

20,6MIn

TotalRides

61%

Member %

39%

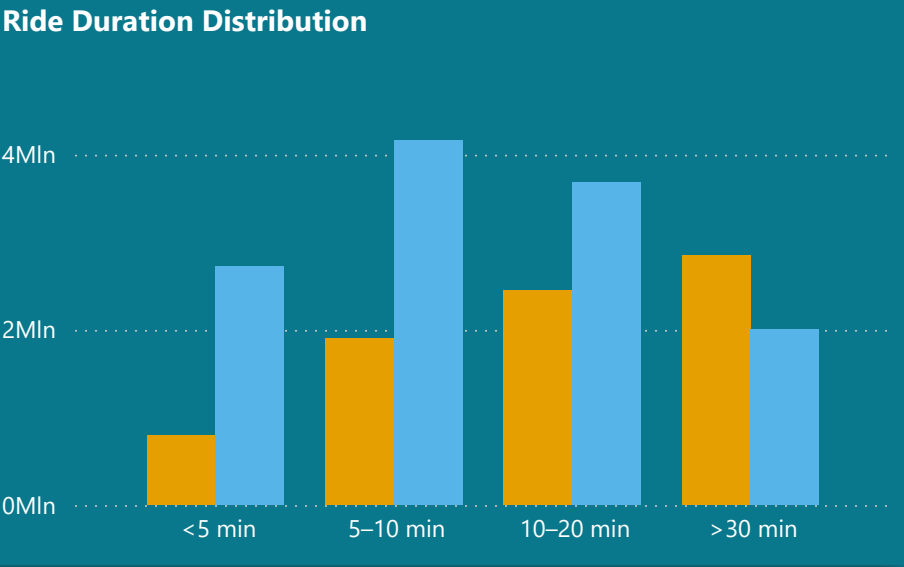
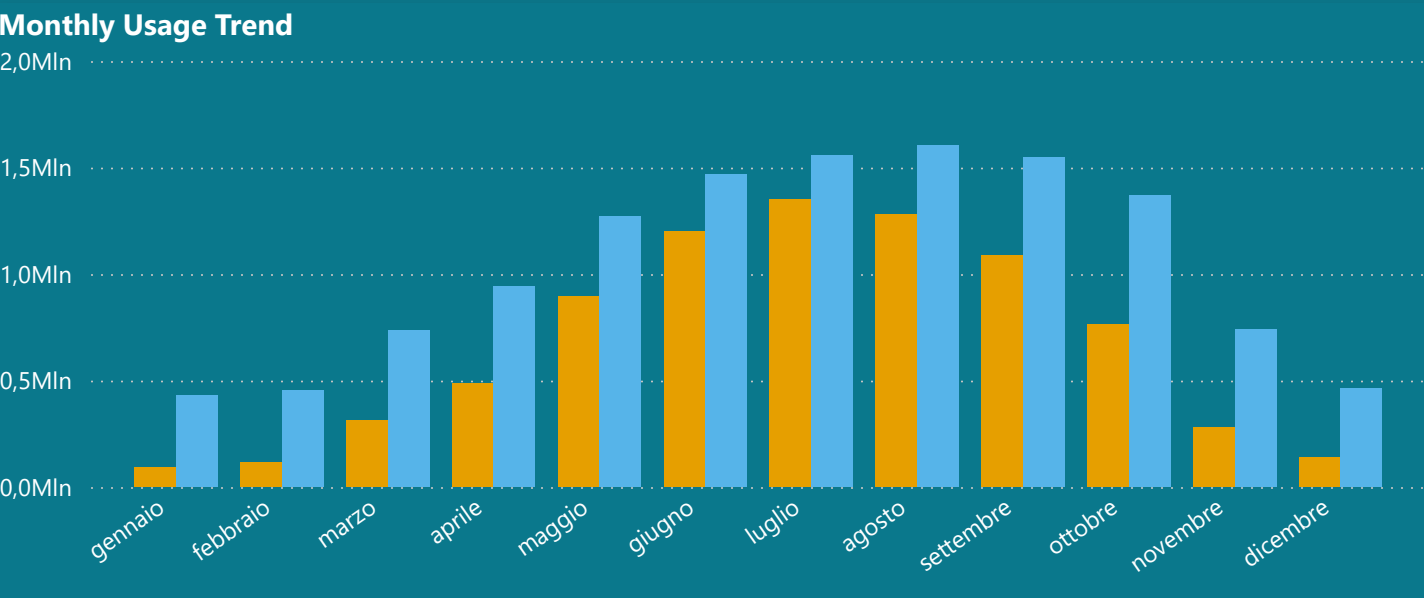
Casual %

12,7 min

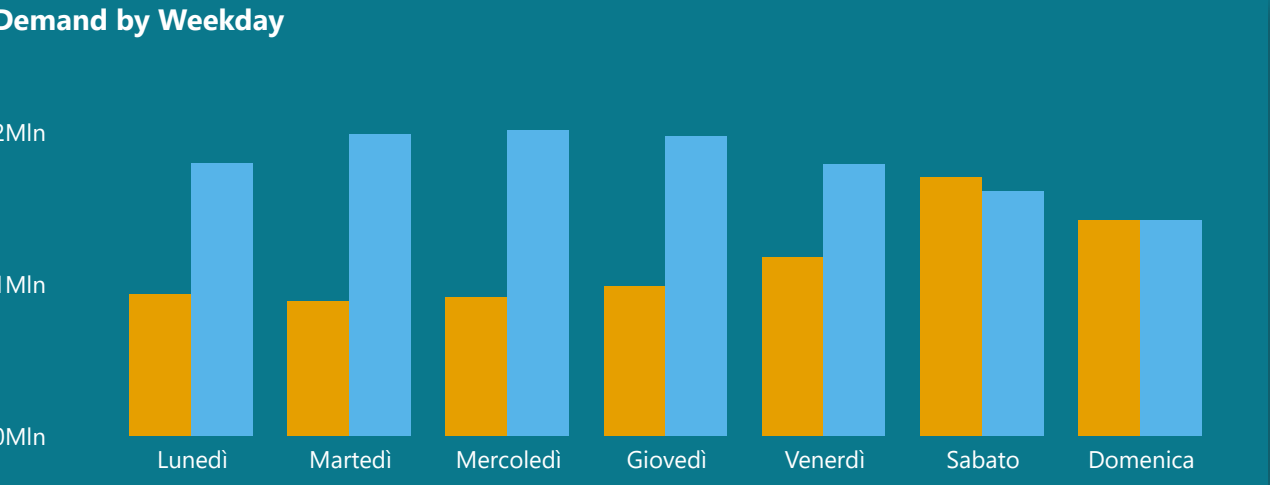
Avg. Duration Member

24,9 min

Avg. Duration Casual

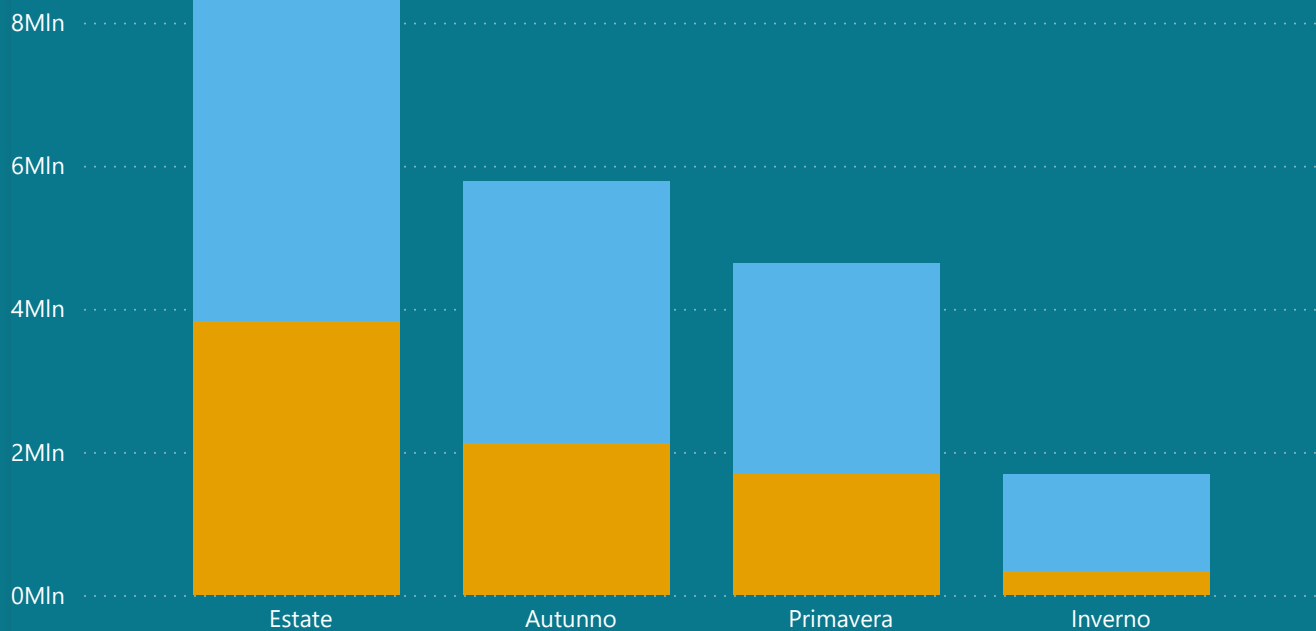


Key takeaway:
Members show more weekday commuting patterns, while Casual riders peak on weekends and in summer.

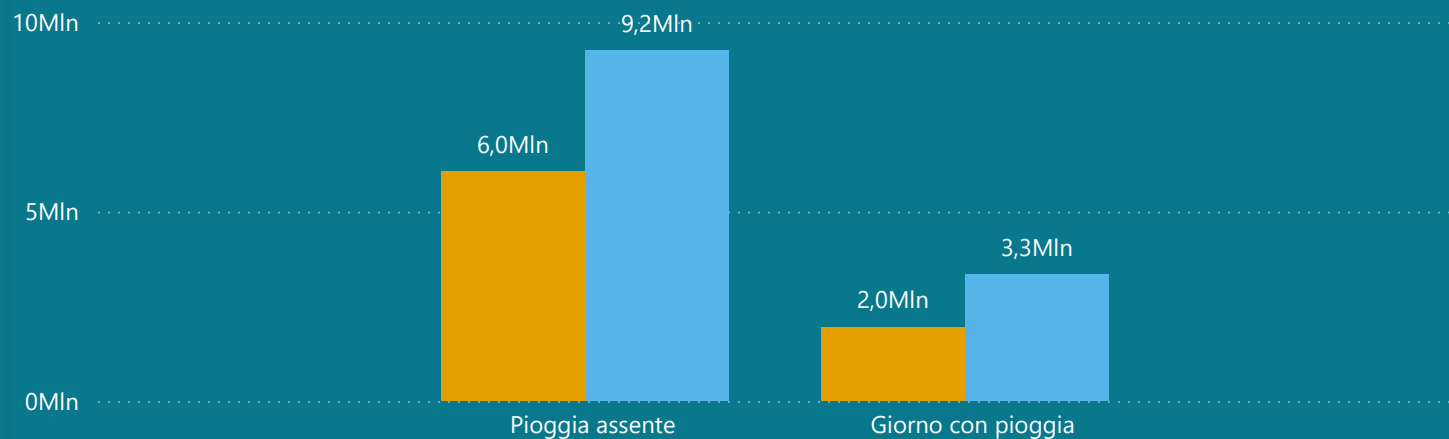


Top Start Station			
Streeter Dr & Grand Ave	Michigan Ave & Oak St	Kingsbury ...	Clark St & ...
	DuSable Lake Shore Dr & M...		
297K	178K	162K	159K
	171K		

Rides by Season



Rides: Dry vs Rainy Days



5,0x

Seasonality Index

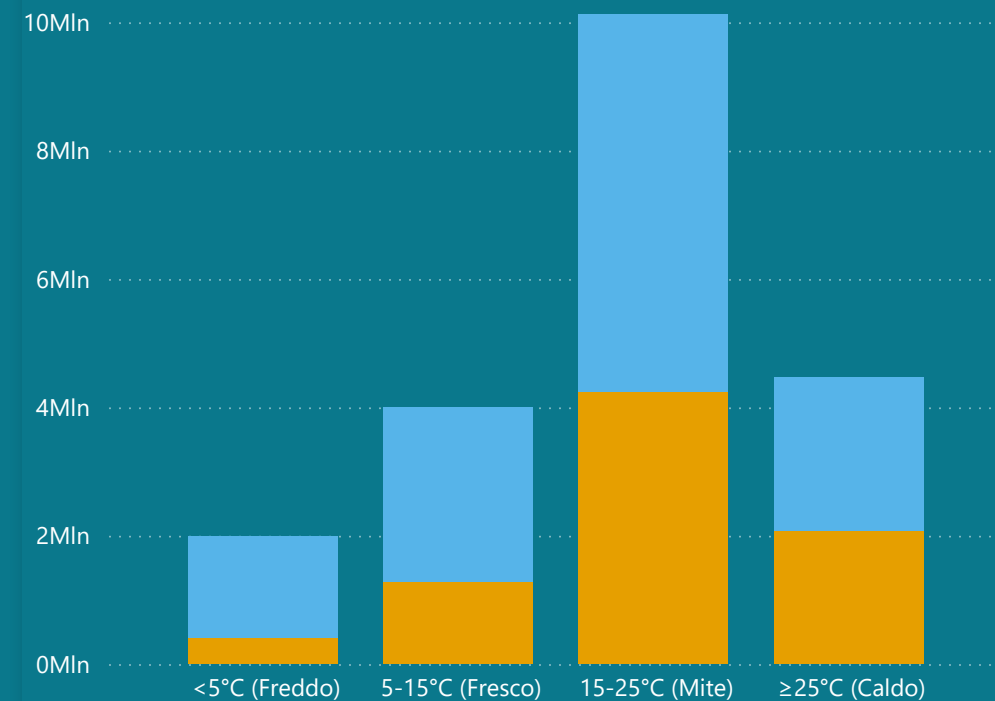
25,7%

Rain Share

25,9%

Peak Context Share (Casual)

Rides by Temperature band



Key takeaway:

Peak demand happens in mild, dry conditions.
Casual rides concentrate in Summer + Weekend -> best window for targeted conversion.

Conversion Playbook (Recommendations & Actions)

Casual Strategy

(Selective Conversion)

Actions:

- Tourist hotspot offers (Apr-Sep):** Convert high-intent Casual riders at top leisure stations.
- Post-ride prompts :** Immediate in-app/email nudges after long rides to push membership trials.
- Weater-triggered weekend promos:** Activate conversion campaigns when conditions are favorable (mild+dry).

Actions:

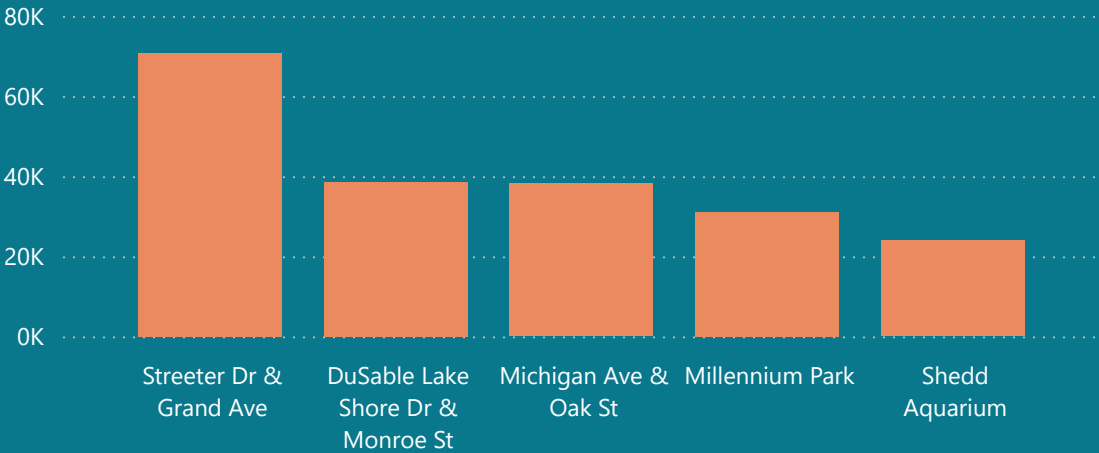
Member Strategy

(Retention & Stability)

- Commute partnerships (corporate plans):** Target weekday commuters to strengthen recurring usage.
- Expand e-bike availability in commuting hub:** Improve convenience for daily riders and reduce churn risk.
- "Winter safe" retention campaigns:** Stabilize demand in low season (winter) with tailored messaging and offers.

Top 5 Casual Hotspots (Peak Window: Summer + Weekend)

Top station by Casual Rides - use as campaign targets



Success metrics:

- Conversions uplift** in peak context (Summer + Weekend)
- Member share increase** at hotspot stations post-campaigns
- Retention uplift** for targeted segment (proxy: 30-day repeat rides)