



Bike Rental & Storage In Toronto

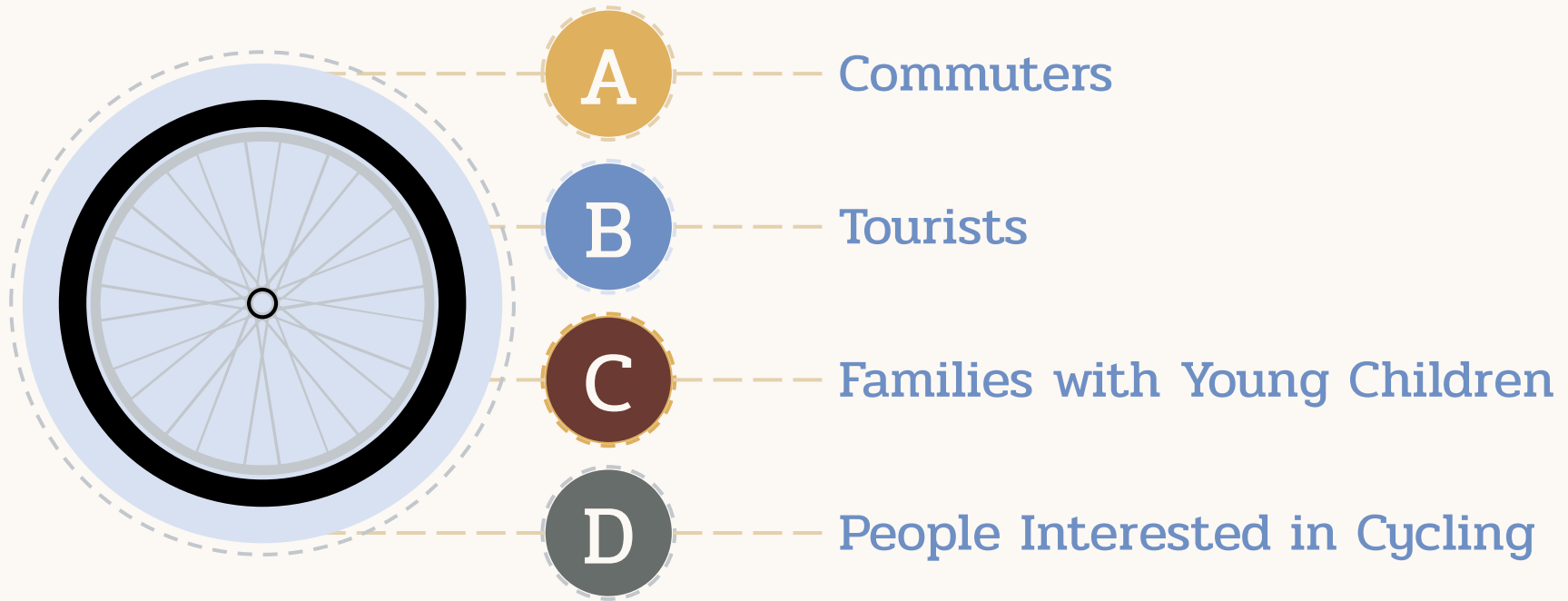
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What is our business idea?

- Set-up bike rental shop with additional storage services
- Our store allows short-term and long-term rental
 - ST : within a day, more likely a few hours
 - LT : more than a day, overnight
- We also provide storage space for bike owners who wants to temporary storage
 - Customers need to collect their bike before the end of the day.



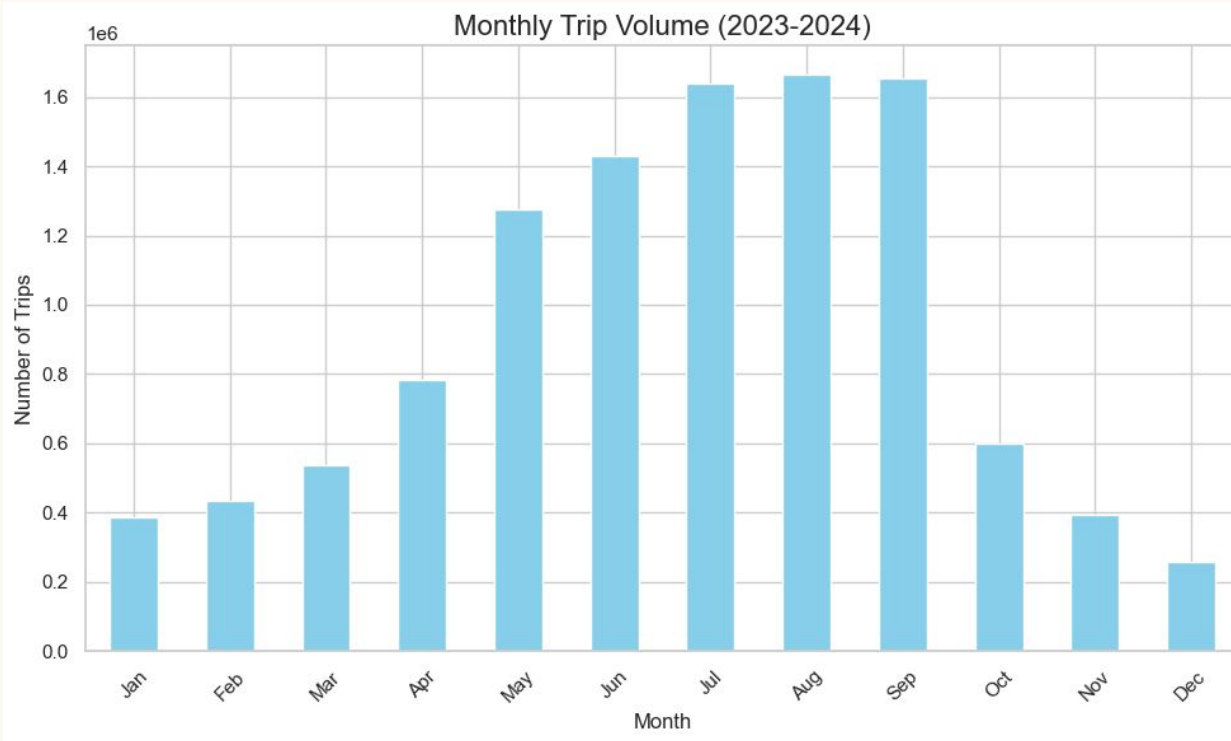
Target Audience



Why is it a good business idea?

- Rental
 - Biking is a sport people can do all year round
 - Demand for bikes throughout the entire week
 - People are not loyal customers when it comes to renting bikes
 - Increasing traffic in Toronto highlighting the need for alternatives like cycling
 - Parking
 - Bike Theft
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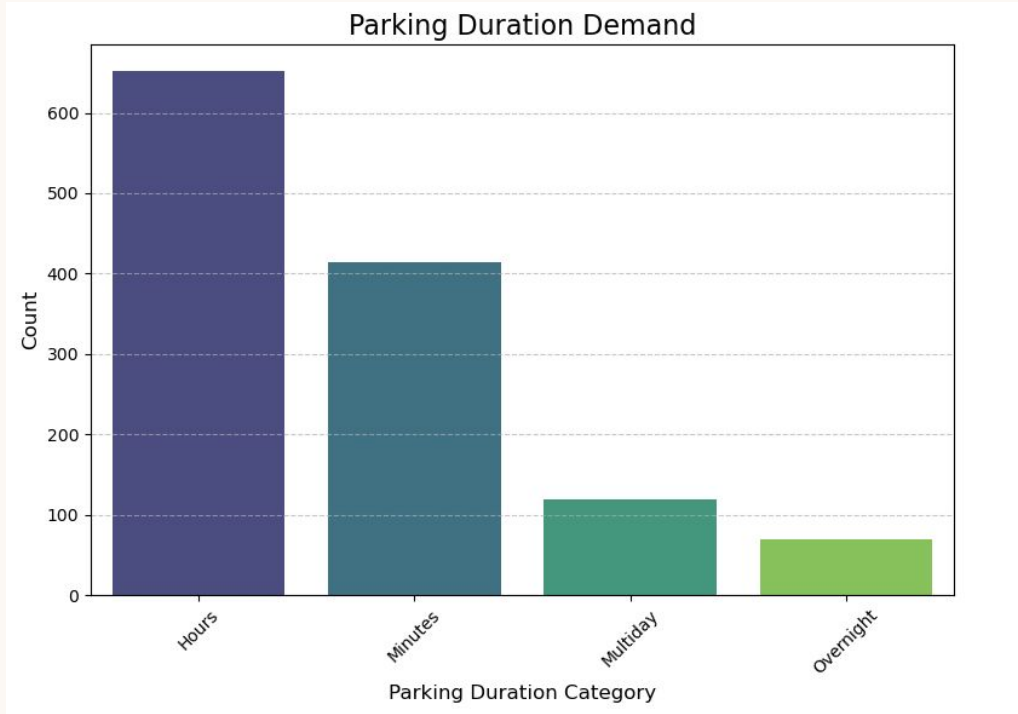
People bike all year round



Seasonal Trends:

- **Peak Months:** The highest trip volumes occur in **July, August, and September**, indicating increased bike usage in summer.
- **Low Months:** January and December show the lowest trip volumes, aligning with winter conditions and reduced outdoor activity.
- The sharp rise in usage starting from **April** suggests the beginning of spring encourages outdoor activities.
- The decline after September indicates the onset of fall/winter when biking likely becomes less popular.

Customer Parking Behavior



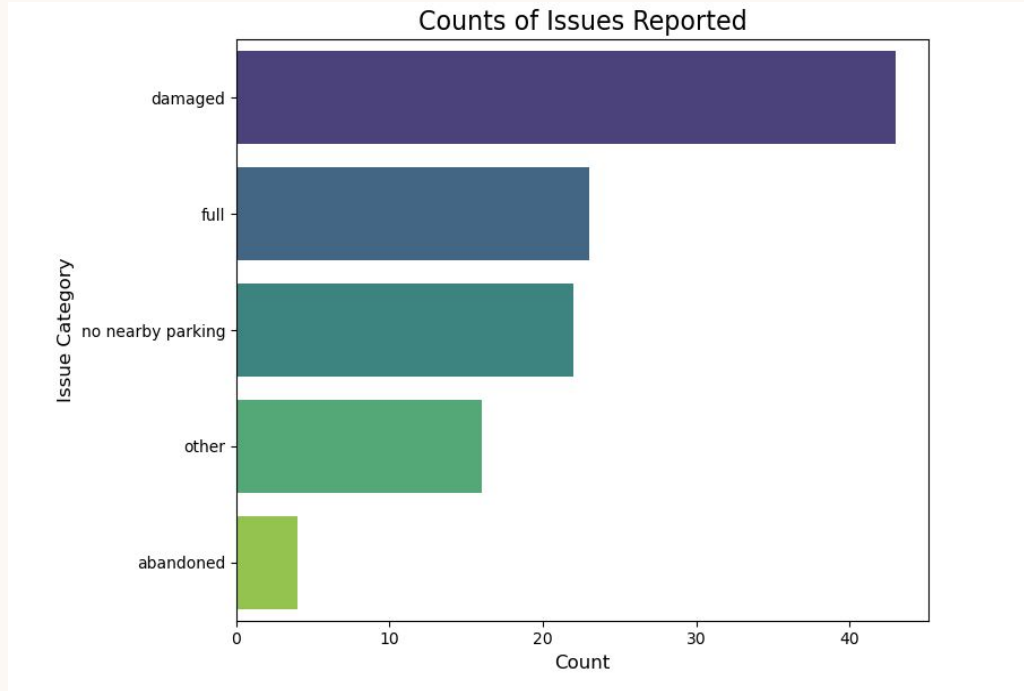
Key Insights:

- **Short-Term Parking Dominates:** High demand for quick errands or commutes.
- **Moderate Demand for Long-Term Parking:** Opportunity to attract premium users.
- **Low Demand for Very Long-Term Parking:** Minimal interest in overnight or multi-day parking.

Solution

- Prioritize Short-Term Parking
- Promote Long-Term Parking Packages
- Optimize Underutilized Parking

Operational Challenges



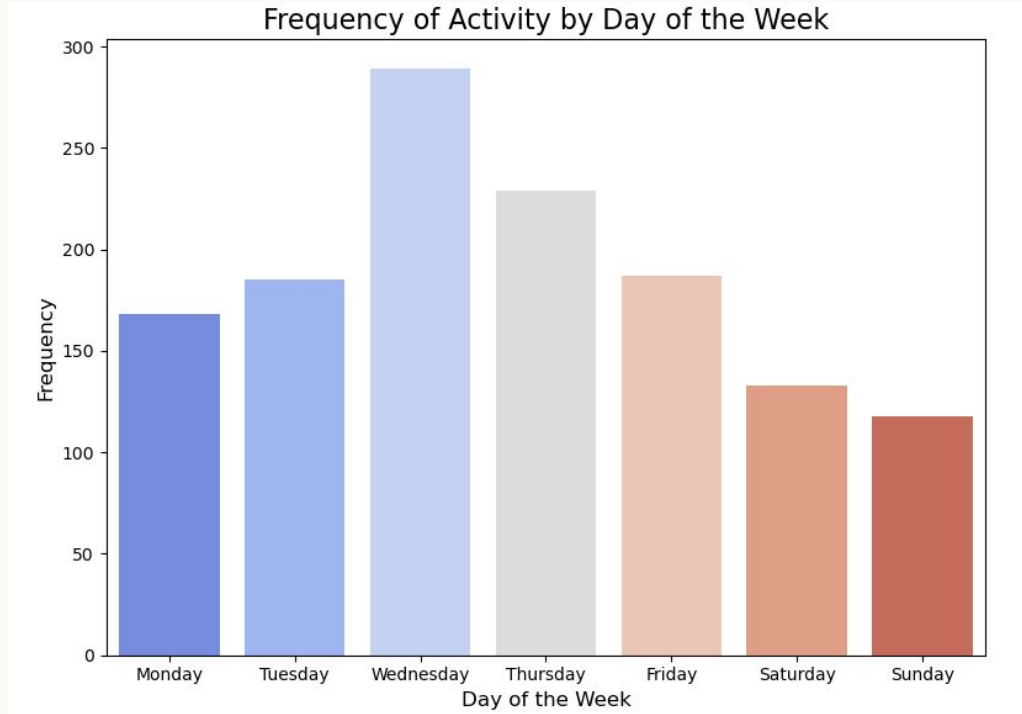
Key Insights:

- **Damaged Bikes:** Frequent complaints highlight a need for improved maintenance and protection.
- **Full Parking:** High demand exceeds current capacity, frustrating customers.
- **No Nearby Parking:** Accessibility issues deter potential customers in underserved areas.

Solution

- Enhance Bike Protection
- Improve Security
- Expand Parking Capacity

Customer Activity Trends



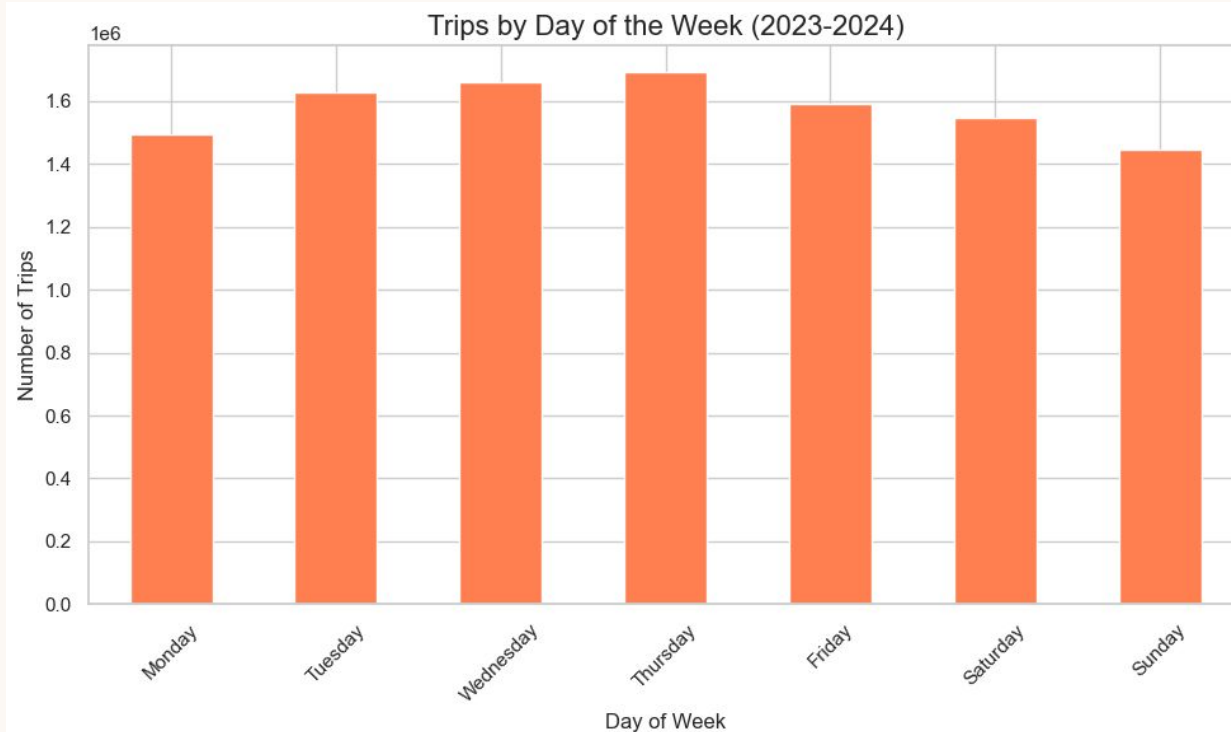
Key Insights:

- **Midweek Peaks:** Activity gradually increases from **Wednesday to Friday**, indicating growing usage leading into the weekend.
- **Lower Activity Early in the Week:** Monday and Tuesday show relatively lower engagement, signaling a potential for improvement in weekday demand.
- **Weekend:** Saturday and Sunday have the highest activity, driven by leisure riders, families, and tourists.

Solution

- Weekday-specific Promotion
- Maximize Weekend Opportunities
- Optimize Operations

Demand for biking everyday



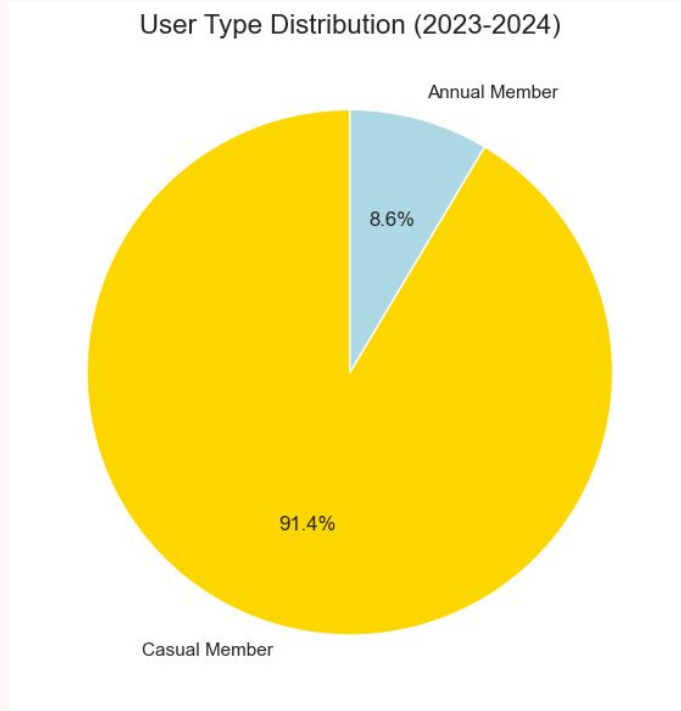
Consistent Weekday Usage:

- Weekday trips (Monday to Friday) show relatively high and consistent volumes.
- **Wednesday and Thursday** have slightly higher trip volumes, possibly indicating mid-week commuting or events.

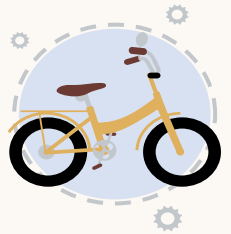
Weekend Decline:

- **Saturday and Sunday** trips are lower compared to weekdays.
- This suggests that the bike-share system is primarily used for commuting rather than recreational activities.

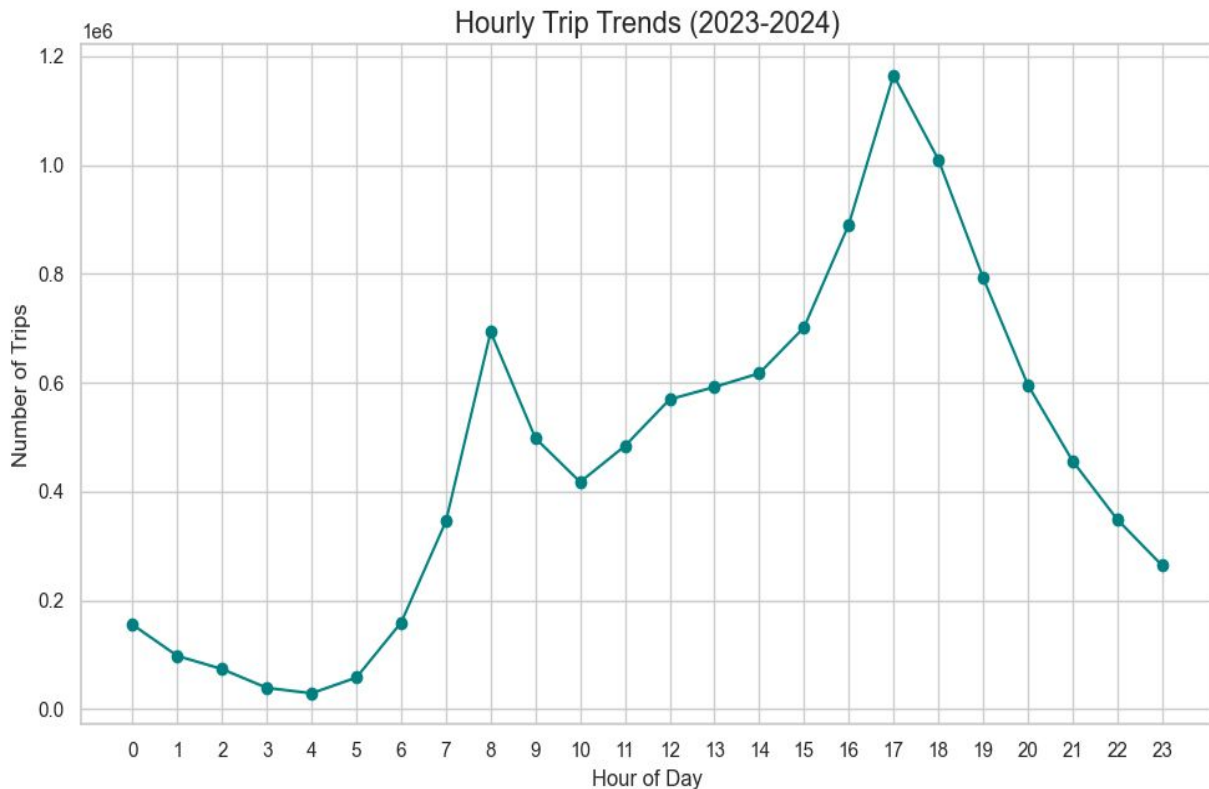
Lower user stickiness = opportunities



- Introduce easier access to annual memberships
- Discounts if customers purchase annual vs one-time rentals



Commuters enjoy biking



Morning Peak (7-9 AM):

- Significant rise in trips around **8 AM**.
- Likely reflects commuter traffic during the morning rush hour, suggesting that users are utilizing bikes to travel to work or school.

Midday Stability (11 AM - 3 PM):

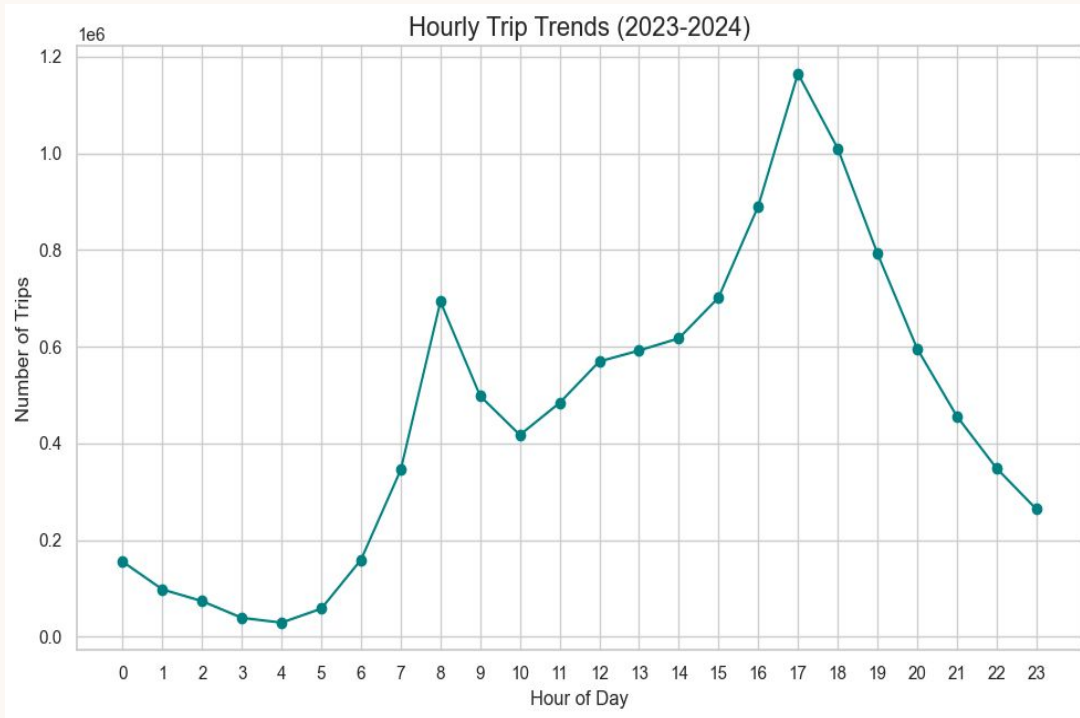
- Moderate, consistent usage during this period.
- Indicates demand for recreational purposes, errands, or casual trips during the daytime.

Evening Peak (5-6 PM):

- Highest usage occurs between **5 PM and 6 PM**.
- Reflects the evening rush hour, as commuters head home or to other destinations after work.

Low Demand During Late Night (12 AM - 5 AM):

Suggestions

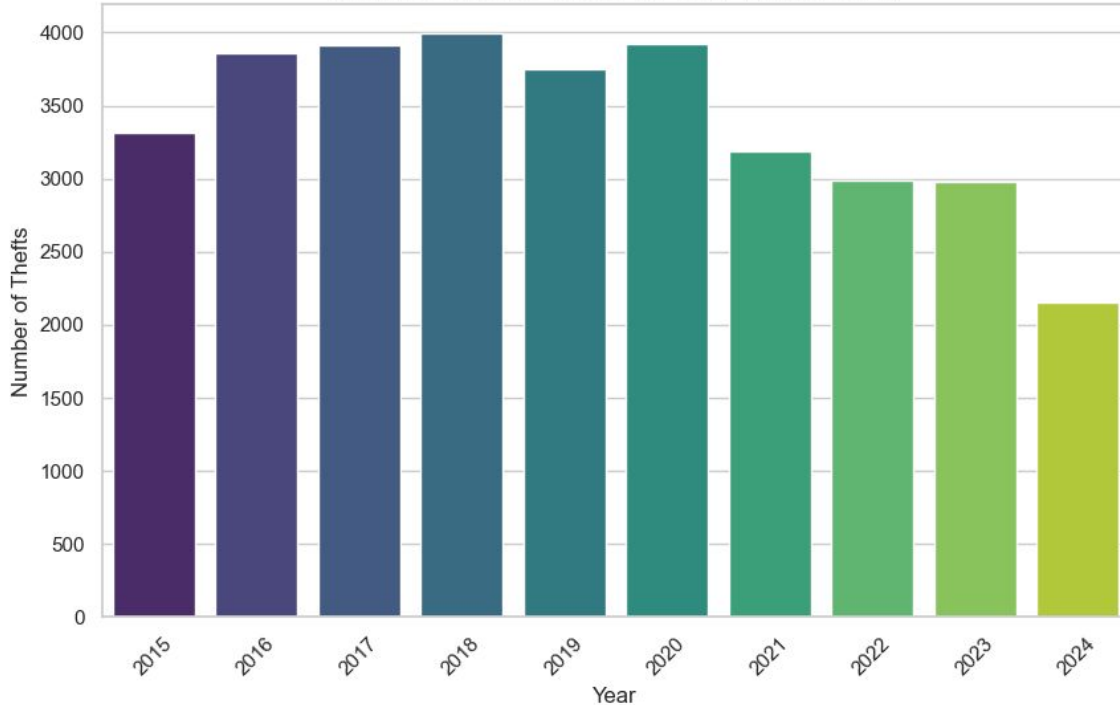


Recommendations for Stakeholders:

1. Deploy more bikes and staff during peak hours to meet commuter demand.
2. Focus marketing efforts on attracting midday recreational users to balance demand.
3. Introduce dynamic pricing or discounts during off-peak hours to optimize bike usage.

Bike Theft = Need for bike storage

Number of Bike Thefts by Year (After 2014)



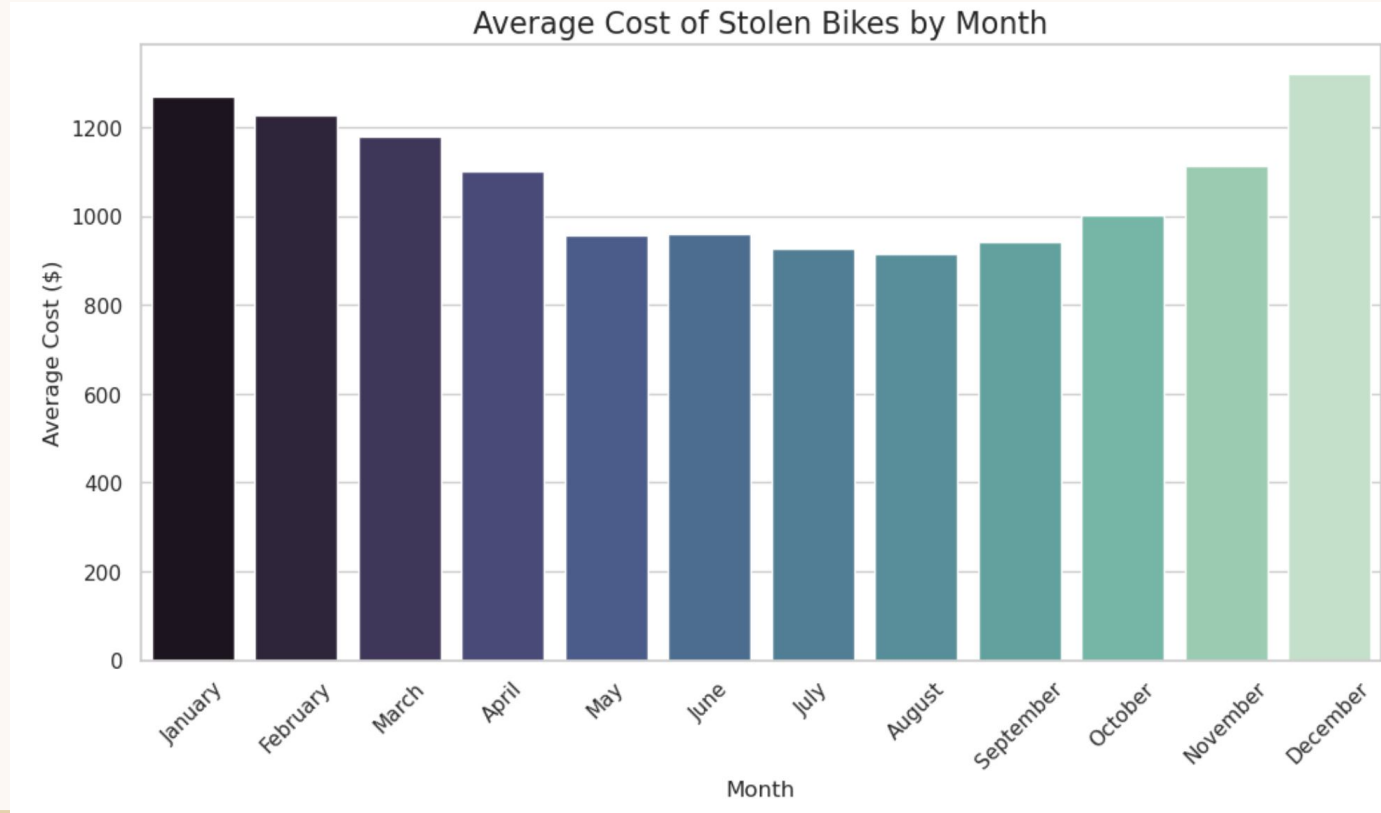
Peak Theft Years (2017-2019):

- **2018** shows the highest number of bike thefts (**3,775 stolen bikes**), followed by **2017** and **2019**.
- This period reflects a peak in theft incidents, suggesting increased activity or better reporting mechanisms.

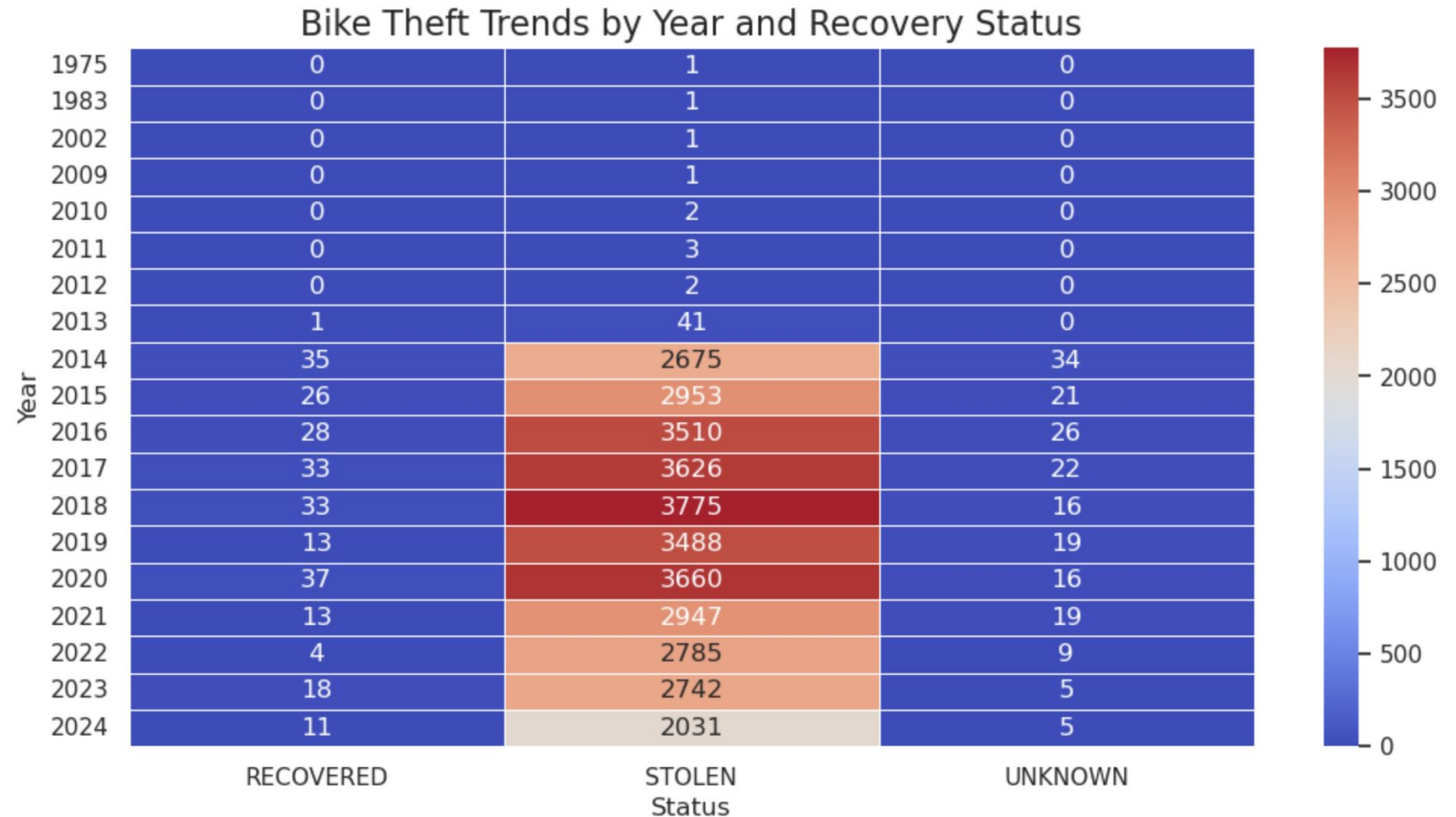
Gradual Decline in Thefts Post-2019:

- From **2020 onwards**, the number of stolen bikes steadily decreases.
- Possible factors include improved security measures, changes in bike usage during the pandemic, or reduced outdoor activities.

Bike Theft = Need for bike storage



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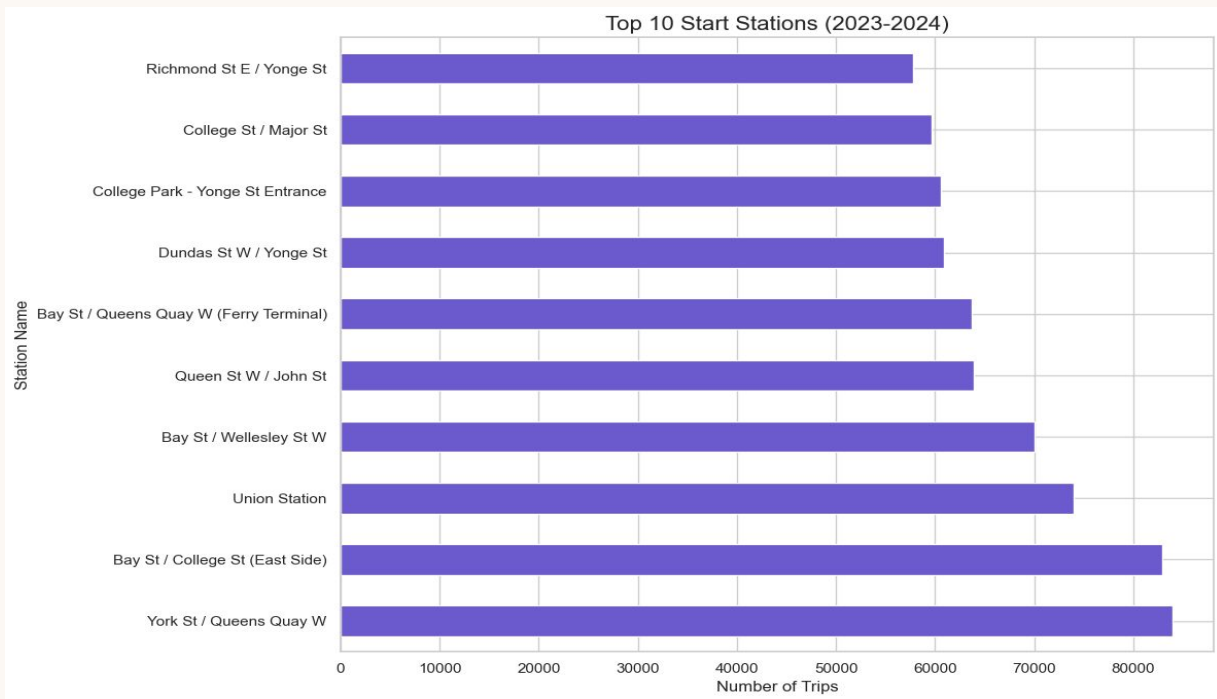


Where in Toronto?

- We considered
 - What are some popular locations that people like to borrow bikes at?
 - What are some popular routes people take
- The locations we chose are
 - Union Station



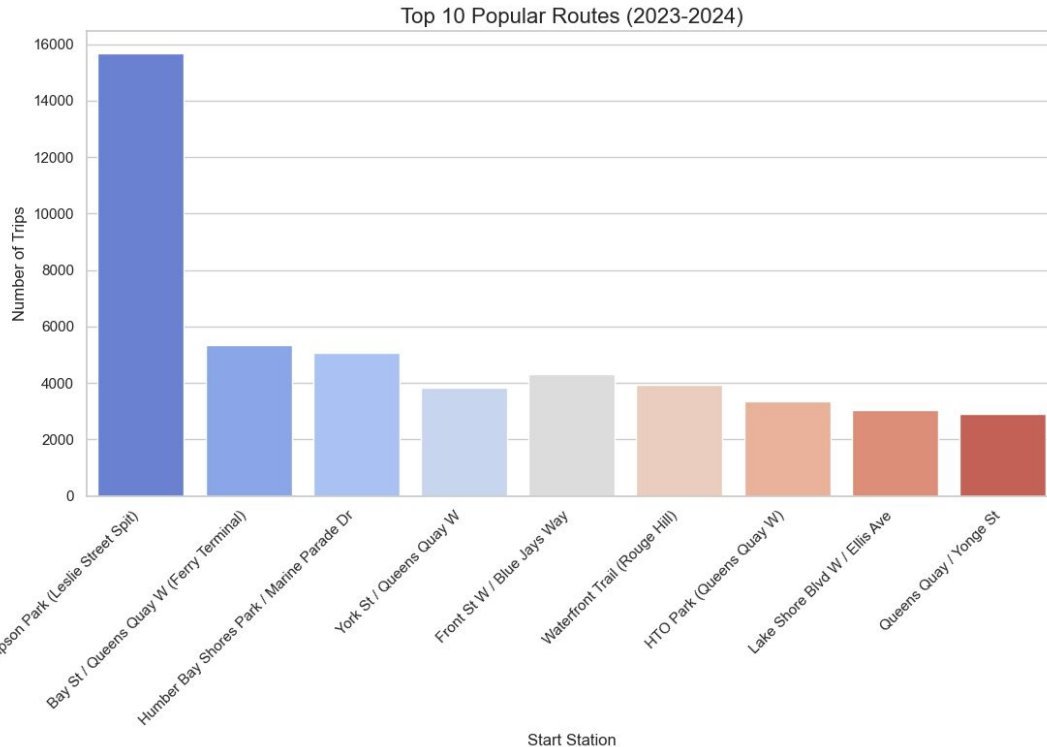
Most popular start station



High-Demand Locations

- Stations like **York St / Queens Quay W** and **Bay St / College St (East Side)** have the highest trip volumes
- **Union Station** and **Dundas St W / Yonge St** is a central hub for public transit, making it a prime location for targeting commuters.
- Stations near **Queen St W / John St** and **Bay St / Queens Quay W (Ferry Terminal)** suggest usage by tourists and recreational users, given their proximity to entertainment districts and waterfronts.

Most popular route



- Focus rental operations along these high-demand routes
- Many of the top routes (e.g., Tommy Thompson Park, Humber Bay Shores, Waterfront Trail) suggest heavy recreational usage along Toronto's waterfront areas.
- Routes connecting parks and trails indicate a preference for leisure cycling rather than just commuting.

Thank you

