

GEAR UP YOUR REVENUE AND GO PLACES WITH TRUSTED ANALYTICS



Bikeshare services around the world are measured by their ridership. See ridership for a Chicago-based bikeshare company as of October 31, 2017:



42,567

RIDES THIS MONTH

563,567

RIDES THIS YEAR

6,449,778

TOTAL LIFETIME RIDES AS OF JANUARY 2014

Break down ridership even further with Business Intelligence

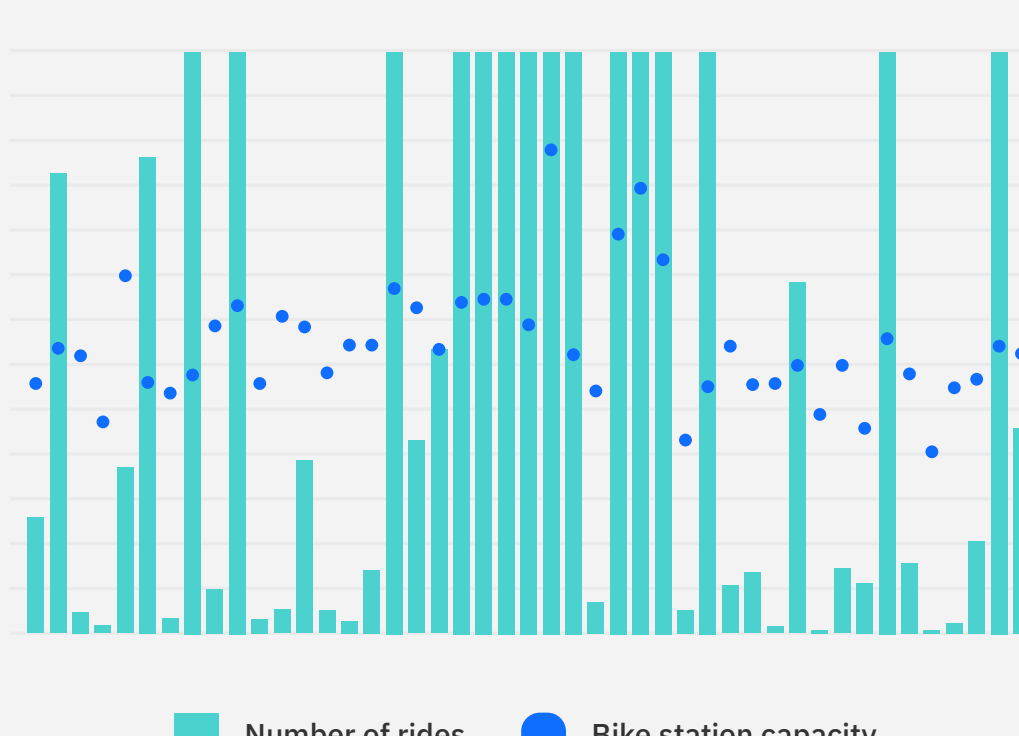
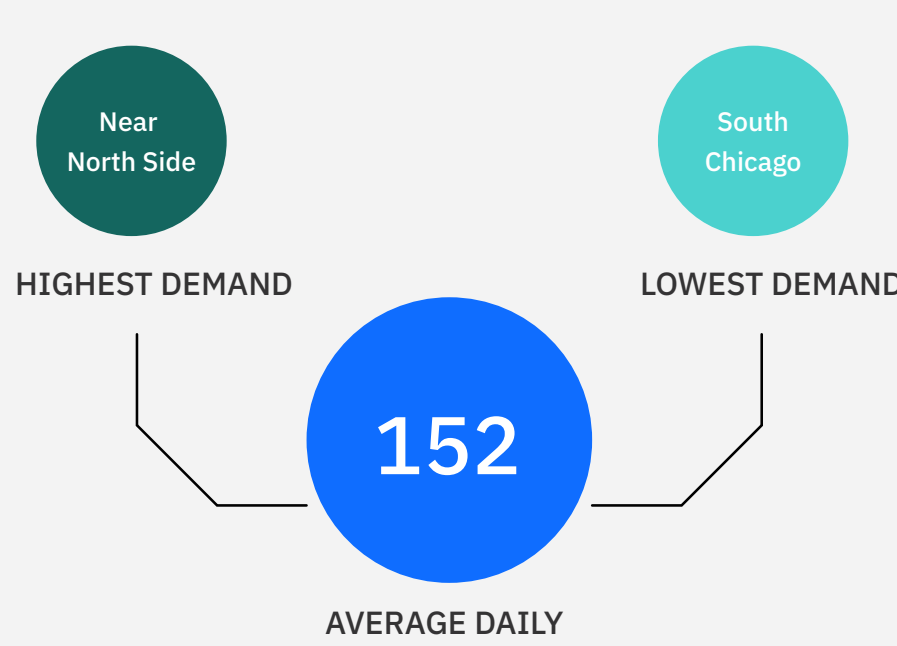


A governed BI tool can combine trusted data with 3rd party data, enabling Chicago Bikeshare to highlight key findings like the average number of people riding daily, which neighborhoods they're riding in, and which bike stations they're renting from, while ensuring the entire organization has access to the right information at the right time.

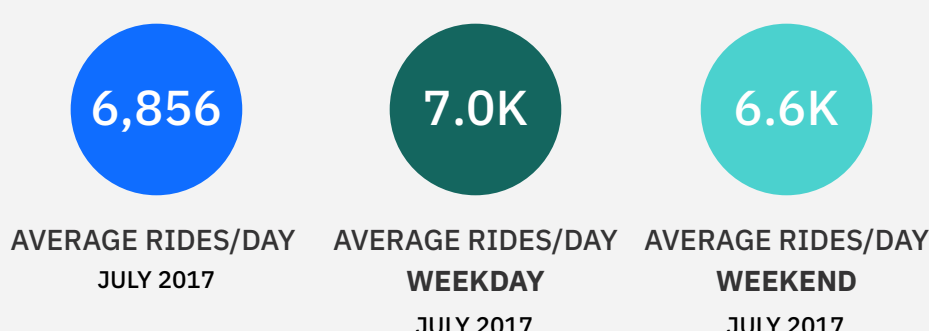
Neighborhoods

558
TOTAL BIKE STATIONS

45
NEIGHBORHOODS



Monthly Summary



What is actually driving ridership?

These insights are great, but, they're easy to find. Analytics can help uncover hidden insights to:

INCREASE REVENUE

REDUCE COSTS

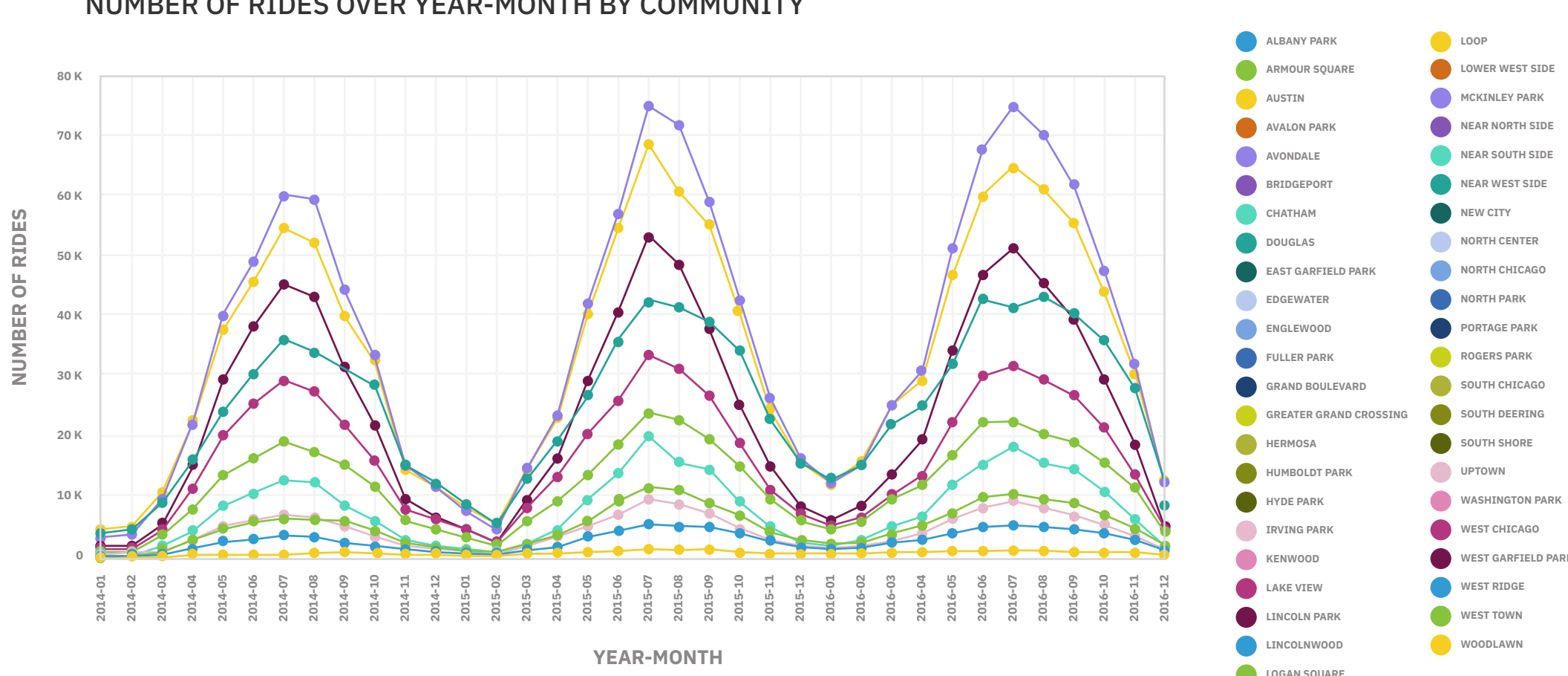
MAXIMIZE FINITE RESOURCES

Remove the guesswork with Smart Data Discovery

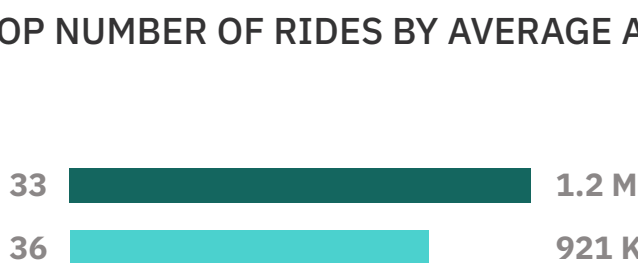


By bringing in weather data, get the full picture with all the relevant drivers that influence the results, such as temperature ranges, humidity, precipitation, or whether it is a weekday vs. the weekend.

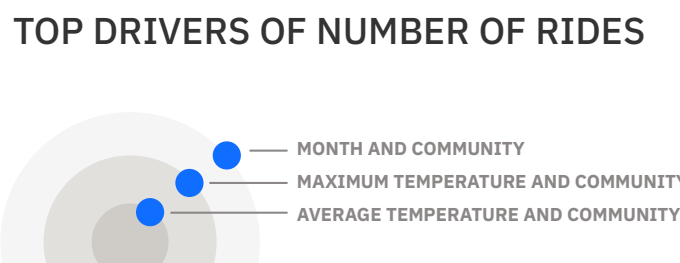
NUMBER OF RIDES OVER YEAR-MONTH BY COMMUNITY



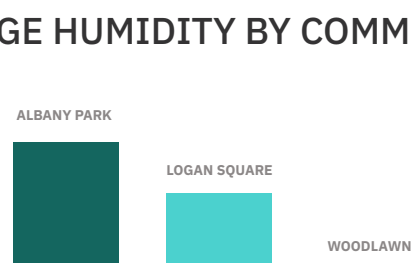
TOP NUMBER OF RIDES BY AVERAGE AGE



TOP DRIVERS OF NUMBER OF RIDES



AVERAGE HUMIDITY BY COMMUNITY

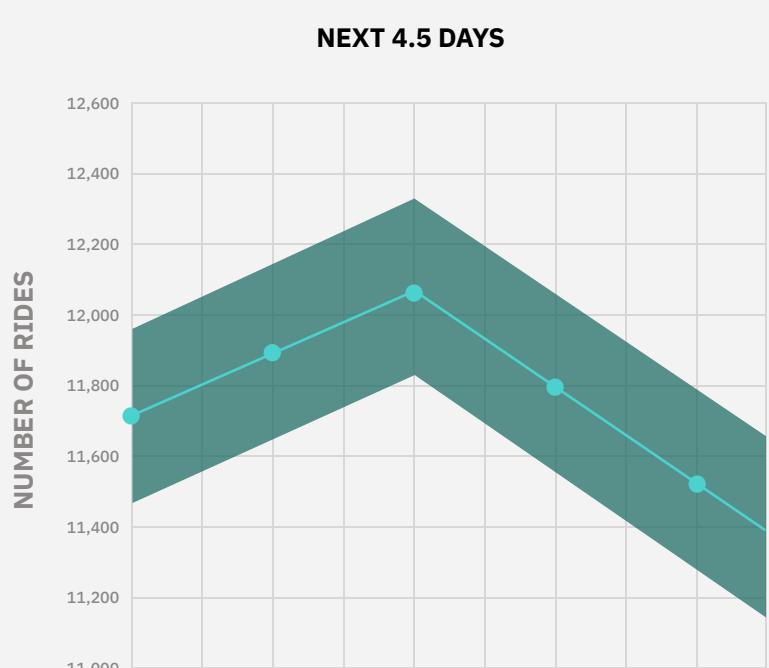


Use advanced analytics to predict demand

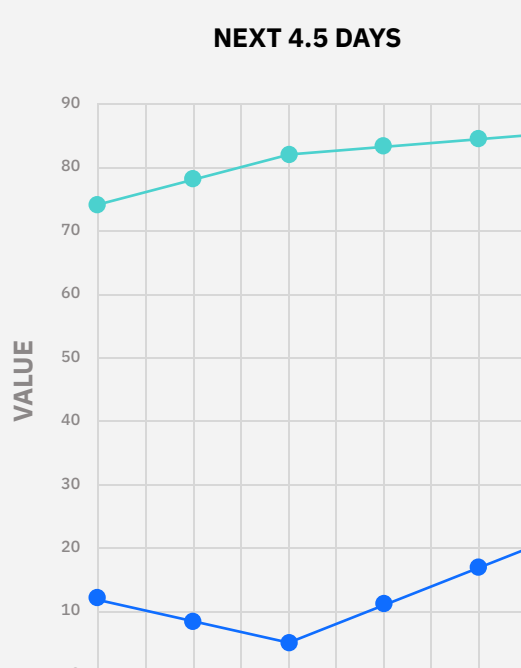


Predictive analytics uses data mining, machine learning, and algorithms to predict how many bikes each station will need based on all the key drivers.

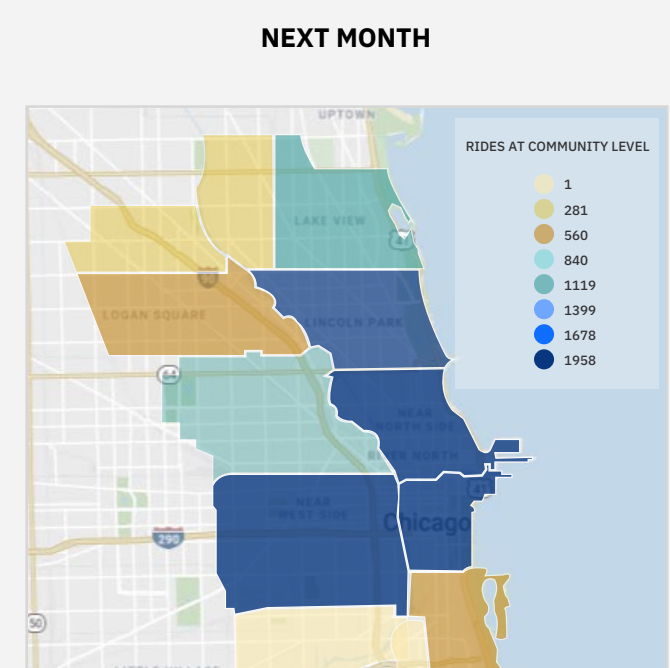
TOTAL PREDICTED DEMAND NEXT 4.5 DAYS



WEATHER FORECAST NEXT 4.5 DAYS



PREDICTED DEMAND BY COMMUNITY NEXT MONTH



The right number of bikes at the right place, and at the right time = more revenue.

The Chicago Bikeshare company used these insights to then optimize their decisions within constraints, then brought all their findings back into the plan for better business results and increased revenue. Find out how you can, too!

[Click here to learn more](#)



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