

BUSINESS REPORT DELIVERABLE

BIXI PROJECT

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Introduction:

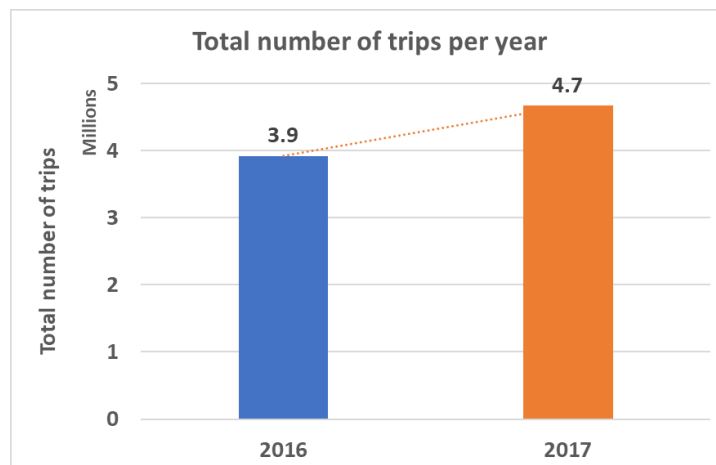
Bixi is a well-established bike-sharing service that has revolutionized transportation in many cities around the world. Bixi allows individuals to rent a bicycle for short periods, often making it an attractive option for commuters, tourists, and recreational riders. This business report aims to provide a high-level understanding of Bixi's operations and explore the factors that contribute to its success. The report will analyze data on how people use Bixi bikes, the most popular stations, the volume of usage, and factors that influence the business's overall growth.

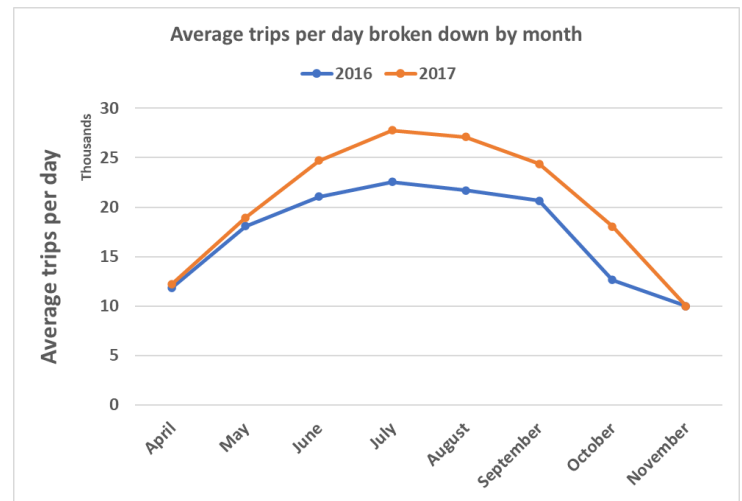
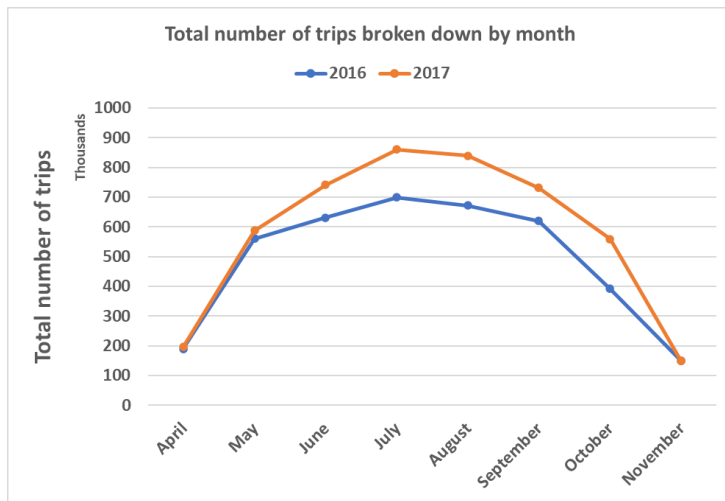
The report will analyze data on how people use Bixi bikes, the most popular stations, the volume of usage, and factors that influence the business's overall growth. One of the key objectives of this report is to understand how people use Bixi bikes. Additionally, the report aims to identify the most popular Bixi stations and the factors that contribute to their popularity. We will analyze data on the busiest stations, peak hours of usage, and the types of trips taken from each station. Furthermore, we will examine the overall business growth of Bixi and explore the factors that influence it. We will analyze trends in the bike-sharing industry and explore the competition Bixi faces. We will also investigate the pricing strategies that Bixi uses and how it affects demand and profitability.

In conclusion, this business report aims to provide a comprehensive overview of Bixi's operations and explore the factors that influence its success. By analyzing data and trends in the bike-sharing industry, this report will provide valuable insights that stakeholders can use to make informed decisions about future investments and strategies to ensure the continued growth and success of Bixi.

Findings and insights:

Based on the data provided for 2016 and 2017, at first, let's look at the total number of trips per year, total number of trips per year broken by month, and average trips per day broken down by month.

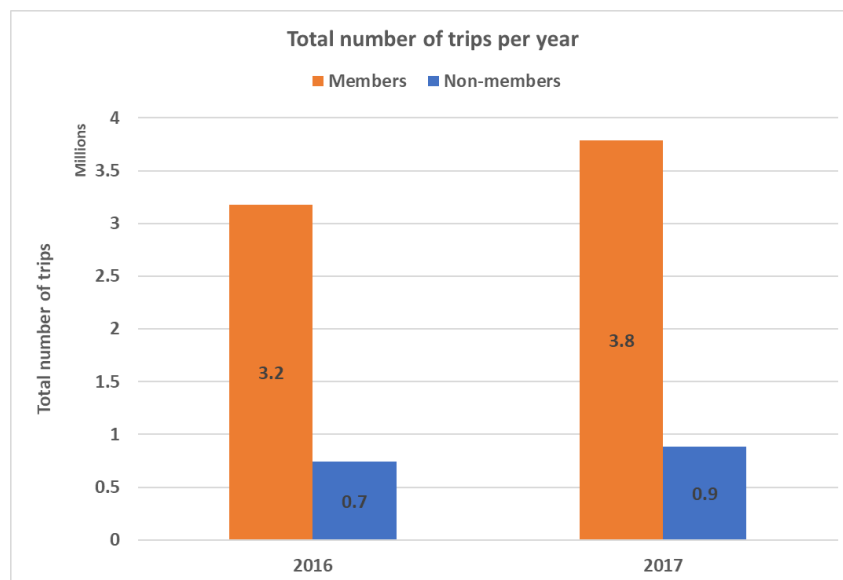




From the figures above, it can be concluded that:

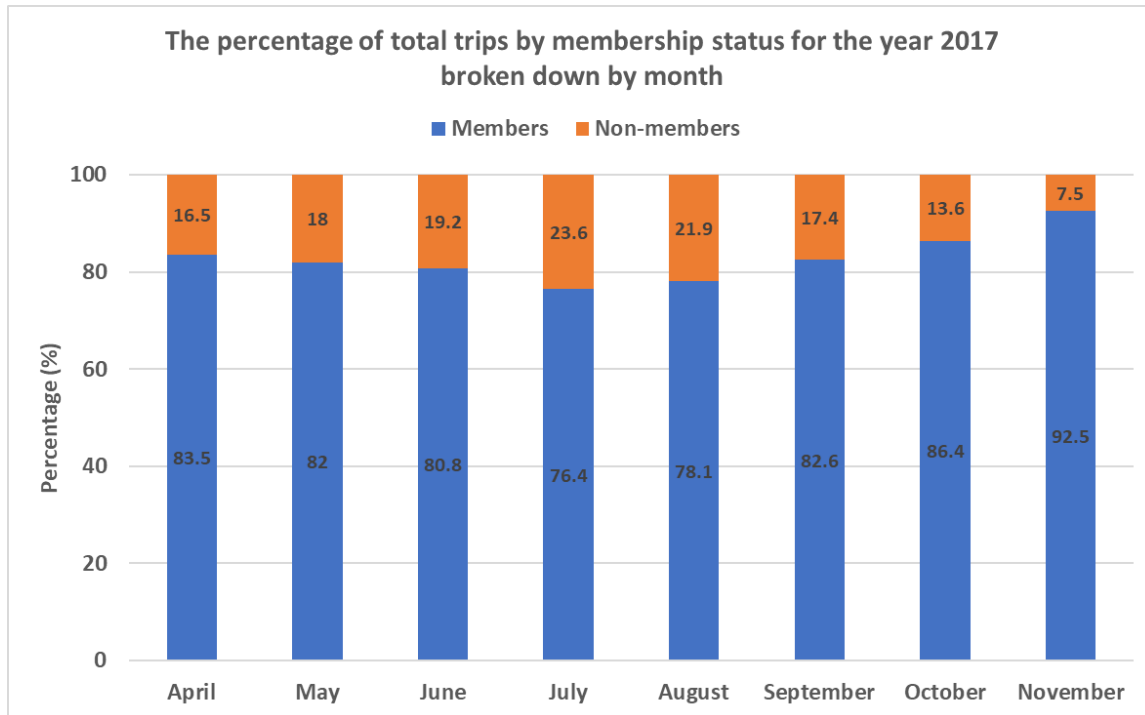
- Total number of trips has increased around 19% from 3,917,401 in 2016 to 4,666,765 in 2017.
- For both total number of trips per month and average trips per month, there is a trend of an increase from April to July and a decrease from July to November for 2016 and 2017. July and August show the peak in demands for Bixi bikes.

The subsequent section examines how being a member affects the overall number of trips taken on Bixi. As depicted in the figure below, it is apparent that the majority of trips are made by members each year, accounting for approximately 81% of the total trips. While the number of non-members has risen from 2016 to 2017, their proportion of total trips has remained unchanged.



The diagram depicted below illustrates that the proportion of members to the total trips declines from April to July, but then rises from July to November. The coldest months of the year have the highest percentage of members to the total trips. By leveraging the membership rate, promotions can be strategically targeted to exploit opportunities for growth. When the objective is to increase overall membership figures, it might be more advantageous to offer the promotion during months when the percentage of members is low (e.g., July and

August). This is because a low membership rate implies that there is more room for expansion and a larger pool of potential new members to engage.



The final section of the analysis scrutinized the stations with the highest proportion of round trips. It is worth noting that only stations with a minimum of 500 initial trips were included in this investigation. The geographic distribution of these stations reveals that they are predominantly situated in proximity to scenic walkways and pathways, providing access to biking routes. This suggests that the primary objective of these trips is for leisurely purposes.

Station Code	Station name	Latitude	Longitude	All trips	Round trips	Roundtrips share (%)
6501	Métro Jean-Drapeau	45.5134	-73.5336	28672	8658	30.2
7048	Métro Angrignon	45.4465	-73.6035	2398	559	23.3
6428	Berlioz / de l'Île des Soeurs	45.46	-73.544	5246	1072	20.4
7015	LaSalle / 4e avenue	45.4307	-73.5919	2991	600	20.1
6736	Basile-Routhier / Gouin	45.5566	-73.6701	1708	330	19.3

Conclusion:

In conclusion, the analysis provides valuable insights into Bixi's operations and factors that contribute to its success. The data reveals an increase in the total number of trips taken from 2016 to 2017, with peak demand in July and August. Members account for the majority of trips, and promotions targeting months with low membership rates may be effective in expanding Bixi's customer base. The analysis of the stations with the highest proportion of round trips shows that they are predominantly located near scenic walkways and pathways, suggesting that the primary objective of these trips is for leisurely purposes. These findings can inform strategic decisions related to pricing, promotion, and station placement to ensure Bixi's continued growth and success in the competitive bike-sharing industry.