

This is the '**Comparison Chart**' of how Divvy riders - Casual and Member rides changed pre and post pandemic. That is, we'll see if pandemic and the restrictions imposed on CTA has any advantages to Divvy casual or member riders.

I used the Divvy rides and factors data to come up with the visualization. The blue bars represent the Divvy Member riders and the gray bars represent Divvy Casual riders.

As we saw before, casual riders use more Divvy bikes than members. You clearly see patterns and connections between the available data that there is a clear impact of pandemic that have benefited Divvy rides.

I would like to highlight some of the major takeaways:

In Sep 2019 (pre pandemic), Divvy Member rides were high, ~16K whereas Divvy Casual rides were around 9K.

By Sep 2020 (during pandemic), Divvy Casual rides starts are much higher than Member rides. This is obvious with the public restrictions during pandemic and the imposed CTA restrictions, people choose to use safer transportation means like Divvy, that has eventually surged the Divvy casual rides at ~18K, at the same time Divvy member rides maintains to stay at ~12K.

By Sep 2021 (post pandemic), Divvy casual rides shows a spectacular growth in at about ~23K and Divvy member rides sustains at ~12K.

By exploring this visualization, we see that pandemic has a great impact on Divvy rides. Even after the covid restrictions are lifted, Divvy strives to bring in more revenue than pre pandemic by reducing customer churn.