

A white Divvy bike with a blue basket and a pink bell, parked on a city street. In the background, there are blurred city buildings under a clear sky.

UNITED NATIONS OF BIKES

Business Strategies For

The Divvy logo, featuring the word "Divvy" in a bold, black, sans-serif font, flanked by two sets of blue diagonal stripes.

RISE AND RIDE WITH
US

PROMPT

WHO ARE WE?

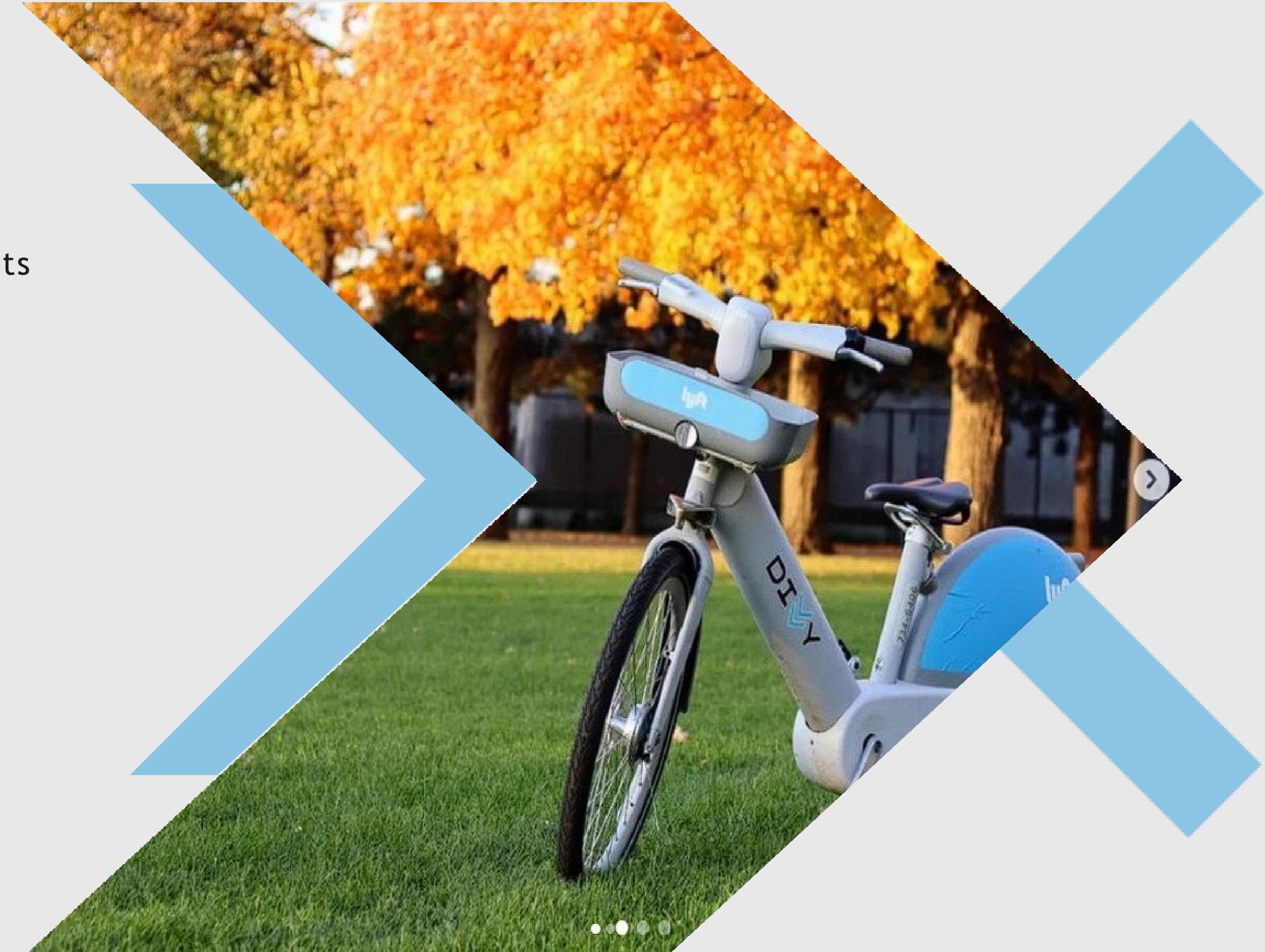
We are a group of professional consultants with years of experiences in providing services for bike-sharing industry

WHAT IS OUR GOAL?

We are going to analyze the business of our client, Divvy - the primary bike-sharing system in Chicago, and provide strategic plans for our client to grow in this fast-changing industry

WHAT DATA DID WE USE?

We are using the Divvy ridership data from 2014 to the end of 2017



MEET THE PROFESSIONALS



Carlo
Lopez



Daniel
Huang



Derrell Coleman
II



Vibha



Garrett

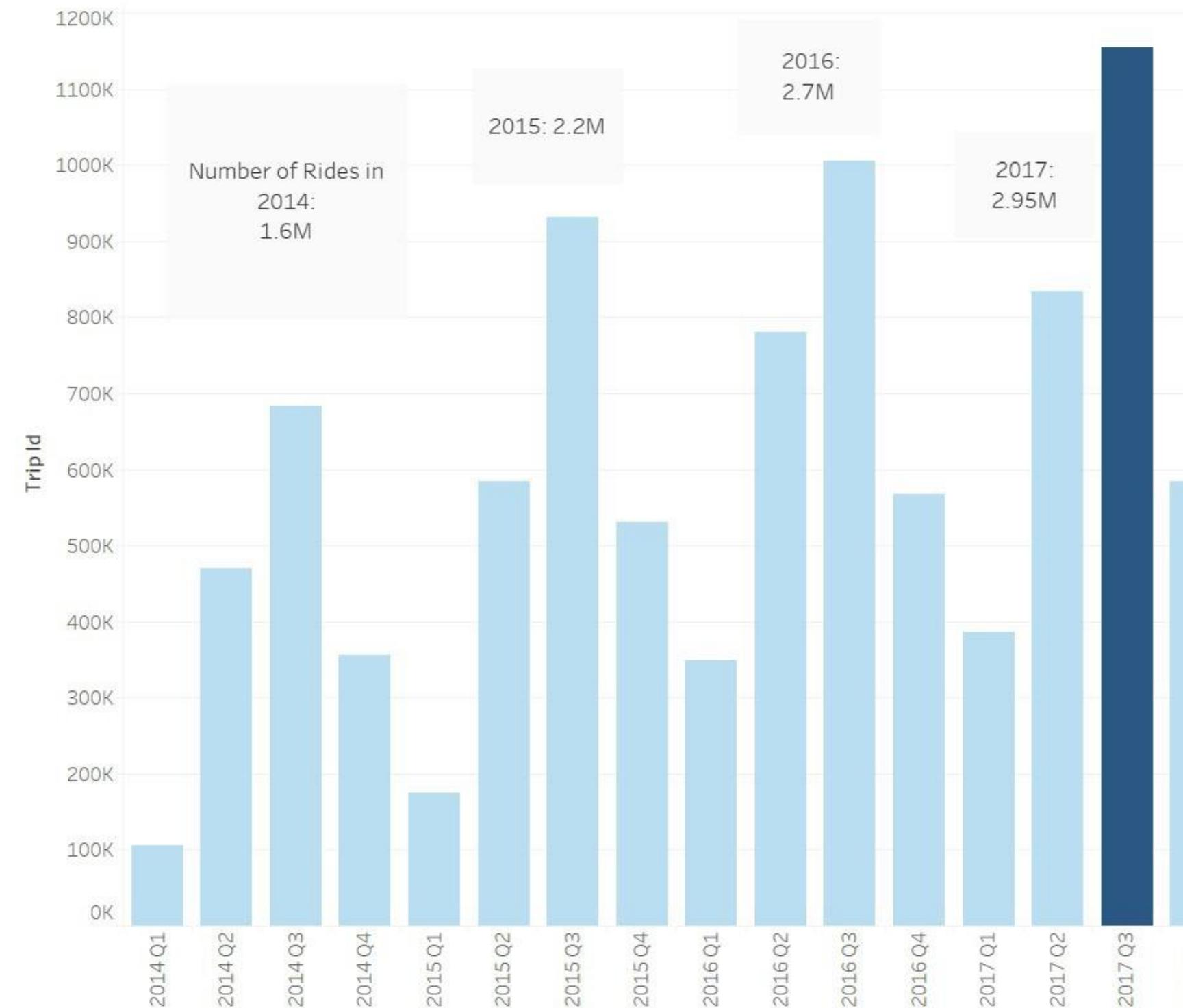


Total Number of Completed Trips

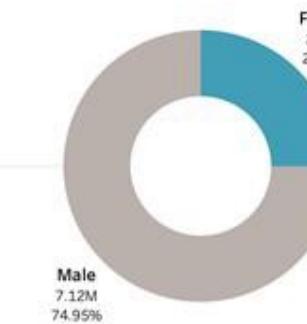
9,495,227

Data Source: Divvy Bike Ridership Stats from 2014 Q1 to 2017 Q4

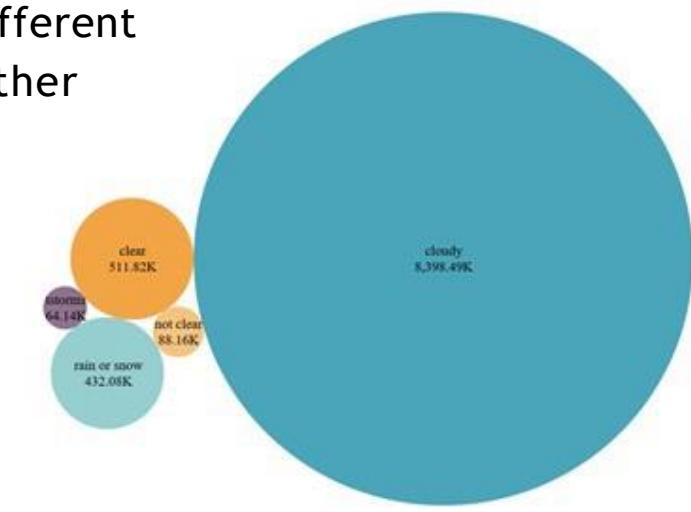
Total Number of Rides



User Gender Distribution

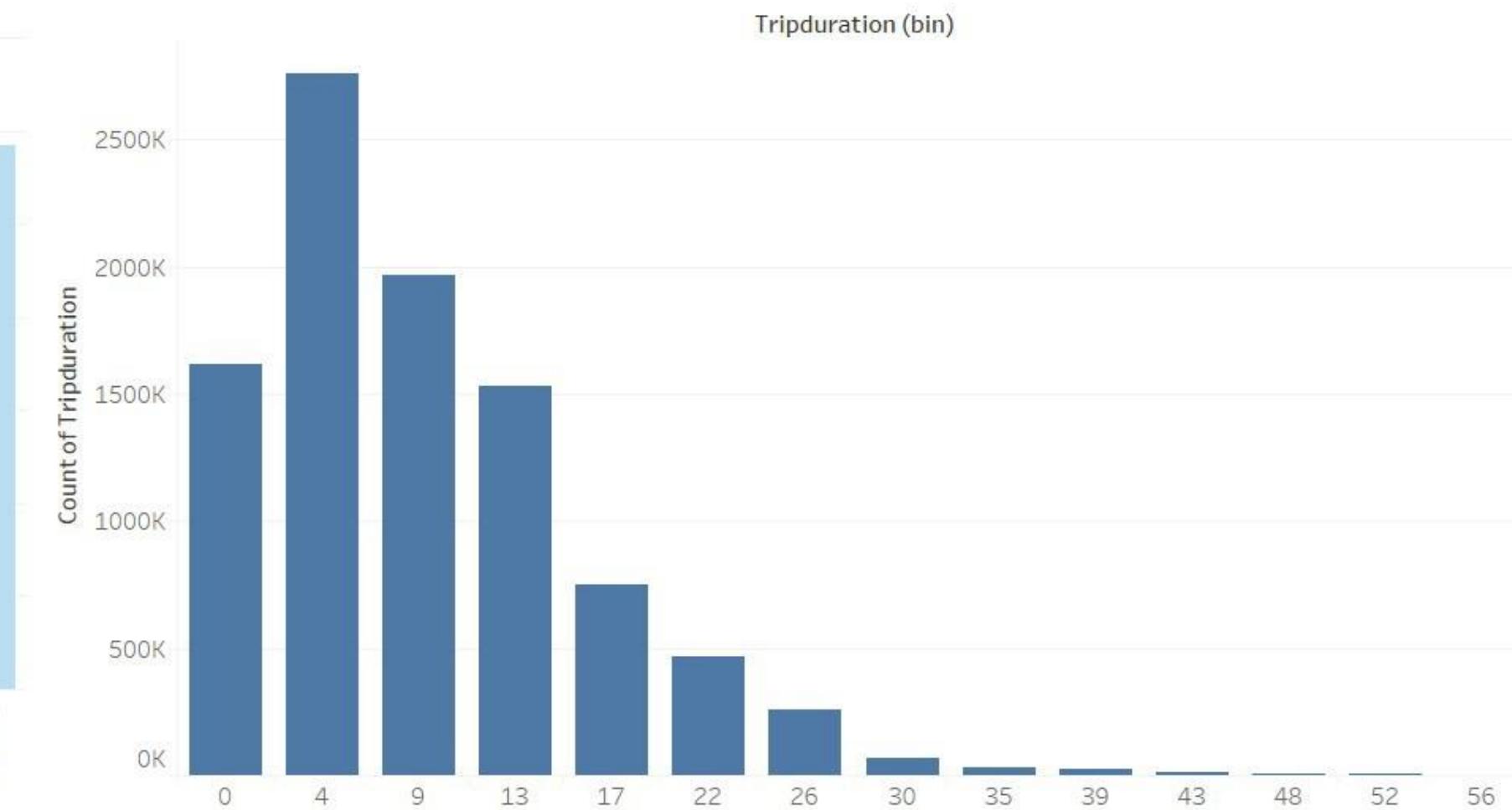


Distribution of Trip in Different Weather



Tripduration (bin)

Distribution of Trip Duration



EXPANSION

S



Most Popular Stations - Why?

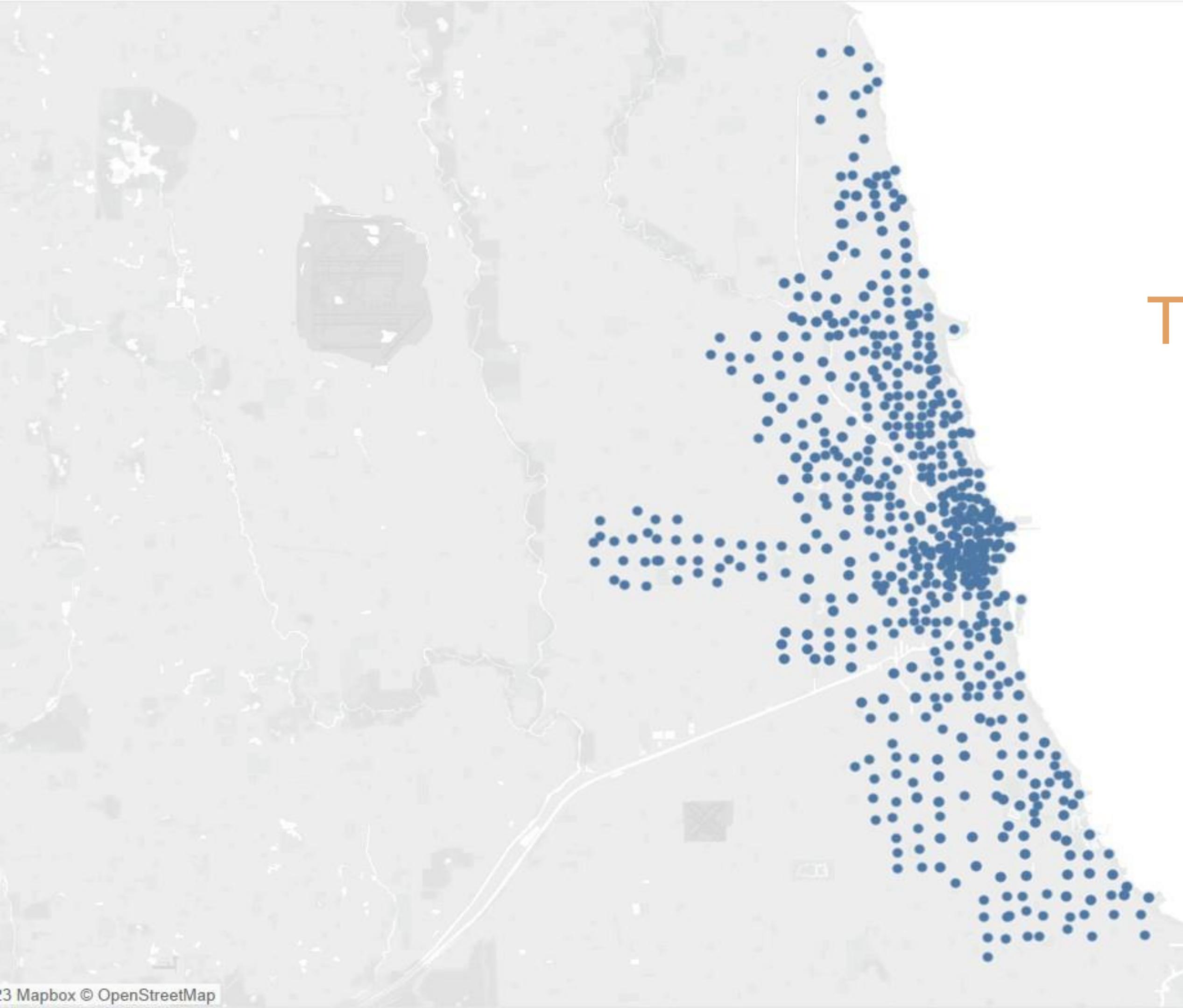


Least Popular Stations - Why?

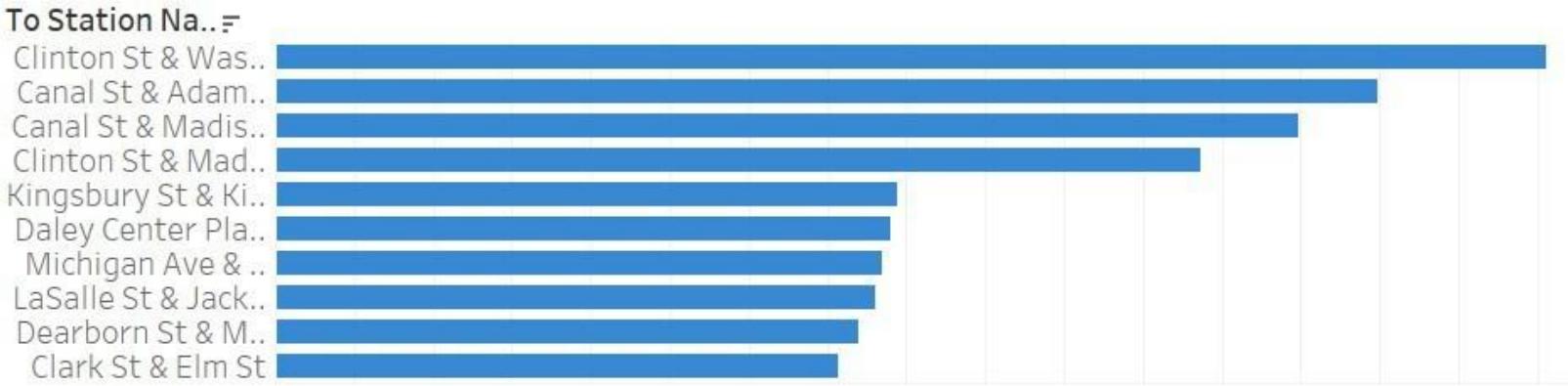
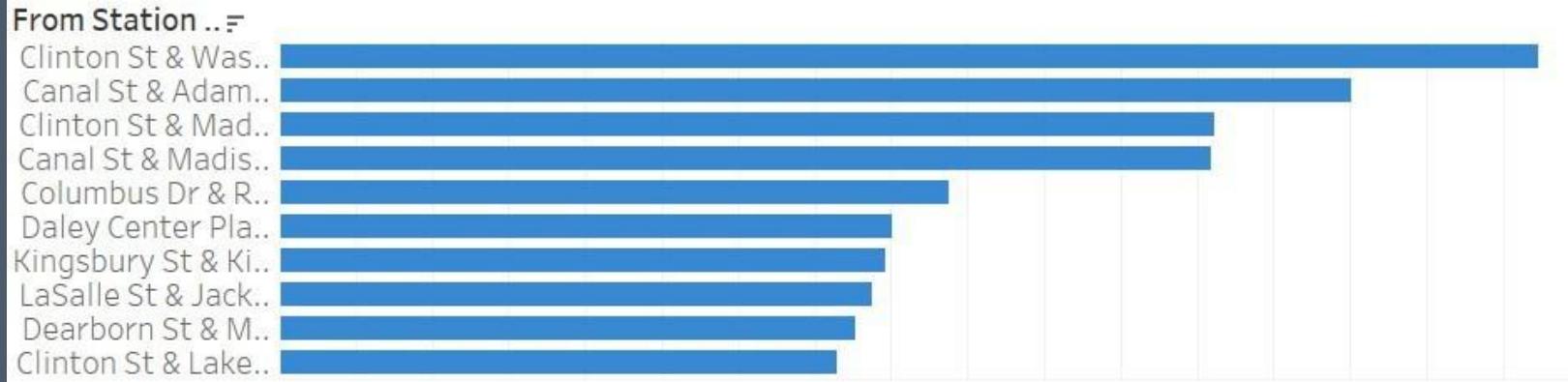


Recommendation





TOTAL STATION
592

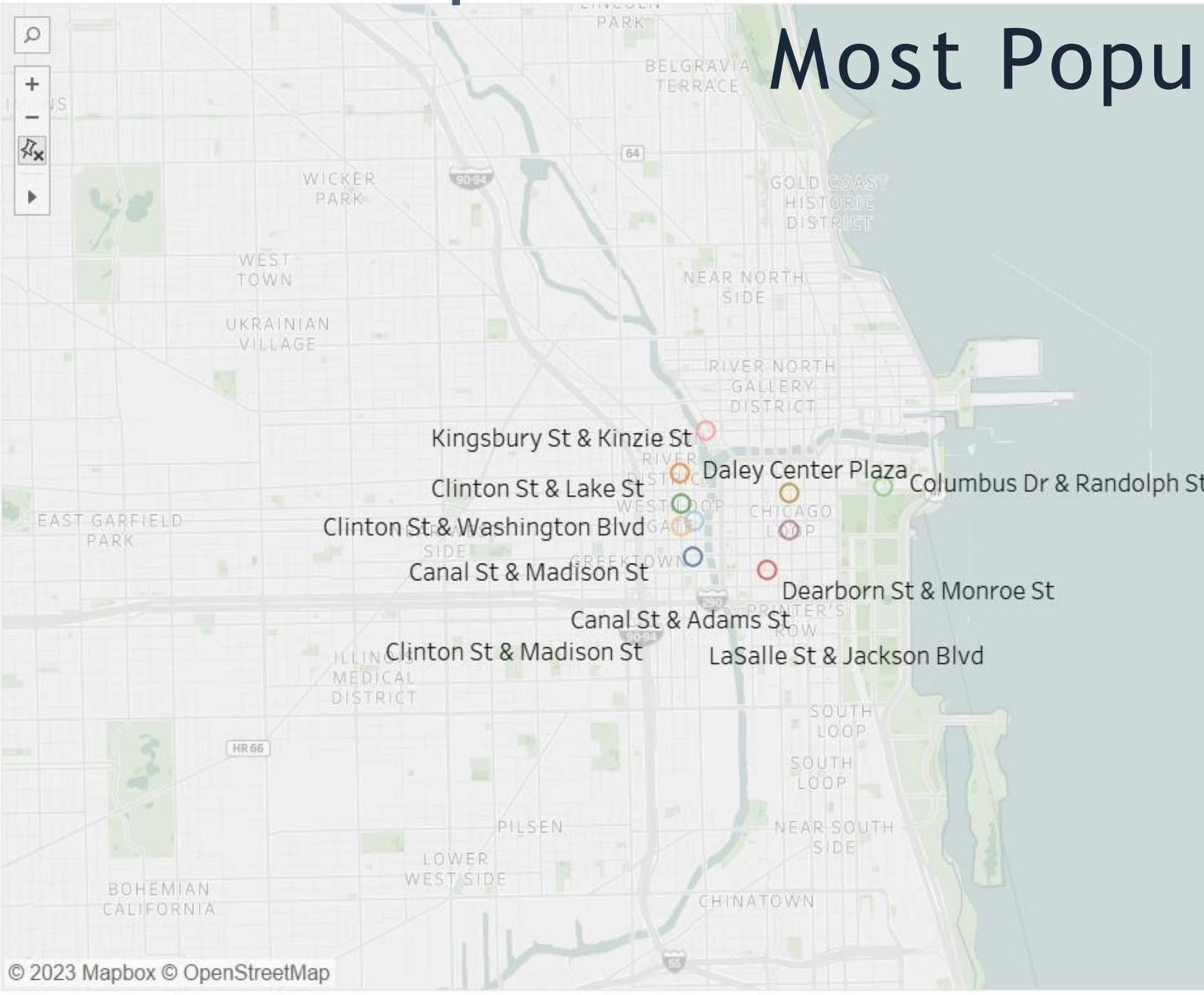


Departure

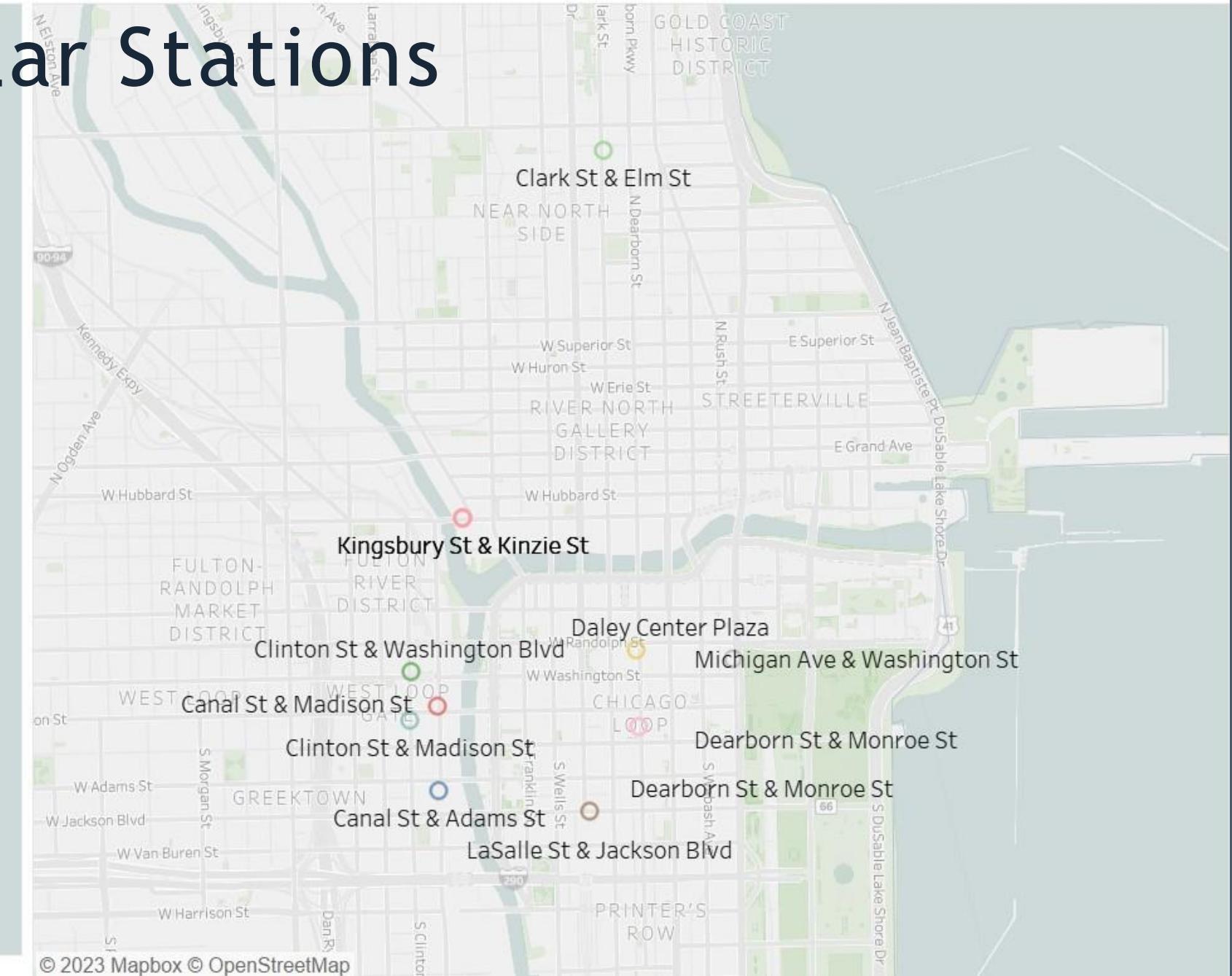


Arrival

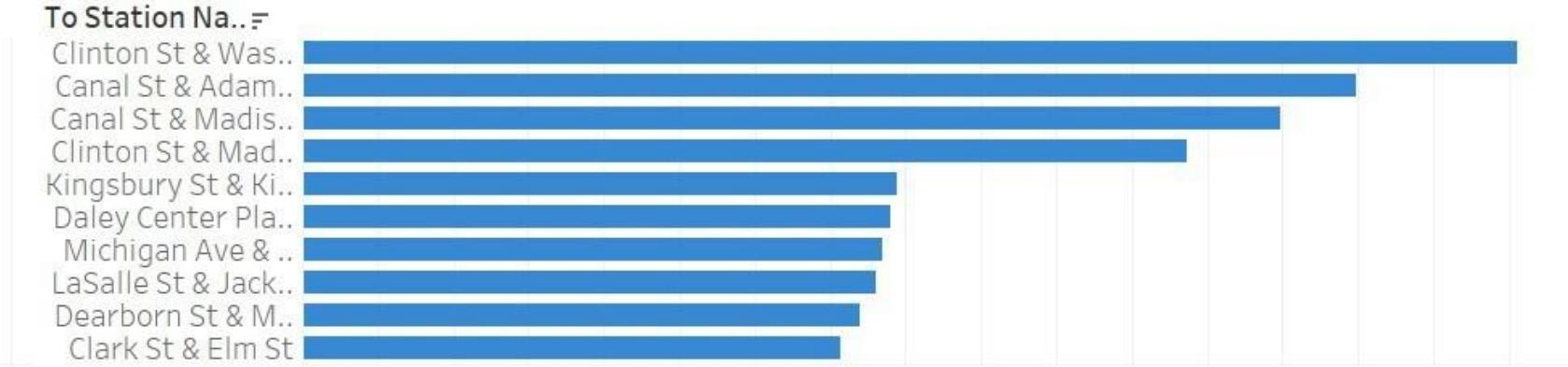
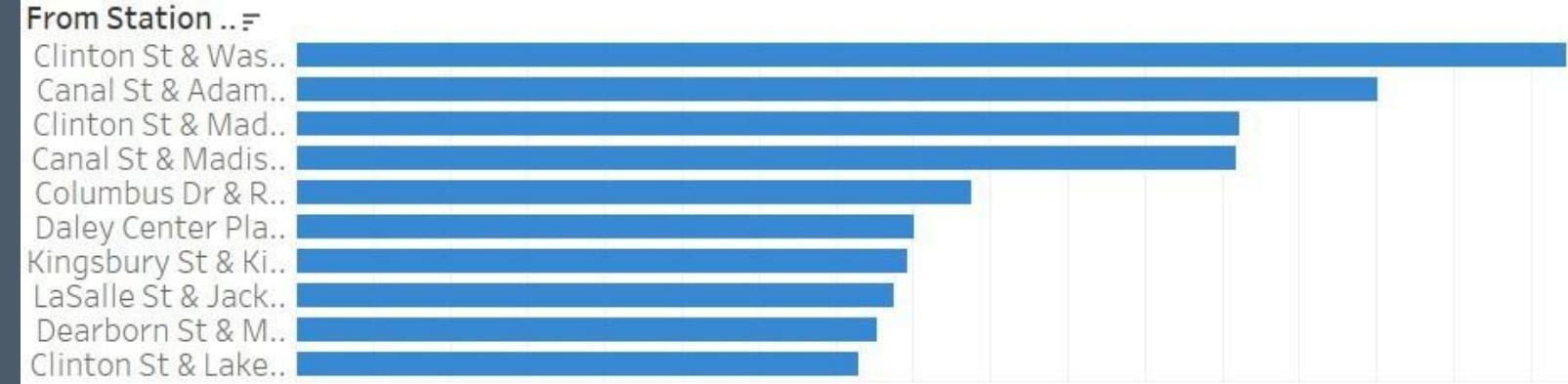
Most Popular Stations



© 2023 Mapbox © OpenStreetMap

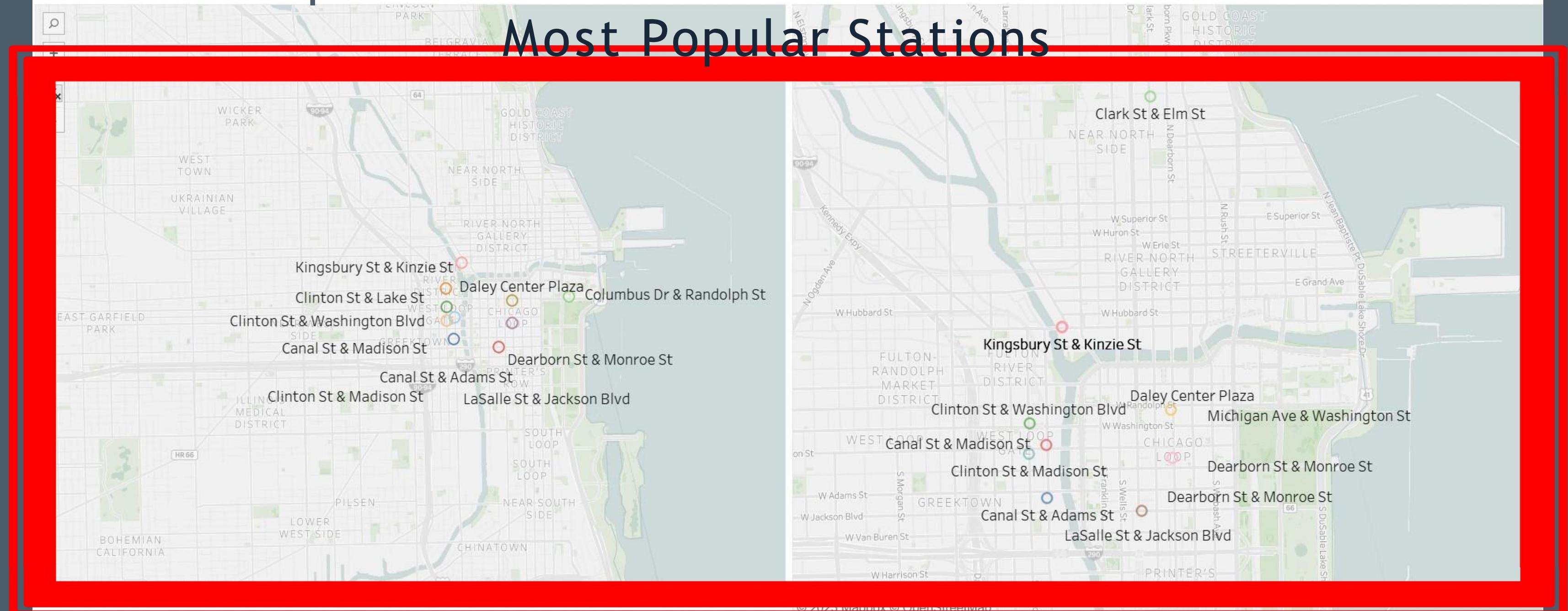


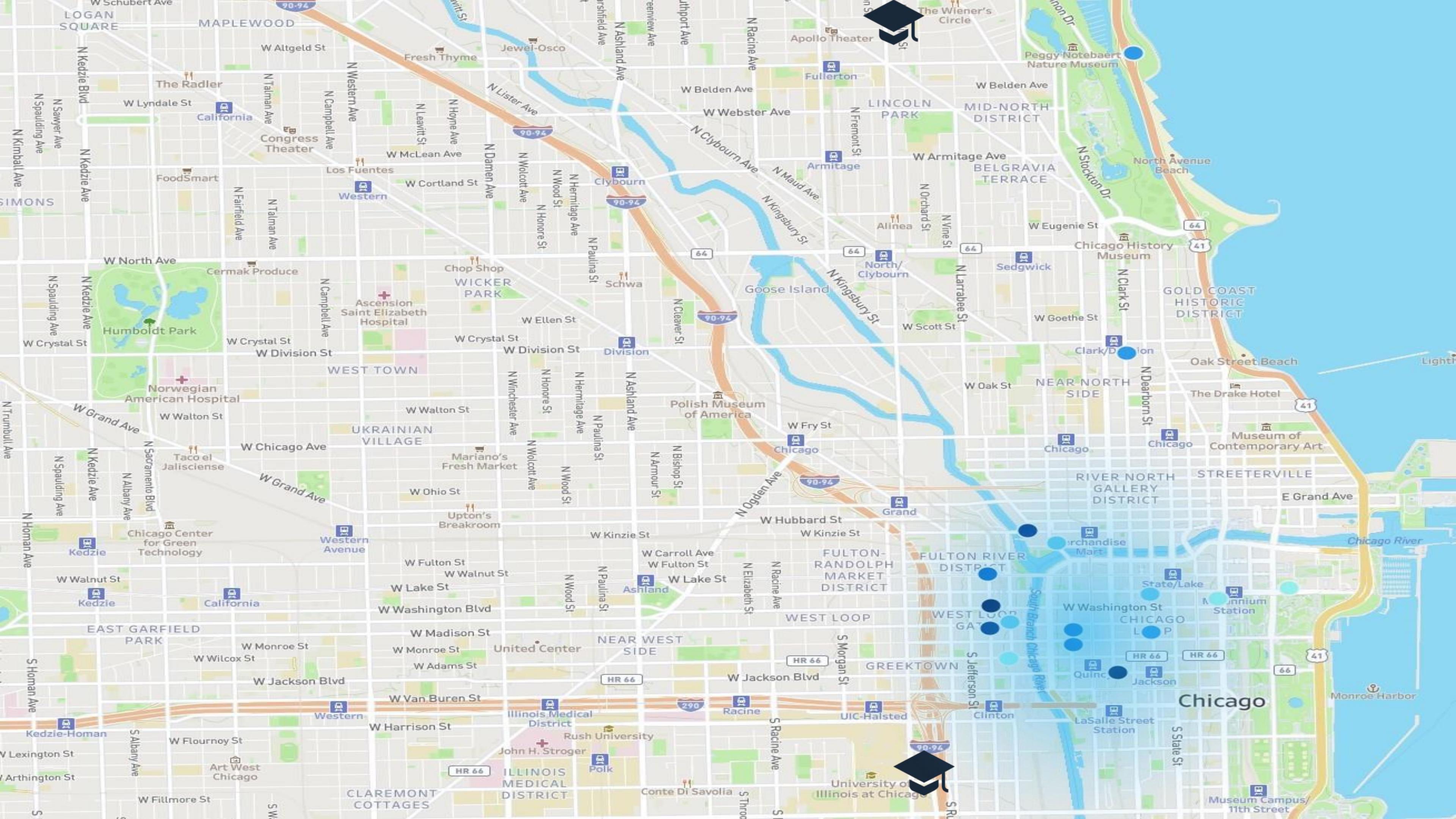
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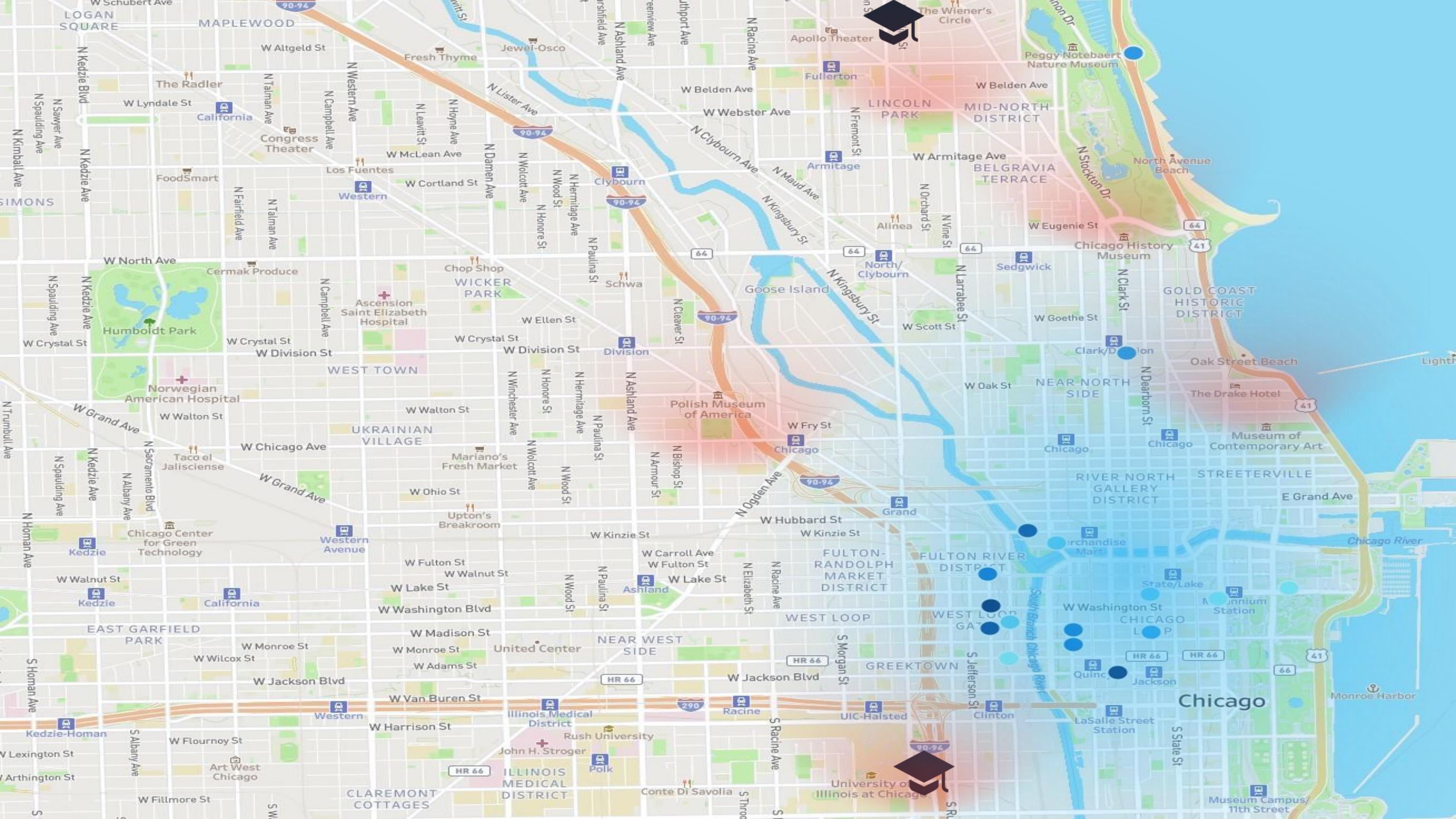


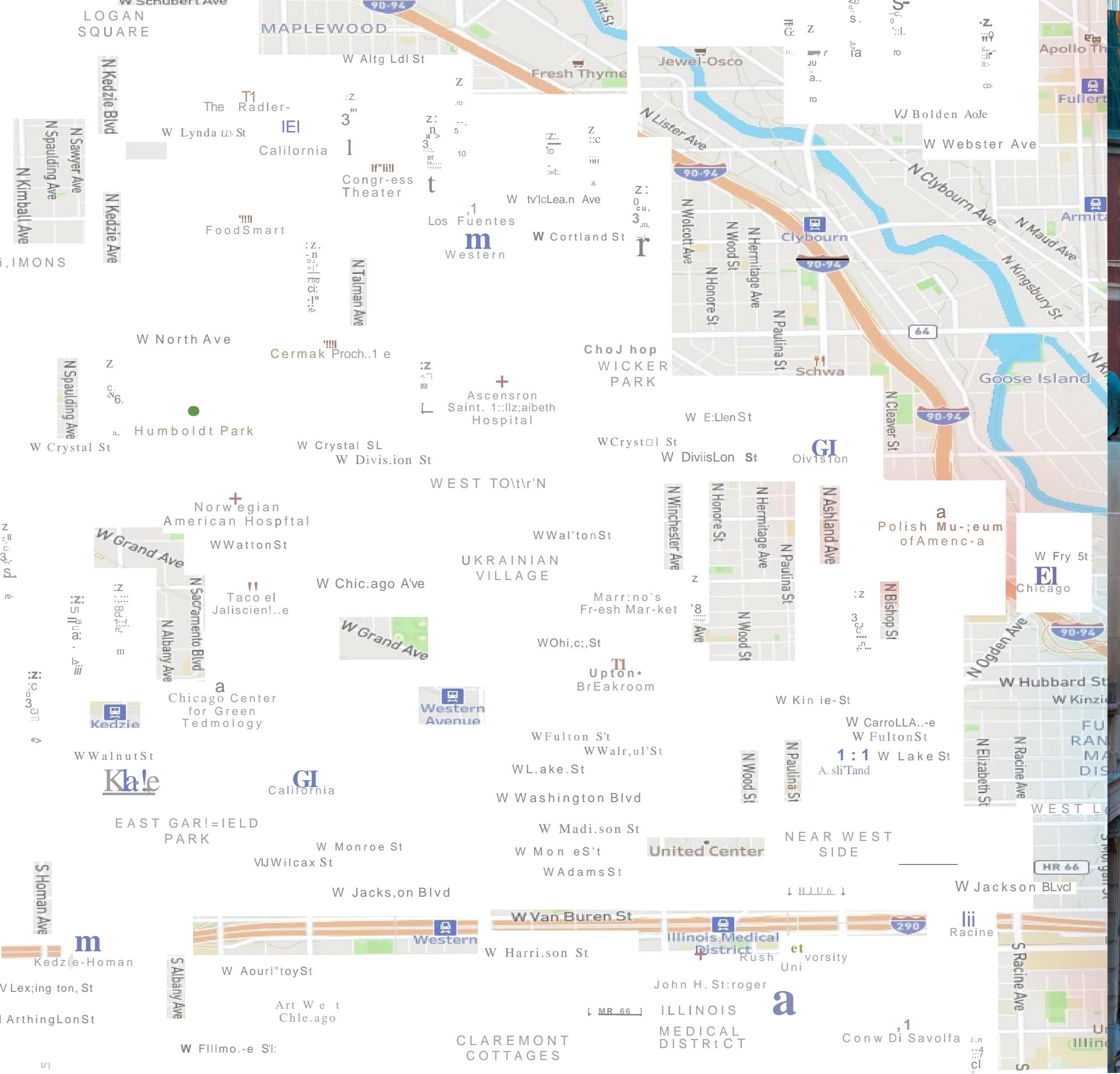
Departure Arrival

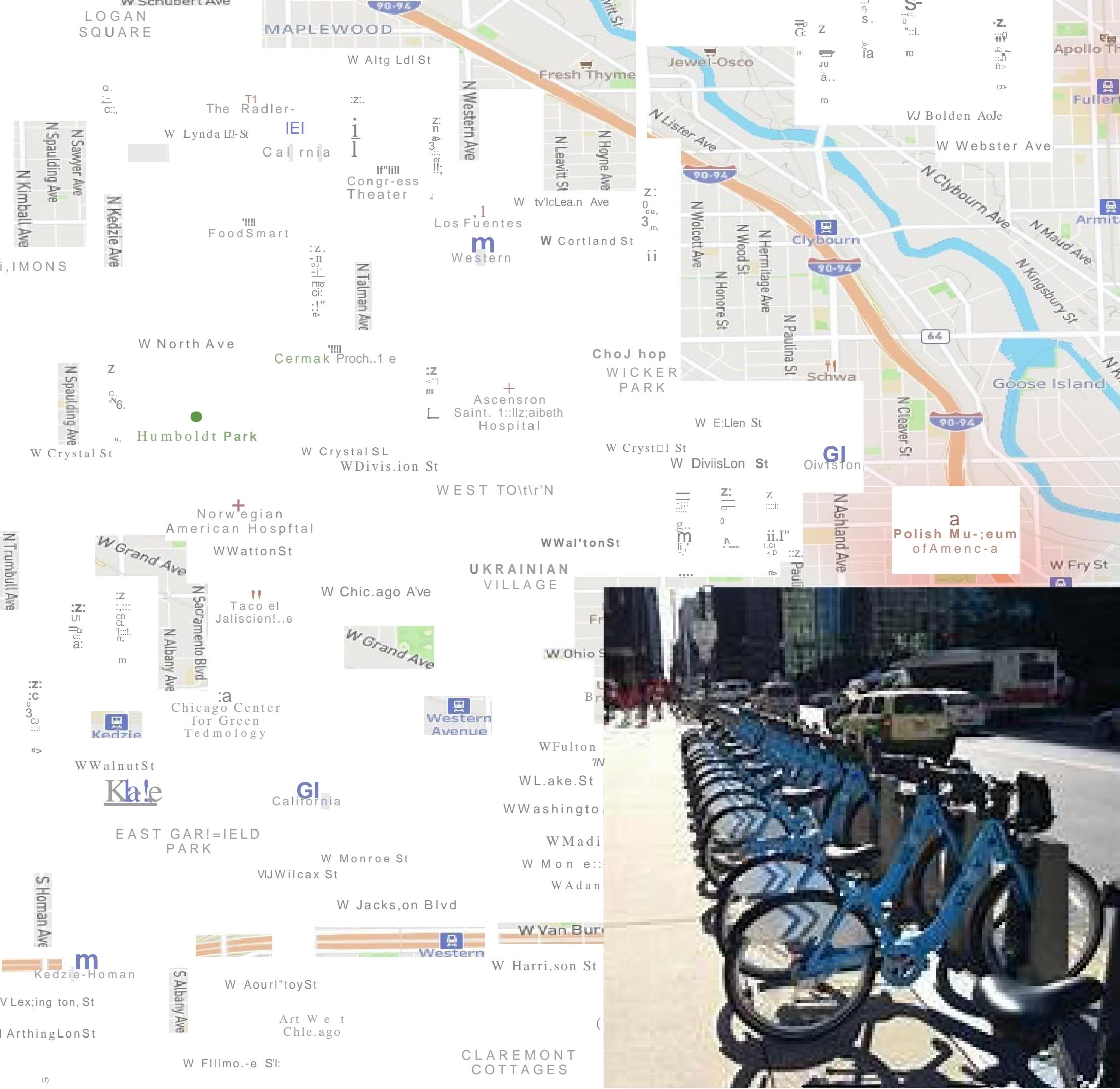
Most Popular Stations







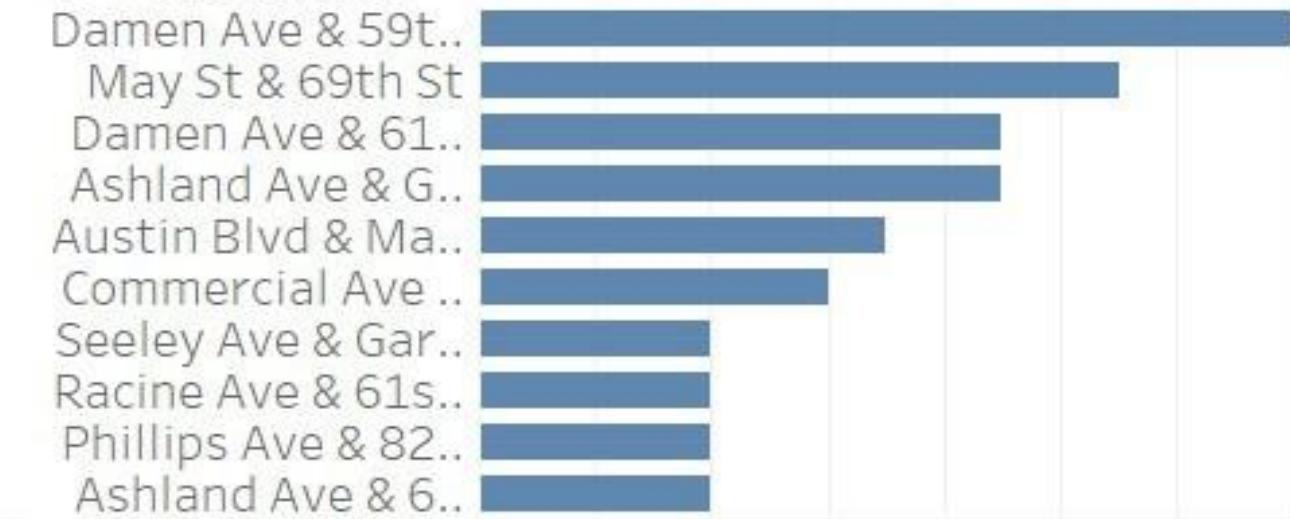




From Station ..=



To Station Na..=

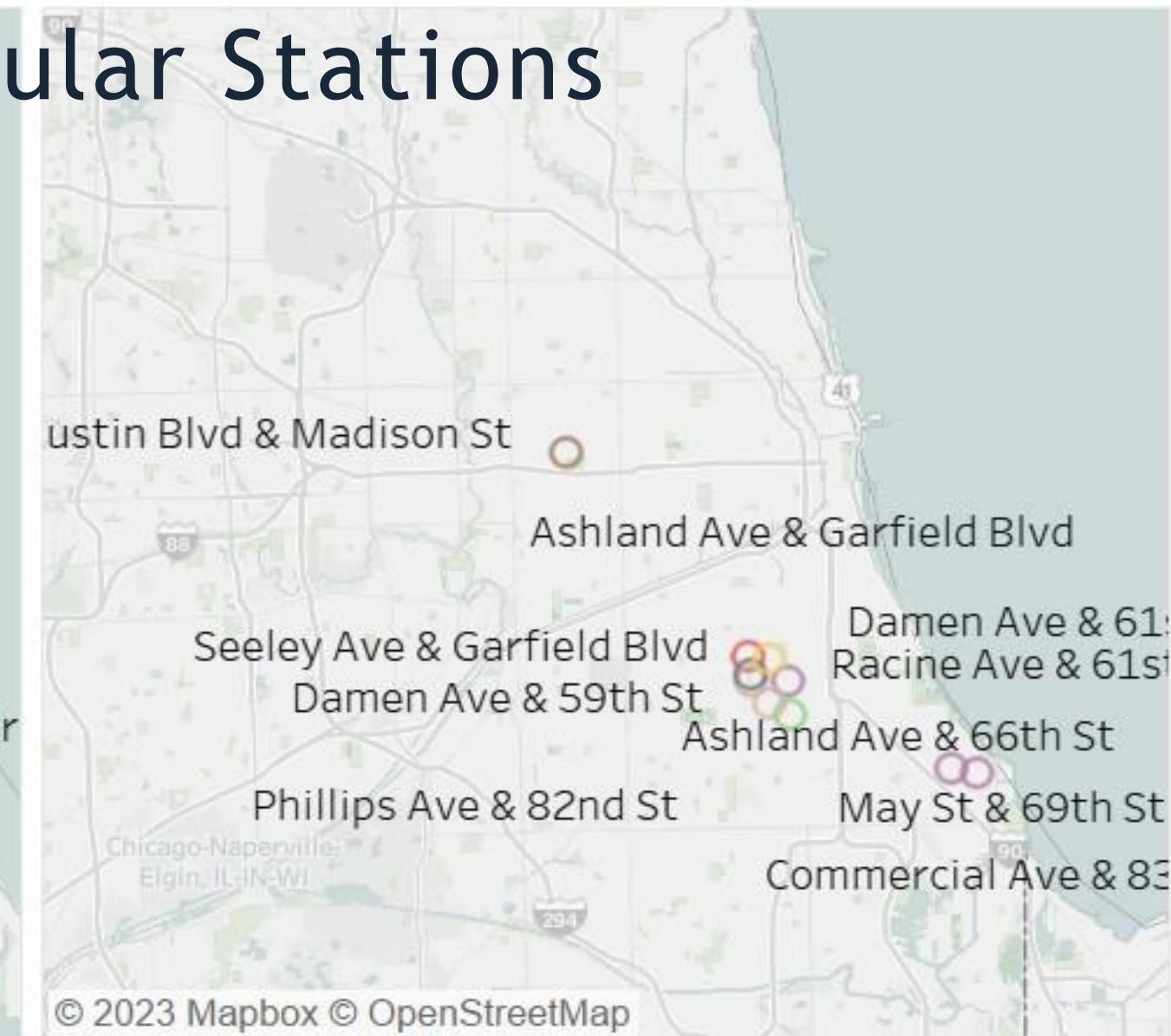
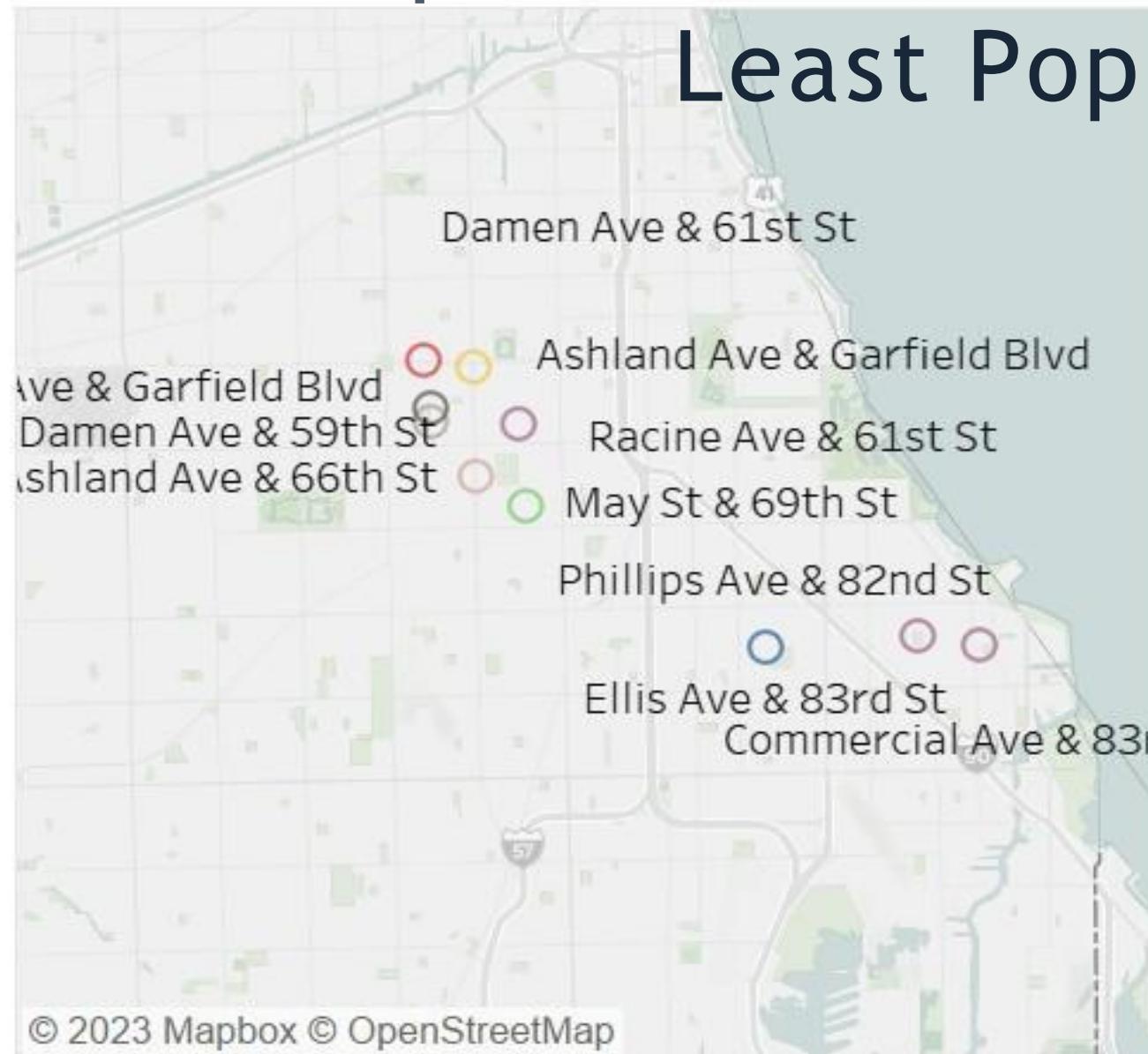


Departure



Arrival

Least Popular Stations



From Station ..=



To Station Na..=

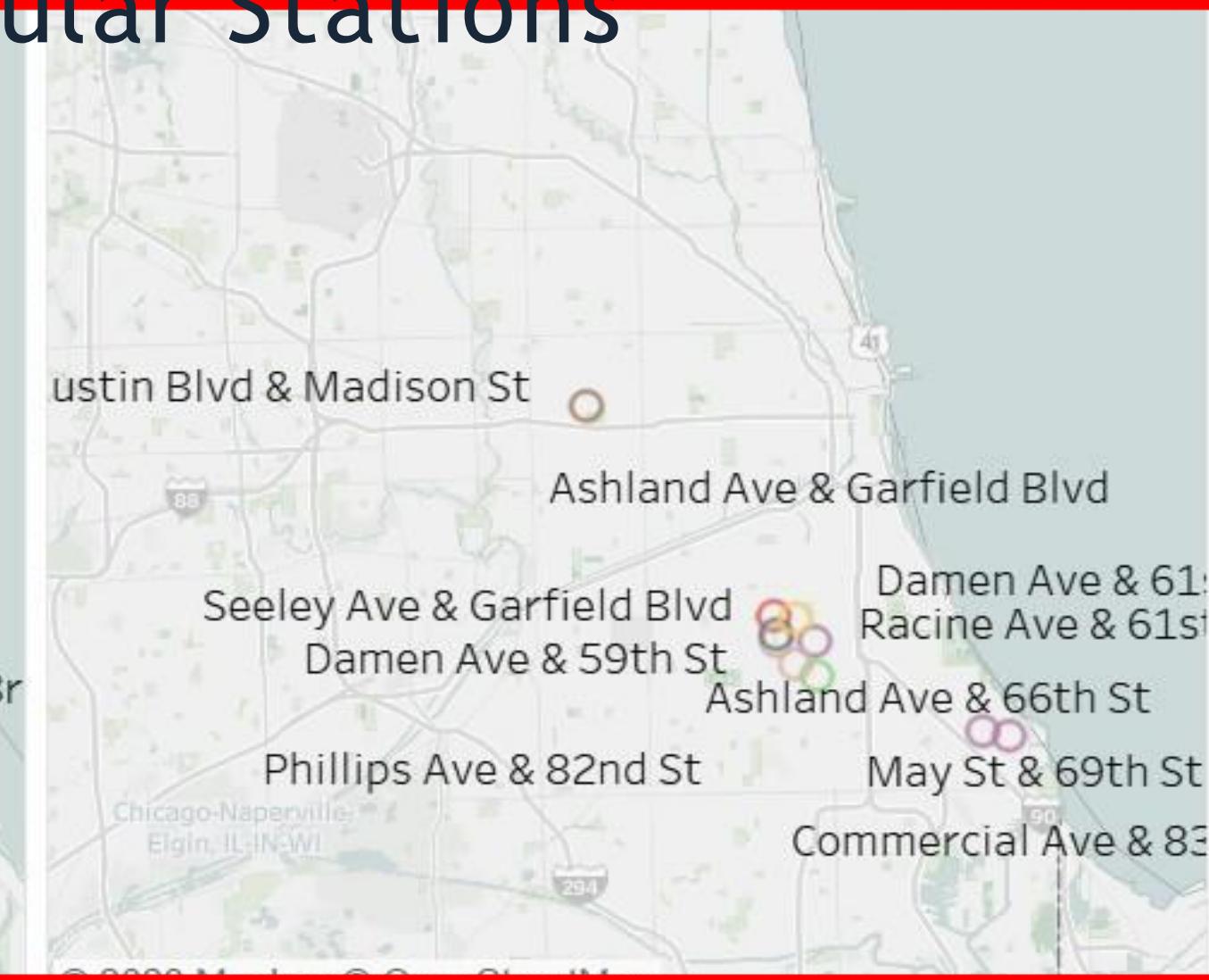


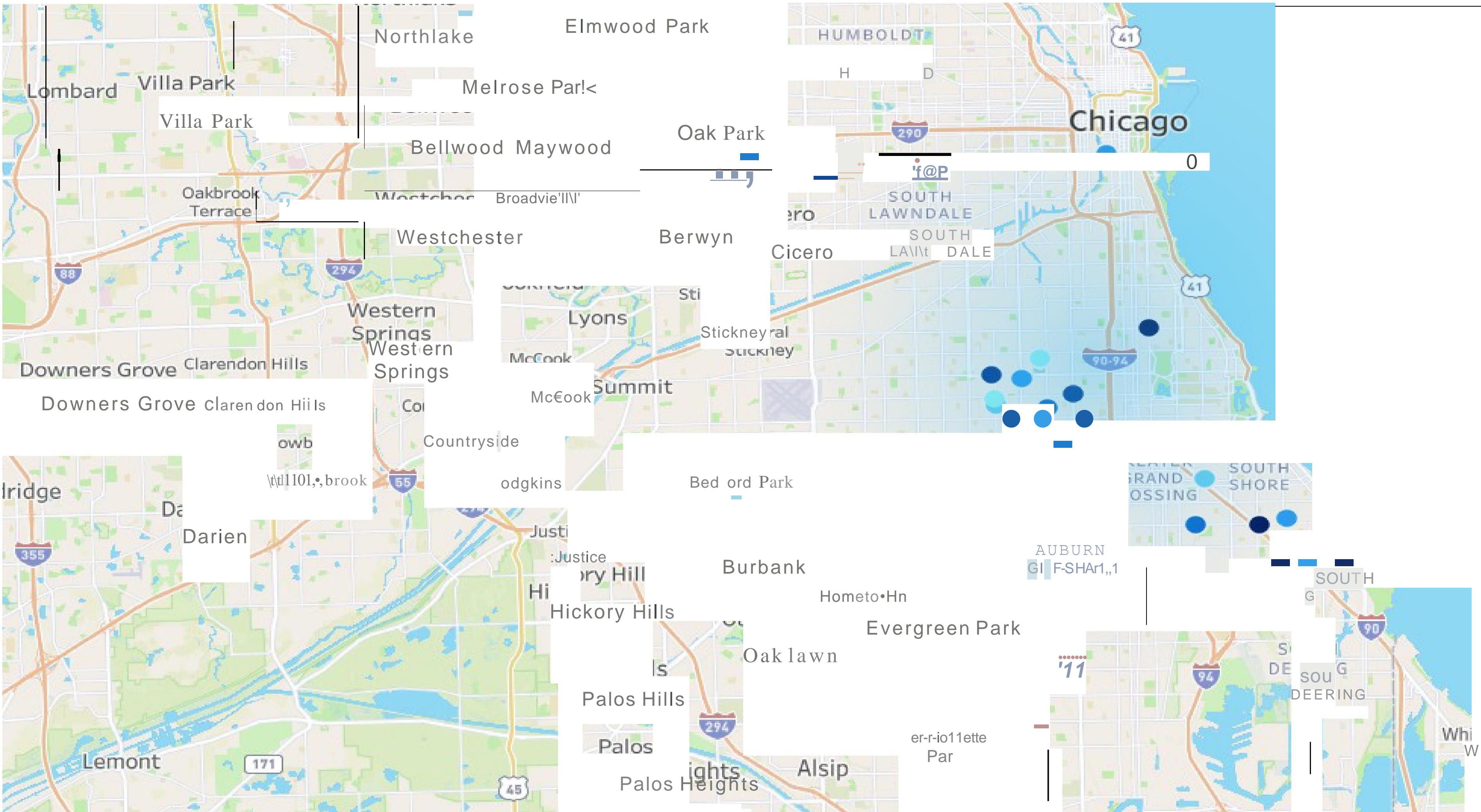
Departure



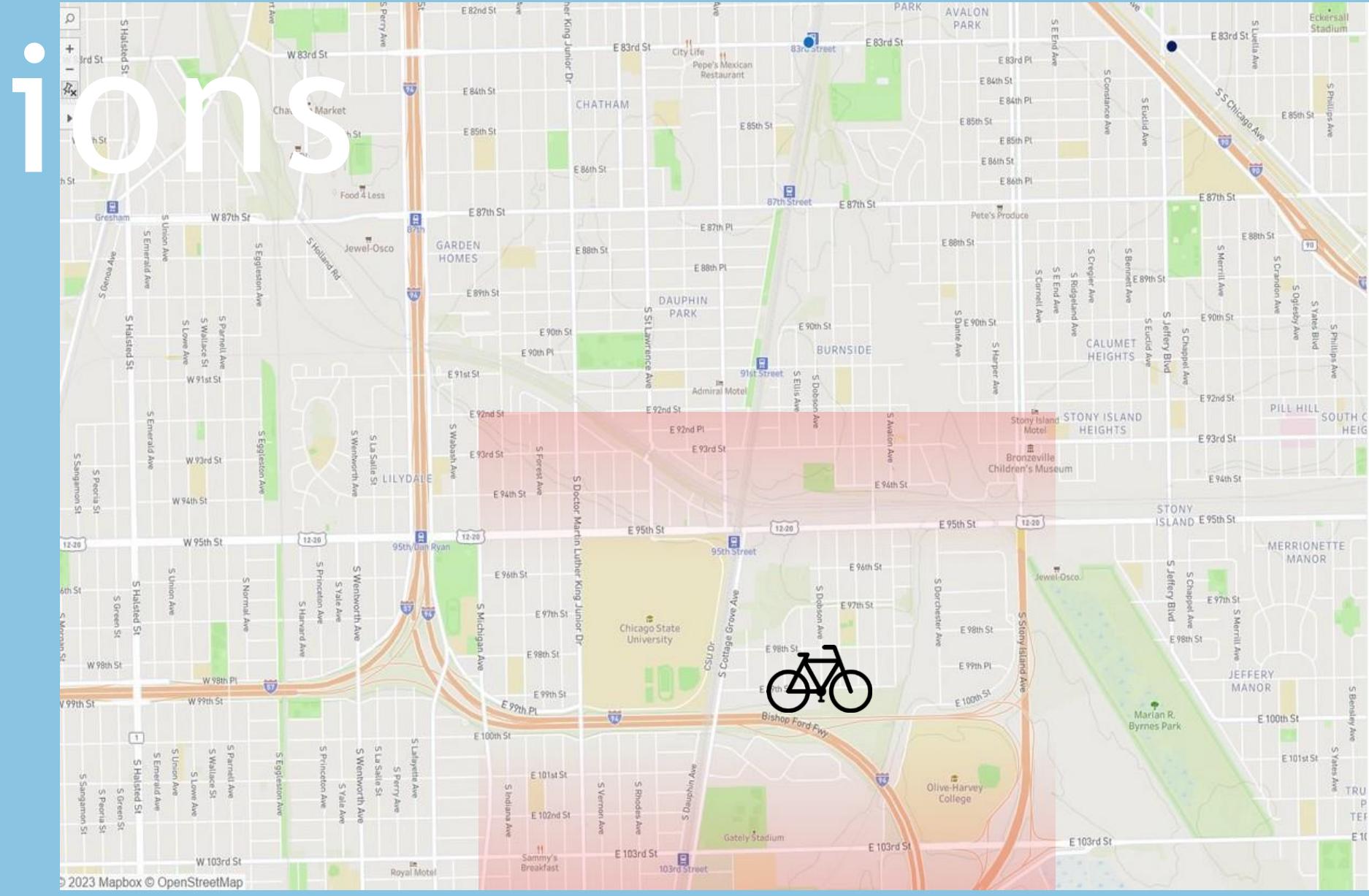
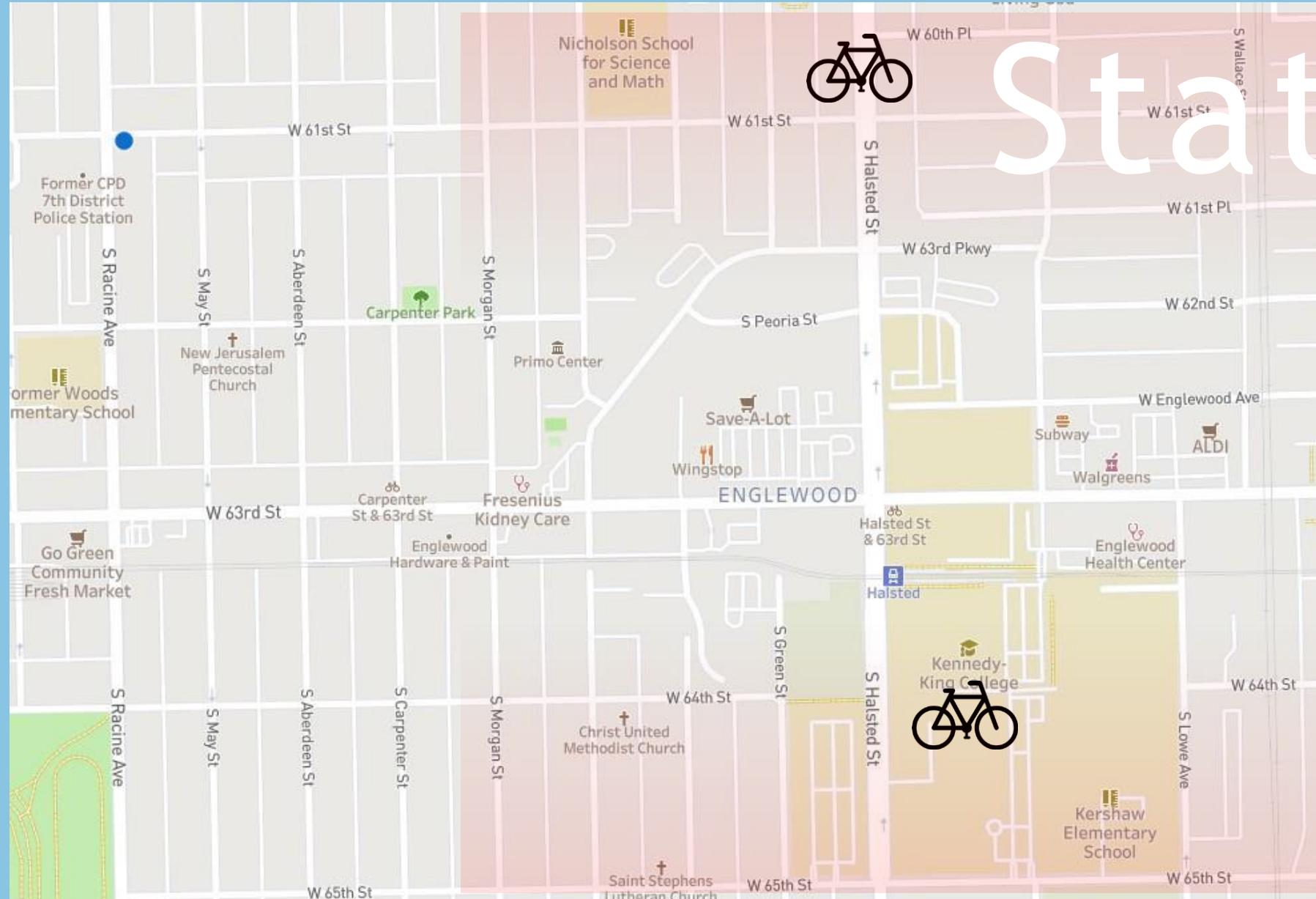
Arrival

Least Popular Stations





Projected Stations

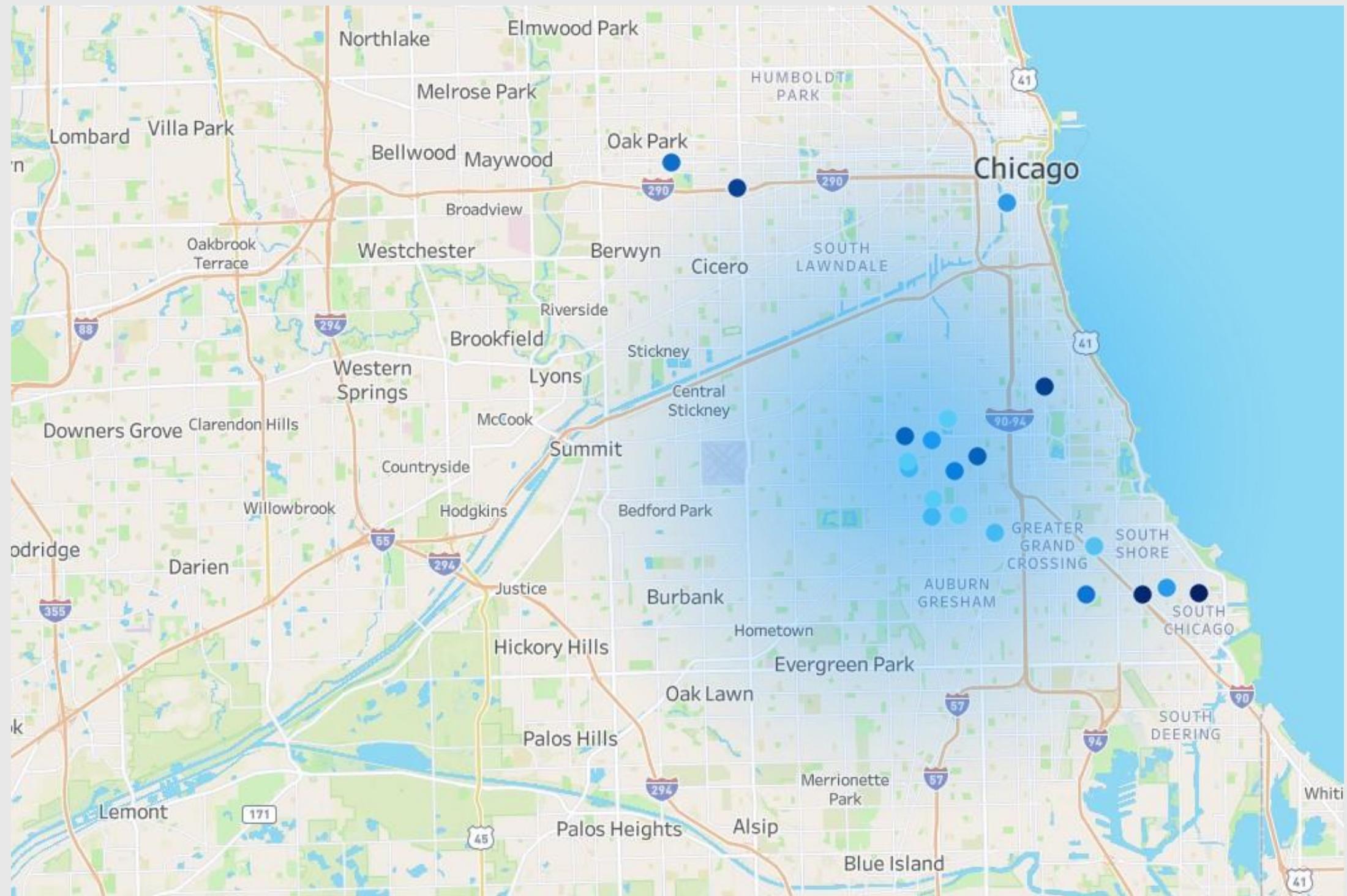


Existing Station



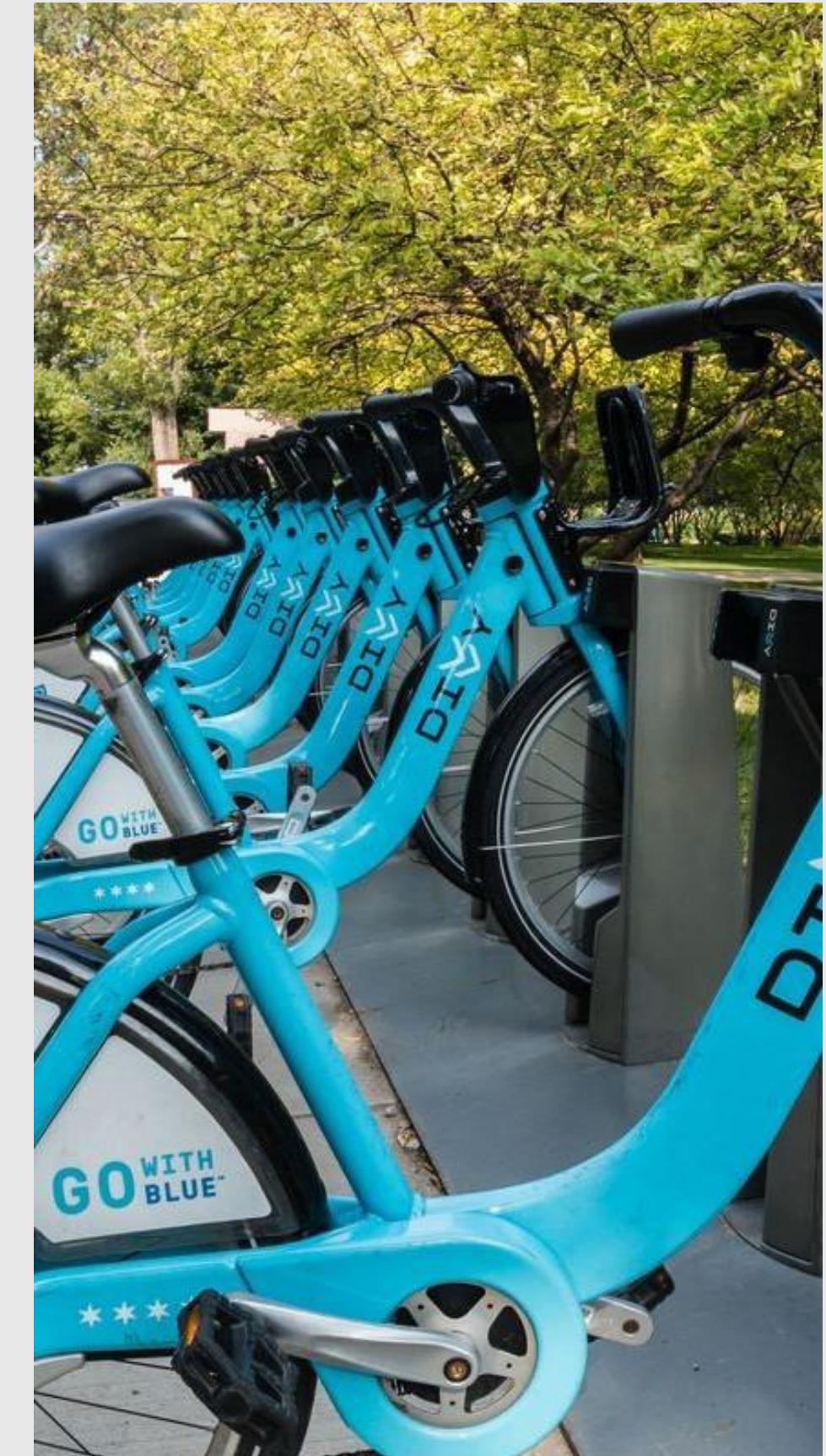
Projected Station

Accessibility



RECOMMENDATIO NS

- Add more bike stands to increase accessibility
- Adding connectivity in the South and Downtown
- Safety? New features

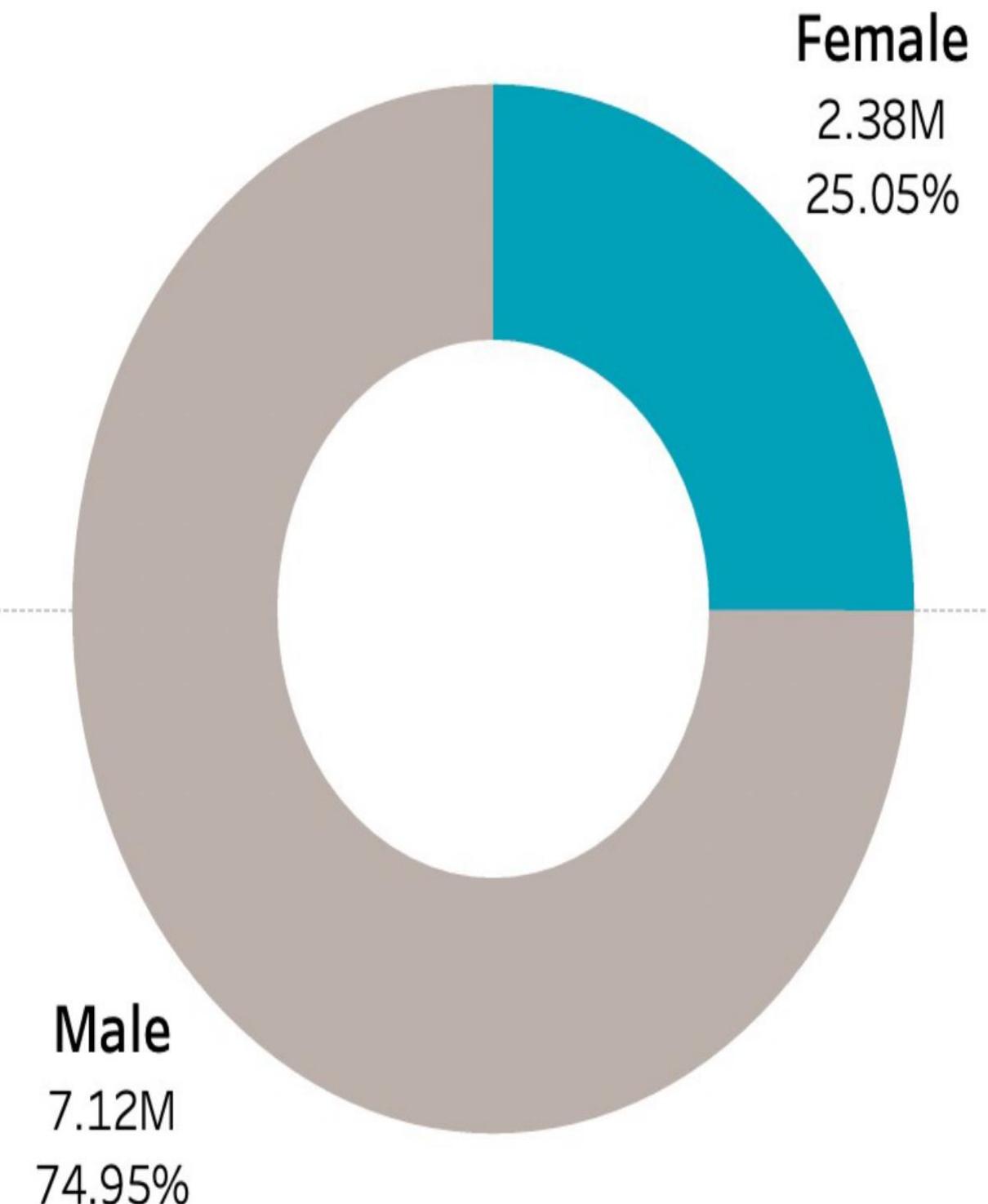


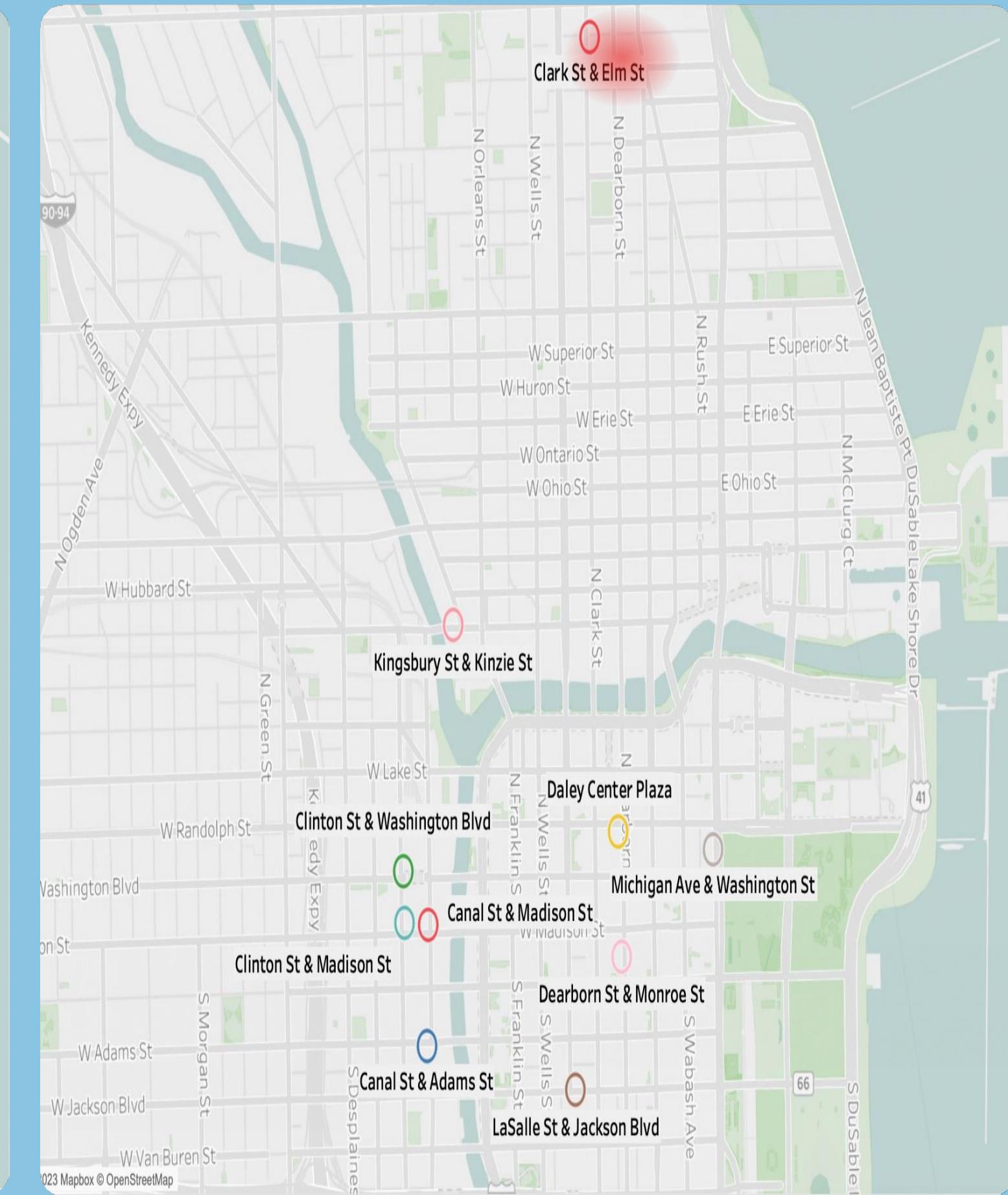
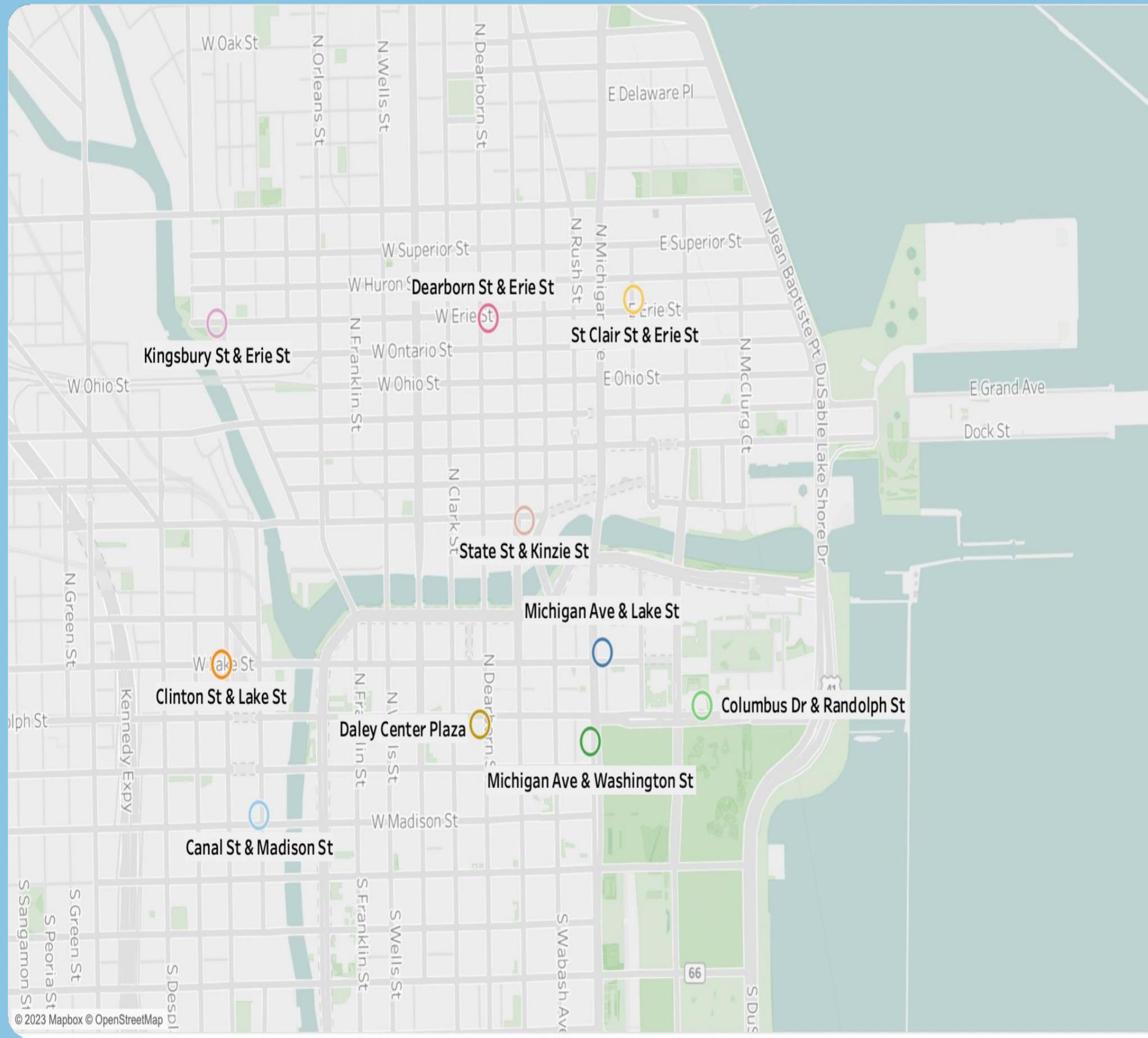
SUBSCRIBER ANALYSIS

FEMALE USERS

Only 25% of total
subscribers

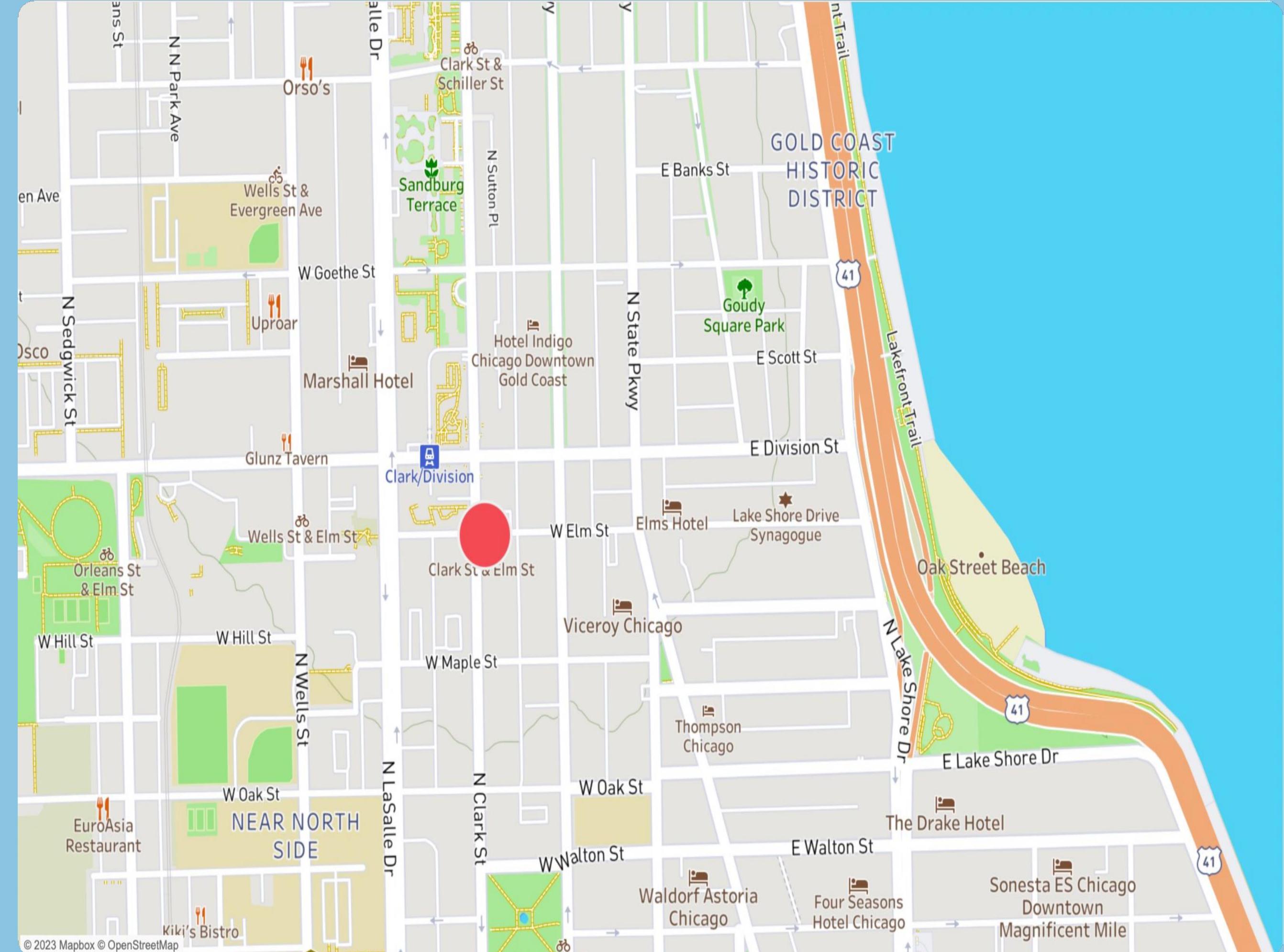
- DIVVY is missing out on business
- Why is this happening?





POPULAR DEPARTURE STATION POPULAR ARRIVAL

WHY IS IT POPULAR?



SAFETY



“Safety was by far the leading concern for all riders – 79% of the women cited”



MOBILE FEATURE

S RECOMMENDATIO N 1

- 57% of users feel safer when their locations are tracked by apps
- 15% don't feel safe and don't want to be tracked.





“YOU ARE SAFE WITH
DIVVY”

ADDING A RECOMMENDATION^{N₂} SLOGAN

- Make companies 6% more memorable
- Can have a 23% increase in revenue
- 75% of consumers judge a brand's credibility based on its slogan and logo

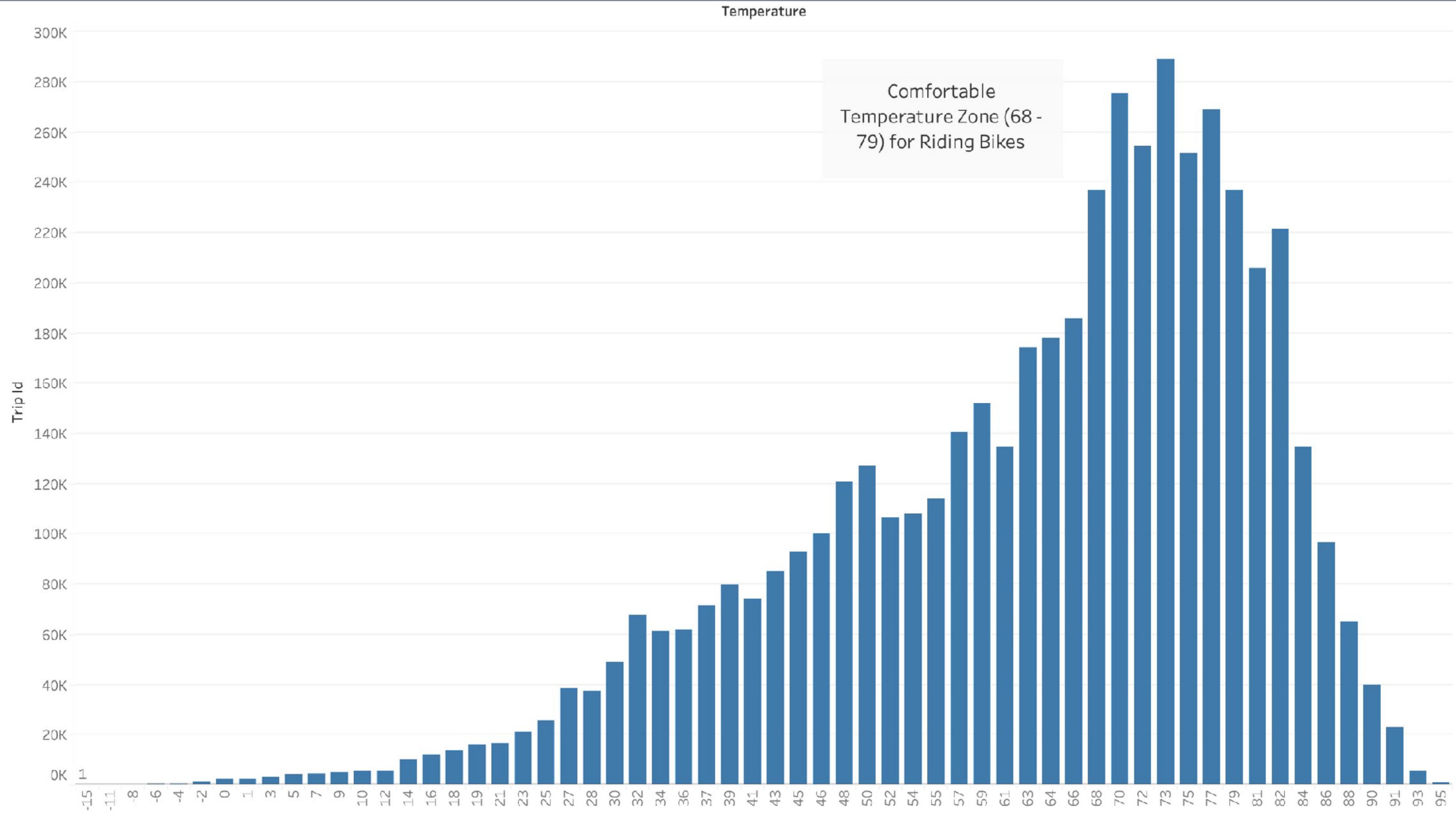


A MORE COMFORTABLE DESIGN

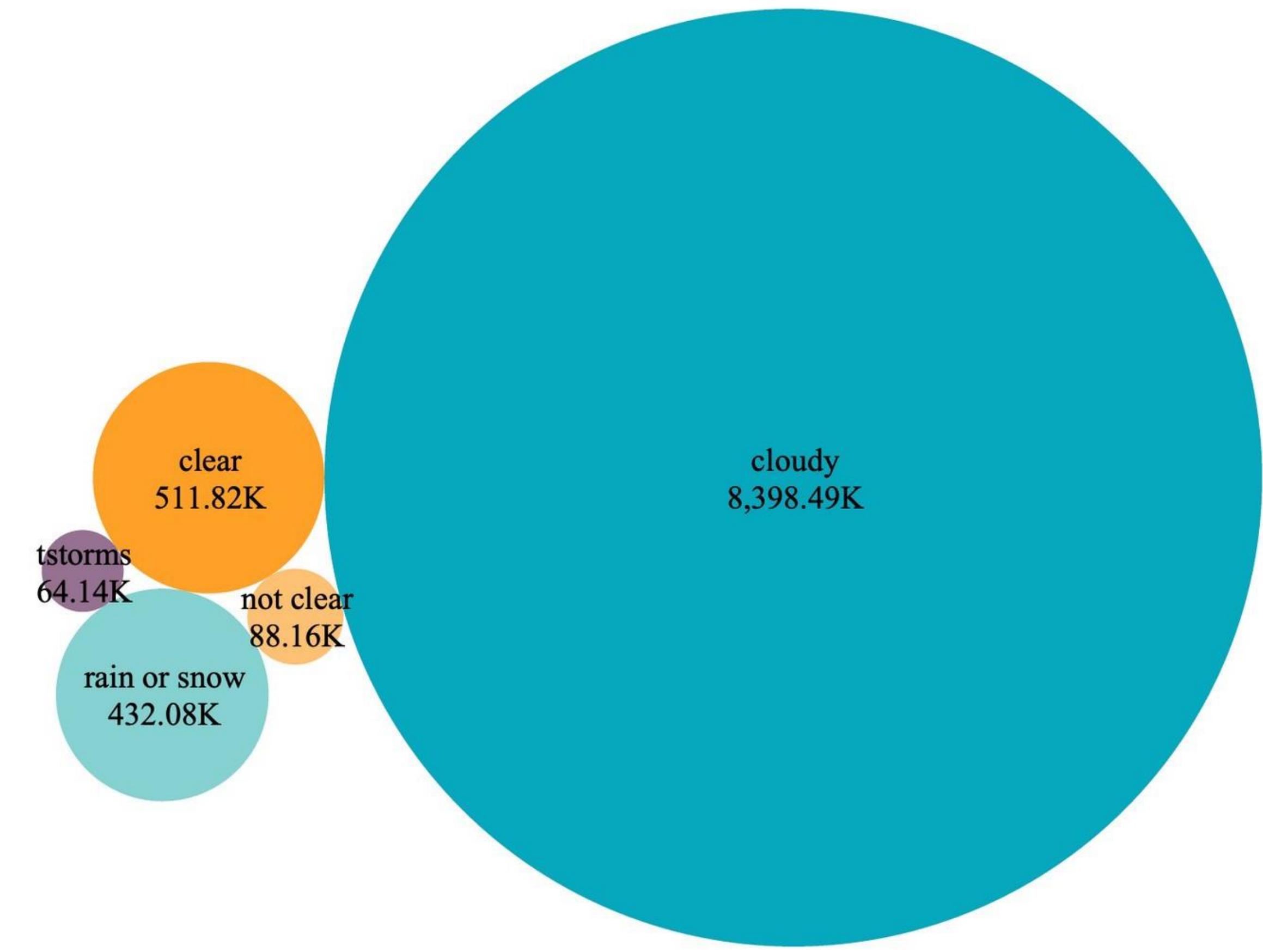
RECOMMENDATIO
N 3

- Address issues with size and weight
- Offer more inclusive bike sizes at popular locations





SEASONALITY ANALYSIS BY CONDITIONS & TOTAL RIDERSHIP WEATHER



TOTAL RIDERSHIP OF GENDER FOR WEATHER CONDITIONS

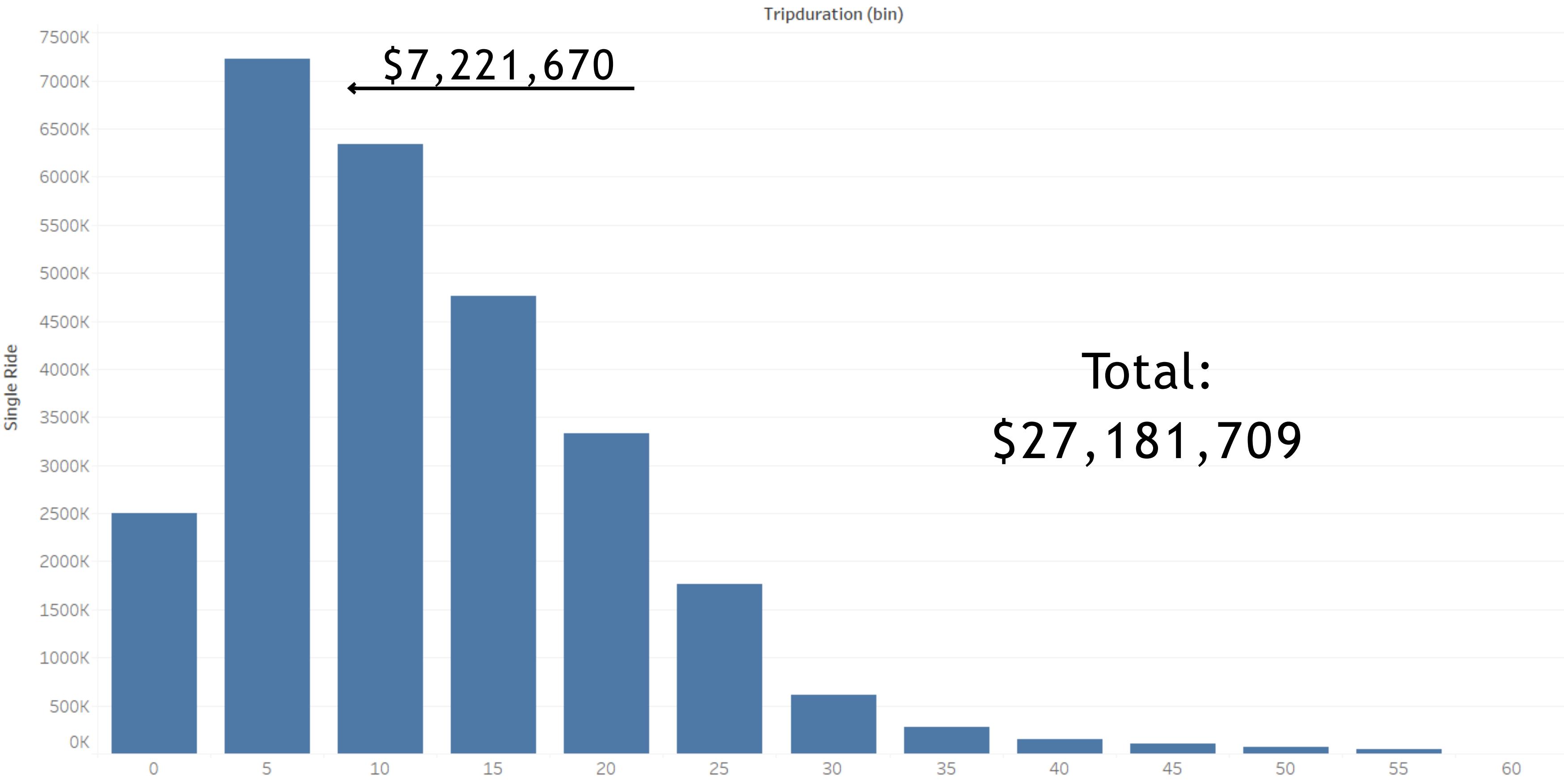
Gender	clear	cloudy	not clear	rain or snow	tstorms
Female	125,225	2,126,015	20,446	91,125	15,723
Male	386,594	6,272,486	67,713	340,952	48,420

RECOMMENDATIONS

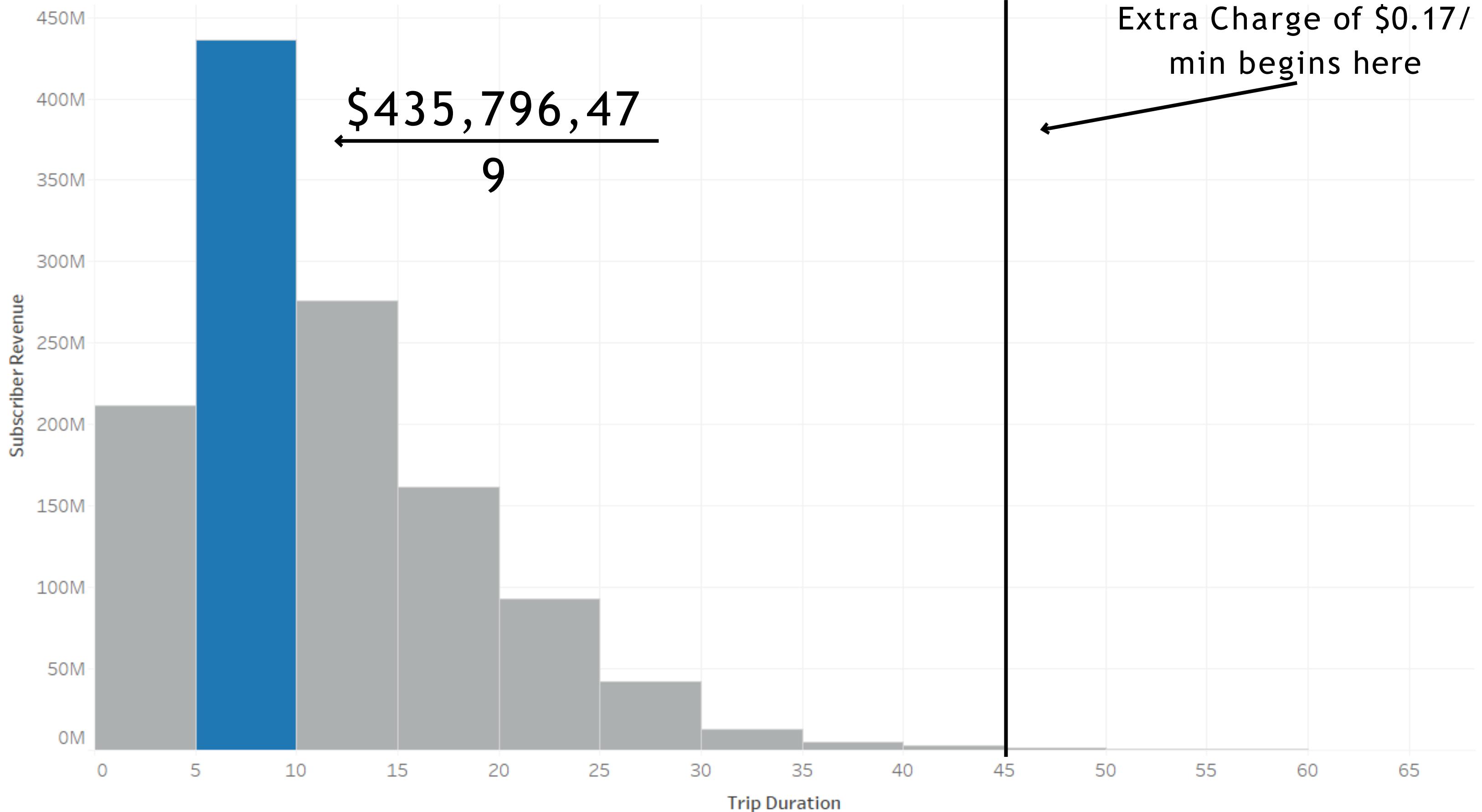
- Offer family discount (15%) during the summertime
- Update the Divvy app to alert riders of potential weather hazards, partnership with The Weather Channel.



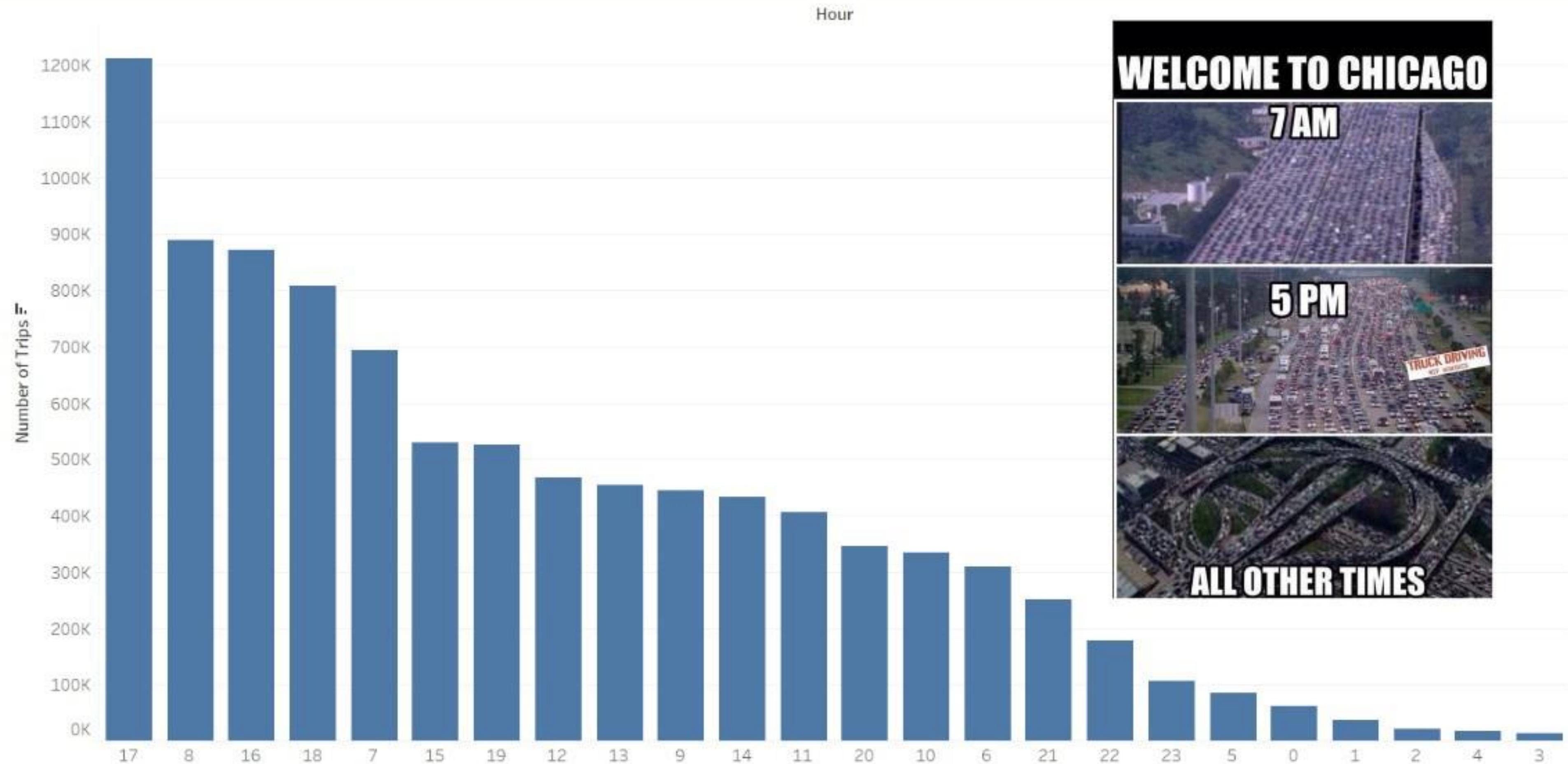
Single-Ride Revenue



Total Subscriber Revenue



Busiest Hours of the Day: 5 PM & 8 AM - Rush Hours!



Subscriber Revenue by Time of Day





THANK YOU

