

Bikesharing - Divvybikes

Presented by: Alexander Haslberger

Last Updated: May 24rd, 2024

Table of contents

- What are we talking about?
- The bikesharing data story
- Conclusion
- Appendix

What are we talking about?

Objective

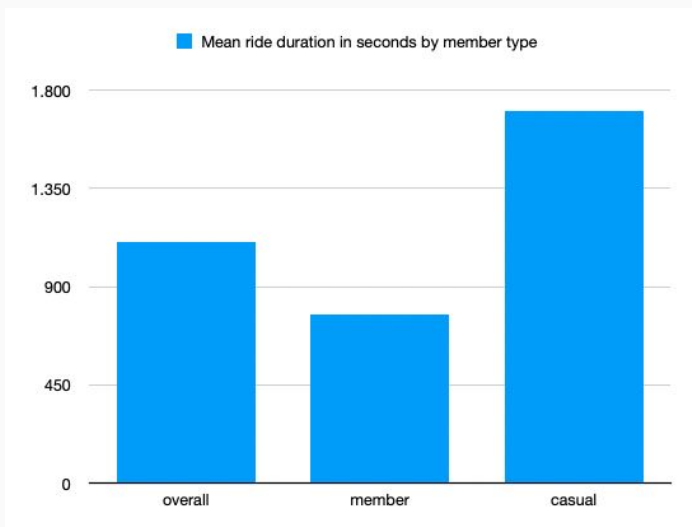
Find out, **how casual riders differ** from annual members when using the bike sharing service and **how they can be converted into annual members**.

The bikesharing data

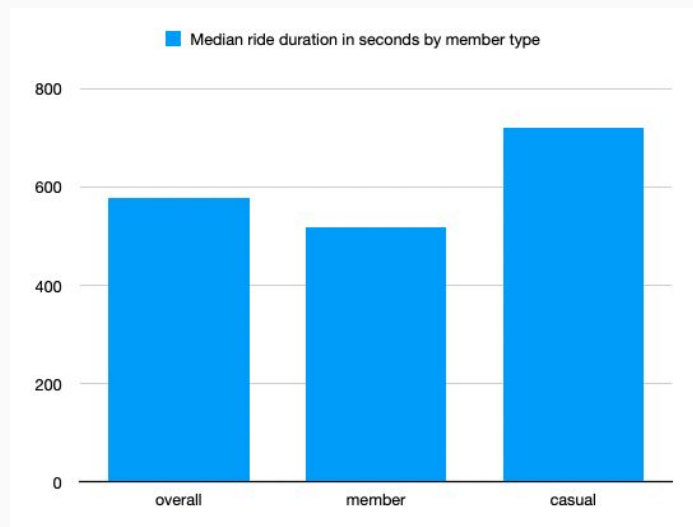
Duration of ride

Duration of ride

Mean values by member group



Median values by member group



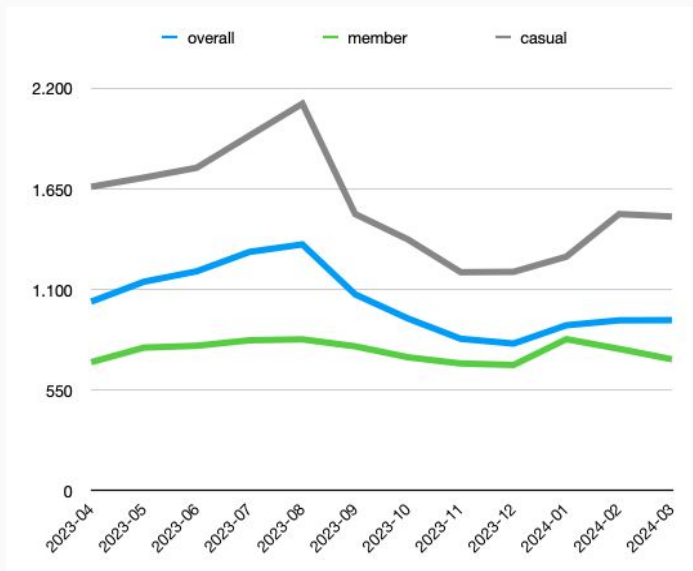
Duration of ride - by day

By day

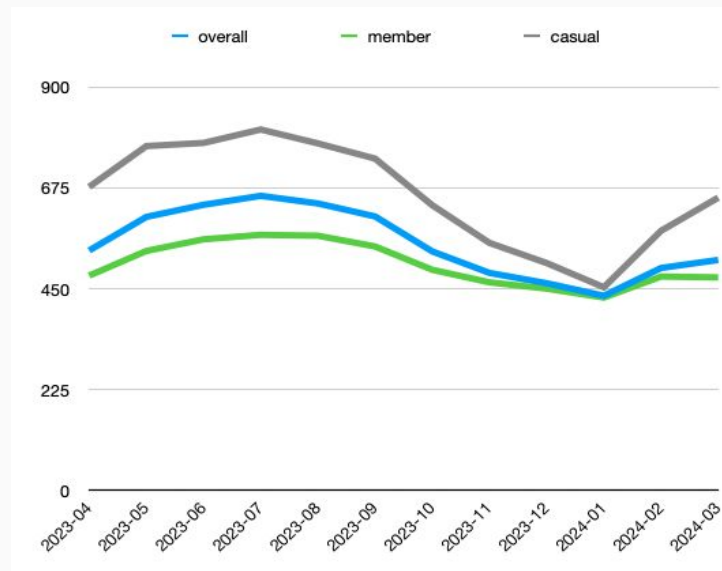


Duration of ride - per month

Mean values by member group



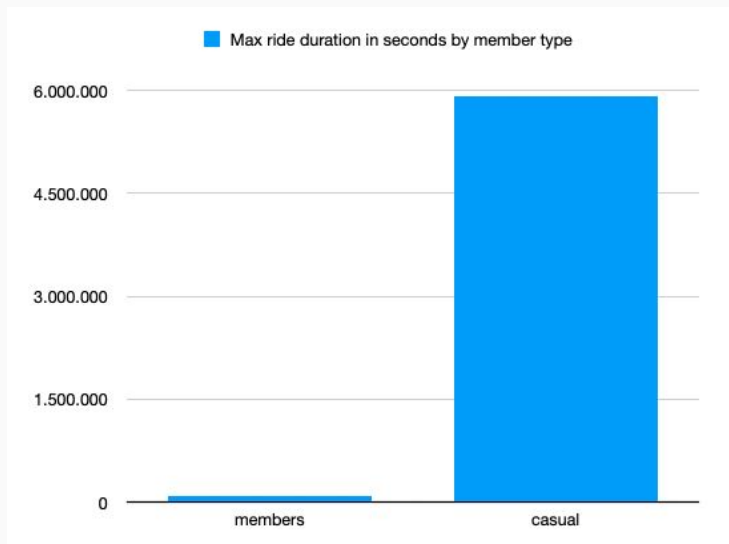
Median values by member group



Maximum ride durations

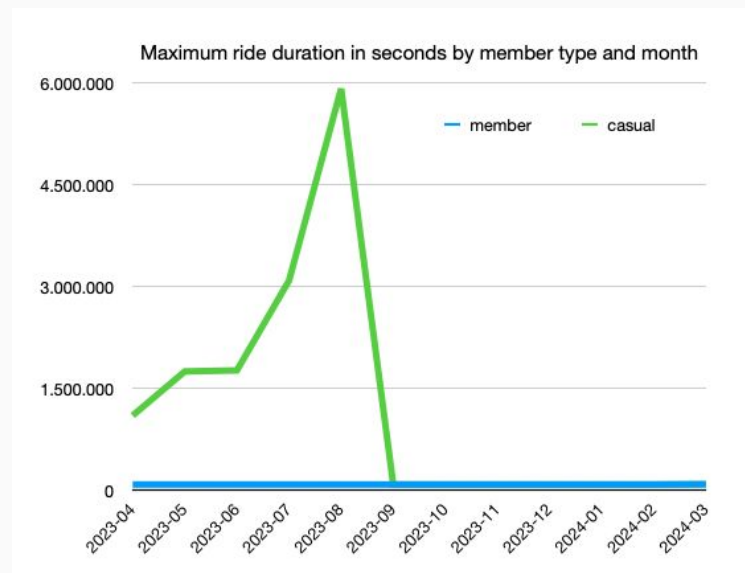
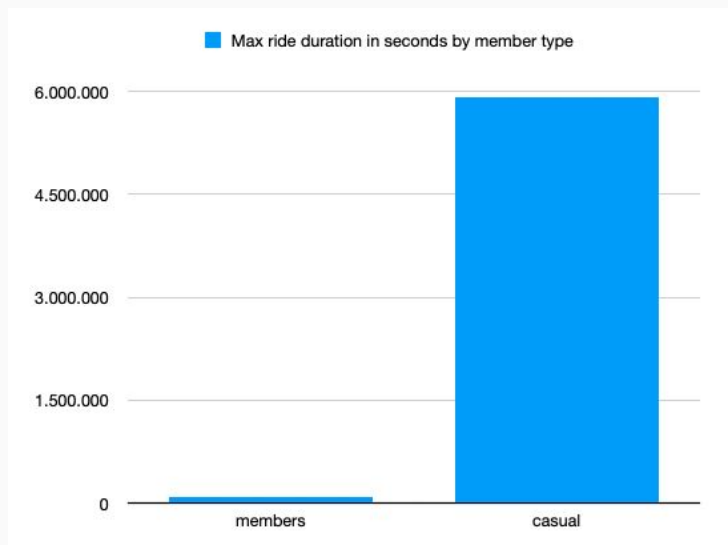
Maximum ride durations

Maximum ride duration



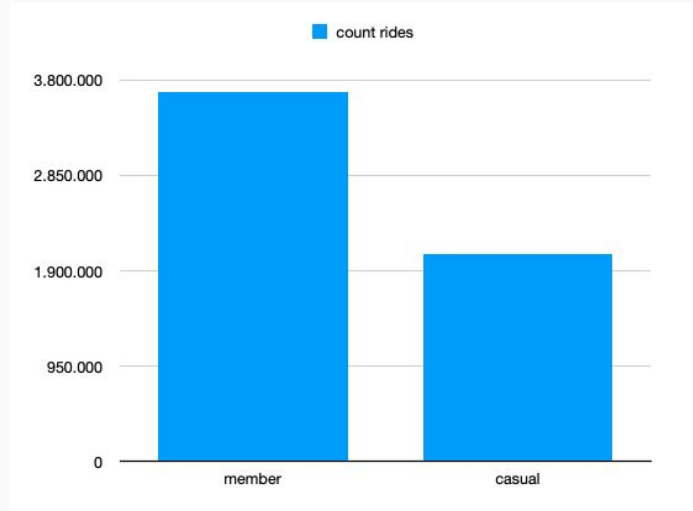
Maximum ride durations

Maximum ride duration



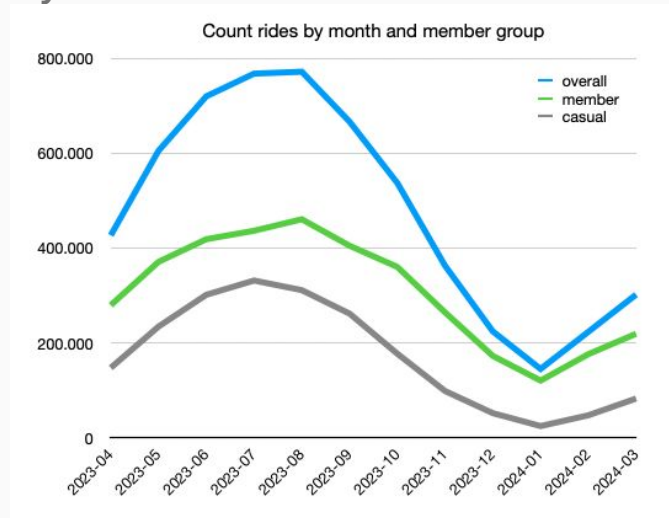
Count of rides

Count of rides

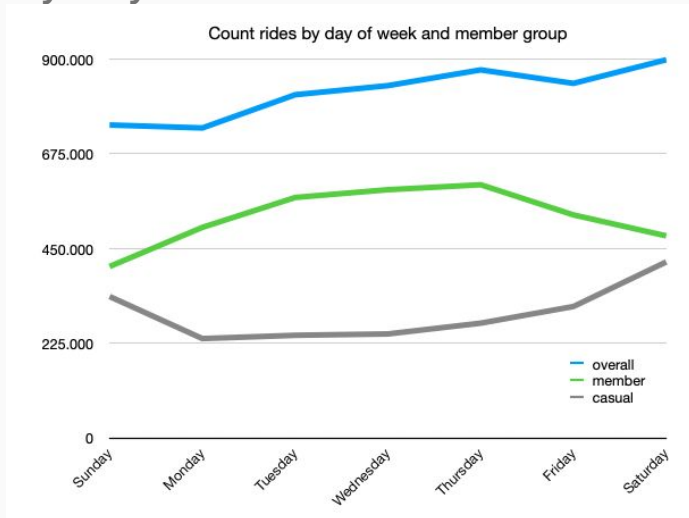


Count of rides

By month



By day of week



Summary

Summary of observation

Summary of observation

- Casual members increasingly use the service at the weekend

Summary of observation

- Casual members increasingly use the service at the weekend
- Annual members increasingly use the service during the week

Summary of observation

- Casual members increasingly use the service at the weekend
- Annual members increasingly use the service during the week
- Casual members travel longer per ride

Summary of observation

- Casual members increasingly use the service at the weekend
- Annual members increasingly use the service during the week
- Casual members travel longer per ride
- The length of a ride is more evenly spread over the year for annual members

Summary of observation

- Casual members increasingly use the service at the weekend
- Annual members increasingly use the service during the week
- Casual members travel longer per ride
- The length of a ride is more evenly spread over the year for annual members
- Casual members take longer rides in the warmer months

Summary of observation

- Casual members increasingly use the service at the weekend
- Annual members increasingly use the service during the week
- Casual members travel longer per ride
- The length of a ride is more evenly spread over the year for annual members
- Casual members take longer rides in the warmer months
- Casual members occasionally use longer rides (many days or even weeks)

Conclusion

- Casual members seem to use the service mainly for leisure activities at weekends or in the warmer months

Conclusion

- Casual members seem to use the service mainly for leisure activities at weekends or in the warmer months
- Annual members seem to use the service mainly for regular activities such as commuting to work

Recommendations

- To convert casual members into annual members they should get offered a special subscription package, which is only valid at weekends (Friday - Sunday), but cheaper than an All-Day pass.

Recommendations

- To convert casual members into annual members they should get offered a special subscription package, which is only valid at weekends (Friday - Sunday), but cheaper than an All-Day pass.
- Additionally a special weekend pass or multi-day pass could be offered.

Recommendations

- To convert casual members into annual members they should get offered a special subscription package, which is only valid at weekends (Friday - Sunday), but cheaper than an All-Day pass.
- Additionally a special weekend pass or multi-day pass could be offered.
- And finally a new offer could be created for longer booking periods such as 1-week-pass / 2-week-pass for holiday bookings.

Thank you



Appendix

Appendix

Data Source

<https://divvy-tripdata.s3.amazonaws.com/index.html>

Data License

The data has been made available by Motivate International Inc. under this license: <https://www.divvybikes.com/data-license-agreement>