



How to Optimize Annual Bike-Share Memberships

By: Alyssia Keaunui

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A close-up, low-angle shot of a row of bright green bicycles parked outdoors. The focus is on the front wheel and handlebar area of the nearest bike in the foreground. The background shows more bicycles and some blurred buildings under a clear sky.

Why Are We Here?



Project Overview:

- Analyze trends of casual riders versus annual membership riders
 - Based in Chicago and Evanston, IL
 - Historical data collected by the bike-share company
 - 1,747,546 casual riders between May 1, 2022 to April 30, 2023

Goals:

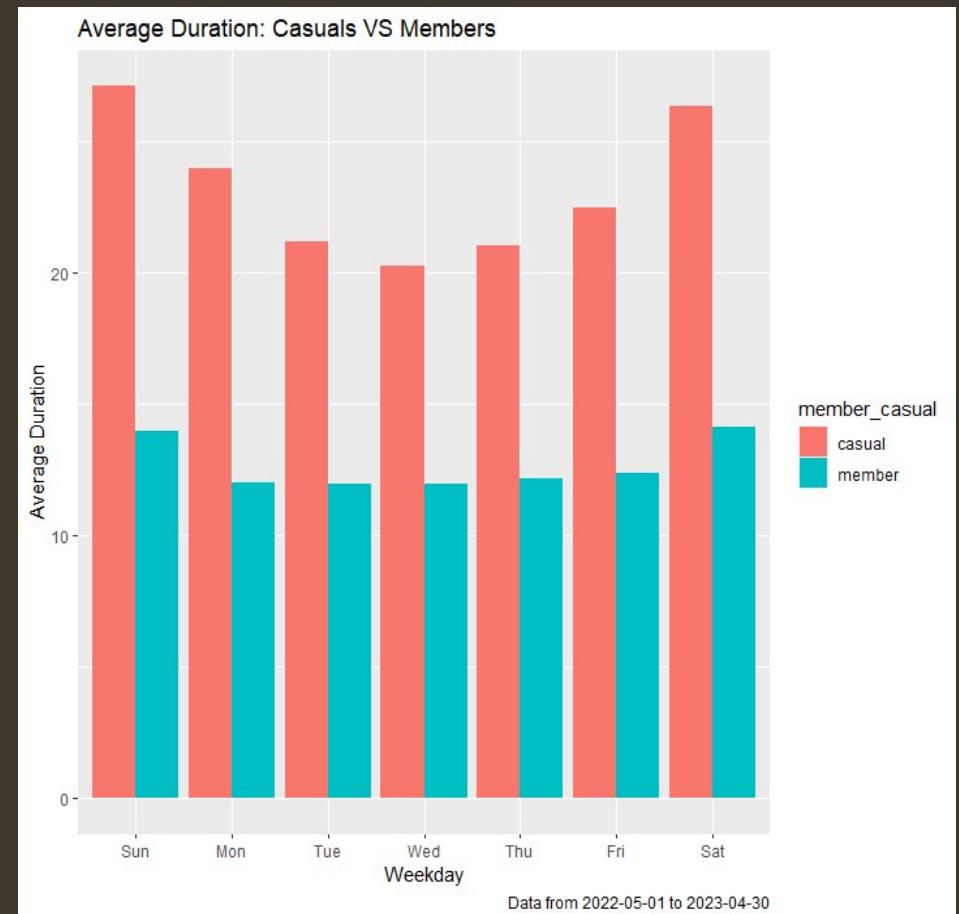
- Convert casual riders to annual members
 - Fund company for future growth
 - Reduce CO2 emissions
 - Reduce traffic congestion

Data & Analysis



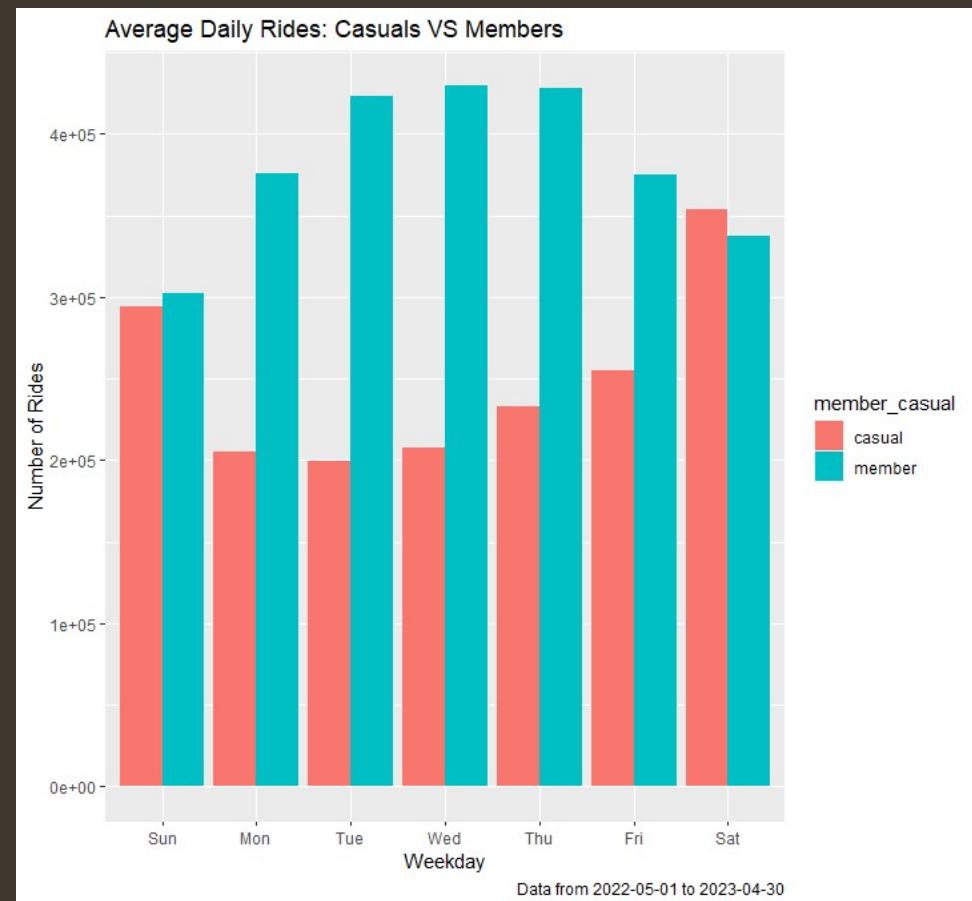
Average Duration of Rides

- Casual riders use the service longer than annual members throughout the entire week
 - Correlates to:
 - Saving money
 - Riding for leisurely purposes
 - Not correlated to:
 - Commuting to work
- Casual riders use the service the longest on the weekend
 - Correlates to:
 - Riding for leisurely purposes



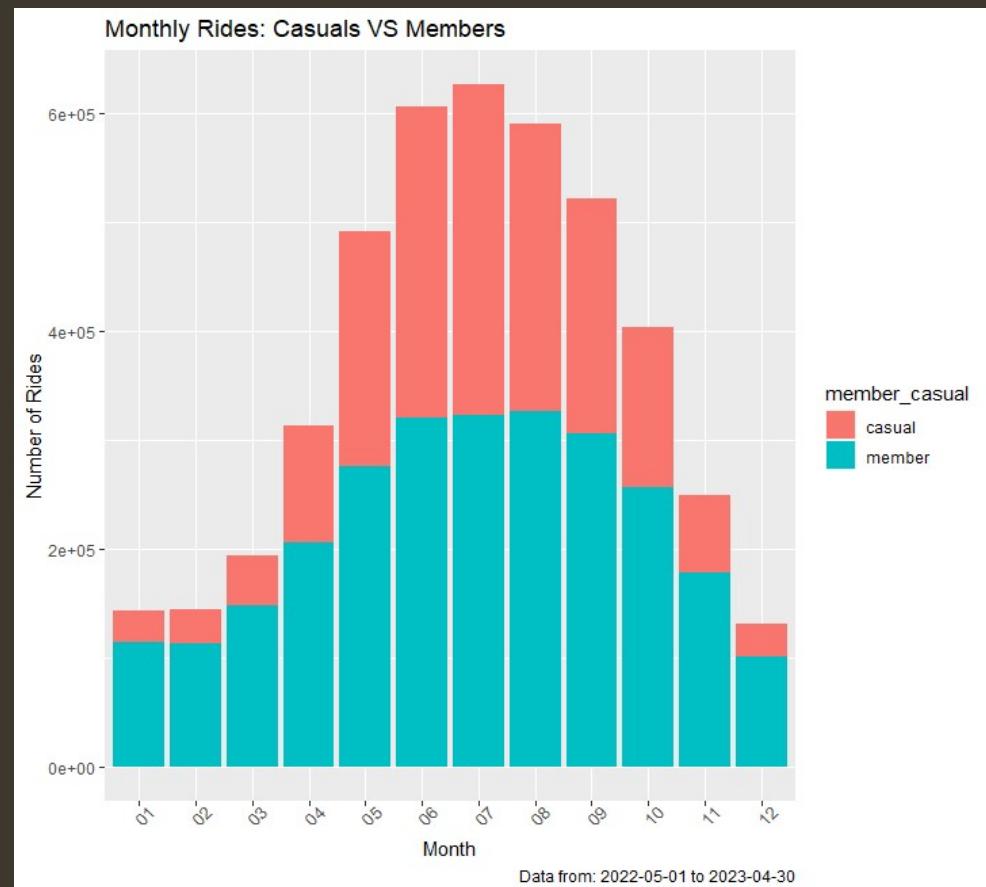
Average Number of Rides Daily

- Annual members use the service the greatest number of times overall
 - Not significant because they have memberships
- Casual riders use the service more during the weekend
 - Correlates to:
 - Riding for leisurely purposes
- Both casual riders and annual members use the service about the same amount on the weekend
 - Correlates to:
 - Riding for leisurely purposes



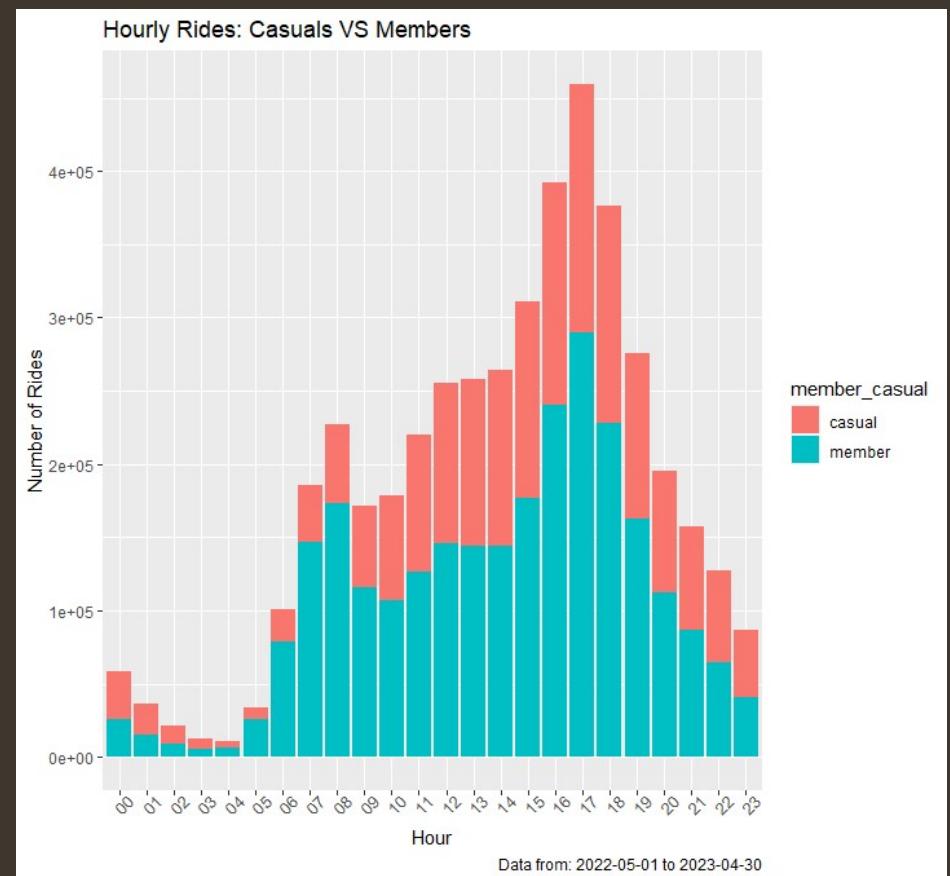
Number of Rides Monthly

- Service usage significantly increases during the warmer months (April – October)
 - Correlates to:
 - Warmer weather increases riding activity
- Casual riders quadruple their usage during the warmer months
 - Correlates to:
 - Riding for warm weather leisurely purposes



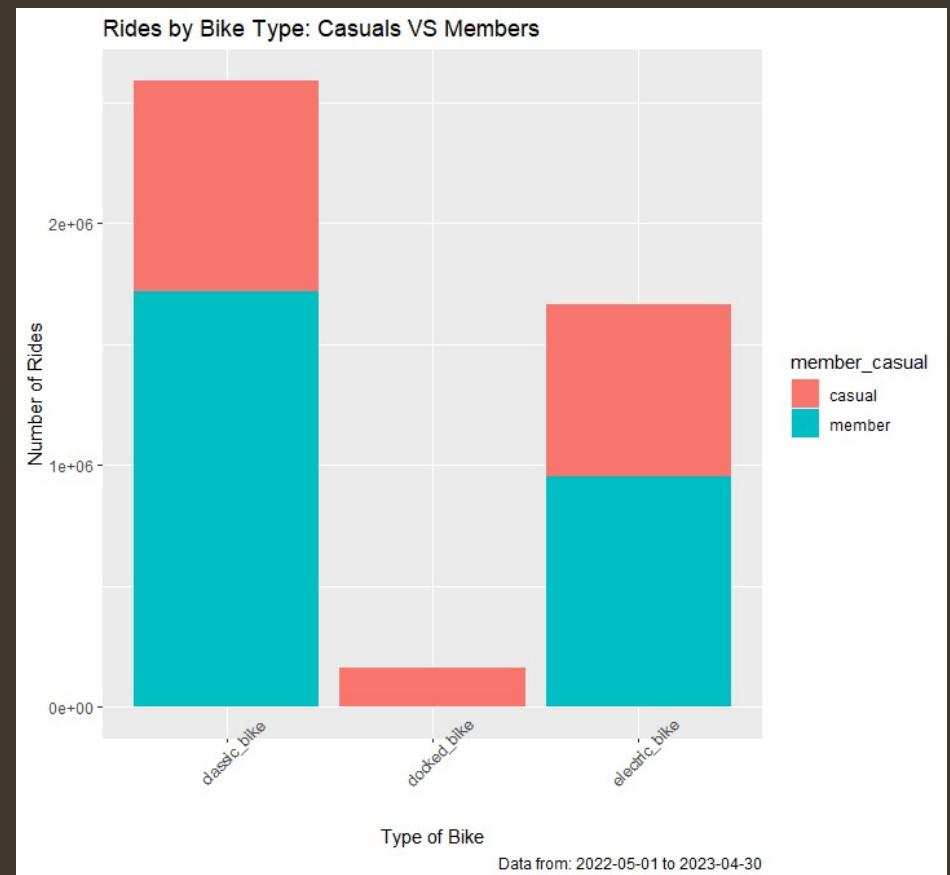
Number of Rides Hourly

- Casual riders begin to steadily increase around lunchtime
 - Correlates to:
 - Riding for leisurely purposes
 - Not correlated to:
 - Commuting to work
- Casual riders and annual members use the service most at 5PM and 4PM
 - Correlates to:
 - Commuting after work
- Casual riders start to outnumber annual members around 11 PM to 2 AM
 - Correlates to:
 - Nighttime leisurely purposes



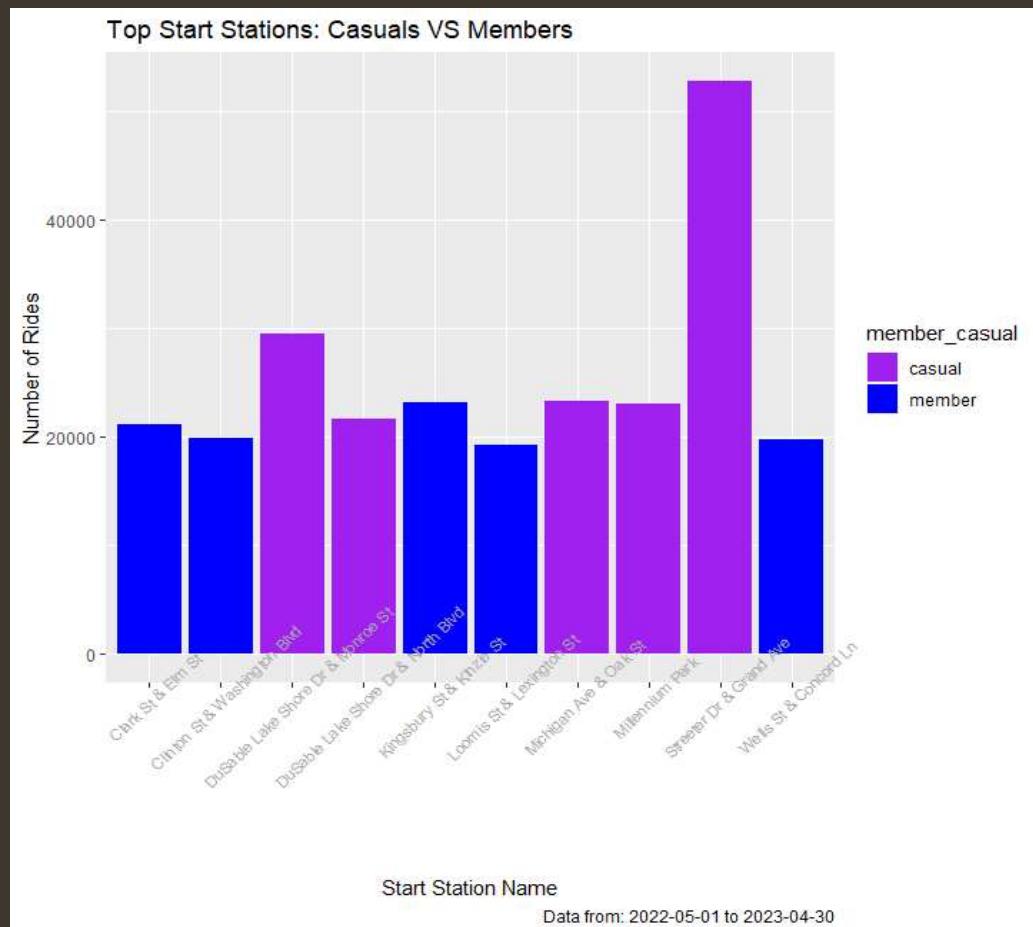
Most Popular Type of Bike

- Classic bikes have the highest preference
 - Correlates to:
 - Saving money
 - Convenience
- Electric bikes are preferred over electric scooters even though they cost the same
 - Correlates to:
 - Preference for comfort



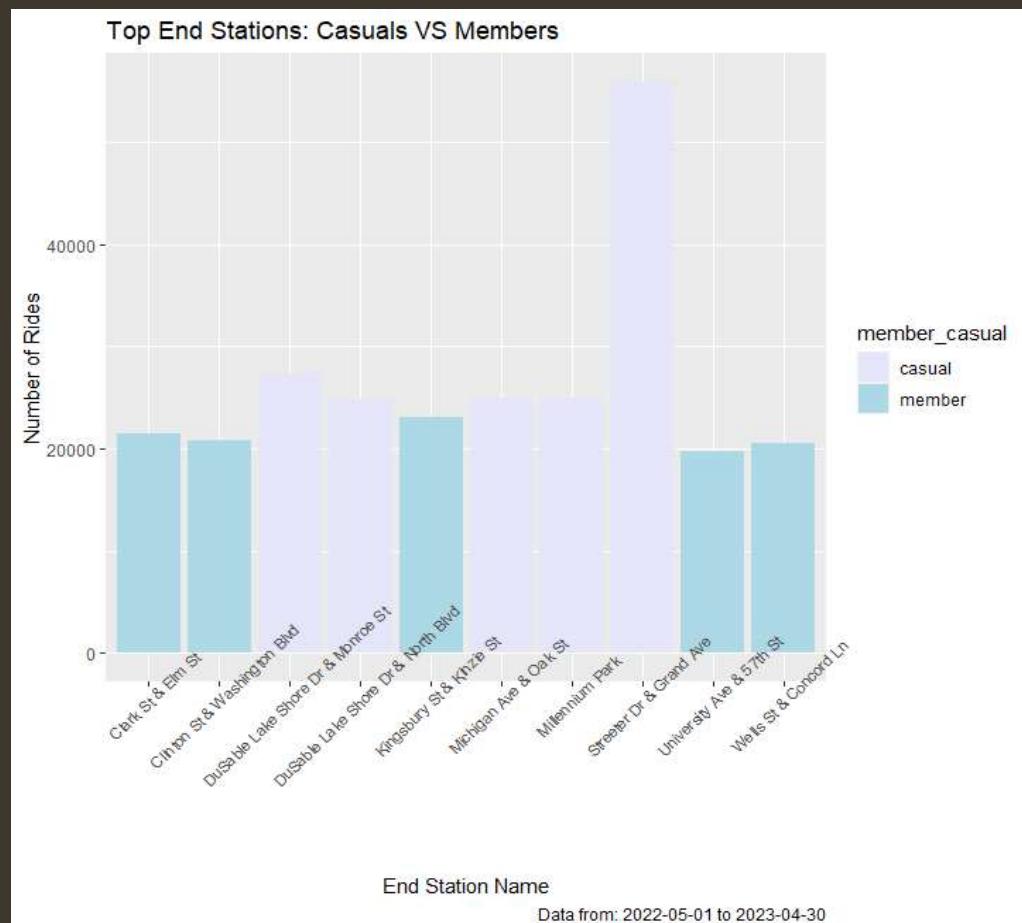
Top Start Stations

- Casual riders Top – Streeter Dr & Grand Ave station
- Annual members Top – Kingsbury St & Kinzie St
- Casual riders more than double the number of annual members for their top start station



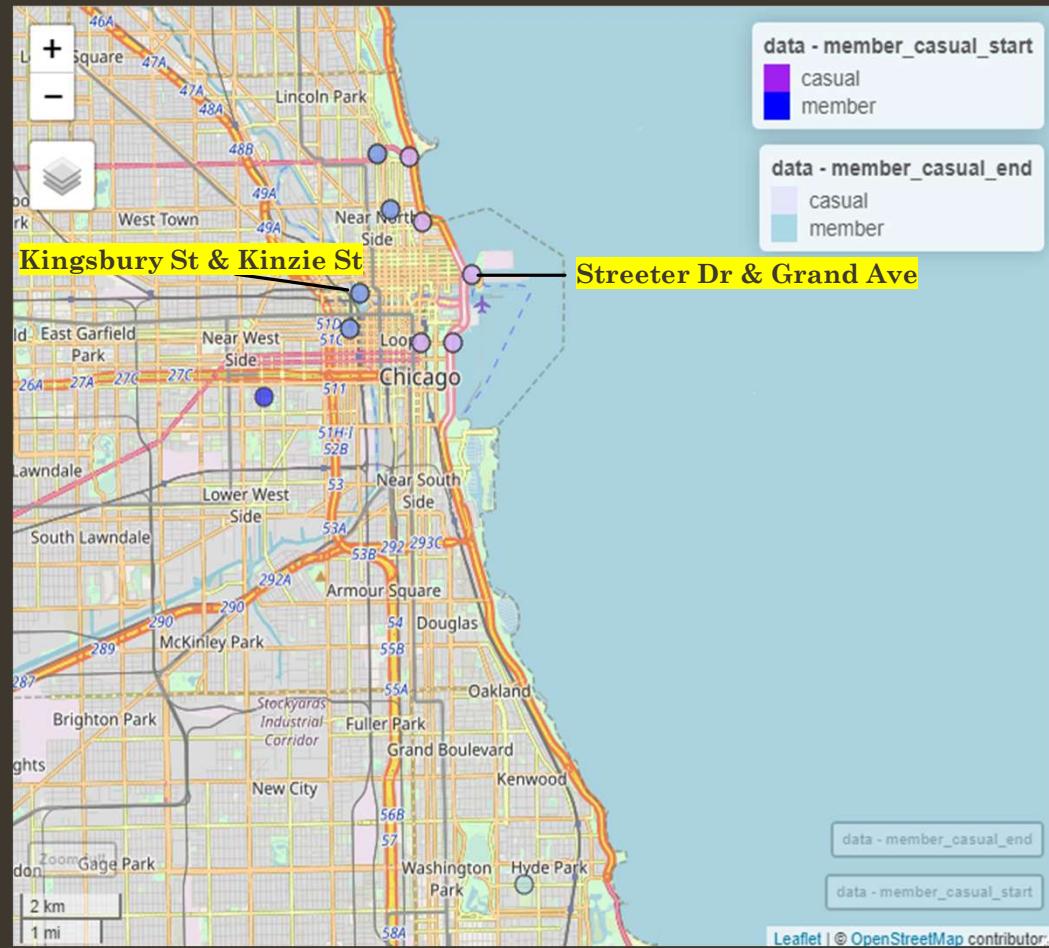
Top End Stations

- Casual riders Top – Streeter Dr & Grand Ave
- Annual members Top – Kingsbury St & Kinzie St
- Same Top End Stations as Top Start Stations
 - Not correlated to:
 - Round trips
- Casual riders more double the number of annual members for their top end station



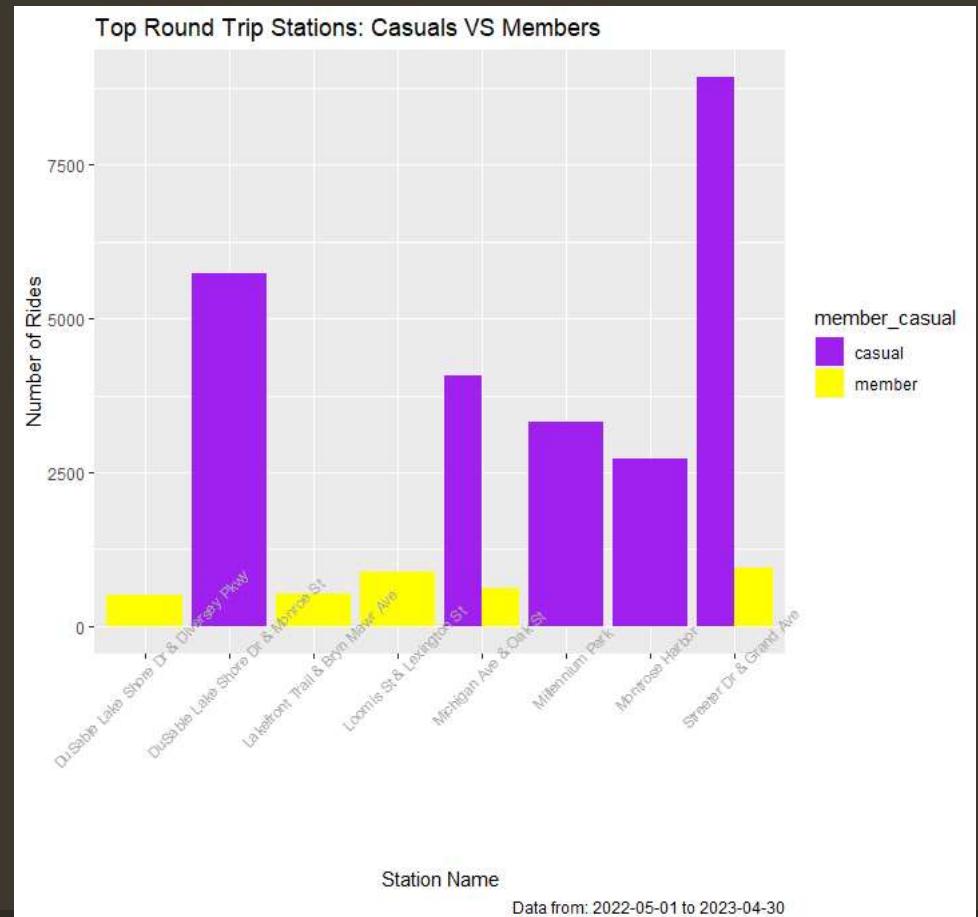
Map of Top Start and End Stations

- Casual:
- Start & End – Streeter Dr & Grand Ave
 - Located near the waterfront, tourist attractions, leisurely activities, and a major bus stop
- Correlates to:
 - Riding for leisurely purposes
- Member:
- Start & End – Kingsbury St & Kinzie St
 - Located in the heart of Chicago's business district, near urban residences, and/or schools
- Correlates to:
 - Commuting to and from work or school



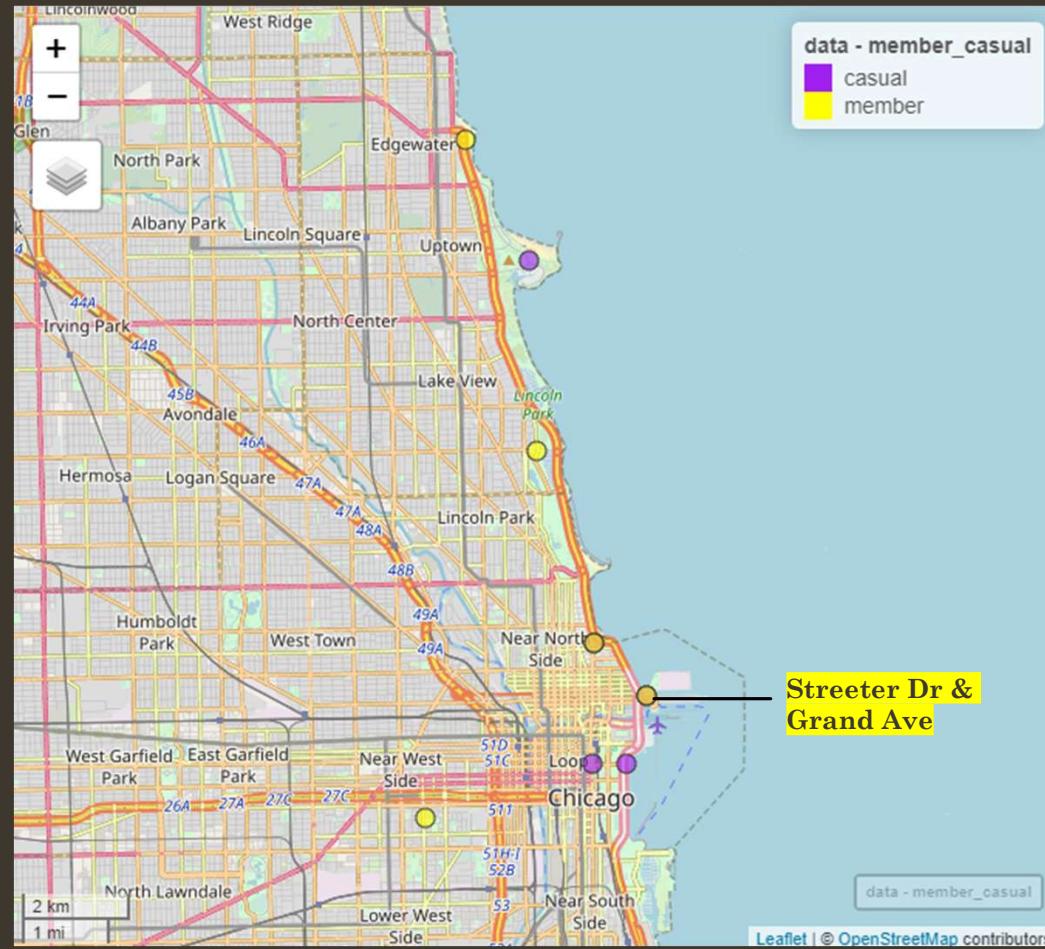
Top Round Trip Stations

- Casual riders and annual members
Top – Streeter Dr & Grand Ave
 - Casual riders are 7 times more likely than annual members to make round trips at this station
 - Annual members are the least likely to make any round trips
 - Correlates to:
 - Casual riders and annual members have different purposes in using the service
 - Casual riders use the service most for leisurely purposes



Map of Top Round Trip Stations

- Casual riders and annual members
Top – Streeter Dr & Grand Ave
 - Located near the waterfront, tourist attractions, leisurely activities, and a major bus stop
 - Correlates to:
 - Riding for leisurely purposes





Recommendations



The Data Recommends:

- A large number of casual riders use the service for leisure:
 - Partner with local businesses for exclusive weekend/seasonal membership deals
 - Offer exclusive deals for local entertainment or attractions
 - Focus on offering deals within different themes monthly
 - Example: January and February are art months, March and April are outdoor entertainment months, May and June are support local restaurants months, July and August are waterfront activities month, September and October are support local coffee shops and small businesses months, November and December are indoor entertainment months.

