



# LEVERAGING CYCLISTIC SUCCESS

Amira Salama  
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# EXECUTIVE SUMMARY

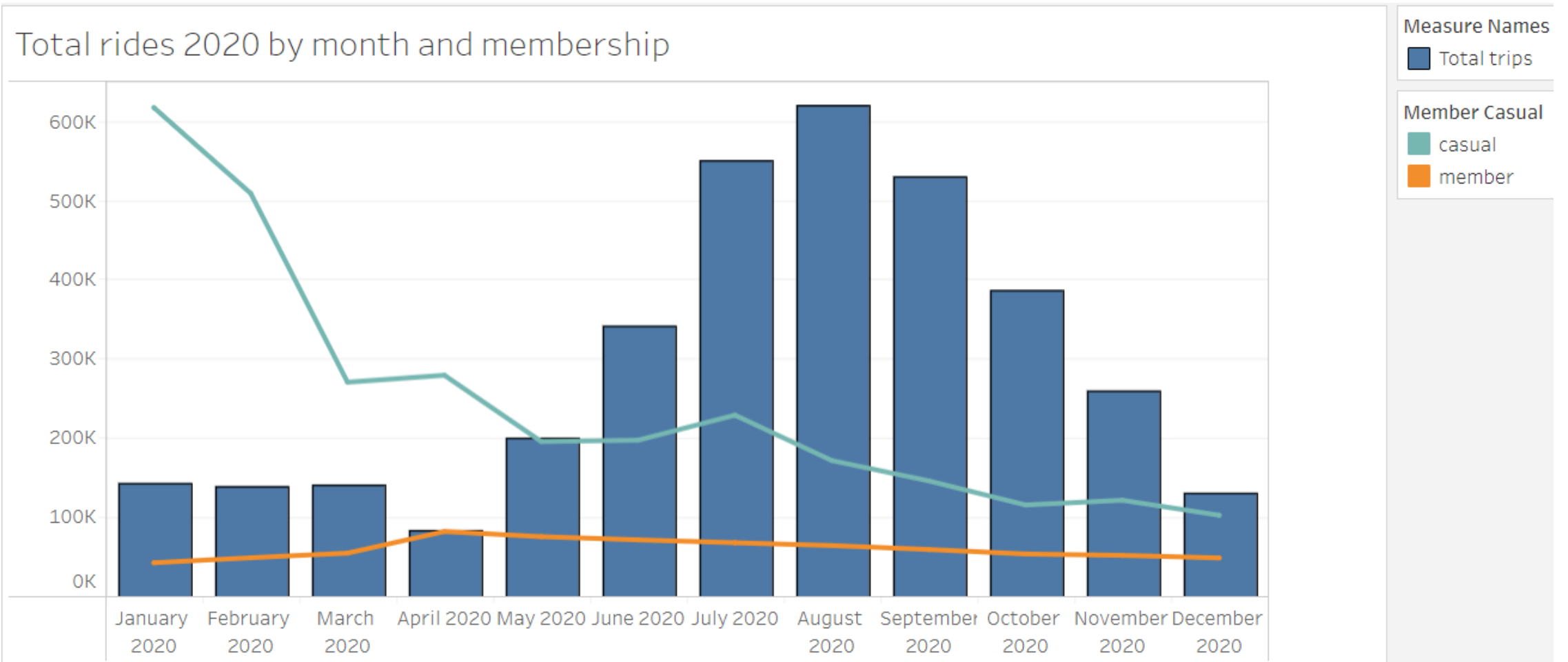
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- The bike-sharing market was valued at USD 3 billion in 2020 and is anticipated to reach USD 4 billion by 2026, at a CAGR of about 6% during the forecast period (2021 - 2026).
  - As people reassess ground transportation options in the face of the COVID-19 pandemic, many are choosing isolated modes such as driving or biking over public transportation or ride-sharing.
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## Key Cyclistic 2020 Metrics:

- Total number of casual and member riders in 2020 is **3.53 m**
  - Average overall ride length is 28 minutes
  - **Member** average ride duration is 15.7 minutes while **Casual** rider average ride duration is 47.6 minutes
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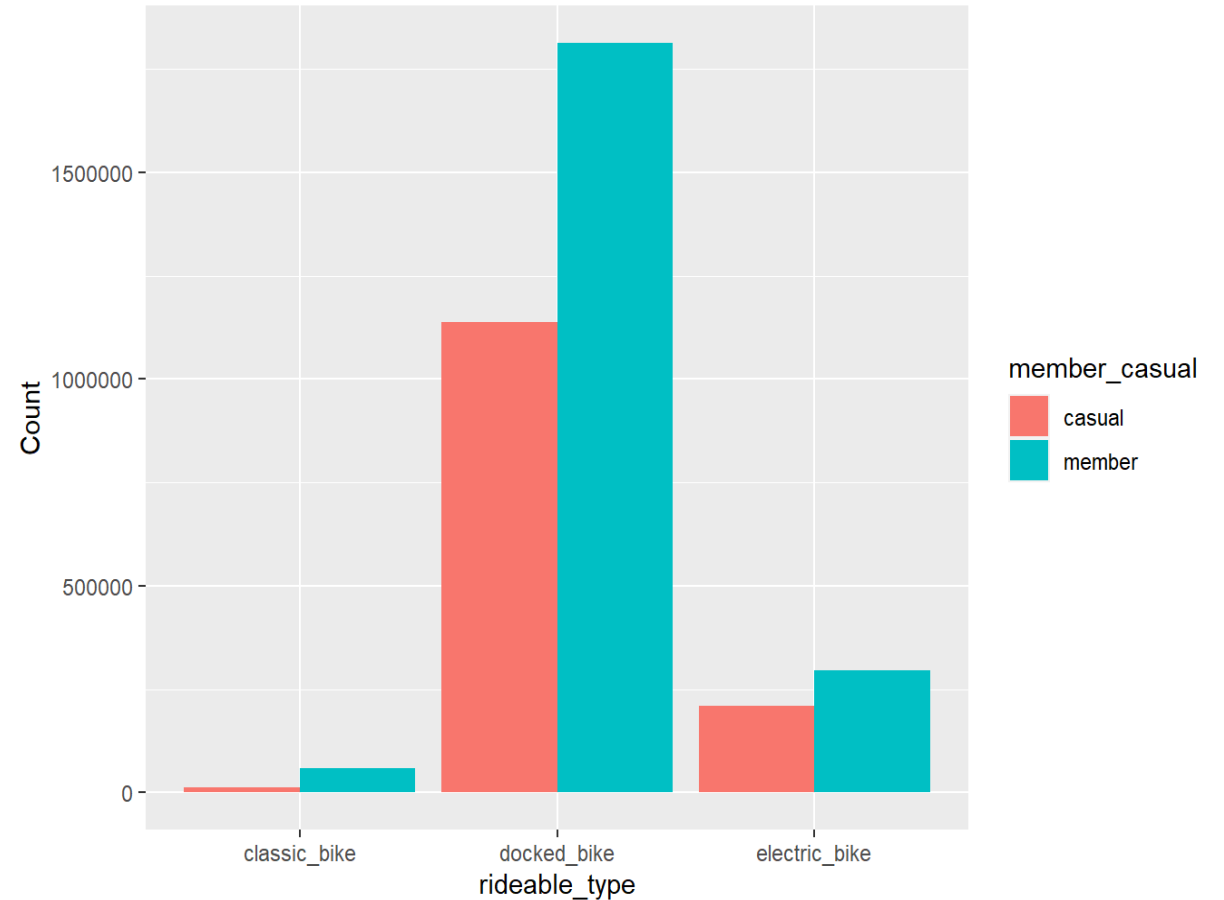
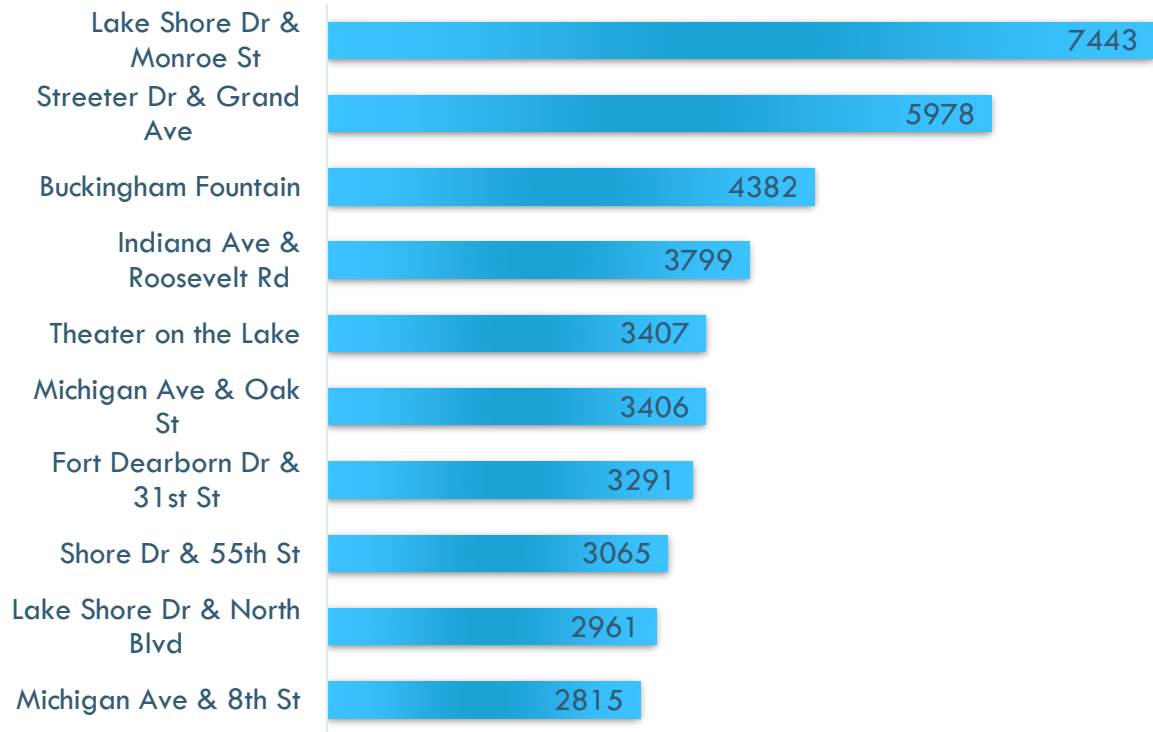
Cyclistic casual riders make 39 % of it's overall bike share riders, Those riders show higher potential for growth through converting them to members as the analysis conducted through their usage of the ride share services

# CASUAL RIDERS EXCEEDED AVERAGE RIDE DURATIONS OF MEMBERS CONSISTENTLY THROUGHOUT THE YEAR



# DOCKED BICYCLES AND POPULAR STATIONS

## Popular Stations

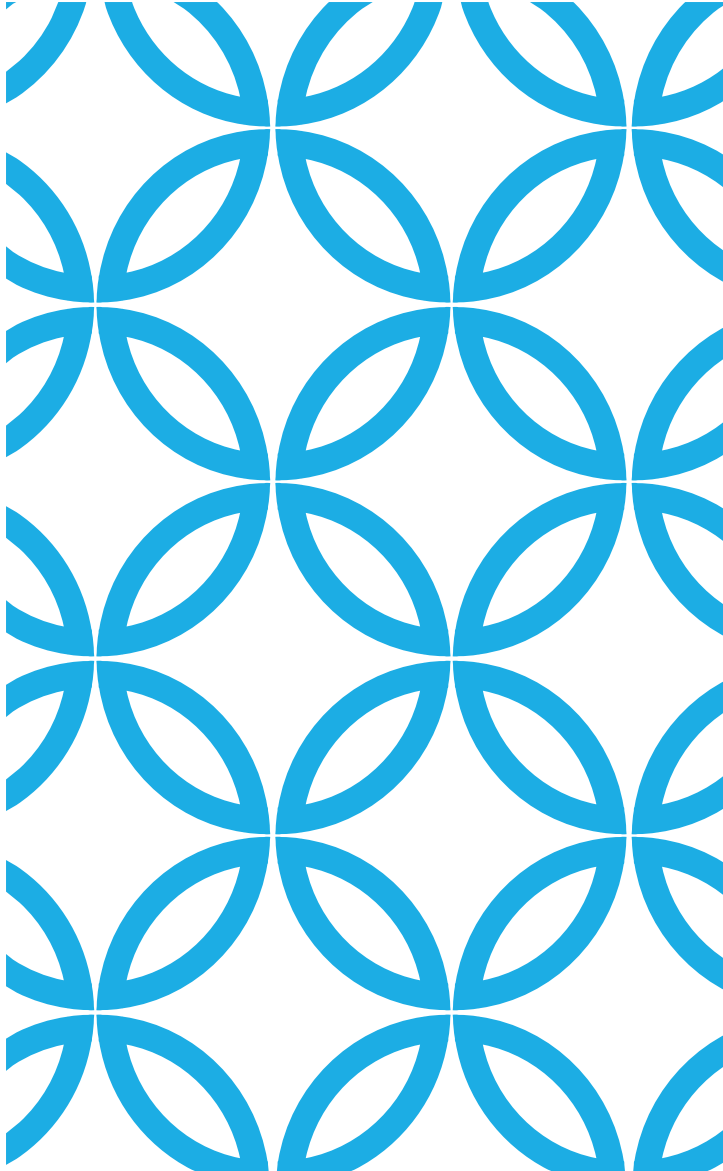


# KEY FINDINGS

- **Casual** Riders average ride length in minutes is about +3 times more than the **members**
- Docked bikes are the most popular among riders also they are easier to find via smart phones mapping apps for members and casual
- Summer months are the most blooming months for ride sharing business particularly May till August, further analysis shows a peak in average ride duration at the early morning that decreases throughout the day then rises again at night-time (at hour 23)
- Popular stations are around the Chicago harbor area, specifically “Lake shore Dr & Monroe St.” , and “Streeter Dr & grand Ave”

# KEY RECOMMENDATIONS

- Best **seasons** to promote marketing campaign that targets **Casual riders** is during the spring and summer seasons
- Best **Timing**/Hours are after work hours, for example 7 Pm till 11 Pm
- **Places** to promote the marketing campaign are around the Chicago harbor area, specifically Lake shore Dr & Monroe St. , and Streeter Dr & grand Ave that is where most exposure can be.
- Docked bikes are the most favored/ more likely to succeed **Types** of bikes to promote in the marketing campaign



# THANK YOU

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## Resources:

- <https://www.globenewswire.com/news-release/2021/07/14/2262611/28124/en/Global-Bike-Sharing-Market-2021-to-2026-Growth-Trends-COVID-19-Impact-and-Forecasts.html>
- <https://www.mordorintelligence.com/industry-reports/bike-sharing-market>