

Customer Behavior Analysis Q1 2024 Divvy Bikes



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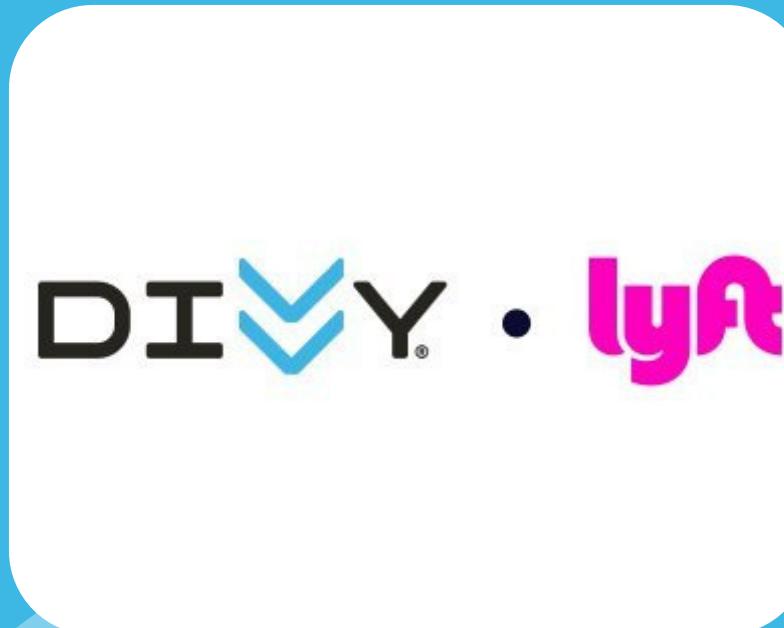
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Company Overview



Divvy

Company Name:
Divvy

Date of Incorporation:
June 28, 2013

Business:
The bicycle sharing system, currently serving the cities of Chicago and Evanston

Annual Ridership:
Up to 6,3 million bike and scooter trips (2022)

Owners:
Chicago Department of Transportation and operated by Lyft

Operations:
16,500 bicycles and over 800 stations, covering 190 sqm (2021)

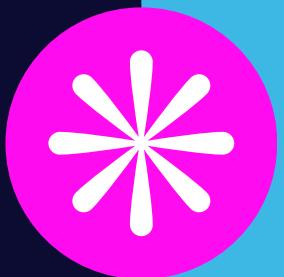




Photo By: Saverio Truglia

Project Background

The data set used has been made available by **Motivate International Inc.** under the terms of this license.

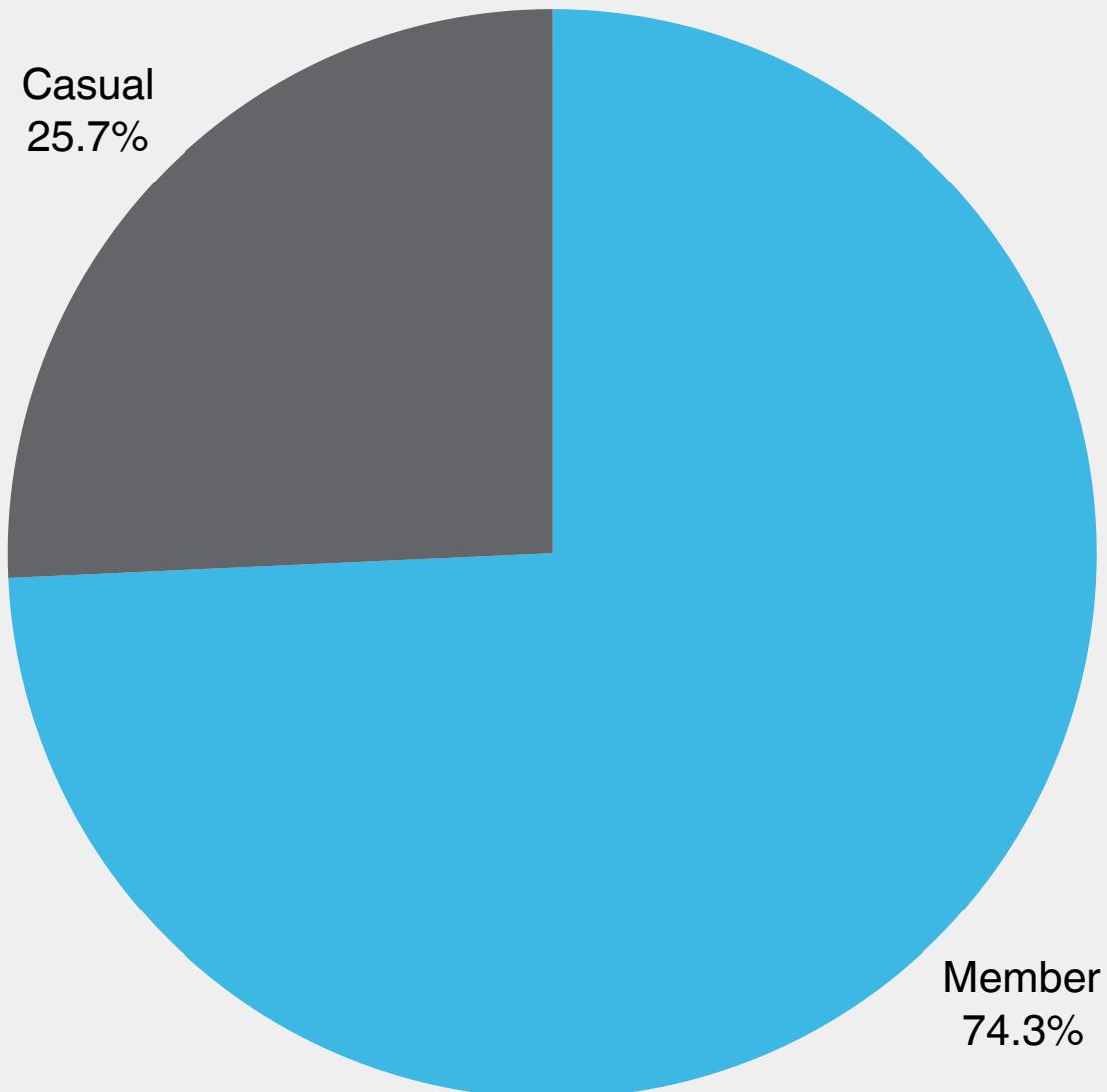
The primary objective of this project is to gain insight into how casual and annual riders utilize the service differently, with the overarching goal of **transitioning casual riders to membered riders**.

Customer Behavior



Customer Categories

Customers in Q1 2024



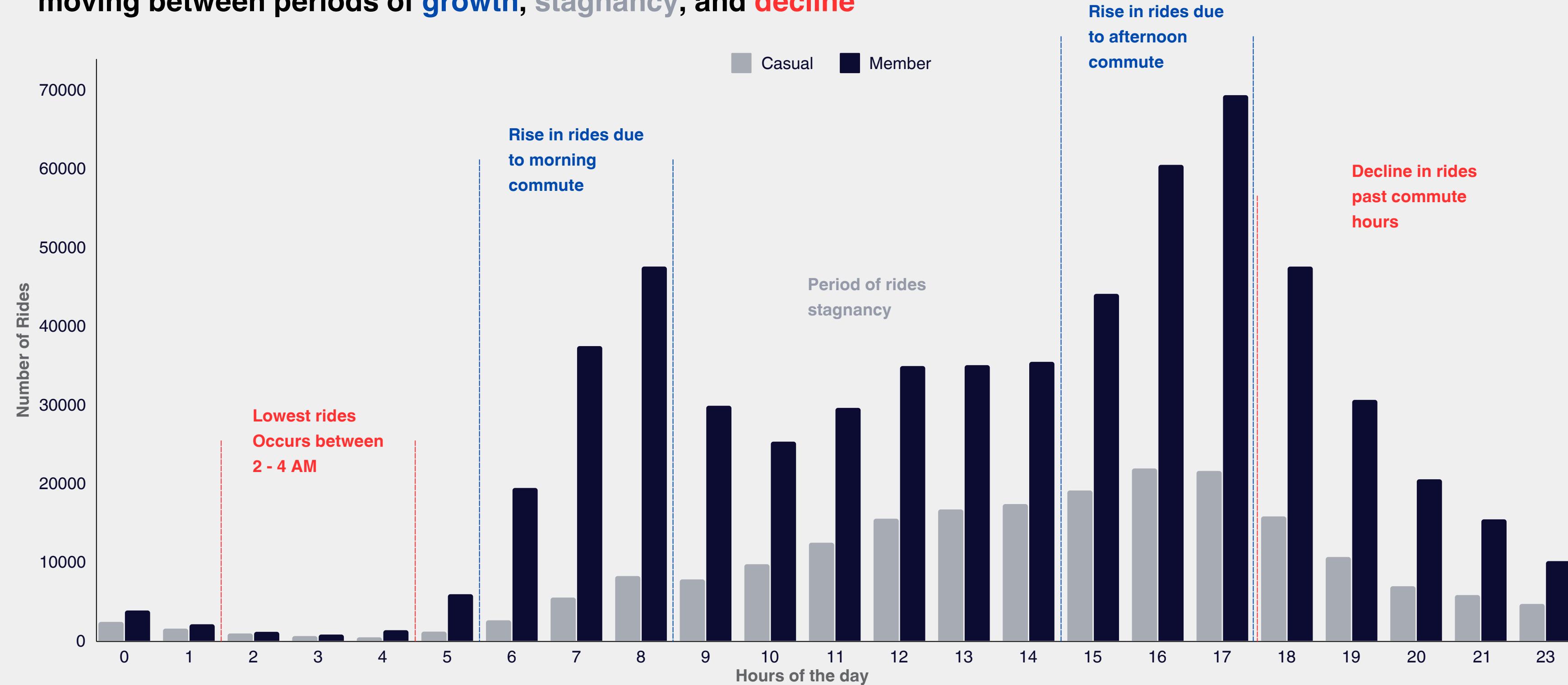
To clarify terms:

- **Casual riders** refers to **customers who purchase single-ride or full-day passes**.
- **Members** refers to who purchase an **annual memberships**.

It is evident that members took the initiative to fully maximize the benefits of their membership.

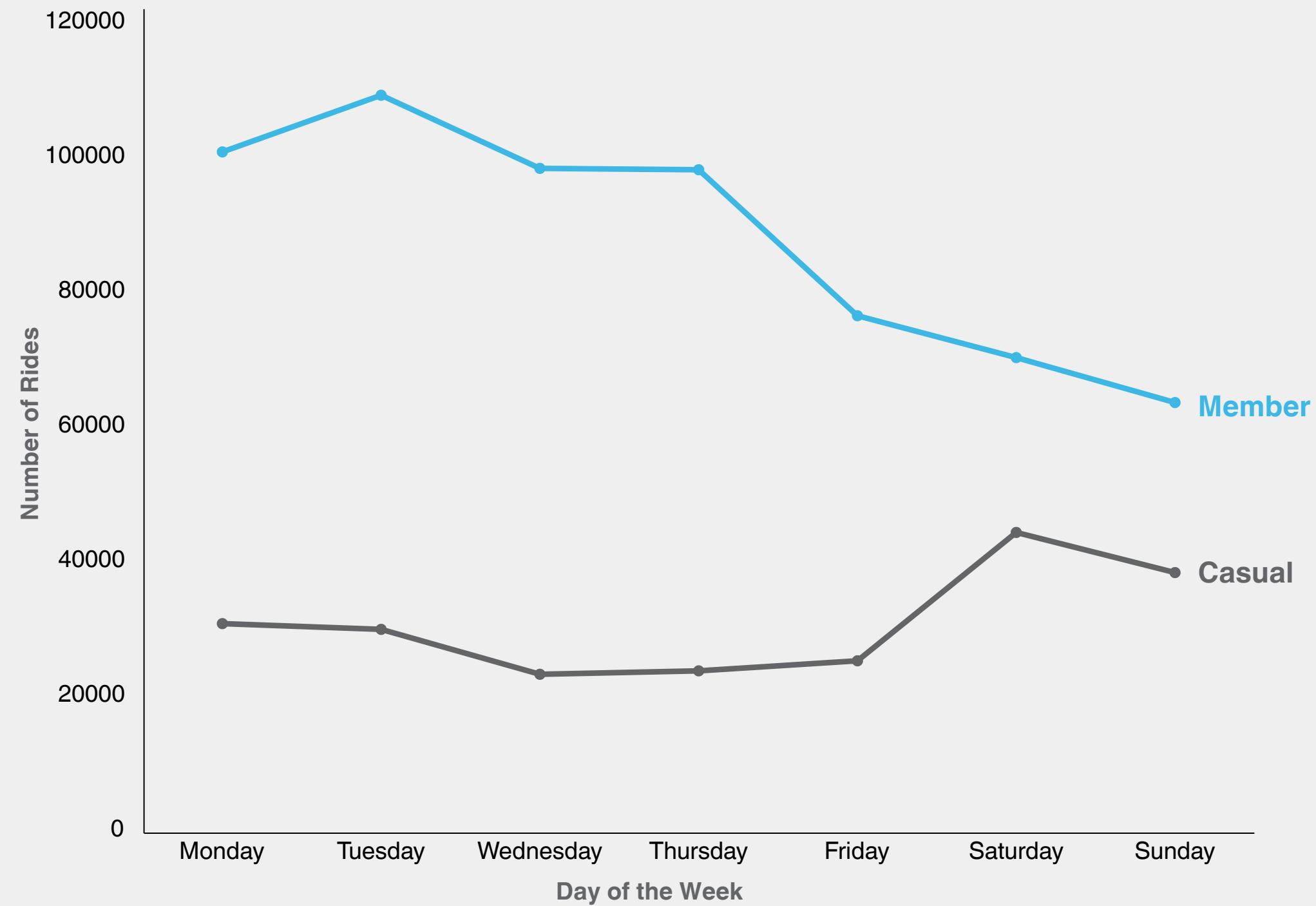
Hourly Rides in a Day

moving between periods of growth, stagnancy, and decline



Daily Rides in a Week

Ride trends among Casual and Member

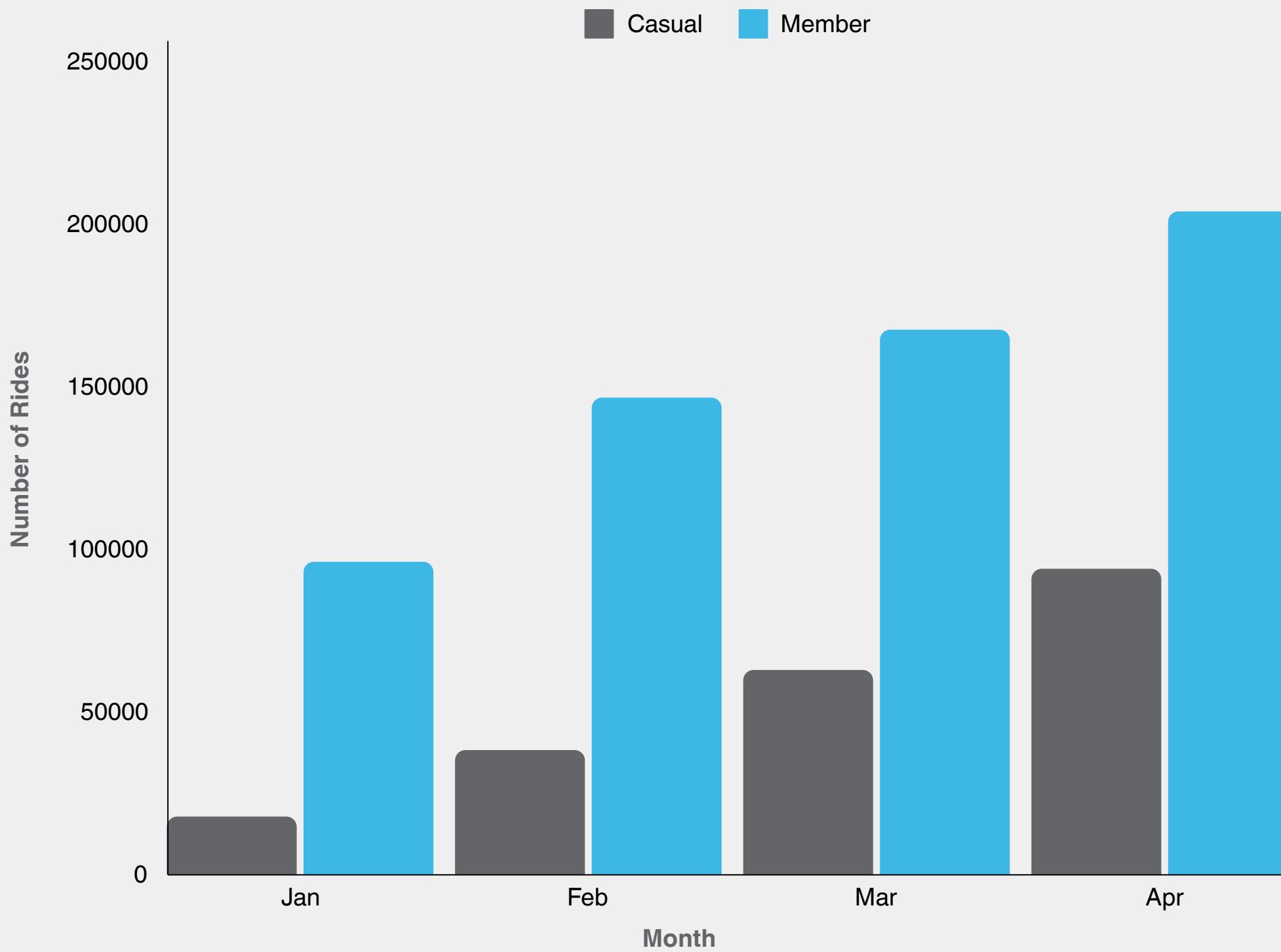


The data indicates that **Members** engaged in cycling activities during the **weekdays**, with a notable decline during the weekends. This suggests that members utilize their bicycles for **regular commuting purposes**.

Casual riders utilized the bikes primarily on **weekends**, as evidenced by the surge in rides taken from Friday to Saturday. This suggest that casual riders utilized the bikes for **leisure purposes**, rather than for routine commuting.

Monthly Rides in Q1

Ride trends among Casual and Member



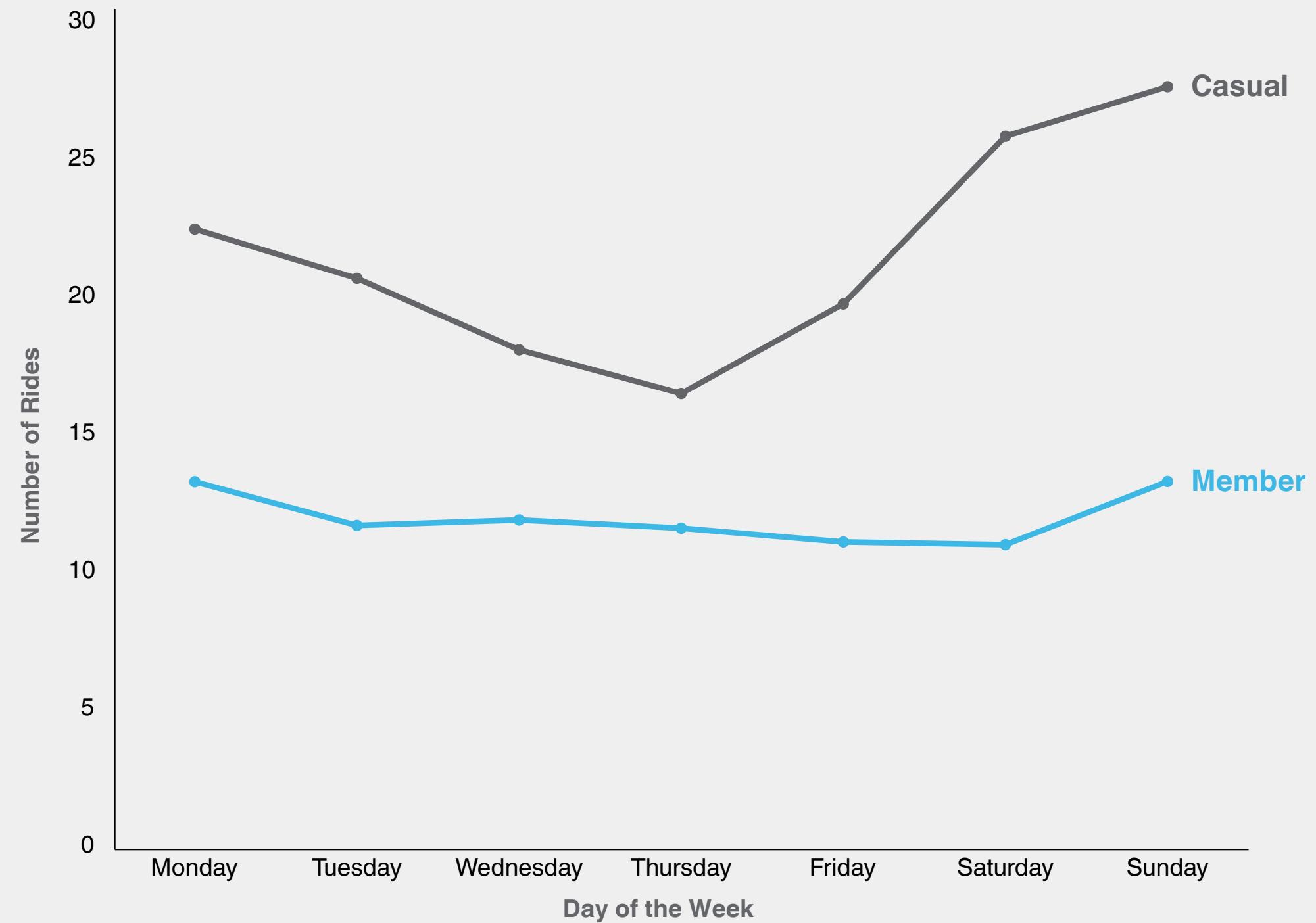
The lowest number of rides attributed to the winter season was recorded in January, which is likely to discouraged people from doing outdoor cycling.

The peak month is April. The increase in outdoor activities, including cycling, can attributed to the warmer weather.

The number of rides taken by members exceeded those taken by casual riders. This was due to the fact that members used their bikes for their daily commute to work, regardless of the weather conditions.

Duration of Rides

Average Ride Duration Among Casual and Member

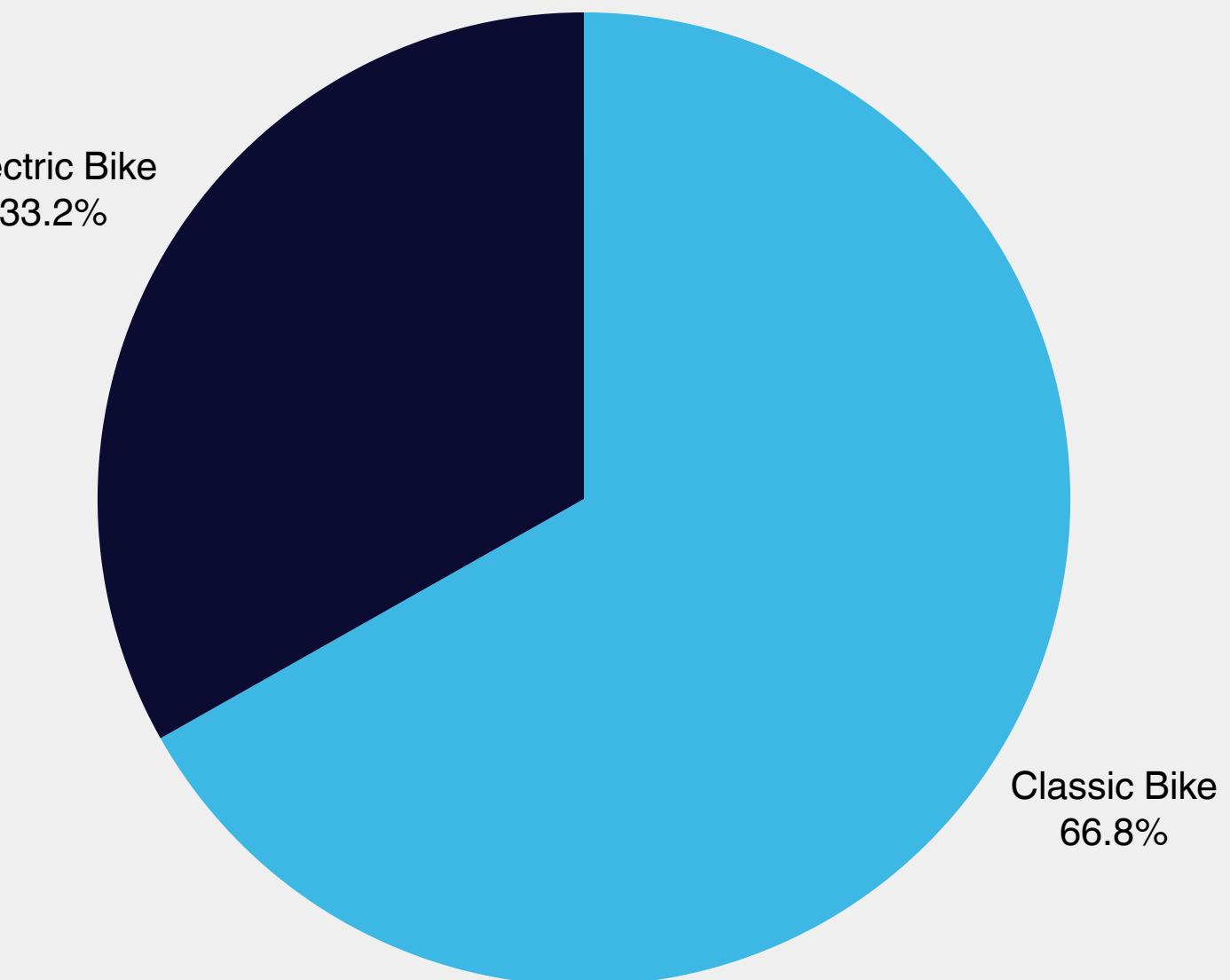


Casual riders engaged in rides of a significantly longer duration than membered riders, with the former group averaging nearly twice the mileage of the latter. One reason for this discrepancy is that casual riders utilize their bikes for leisure purposes, spending more time enjoying the activity rather than using them for routine commuting.

This is also evident for **Members** as the **duration of rides increased during the weekends** for both casual and member riders. This is likely due to the fact that people have more free time for leisure cycling on weekends than on weekdays.

Bike Types Distribution

Customers in Q1 2024



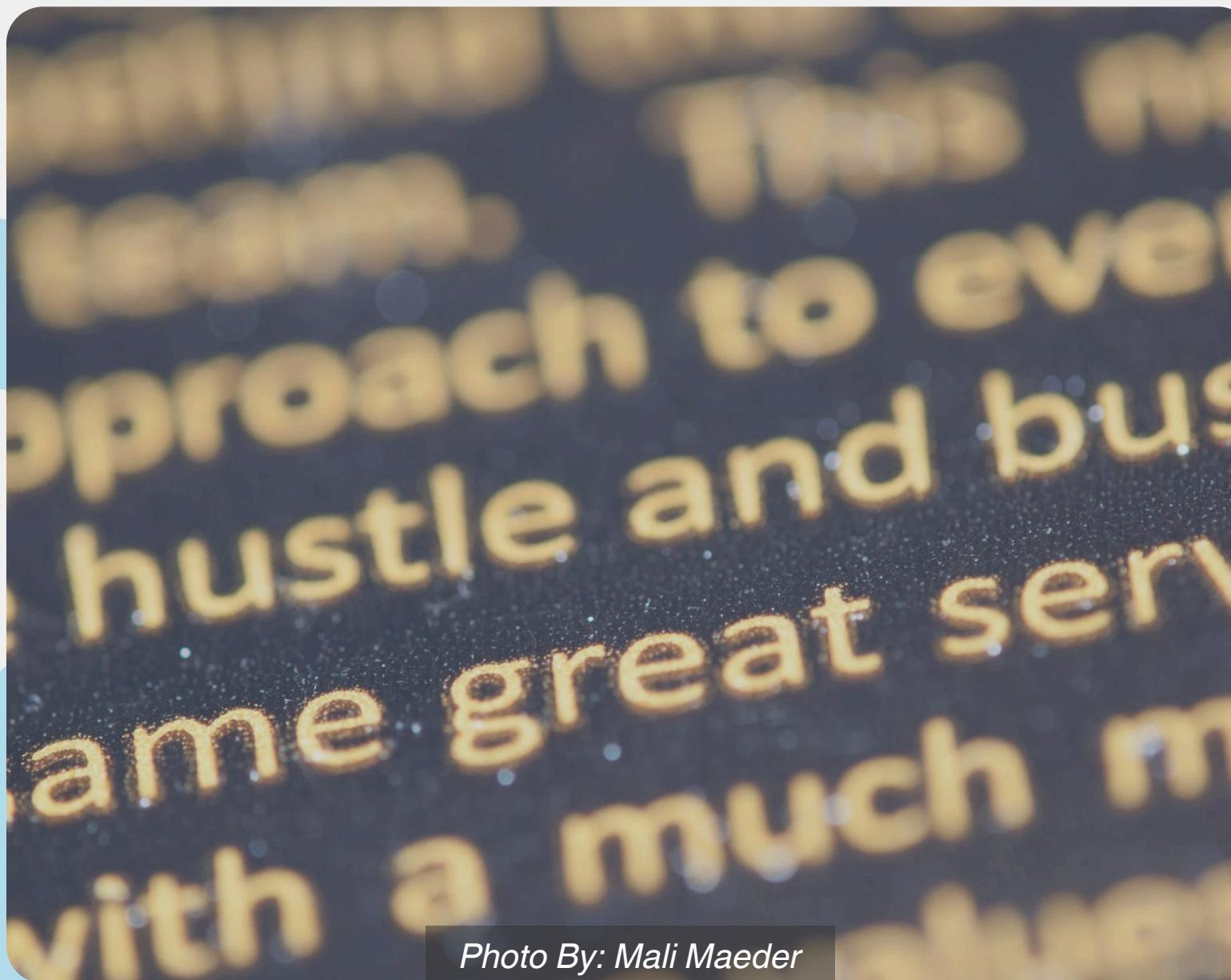
The **majority of customers** are still using **classic bikes** rather than electric bikes.

This is in line with our expectations, given that we anticipate that the **classic bike will be the most commonly available option**. Furthermore, it aligns with the assumption that it will be the type of bike with which **the majority of people are already familiar**.

Proposed Actions



Promotional Strategies



Promote Convenient Peak Times for Casual Riders

It would be advantageous to offer promotions or incentives during peak hours to encourage the sign-ups for annual membership. This would highlight the convenience of having access to bikes after work hours without the hassle of renting each time.

Benefits: Increased customer convenience and satisfaction.

Promotional Strategies



Weekend Membership Offers

It would be beneficial to create weekend-specific membership offers targeted at casual riders. These offers should emphasize the benefits of having unlimited rides throughout the weekend for a flat fee. This option is more cost-effective than renting multiple times.

Benefits: Improved service accessibility and customer satisfaction.

Promotional Strategies

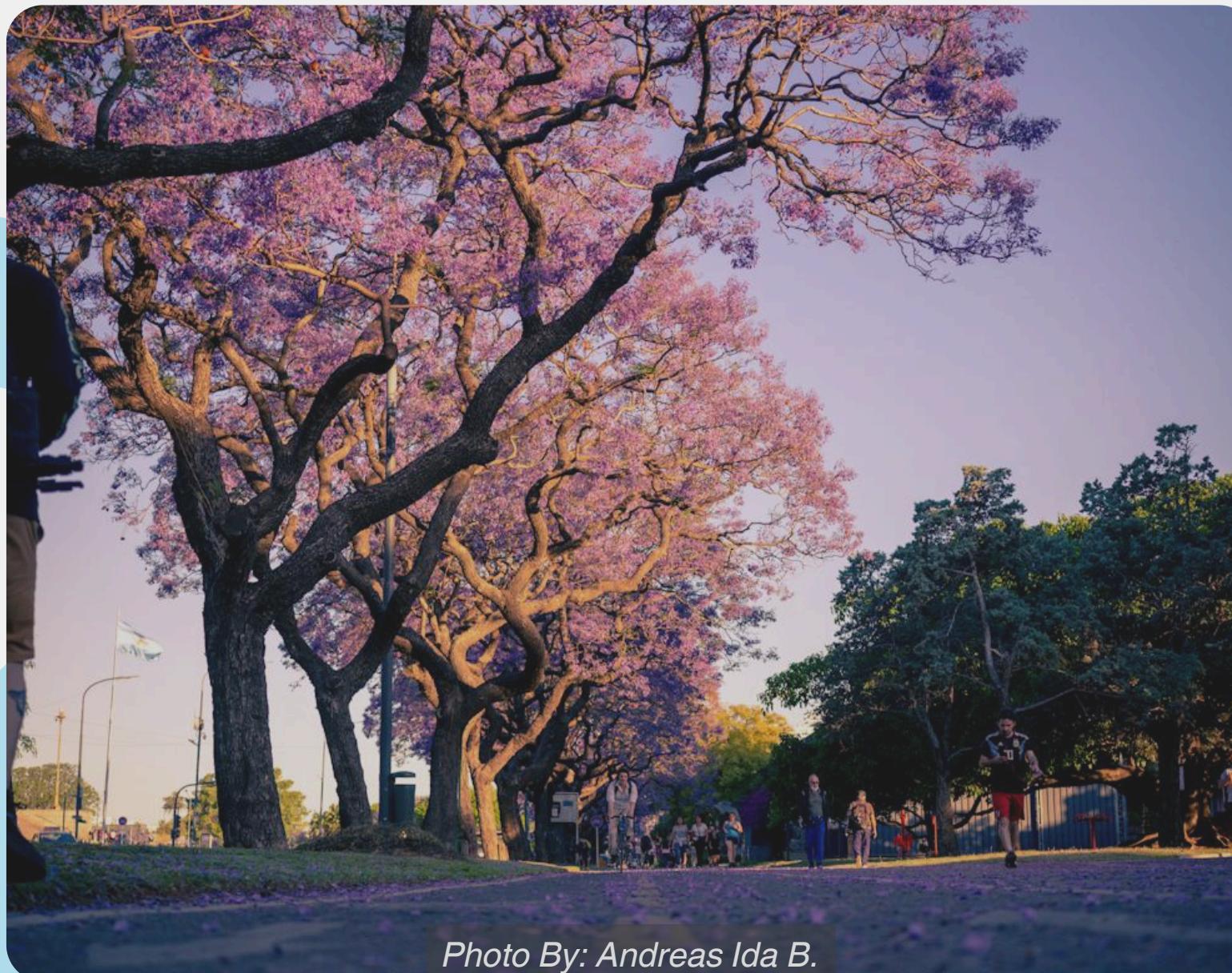


Photo By: Andreas Ida B.

Seasonal Promotion Linked to Weather Changes

As the weather warms up, beginning in March, initiate a seasonal promotion that coincides with the increase in temperature, offering discount or additional benefits to those who convert to annual membership during these months.

Benefits: Enhanced customer experience and engagement.

Membership Education



Photo By: Mael Balland

Gradual Introduction to Annual Membership

Offer trial membership or short-term packages to allow casual riders to experience the benefits of an annual membership without a long-term commitment. Furthermore, clearly delineate the cost savings benefits in comparison to pay-as-you-go options.

Benefits: Improved customer acquisition and retention.

Membership Education

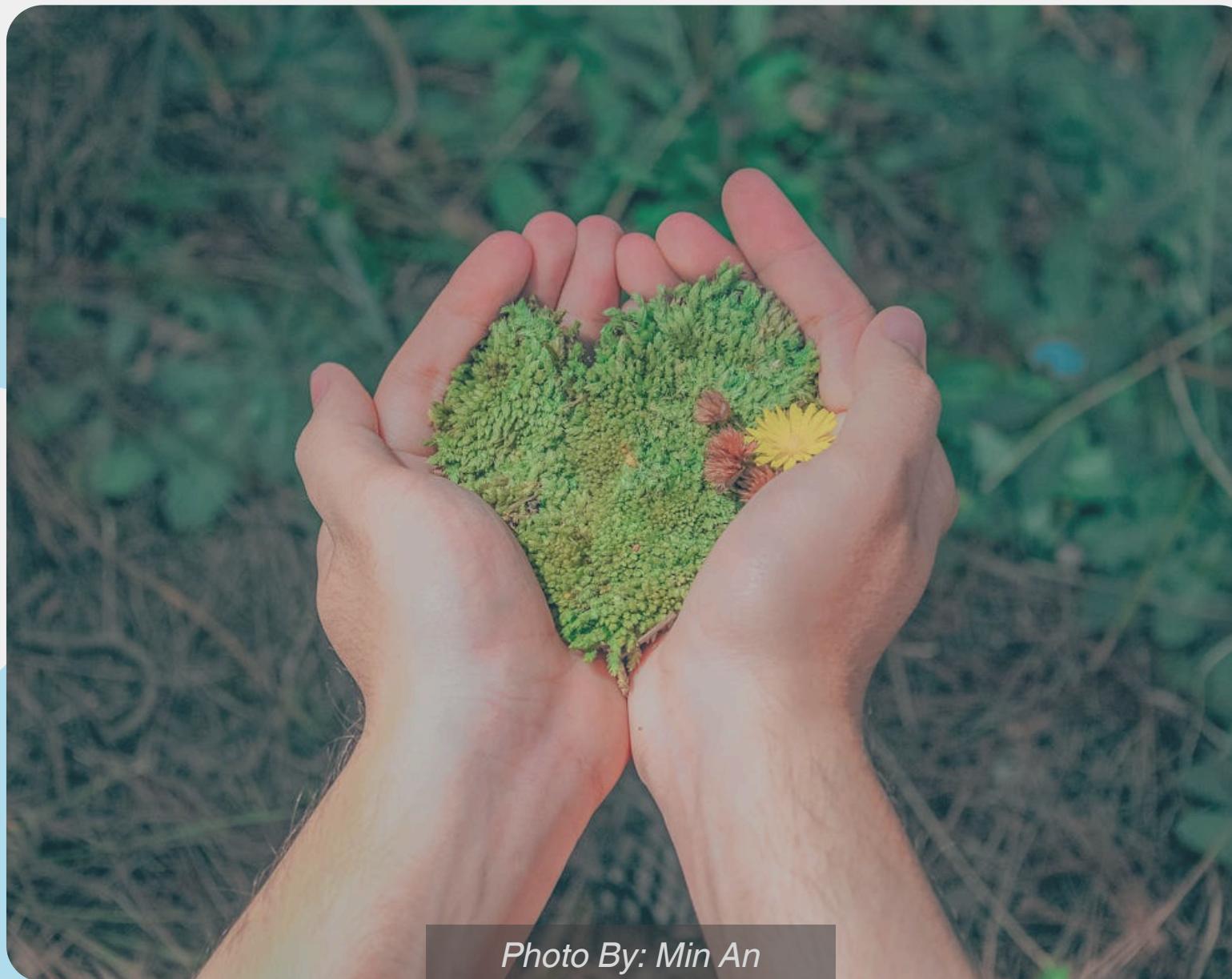


Photo By: Min An

Highlight Health and Environmental Benefits

Educate casual riders on the health and environmental benefits of regular biking and the choice of a sustainable mode of transportation. Position an annual membership as a commitment to personal health and environmental responsibility.

Benefits: Promoted public-awareness and community well-being.

Customer Engagement



Photo By: Fauxels

Electric Bike Conversion Strategy

In light of growing trend towards electric bikes, it would be beneficial to consider offering special incentives or pricing for annual memberships that include access to electric bikes. The product is designed for ease of use and accessibility, making it ideal for longer rides or hilly terrain.

Benefits: Improved service innovation and expanded reach.

Customer Engagement



Customer Feedback and Referral Programs

Implement feedback mechanisms to ascertain the key values of casual riders and utilize these insights to enhance the membership offerings. Furthermore, provide incentives for current members (both casual and annual) to refer friends and family members, with the goal of increasing customer retention.

Benefits: Enhanced service quality and community engagement.

Appendix: Dashboard

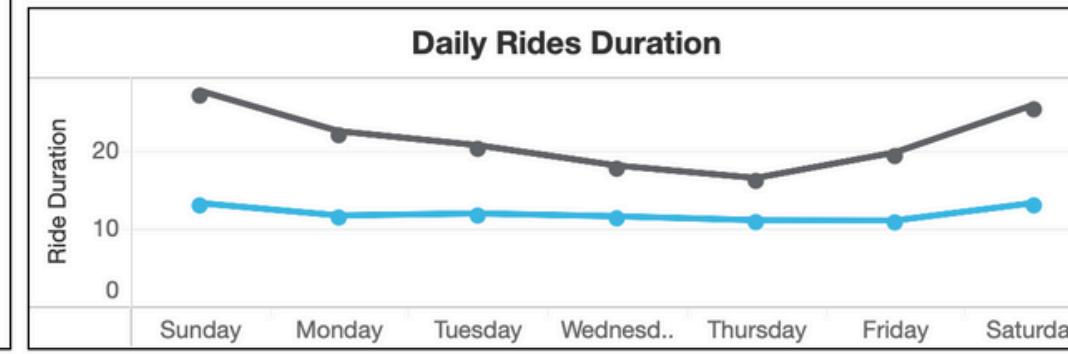
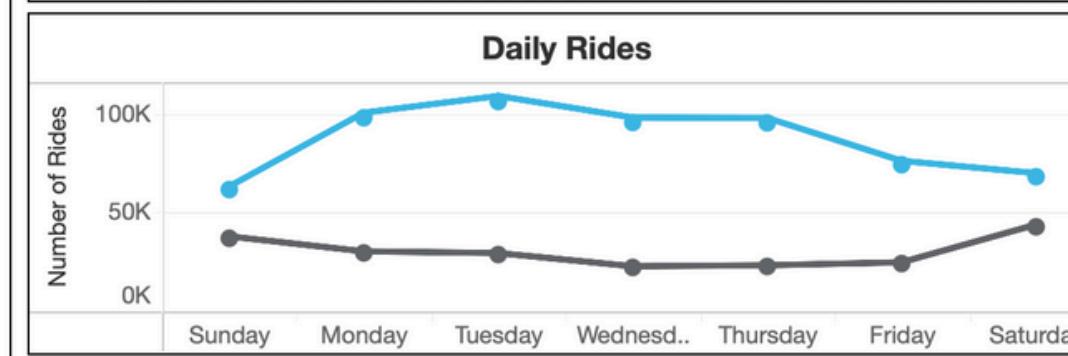
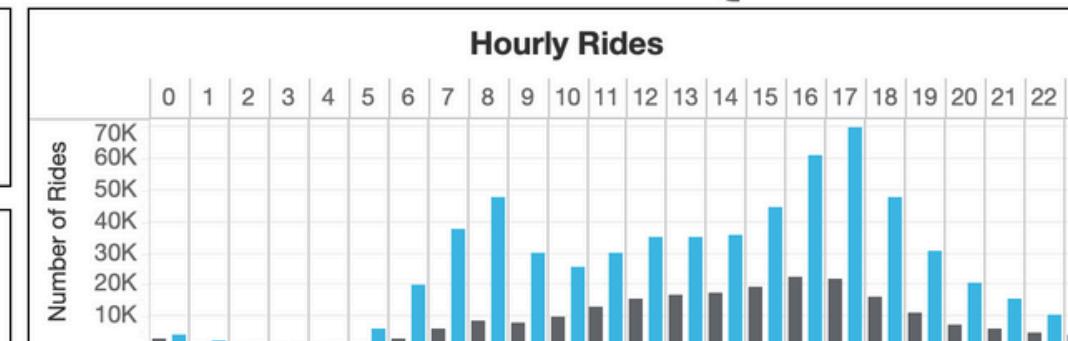
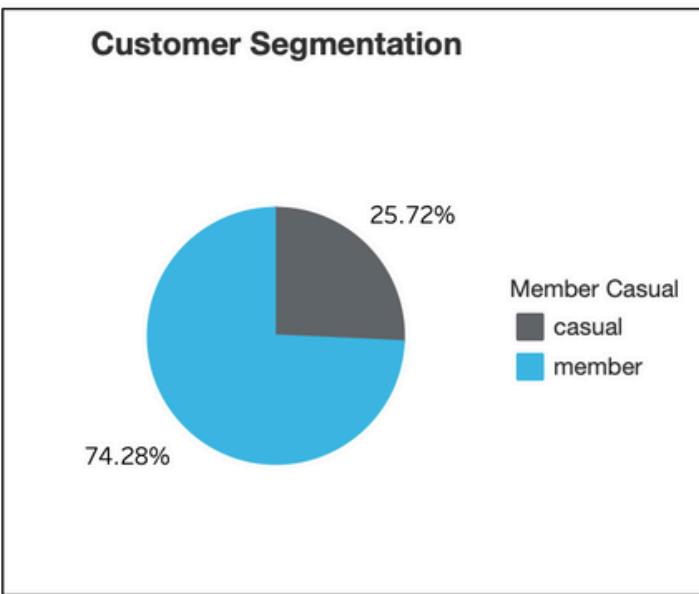




Customer Behavior Report Q1 2024

Started At
1/1/2024 12:00:00 AM 4/30/2024 11:59:59 PM

Data Visualization			Average (in hours)
Rides	Casual	Membered	
14.50	22.31	11.80	



This dashboard was made using Tableau and can be accessed through this [link](#)

Thank You

If you have any question, feel free to contact me through:

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