

Bike Share Analysis

Recommendations to Increase Revenue



Gunardi A / 9. April 2023

Target:

Increasing revenue.

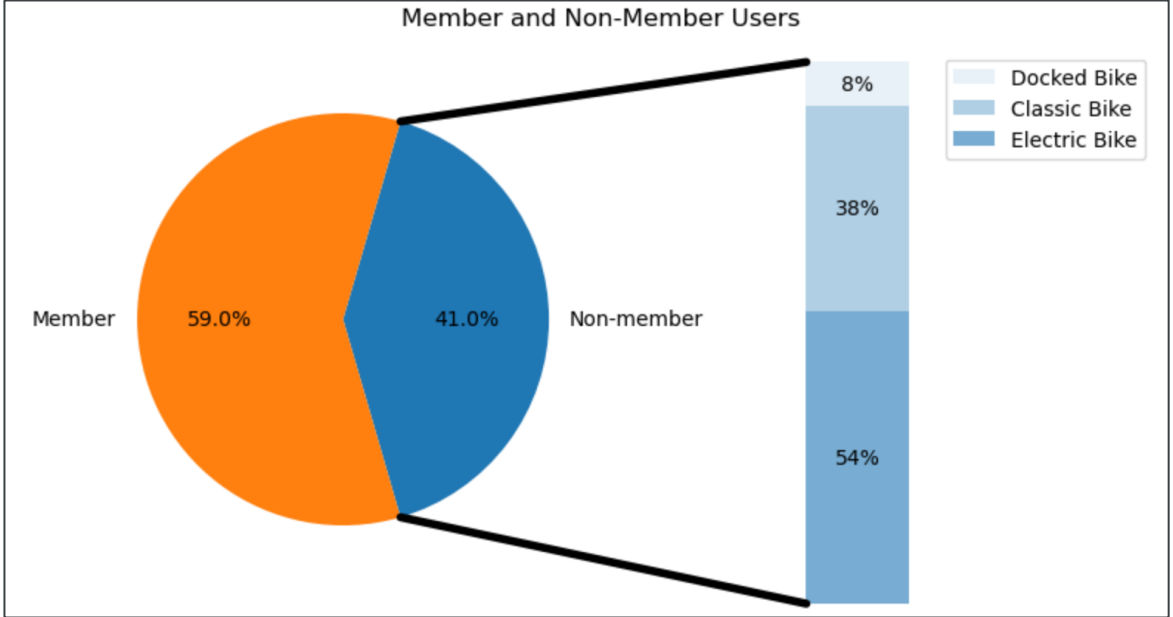
Solution:

Maximizing the number of annual membership.

Different Bike Popularity for Non Member

Electric Bike

54% non member prefers renting electric bike.



1st Suggestion

Create attractive 3-month introductory offer for electric bike to attract non member to switch to membership.

Docked Bike Usage

100% of docked bike rental is from non member.

Average usage duration is

- **2X** longer than classic bike,
- **3X** longer than electric bike.

Bike Type	Average Distance (m)	Average Duration (Minute)	Non Member Rental
Classic	2087	24.5	66%
Docked	2176	50.7	100%
Electric	2253	16.2	57%

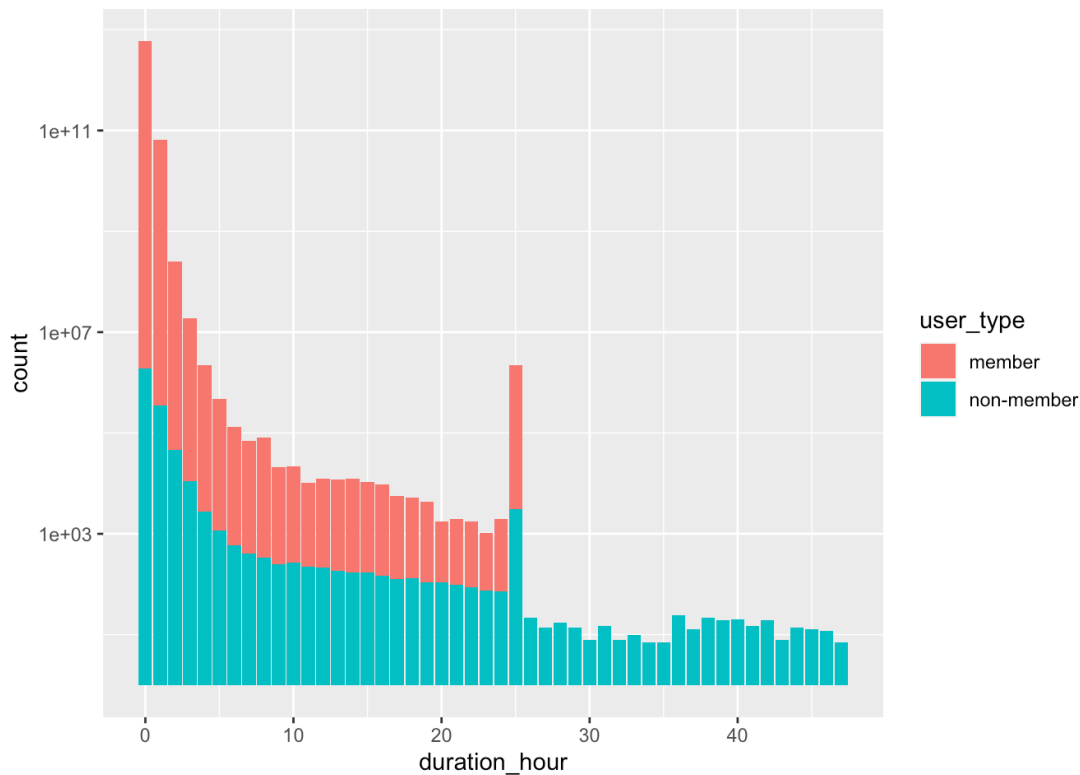
2nd Suggestion

- Attracting new customer to use our rental bikes by **targeting our marketing effort on docked bike**.
- Furthermore it could increase our brand awareness, as renting docked bike is **suitable for first timer** seeking short distance biking option in inner city.

>24 Hours Bike Rent

5311 bike rents (~**0.09%** annual rent) are longer than 24 hours.

- **87%** is by non member user.
- At 25th hour, there is a surge of bike return. Probably due to last minute return wave.



3rd Suggestion

- Create a **grace time period** for member user who tries to return at midnight in order to not pass 24 hour rental. This grace time period should only be applicable at midnight to avoid misuse.
- We could pitch **this grace time period as an advantage to become a member.**