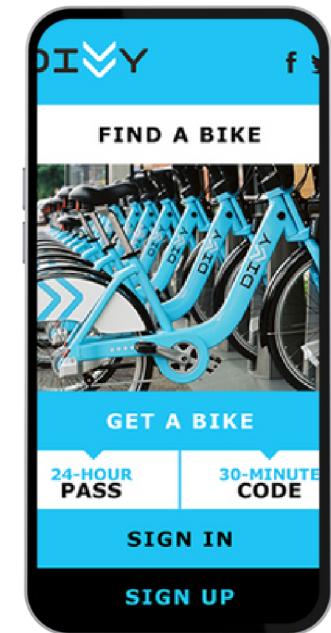




TAKE YOUR MOST  
ENJOYABLE RIDE



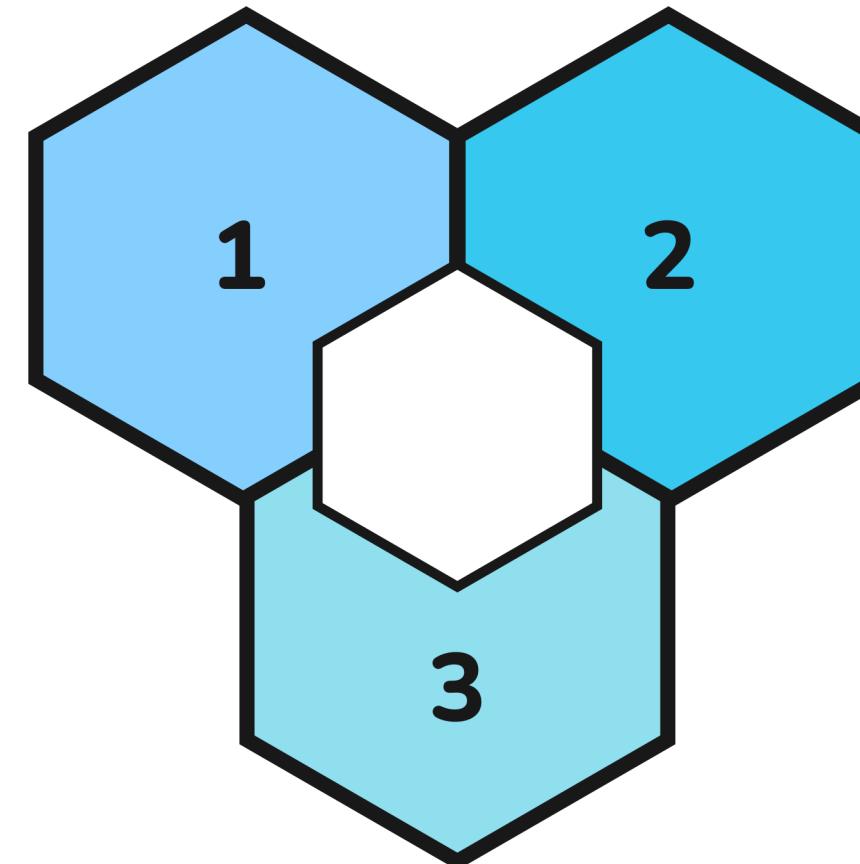
# PROJECT PROPOSAL

## Context

To **maximize profit** by increasing number of annual memberships, Divvy is conducting strategies to **convert casual riders into annual members**.

## Business Objective

Uncover the **differences** in using behaviors between **casual riders and annual members**



## Methodology

Manipulate and analyze **500,000-row** monthly datasets to draw insights about **the number of rides, mean ride length, mode of weekday and time of usage** by casual riders and annual members over 6 months

## FINDING 1

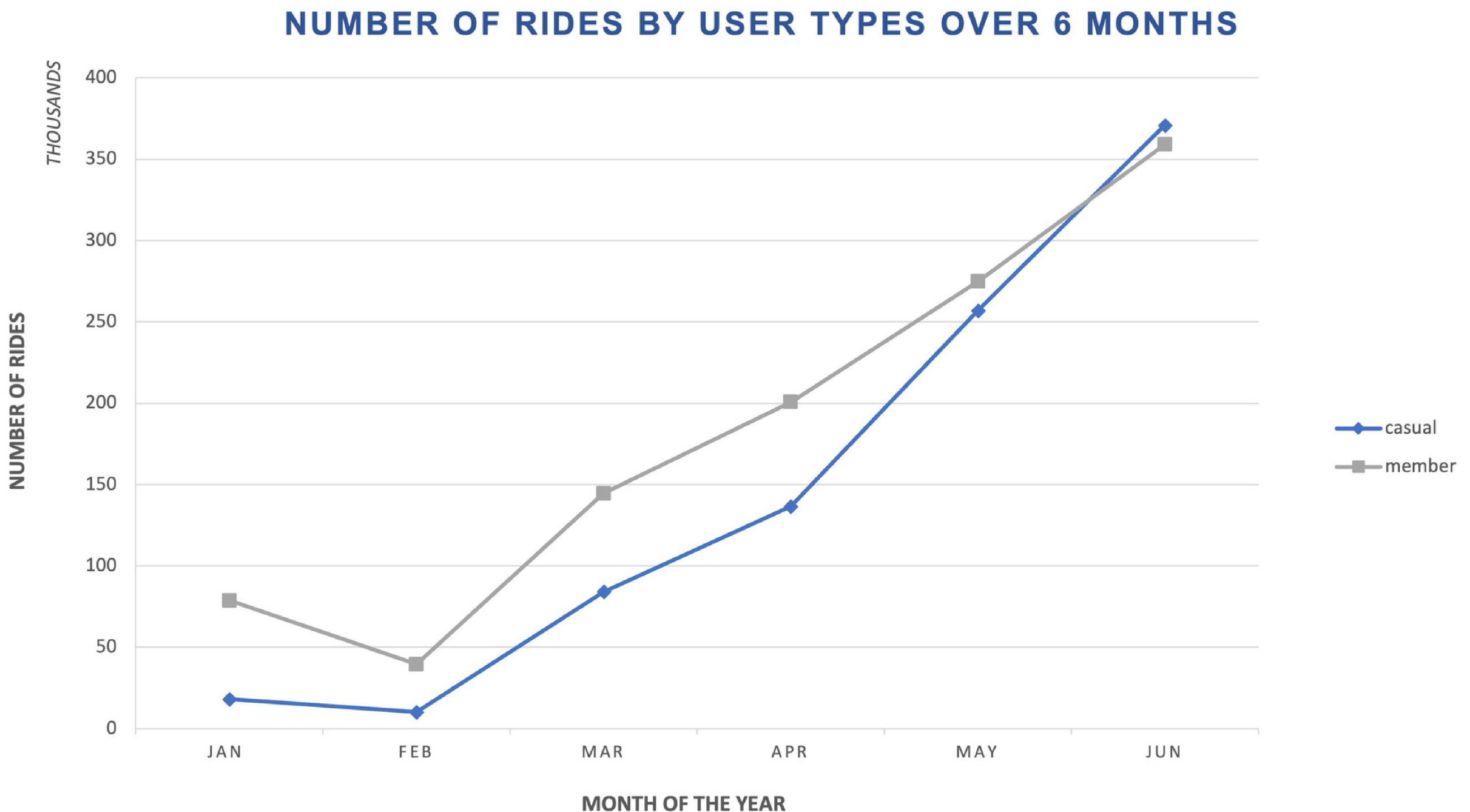
CASUAL RIDERS HAVE A LOWER NUMBER OF RIDES BUT A MORE RAPID GROWTH RATE THAN ANNUAL MEMBERS OVER 6 MONTHS.

164%

monthly average growth rate  
by casual riders over 6 months

370.000

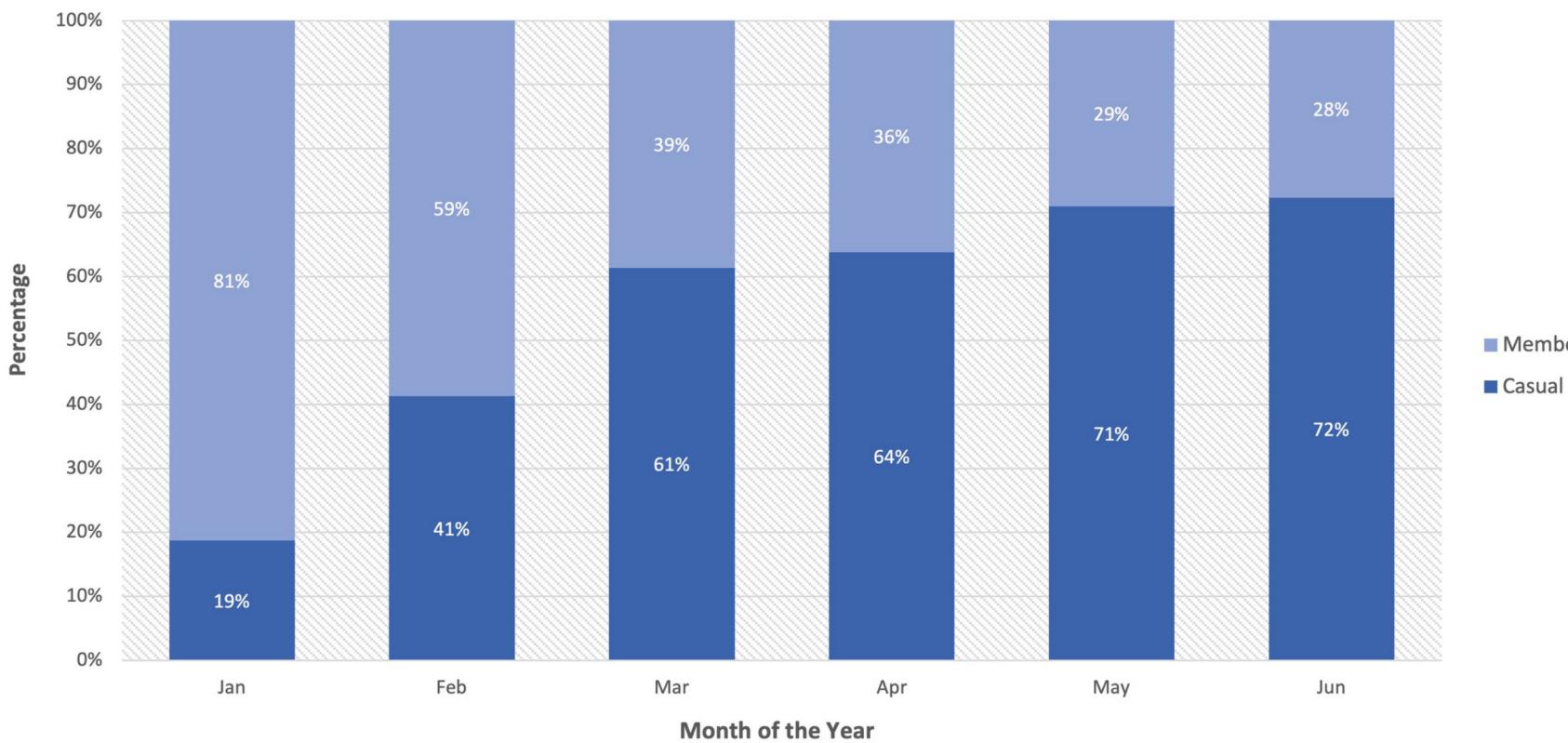
number of rides by  
casual riders



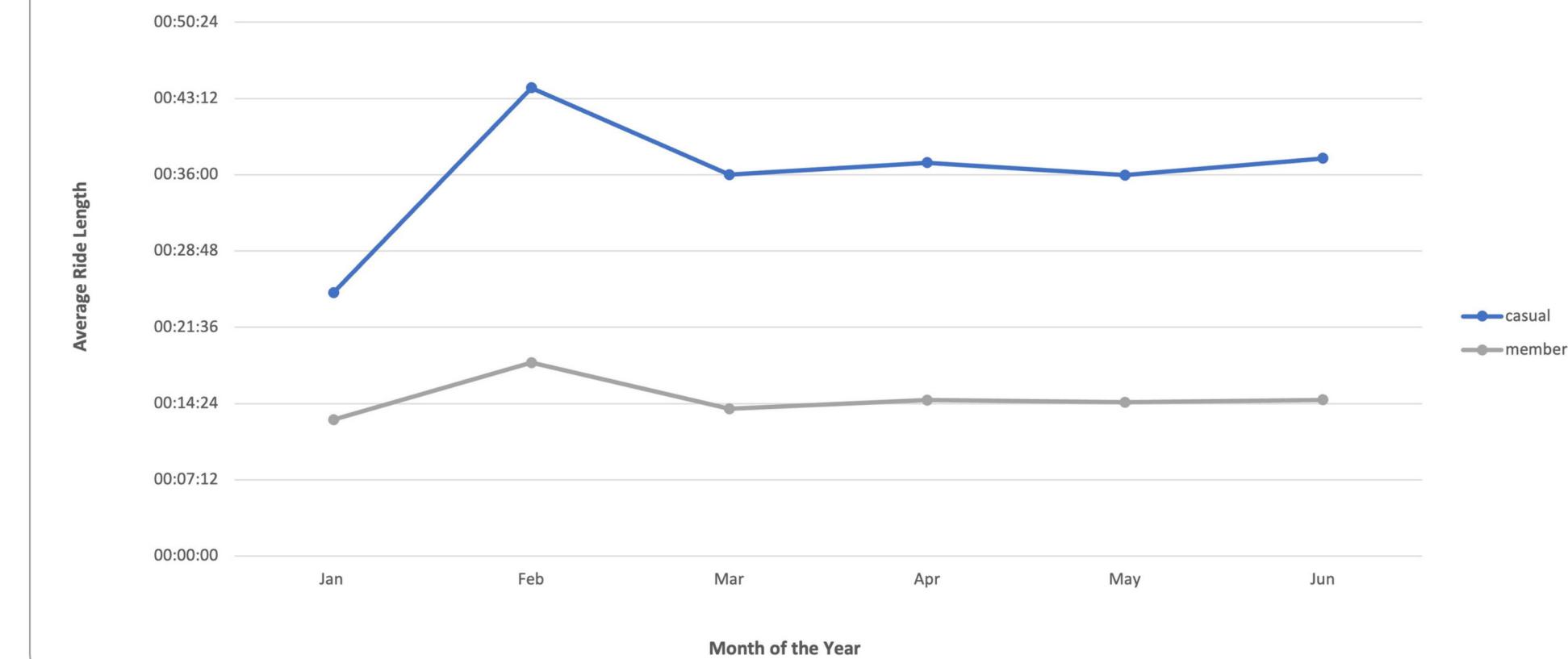
## FINDING 2

# CASUAL RIDERS HAVE HIGHER TOTAL AND AVERAGE RIDE LENGTH THAN ANNUAL MEMBERS OVER 6 MONTHS.

PERCENTAGE OF TOTAL RIDE LENGTH BY USER TYPES OVER 6 MONTHS



AVERAGE RIDE LENGTH BY USER TYPES OVER 6 MONTHS



The total ride length of casual riders accounts for 55% and rises 137% on average over 6 months

The monthly average ride length of casual riders is mainly above 36 minutes compared to 14 minutes of annual members

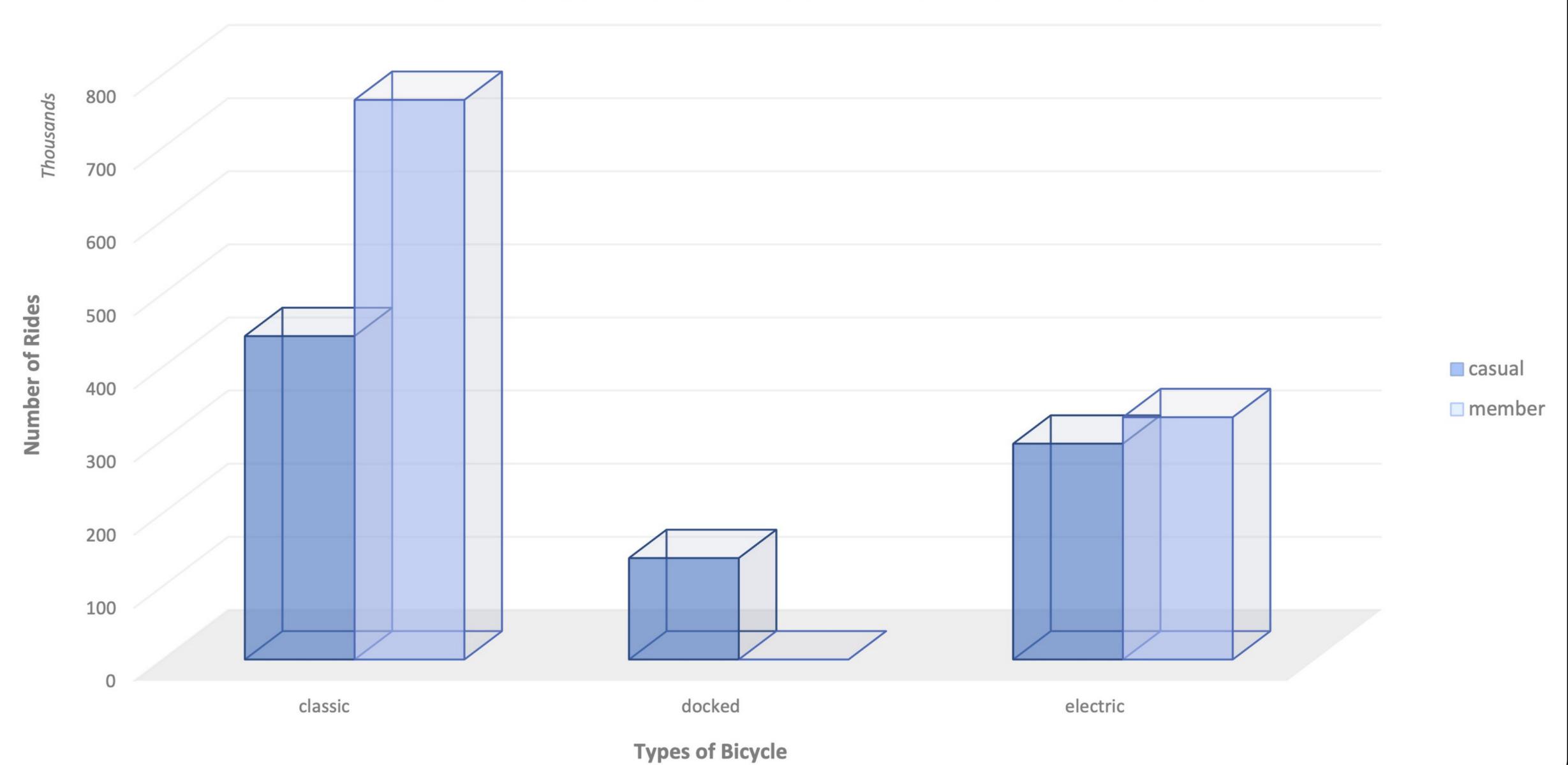
## FINDING 3

CASUAL RIDERS AND ANNUAL MEMBERS MAINLY USE CLASSIC BIKES WHILE DOCKED BIKE IS MOSTLY USED BY CASUAL RIDERS.

MORE THAN 60%  
of rides are from classic bike

MORE THAN 135.000  
of casual riders use docked  
bikes after 6 months

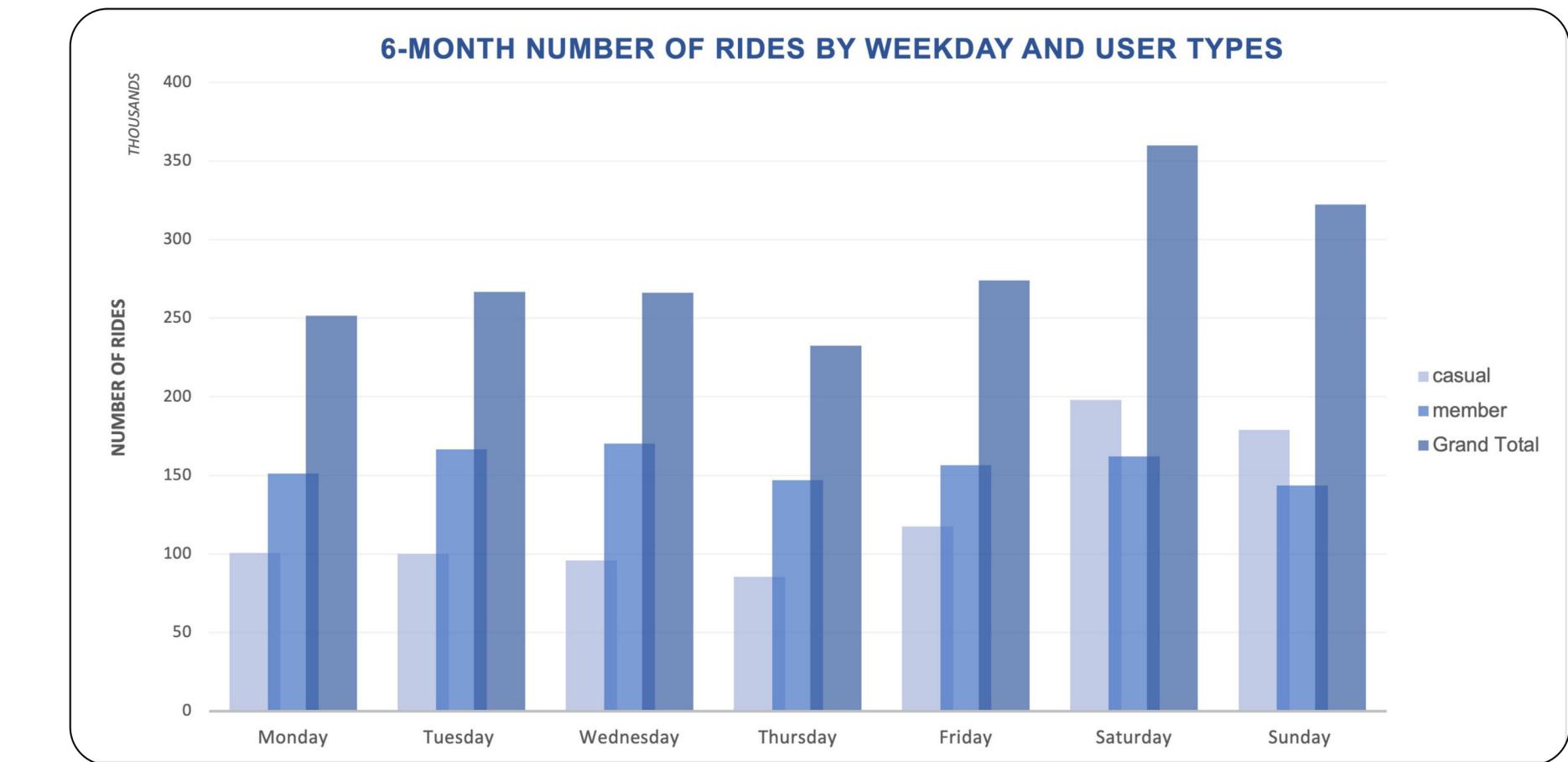
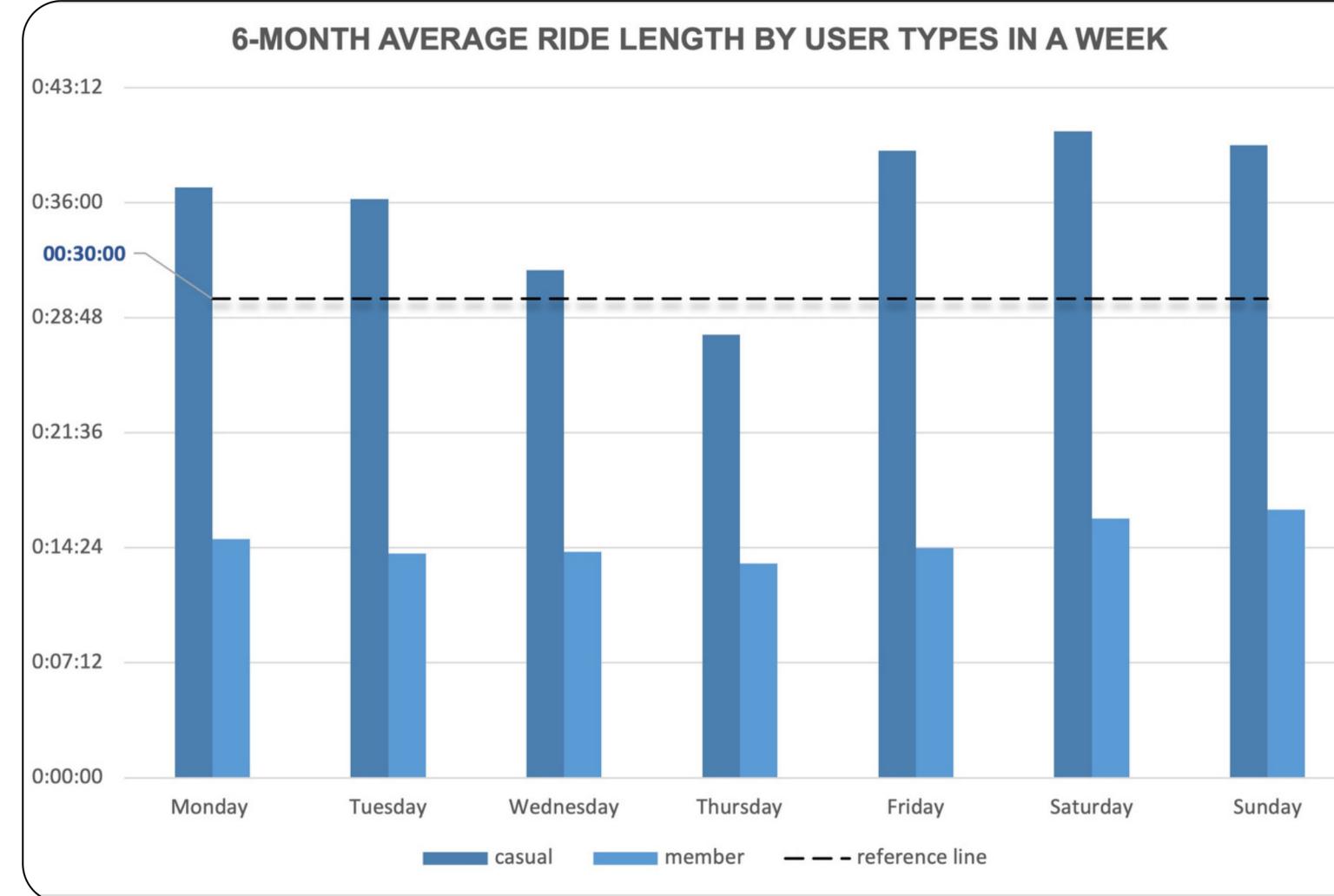
NUMBER OF RIDES BY USER AND BICYCLE TYPES



## FINDING 4

# CASUAL RIDERS MAJORLY USE SERVICE AT WEEKENDS AND OFTEN MORE THAN 30 MINUTES PER DAY.

The 6-month average ride length of casual riders is higher than 30 minutes on 6 out of 7 weekdays whereas that of annual members is mainly around 14 minutes



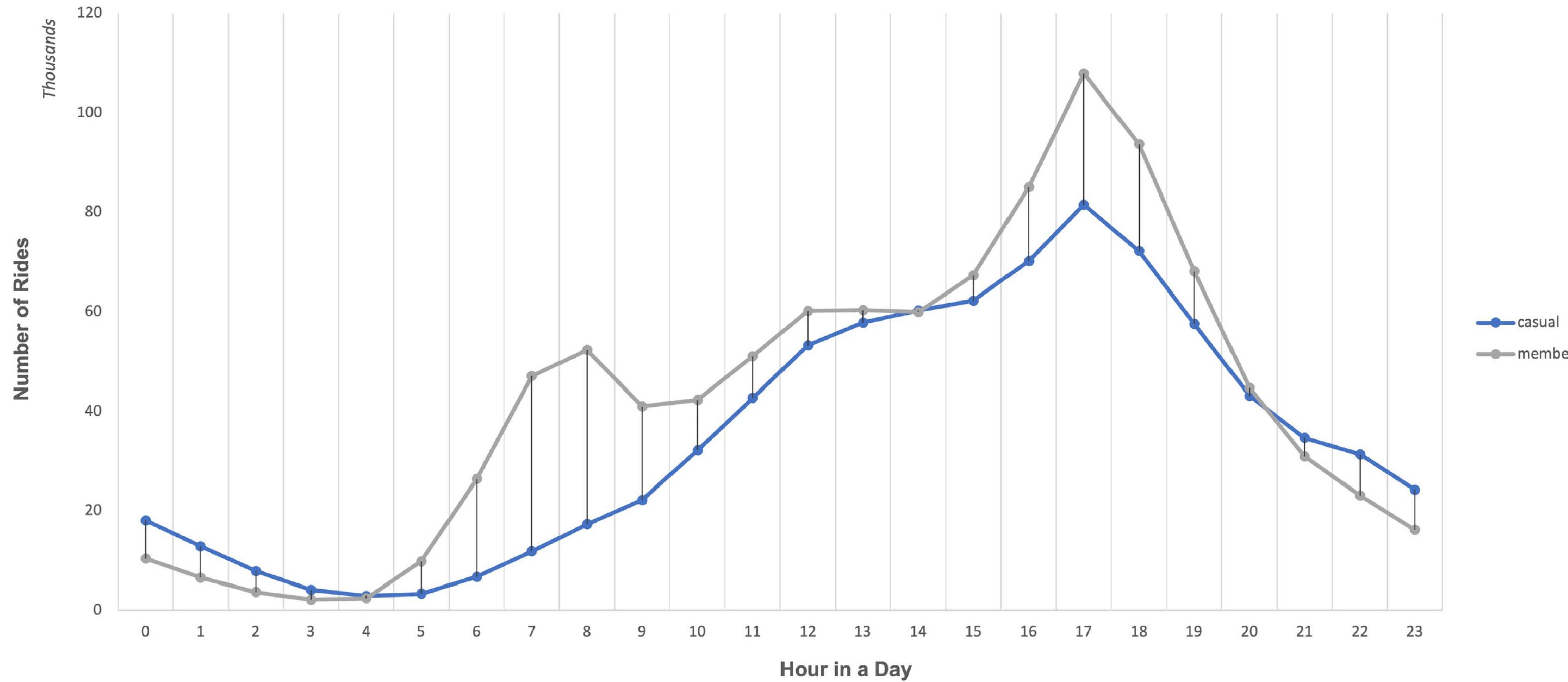
More than 650,000 rides in the weekend

Casual riders use 23% more at weekends but 60% fewer on weekdays on average

## FINDING 5

BOTH USER TYPES RIDE BICYCLES MOSTLY FROM 4 PM TO 6 PM AND ANNUAL MEMBERS TAKE MORE RIDES FROM 6 AM TO 8 AM THAN CASUAL RIDERS.

6-MONTH NUMBER OF RIDES BY USER TYPES AND DAILY HOURS



# SUGGESTED STRATEGIES



Gamifying ridings by accumulating points and offering exclusive package of gifts for annual members driving above 30 minutes per ride

Offer discount coupons specifically for weekend annual riders

Allow annual members to skip the pay-per-ride process and readily have access to a bike during peak hours