



20,6Mln

TotalRides



12,7 min

Avg. Duration Member



24,9 min

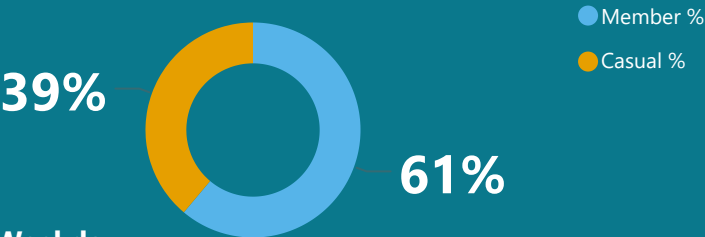
Avg. Duration Casual



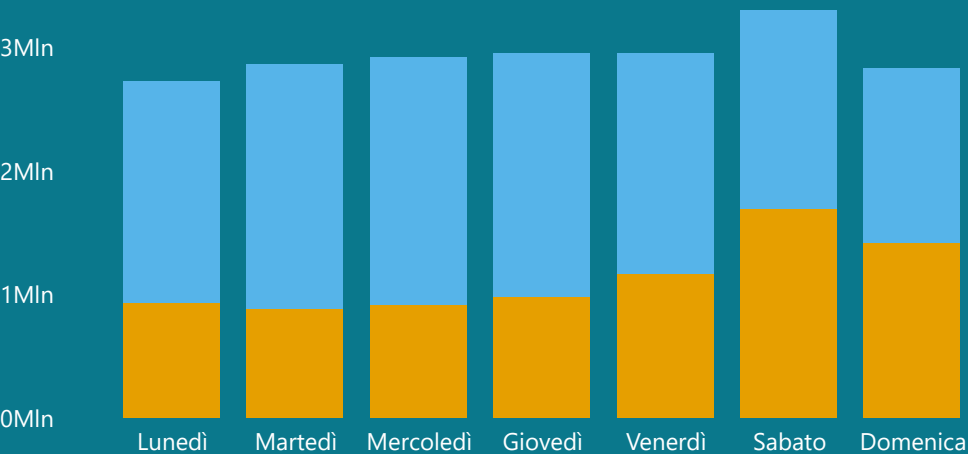
2421

Active Station

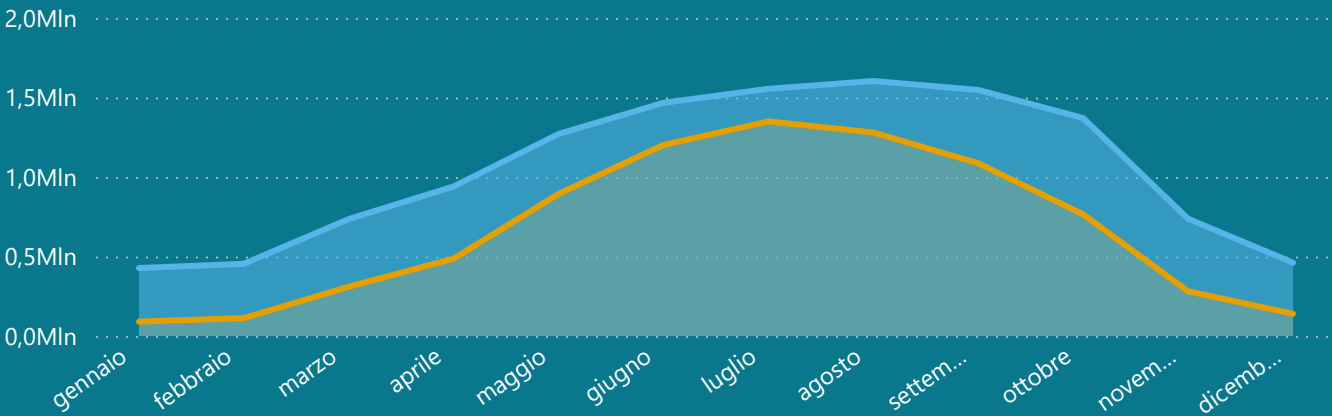
Member vs Casual



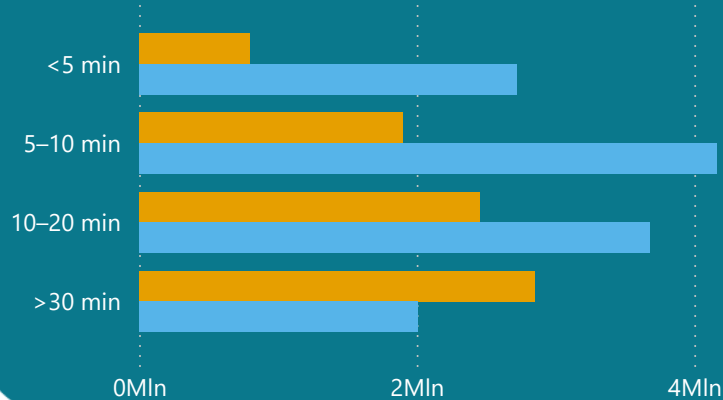
Demand by Weekday



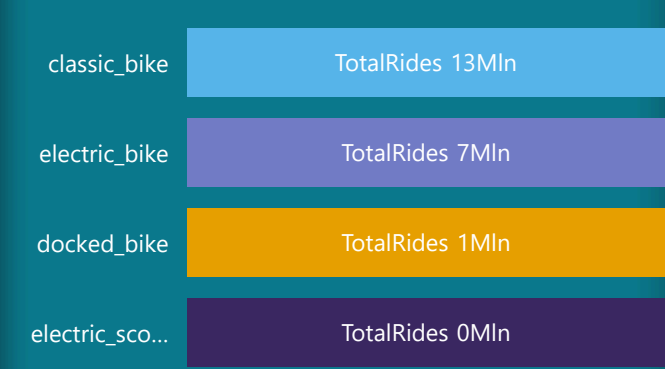
Monthly Usage Trend



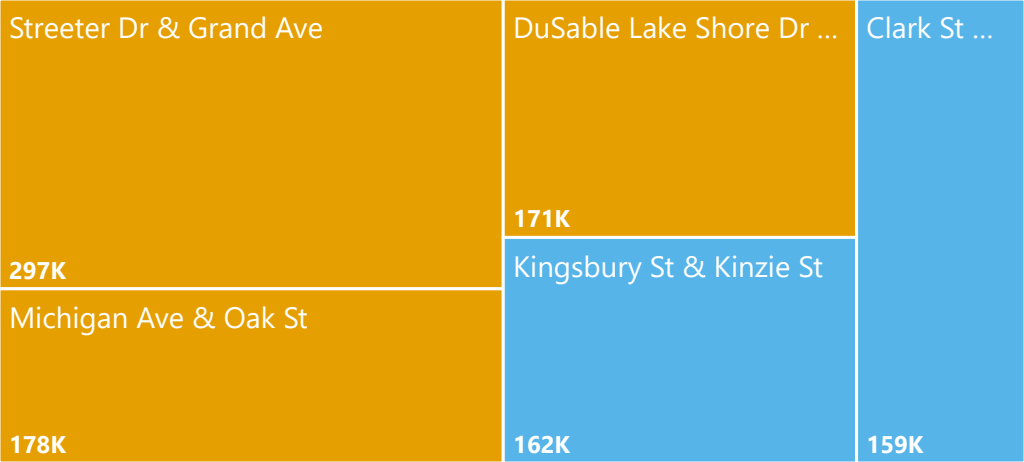
Ride Duration Distribution



Bike Type Usage



Top Start Station



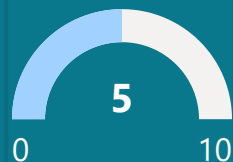
8Mln

Summer Rides

2Mln

Winter Rides

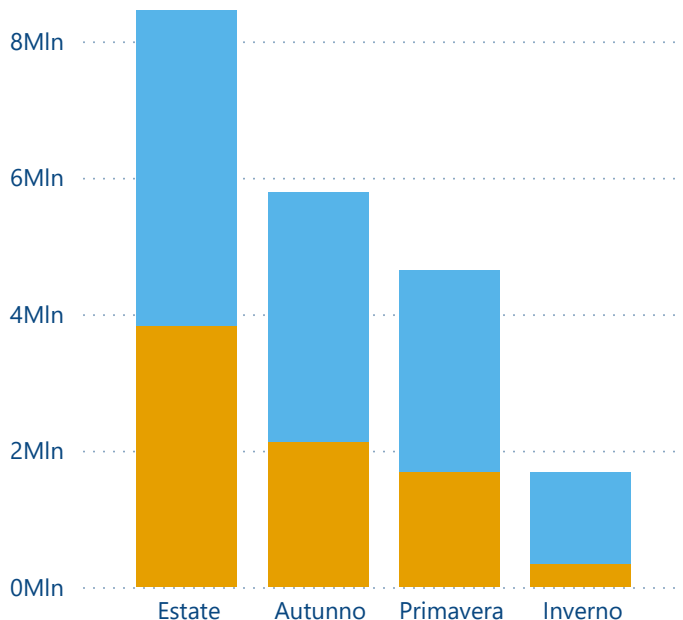
Seasonality  
Index



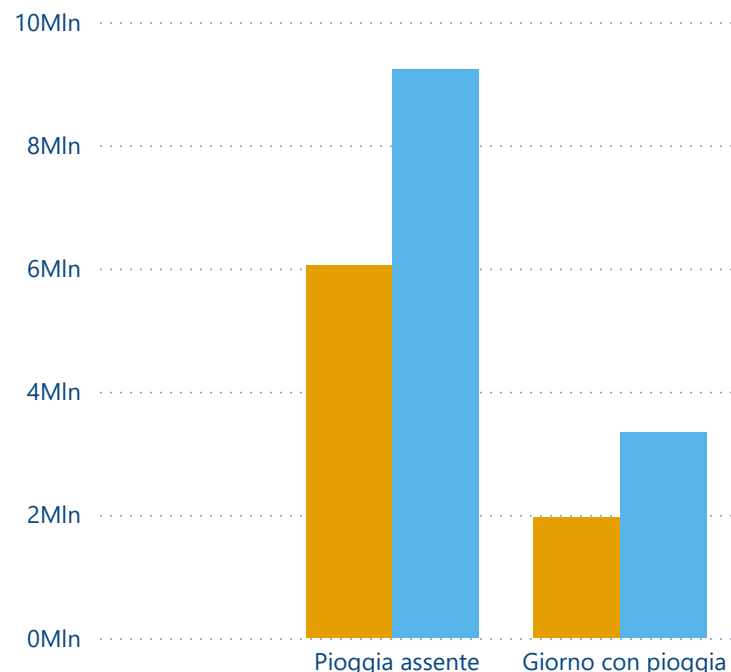
**Seasonality Index**  
= (Rides in  
Summer/Rides in  
Winter).

**Interpretazione:** se  
Seasonality Index = 11  
-> l'utilizzo estivo è 11  
volte superiore a  
quello invernale.

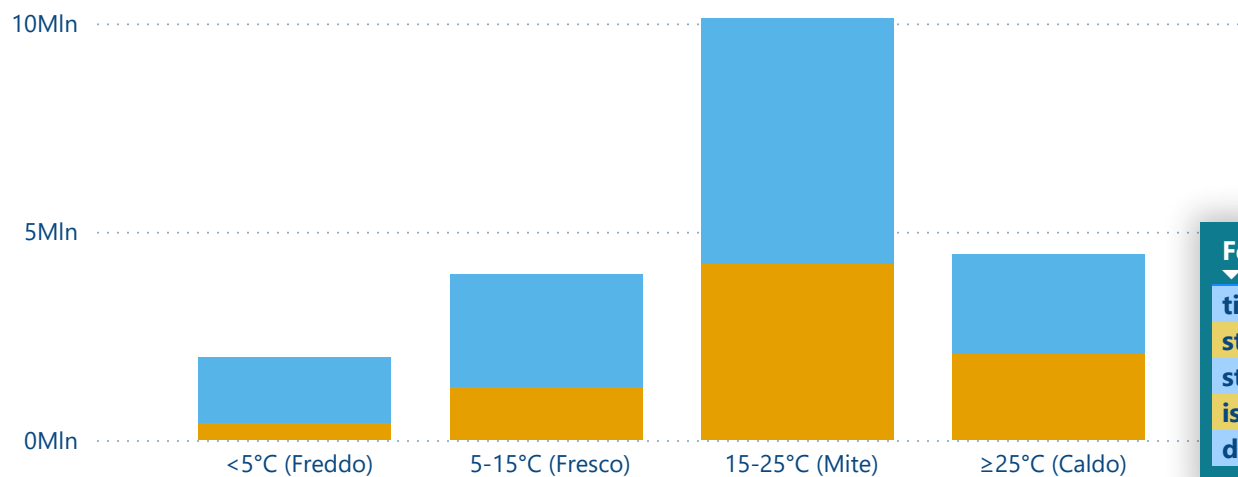
Season



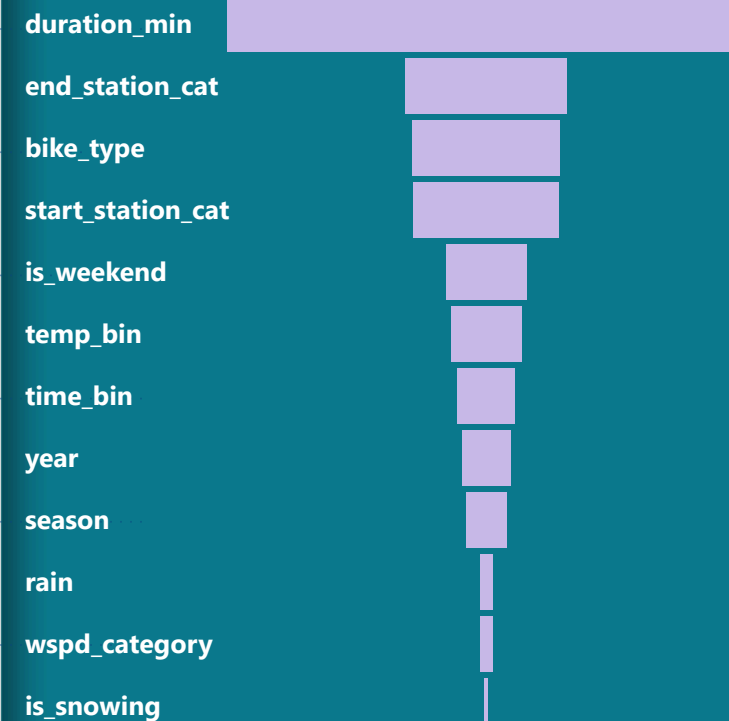
Rain



Temperature category



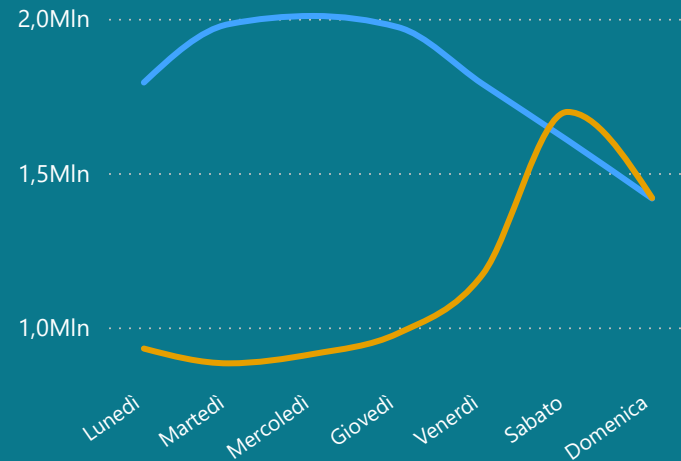
Feature Importance



Le Feature Importance indicano quali variabili migliorano maggiormente la qualità della classificazione. Gli Odds ratio (in basso) derivano invece dalla *Regressione Logistica*, che misura la direzione dell'effetto sul comportamento Member/Casual.

Feature	OR_Value	Interpretation
time_bin	2,13	Mattina = comportamento da Member/pendolare
start_station_cat	0,42	Area turistica = comportamento Casual
start_station_cat	1,39	Area commuter = comportamento Member
is_weekend	0,63	Weekend = più probabile Casual
duration_min	0,98	Corsa lunga = più probabile Casual

# Strategic Recommendation



## Member Strategy

### Action

#### > Partnership aziende (casa-lavoro)

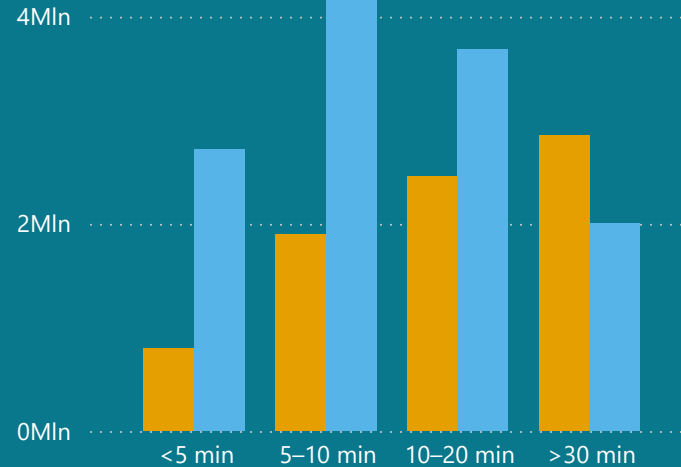
Basato su: picco dei Member nei giorni feriali e pattern da pendolari

#### > Incremento e-bike nei commuting hub

Basato su: uso e-bike più comune tra Member -> maggiore conversione nell'uso quotidiano

#### > Campagne " Winter safe"

Basato su: drop invernale molto marcato -> rischio abbandono temporaneo



## Casual Strategy

### Action

#### > Offerte in hotspot turistici (Apr-Set)

Basato su: picco estivo e prevalenza Casual in aree turistiche

#### > Push post-corsa

Basato su: durate più lunghe tipiche dei Casual -> opportunità di upsell immediato

#### > Promo weekend con meteo favorevole

Basato su: weekend e meteo come principali driver d'uso dei Casual

## Sintesi Finale

La strategia ottimale è duale:

- **Consolidare** i Member (commuting, inverno, e-bike)
- **Convertire** selettivamente i Casual (estate, weekend, corse lunghe, meteo favorevole).

Questa impostazione massimizza conversioni e utilizzo della flotta con investimenti mirati.