CASE STUDY:
Nice Ride MN

Nice Ride Minnesota is a non-profit bike-share program for the metropolitan Twin Cities. For a fee, subscribers can rent and drop-off a bike at any one of 65 locations throughout the Minneapolis/St. Paul area.

Situation

Since its initial roll-out phase in June 2010, the program has experienced remarkable growth, and has enabled over 100,000 bicycle trips, especially in and near the downtown Minneapolis core. The program's second phase in 2011 will expand the service to even more neighborhoods in Minneapolis, St. Paul and major corridors between the two cities.

Opportunities

Nice Ride MN faced a very unique problem for a new business — rapid early adoption. Also, because it operates in a nascent sector, information management was poorly out of sync with operational strategy. As a result, data quality and consistency was generally inelastic, and regular reporting was not even considered — let alone actionable. The fundamental question of “how do you know — who, what, where and when?” wasn’t being asked. Nice Ride MN was close to having their successful business run astray because its team lacked a solid process for monitoring analyzing and planning (MAP) their current and future goals.
Solution

Through its visual business intelligence process, DataInsights provided Nice Ride MN with pivotal insights into decision-making data that enabled them to see, for example, exactly how many bikes were in motion, which were the most frequented routes, and the allocation of inventory. None of this data was previously available or planned for, and compromised the firm’s ability to ensure its new and vocal customers would always have a bike where and when it was needed.

Kiosks were located in various land use areas in and near Downtown Minneapolis, the University of Minnesota, and the Uptown area.

Males aged between 25 and 34 were the greatest users of the system, while usage by people over 54 was slight.

By pulling the numbers out of the database and crunching them into a more actionable, viewable format, DataInsights enabled Nice Ride MN to literally project its database onto the boardroom wall. Nebulous numbers and charts were highlighted in colorful data visualizations that showed clearly the strengths and weaknesses of the firm’s supply chain, and enabled the team to mine the database for customer corridors.