

**20,6Mln**

TotalRides

**12,7 min**

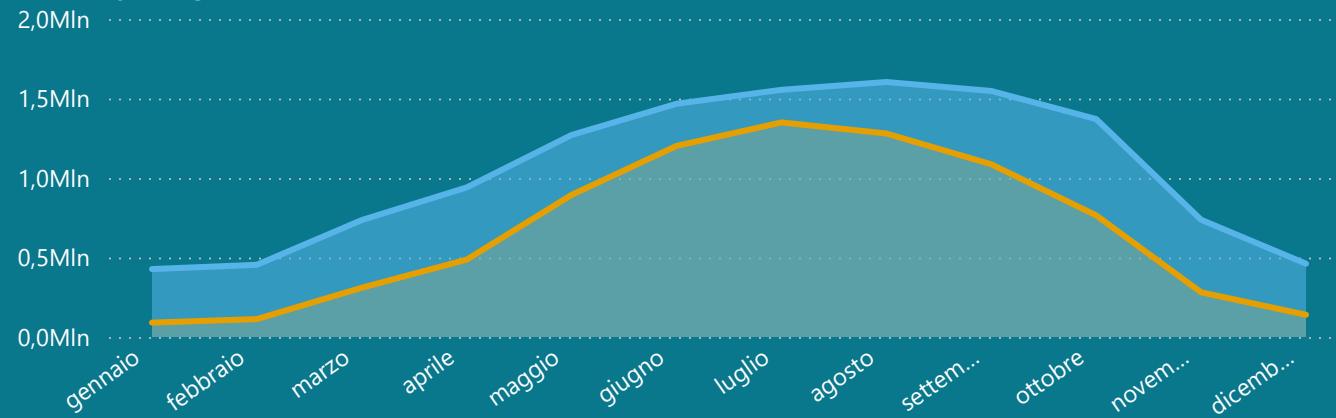
Avg. Duration Member

**24,9 min**

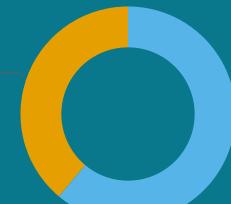
Avg. Duration Casual

**2421**

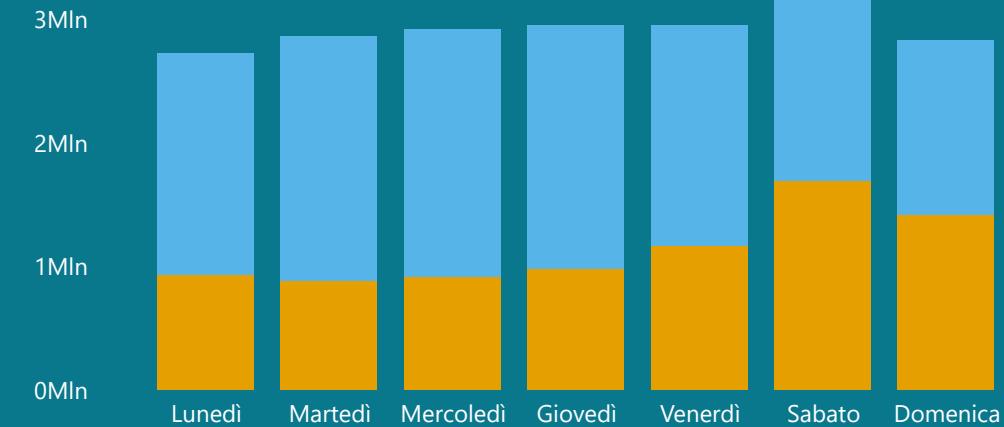
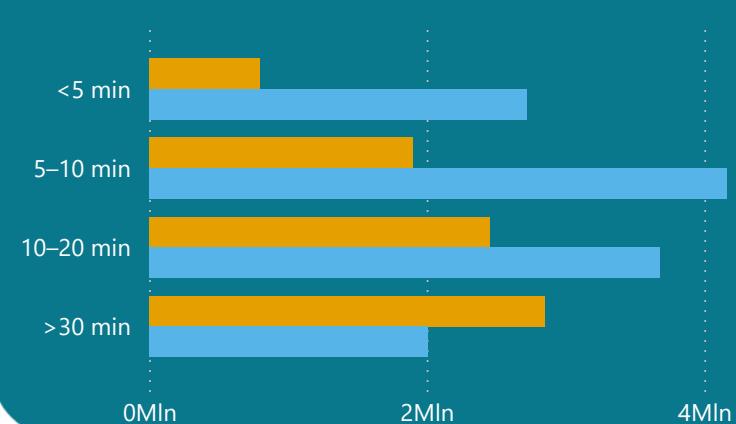
Active Station

Monthly Usage Trend**Member vs Casual****39%**

Member %

**61%**

- Member %
- Casual %

Demand by Weekday**Ride Duration Distribution****Bike Type Usage**

classic_bike TotalRides 13Mln

electric_bike TotalRides 7Mln

docked_bike TotalRides 1Mln

electric_sco... TotalRides 0Mln

Top Start Station

Streeter Dr & Grand Ave

297K

Michigan Ave & Oak St

178K

DuSable Lake Shore Dr ...

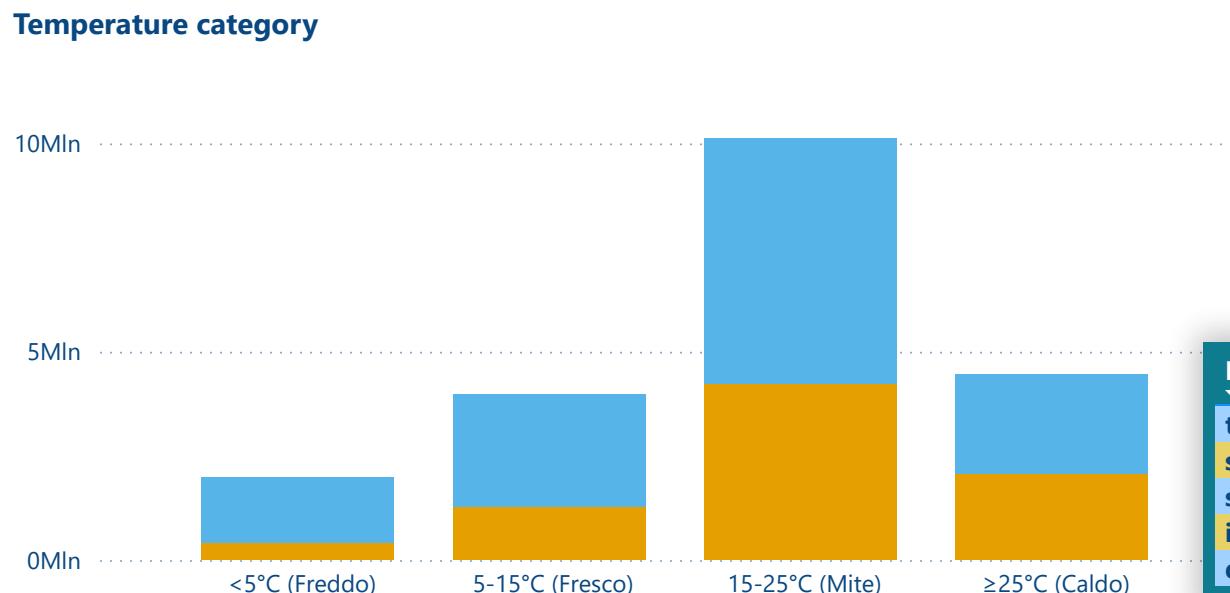
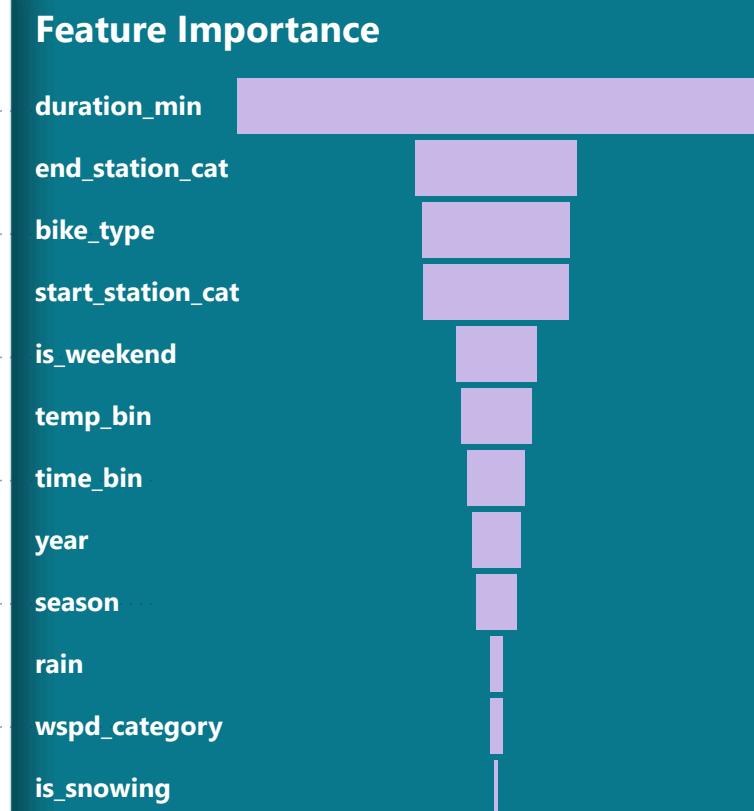
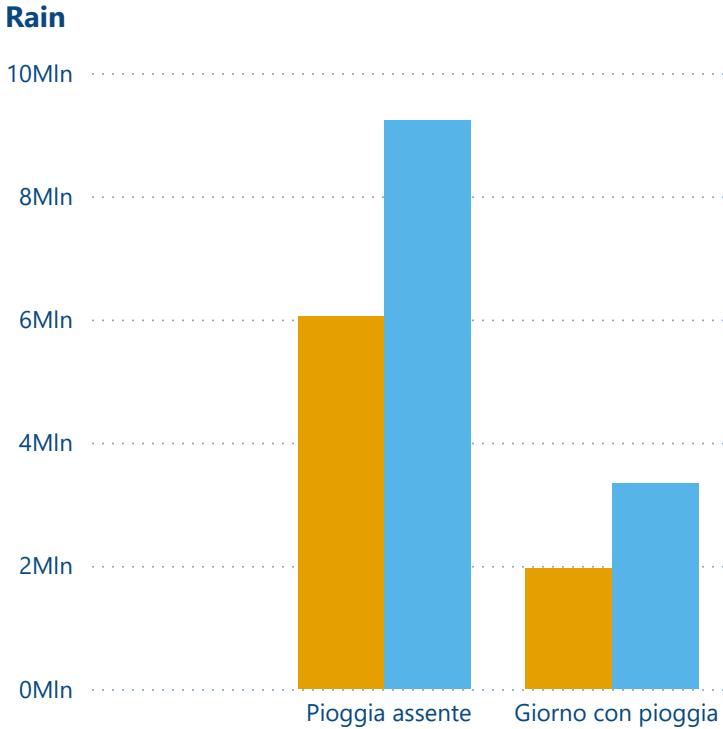
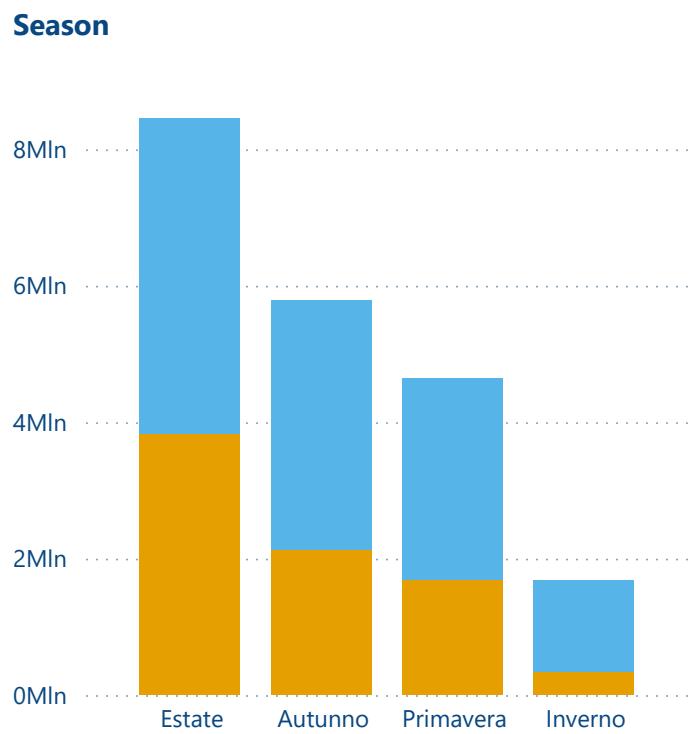
171K

Kingsbury St & Kinzie St

162K

Clark St ...

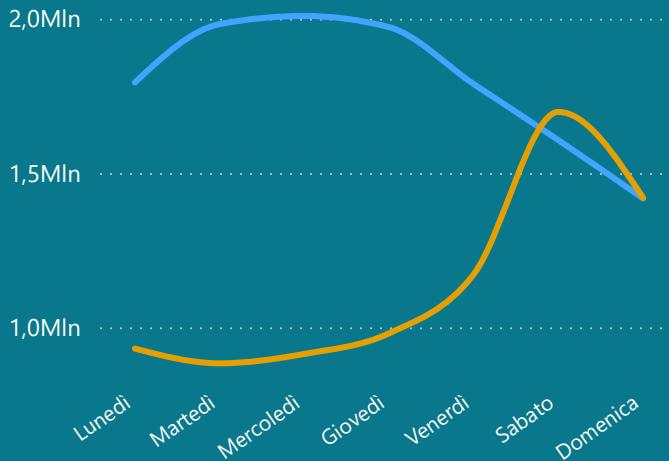
159K



Le Feature Importance indicano quali variabili migliorano maggiormente la qualità della classificazione.
Gli Odds ratio (in basso) derivano invece dalla *Regessione 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)

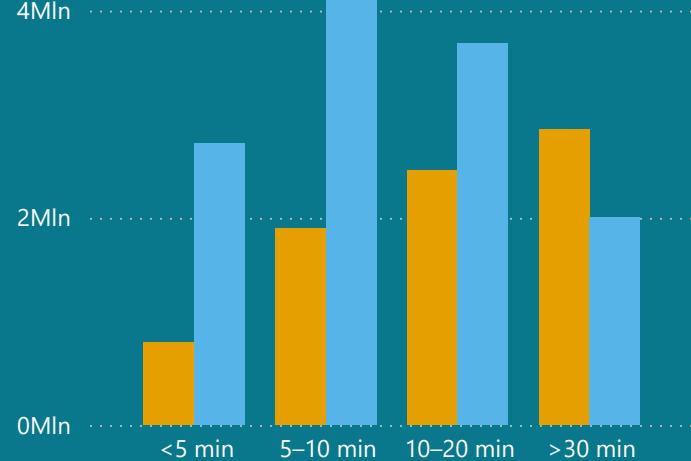
Basato su: picco dei Member nei giorni feriali e pattern da pendolari

> 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.