



Bike NYC. Like, all of it.

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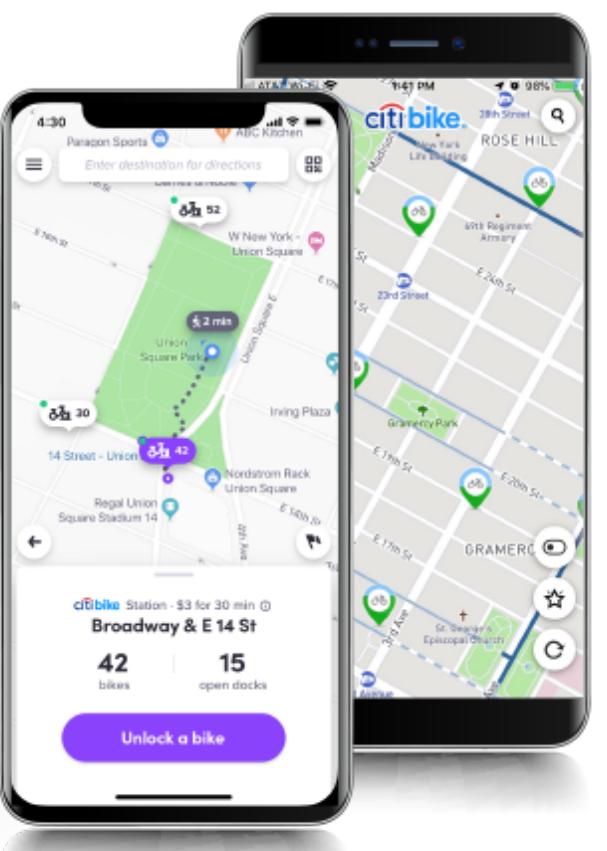
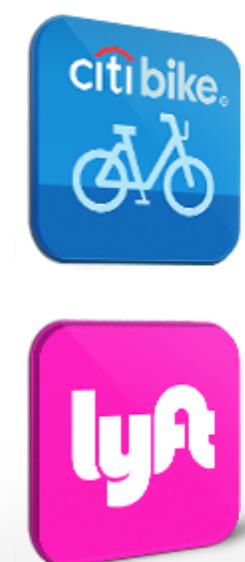
CONTENT

- 01** INTRODUCTION
- 02** EXECUTIVE SUMMARY
- 03** PRODUCT, PRICING AND DISTRIBUTION
- 04** PRICING
- 05** PROMOTION & ADVERTISING
- 06** COMPETITIVE ANALYSIS
- 07** SWOT ANALYSIS
- 08** TARGET MARKET

- 09** MARKETING PLAN - GOALS & ACTION
- 10** STATION IMPORTANCE
- 11** DATA
- 12** SEGMENTATION & FINDINGS
- 13** PAGERANK AND FINDINGS
- 14** BUDGET
- 13** IMPLEMENTATION SCHEDULE
- 14** CONTINGENCY PLAN

INTRODUCTION: CITI BIKE

- Founded in 2013, Citibike is the nation's largest bikeshare program with 25,000 bikes. Initiated by NYC Department of Transportation. Now operated by LYFT.
- Bikes can be unlocked from one station and returned to any other station in the system
- Used to commute to work/school, run errands, get to appointments, etc.
- Available 24/7/365 with over 1,500 stations located across Manhattan, Brooklyn, Queens, and Jersey City/Hoboken
- 82 stations in Hoboken and Jersey City, plus over 1,700 stations in NYC



EXECUTIVE SUMMARY

NYC DOT Original Mission

Reduce emissions, road wear, collisions, and road and transit congestion and to improve public health

LYFT Mission with Original Mission

Now moving towards profitability

Objectives

Increase Revenue

Improve Customer Satisfaction

Overview of Marketing Plan

Increase Revenue by opening new stations in NYC/NJ

Rebalancing existing stations with adequate resources

Recommended Strategies

Identify new locations by finding familiar customer segments

Finding stations that are most central to other stations - and rebalance bikes to them

Make it a recurring practice

PRODUCTS



Classic Rides

No Ownership, No Repairs

Quick Access

Comfort For Any Rider Type

PRODUCTS



Original E-Bike

Pedal Assist

More Neighbourhoods, Less Time

Go Faster

PRODUCTS



Next Gen E-Bike

Longer Battery Life

Stronger Motor

More Seat Height Options

PRODUCT



1. Unlock it

Pick out a bike, and use the Citi Bike or Lyft app to scan its QR code.



2. Ride it

Hop on and start cruisin'.



3. Park it

Find an open space at any docking station. When the lock-in light turns green, you're all set.

PRICING

	Single Ride \$4.49 for 30 mins	Day Pass \$19/day	Citi Bike \$205/year	Lyft Pink \$199/year
	Get the app →	Get a day pass →	Join →	Join →
Bike unlocks	\$4.49	free	free	free
Ebike prices*	\$0.26/min	\$0.26/min	\$0.17/min	\$0.17/min
Ride times	30 min	30 min	45 min	45 min
Bike Angels				
Grubhub+				
Rideshare benefits				

DISTRIBUTION CHANNELS

1

Docking Stations



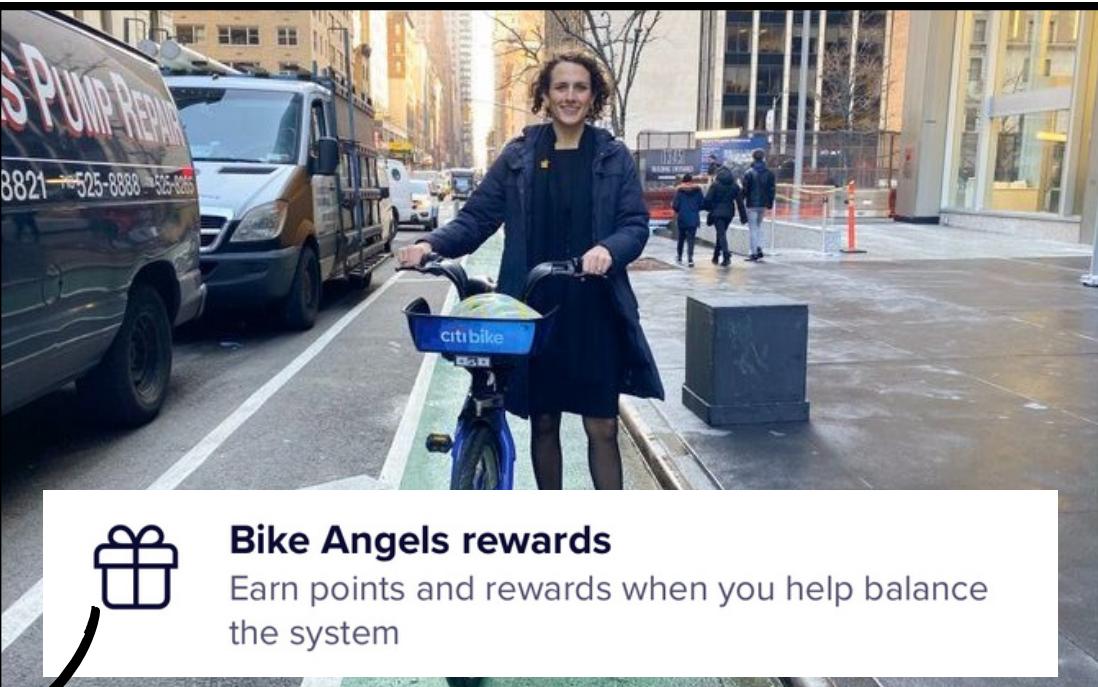
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Bike Trains



3

Bike Angels



Member Benefit

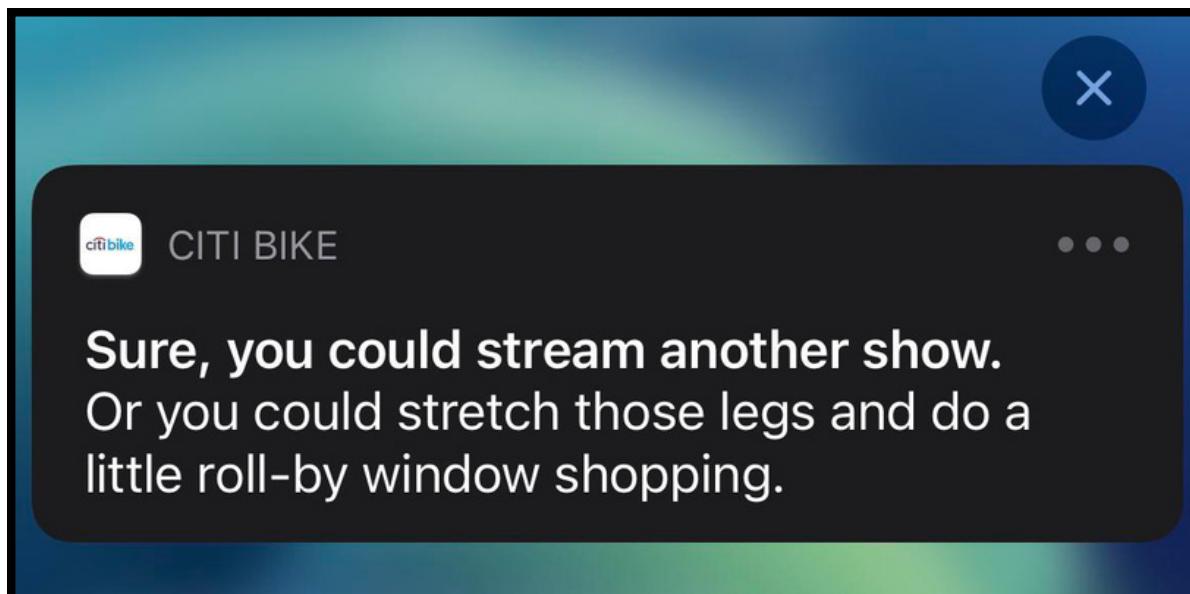
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Trucks



PROMOTIONS & ADVERTISING

App Notifications



Social Media



Public Transport Locations



“We were just going to do a few less billboards,” Skyler said, “but we were also going to **add six thousand roaming billboards.** And we weren’t just putting our name on something; we were helping to create the first new transportation network in New York City in a hundred years.”

Edward Skyler, Citibank’s EVP of Global Public Affairs

THE BIKES THEMSELVES!



COMPETITIVE ANALYSIS



\$4.49 for 30 min. &
\$0.26/min.

\$1 to unlock &
\$0.42/min.

\$2.90

\$3 initial charge &
\$3.50/mile



New York City & New Jersey

Over 150 cities & 30 countries, including New York City

New York City

New York City

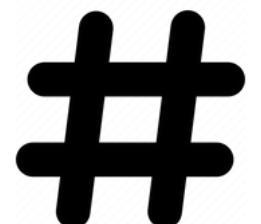


Avoids about 1,800,000 pounds of carbon emissions each month

One trip with Lime uses 75% less carbon than a comparable car trip

Keeps up to 70,000 cars off the streets of NYC each day which reduces CO2 emissions by up to 253 tons

The average New York taxi emits more than 100,000 pounds of carbon dioxide each year



25,000 Bikes

Over 200,000 e-bikes and e-scooters

36 Subway Lines

Over 13,000 Cabs

	Citi Bike	Lime	MTA	TAXI
Cost	\$4.49 for 30 min. & \$0.26/min.	\$1 to unlock & \$0.42/min.	\$2.90	\$3 initial charge & \$3.50/mile
Availability	New York City & New Jersey	Over 150 cities & 30 countries, including New York City	New York City	New York City
Environmental Impact	Avoids about 1,800,000 pounds of carbon emissions each month	One trip with Lime uses 75% less carbon than a comparable car trip	Keeps up to 70,000 cars off the streets of NYC each day which reduces CO2 emissions by up to 253 tons	The average New York taxi emits more than 100,000 pounds of carbon dioxide each year
# of Vehicles	25,000 Bikes	Over 200,000 e-bikes and e-scooters	36 Subway Lines	Over 13,000 Cabs

SWOT Analysis

Strengths

- Easily Accessible
- Environmentally Friendly
- Asset-Low Business
- Affordable Subscription
- Convenient in Cities
- Flexible Transportation
- Bundle Subscription

Weaknesses

- Bike Repair
- Immutability Issues
- Maintenance Costs
- Seasonal Demand
- Safety Concerns
- Short Time Limits
- Technical Station Problems

Opportunities

- Restrategize Distribution
- Tandem Electric Bike
- Expansion to New Areas
- Promoting Sustainability / Healthy lifestyle
- Calories Count on Bikes
- Promote more amongst tourists
- Celebrity Partnerships

Threats

- Competition from Lime
- Increased Demand / Availability
- City Intervention / Regulation
- Mishappening can affect PR
- Limited Brand Recognition

TARGET MARKET



Commuters

Tourists

**Environmentally
Conscious Individuals**

**Health/Fitness
Enthusiasts**

MARKETING PLAN - GOALS & ACTION

“Increase revenue by expanding network of stations in NYC and NJ”

GOALS

Identify new locations by based on best performing segment



“Improve customer satisfaction by ensuring availability of bikes at important stations”

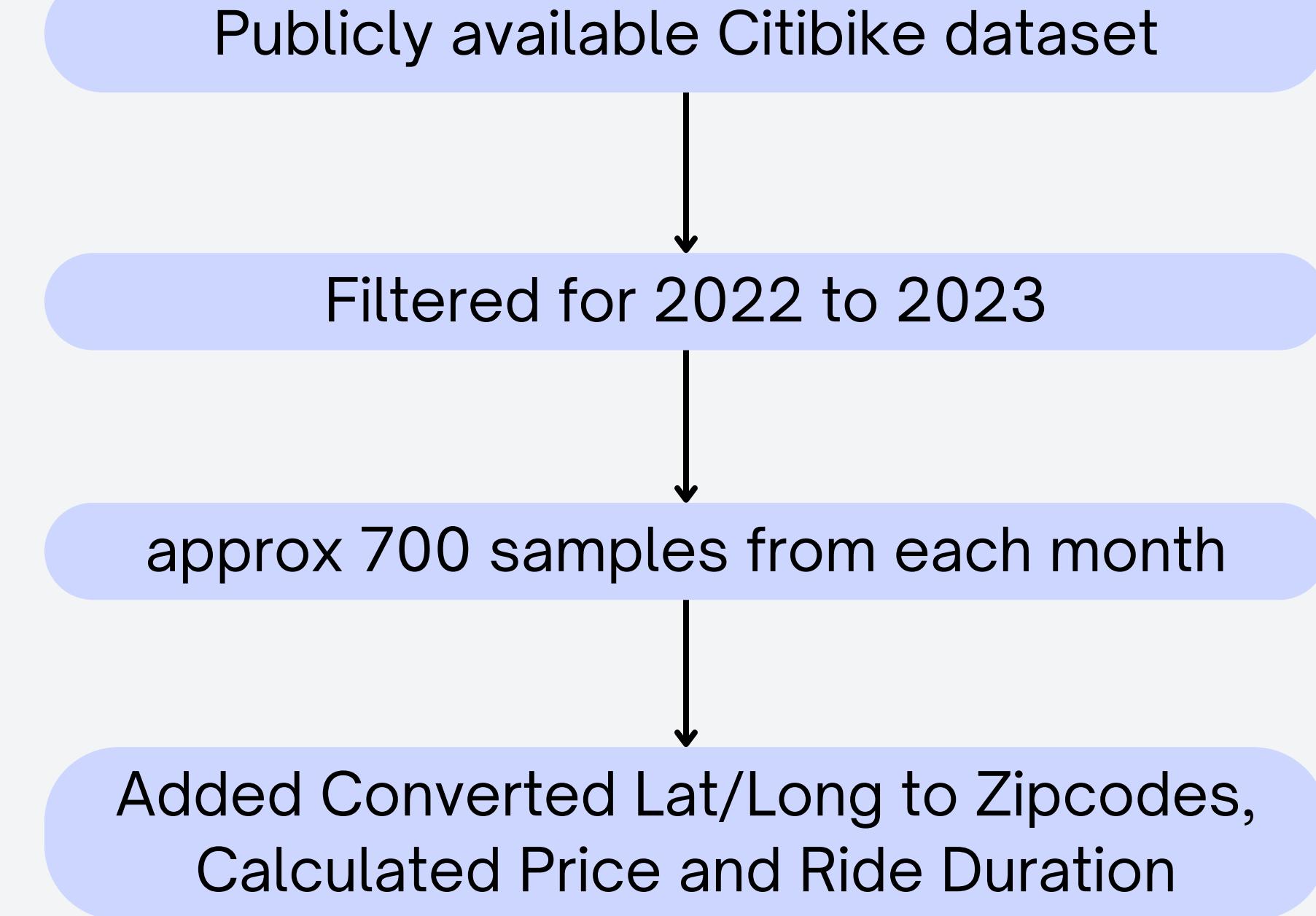
GOALS

Finding stations that are most central in the network - and rebalance bikes to them



DATASET BRIEF

- Selection**
- Filtering**
- Temporal Stratified Sampling**
- Feature Engineering**



26 Features
16,097 rows

SEGMENTATION METHODOLOGY

6 Clusters

Divided the dataset into 6 clusters based on starting station zipcode

Highest Revenue Cluster

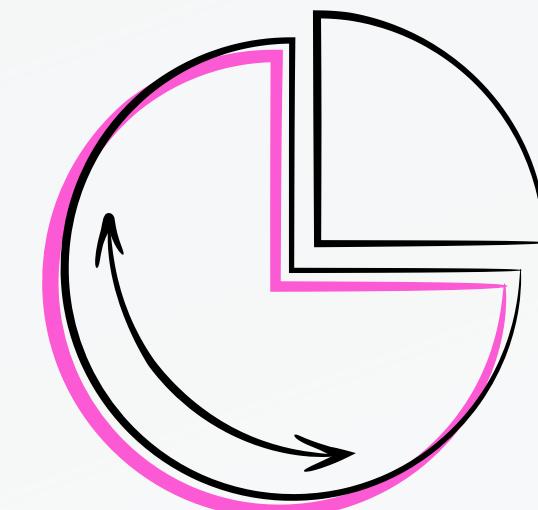
Took out the best performing cluster based on the combined revenue of the stations in that cluster

Claritas Lookup

To better understand the target audience, used Claritas segmentation on the best performing zipcodes.

Extracting Findings

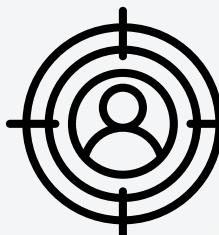
Extracted the target audience and characteristics for best performing stations to suggest new locations



SEGMENTATION FINDINGS - TARGET



Age -> 25-34 and 65+



Either Rich 500K+ or 15K-75K



People mostly w/o kids



- 31: Midscale Younger Mostly w/o Kids
- 17: Upper Midscale Older mostly w/o kids
- 40: Lower Midscale Older mostly w/o kids
- 07: Wealthy older mostly w/o kids

SEGMENTATION FINDINGS - NEW LOCATIONS

Potential zipcodes for a new station (11435, 11436)

Identified NYC zip codes with no stations used Claritas segmentation and found similar locations to the best-performing zip code

Zipcodes

11435 (Jamaica, Queens)

11436 (Jamaica, Queens)

Claritas Segments

42, 35, **17,40**, 63

35, 19, 42, 21, **40**

3/5 segments without kids
50-75K

Common Age Group (25-34 and 65+)

SEGMENTATION FINDINGS - NEW LOCATION CHARACTERISTICS

Potential zipcodes for a new station (11435, 11436)

11435 (Jamaica, Queens)

New Station Location:

148-45 89th Ave, Queens, NY 11435

- In Jamaica Queens
- Near an Attraction (King Manor Museum) and some eateries and Jamaica Center

11436 (Jamaica, Queens)

New Station Location:

133-4 145th St, South Jamaica, NY 11436

- In South Jamaica, Queens
- Near major Pkwy (Belt Pkwy) and six 3-star Hotels

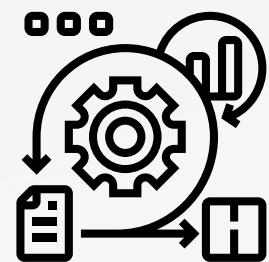
PAGE RANK - STATION IMPORTANCE

Finding central stations in the network - and rebalancing bikes to them.



Objective

Ranking popular stations to ensure constant availability of bikes.



Ranking Methodology

- Page Rank
- Revenue
- Inward Connections
- Outward Connections



Most Important stations in the network ranked by:

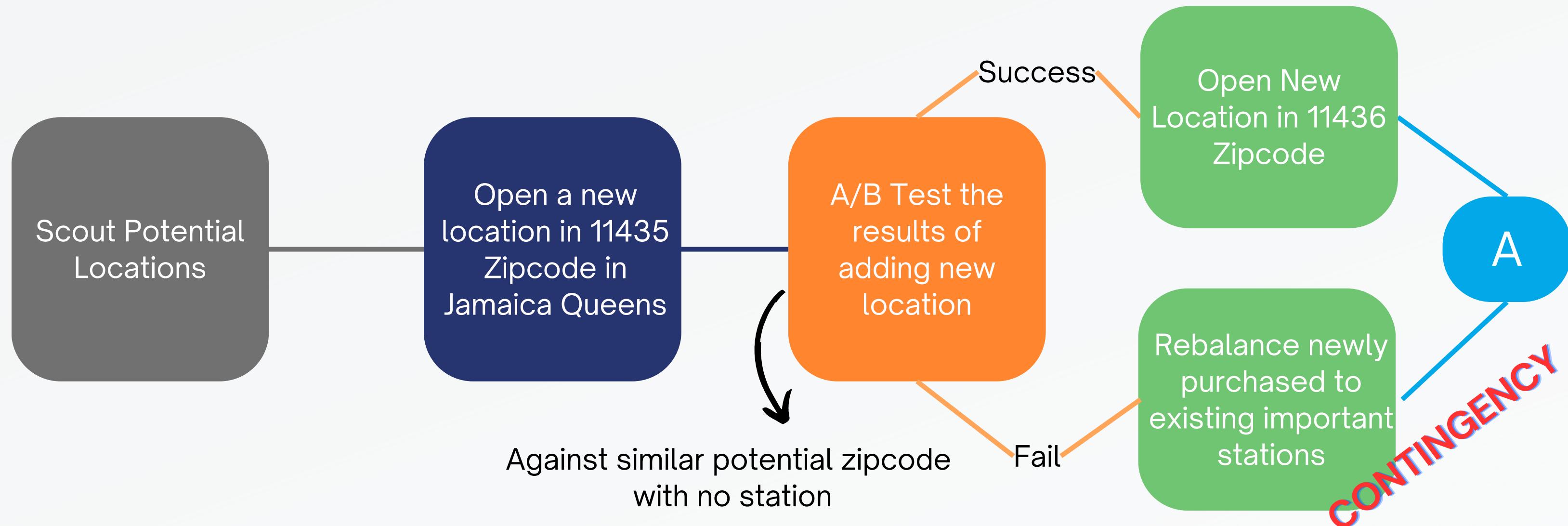
Page Rank	Revenue	Inward Connections	Outward Connections
10019	10019	10019	10019
10001	10014	10001	10002
10035	10009	10035	10003

ESTIMATED BUDGET FOR NEW STATIONS

Item	Description	Quantity	Unit Cost	Total Cost	
1. Station Equipment	Docks	2	\$25,000	\$50,000	
	Kiosk/Signage	2	\$7,500	\$15,000	
	Security Cameras	2	\$2,500	\$5,000	
	Electronic Components	2	\$5,000	\$10,000	
	Miscellaneous Equipment	2	\$2,500	\$5,000	\$85,000
Construction & Installation	Site Preparation	2	\$10,000	\$20,000	
	Infrastructure Installation	2	\$5,000	\$10,000	
	Labor Costs	2	\$12,500	\$25,000	\$55,000
Permits & Approvals	Building Permits	2	\$1,000	\$2,000	
	Zoning Permits	2	\$500	\$1,000	
	Other Permits	2	\$500	\$1,000	\$4,000
Design & Planning	Architectural Fees	2	\$2,500	\$5,000	
	Engineering Fees	2	\$2,500	\$5,000	\$10,000
Maintenance & Operations	Initial Setup & Testing	2	\$2,500	\$5,000	
	Ongoing Maintenance (per year)	2	\$5,000	\$10,000	\$15,000
Bikes	Purchase & Installation	30	\$7,500	\$225,000	
	Initial Maintenance & Repairs	30	\$100	\$3,000	\$228,000
Contingency Reserve	Unexpected Costs	-	-	\$39,700	\$39,700
Total Budget	-	-	-	\$436,700	

Each
deliverable cost

IMPLEMENTATION SCHEDULE



CONTINGENCY PLAN

Regulatory Changes

- Stay agile and adapt to new regulations or restrictions on bike-sharing services
- Create relationships with local stakeholders who are involved in these decisions

Economic Downturn

- Offer promotions or better pricing options during economic downturn to increase riders
- Create partnerships and promotions with local businesses to increase demand

Supply Chain Issues

- Form relationships with multiple suppliers for bike equipment and service to decrease the risk of shortages
- Keep enough inventory in case of a supply chain disruption

Damage/Theft

- Increase security cameras at bike stations
- Explore insurance options to cover losses
- Create a specialized recovery team responsible for recovering stolen bikes

QUESTIONS?

