



# How to Optimize Annual Bike-Share Memberships

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# Table of Contents:

- Executive Summary
- Data and Analysis
- Recommendations

A close-up, low-angle shot of a row of bright green bicycles parked outdoors. The focus is on the front wheel and frame of the nearest bike in the foreground, which has white tires and a black fender. In the background, several more bicycles are lined up, their frames and wheels visible. The scene is set against a blurred background of trees and possibly a building.

Why Are We Here?



# Executive Summary

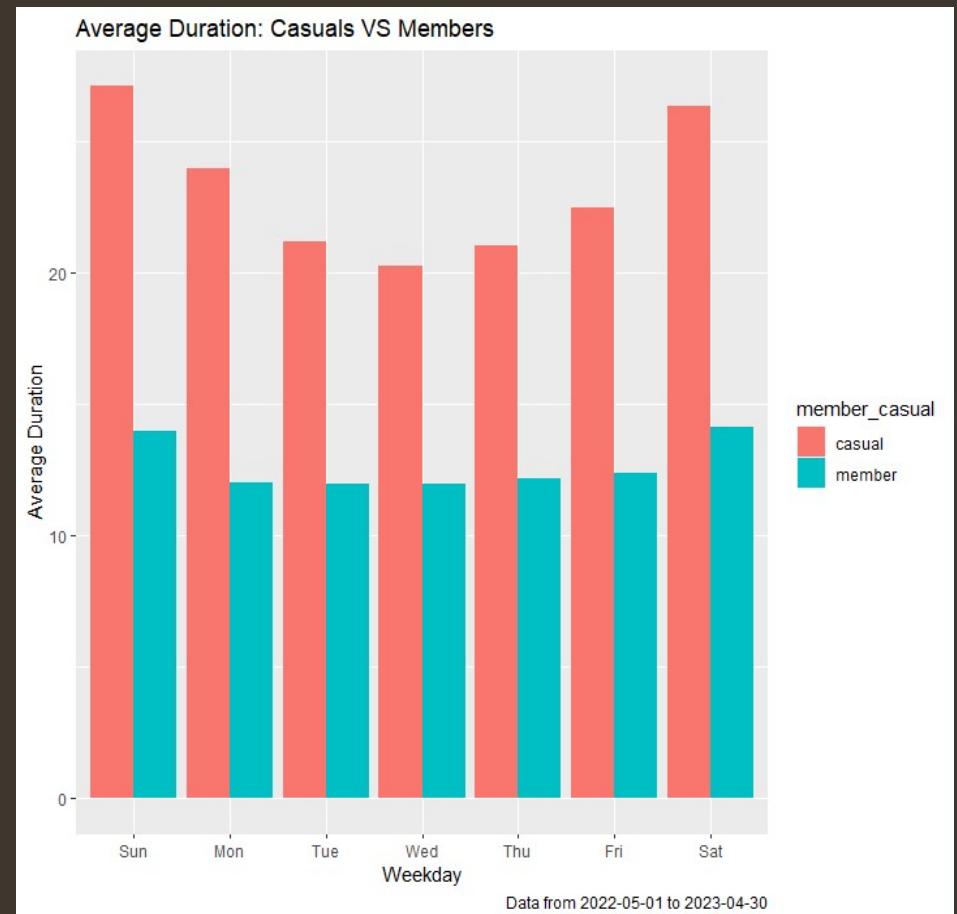
- Overview: The bike-share company seeks to increase sales by converting casual riders to annual members
  - Problem: The bike-share company would like to grow. However, their current marketing campaign has not drawn enough casual riders to become annual members.
    - Key metrics:
      - Significant increase in ride duration from casual riders
      - Annual members outnumber the number of rides casual riders take
      - High growth in sales from casual riders during the warmer season months from May to October
      - Casual riders usage increases during the later part of the day
      - Casual riders prefer the classic bike the most
      - Casual riders use bikes the most near tourist attractions
  - Solution: Analyze trends of casual riders and annual members to focus marketing efforts
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## Data & Analysis

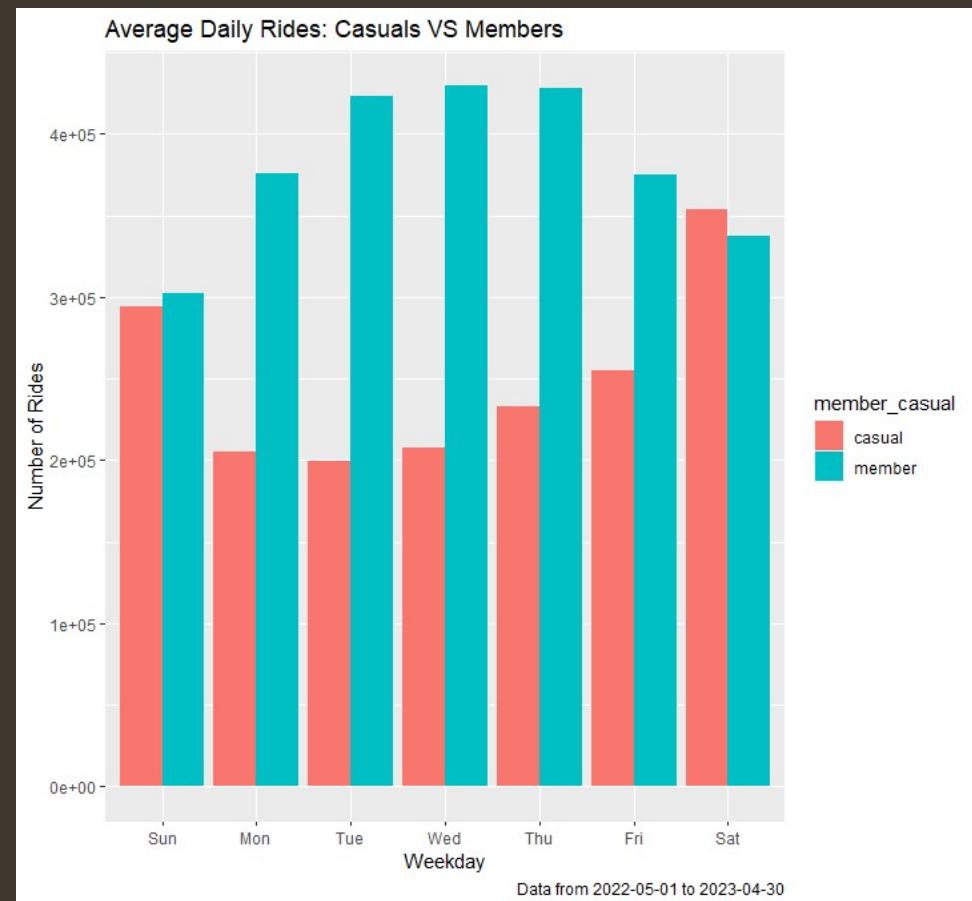
# Average Duration of Rides

- 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



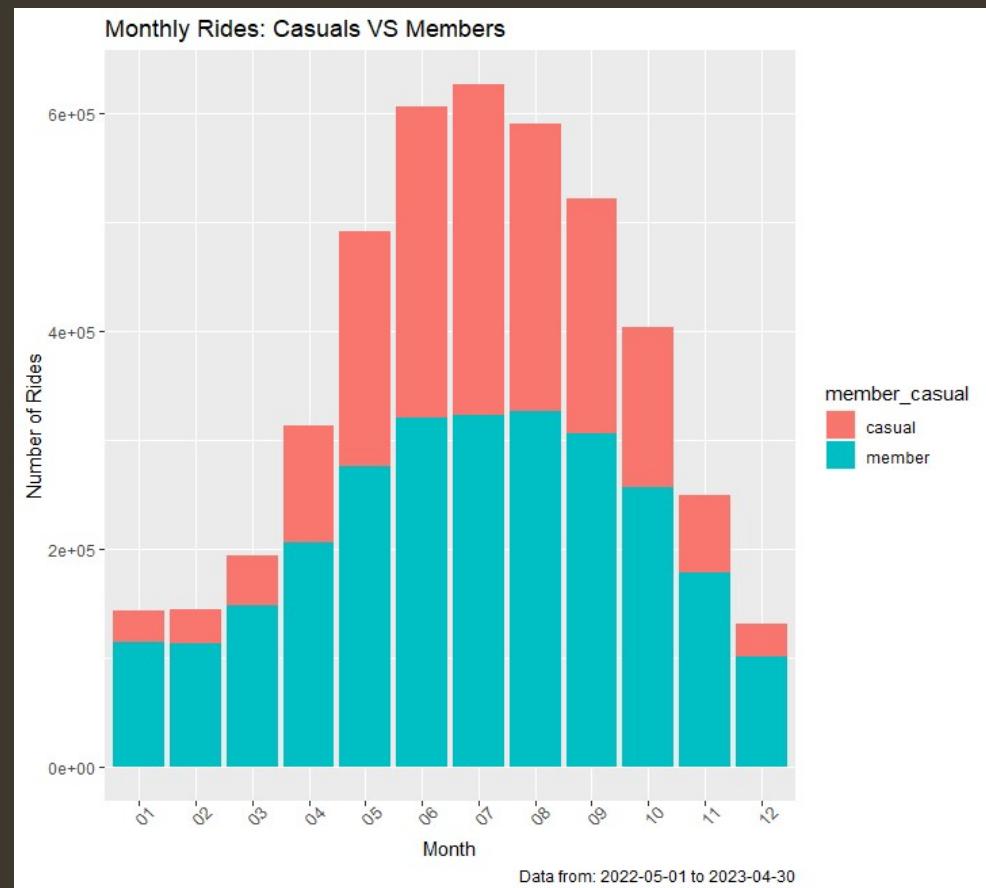
# Average Number of Rides Daily

- 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



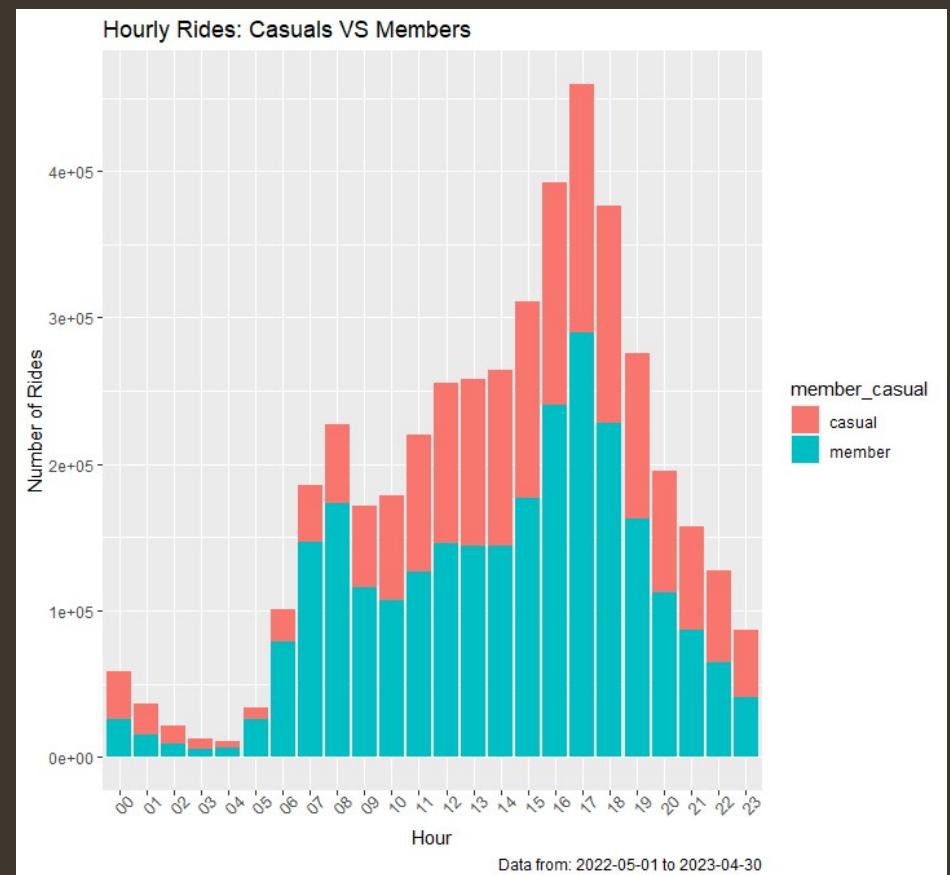
# Number of Rides Monthly

- 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



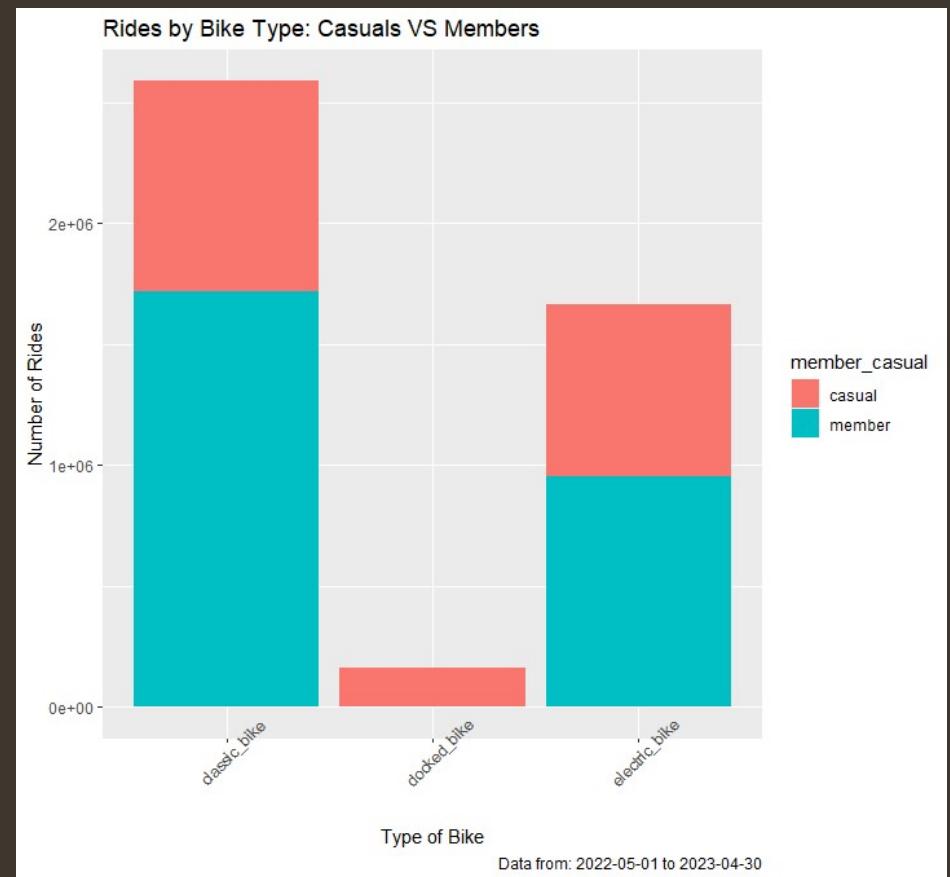
# Number of Rides Hourly

- 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



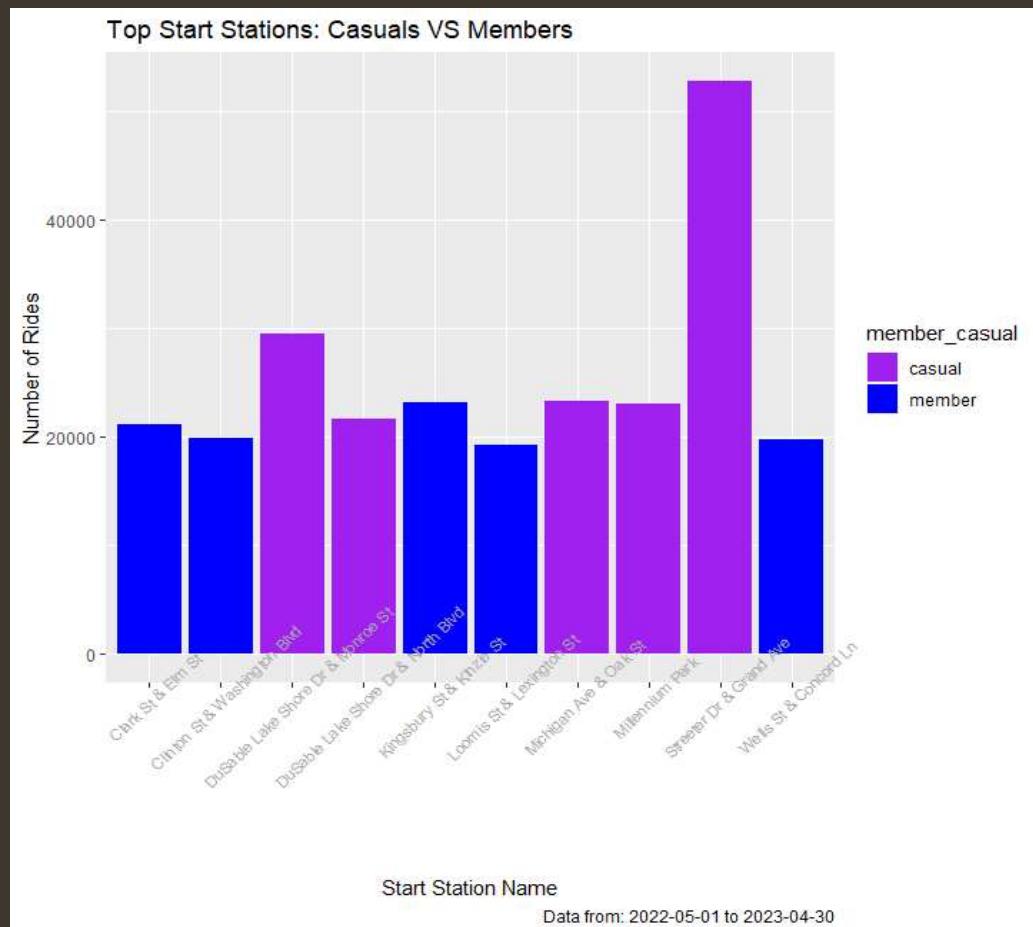
# Most Popular Type of Bike

- 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



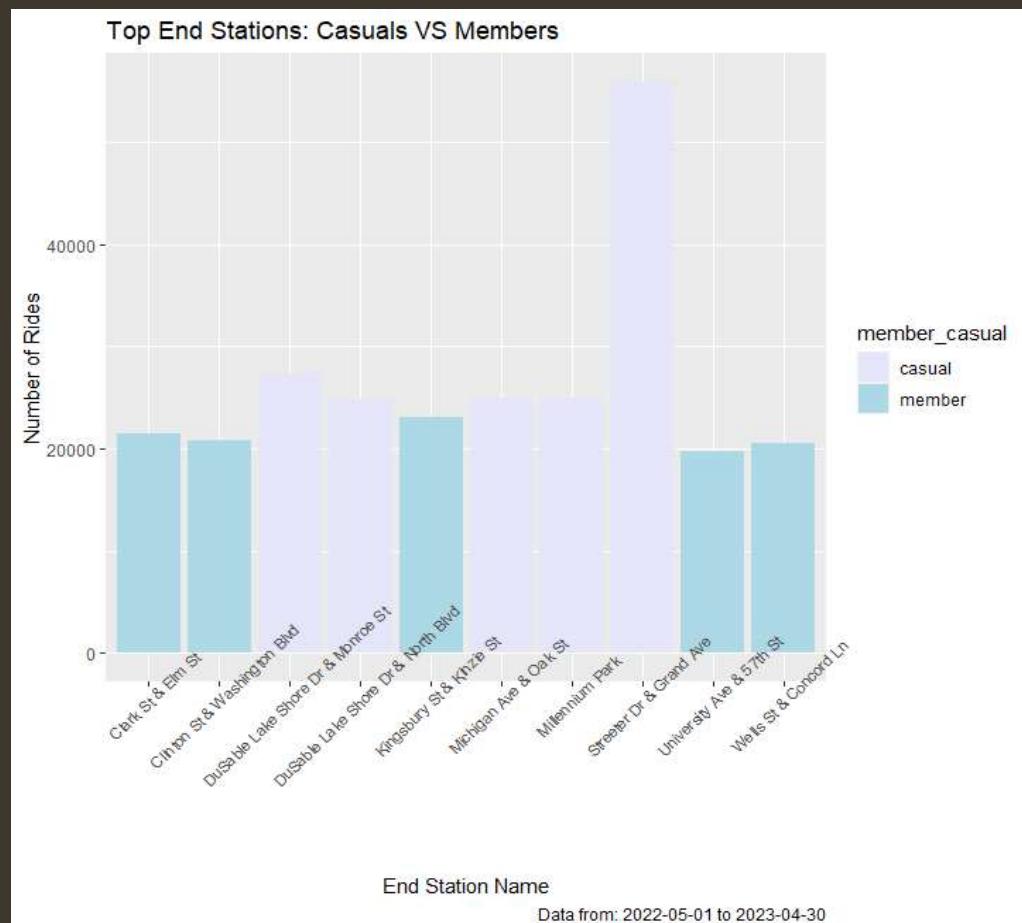
# Top Start Stations

- 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



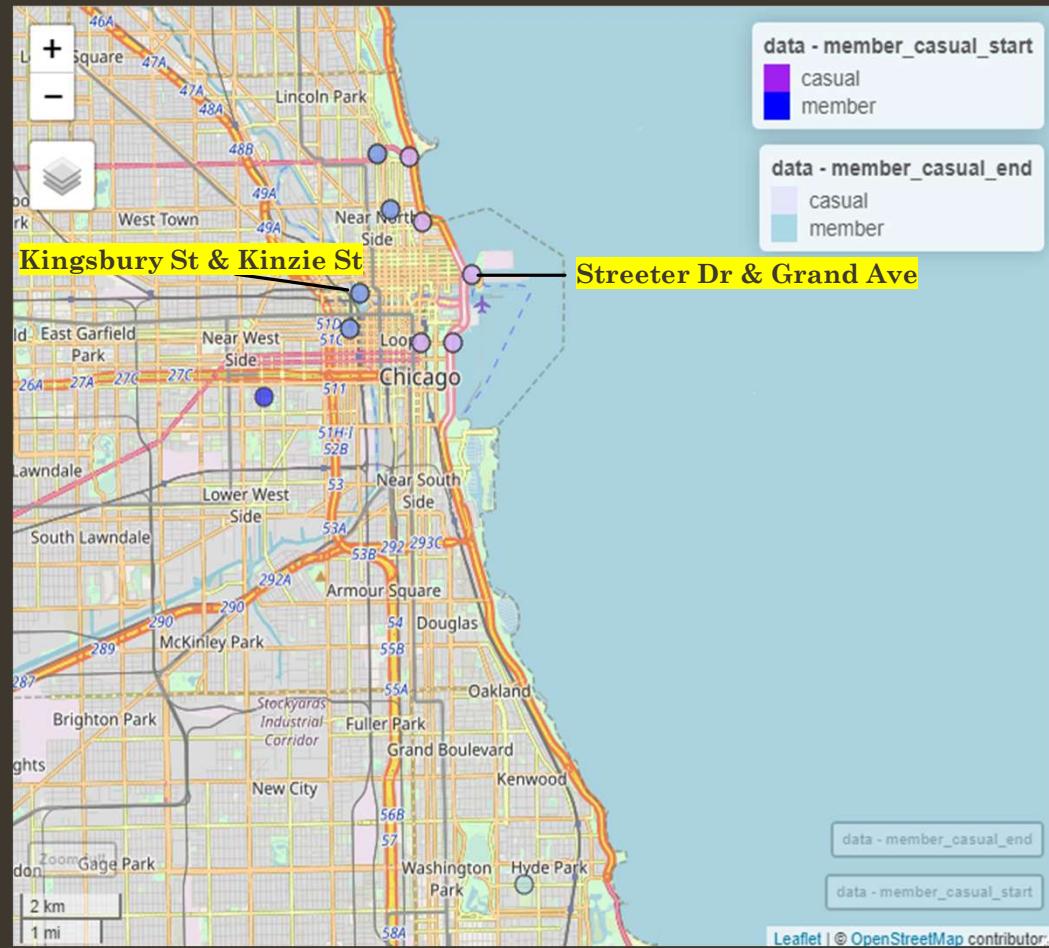
# Top End Stations

- 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 than double the number of annual members for their top end station



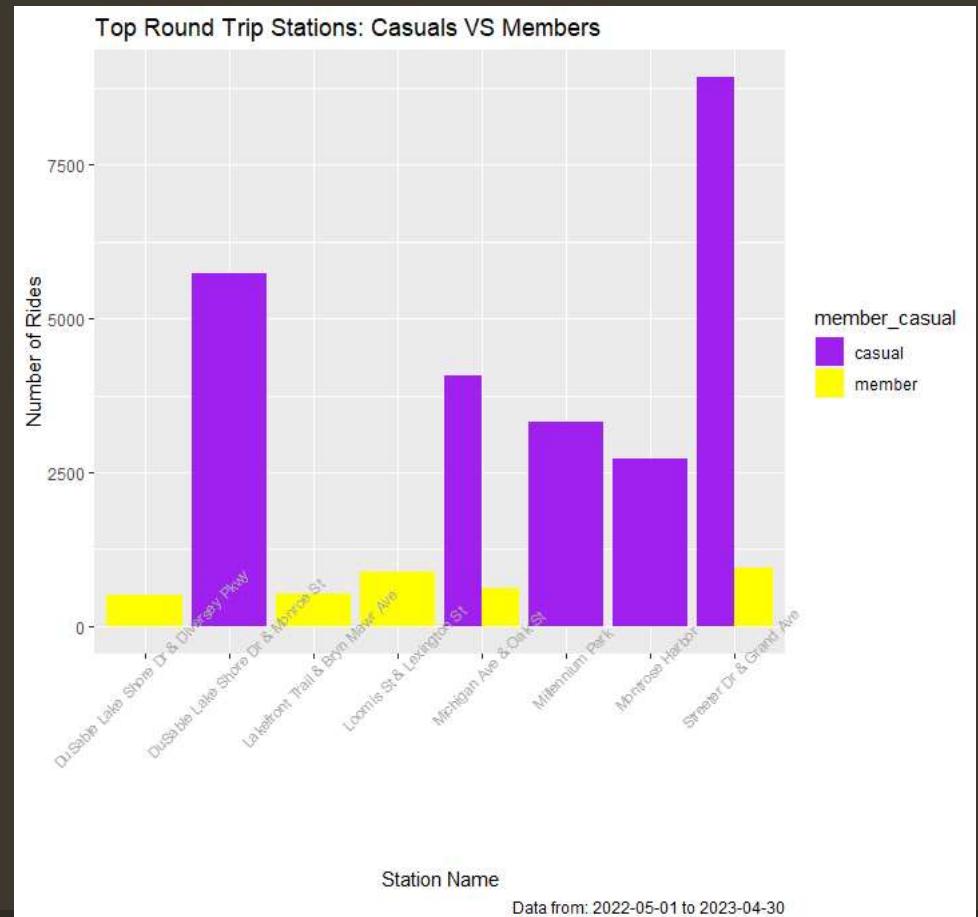
# Map of Top Start and End Stations

- 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



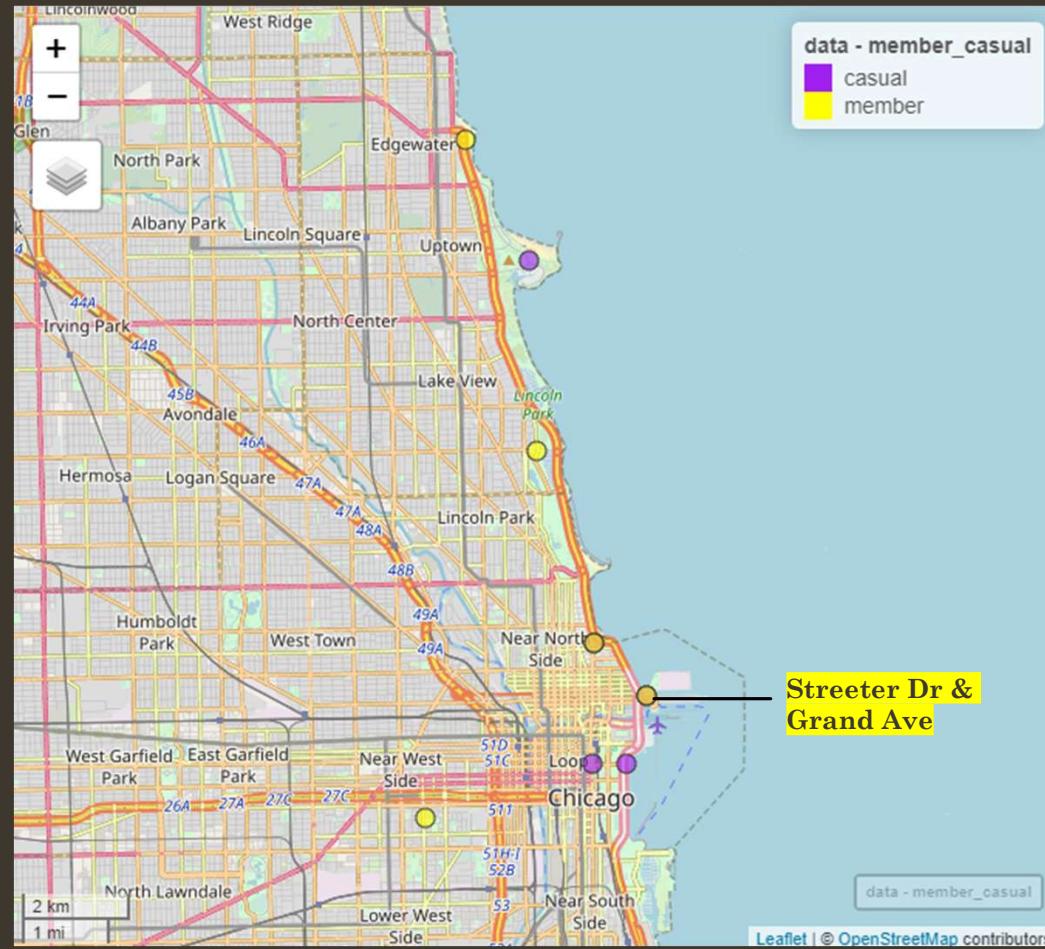
# Top Round Trip Stations

- 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
  - Offer monthly deals within different themes
    - January and February - art months
    - March and April - outdoor entertainment
    - May and June - support local restaurants
    - July and August - waterfront activities month
    - September and October - support local coffee shops and small businesses
    - November and December - indoor entertainment months.

