

Analytics and the Bicycle Industry



By Ben Goodwin

March 3, 2022

A brief Introduction

- Founded 2020, Fort Collins, Colorado
 - Good opportunity for entry into the market.
 - Business license filings were very down
- Worked in bike shops throughout college
 - Gave perspective into industry
 - Main players, gaps in the market
 - Opportunity to try something outside of my expertise.

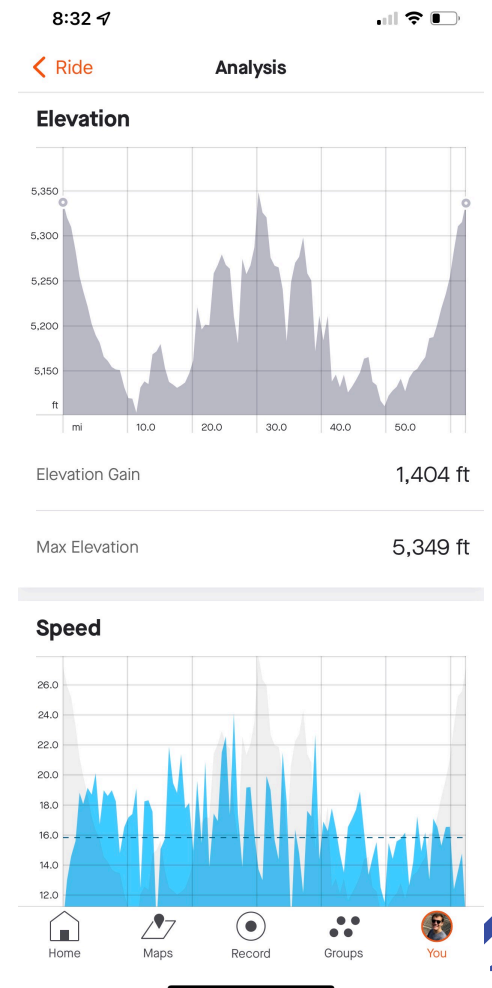
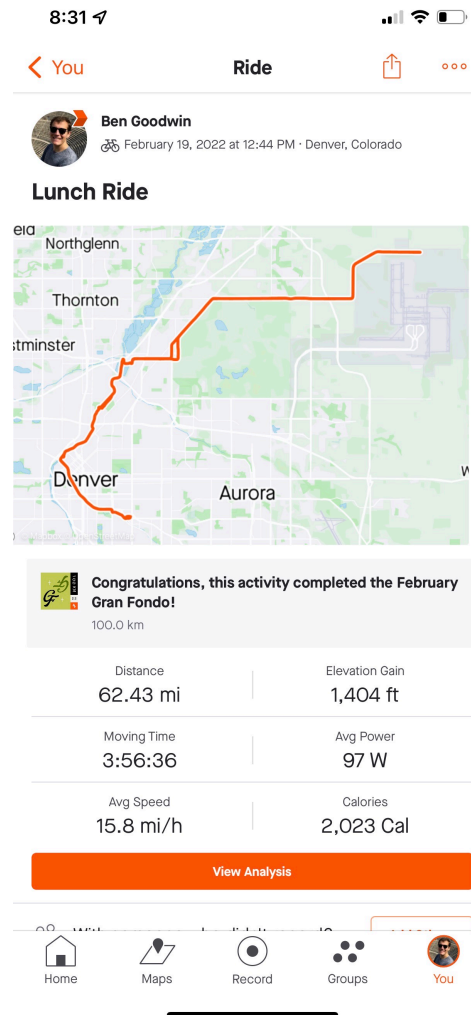


Analytics Project 1: Preventive Maintenance Via Strava

Strava is an American internet service for tracking physical exercise which incorporates social network features. It is mostly used for cycling and running using GPS data – strava.com

Key Features:

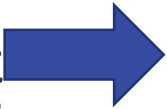
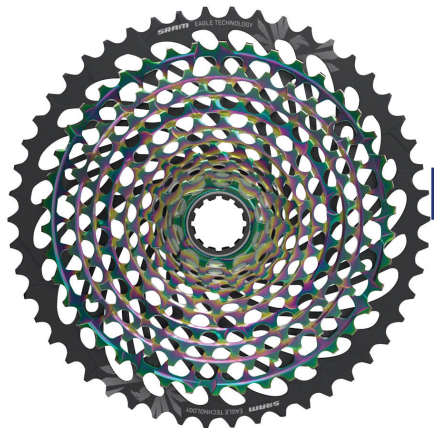
- Track milage on individual bikes
- Analyze riding patterns
 - Riding style, e.g., lots of climbing, seasonality



Why?

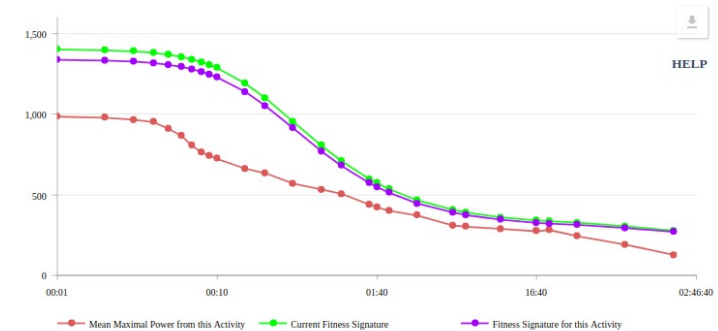
- With customer permission, each time a part is replaced, or routine maintenance is performed data is added to proprietary database to manage and track lifetime and part wear.
- Let's take an example of a cassette

Manufacturer expected lifespan:
2500 miles



STRAVATM

Milage, Elevation gain, and other trackers queried via Strava API. Plotted against expected lifetime. Alerts shop at 10% life.



Component added to shop database
Includes owner, date, bike


Outcomes

- Developed a data driven maintenance schedule. Benefits include:
 - Decreased wear on other components
 - Improved bicycle performance
 - Helps shop forecast demand for specific parts
 - Supply chain constraints are decimating cycling industry
 - Proactive with customers
 - Can simply send an email reminding of upcoming service
 - Provide link to schedule service and get part fulfillment underway

Analytics Project 2: Repair Bid System

- Key tenet of business model is on-demand repairs via online booking system

Book an Appointment for Service



Honest Abe's comes to you service
30 minutes

Select a date

Mon
February 28, 2022

Tue
March 1, 2022


Wed
March 2, 2022


Thu
March 3, 2022


Fri
March 4, 2022


Sat
March 5, 2022

Sun
March 6, 2022


(970)-658-9971


info@abesbikes.com



Fort Collins
Colorado


Your timezone: America/Denver 



You are booking: Honest Abe's comes to you service

March 5, 2022 7:15 am - 7:45 am America/Denver


With this service, the bike shop comes to you. We will bring our full shop to a place of your choosing for any repair service you might need.


 Name *


 Email *


 


 Phone *

 Address

 City

 State

 Zip

 Notes

BOOK THIS APPOINTMENT

Bidding System Continued



Honest Abes Bicycle Sellers at Honest Abes Bicycle Sellers

Your appointment details

To: Ben Goodwin,

Reply-To: info@abesbikes.com

Hi Ben Goodwin,

This is a confirmation of the appointment you just booked on <https://abesbikes.com>

Appointment scheduled for March 5, 2022 7:15 am (MST)

Instructions: With this service, the bike shop comes to you. We will bring our full shop to a place of your choosing for any repair service you might need.

Type: Honest Abe's comes to you service

Your details:

Name: Ben Goodwin

Email: bensharn@gmail.com

Phone: +1 870-677-0228

Notes: I have a flat tire, please help

If you need to cancel or change your appointment, you can do so by visiting this link:

https://abesbikes.com?appointment_action=edit&appointment_token=5123fd4f7447001c81a2f70e9598c99910

Current System

1. Customer books appointment
2. Send to Ben (me)
3. Contact mechanics to check availability

Proposed Bidding System

- Service request is sent to all mechanics detailing type of repair or service
- Mechanics can bid price for which they will complete the repair
- Simple fixes like tube replacements or basic drivetrain adjustments can provide opportunity and experience for junior mechanics while reserving more complex repairs for senior mechanics.
- Business benefits from not always utilizing expensive labor for less skilled jobs
- Mechanics can compete and determine what their skills are worth
 - Potential prisoner's dilemma