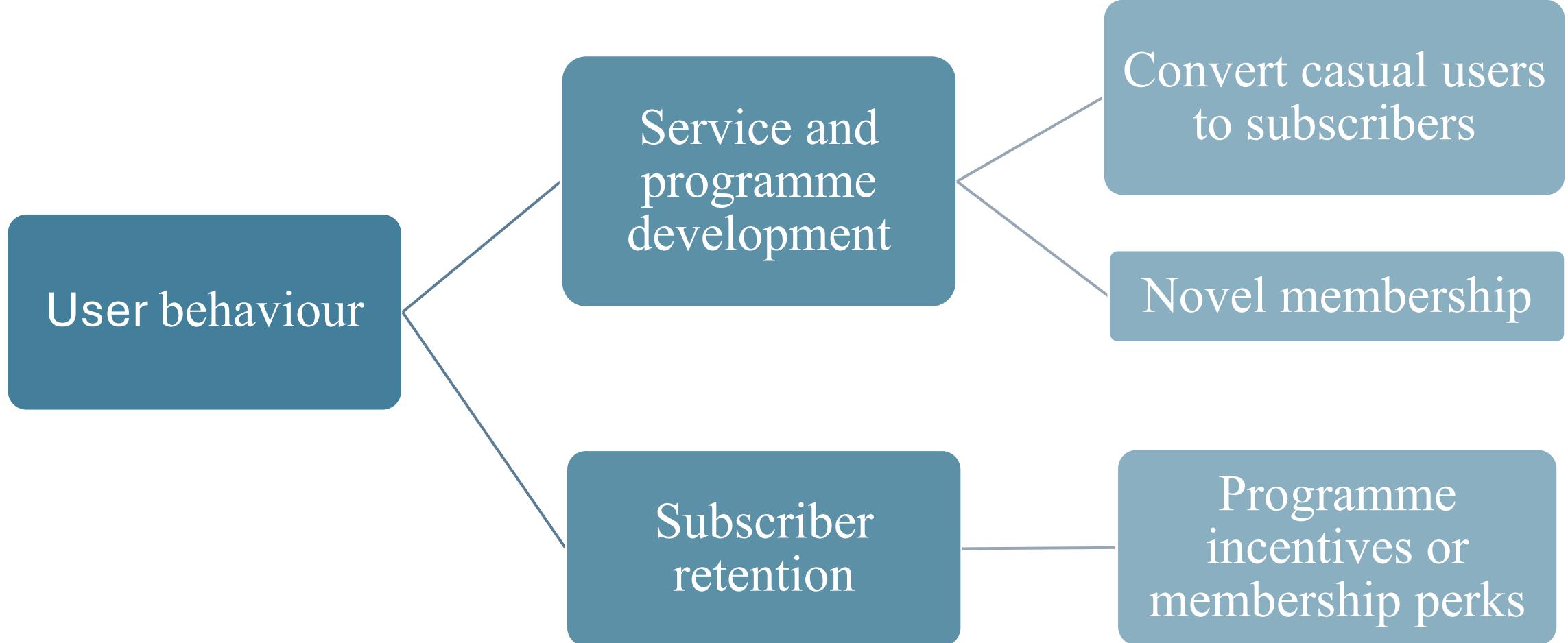


Share-Bike User Behaviour Analysis

How two types of riders use our biking services



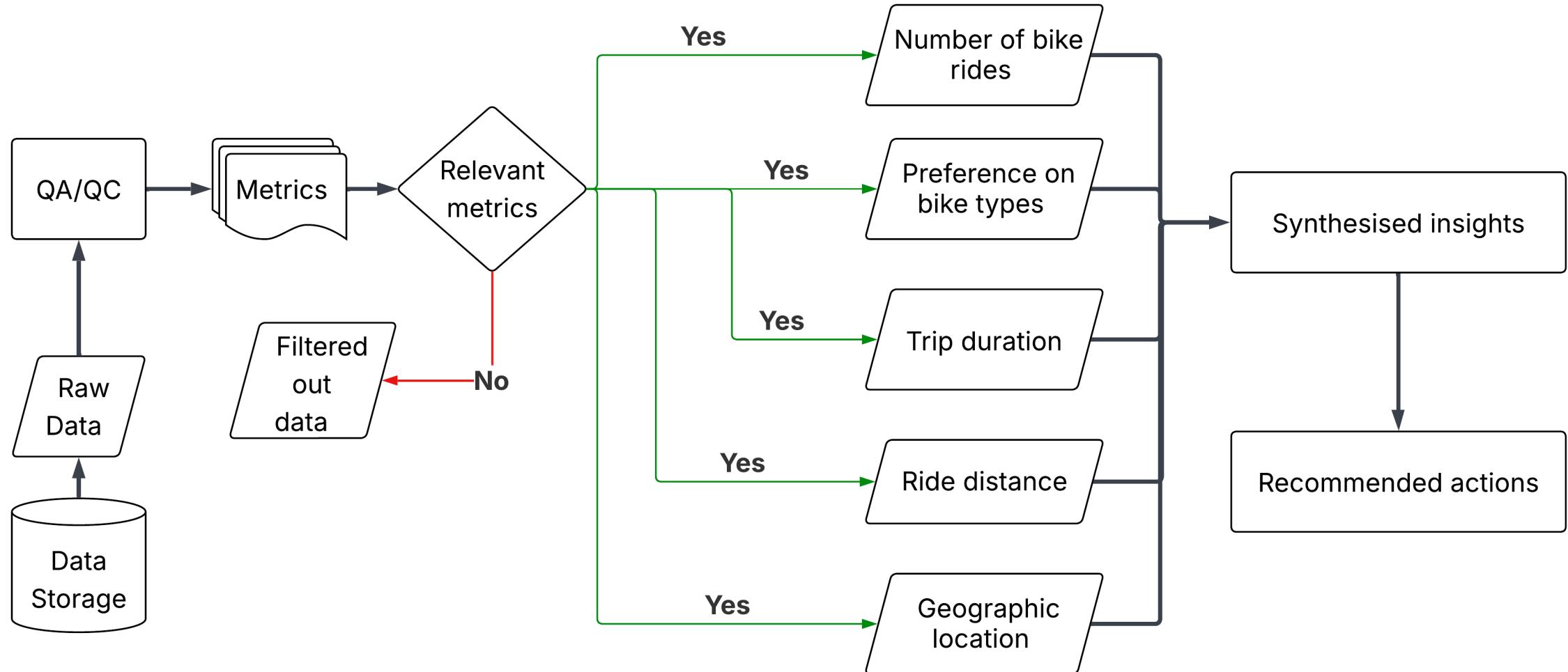
Data Overview

Data set	Reliable	Original	Comprehensive	Current	Cited	Consistent
2023	Yes	No	Yes	Yes	Yes	No
2022	Yes	No	Yes	No	Yes	No
2021	Yes	No	Yes	No	Yes	No
2020	Yes	No	No	No	Yes	No
2019	Yes	No	Yes	No	Yes	No
2018	Yes	No	Yes	No	Yes	No
2017	Yes	No	No	No	Yes	No
2016	Yes	No	Yes	No	Yes	No
2015	Yes	No	Yes	No	Yes	No
2014	Yes	No	Yes	No	Yes	No
2013	Yes	No	Yes	No	Yes	No

Data Overview

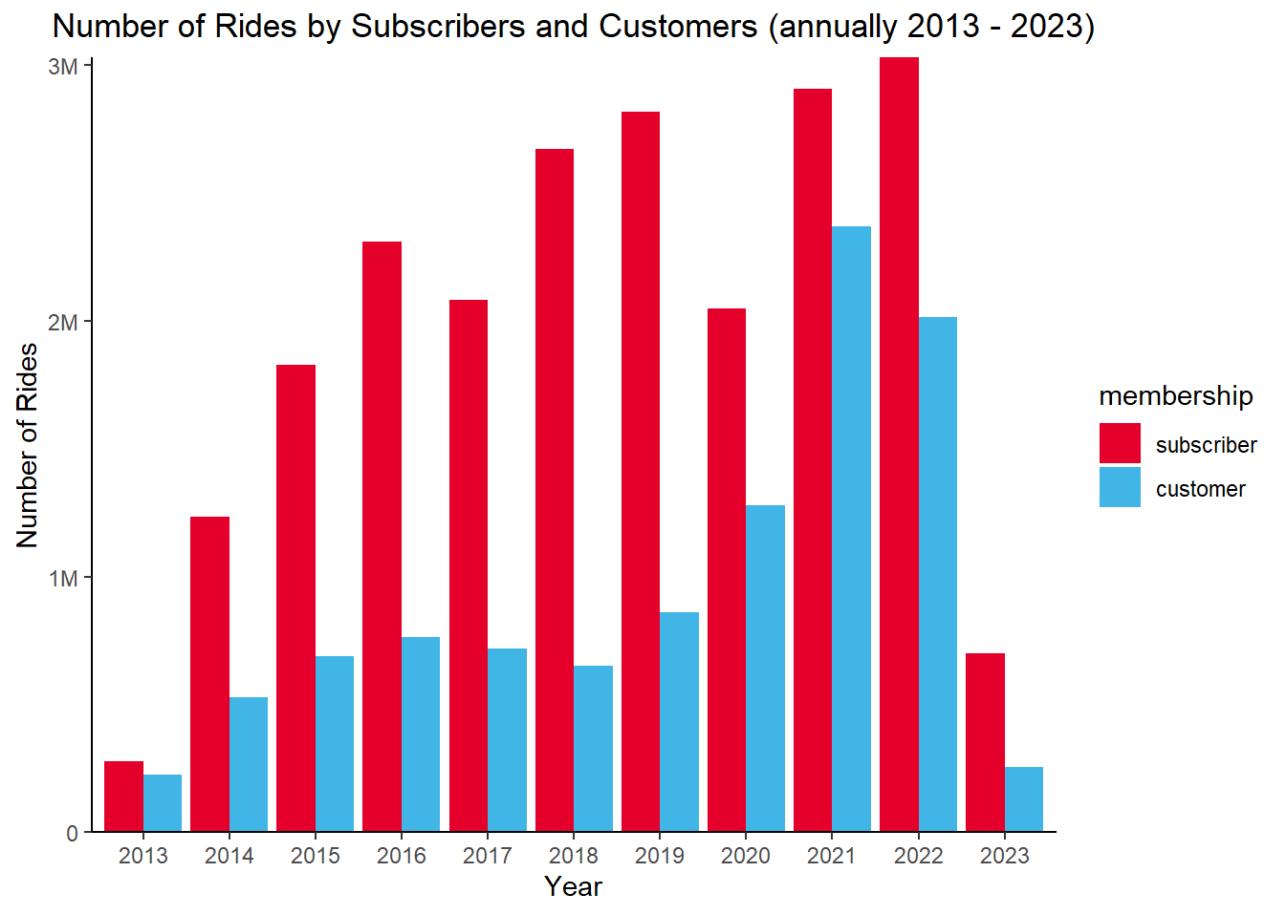
- Membership
- Date and time of the rides
- Duration of the rides
- GPS locations of the rides

Analysis Design



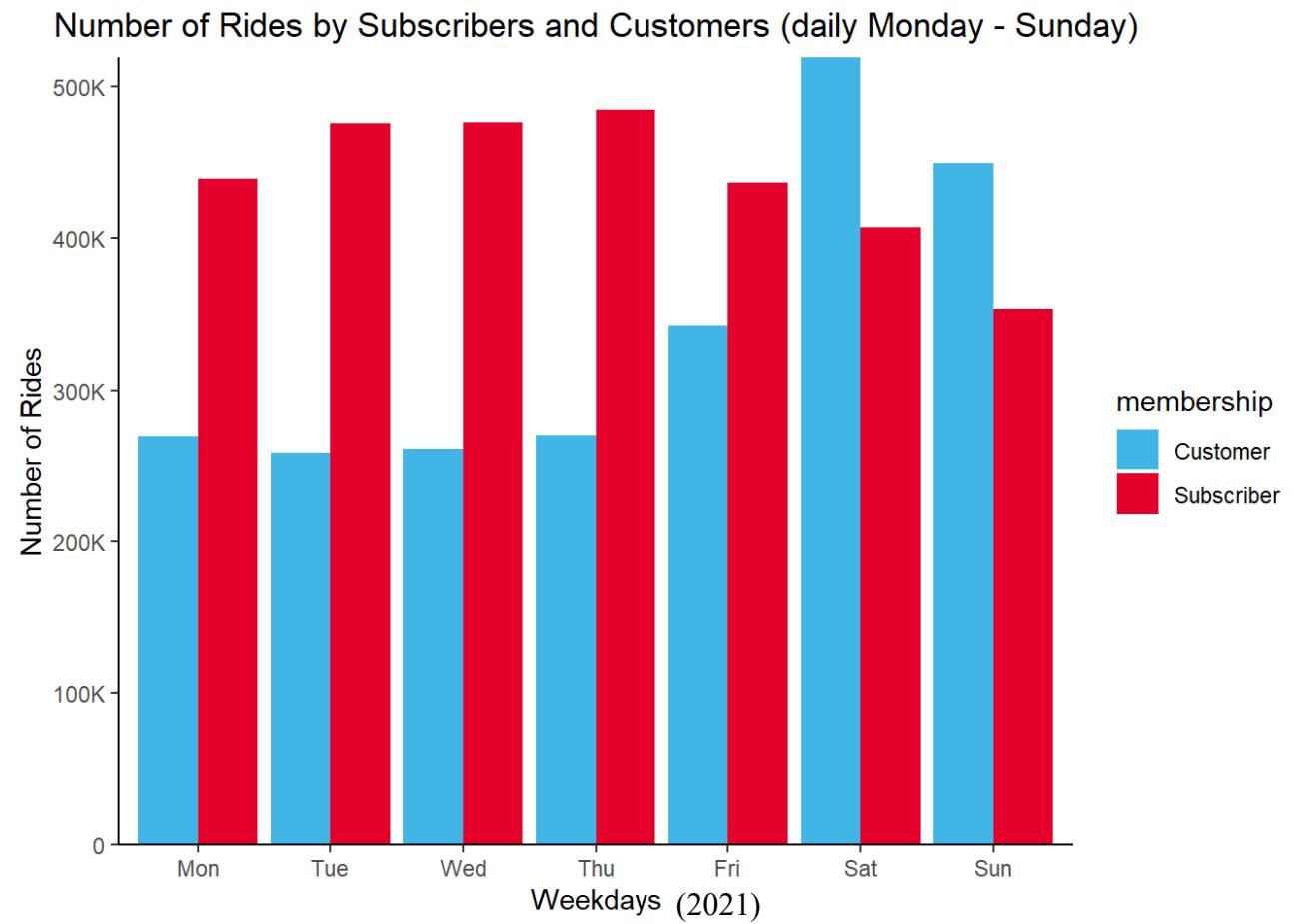
Annual ride volumes are consistently higher for subscribers

- Subscribers took more rides (2-3x) from 2014-2019.
- Ride by subscriber declined in 2020, but it recovered afterward.
- Customers substantially increased bike use during the pandemic.



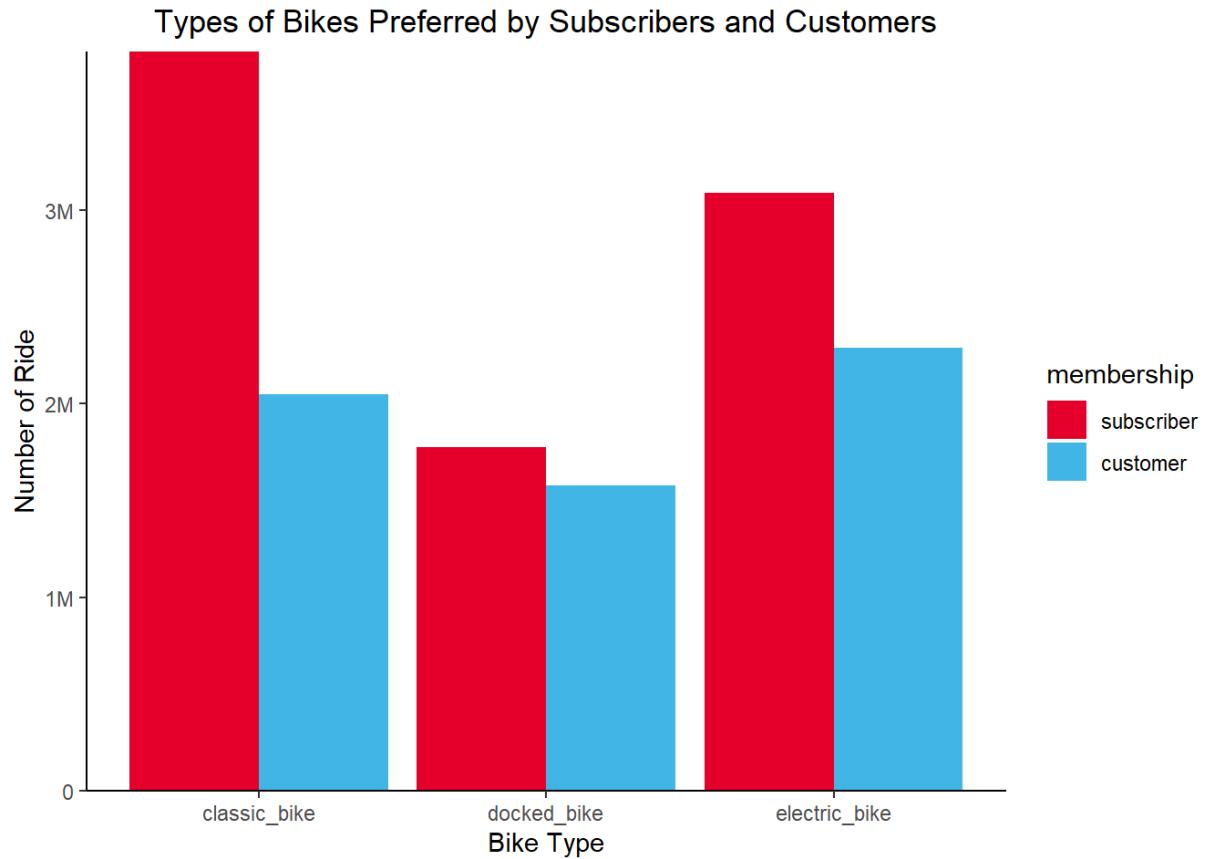
More subscribers on weekdays; more customers on weekends

- Weekday
 - Subscriber (60%)
 - Customers (40%)
- Weekend
 - Subscribers (44%)
 - Customers (56%)
- Subscribers likely bike for weekday commute, whereas customers likely ride for weekend leisure.



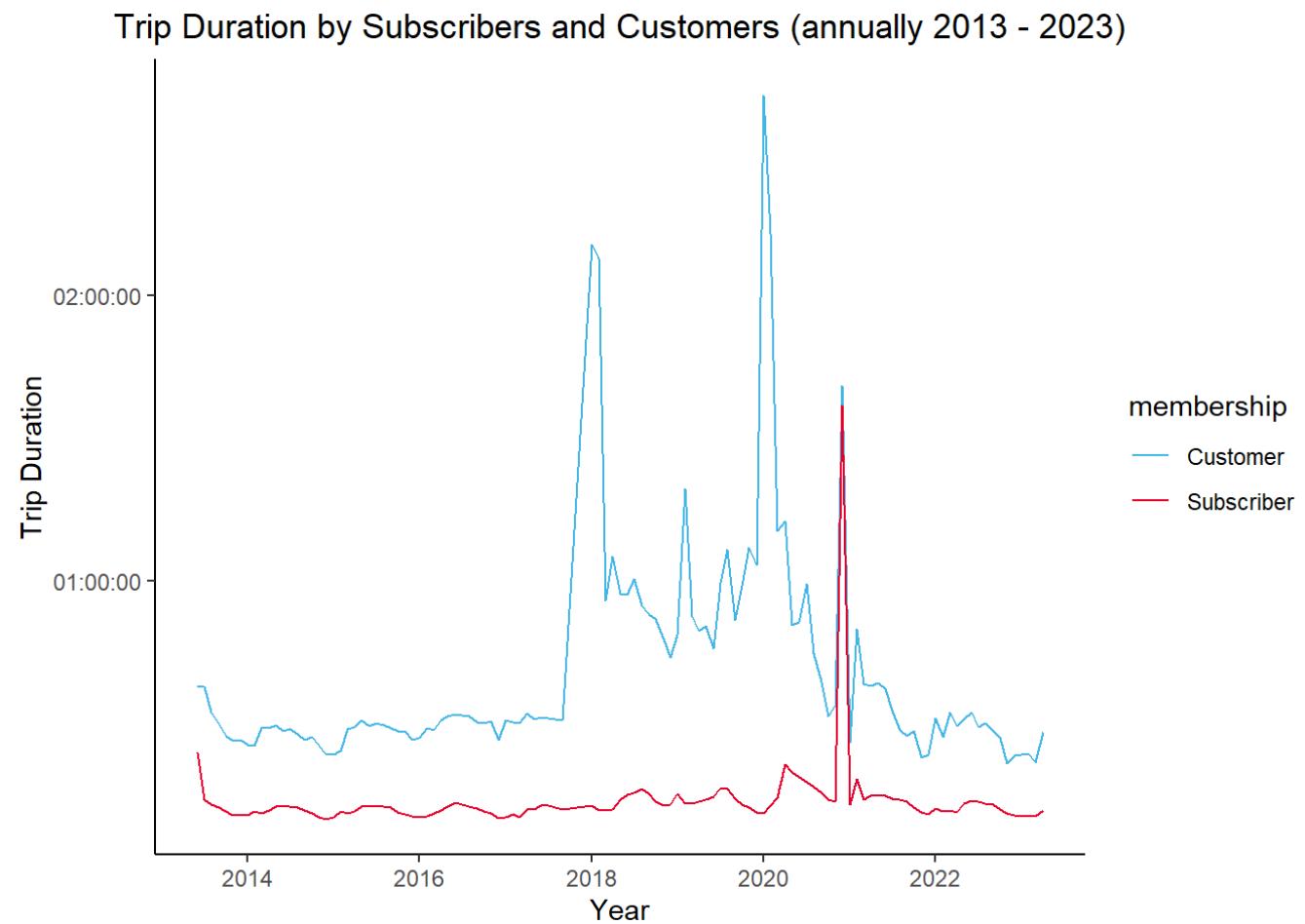
Subscribers prefer classic bikes

- Subscribers
 - Classic bike (43.98%)
 - Docked bike (20.43%)
 - Electric bike (35.59%)
- Customers
 - Classic bike (34.63%)
 - Docked bike (26.66%)
 - Electric bike (38.71%)
- No distinct preference by customers.



Subscribers prefer shorter rides

- Subscriber
 - Average at 13 minutes
 - Median at 9 minutes
- Customer
 - Average at 36 minutes
 - Median at 19 minutes
- The gap is smallest in 2021.



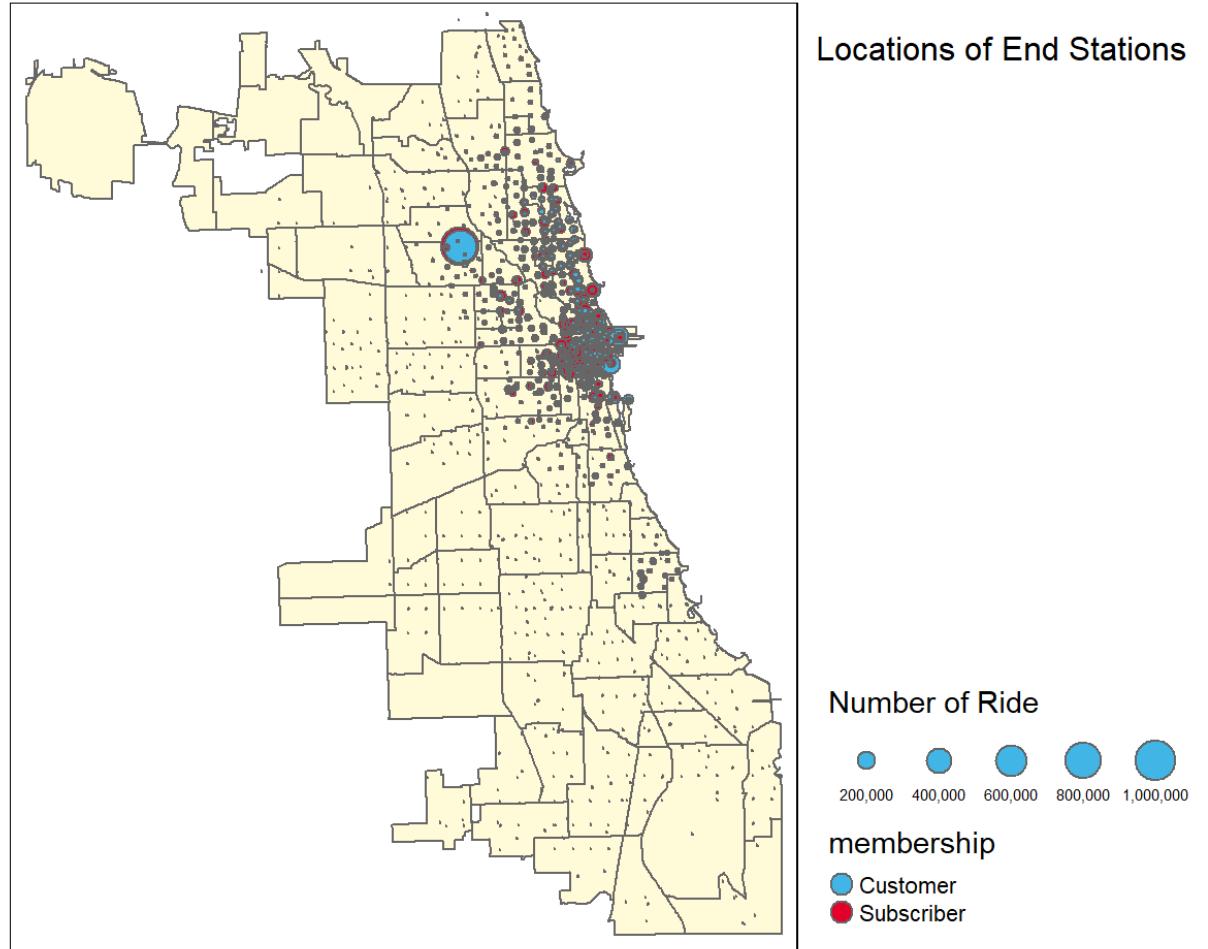
Subscribers ride for shorter distance per trip

- Subscriber
 - Average at 2.2 km
 - Median at 1.6 km
- Customer
 - Average at 2.4 km
 - Median at 1.8 km
- Subscribers prefer fast and short trips.



Bike rides concentrate near downtown

- No distinction between subscribers and customers regarding:
 - Where they begin to bike.
 - Where the trips end.
- Riders use biking services in similar locations.



What does all these mean?

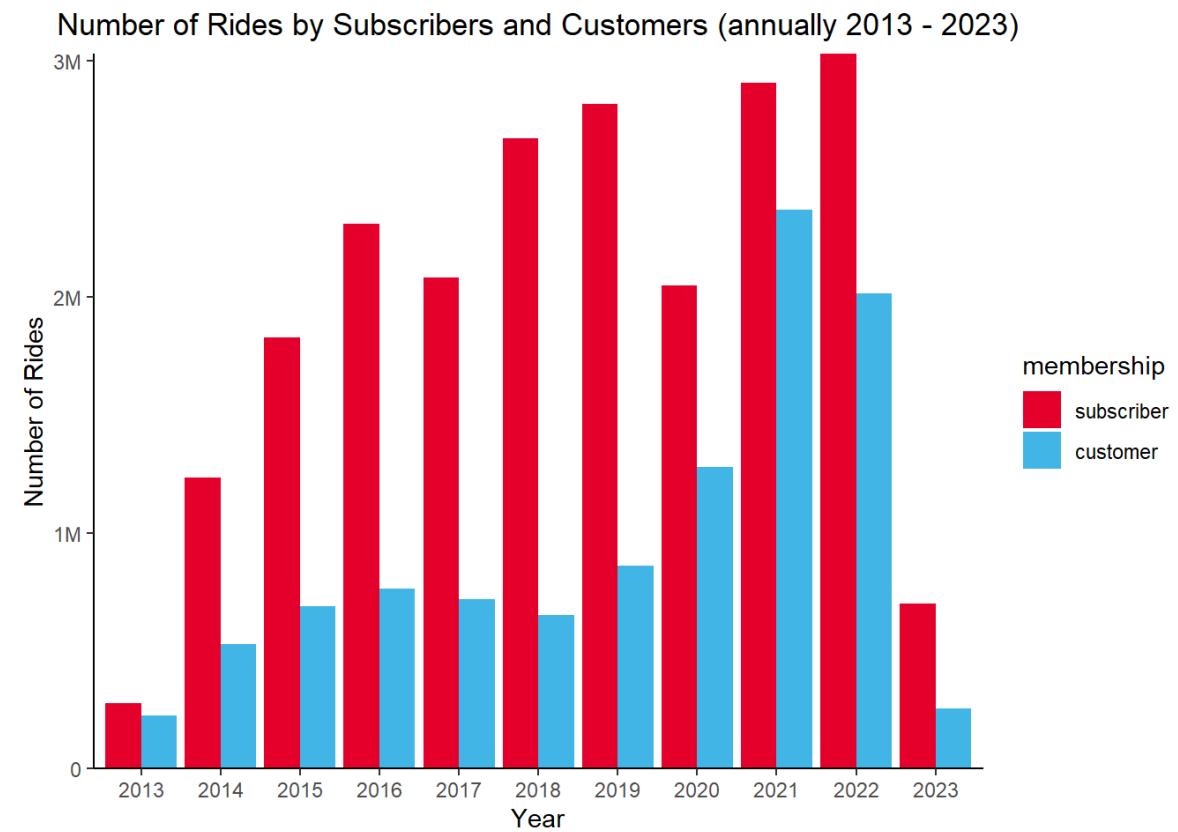
- Subscribers
 - Strong, increasing foundation of our user base.
 - Use our services for weekday commute near downtown.
 - Seemingly prefer classic bike.
- Customers
 - Emerging opportunity during pandemic.
 - Use our services for leisure activities on weekend.

Recommendations for next step

- Subscribers
 - A survey to find preferred locations to distribute bikes.
 - A loyalty programme for subscriber retention.
- Customers
 - A targeted campaign or survey on bike use.
 - Analyse the demographic composition.

Limitation

- Data after pandemic not included.
- Demographic of riders are unknown.



Thank you for your time!
Questions?