

20,6Mln

TotalRides

61%

Member %

39%

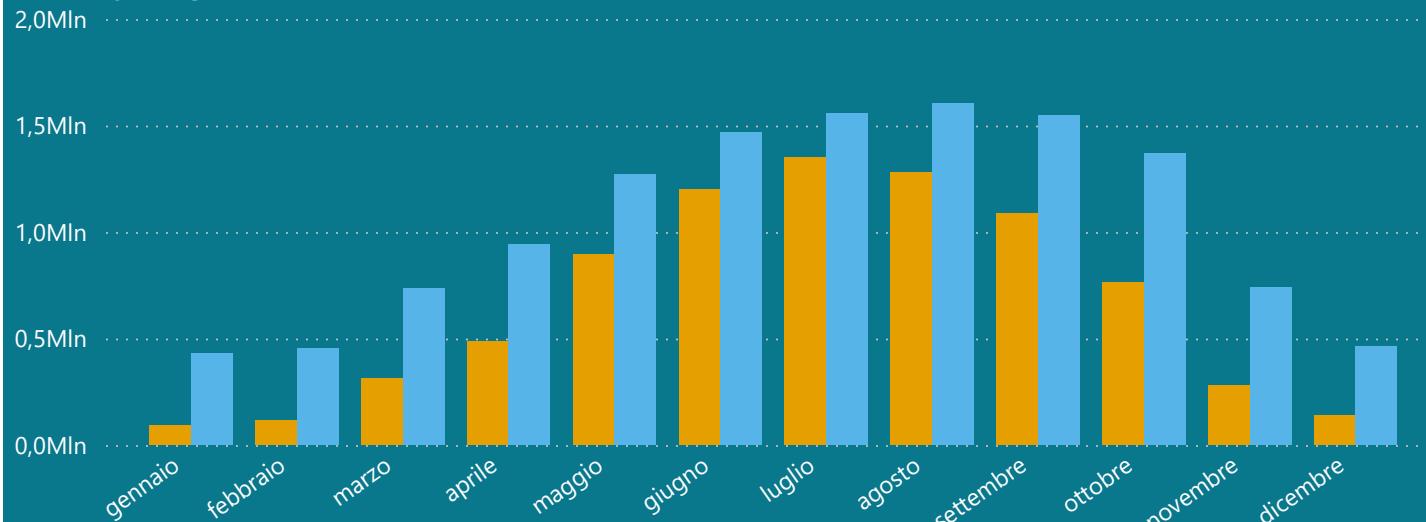
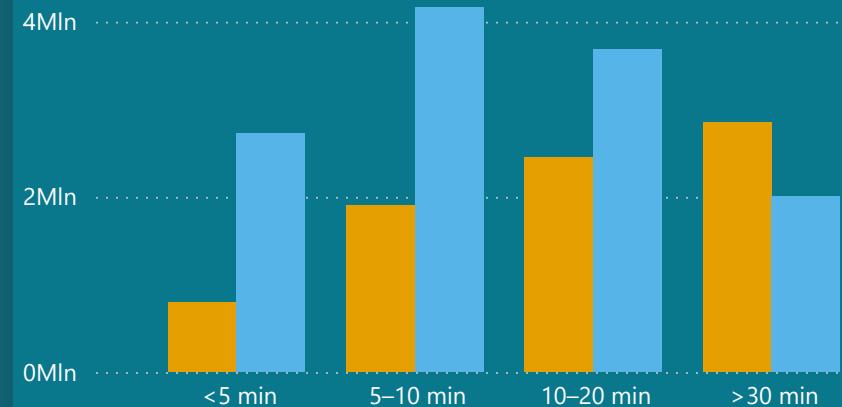
Casual %

12,7 min

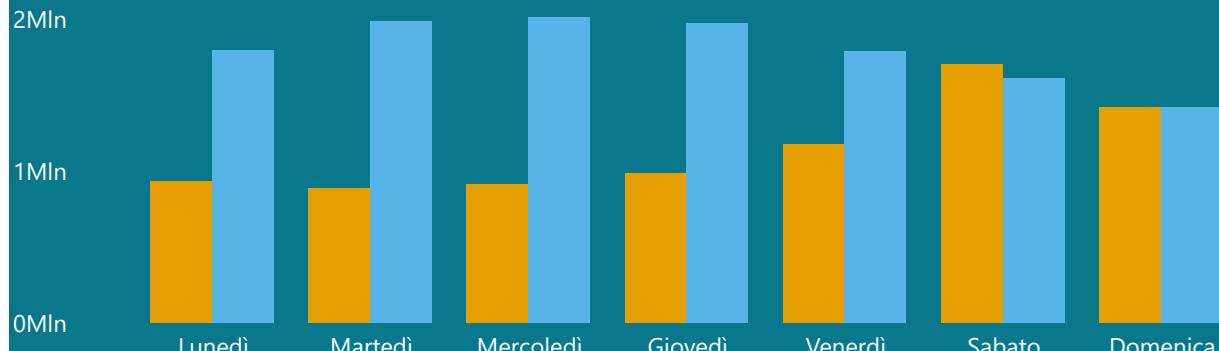
Avq. Duration Member

24,9 min

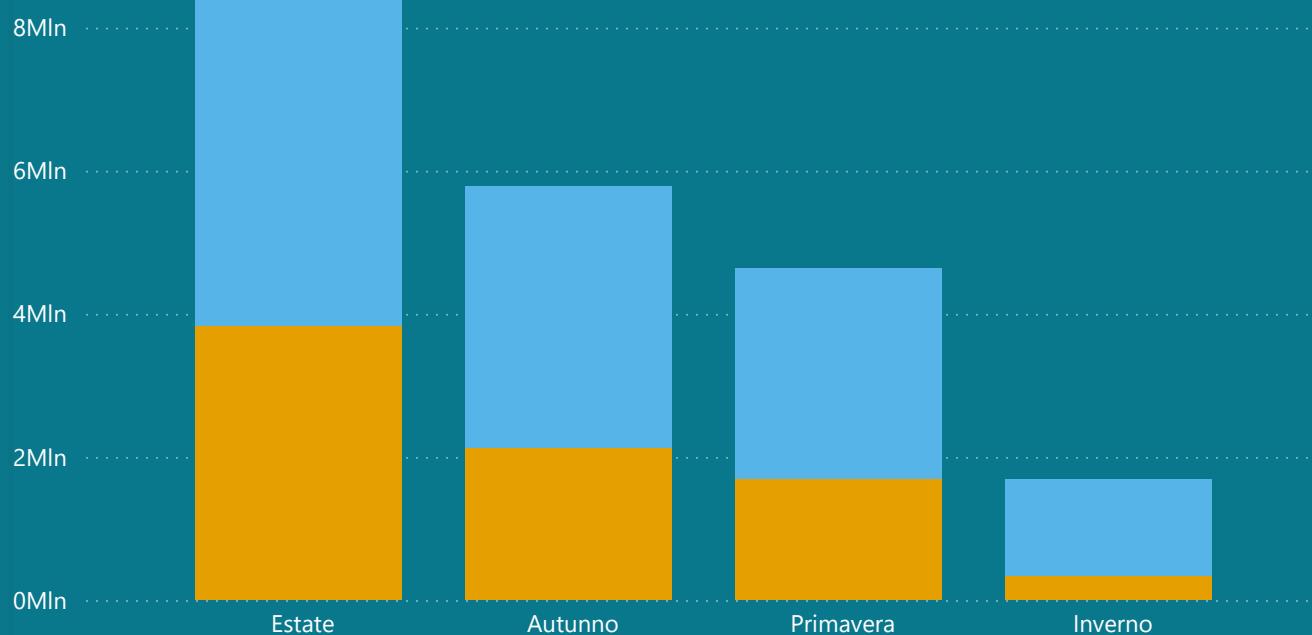
Avq. Duration Casual

Monthly Usage Trend**Ride Duration Distribution****Key takeaway:**

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

Demand by Weekday**Top Start Station**

Rides by Season



5,0x

Seasonality Index

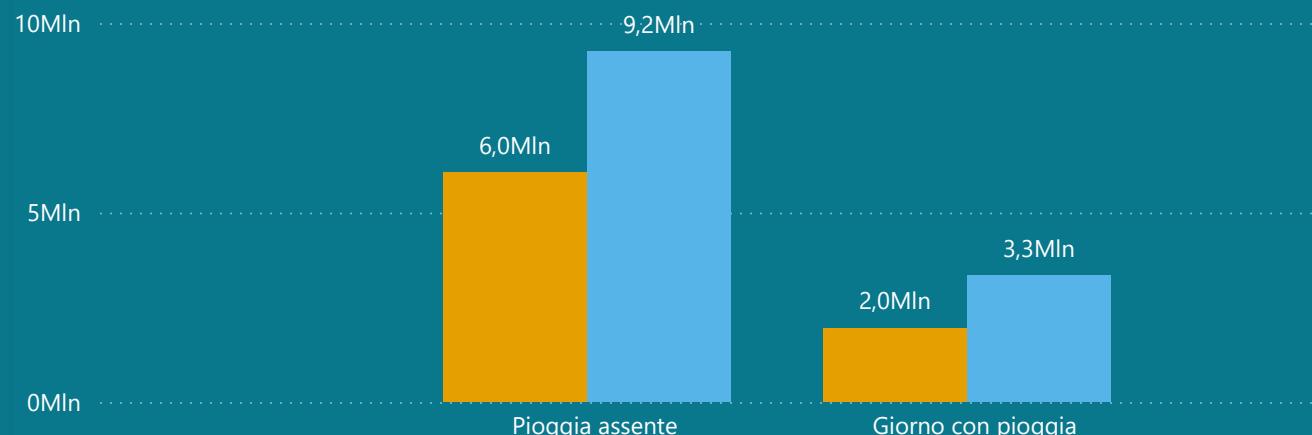
25,7%

Rain Share

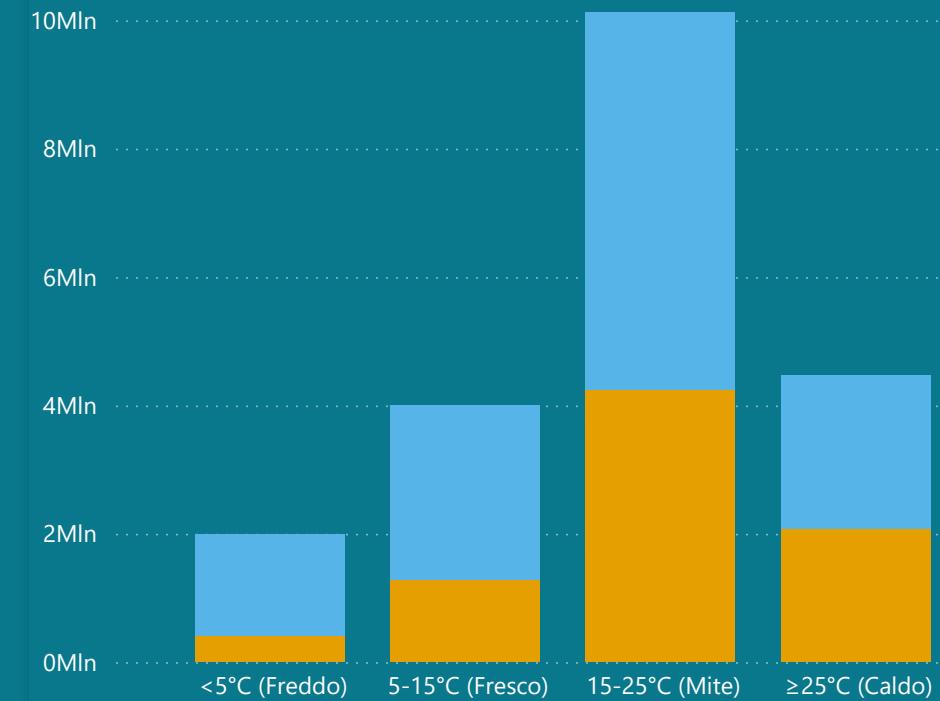
25,9%

Peak Context Share (Casual)

Rides: Dry vs Rainy Days



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.

Weather-triggered weekend promos: Activate conversion campaigns when conditions are favorable (mild+dry).

Member Strategy

(Retention & Stability)

Actions:

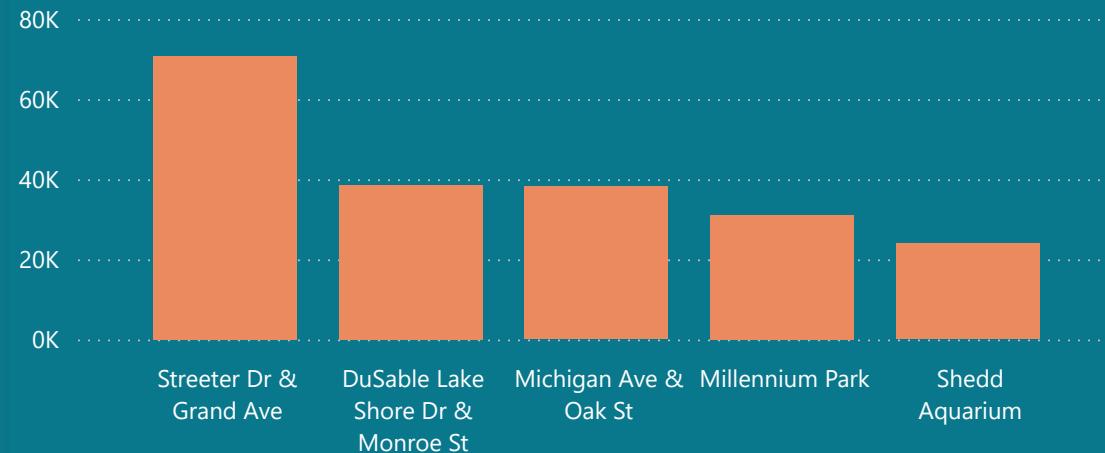
Commute partnerships (corporate plans): Target weekday commuters to strengthen recurring usage.

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*)