

Data Storytelling

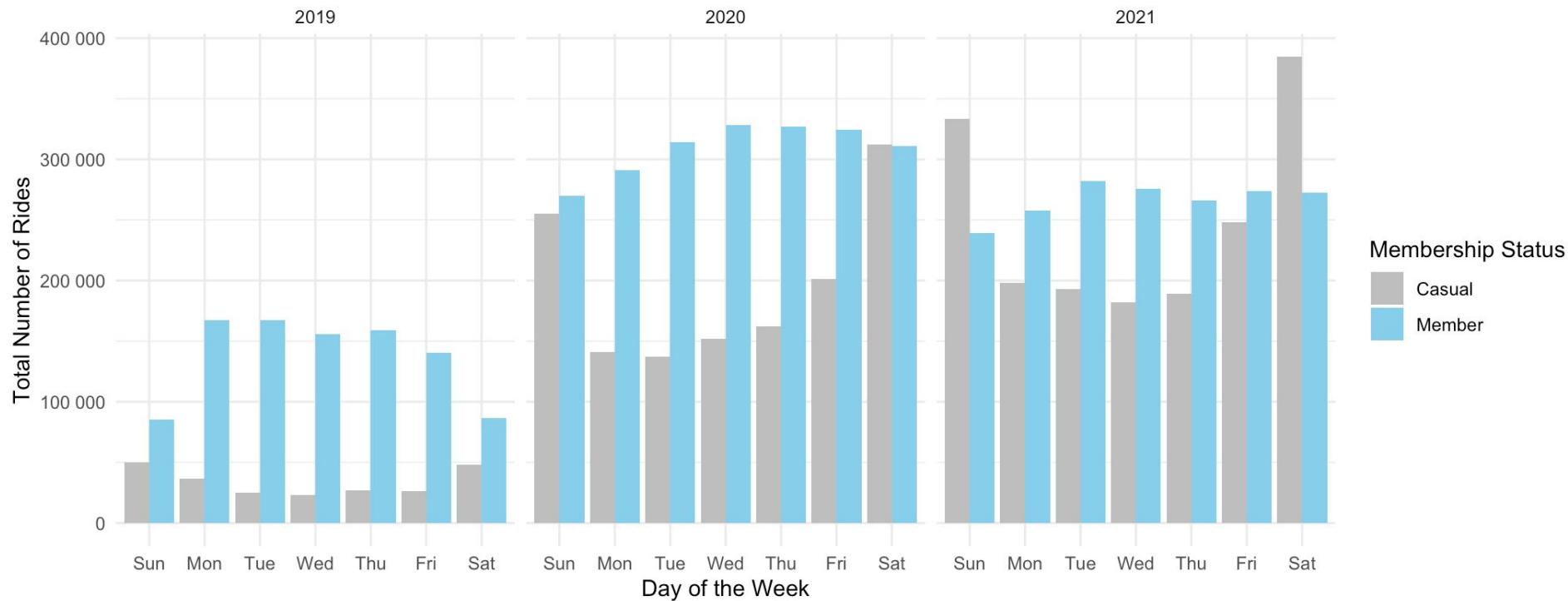


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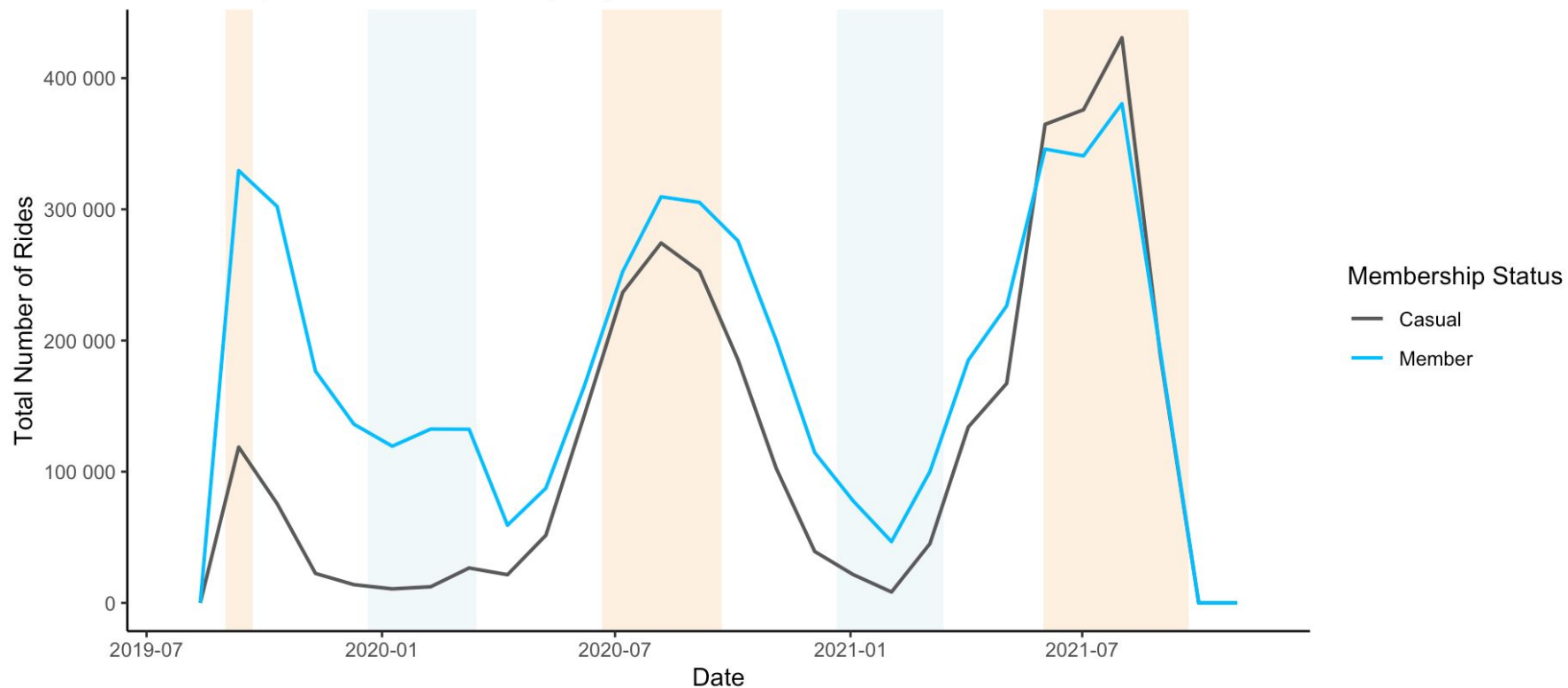
We Love the Weekend and So Do Divvy Riders

Demand for Divvy bikes fluctuates depending on the day of the week– the closer the weekend, the higher the demand.



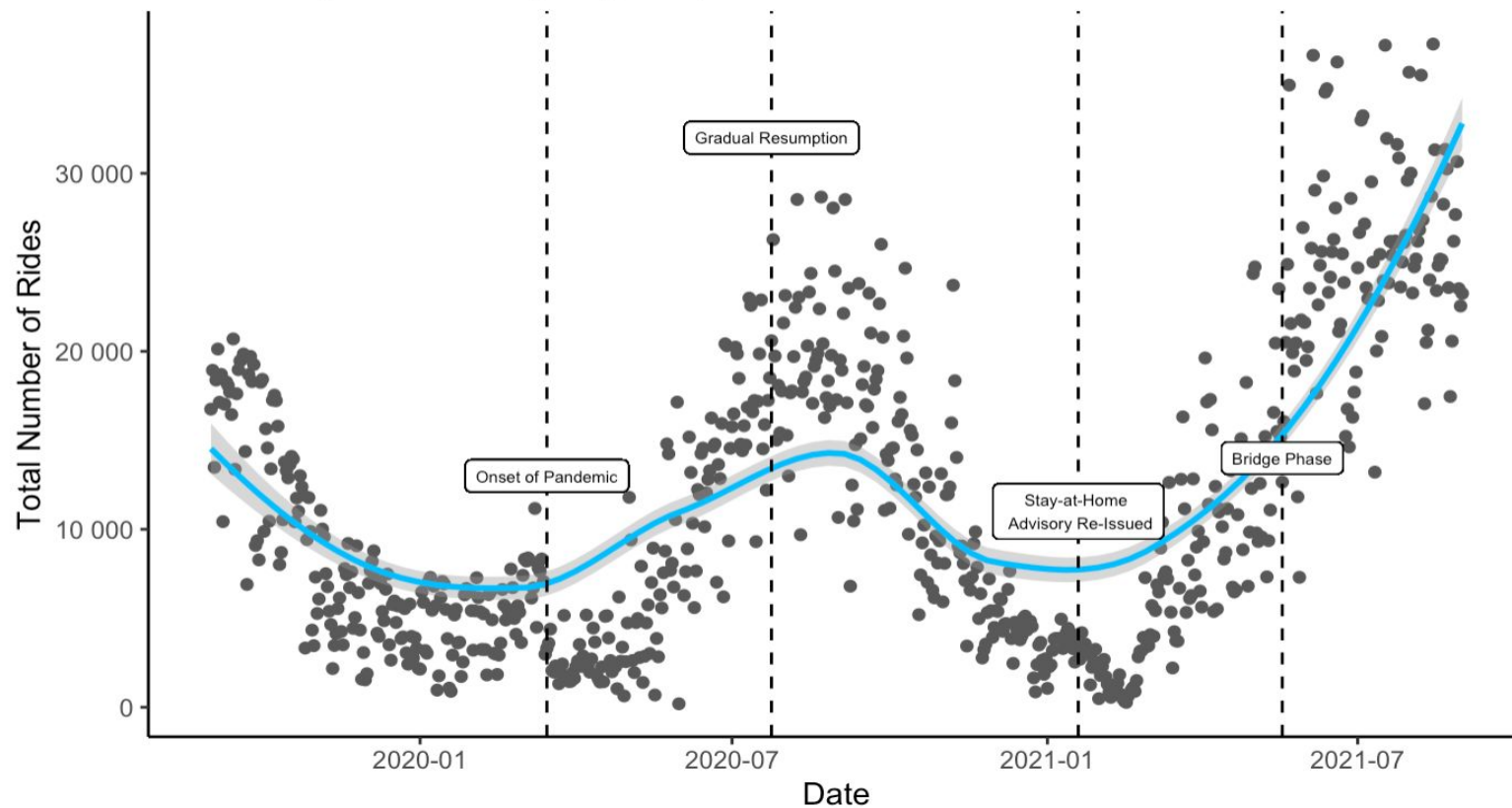
Grim Weather = Grim Divvy Demand

Demand for Divvy bikes is seasonal— it fluctuates depending on whether it is summer or winter.



Covid and Cycling

Demand for Divvy bikes fluctuates depending on the pandemic restrictions.



Insights

Casual demand increases sharply during the *weekend*, member demand is steadily higher during midweek.

Overall Divvy demand fluctuates with *seasons/weather*, peaking in *summer* months and dropping during the *cold Chicago winters*.

The *pandemic* gives us good insights into biking culture— stay-at-home orders dropped overall demand. However, transitioning from the pandemic has seen a rise in biking culture, especially among casual riders. Post-bridge phase, Chicago saw a rapid rise in Divvy demands. Although, a pandemic cannot be generalized to understand Divvy demand, it helps us understand consumer behavior better.

Targeting the above factors of demand by introducing more incentives during peak-times for members/casual riders should increase membership subscriptions.

