

RIDE YOUR BIKE  
& love your ride

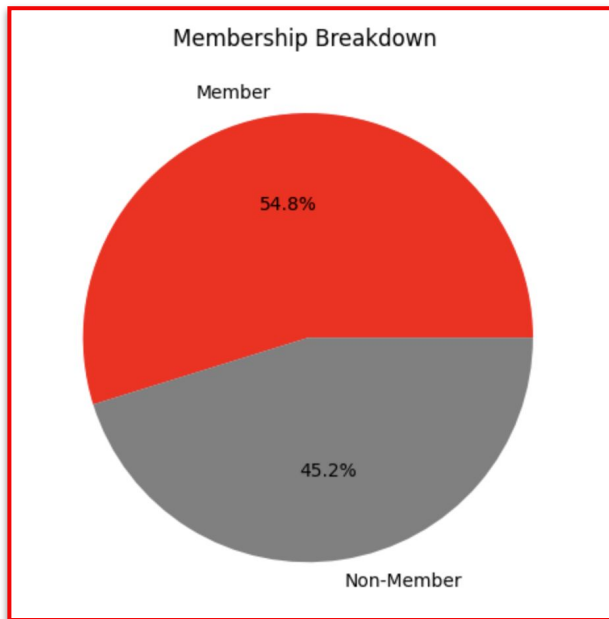


# Our Goal

Our goal is to identify trends and patterns between members and non-members, enabling the marketing team to develop a more targeted and effective marketing plan.



# Membership Distribution



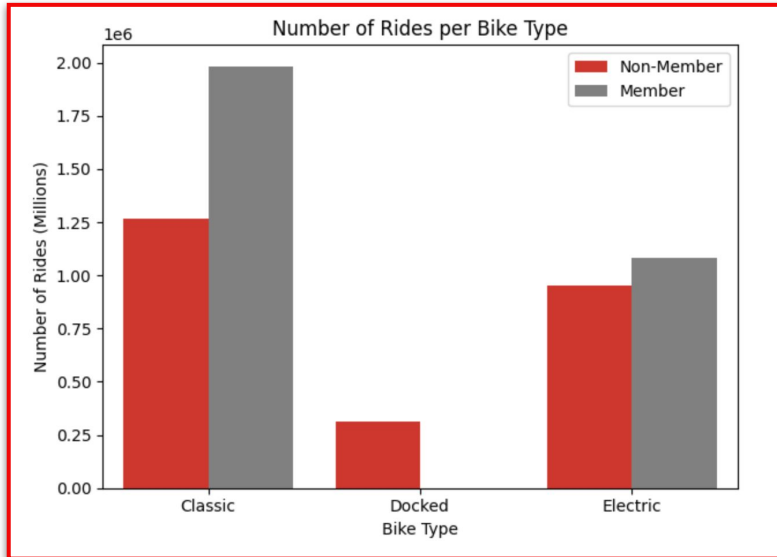
## Membership Distribution:

- Members: 54.8%
- Non-Members: 45.2%

## Targeting Specific Demographics:

- Enables tailored marketing campaigns
- Maximizes campaign effectiveness

# Bike Model Distribution



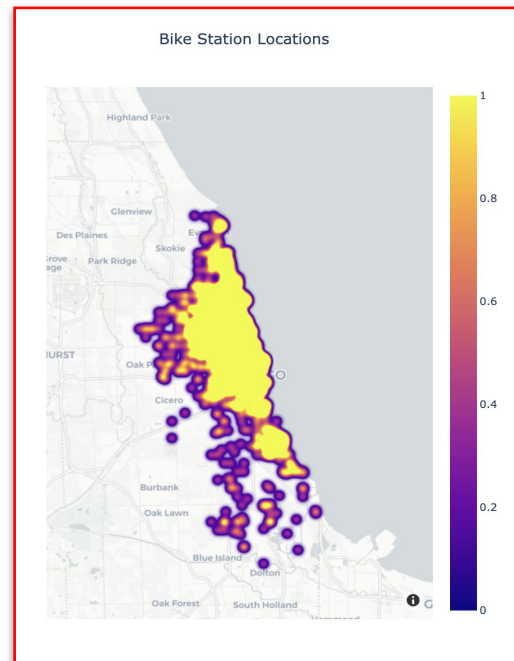
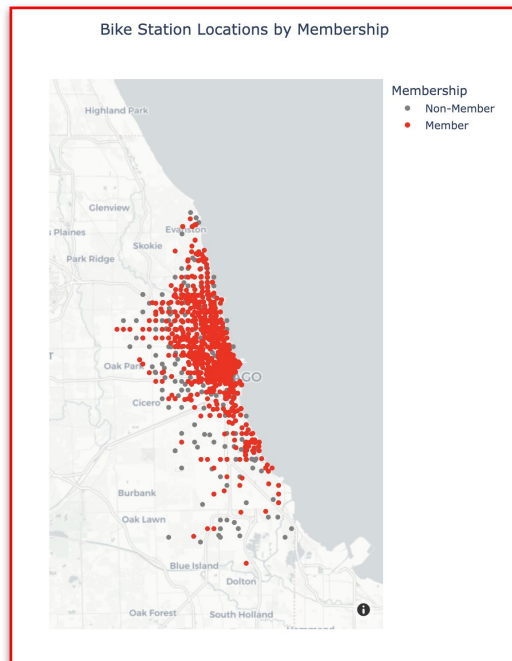
## Bike Model Distribution:

- Classic Bikes: 58.11%
- Docked Bikes: 5.58%
- Electric Bikes: 36.31%

## Insights for Marketing:

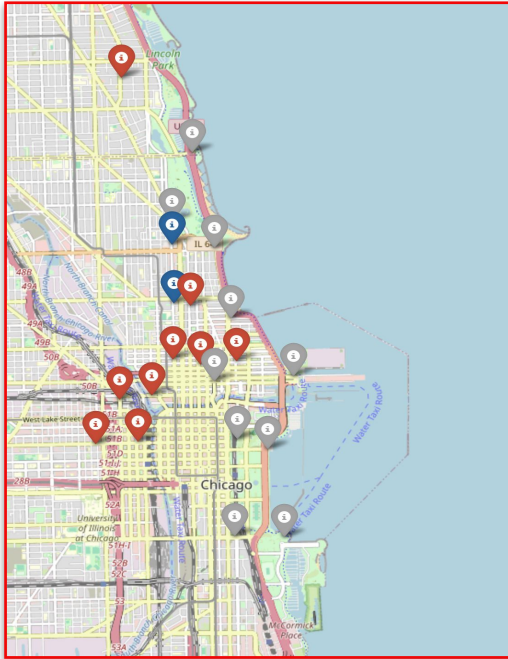
- Emphasize benefits of classic bikes
- Promote convenience of electric bikes

# Bike Station Locations



Northern and central Chicago have a higher concentration of customer activity compared to the outskirts and suburban areas

# Most Frequent Bike Station Locations

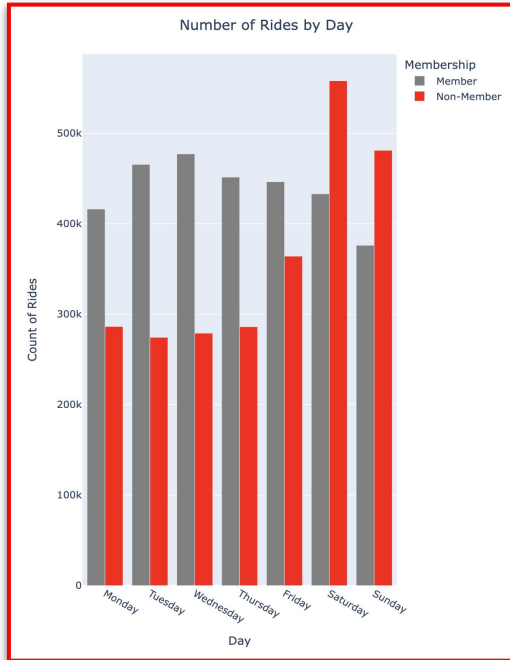


**Red** = Most Frequent Stations for Members  
**Gray** = Most Frequent Stations for Non-Members  
**Blue** = Most Frequent Stations for Both

Members tend to bike more in the inner city, while non-members prefer lakeside routes, indicating different biking preferences between the two groups

Red Stations	Gray Stations	Blue Stations
<ul style="list-style-type: none"><li>- Broadway &amp; Barry Ave</li><li>- Clark St &amp; Elm St</li><li>- Clinton St &amp; Madison St</li><li>- Dearborn St &amp; Erie St</li><li>- Desplaines St &amp; Kinzie St</li><li>- Green St &amp; Madison St</li><li>- Kingsbury St &amp; Kinzie St</li><li>- St. Clair St &amp; Erie St</li><li>- Wells St &amp; Huron St</li></ul>	<ul style="list-style-type: none"><li>- Clark St &amp; Lincoln Ave</li><li>- Indiana Ave &amp; Roosevelt Rd</li><li>- Lake Shore Dr &amp; Monroe St</li><li>- Lake Shore Dr &amp; North Blvd</li><li>- Michigan Ave &amp; Oak St</li><li>- Millennium Park</li><li>- Shedd Aquarium</li><li>- Streeter Dr &amp; Grand Ave</li><li>- Theater on the Lake</li><li>- Wabash Ave &amp; Grand Ave</li></ul>	<ul style="list-style-type: none"><li>- Wells St &amp; Concord Ln</li><li>- Wells St &amp; Elm St</li></ul>

# Day of the Week



## Weekday Activity (Members):

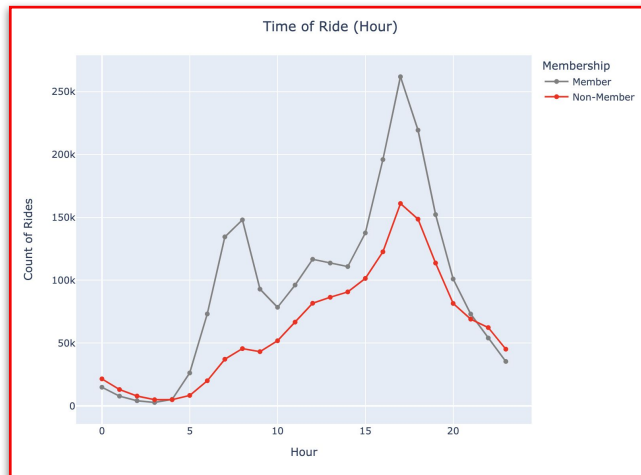
- Most active during weekdays
- Likely commuting to work or school
- Suggests regular use as part of daily routine

## Weekend Activity (Non-Members):

- Higher activity on weekends
- Indicates leisure or tourism use
- Aligns with hypothesis of non-members as tourists or occasional visitors

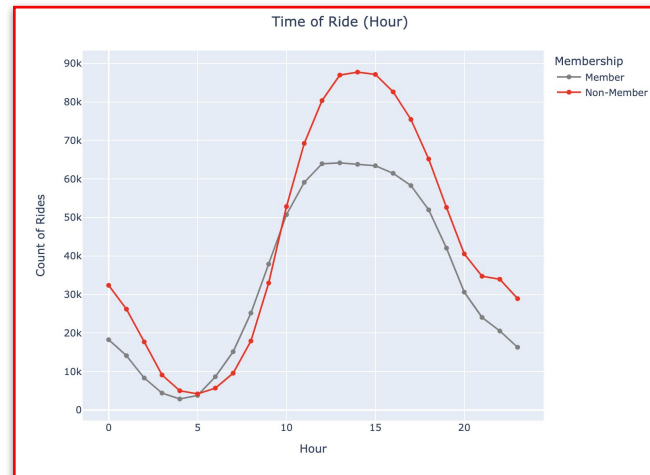
# Time of Day

## Weekday



During weekdays, the number of rides peaks at 8am and 5pm, coinciding with typical commuting times when people are leaving for work or returning home

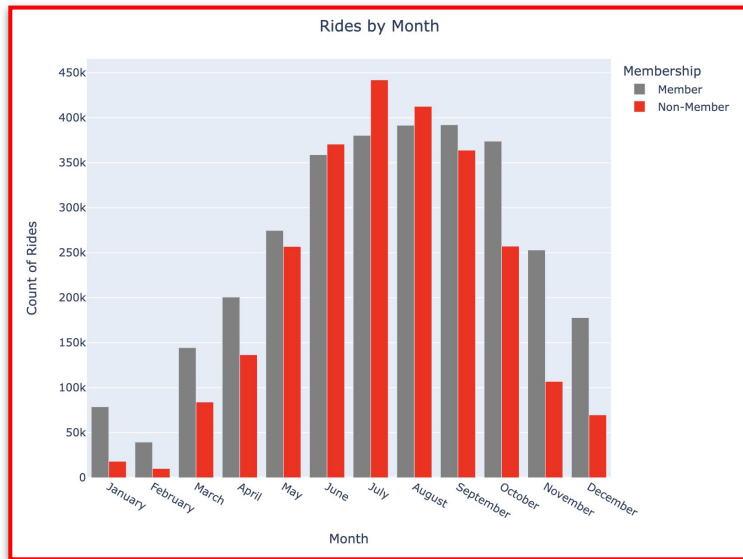
## Weekend



On weekends, ride numbers increase around 10am and remain higher than members' rides until 6pm, likely due to weekend leisure and tourism activities



# Time of Year



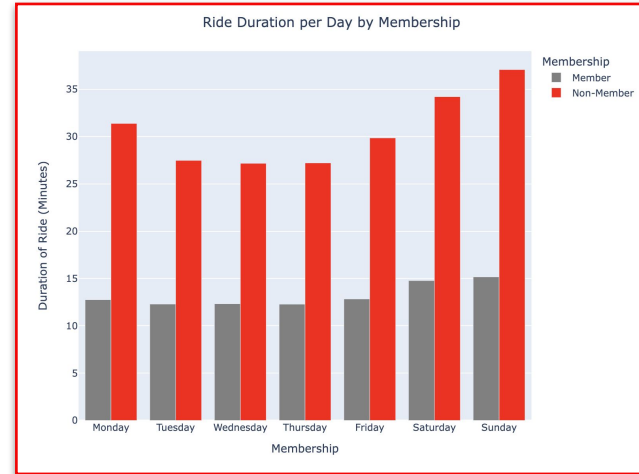
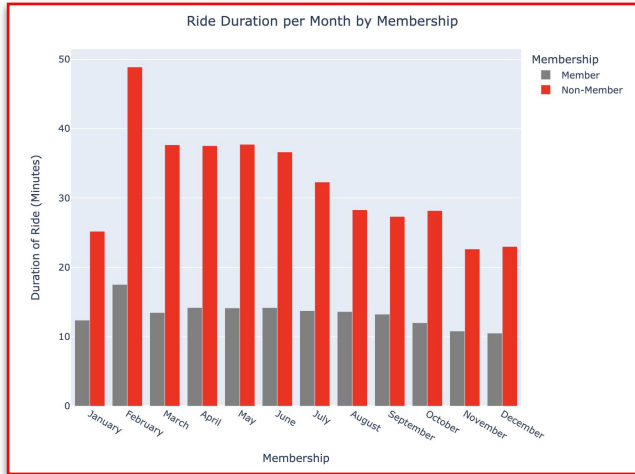
## Peak Months (June to September):

- Most profitable period for both casual riders and members
- Highest rider counts observed

## Off-Peak Months (November to April):

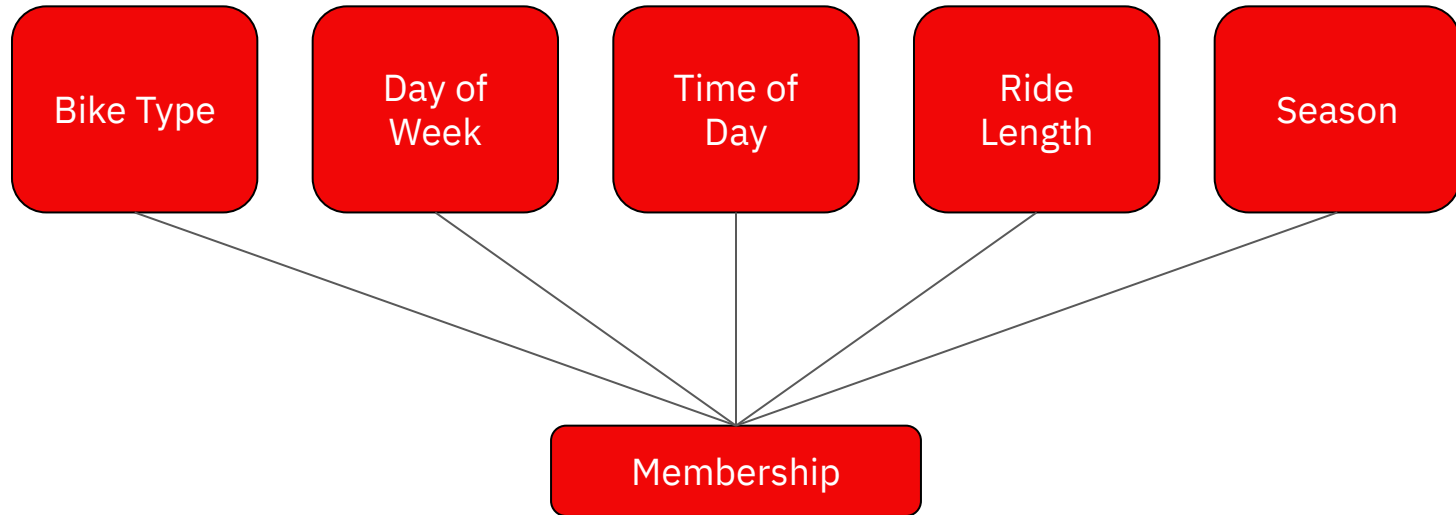
- Least popular months
- Lowest rider counts recorded

# Duration of Bike Ride



The longer average ride duration for non-members implies they may use the bikes for leisure or longer trips, while members likely use them more for regular commuting or shorter, more frequent trips.

# Logistic Regression Model



# Bike Membership Model Coefficients

