

BICYCLE SHARE ANALYSIS

Hourly Revenue Analysis

- **Peak Hours:** The highest revenue is generated between 7-9 AM and 5-7 PM on weekdays, corresponding with commuter traffic. On weekends, peak hours shift to 12 PM - 4 PM, reflecting leisure and recreational use.
- **Off-Peak Hours:** Revenue is lowest during late mornings (10-11 AM) and mid-afternoons (2-4 PM) on weekdays

Impact of Price Increase: Despite the 25% price increase, peak hour usage remained strong, indicating high customer loyalty and a willingness to pay for convenience during commute times.

Profit and Revenue Trends

- **Overall Growth:** Over the 2-year period, total revenue increased by 100%, with profits up by 105%. This growth aligns with the rise in ridership and the strategic price increase.
- **Quarterly Performance:** Revenue consistently increased quarter-over-quarter, with notable jumps following the price adjustment, suggesting that the demand was relatively inelastic.

Seasonal Revenue Analysis

- **Peak Season:** Summer months (May to September) saw the highest revenue, contributing to about 70% of annual earnings each year. This spike is attributed to favourable weather and increased tourism.
- **Off-Season Performance:** Winter months (December to February) had the lowest revenue, dropping by more than 50 % compared to summer. However, targeted promotions and discounts during off-peak seasons could help maintain rider interest and engagement.
- **Spring and Fall:** Both seasons showed moderate, stable revenue, driven by consistent commuter traffic and mild weather conditions that are ideal for cycling.

Rider Demographics

Registered riders constitute to about 81% of the riders, while casual riders account for about 19%. There is an opportunity to increase casual ridership with targeted safety and convenience campaigns.

Key Insights and Recommendations

- ❖ **Leverage Peak Times:** Optimize bike availability and station placement during peak commuter hours to maximize revenue.
- ❖ **Target Seasonal Dips:** Introduce winter promotions or bundled ride packages to boost off-season revenue and maintain customer engagement.
- ❖ **Expand Marketing to Underrepresented Demographics:** Develop targeted marketing campaigns to attract younger and older age groups.

- ❖ **Monitor Pricing Strategy:** Although the 25% price increase was successful, continuous monitoring of rider feedback and market trends will help ensure that pricing remains competitive and accessible.