

A white Divvy bike is positioned in the lower-left corner of the slide, angled towards the viewer. The background is a soft-focus cityscape with tall buildings.

UNITED NATIONS OF BIKES

Business Strategies For



RISE AND RIDE WITH
US

PROMPT

WHO ARE WE?

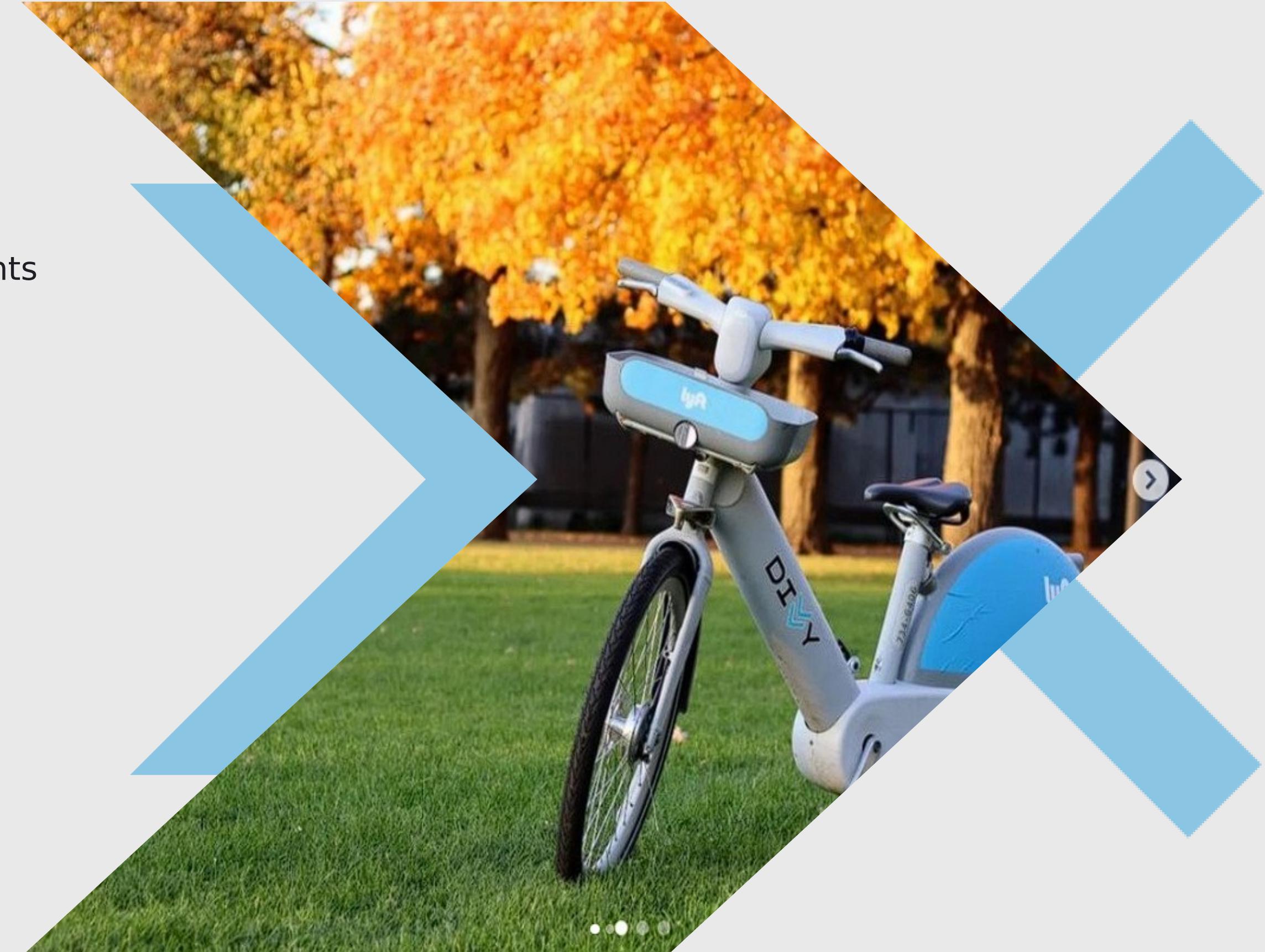
We are a group of professional consultants with years of experiences in providing services for bike-sharing industry

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
Atkinson

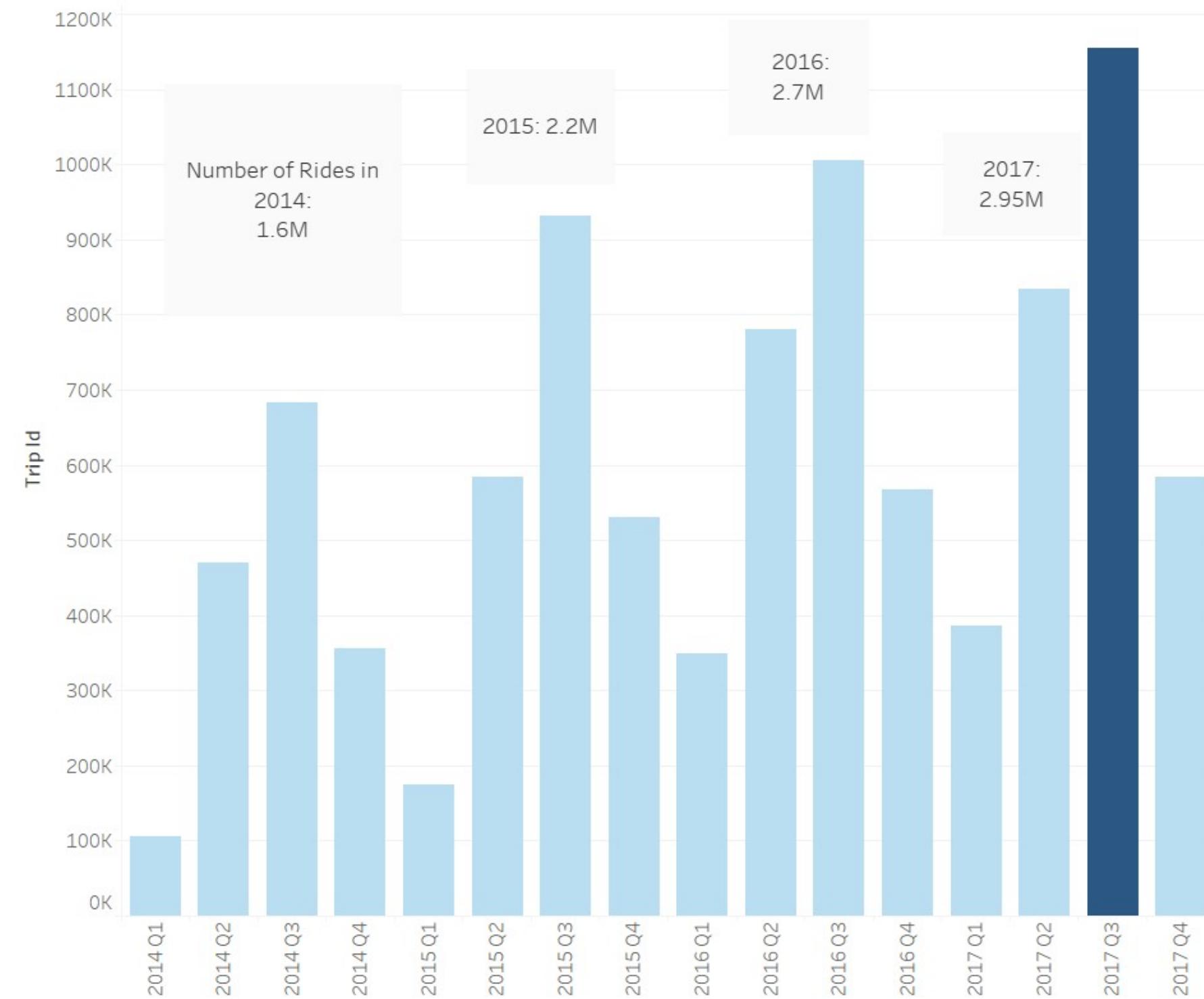


Total Number of Completed Trips

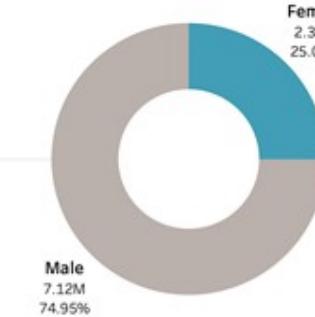
9,495,227

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

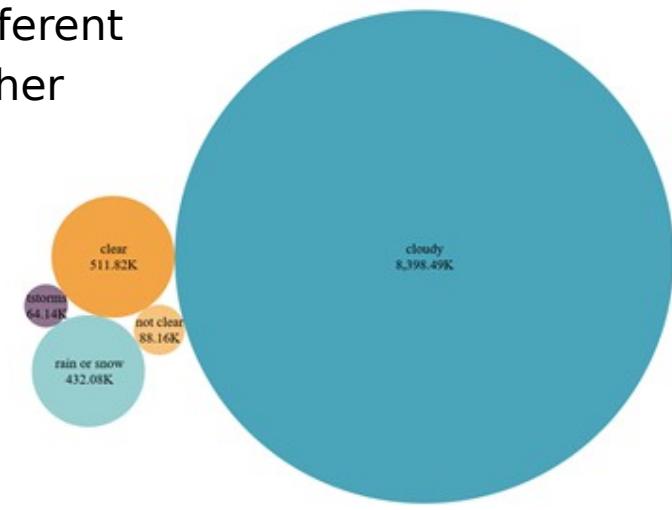
Total Number of Rides



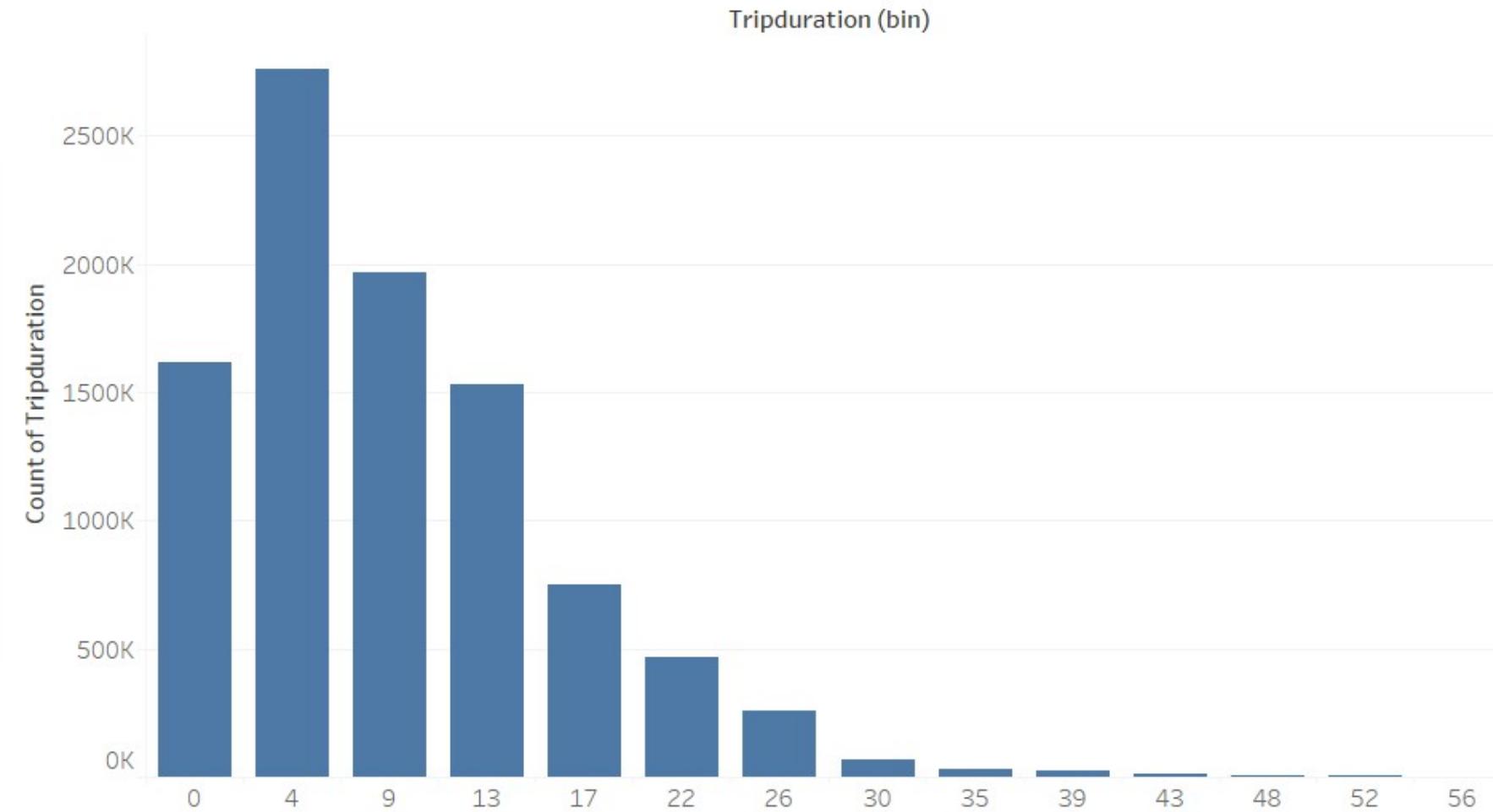
User Gender Distribution



Distribution of Trip in Different Weather



Distribution of Trip Duration



EXPANSION

S



Most Popular Stations - Why?

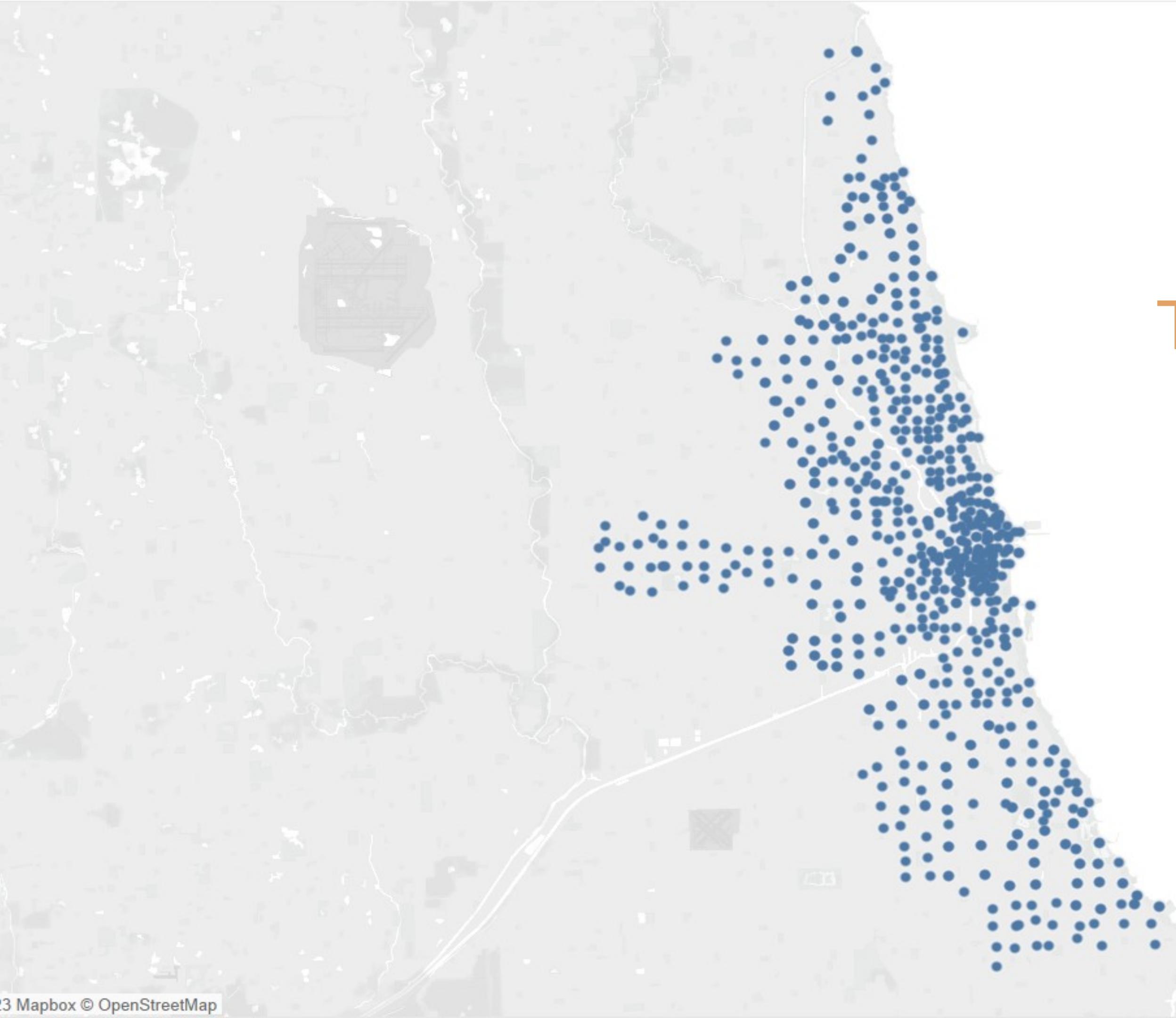


Least Popular Stations - Why?

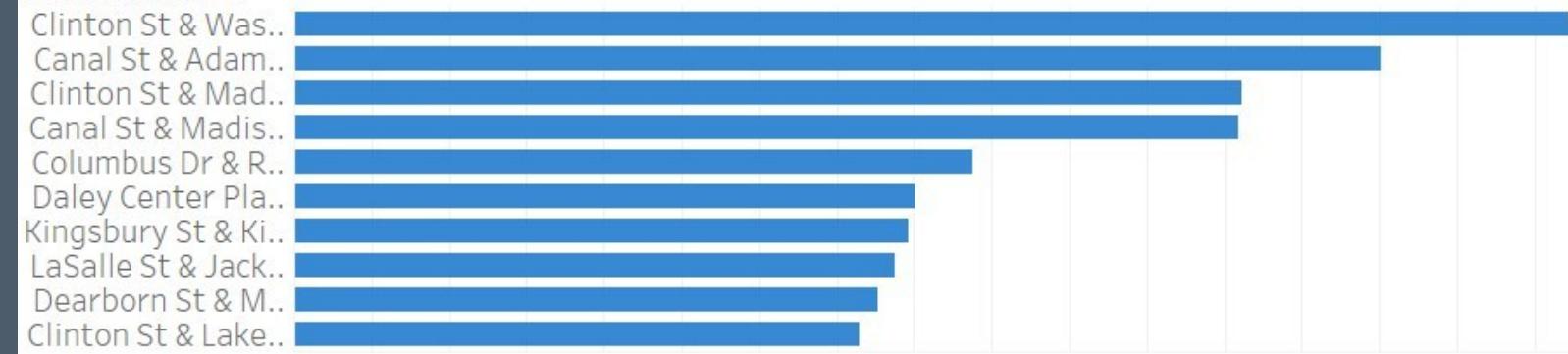
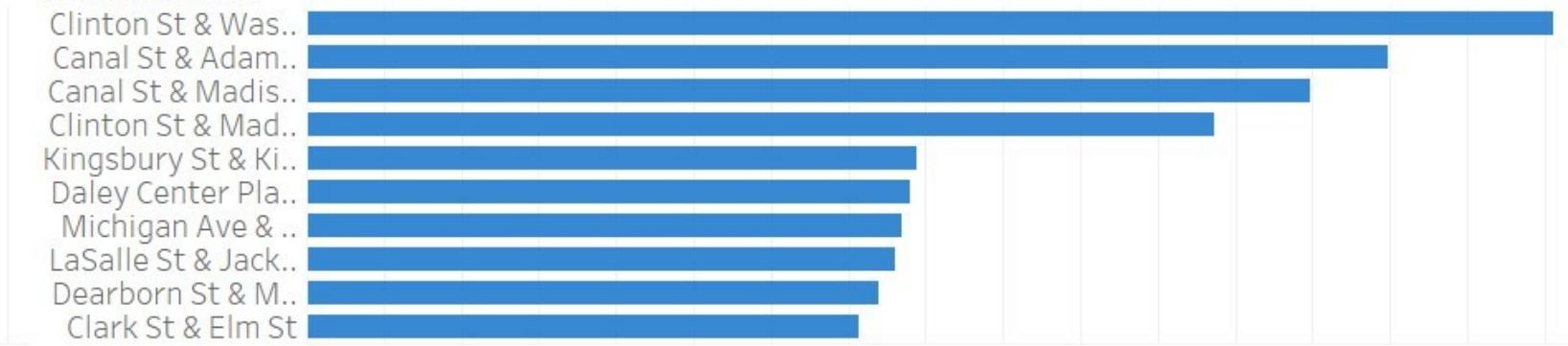


Recommendation





TOTAL STATION
592

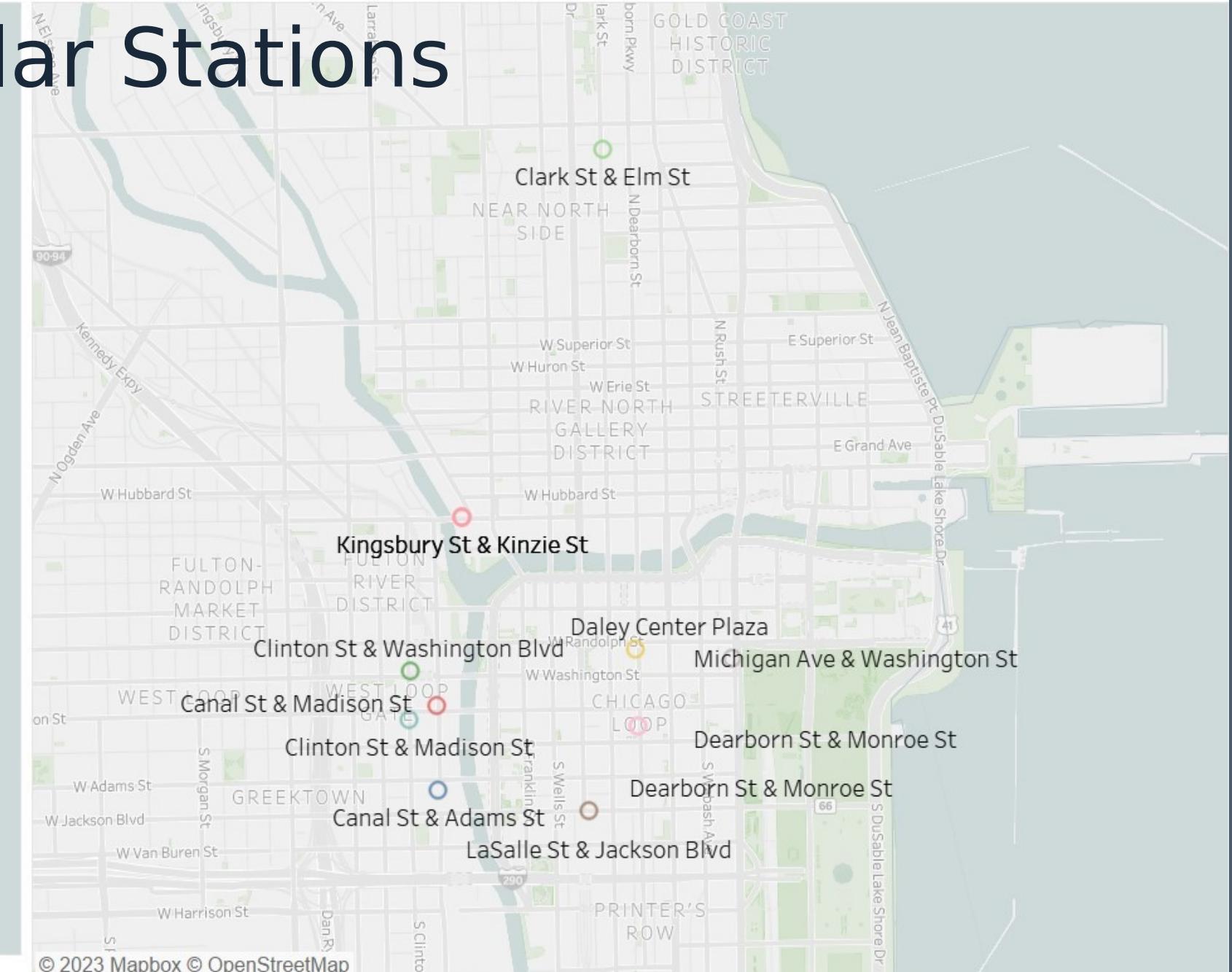
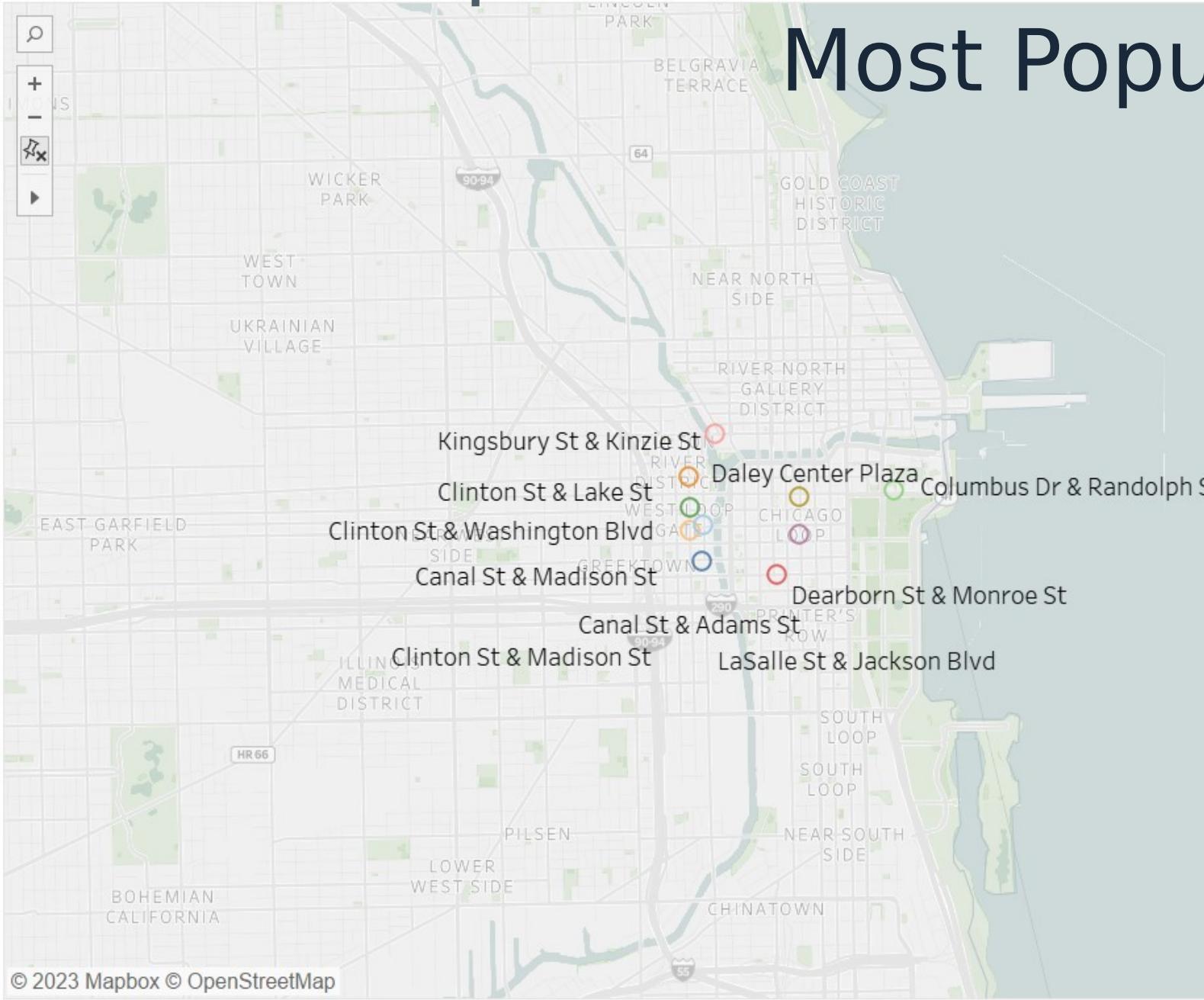
From Station ..=**To Station Na..=**

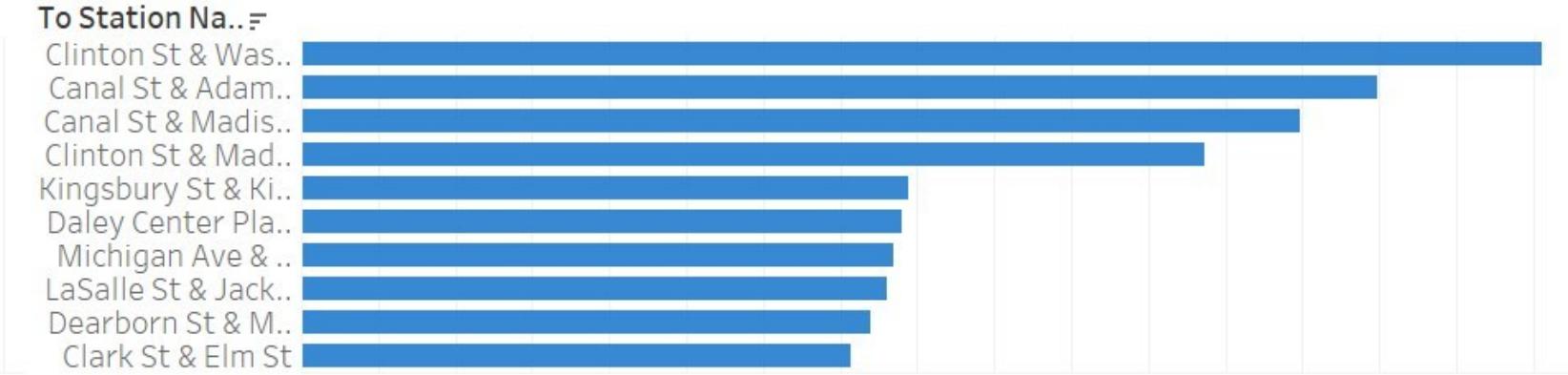
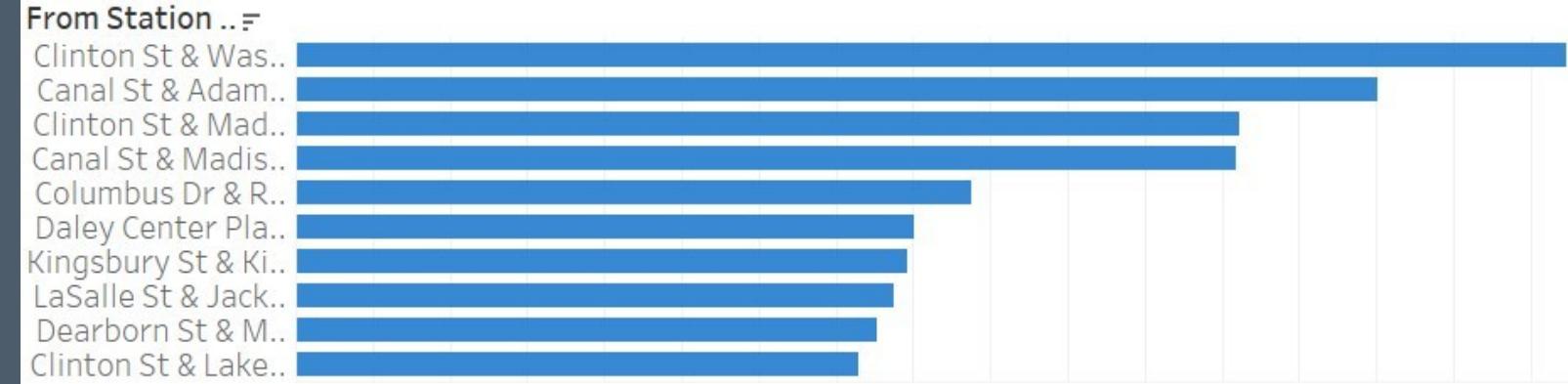
Departure



Arrival

Most Popular Stations



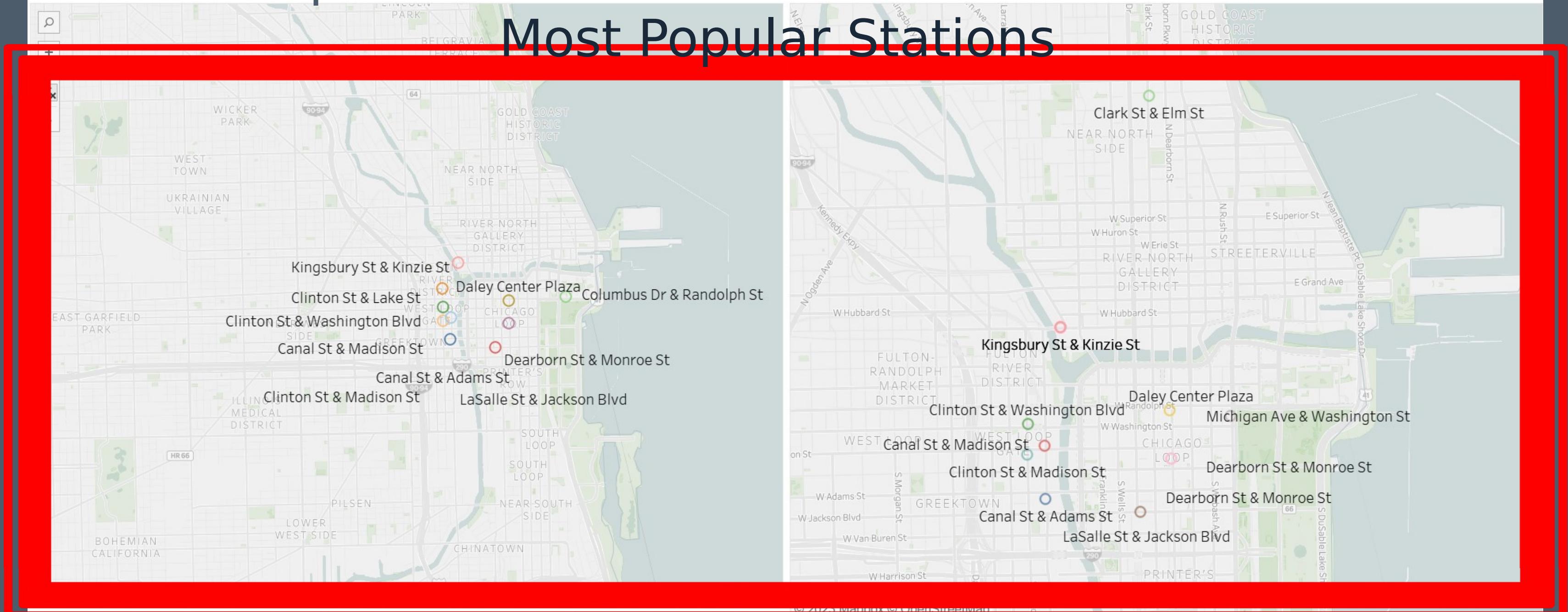


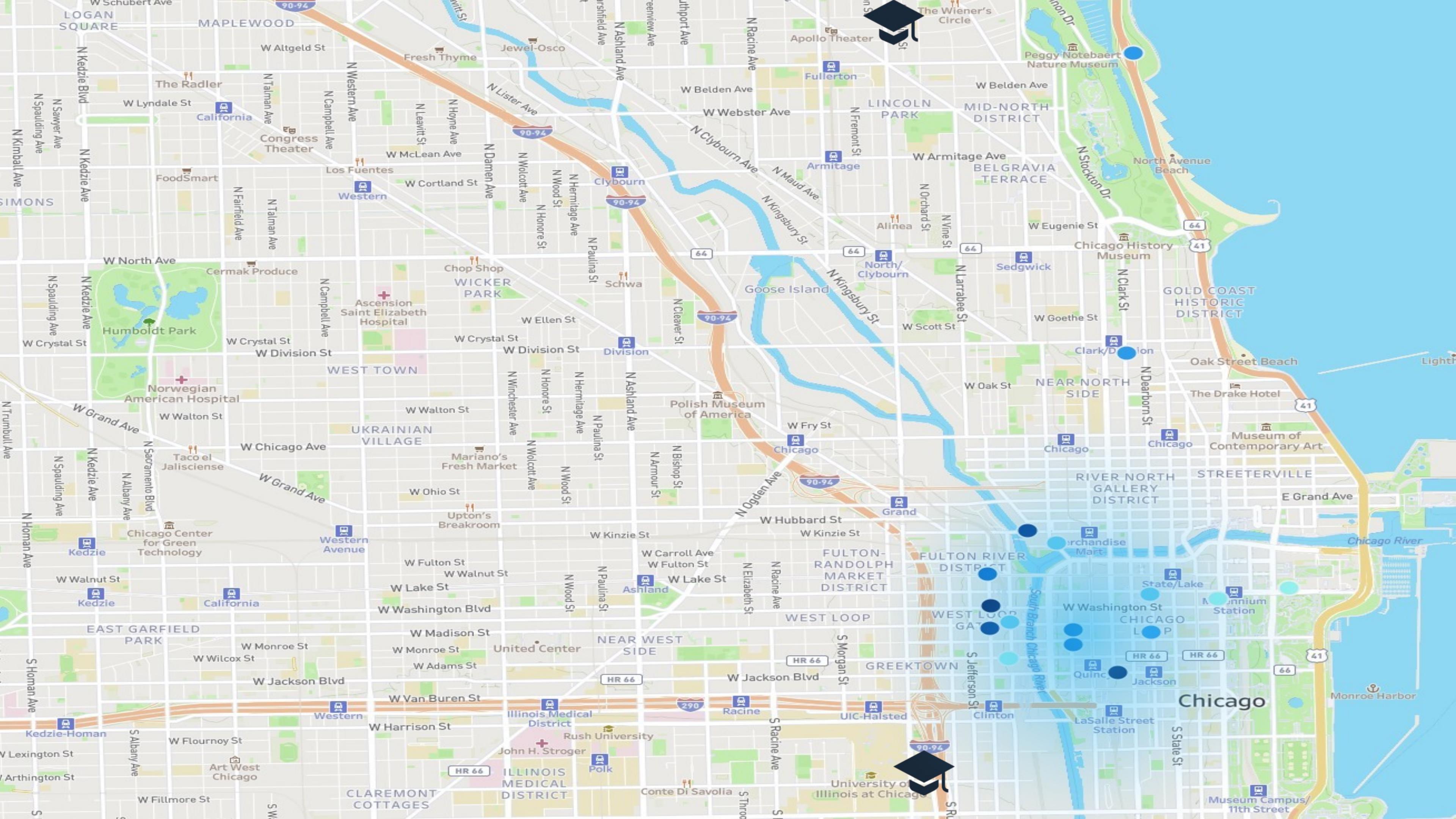
Departure

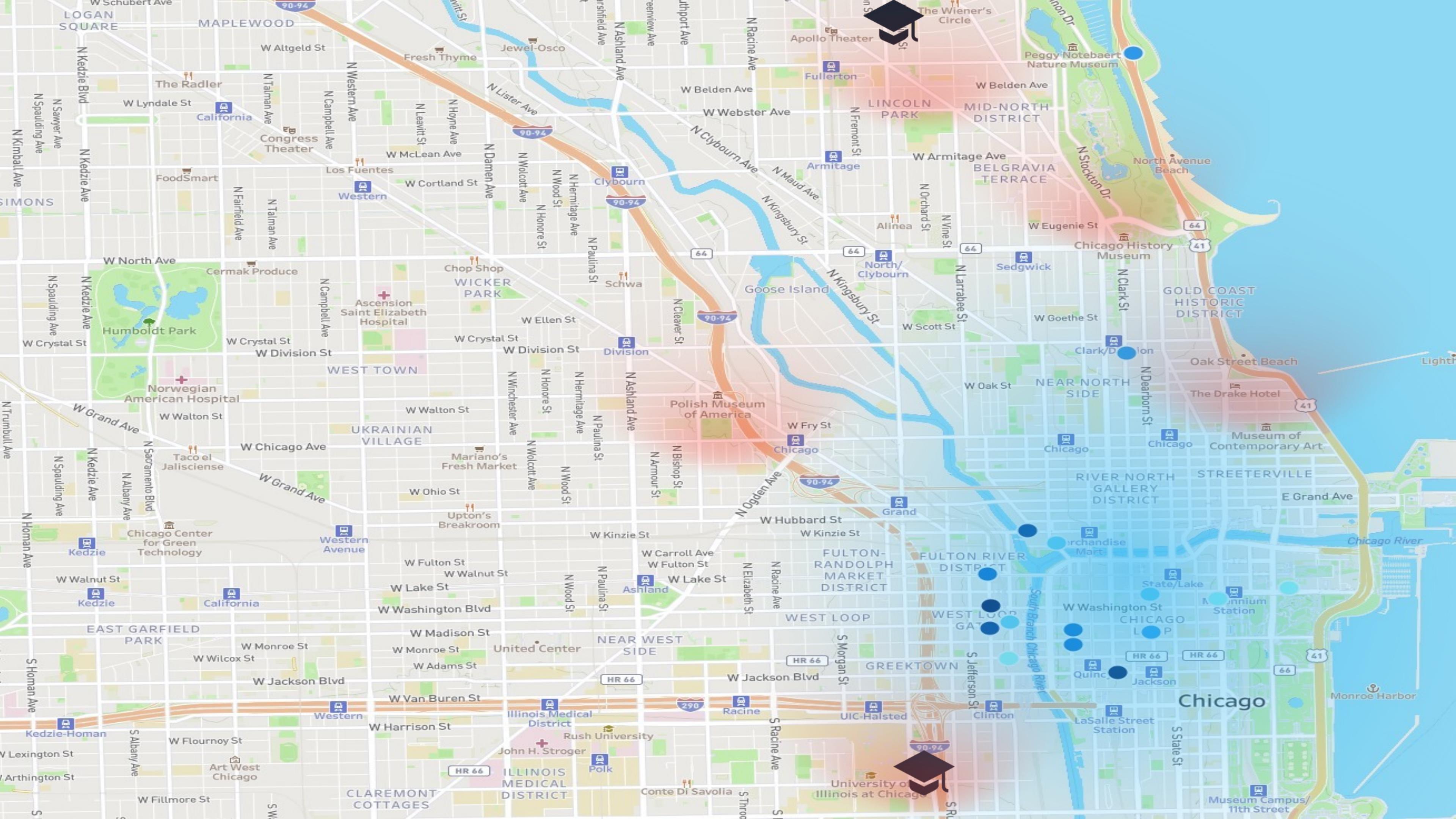


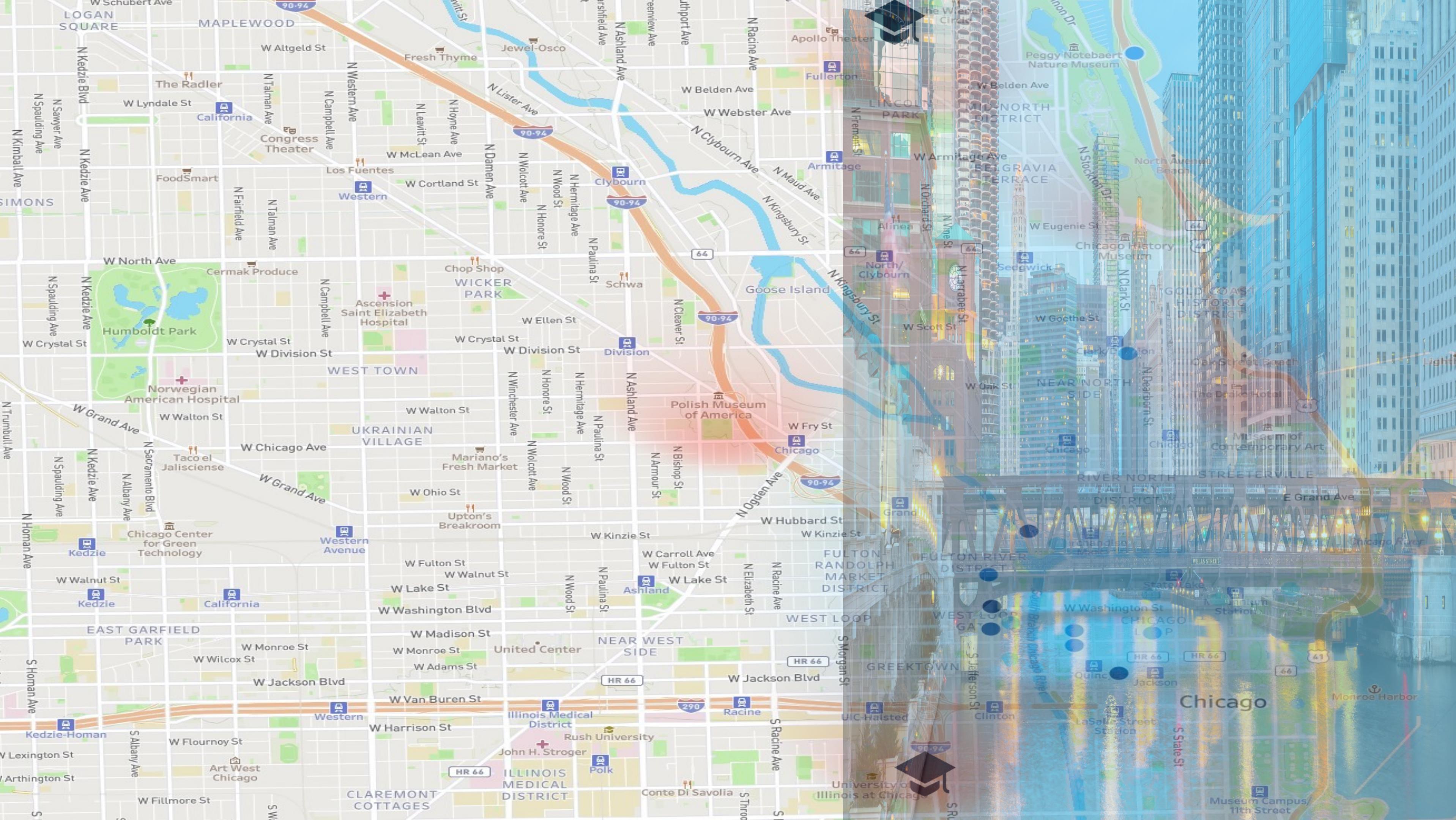
Arrival

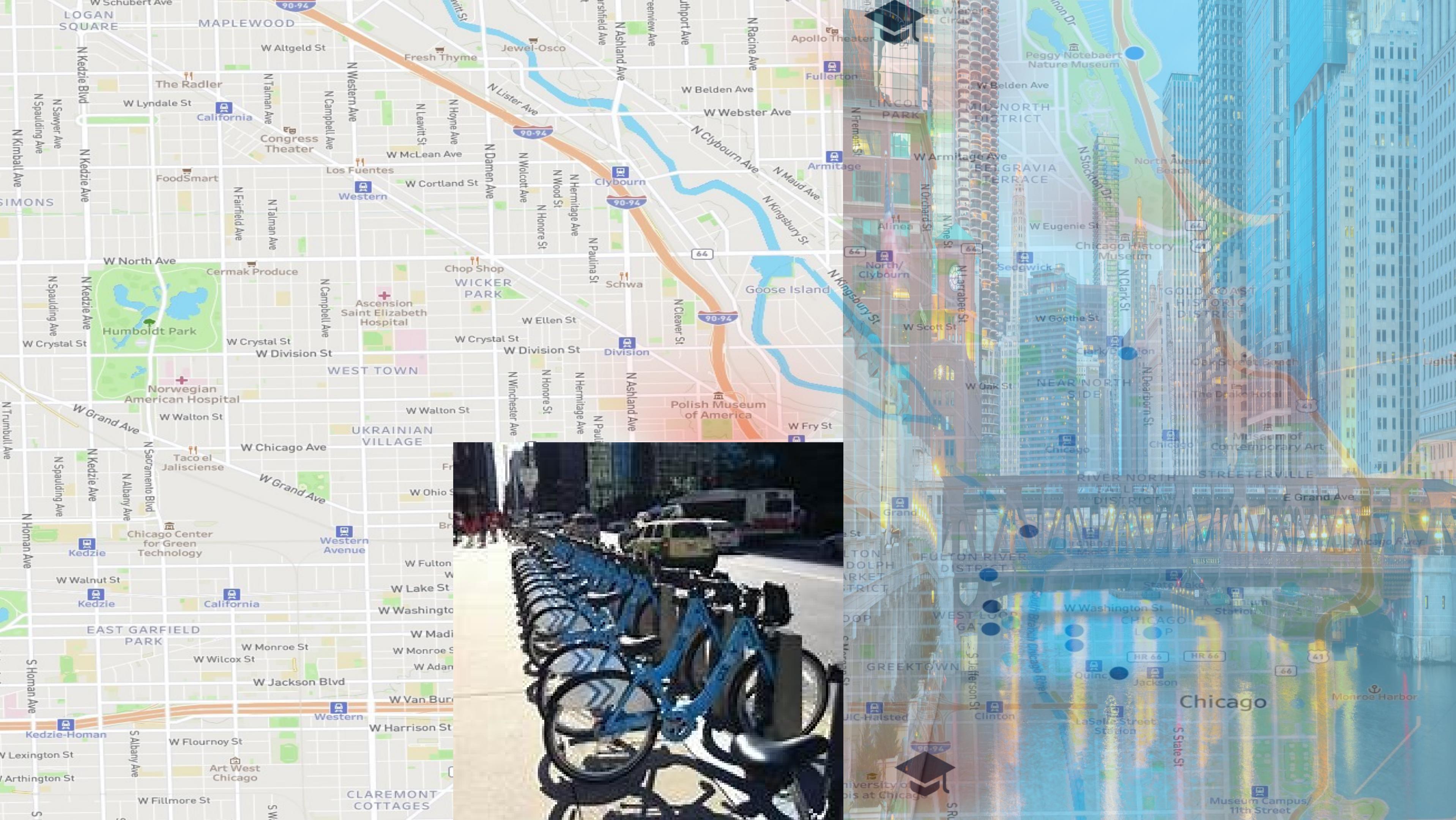
Most Popular Stations











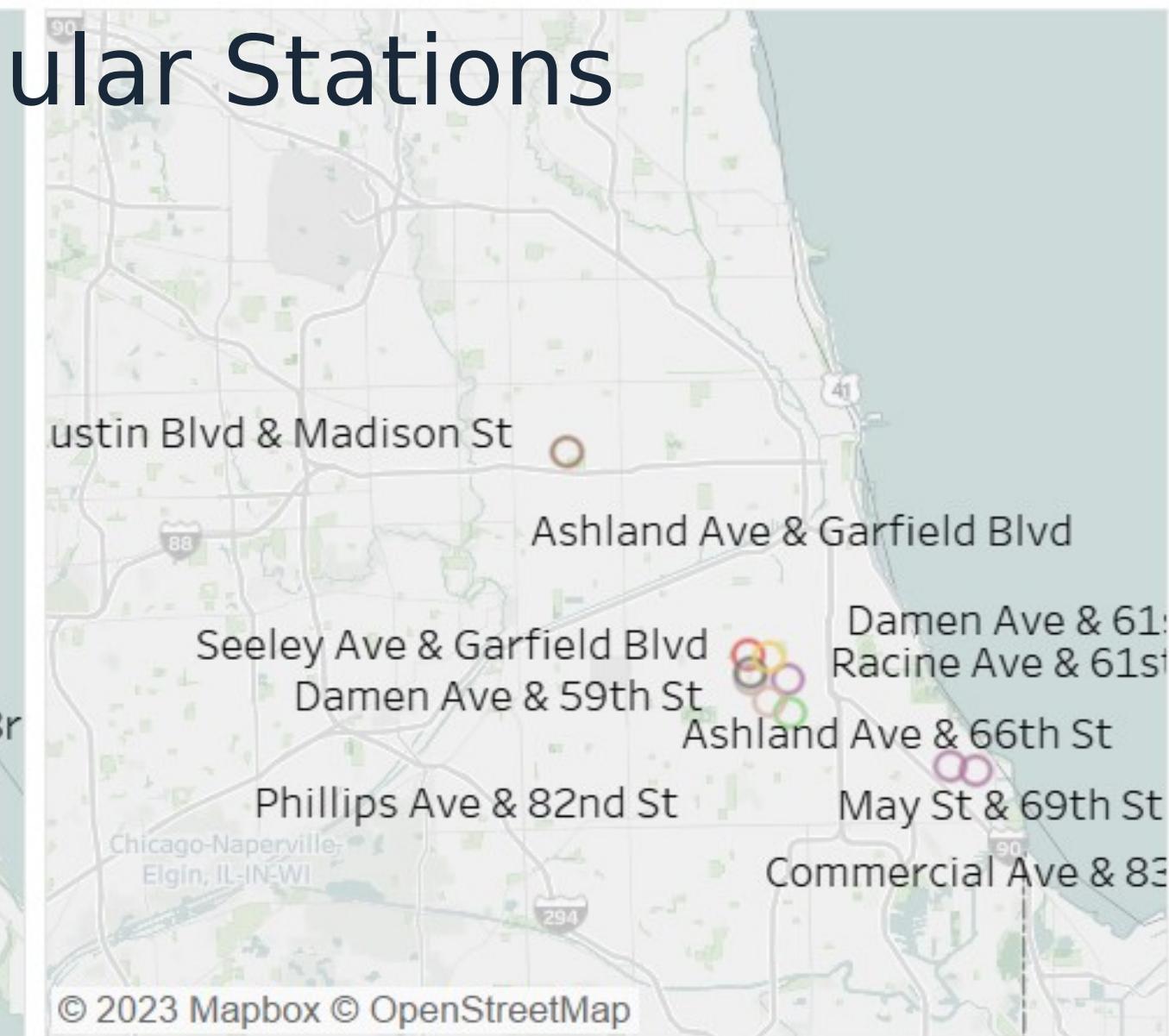
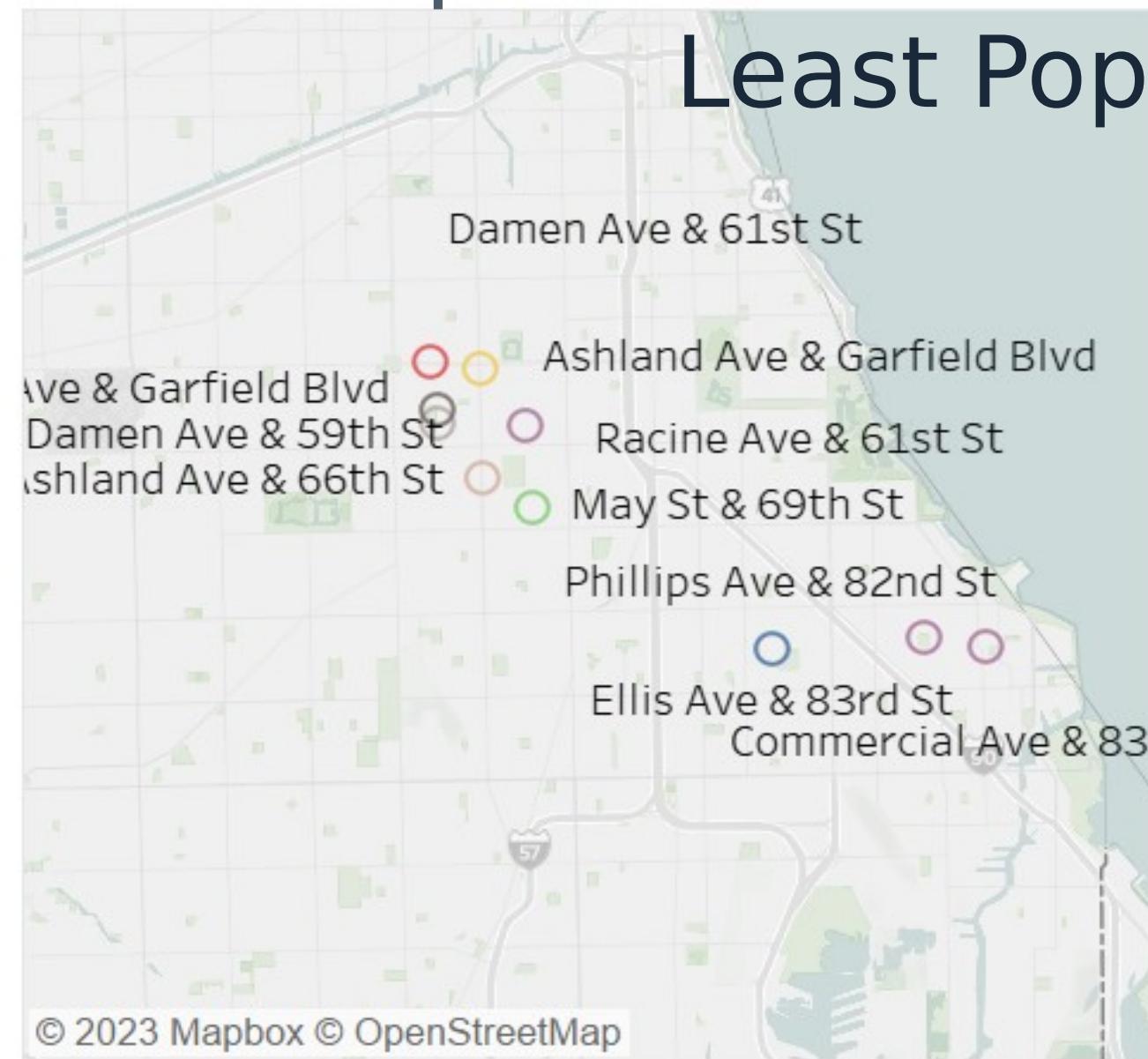
From Station ..=**To Station Na..=**

Departure



Arrival

Least Popular Stations



From Station ..=

Damen Ave & 59t..	
Ellis Ave & 83rd St	
May St & 69th St	
Damen Ave & 61..	
Ashland Ave & G..	
Commercial Ave ..	
Racine Ave & 61s..	
Ashland Ave & 6..	
Seeley Ave & Gar..	
Phillips Ave & 82..	

To Station Na..=

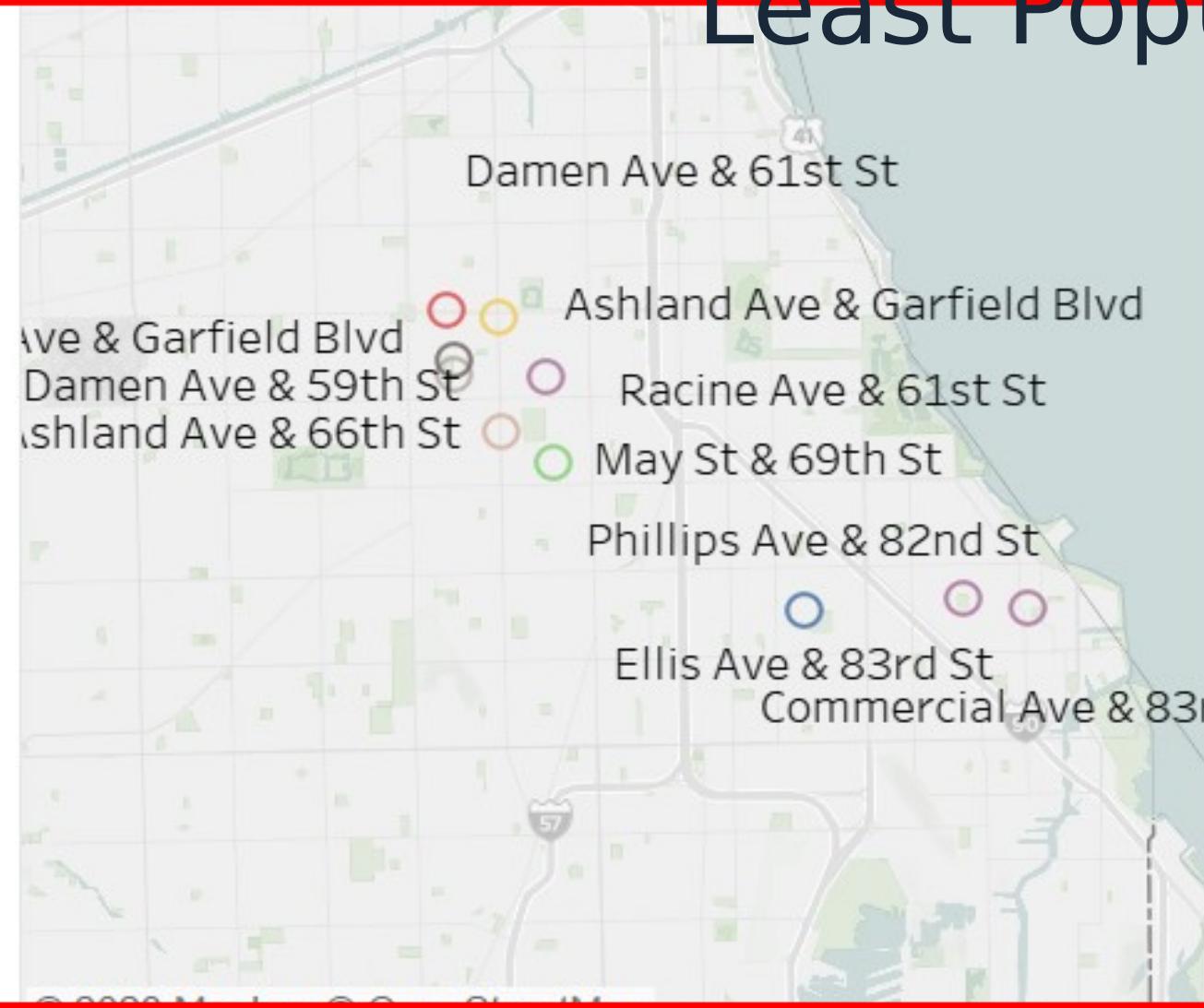
Damen Ave & 59t..	
May St & 69th St	
Damen Ave & 61..	
Ashland Ave & G..	
Austin Blvd & Ma..	
Commercial Ave ..	
Seeley Ave & Gar..	
Racine Ave & 61s..	
Phillips Ave & 82..	
Ashland Ave & 6..	

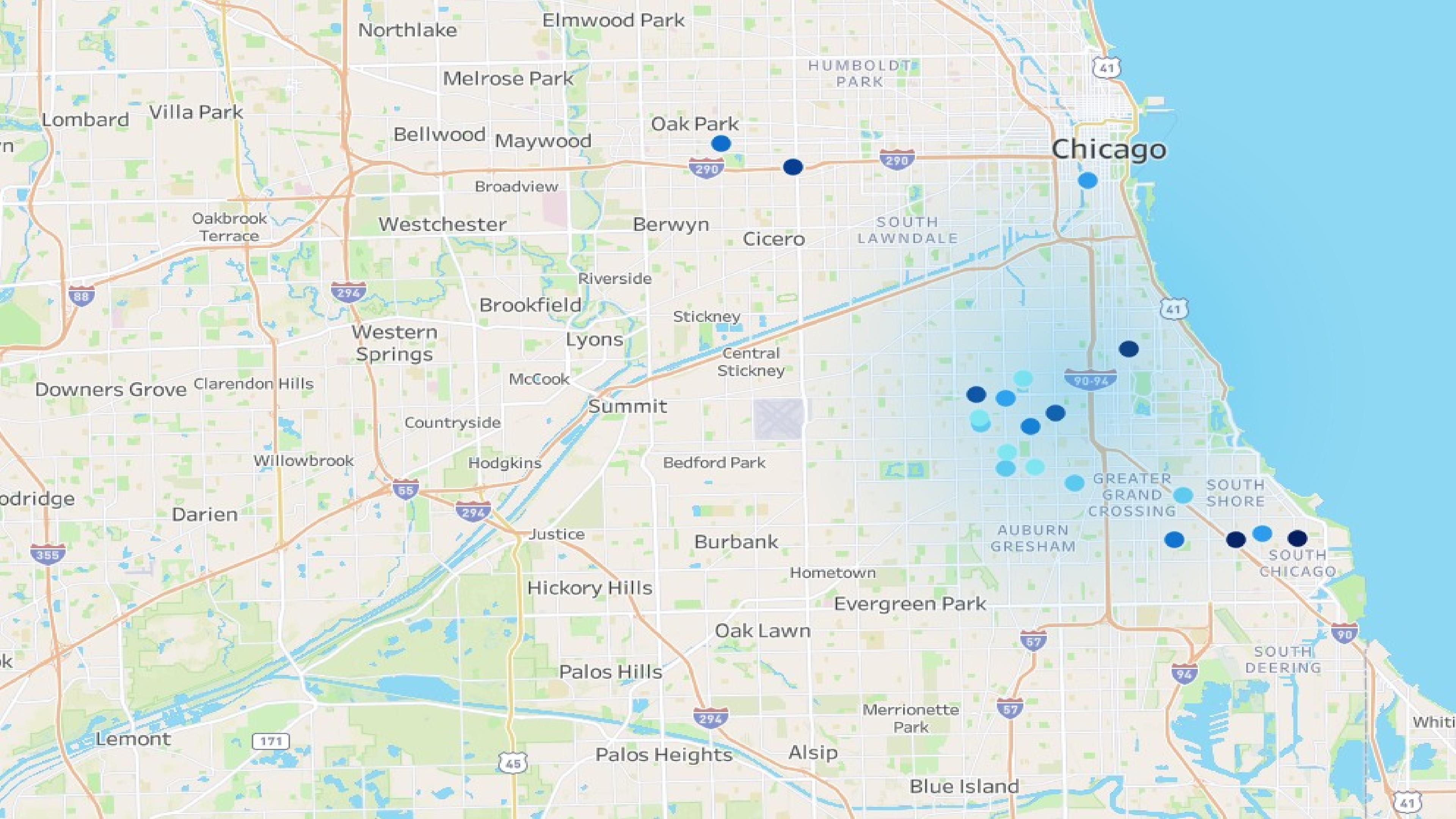
Departure



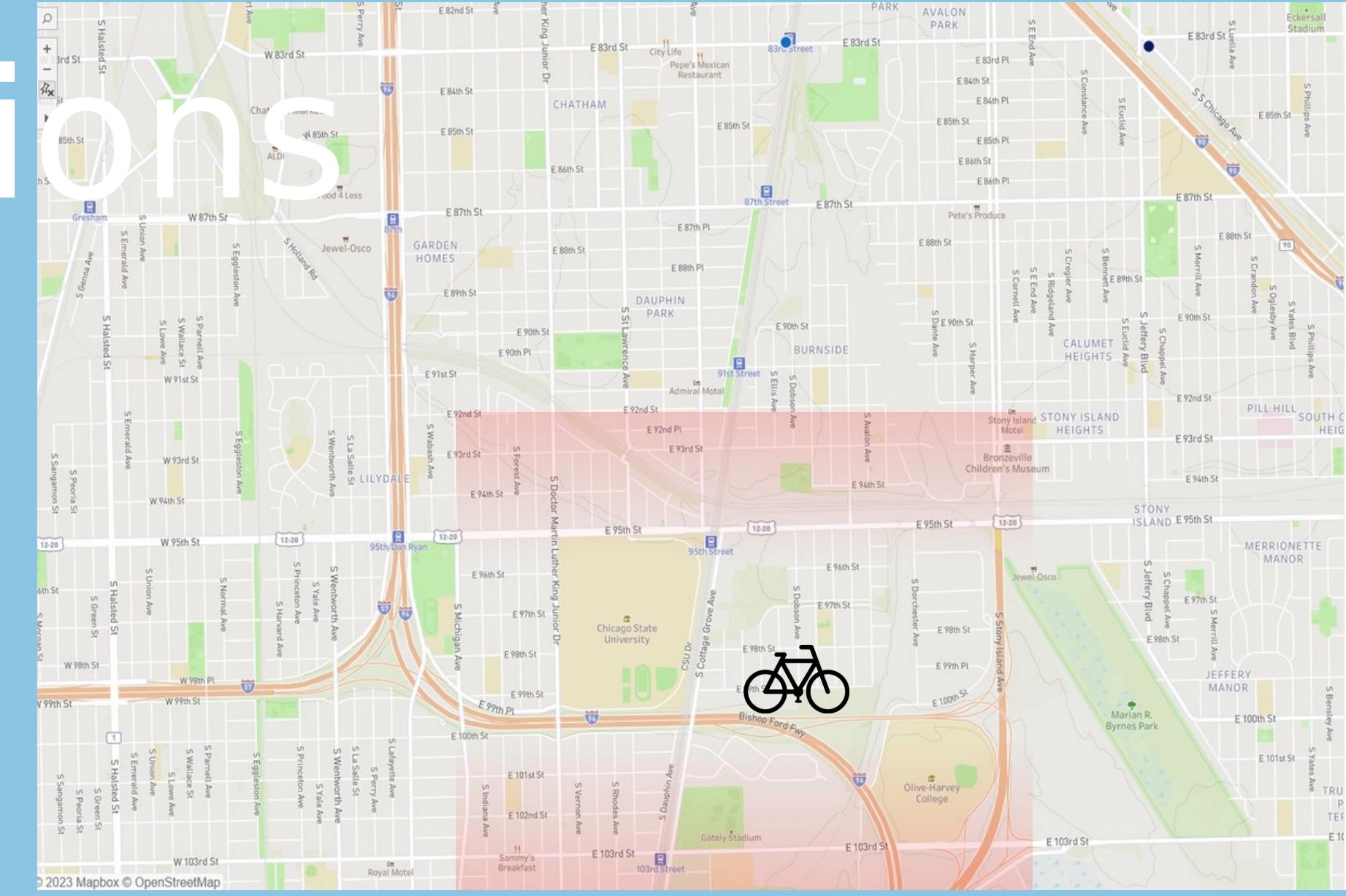
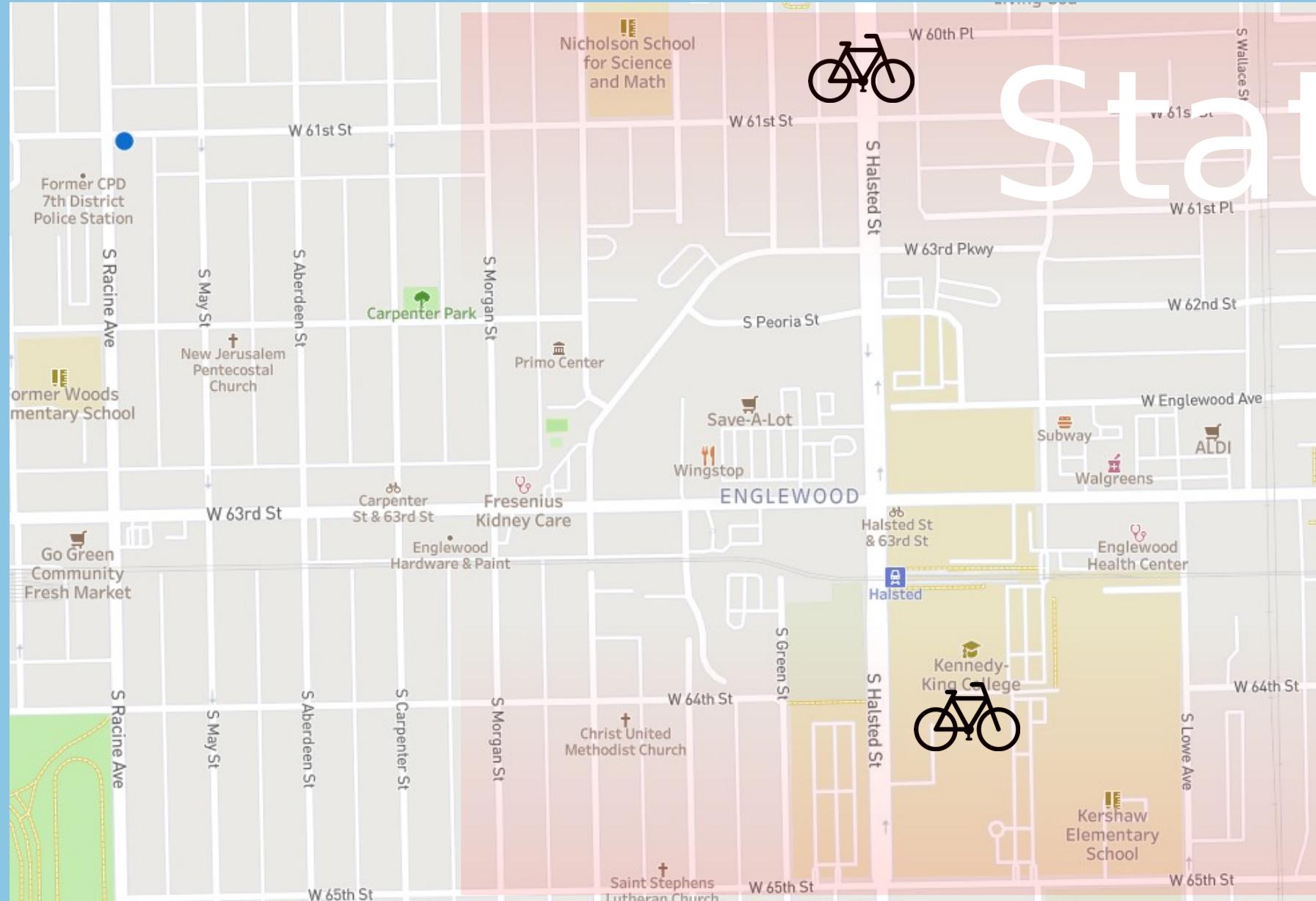
Arrival

Least Popular Stations





Projected Stations

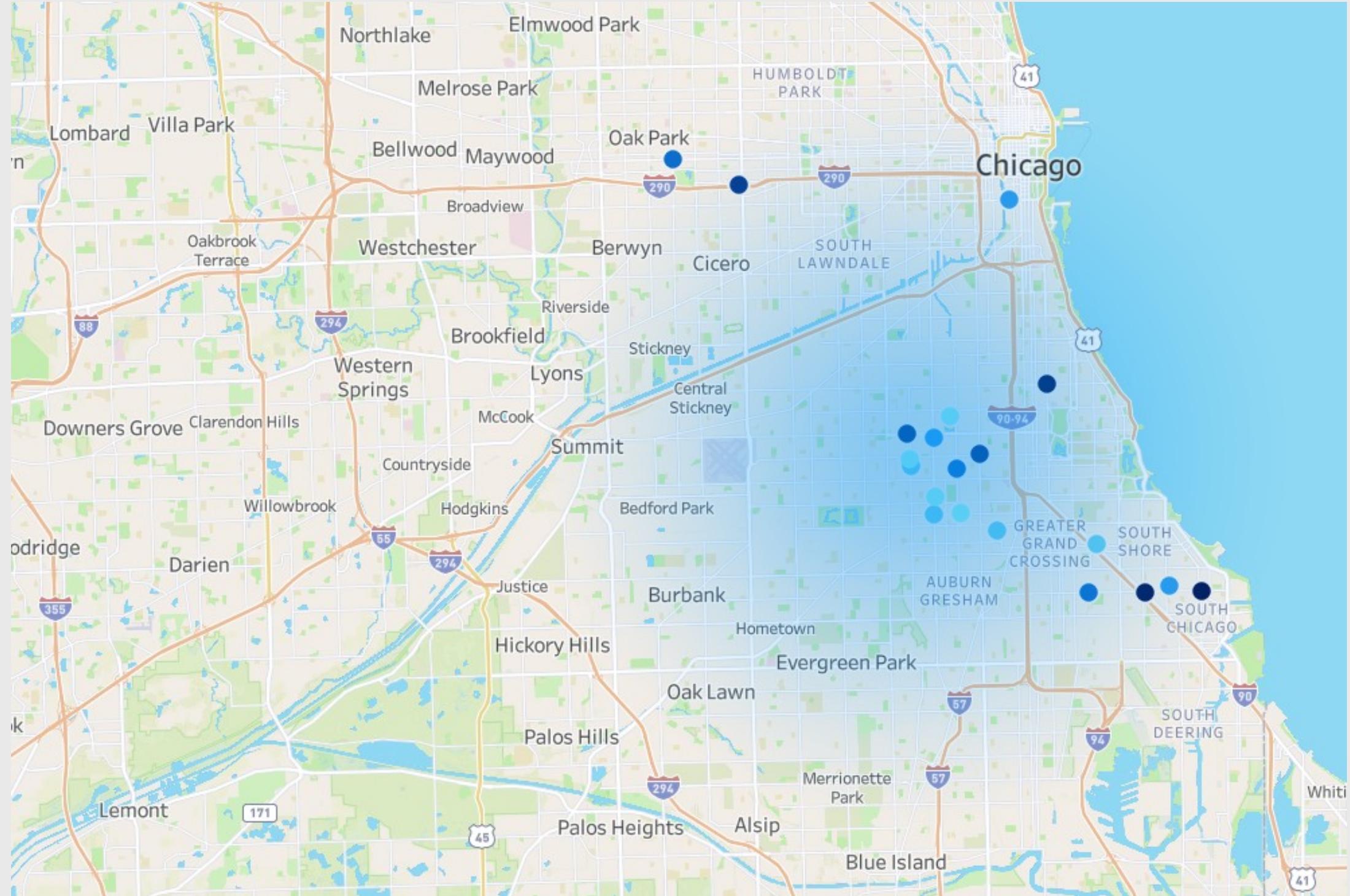


Existing Station



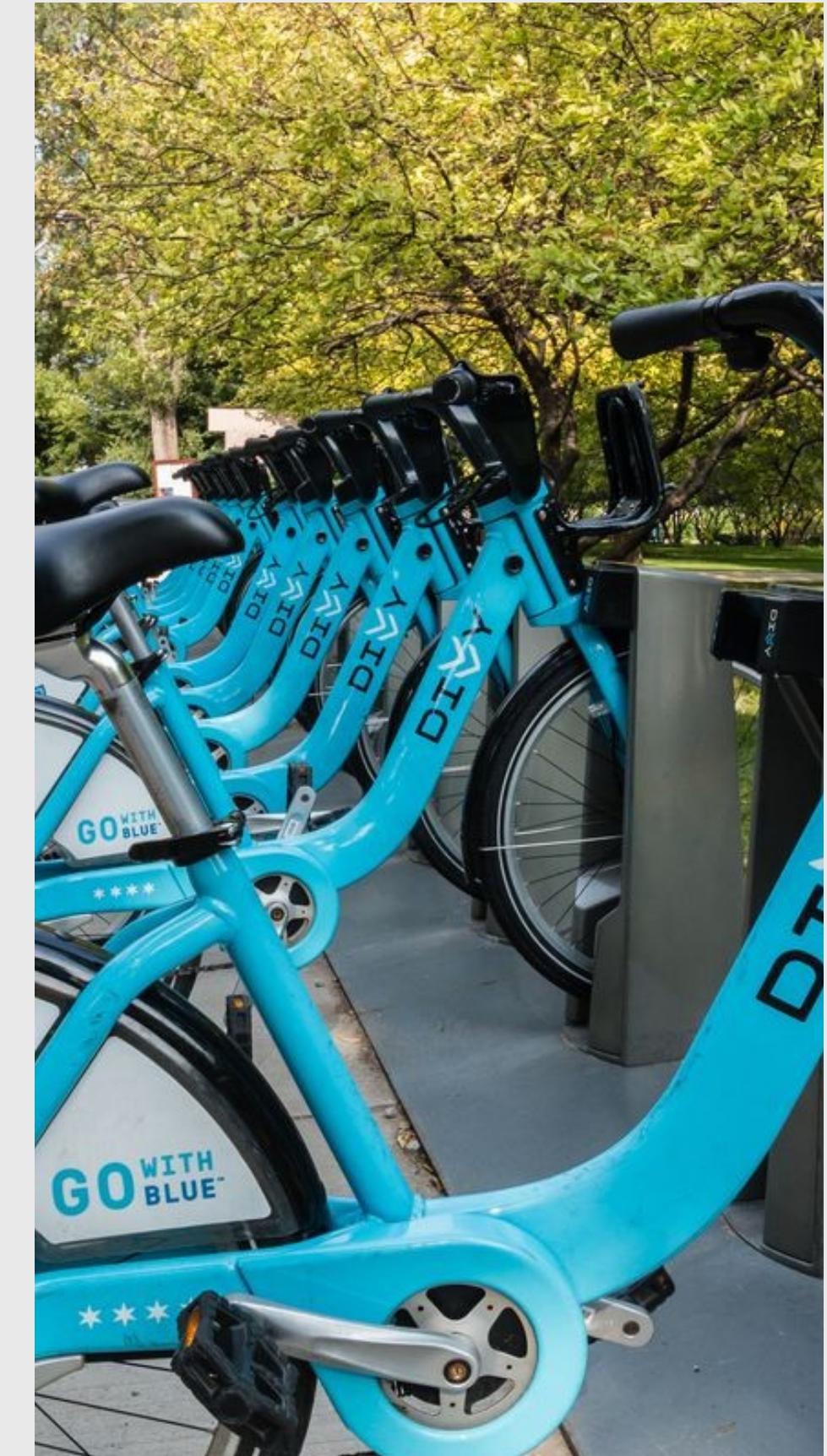
Projected Station

Accessibility



RECOMMENDATIO NS

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

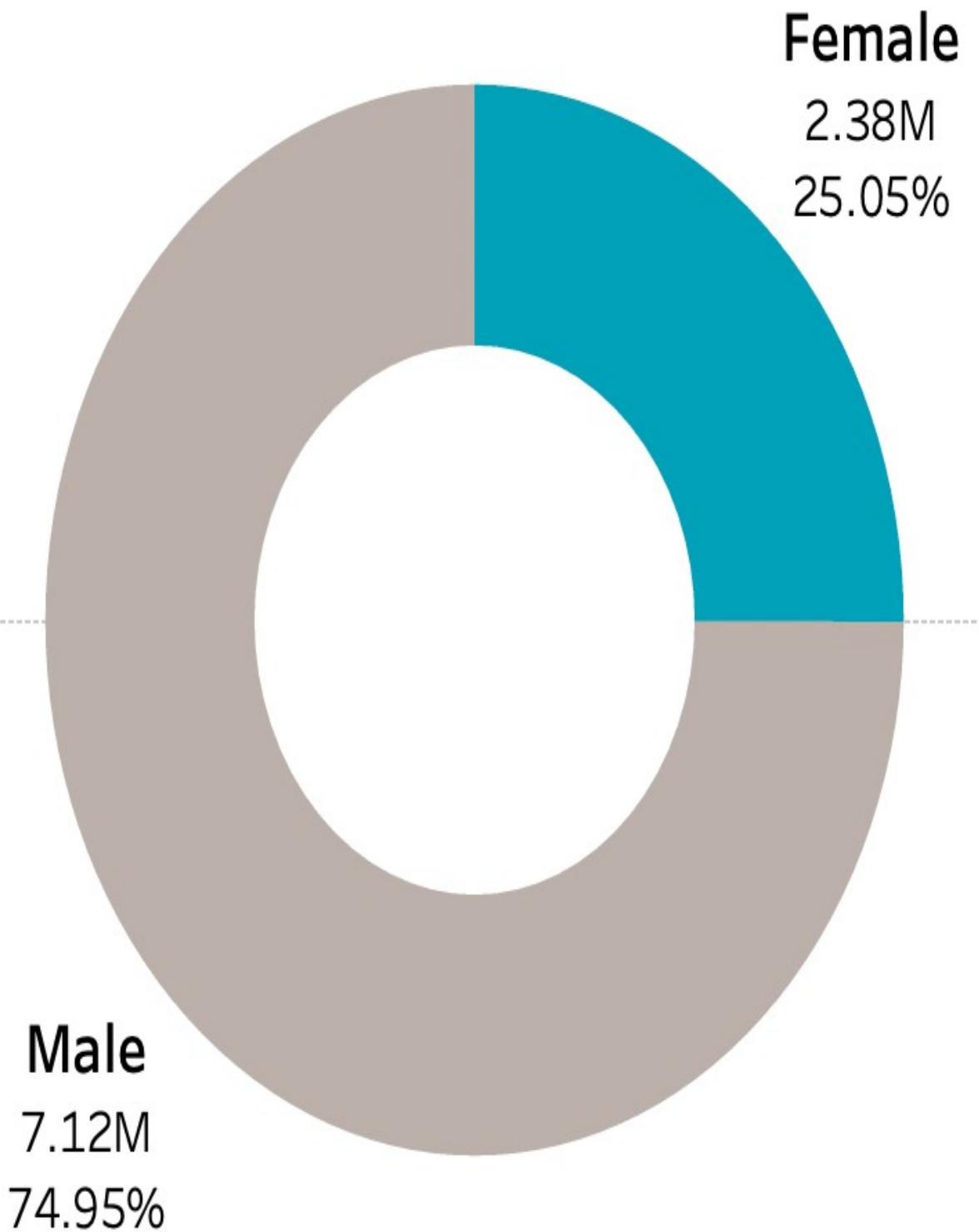


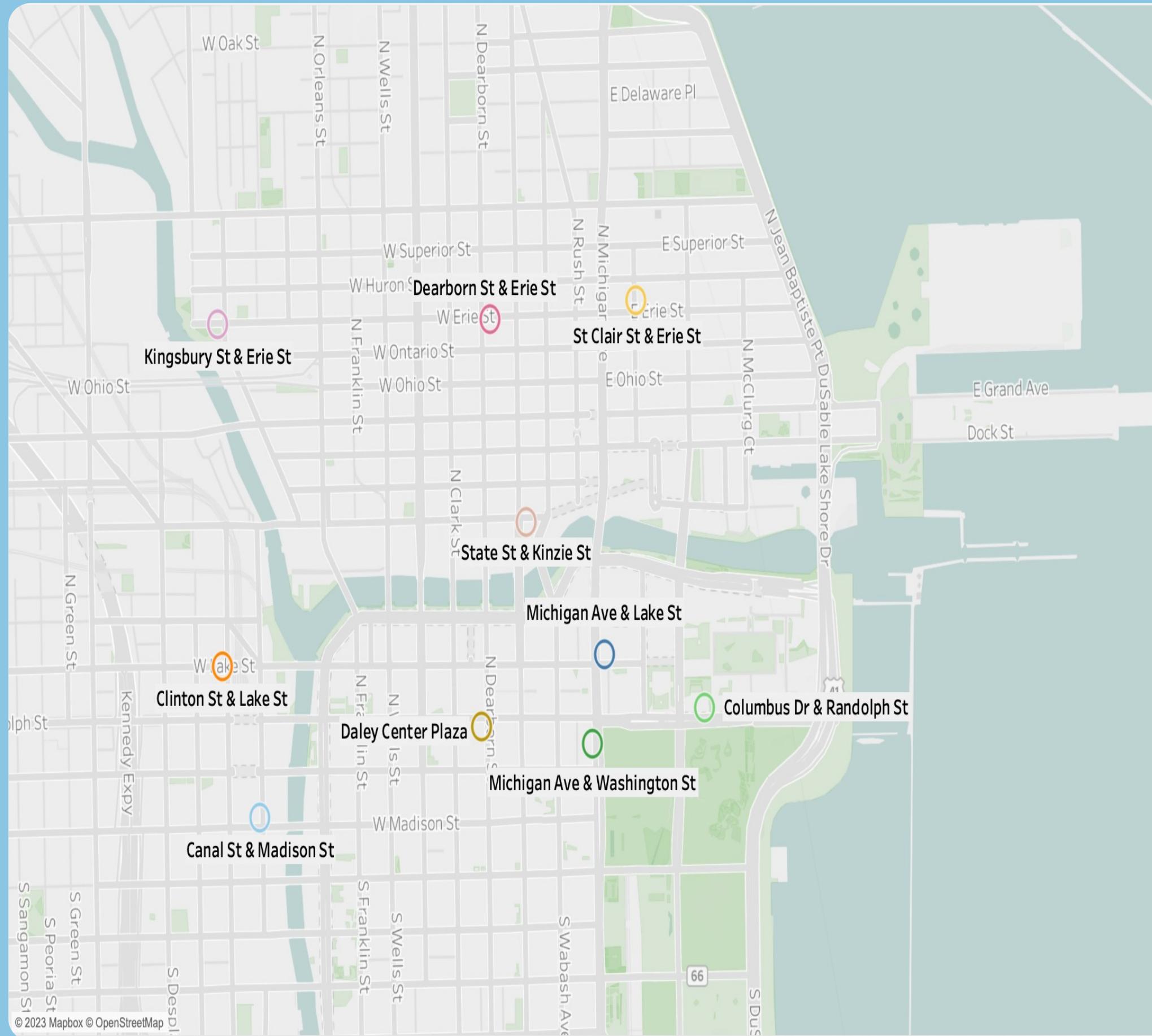
SUBSCRIBER ANALYSIS

FEMALE USERS

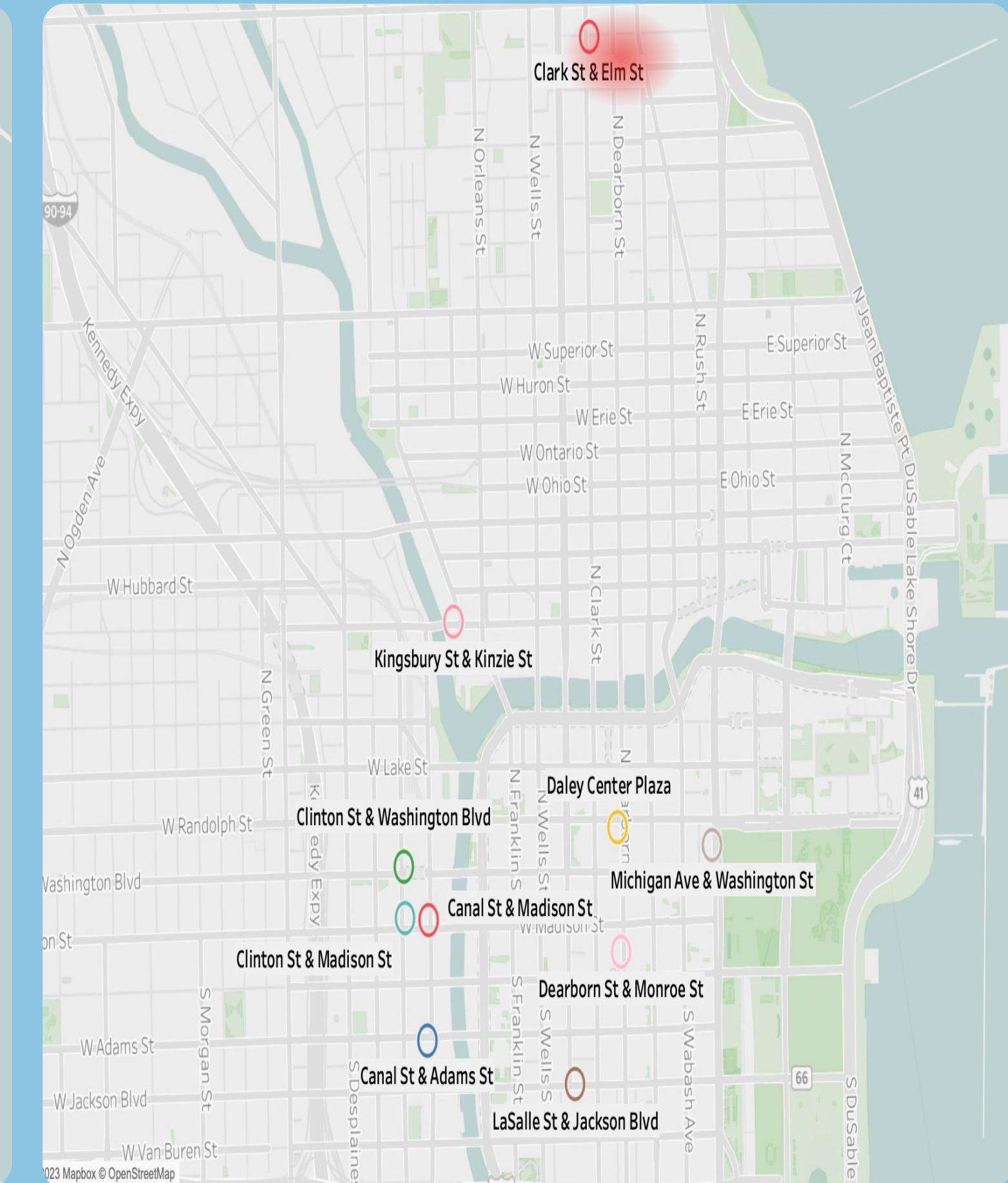
Only 25% of total subscribers

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



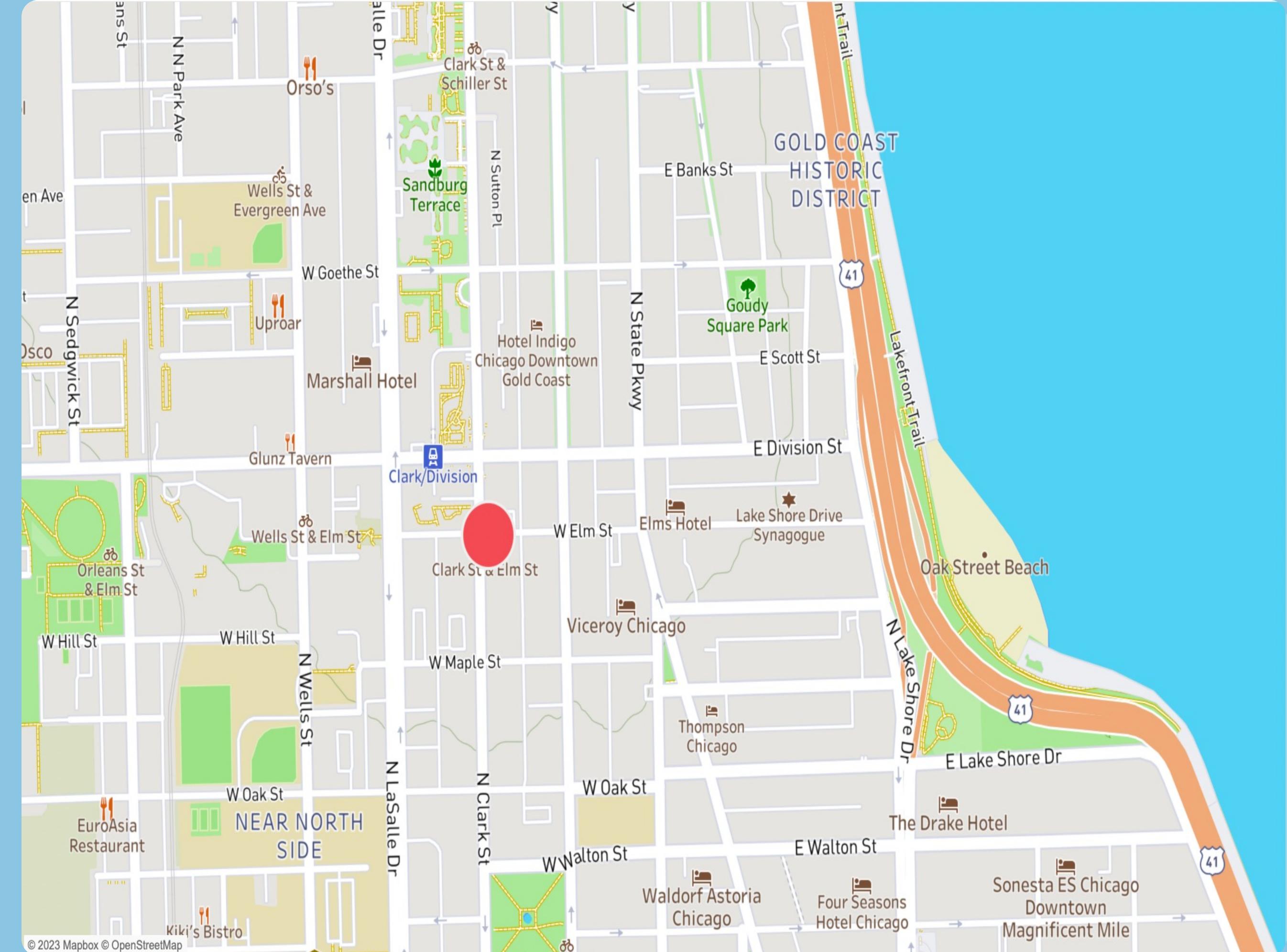


POPULAR DEPARTURE STATION



POPULAR ARRIVAL STATION

WHY IS IT POPULAR?



SAFETY



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



MOBILE FEATURES

RECOMMENDATION 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 RECOMMENDATIO 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

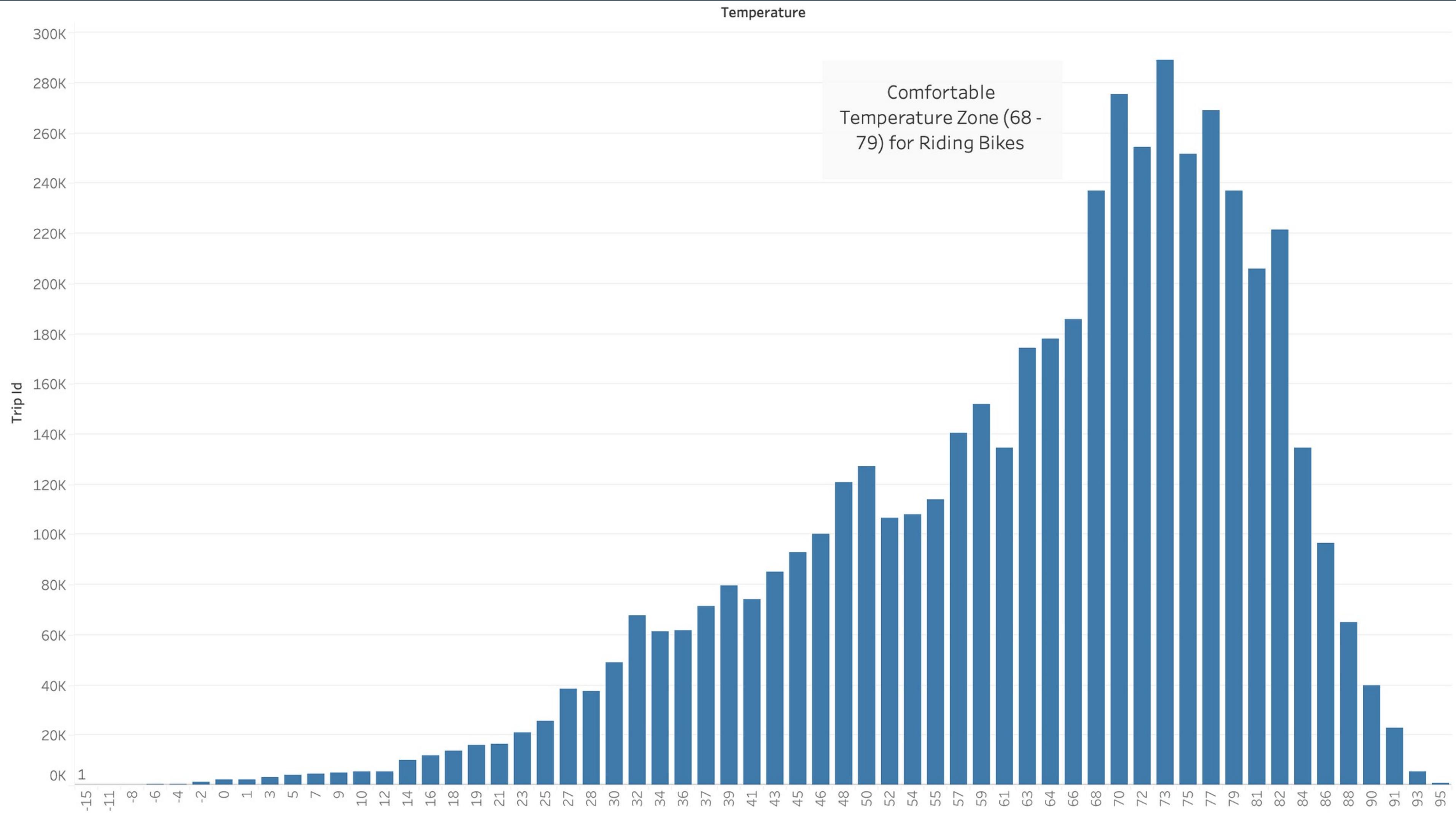


A MORE COMFORTABLE DESIGN

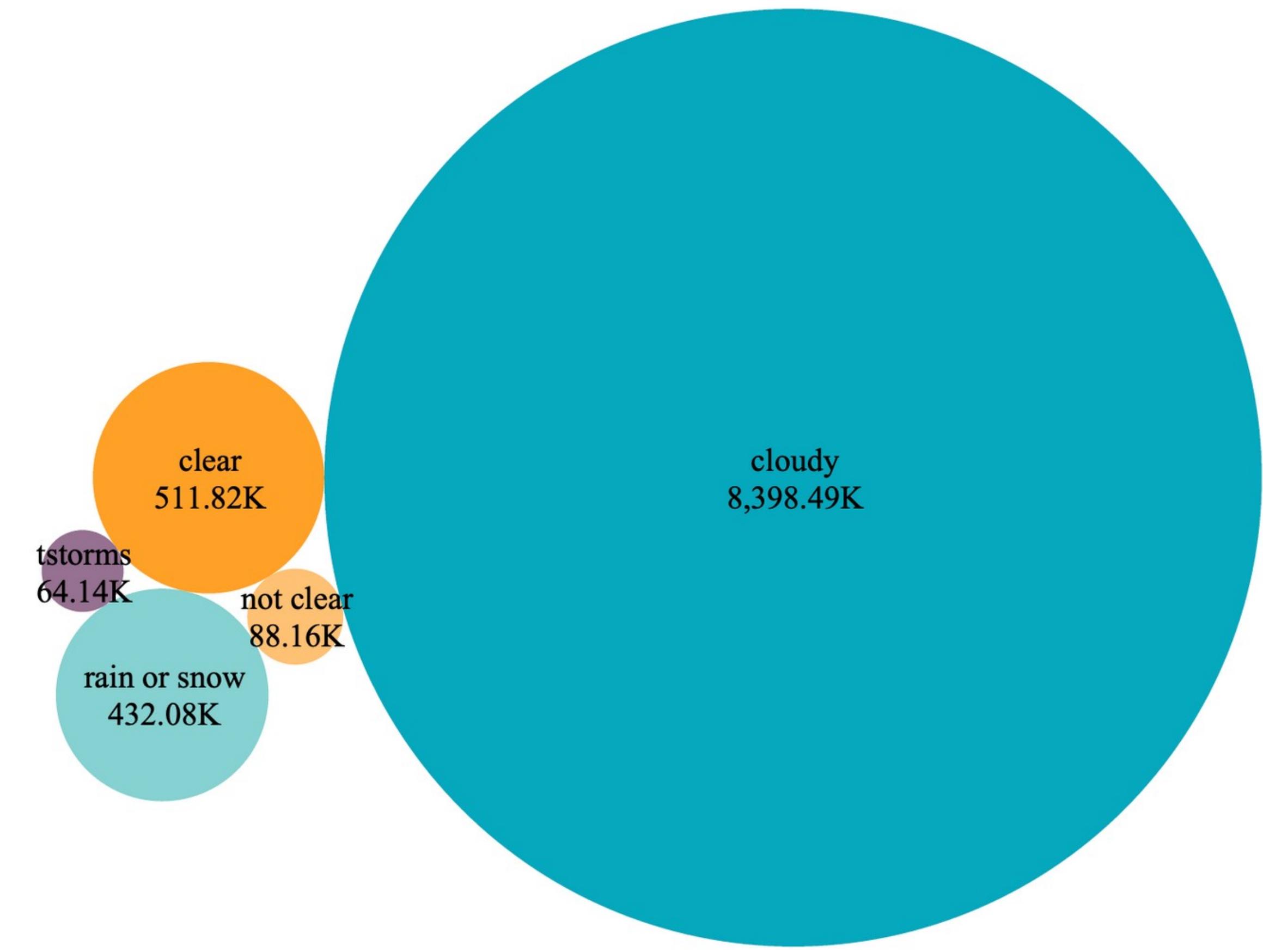
RECOMMENDATIO
N 3

- 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

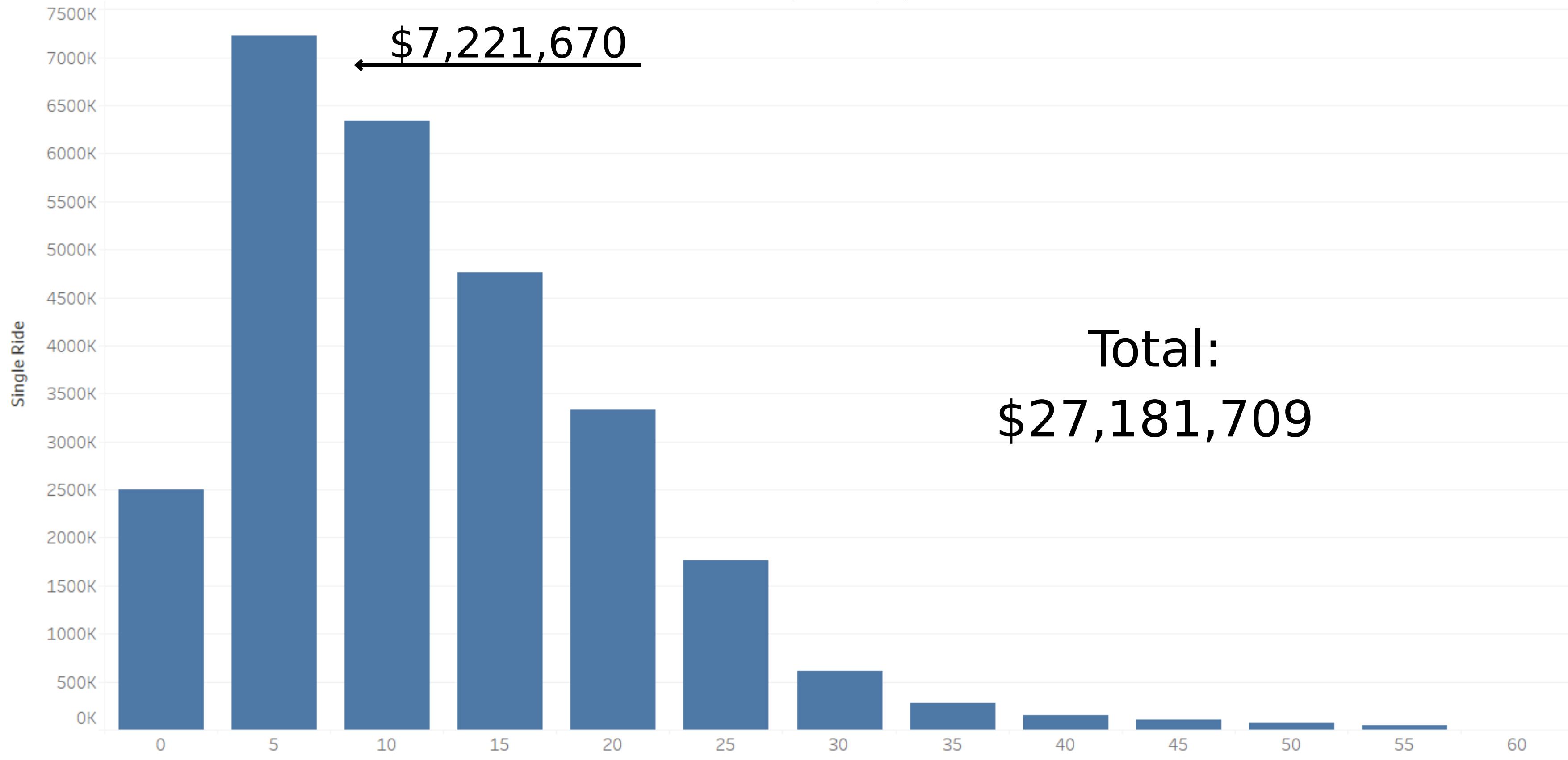
RECOMMENDATIONS

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

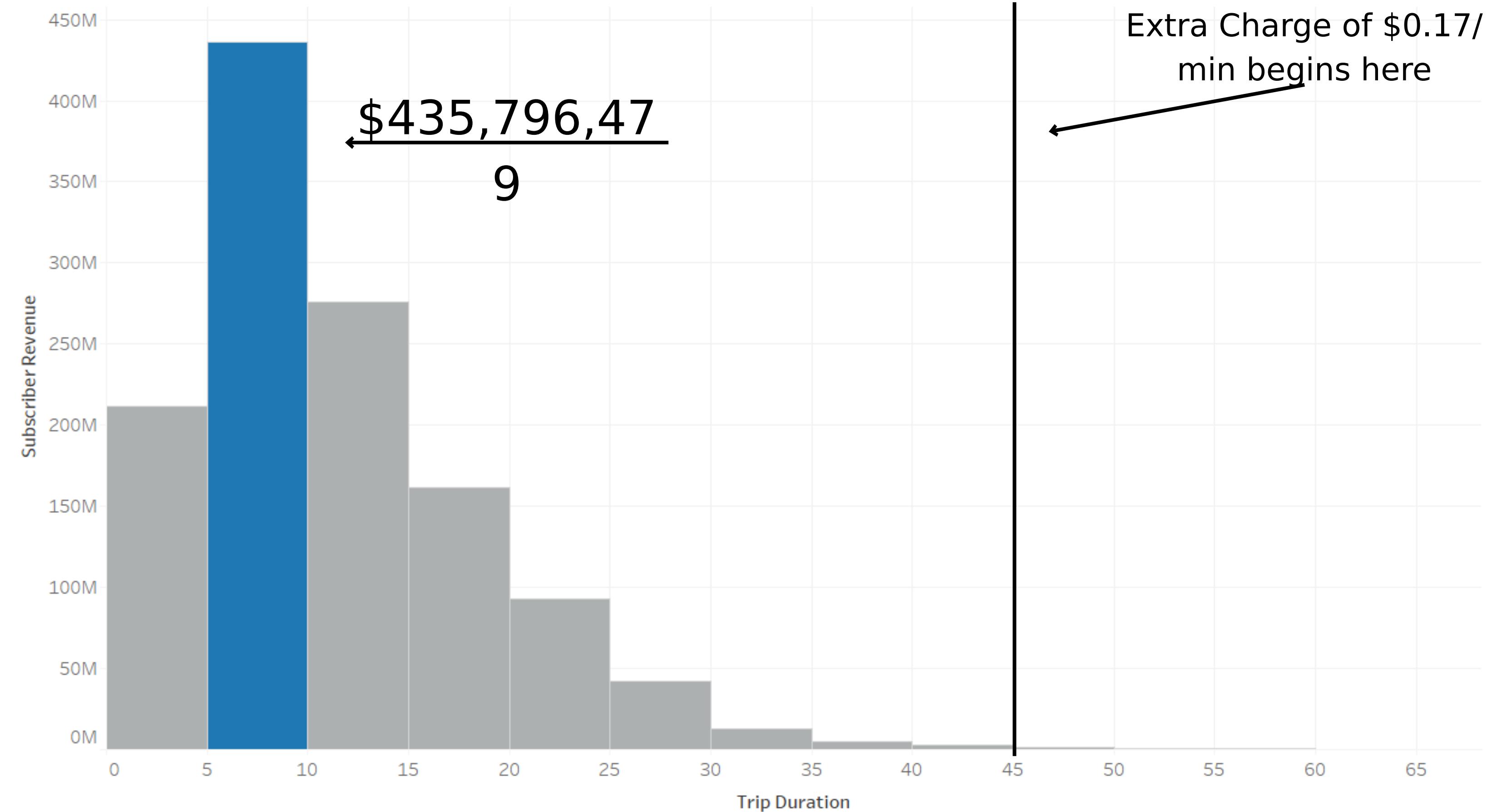


Single-Ride Revenue

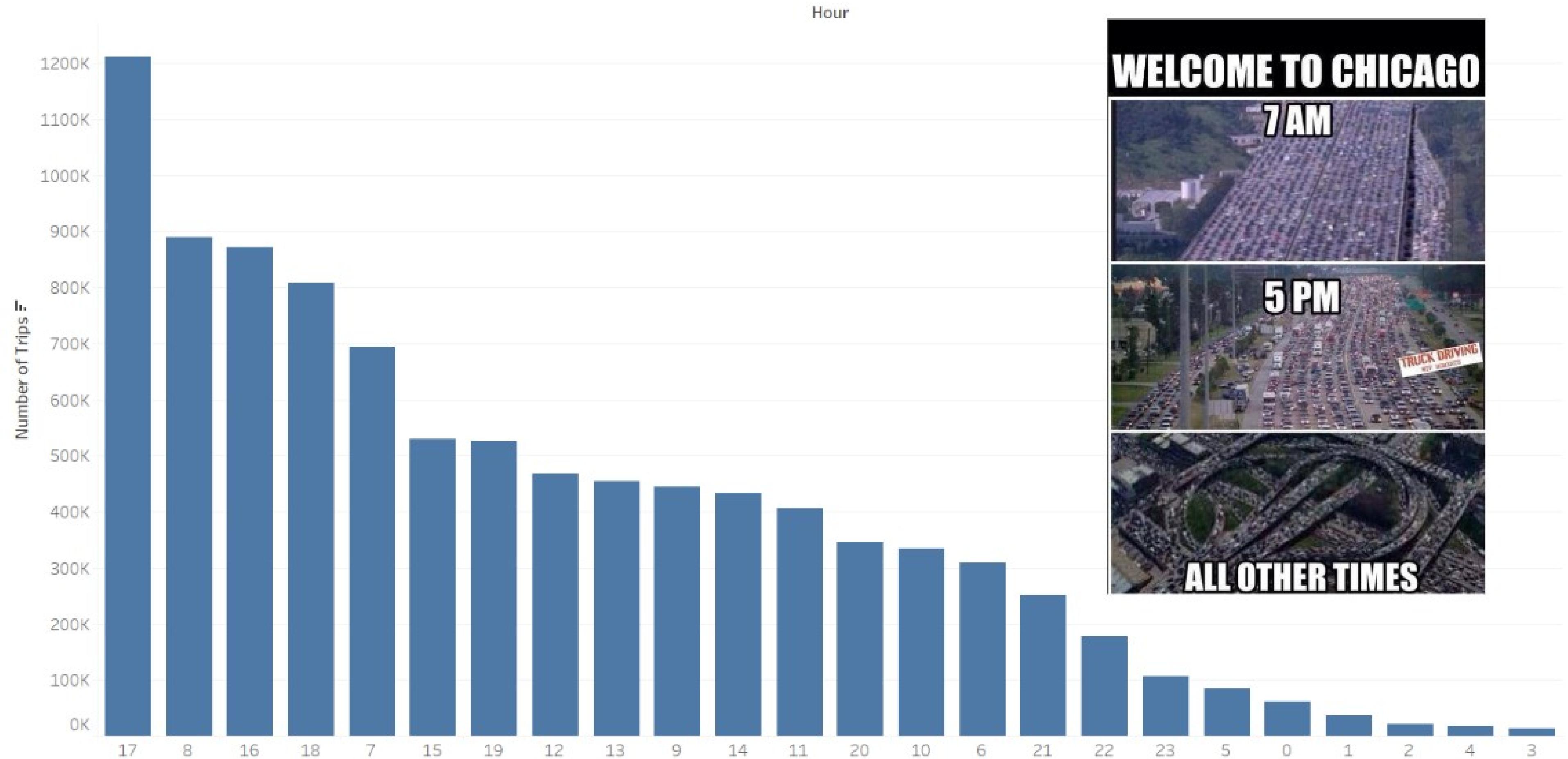
Tripduration (bin)



Total Subscriber Revenue



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



Subscriber Revenue by Time of Day





THANK YOU

