



BACKGROUND ~ CYCLISTIC BIKE SHARE

2016 - OPENING

FLEET OF 5,800+ BICYCLES

692 STATIONS ACROSS CHICAGO

SINGLE-RIDE, FULL-DAY, AND ANNUAL MEMBERSHIPS AVAILABLE

TRADITIONAL BIKES
RECLINING BIKES
HAND TRICYCLES
CARGO BIKES

MISSION STATEMENT

MAKING BIKE-SHARING MORE INCLUSIVE

GOAL

COVERT
CASUAL RIDERS
TO
ANNUAL RIDERS



Total Rides

12 Months - First Party Data

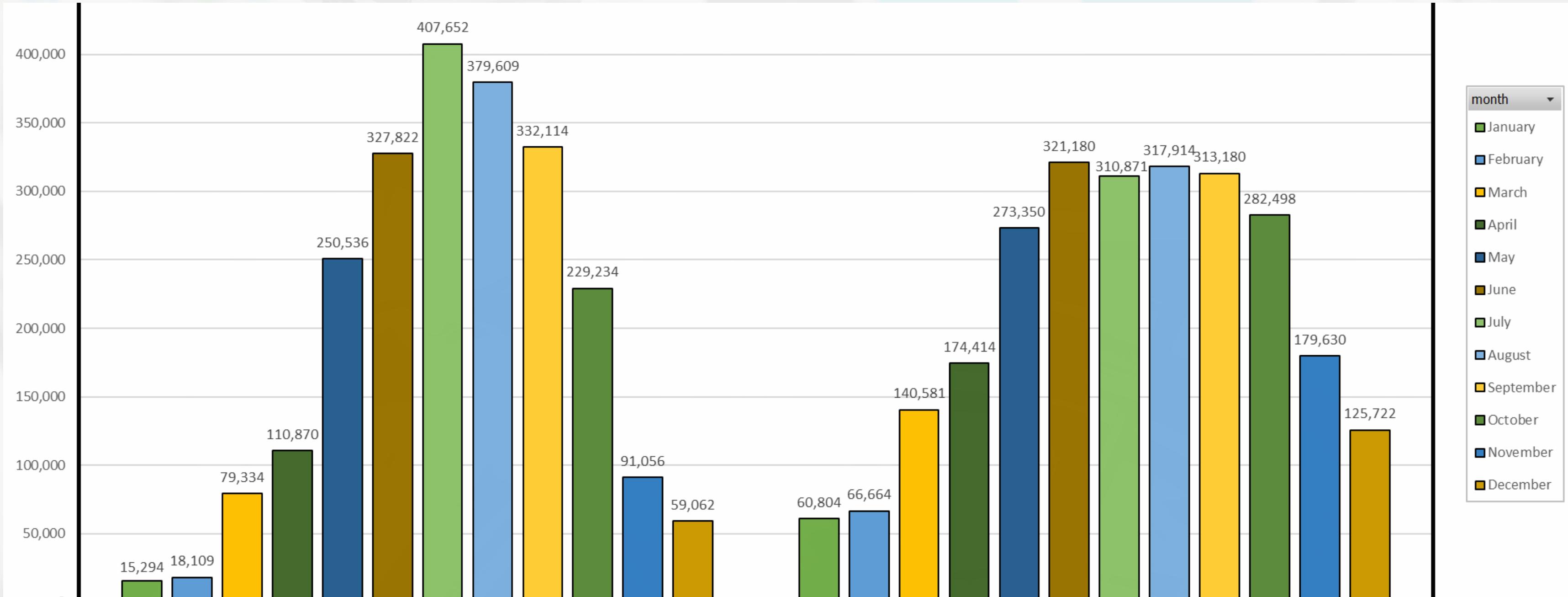
47% CASUAL



53% ANNUAL



Rides by Month & Customer Type



CASUAL

HIGHEST USAGE MONTH: JULY

LOWEST USAGE MONTH: JANUARY

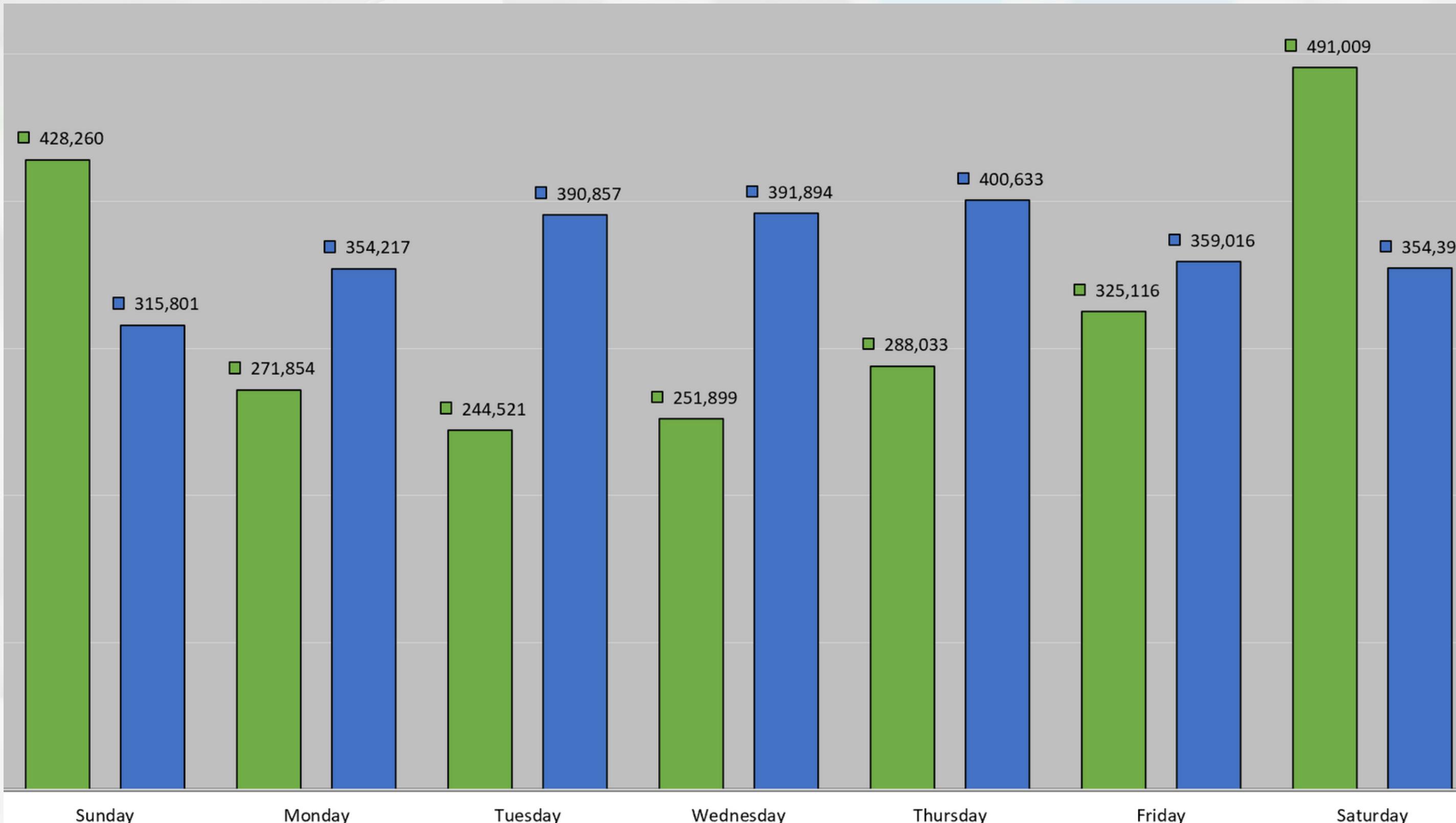
ANNUAL

HIGHEST USAGE MONTH: JUNE

LOWEST USAGE MONTH: JANUARY



Rides by Day of Week and Customer Type

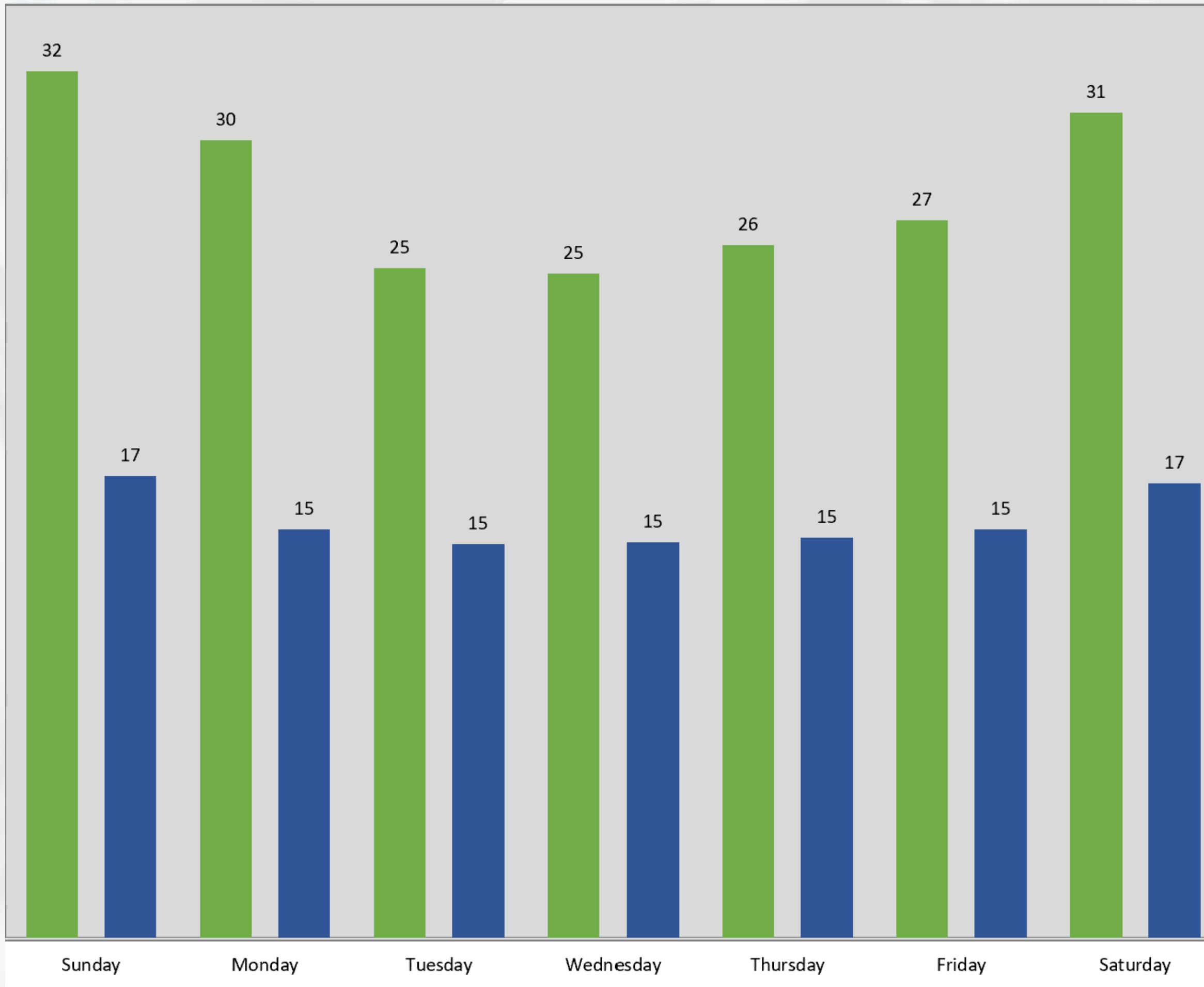


CASUAL
HIGHEST USAGE DAY: SATURDAY
LOWEST USAGE DAY: TUESDAY

ANNUAL
HIGHEST USAGE DAY: THURSDAY
LOWEST USAGE DAY: TUESDAY



Average Ride Length by Customer Type



CASUAL

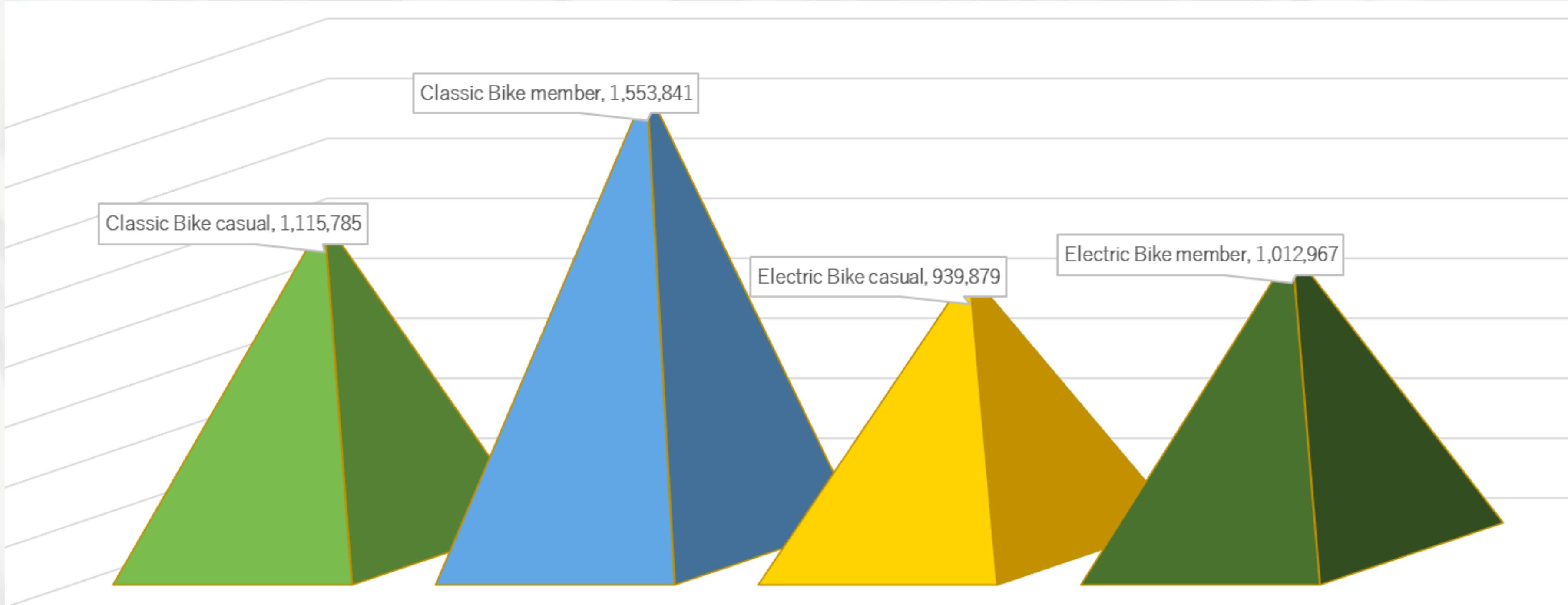
28
minutes

ANNUAL

16
minutes



Number of Rentals Based on Bike Type



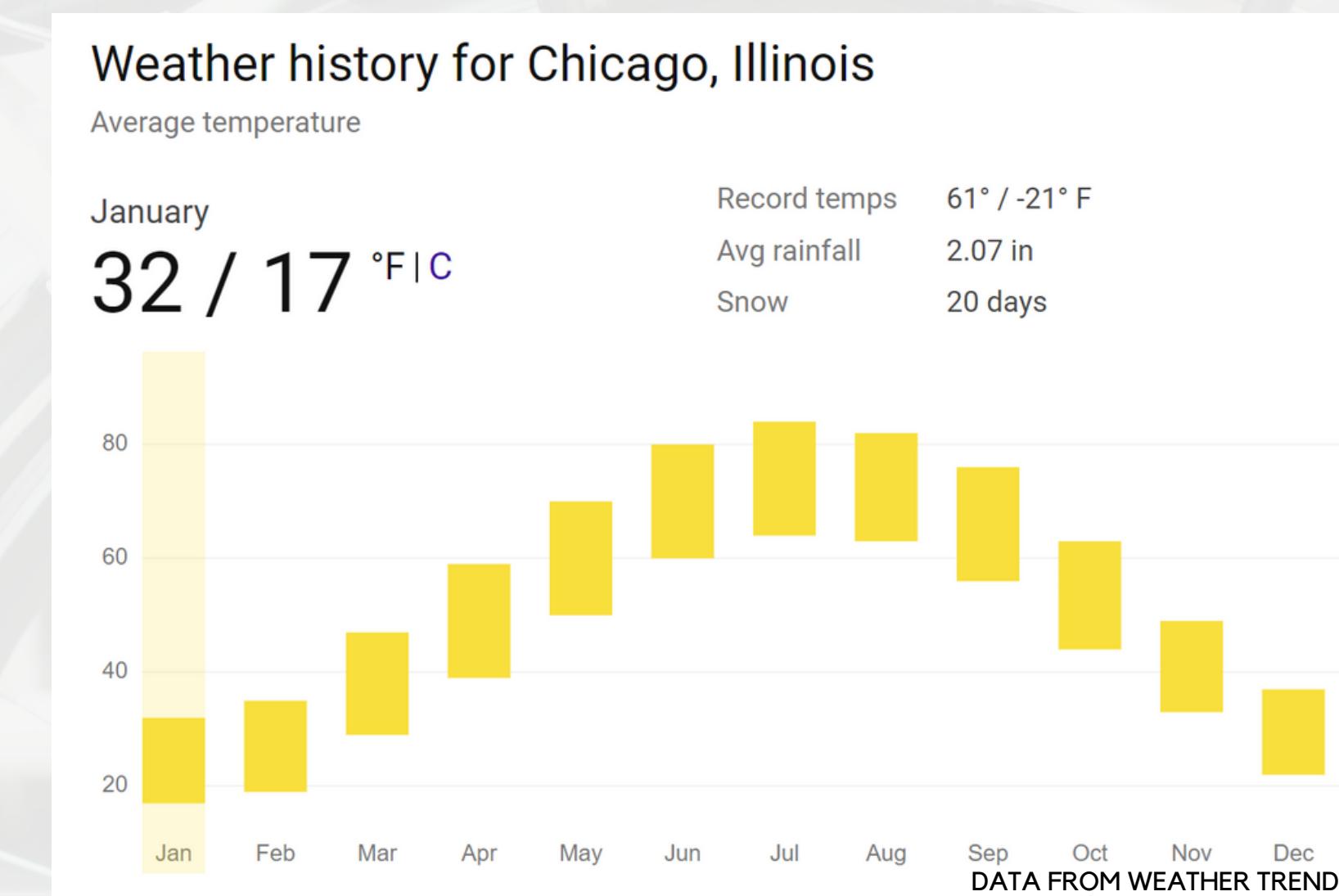
At any given time approximately 5% of bike inventory can be out of rotation for maintenance.



Hypothesis Based on Usage Patterns

The average ride time for annual members every weekday is 15 minutes, this pattern could represent that annual members are using the service for commuting.

Looking at the number of rides per month, there are 15,294 "hardcore" casual rides using the service during January, which is one of Chicago's coldest months. This could be representative of commuters.



RECOMMENDATIONS

Cyclistic Bike Share



implement a marketing campaign to the 15,294 casual riders that are possibly commuters highlighting the benefits of being an annual member.



start a rewards program for members - perks and/or coupons for referrals. Double points for a verified casual rider who signs up to be an annual member through the referral program.



do a survey on what annual members think is the # 1 element that is missing from the experience.



THANK YOU

for your interest in this presentation

