

# Assessing the Potential for a Bixi Sporting Event in 2025

Business Report Presentation



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# Bixi Membership Growth

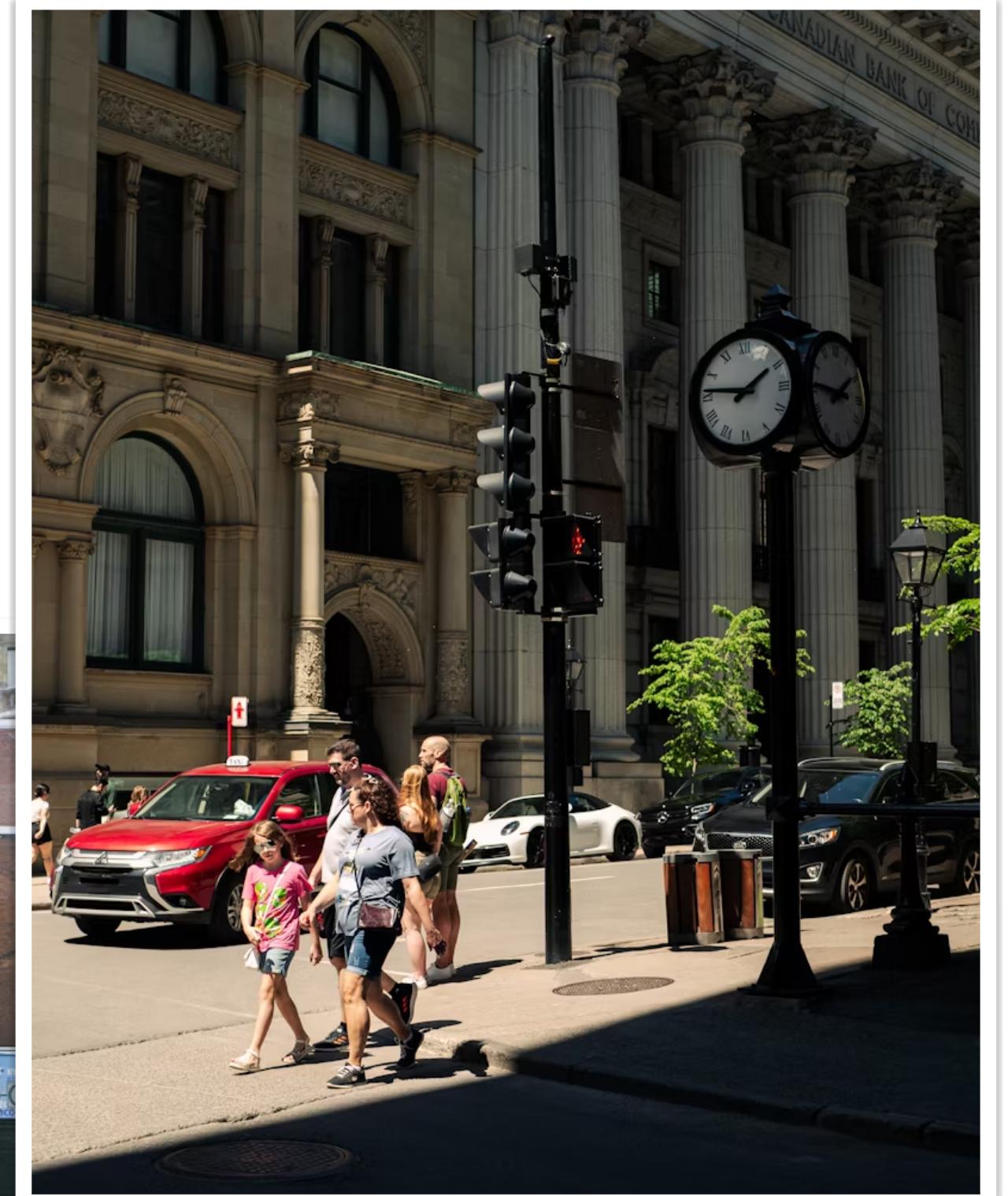
- 2023 saw a 23% increase in ridership, reaching 6.2 million rides.
- 37,000 new memberships, marking a 10% growth compared to 2022.
- Growth driven by increased awareness of sustainable transport and urban mobility shifts.

Chart: Line graph showing membership growth from 2014 to 2023.

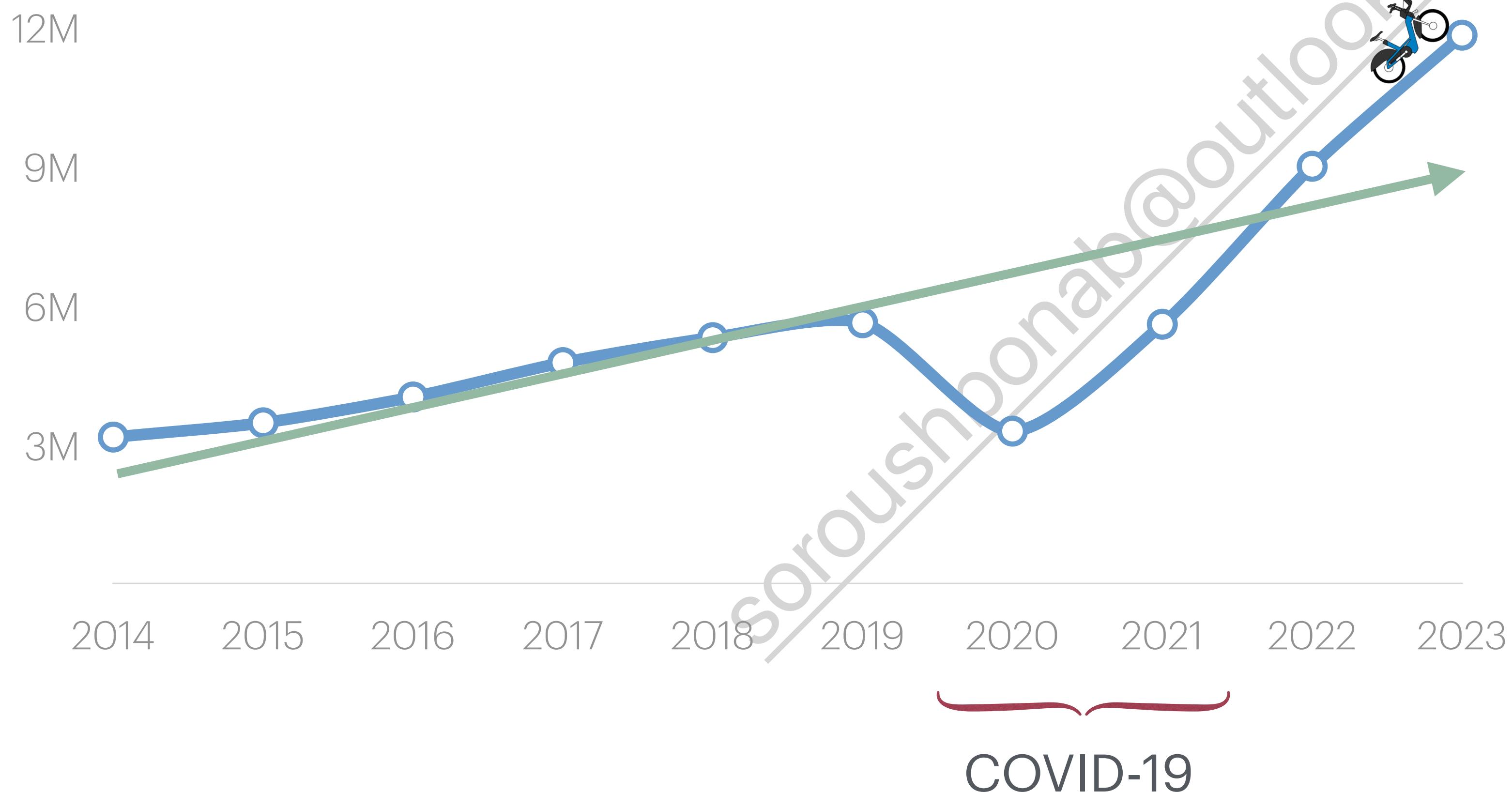
# Challenges & Opportunities for Bixi

**Challenges:** Seasonal operation, infrastructure gaps, competition from other mobility services.

**Opportunities:** Growing interest in sustainable transportation, health trends, and expansion of e-bikes.

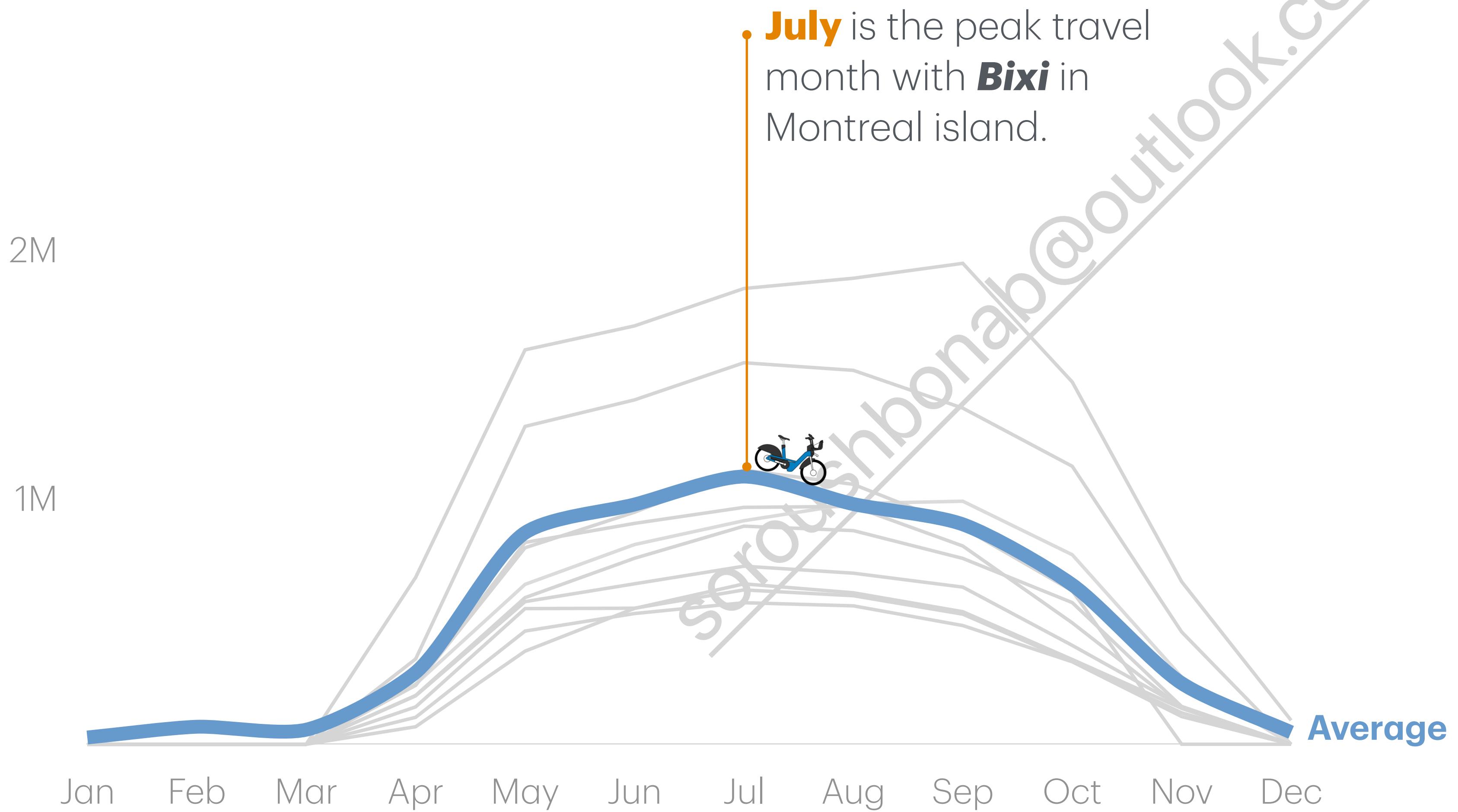


# Trip Data Analysis



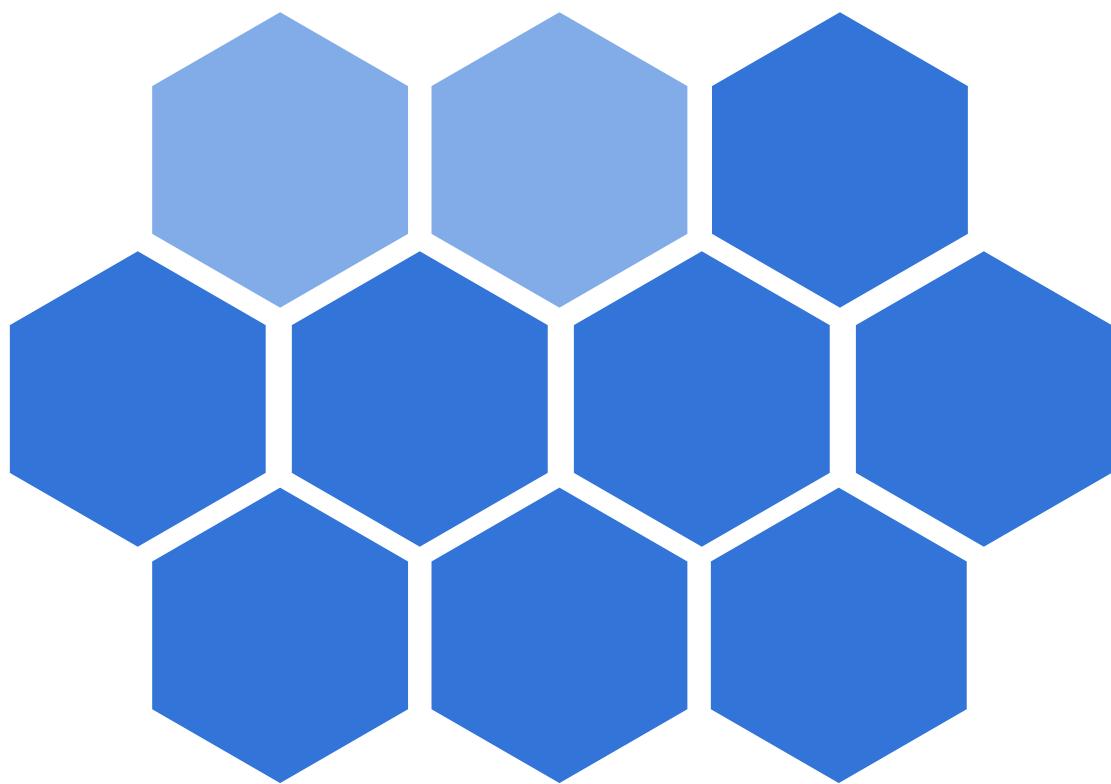
- Consistent growth until 2019, with a decline in 2020 due to COVID-19.
- Strong recovery in 2021 and accelerated growth in 2022, reaching 12 million trips.

# Peak Trip Volume Analysis

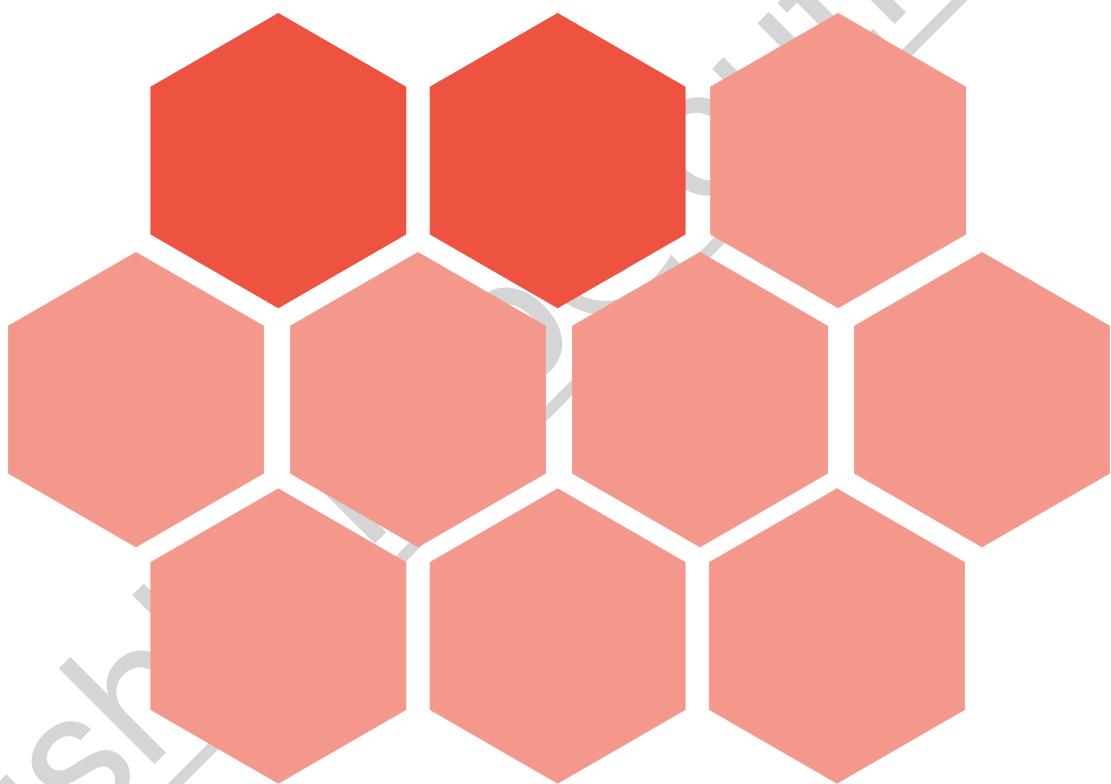


- Trip volumes gradually increase from March, peak in July, then taper off through the fall.
- July's peak is driven by warm weather, longer daylight hours, and festival season in Montreal.
- This makes July an ideal time for hosting engagement activities like a sporting event.

# How Weather Affects Bixi Usage



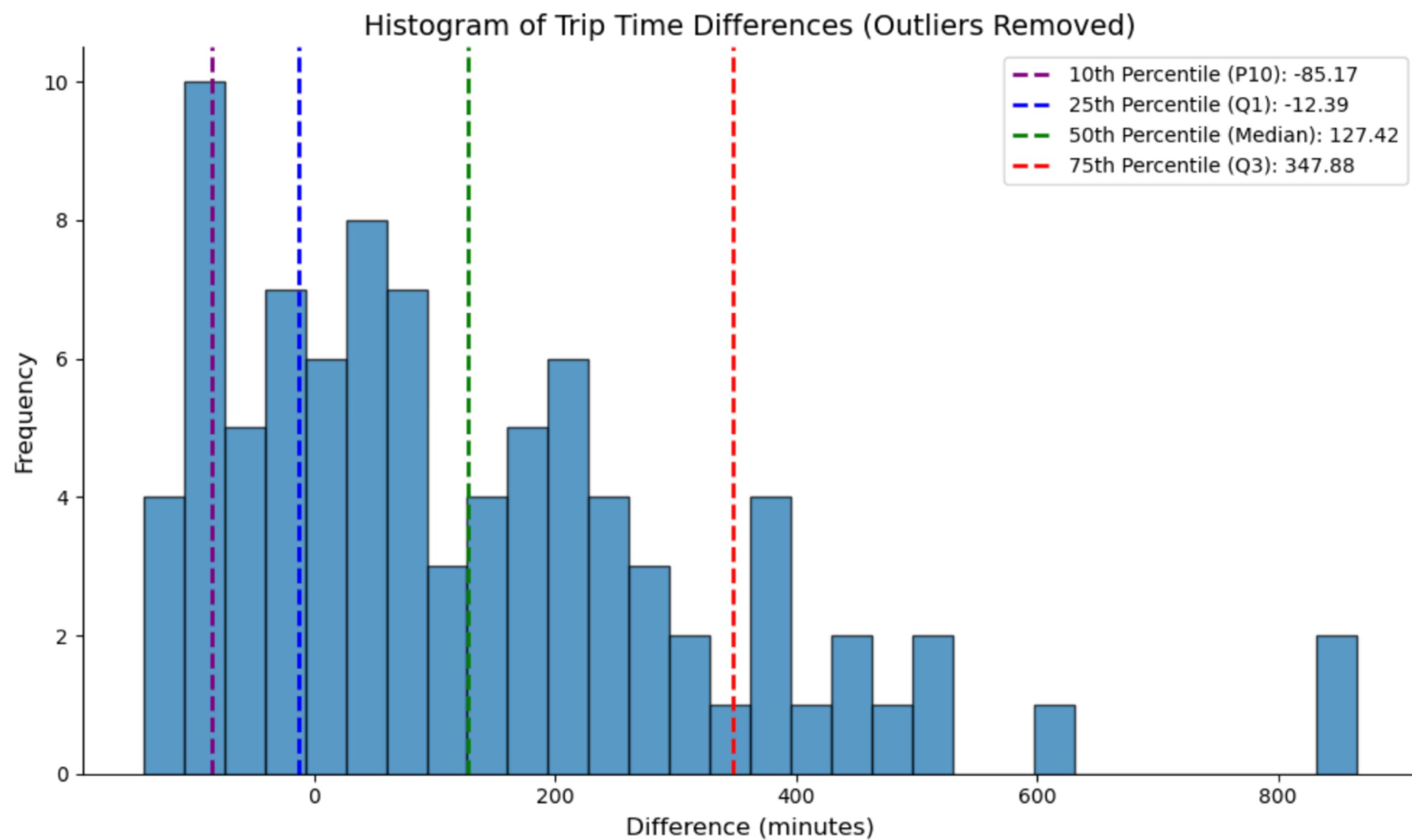
**Rainy day trips** are 4 times more than **dry day trips**



**Low humid day trips** are 4 times more than **humid day trips**

- Rain and high humidity significantly reduce trip volumes.
- Other factors like temperature, wind speed, and cloud cover have minimal impact on overall ridership.
- Understanding these effects helps in planning the event during favorable weather conditions.

# Understanding User Physicality



- 40% of trips done by users with good physicality, 15% by those with strong physicality.
- Analysis suggests these users are prime candidates for a sporting event.
- Opportunity to convert non-member users into committed members.

# Why a Sporting Event?

- Fun, community-driven, and promotes health.
- Opportunity to attract new users and increase membership sales.
- Leverages Bixi's existing user base and health-conscious audience.



# Optimal Timing for Event: June to August

- Aligns with Montreal's tourist season and favorable weather.
- Higher engagement potential during festivals and long summer days.



# Recommendations for Bixi's Sporting Event

- Host a multi-week challenge with varying difficulty levels.
- Utilize app-based leaderboards and social sharing through Strava.
- Collaborate with local gyms, health brands, and tourism boards for prizes.



# Promoting the Health Benefits of Cycling

- Focus on cardiovascular and mental health benefits.
- Use testimonials and before-and-after stories.
- Targeted ads on social media to highlight active lifestyle benefits.



# Summary & Final Recommendations

- Bixi's growing user base and interest in active lifestyles present an opportunity.
- A summer sporting event can attract non-members and boost engagement.
- Collaborations and a strong marketing strategy are key to success.



# Questions & Discussion

Thank you for your attention!

Any questions or suggestions?



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