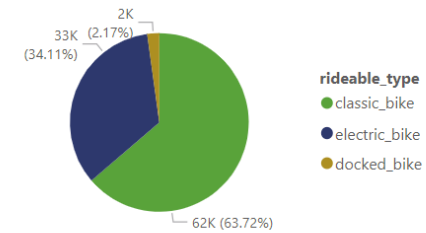
JAN 21

Sum of count by member_casual

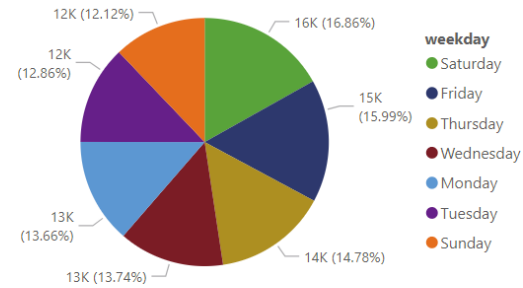


member_casual	Sum of count
casual	18117
member	78717
Total	96834

Sum of count by rideable_type



Sum of count by weekday

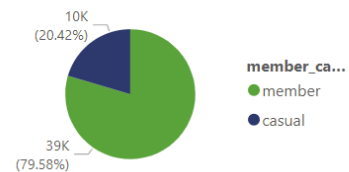


start_station_name	Sum of count	member_casual
Lake Shore Dr & Monroe St	196	casual
Clark St & Elm St	152	casual
Wells St & Elm St	150	casual
Ellis Ave & 60th St	135	casual
Wells St & Huron St	135	casual
Millennium Park	130	casual
Michigan Ave & Washington St	123	casual
Clark St & Grace St	116	casual
Dearborn St & Erie St	112	casual
Franklin St & Illinois St	112	casual
Wells St & Concord Ln	112	casual
Kingsbury St & Kinzie St	109	casual
Total	18117	

end_station_name	Sum of count	member_casual
Millennium Park	2719	casual
Lake Shore Dr & Monroe St	161	casual
Clark St & Elm St	157	casual
Wells St & Elm St	155	casual
Ellis Ave & 60th St	129	casual
Michigan Ave & Lake St	124	casual
Bissell St & Armitage Ave	120	casual
Fairbanks Ct & Grand Ave	118	casual
Wells St & Concord Ln	113	casual
Dearborn St & Erie St	112	casual
Wabash Ave & Grand Ave	108	casual
Clark St & Drummond Pl	105	casual
Total	18117	

FEB 21

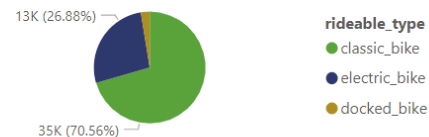
Sum of count by member_casual



member_casual Sum of count

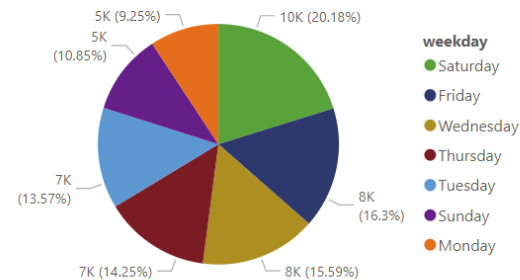
member_casual	Sum of count
casual	10131
member	39491
Total	49622

Sum of count by rideable_type



rideable_type
● classic_bike
● electric_bike
● docked_bike

Sum of count by weekday



weekday
● Saturday
● Friday
● Wednesday
● Thursday
● Tuesday
● Sunday
● Monday

start_station_name Sum of count member_casual

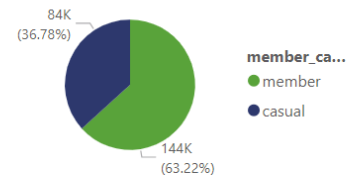
start_station_name	Sum of count	member_casual
	912	casual
Millennium Park	122	casual
Lake Shore Dr & Monroe St	109	casual
Clark St & Elm St	94	casual
Shedd Aquarium	94	casual
Wells St & Elm St	87	casual
Streeter Dr & Grand Ave	83	casual
Broadway & Waveland Ave	78	casual
Columbus Dr & Randolph St	73	casual
Wabash Ave & Grand Ave	73	casual
Kingsbury St & Kinzie St	71	casual
Michigan Ave & Washington St	69	casual
Dearborn St & Erie St	67	casual
Indiana Ave & Roosevelt Rd	67	casual
Total	10131	

end_station_name Sum of count member_casual

end_station_name	Sum of count	member_casual
	1244	casual
Millennium Park	123	casual
Clark St & Elm St	105	casual
Streeter Dr & Grand Ave	103	casual
Lake Shore Dr & Monroe St	97	casual
Indiana Ave & Roosevelt Rd	87	casual
Wells St & Elm St	86	casual
Broadway & Waveland Ave	75	casual
Theater on the Lake	74	casual
Daley Center Plaza	72	casual
Shedd Aquarium	69	casual
Michigan Ave & Washington St	65	casual
Total	10131	

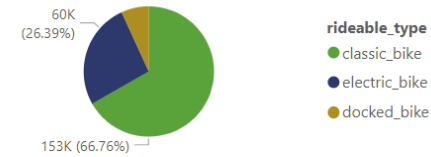
MAR 21

Sum of count by member_casual

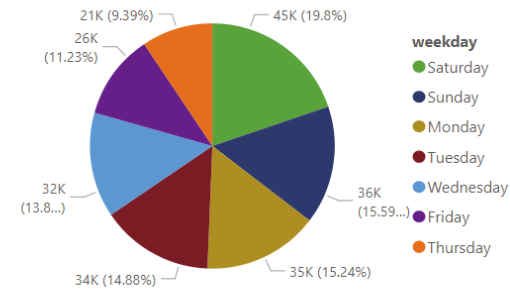


member_casual	Sum of count
casual	84033
member	144463
Total	228496

Sum of count by rideable_type



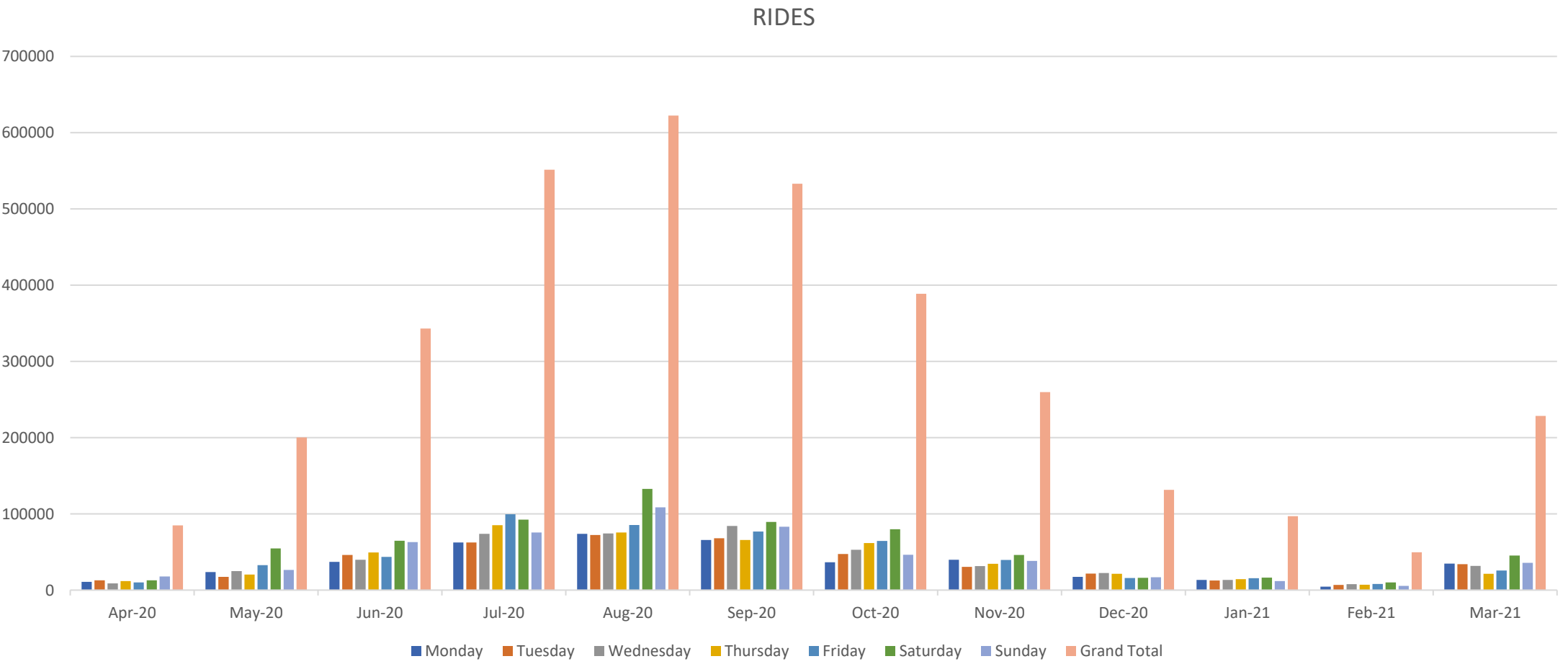
Sum of count by weekday



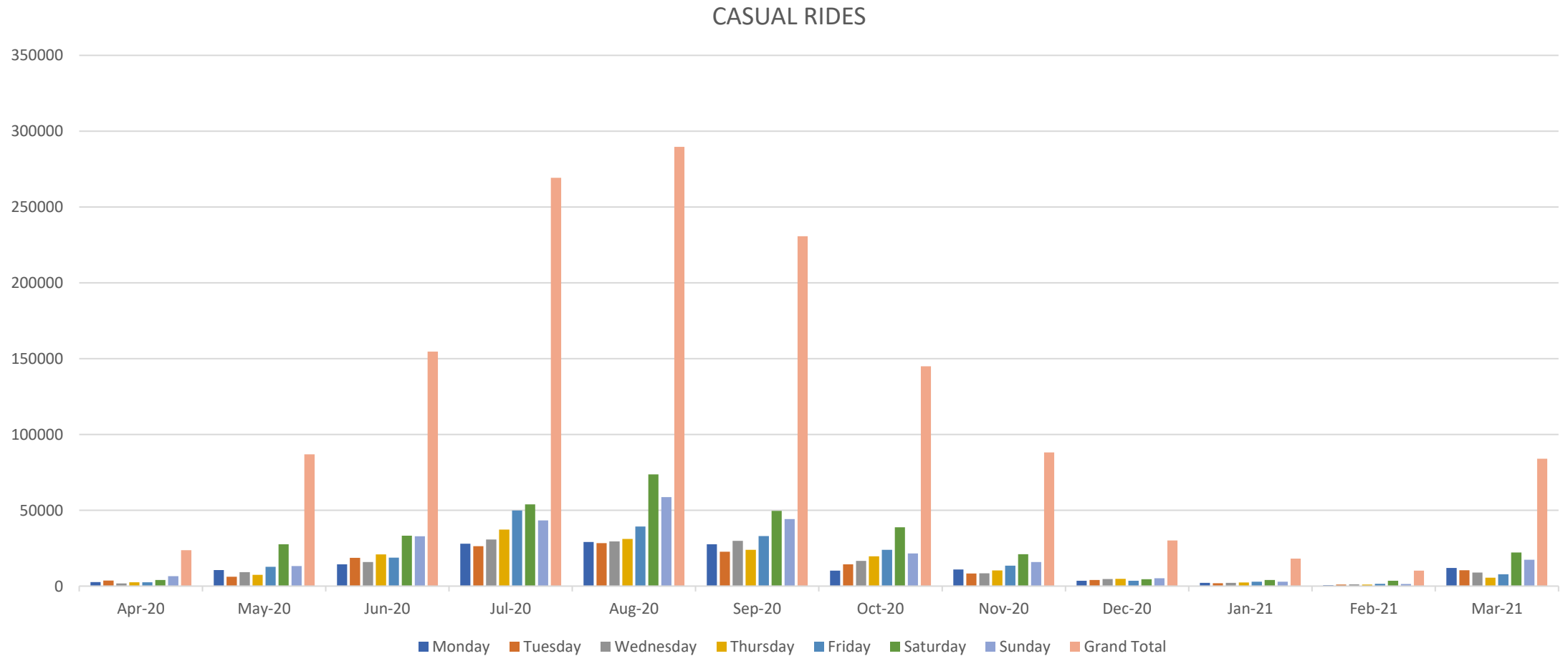
start_station_name	Sum of count	member_casual
	5165	casual
Lake Shore Dr & Monroe St	1887	casual
Streeter Dr & Grand Ave	1504	casual
Millennium Park	1431	casual
Shedd Aquarium	1056	casual
Michigan Ave & Oak St	873	casual
Indiana Ave & Roosevelt Rd	823	casual
Theater on the Lake	785	casual
Michigan Ave & Washington St	705	casual
Michigan Ave & Lake St	677	casual
Lake Shore Dr & North Blvd	660	casual
Clark St & Elm St	612	casual
Wells St & Elm St	600	casual
Columbus Dr & Randolph St	581	casual
Wabash Ave & Grand Ave	573	casual
Total	84033	

end_station_name	Sum of count	member_casual
	6291	casual
Lake Shore Dr & Monroe St	1785	casual
Streeter Dr & Grand Ave	1532	casual
Millennium Park	1505	casual
Michigan Ave & Oak St	1018	casual
Shedd Aquarium	920	casual
Theater on the Lake	889	casual
Indiana Ave & Roosevelt Rd	849	casual
Lake Shore Dr & North Blvd	758	casual
Michigan Ave & Washington St	686	casual
Michigan Ave & Lake St	648	casual
Wabash Ave & Grand Ave	626	casual
Total	84033	

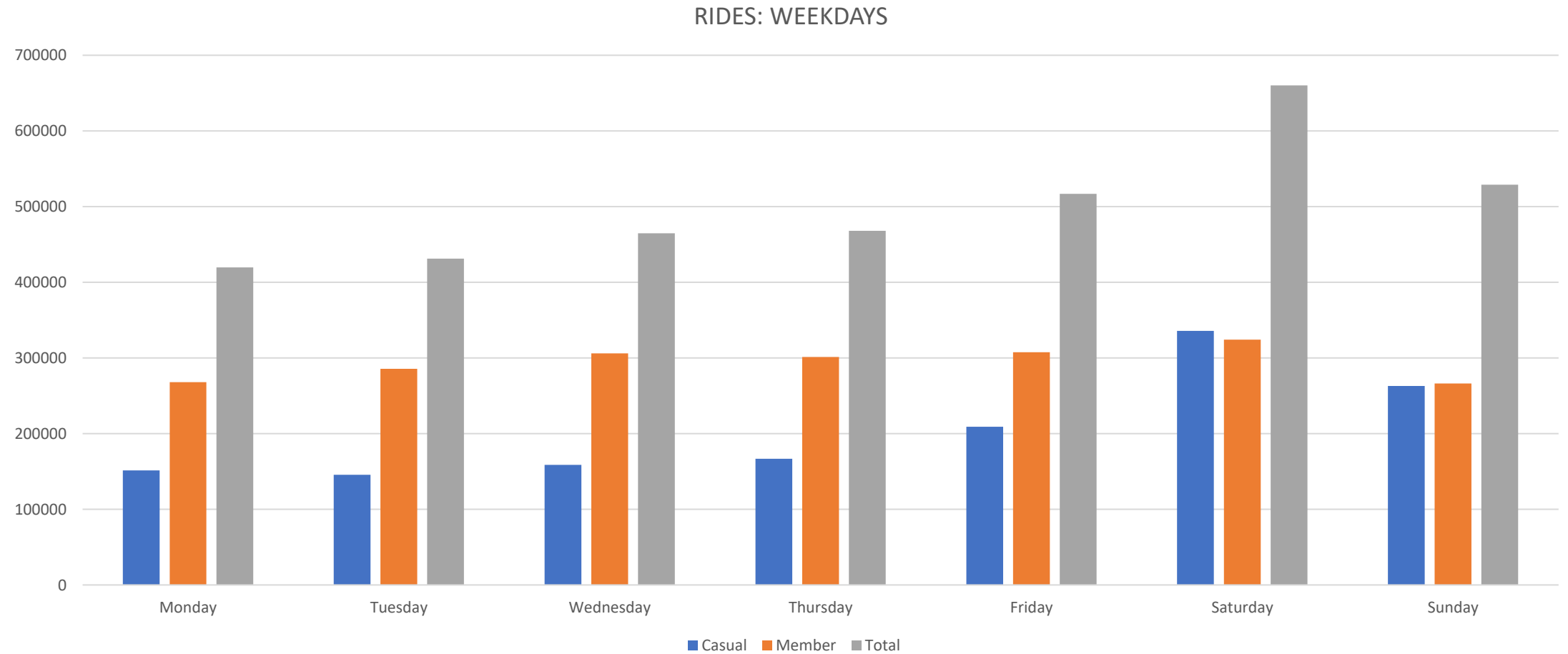
TOTAL RIDES: TRIPS



CASUAL RIDES: TRIPS



WEEKDAY/WEEKEND: TREND



POPULAR START & END STATIONS: CASUAL RIDERS

START STN	NUMBER OF RIDES
Streeter Dr & Grand Ave	25770
Lake Shore Dr & Monroe St	20588
Millennium Park	19460
Theater on the Lake	13739
Indiana Ave & Roosevelt Rd	13390
Michigan Ave & Oak St	13130
Lake Shore Dr & North Blvd	11497
Michigan Ave & Lake St	9228
Clark St & Elm St	7025
Shedd Aquarium	5348
Buckingham Fountain	4684
Clark St & Lincoln Ave	3280
Michigan Ave & 8th St	2500
Lake Shore Dr & Wellington Ave	2399
Lake Shore Dr & Belmont Ave	2337
Michigan Ave & Washington St	2103
Wells St & Concord Ln	1363
Wells St & Huron St	1235
Wabash Ave & Grand Ave	976
Wells St & Elm St	671
Larrabee St & Webster Ave	640
Stockton Dr & Wrightwood Ave	629
Dearborn St & Erie St	297
Desplaines St & Kinzie St	204
Sheffield Ave & Waveland Ave	191
Ashland Ave & Division St	182
Wells St & Evergreen Ave	176
Ellis Ave & 60th St	135
Clark St & Grace St	116
Franklin St & Illinois St	112
Broadway & Waveland Ave	78
Columbus Dr & Randolph St	73
Kingsbury St & Kinzie St	71
Grand Total	163627

END STATION	NUMBER OF RIDES
Streeter Dr & Grand Ave	28015
Millennium Park	20149
Lake Shore Dr & Monroe St	20041
Theater on the Lake	15441
Michigan Ave & Oak St	13718
Indiana Ave & Roosevelt Rd	13636
Lake Shore Dr & North Blvd	13437
Michigan Ave & Lake St	7046
Clark St & Elm St	6540
Buckingham Fountain	4597
Clark St & Lincoln Ave	4222
Wells St & Concord Ln	3253
Michigan Ave & 8th St	2438
Lake Shore Dr & Wellington Ave	2418
Lake Shore Dr & Belmont Ave	2372
Michigan Ave & Washington St	1566
Fairbanks Ct & Grand Ave	1305
Shedd Aquarium	989
Wells St & Huron St	838
Wabash Ave & Grand Ave	826
Dearborn Pkwy & Delaware Pl	809
Larrabee St & Webster Ave	704
Wabash Ave & Roosevelt Rd	660
Wells St & Elm St	641
Dearborn St & Erie St	310
Broadway & Barry Ave	203
Stockton Dr & Wrightwood Ave	180
Ashland Ave & Division St	177
Desplaines St & Kinzie St	170
Ellis Ave & 60th St	129
Bissell St & Armitage Ave	120
Broadway & Waveland Ave	75
Daley Center Plaza	72
Grand Total	167097

TEN MOST POPULAR STATIONS

Station Name	Number of Trips
Streeter Dr & Grand Ave	53785
Lake Shore Dr & Monroe St	40629
Millennium Park	39609
Theater on the Lake	29180
Indiana Ave & Roosevelt Rd	27026
Michigan Ave & Oak St	26848
Lake Shore Dr & North Blvd	24934
Michigan Ave & Lake St	16274
Clark St & Elm St	13565
Buckingham Fountain	9281

INFERENCES



Types of Bikes

Only Docked Bikes available in Apr, May & Jun 2020

Electric Bikes introduced in Jul 20 (840 casual vs 1095 member), highest in Oct 20 (65k casual vs 90k members)

Electric bikes are relatively more popular among casual riders



Members

Members trips are higher than casual throughout the year, however, casual users ride length is higher

Percentage of casual trips increases in summers: 48.8% in Jul 2020



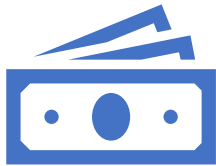
Pattern of Usage

Usage increases in summer months due to weather conditions

Casual users: predominantly during weekends- leisure purposes

Member usage pattern is constant throughout the week: office goers

RECOMMENDATIONS



Costing Strategy

Make member pricing scheme more lucrative without altering casual rider rates

Subsidize low usage in winter: Two month free on a 12 month subscription

Pre booking of bikes for members



Targeted Campaign

Marketing team to target area in vicinity of the ten most popular docking stations

More bikes to be made available at popular stations



Go Green/Healthy Initiative

A go green/healthy theme to promote weekday usage

Tie up with employers for corporate schemes

THANK YOU

