

Bikeshare scheme analysis

# Go GoBike!



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# Content

Product

Data at a glance

Acquisition strategies

Expansion strategies

Pricing strategies

Research ideas



# A little about GoBike



## BACKGROUND (2016–2018)

- Station-docked bike-share scheme in San Francisco Bay Area
- Started in 2013, but only branded as GoBike during 2017–2019
- Operated by Motivate (private company), in partnership with the Metropolitan Transportation Commission.
- Hardly any competition because San Francisco city gave 10 years exclusive right for operating bike-share.



# Data at a glance



**2016 May –  
2018 April**

TIME PERIOD ANALYSED

**1,078,015**

TRIPS DONE IN THE PERIOD

**407**

UNIQUE STATIONS

# Acquisition



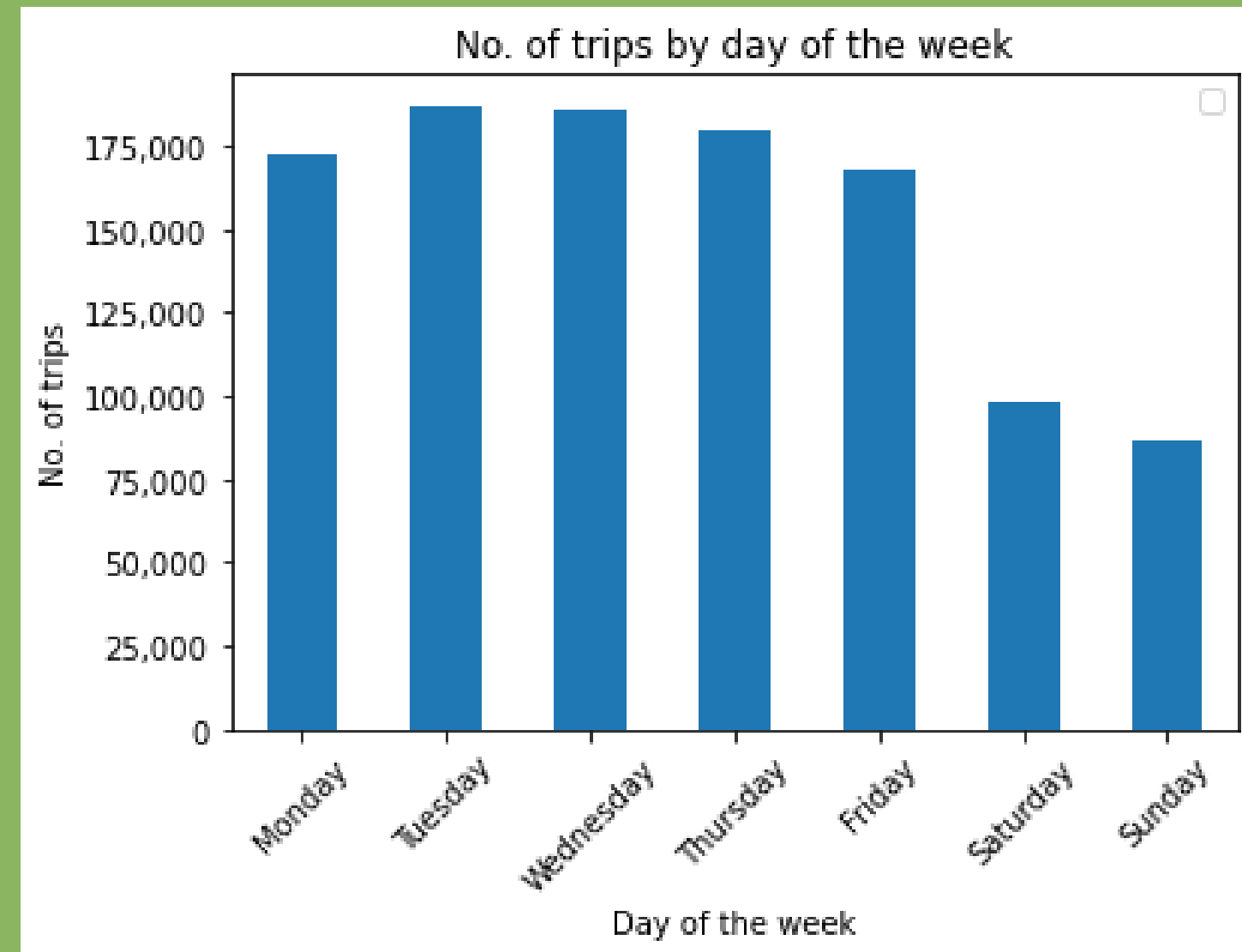
# Beachhead target



Office workers



Students



# Beachhead target



## Office workers

- Workers who don't want to own a bike
- Possible traits: health-conscious, young, budget conscious, work from the office (not wrh)
- Outbound
  - Discounts for co-working space users
  - Initiatives with big companies to offer employees discounts
- Inbound:
  - Brand presence in commercial districts (the most popular bike stops)
    - Billboard
    - Screens in office buildings
  - LinkedIn, people who searched for bikes, bus route, even office wear

# Beachhead target



## Students

- Undergrads, postgrads
- Possible traits: active, budget conscious
- Outbound
  - Discounts for students
  - Initiatives with big colleges to offer discounts
- Inbound:
  - Brand presence in college areas
    - Billboard
    - Brand ambassador at college
    - Sponsorship for college events
  - Students who searched for sports-related terms (indicate active lifestyle)

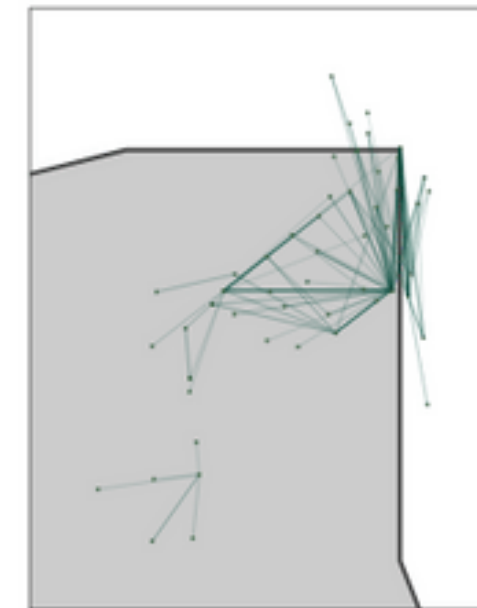


# Brand Presence (switch to notebook)



- Brand presence at public transport is key – provide alternative for commuters

Top 100 trips done in San Francisco during 2016 May - 2018 Apr



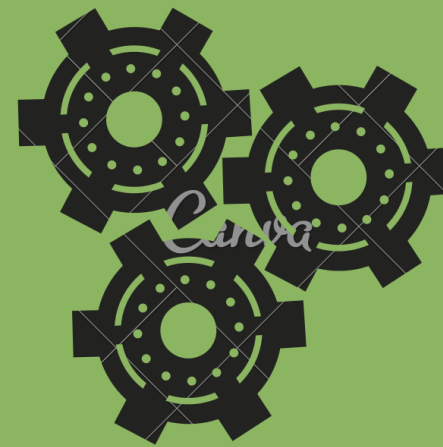
# Expansion



# Two key strategies



Along train stations



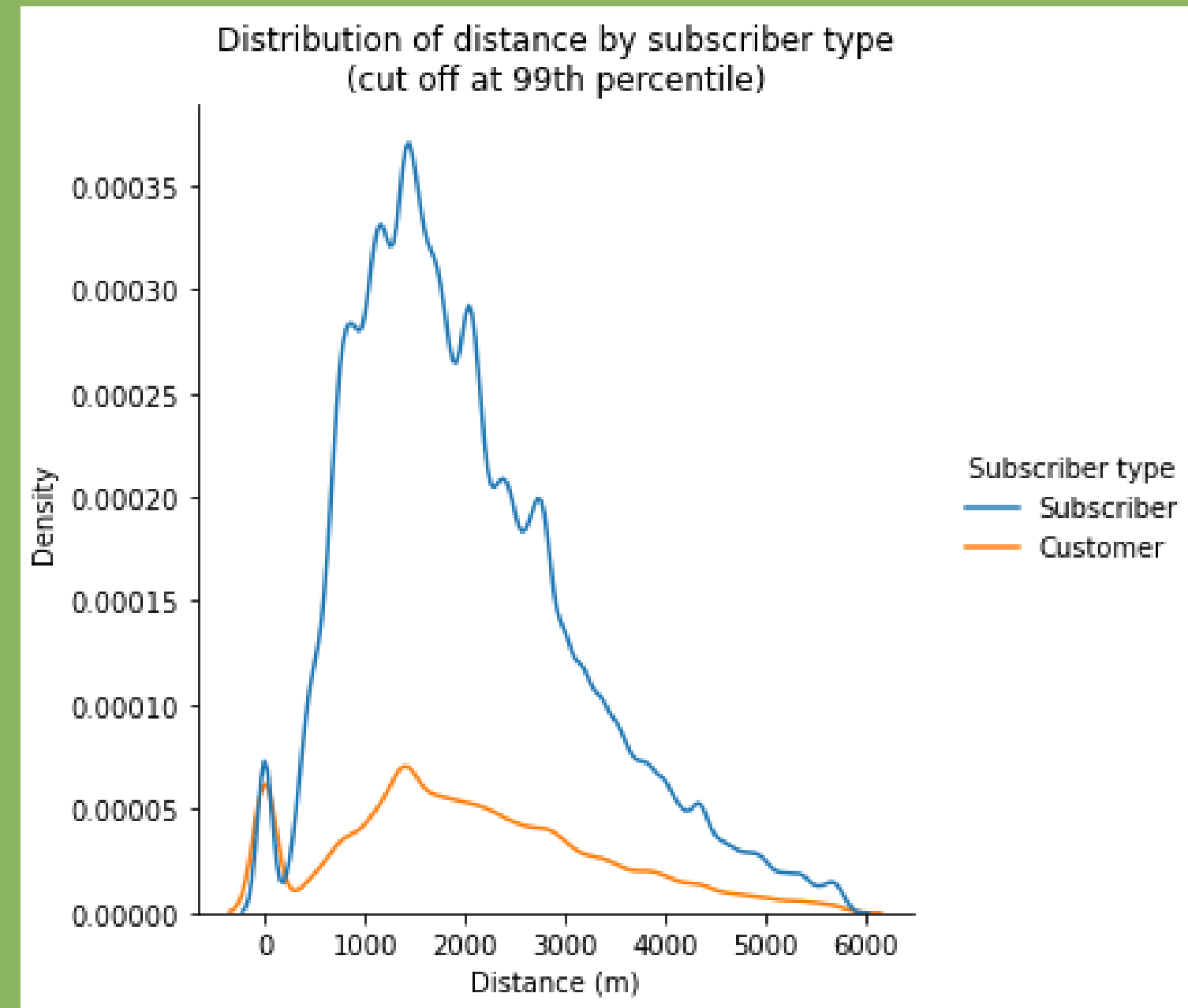
2 km away on the furthest nodes

# Along BART stations



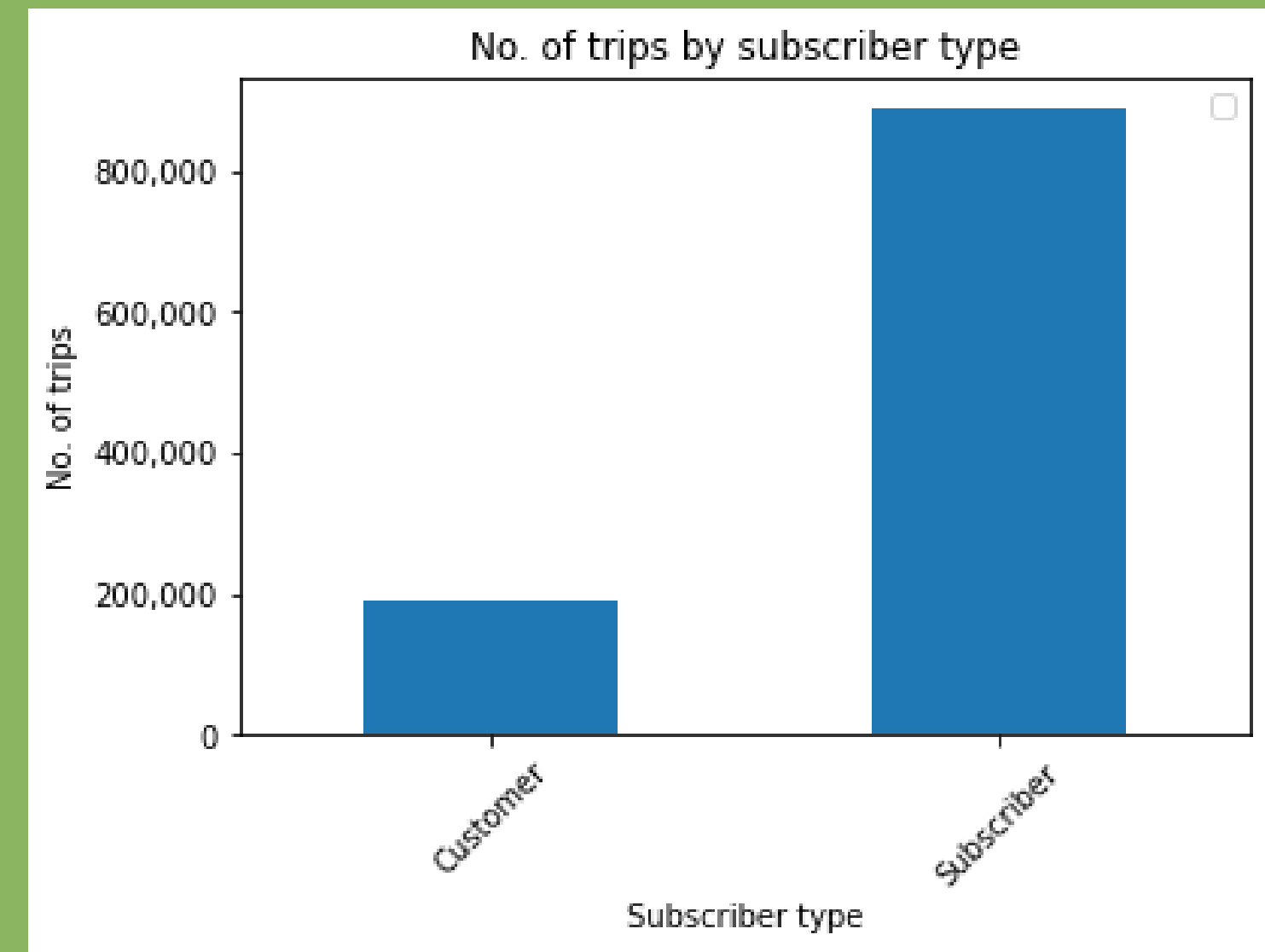
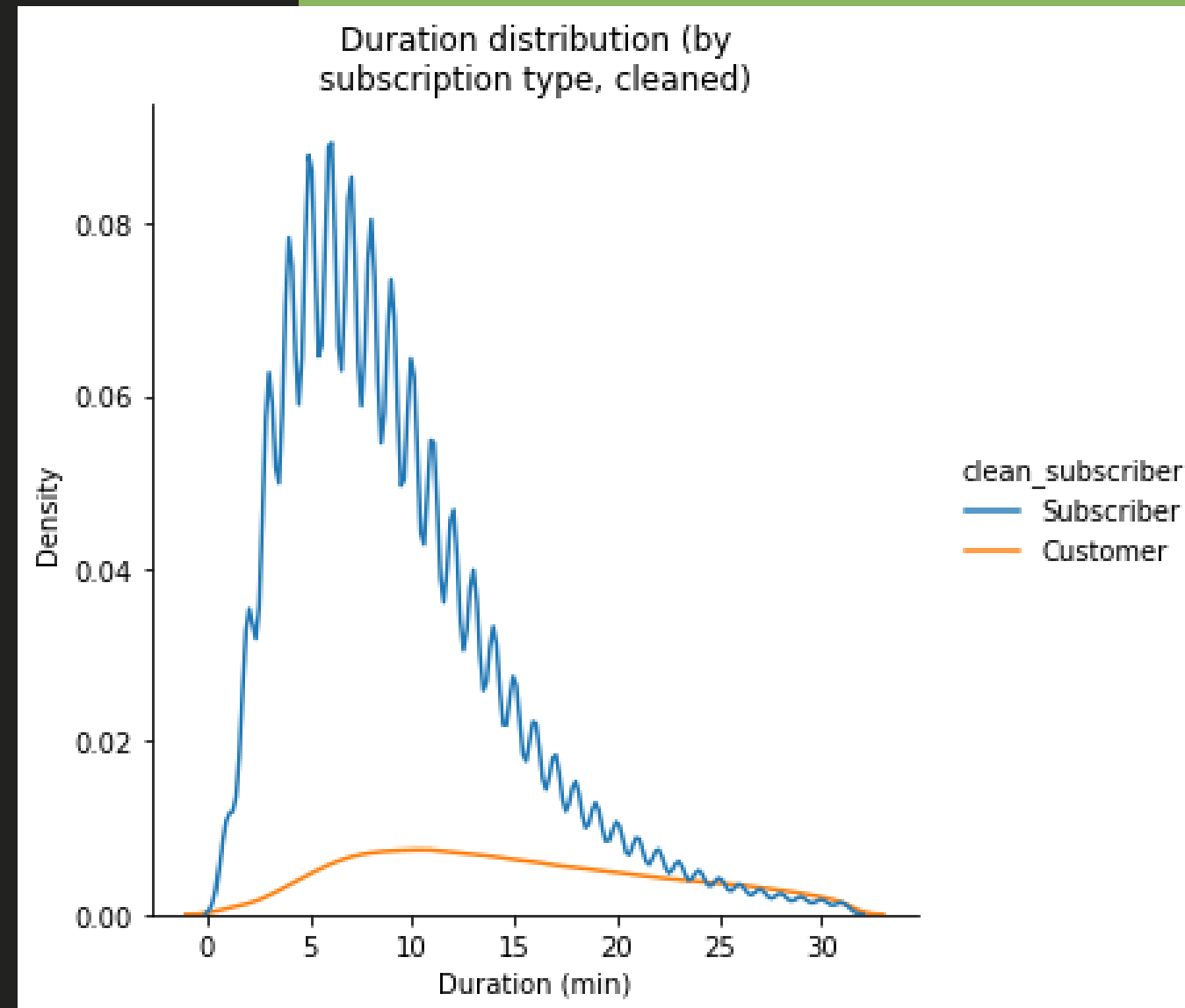
- Refer back to maps
- People might have commuted from out of town, then bike to destinations.

# 2km away from the furthest nodes



- Most journeys are between 1-2km

# Pricing strategies



- Trips over 45 minutes each incur a usage fee of \$3 for each additional 15 minutes

# Research ideas



- Need more docks in areas where stations are always full/ empty
- Customer behaviours when ID is available.

# Data Constraints

## NO USER ID

Hard to analyse customer behaviours to answer questions  
e.g. the most popular route by no. of riders, riders attribute.

## NOT ALL COORDINATES ARE PROVIDED

114, 244 (around 10%) trips do not have either start or end  
station coordinates. So not all trip distance can be  
calculated

## TRIPS DATASET IS HISTORICAL, STATION AVAILABILITY IS REAL-TIME

Cannot assess station availability in the same period







## OUR PARTING WORDS

Progress is impossible without  
change, and those who cannot  
change their minds cannot  
change anything.

THANKS!