

### PROMPT

#### WHO ARE WE?

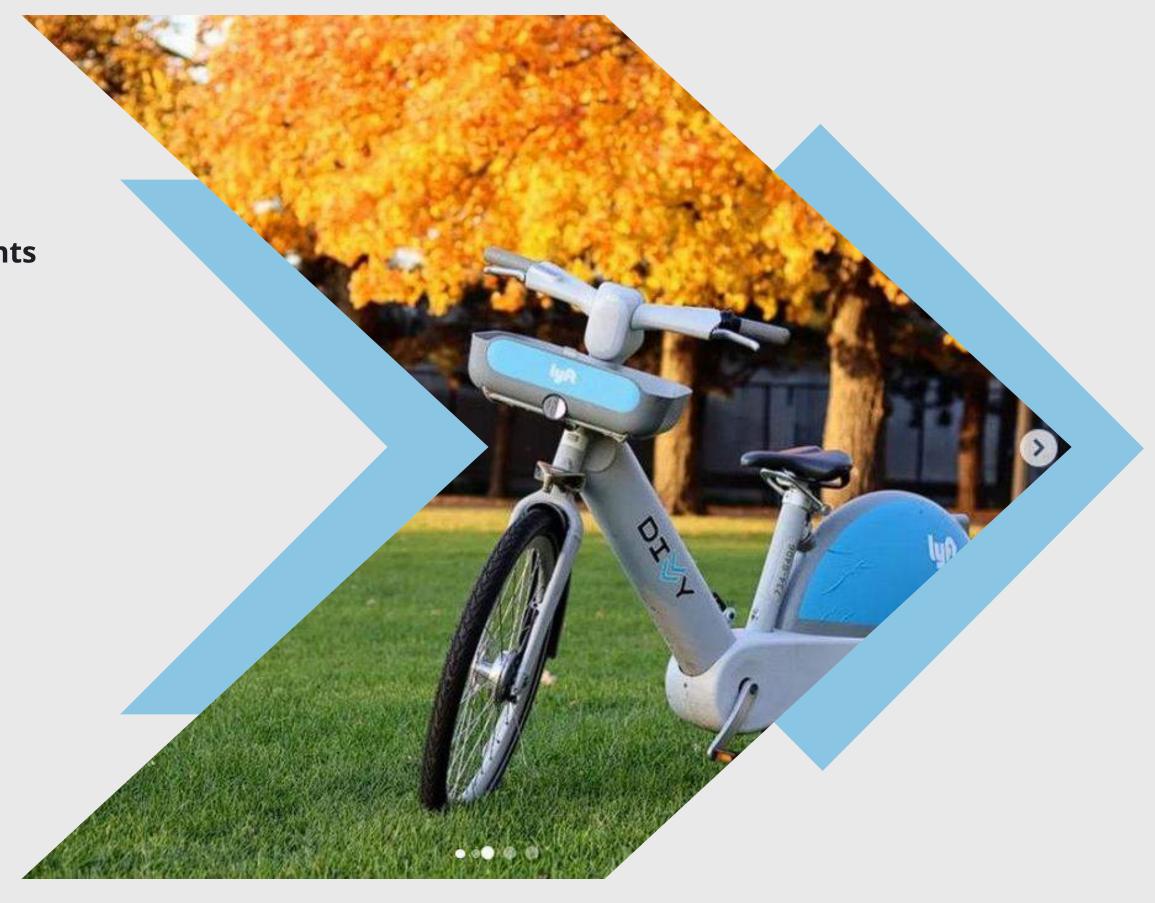
We are a group of professional consultants with years of experiences in providing services for bike-sharing industry

#### WHAT IS OUR GOAL?

We are going to analyze the business of our client, Divvy - the primary bikesharing system in Chicago, and provide strategic plans for our client to grow in this fast-changing industry

#### WHAT DATA DID WE USE?

We are using the Divvy ridership data from 2014 to the end of 2017



## MEET THE PROFESSIONALS



**Carlo Lopez** 



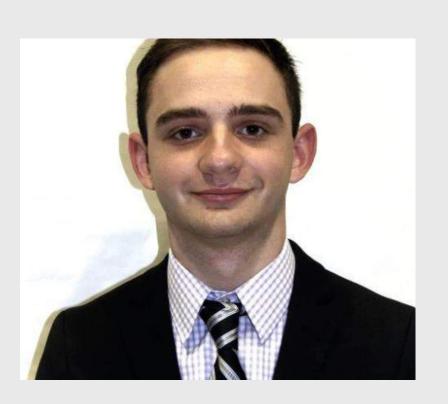
Daniel Huang



**Derrell Coleman II** 



Vibha Naiknavare



**Garrett Atkinson** 



Number of Rides in

2014:

1.6M

Total Number of Rides

1200K

1100K

1000K

900K

800K

700K

500K

400K

300K

200K

100K

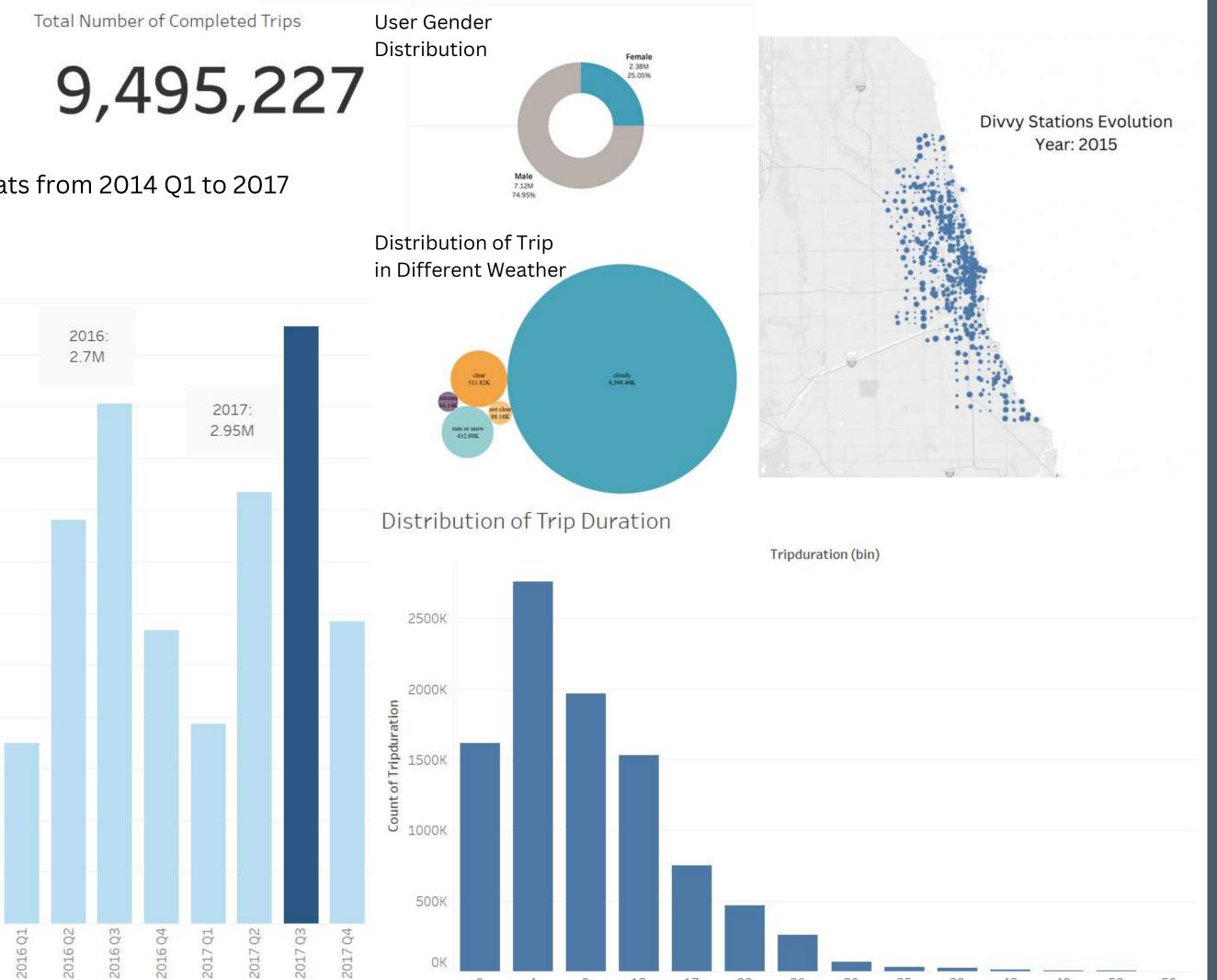
Trip Id

Q4

2015: 2.2M

2015 Q3

2015 Q1



13

30

35

39

43

48

52

### **EXPANSIONS**



**Most Popular Stations - Why?** 



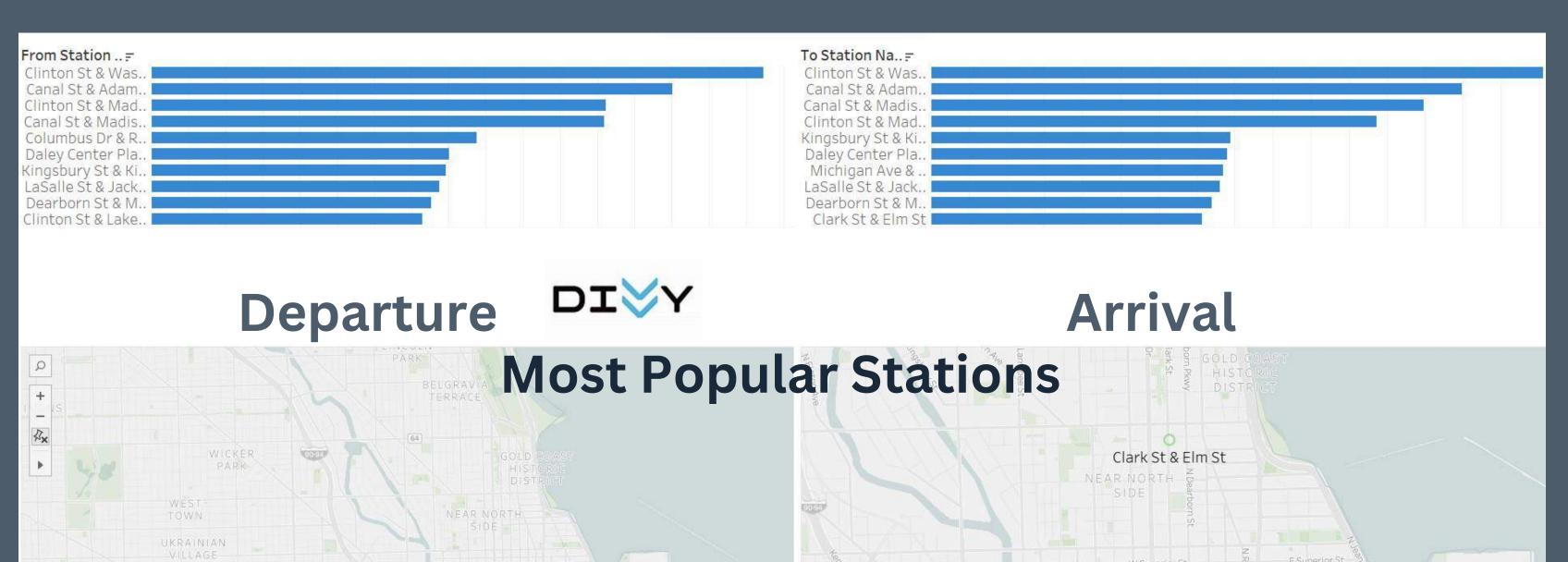
**Least Popular Stations - Why?** 

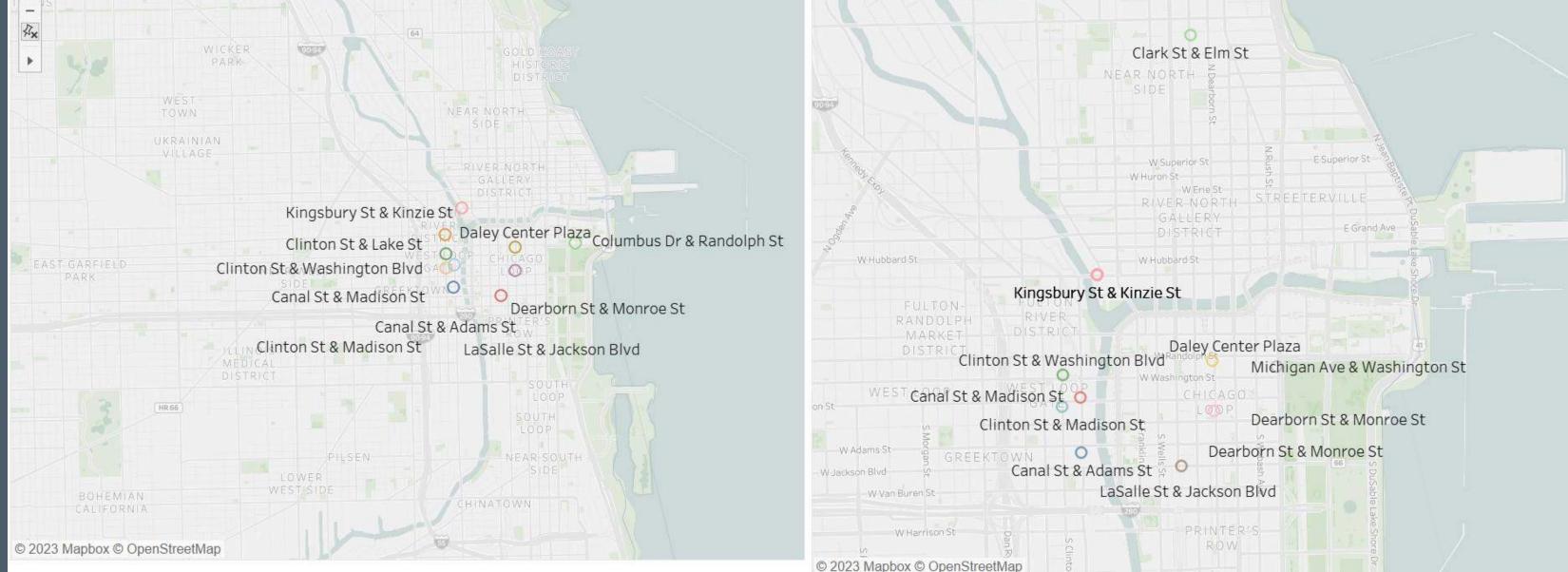


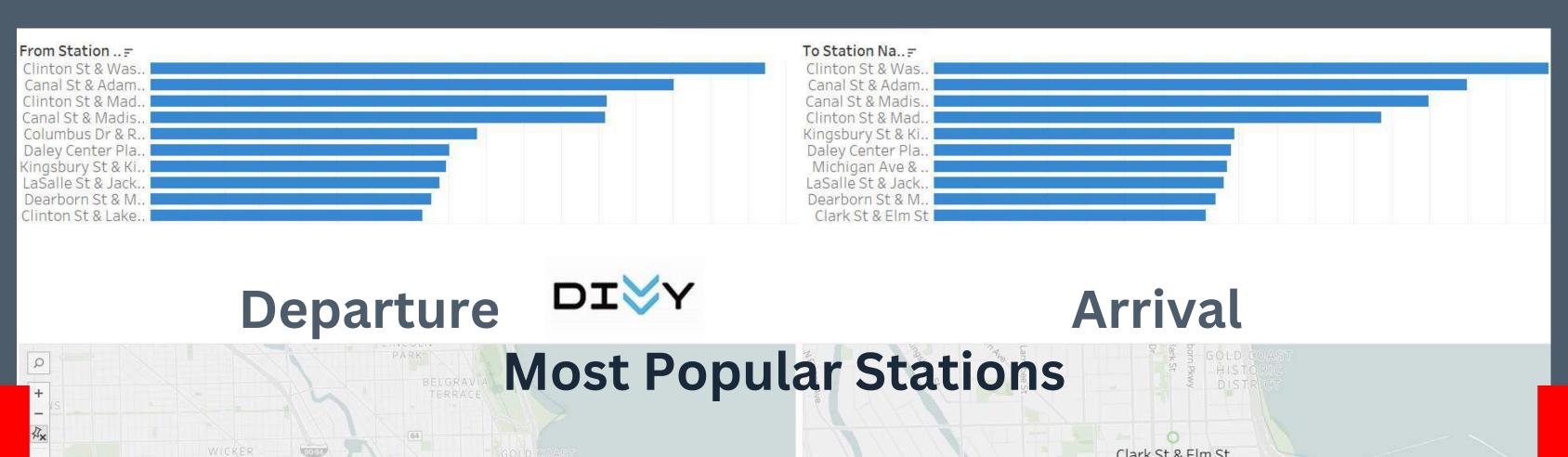
Recommendation

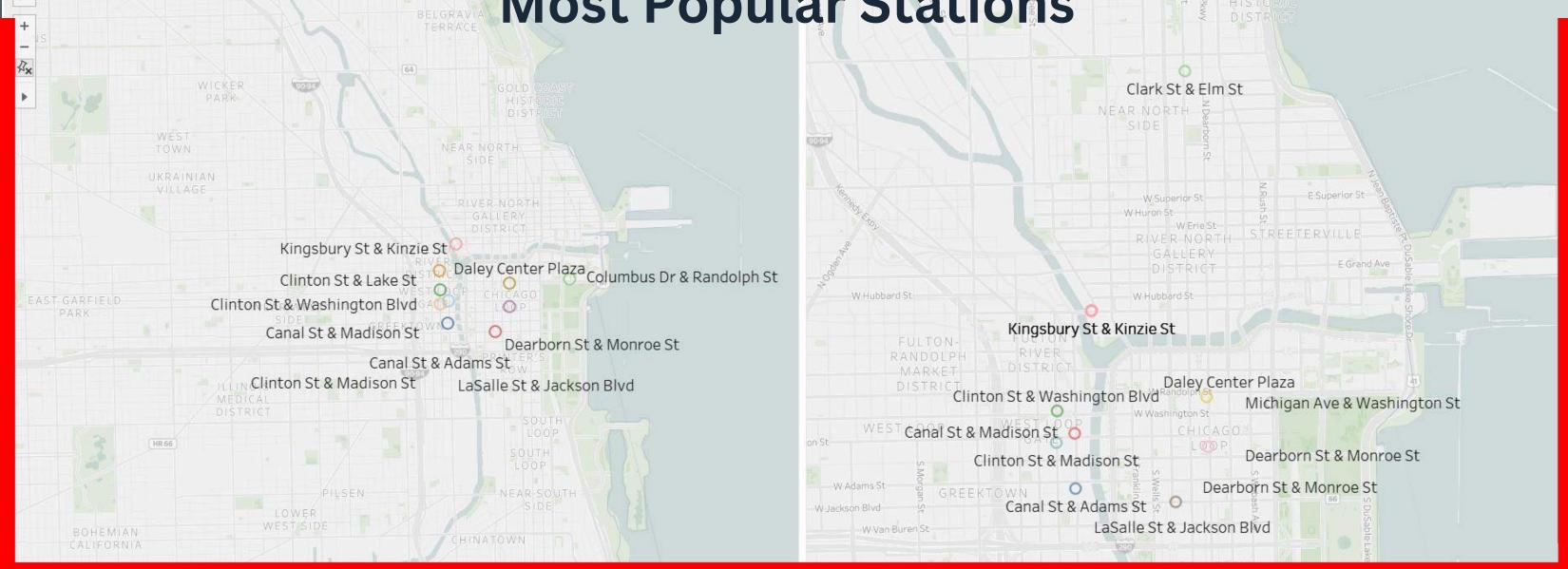


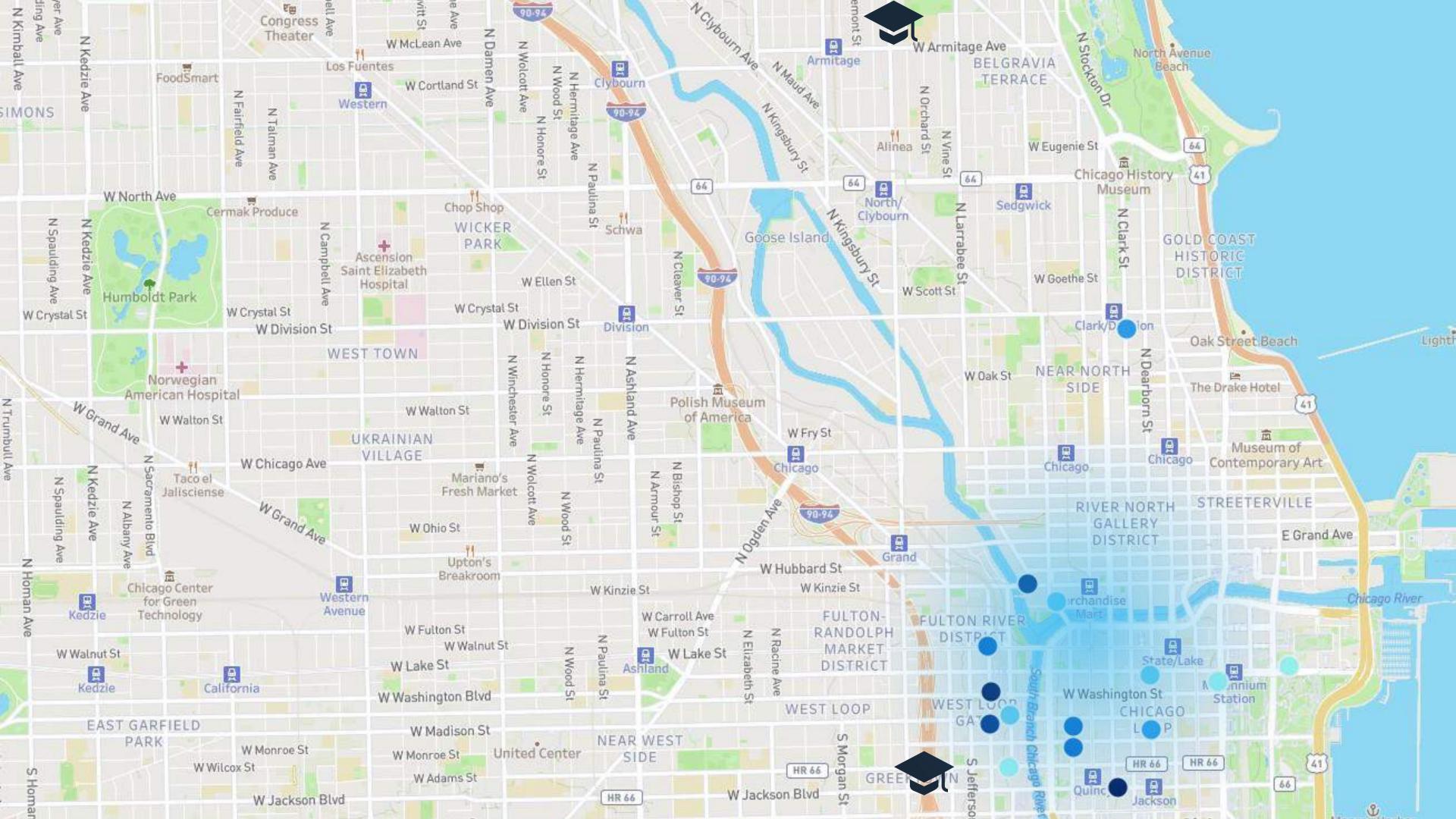


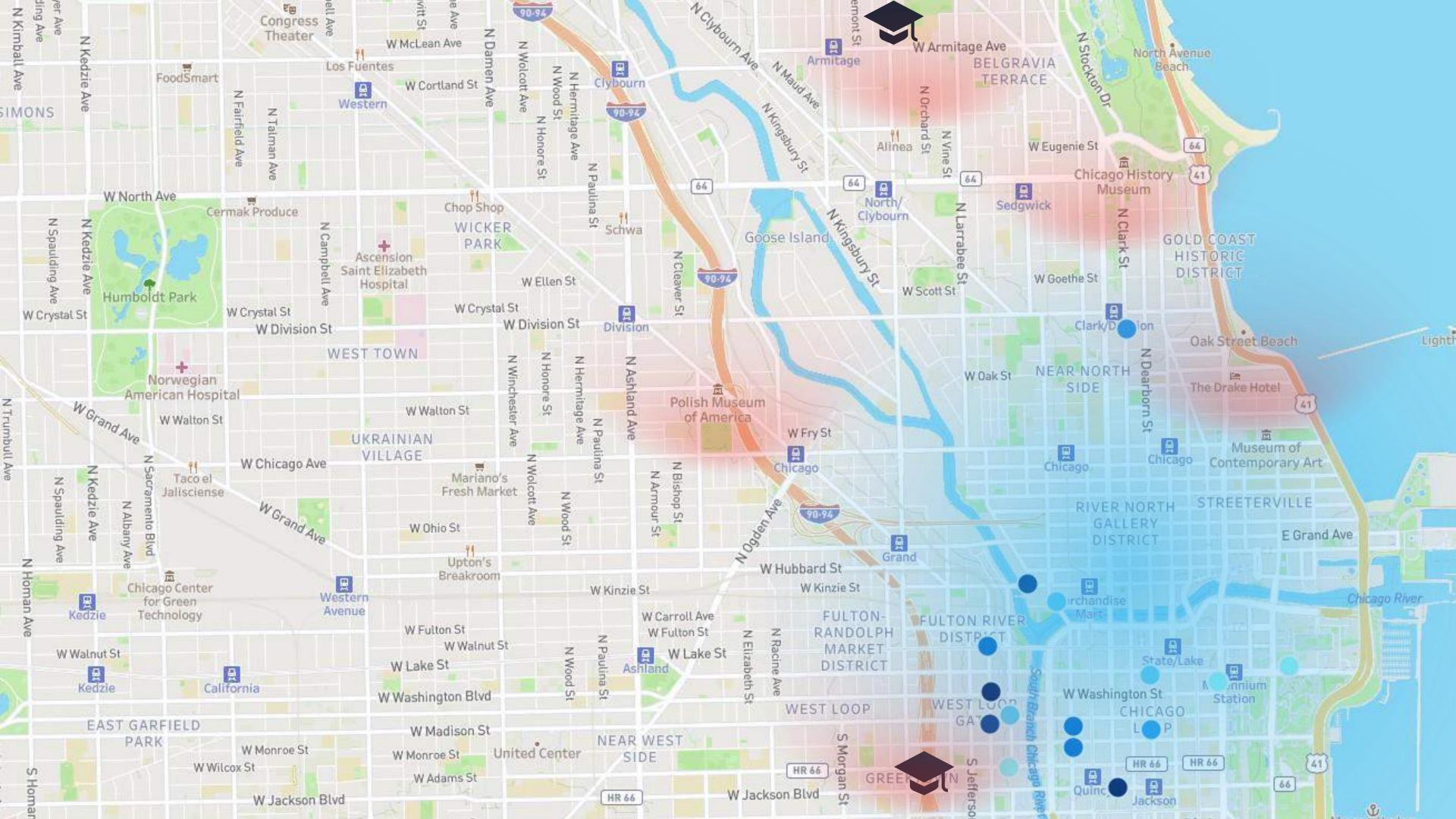


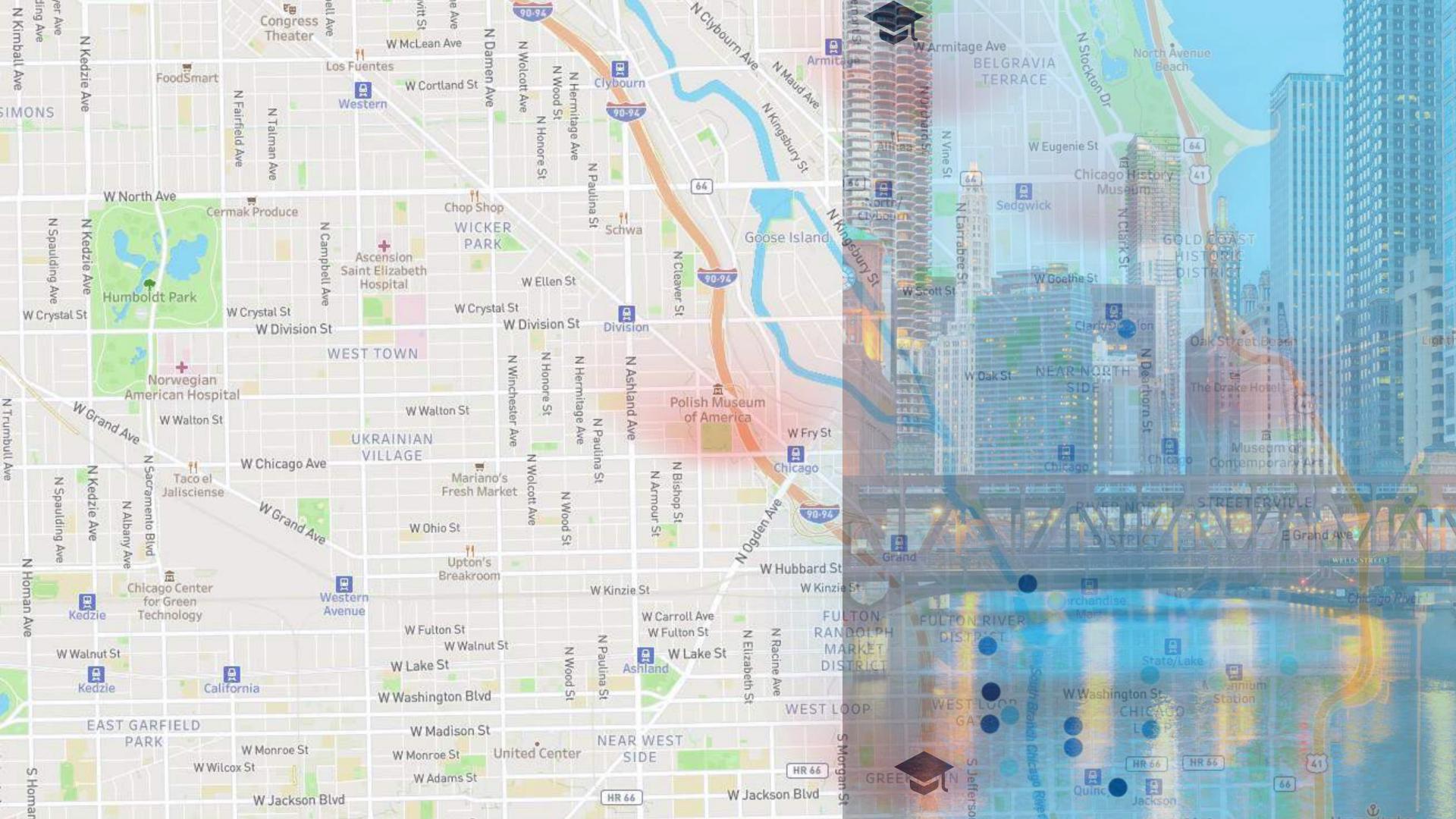


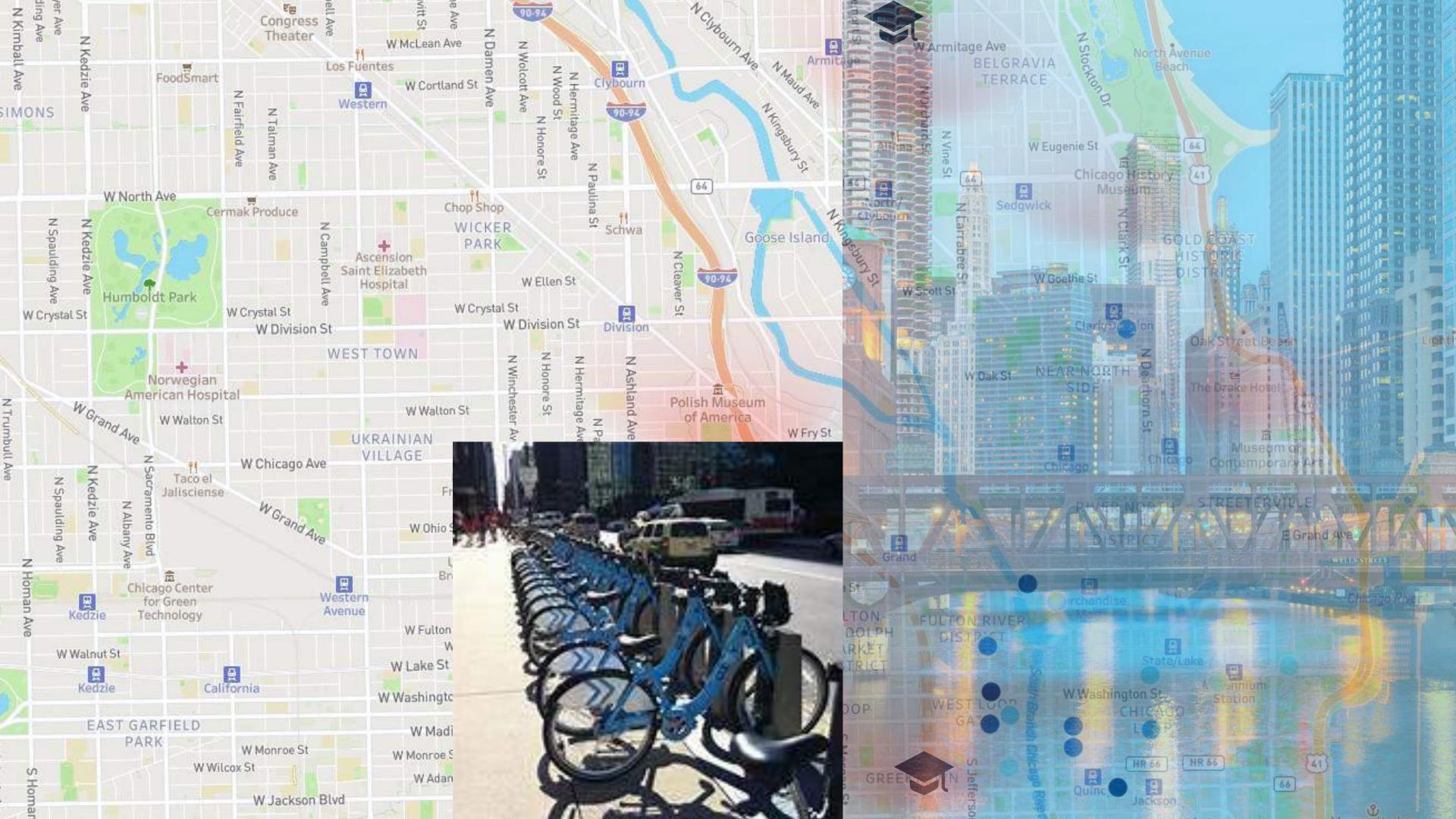


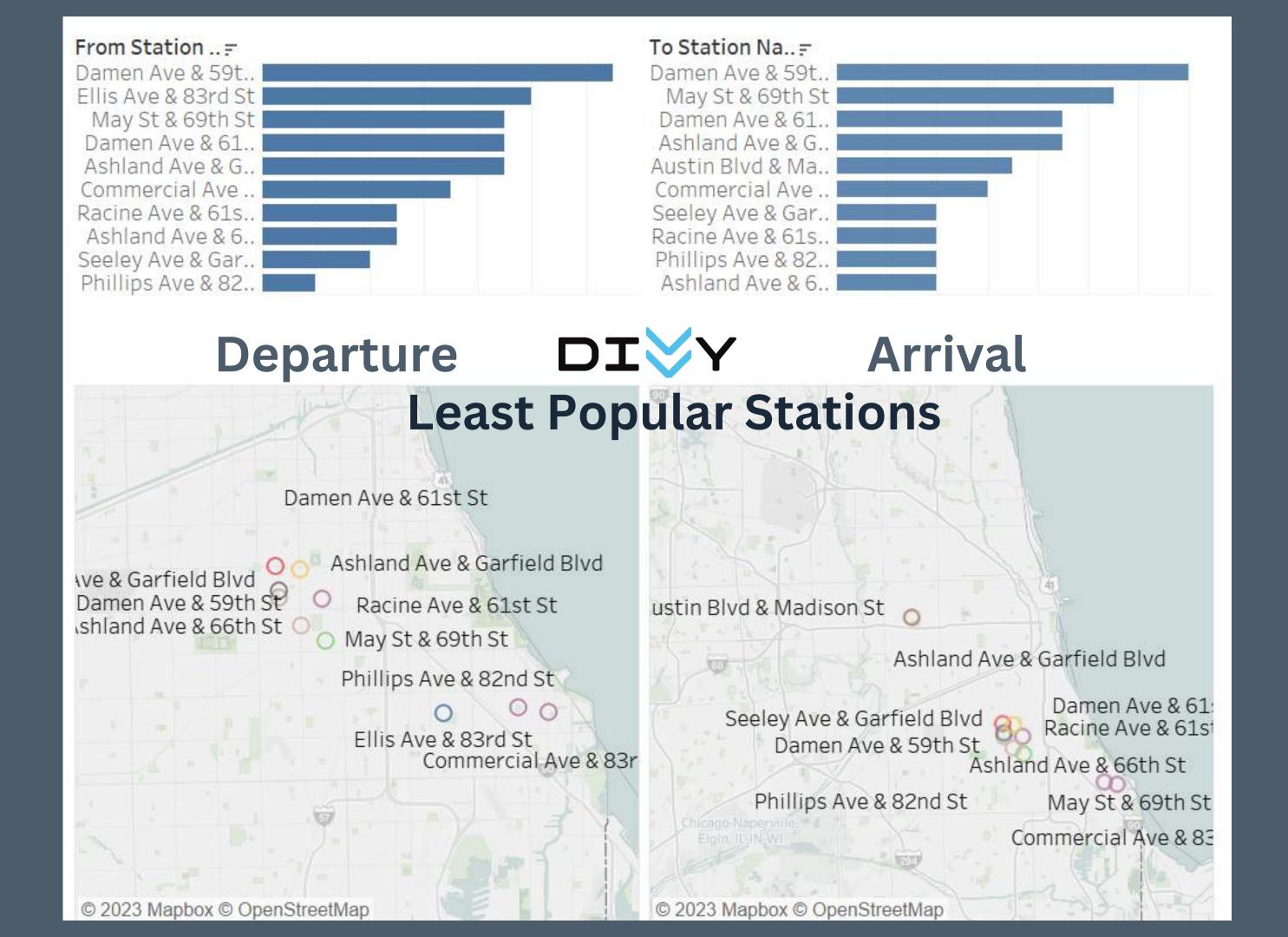














#### Departure DIVY Arrival

#### **Least Popular Stations**

Damen Ave & 61st St

Ashland Ave & Garfield Blvd

Damen Ave & 59th St

Racine Ave & 61st St

May St & 69th St

Phillips Ave & 82nd St

Commercial Ave & 83rd St

Commercial Ave & 83rd

ustin Blvd & Madison St

Ashland Ave & Garfield Blvd

Seeley Ave & Garfield Blvd Damen Ave & 59th St Damen Ave & 61: Racine Ave & 61st

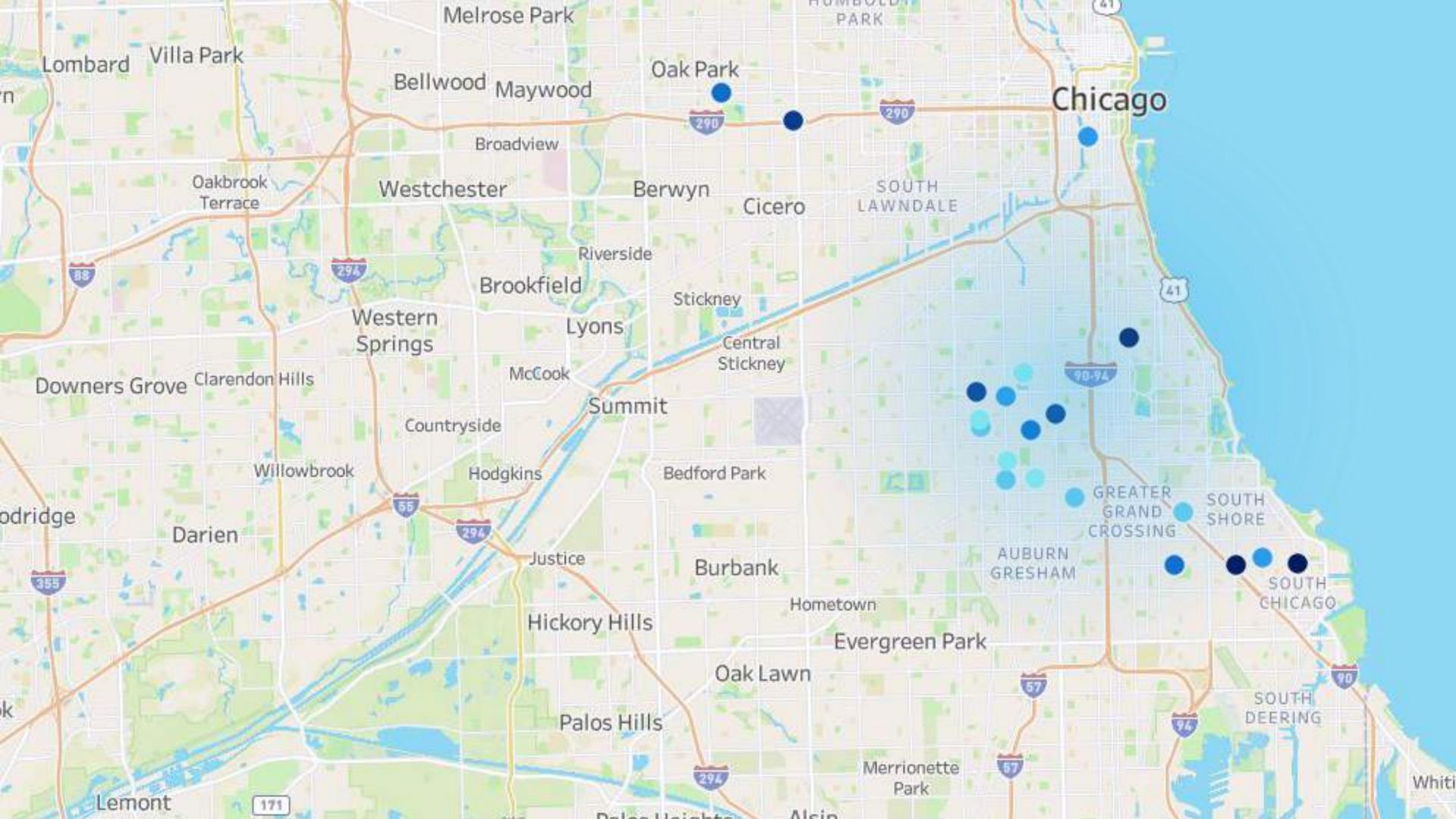
Ashland Ave & 66th St

Phillips Ave & 82nd St

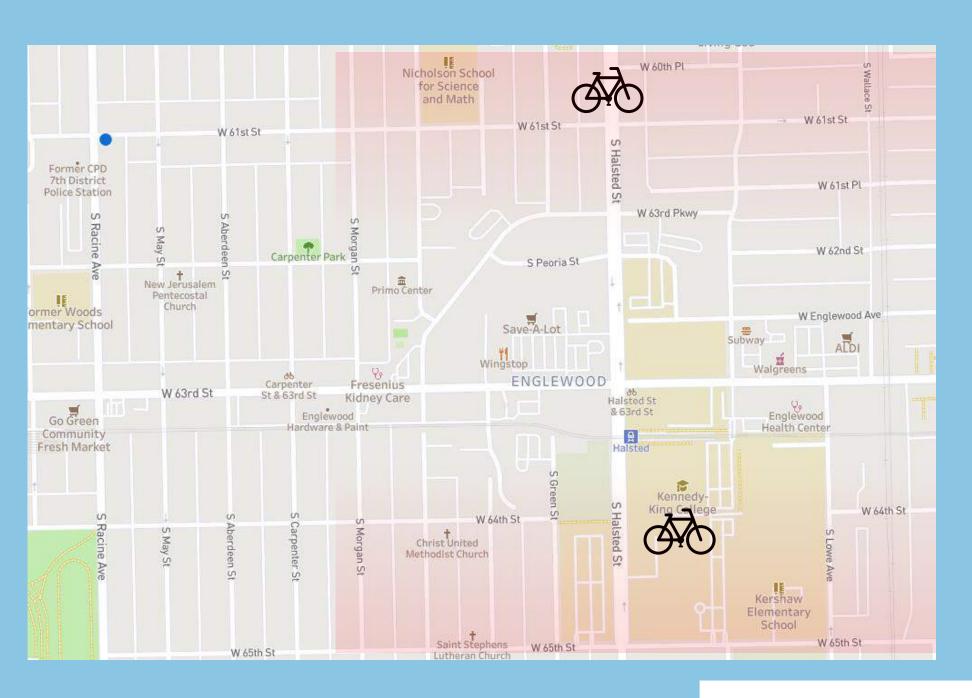
May St & 69th St

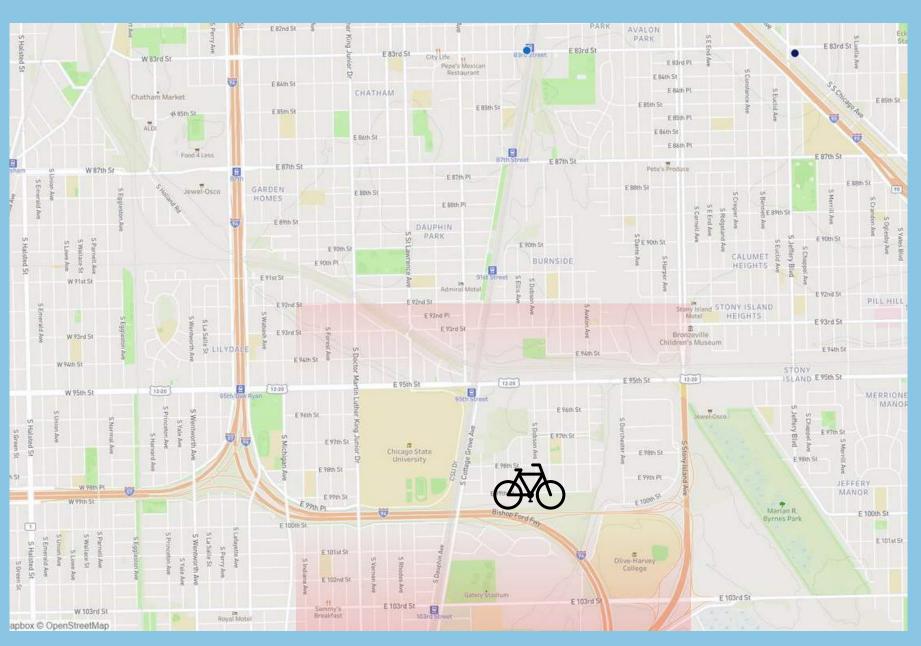
icago Napervillo. Elgin IL-IN-WI

Commercial Ave & 83



## PROJECTED STATIONS





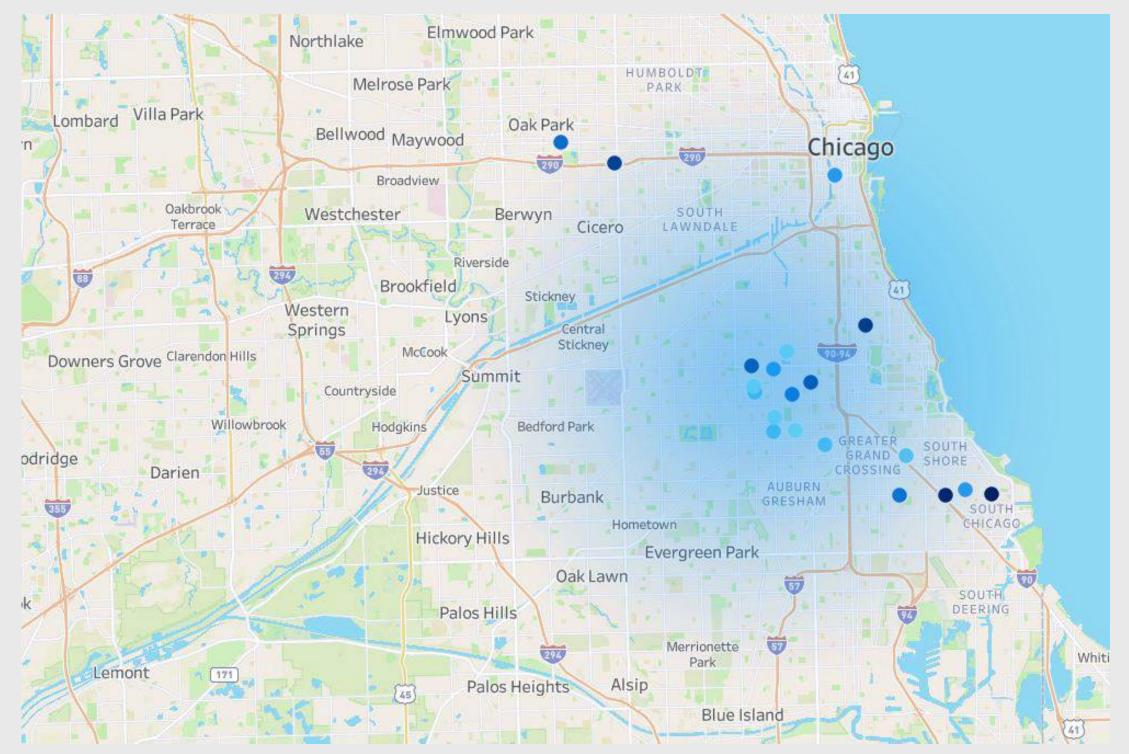


**Existing Station** 



**Projected Station** 

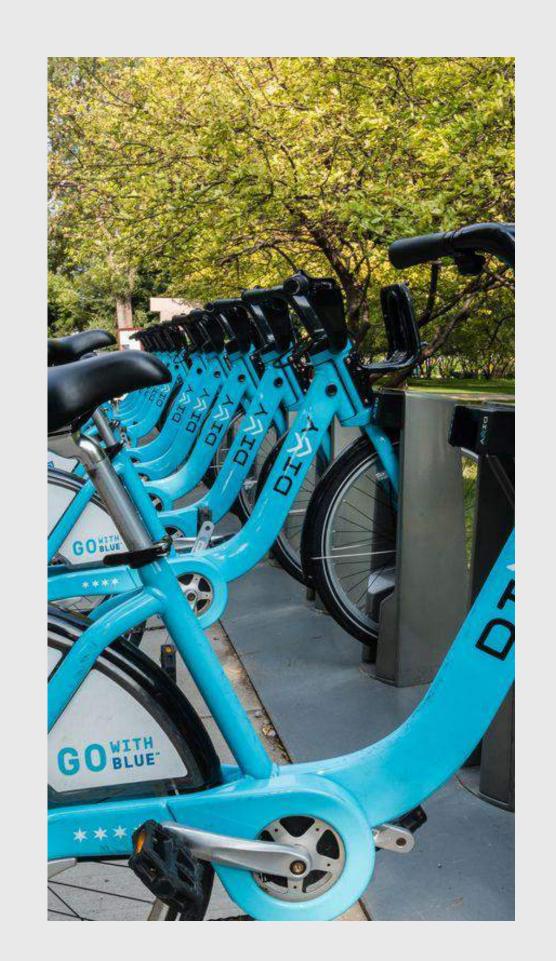
## ACCESSIBILITY





### RECOMMENDATIONS

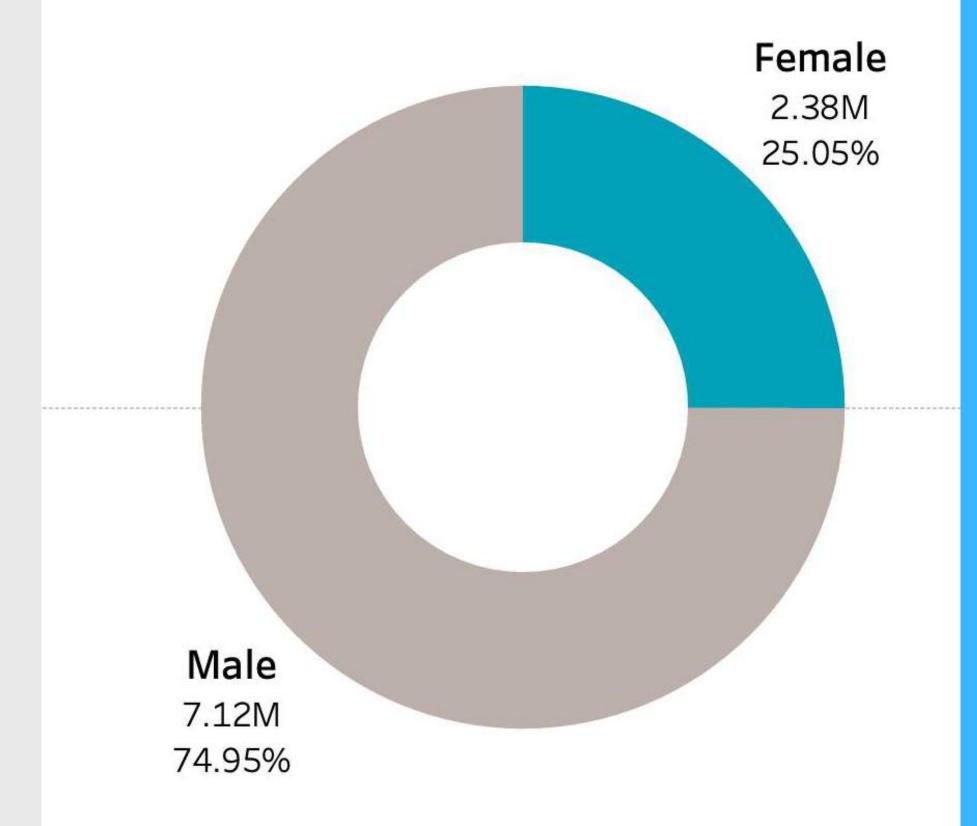
- Add more bike stands to increase accessibility
- Adding connectivity in the South and Downtown
- Safety? New features

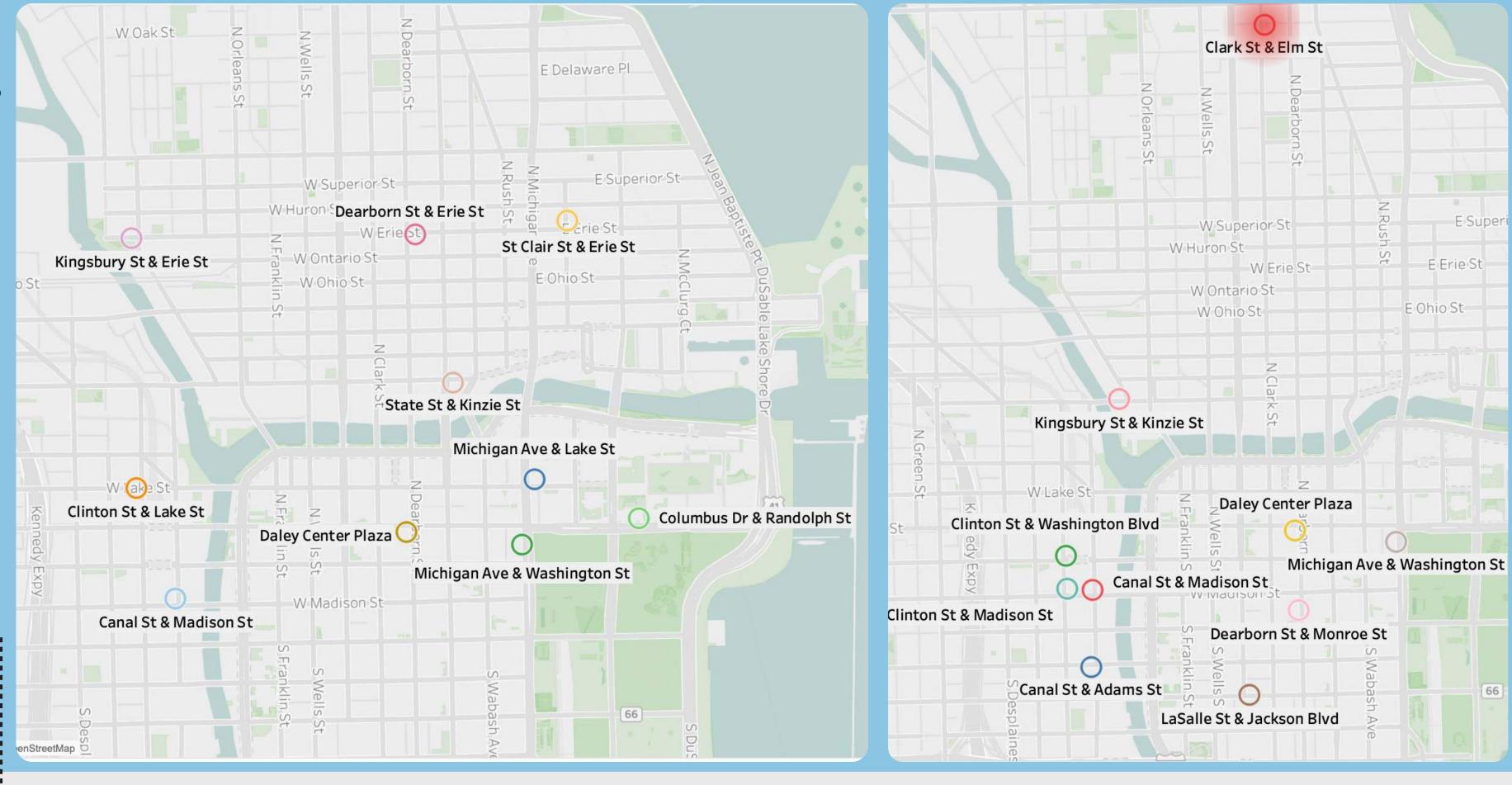


#### **SUBSCRIBER ANALYSIS**

## FEMALE USERS

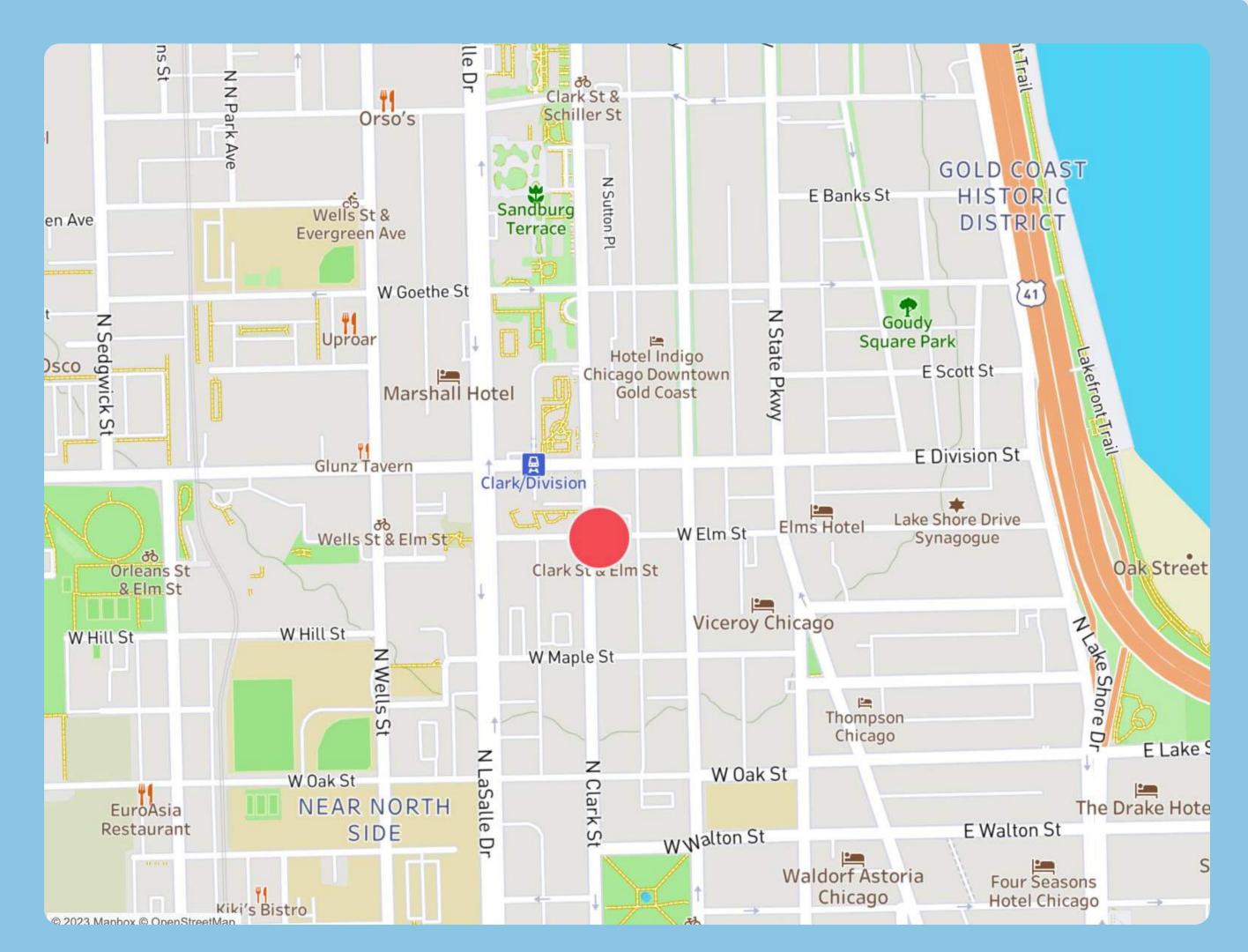
- Only 25% of total subscribers
- DIVVY is missing out on business
- Why is this happening?



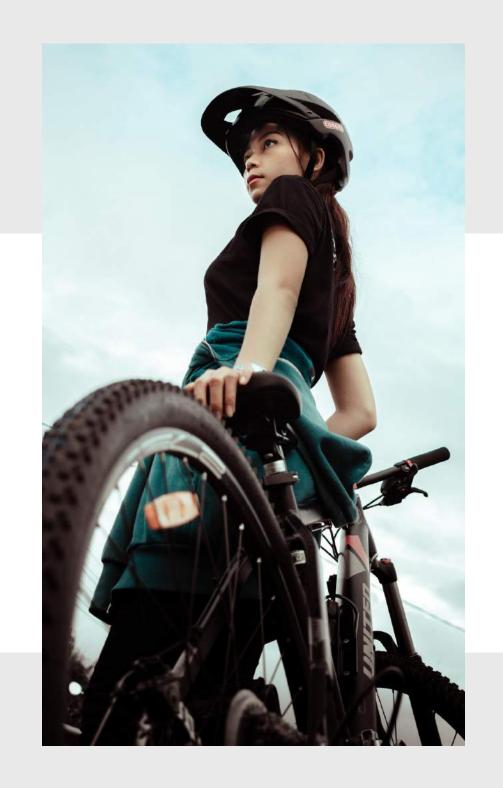


POPULAR DEPARTURE STATION

POPULAR ARRIVAL STATION



## SAFETY



"Safety was by far the leading concern for all riders — **79%** of the women cited"

## MOBILE FEATURES

#### **RECOMMENDATION 1**

- **57%** of users feel safer when their locations are tracked by apps
- **15%** don't feel safe and don't want to be tracked.





# ADDING A SLOGAN RECOMMENDATION 2

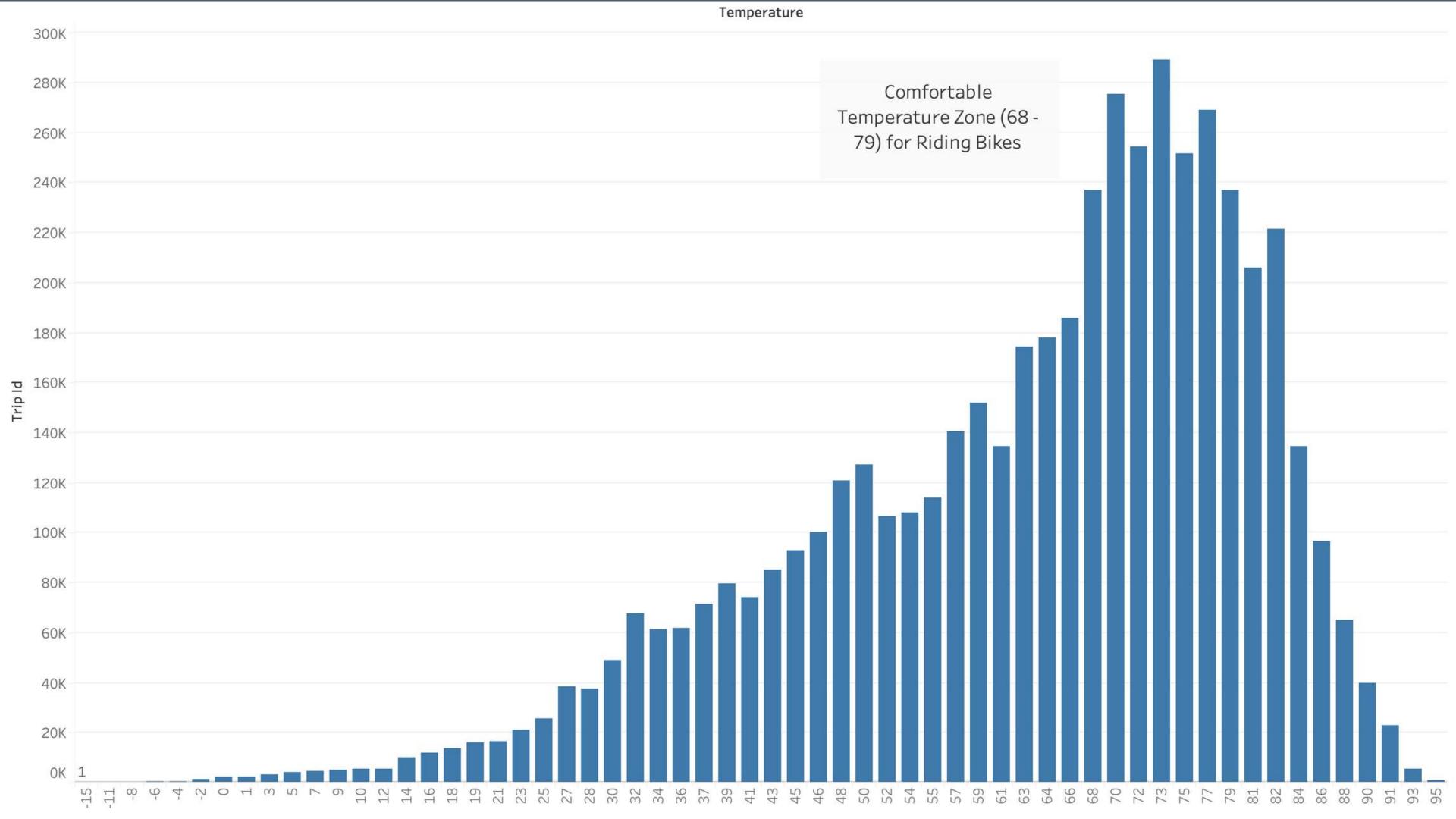
- Make companies 6% more memorable
- Can have a 23% increase in revenue
- 75% of consumers judge a brand's credibility based on its slogan and logo

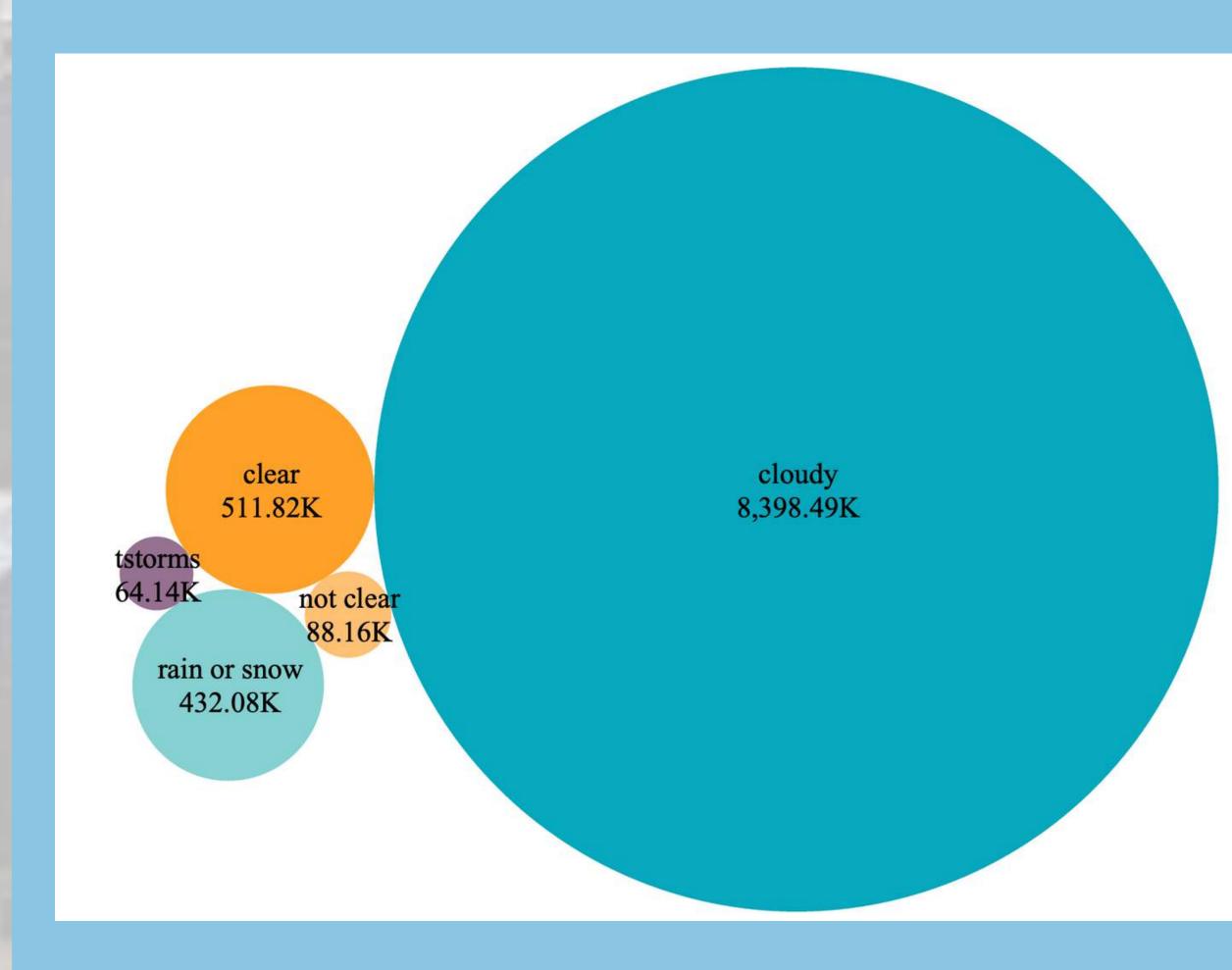
# A MORE COMFORTABLE DESIGN

#### **RECOMMENDATION 3**

- Address issues with size and weight
- Offer more inclusive bike sizes at popular locations







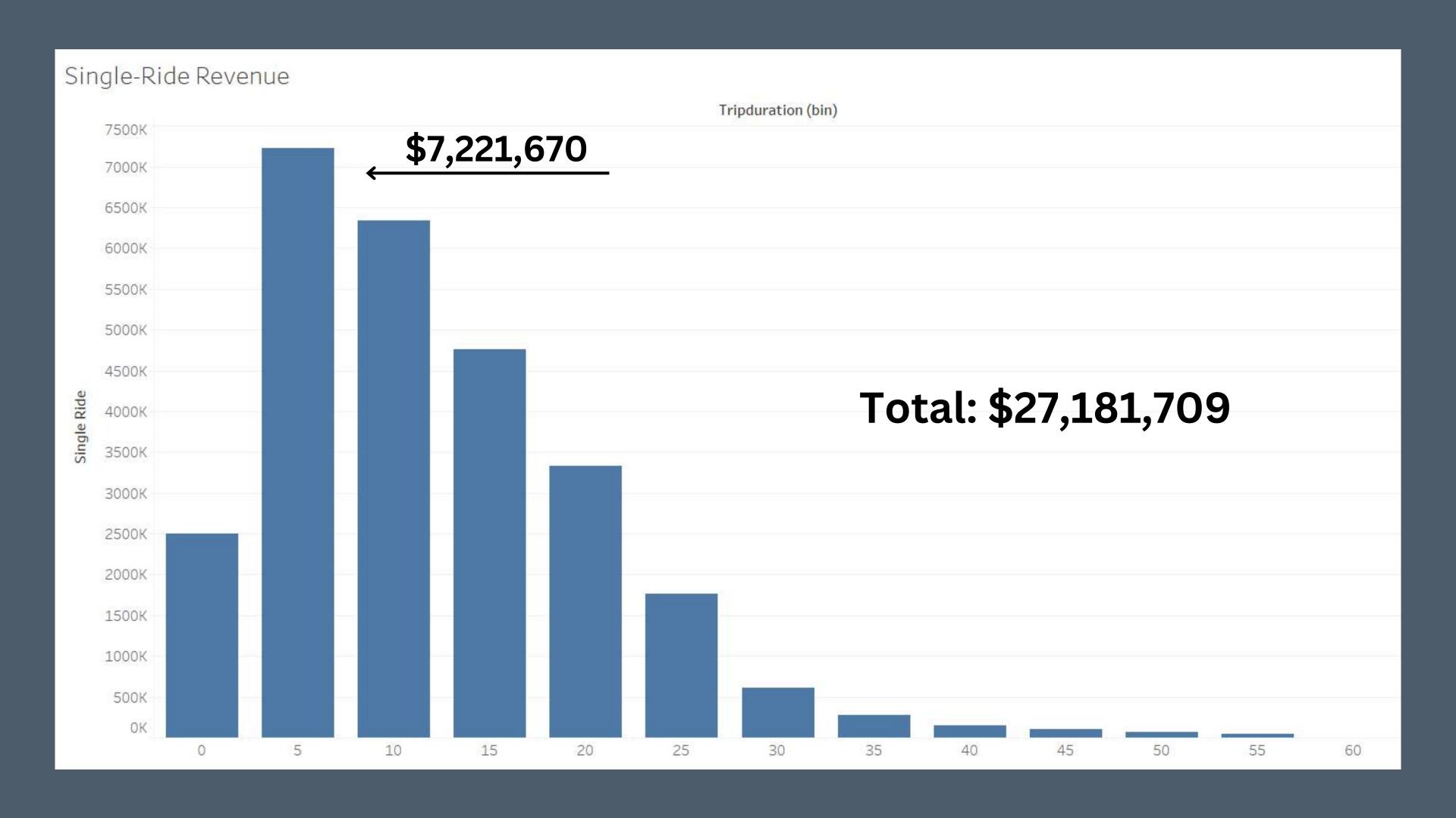
# TOTAL RIDERSHIP OF GENDER FOR WEATHER CONDITIONS

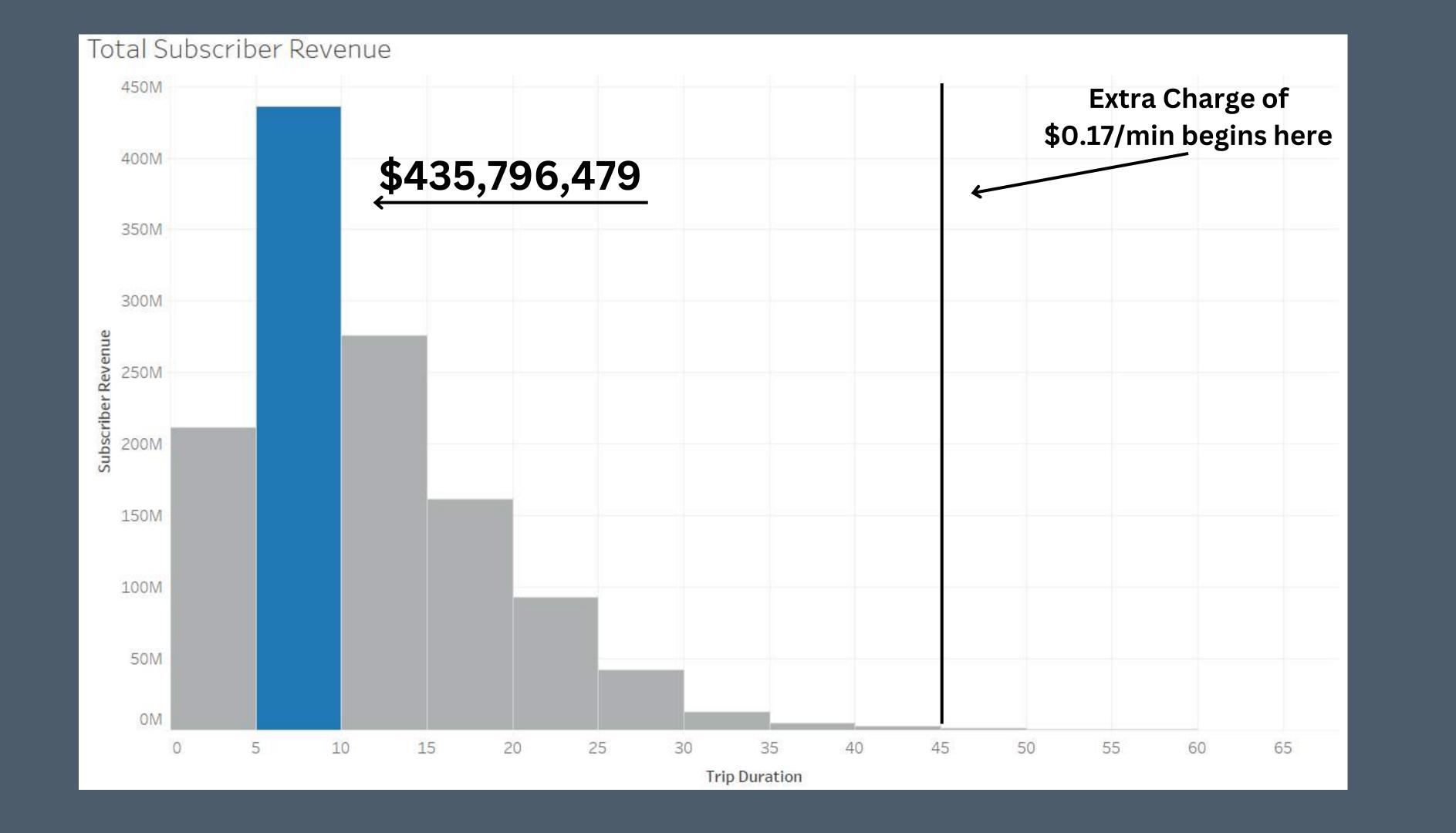
Gender	clear	cloudy	not clear	rain or snow	tstorms
Female	125,225	2,126,015	20,446	91,125	15,723
Male	386,594	6,272,486	67,713	340,952	48,420

#### RECOMMENDATIONS

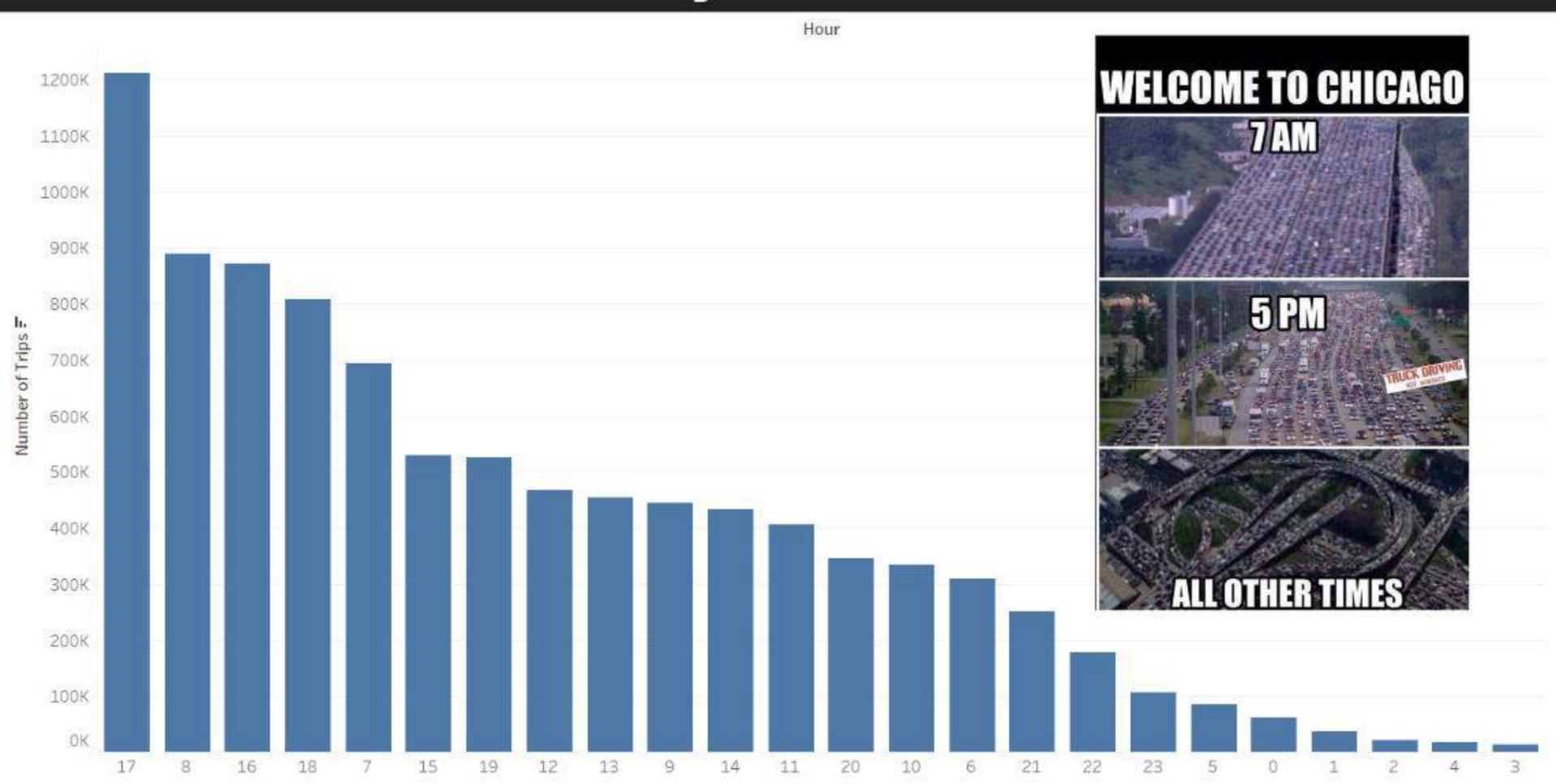
- Offer family discount (15%) during the summertime
- Update the Divvy app to alert riders of potential weather hazards, partnership with The Weather Channel.







#### Busiest Hours of the Day: 5 PM & 8 AM - Rush Hours!







THANK YOU