

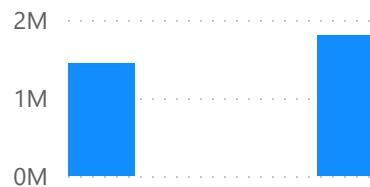
Bike Share Toronto offers **24/7** convenient access to **389 stations** (2018) across **200 km²** of the city. Whether you're commuting or exploring the city with friends and family, bike sharing is a fun, flexible and cost-effective way to navigate Toronto.

How to increase revenue by 10% by the end of 2019

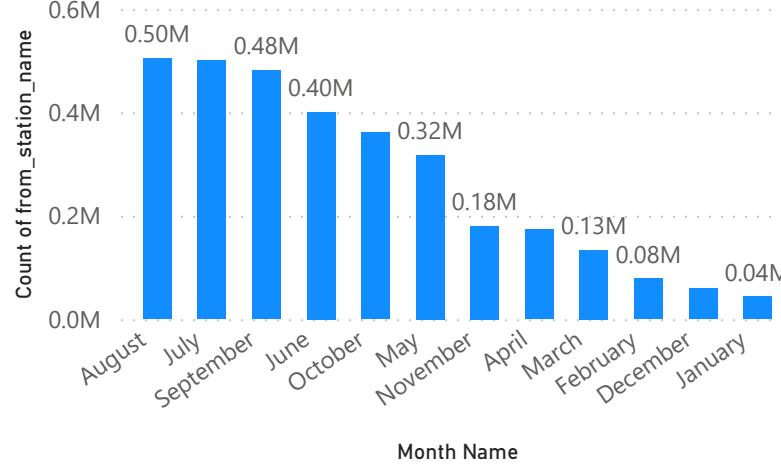
- Identify and analyze **5 busiest stations**. From the data we can redistribute bike volume for each station.
- Identify and analyze the **busiest season**, which helps for preparing equipment and staff.
- Identify and analyze the **trend of 2 kinds of membership**. From that we can increase the annual member.



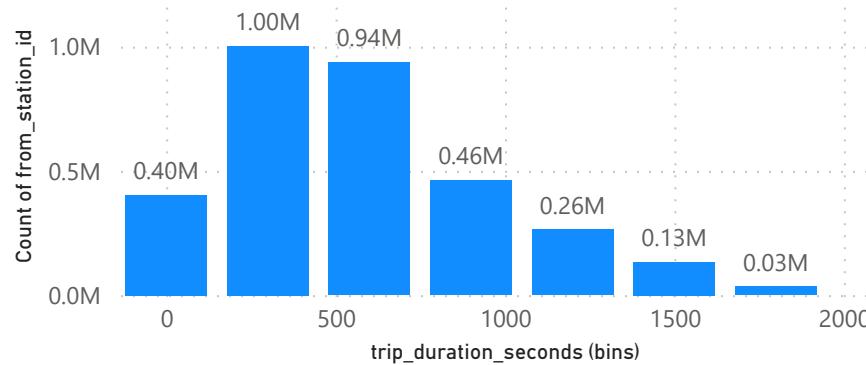
Total trip_duration_hour by Year



Total trips Monthly



Histogram of trip_duaration_seconds



Date

2/10/2017 11/17/2018

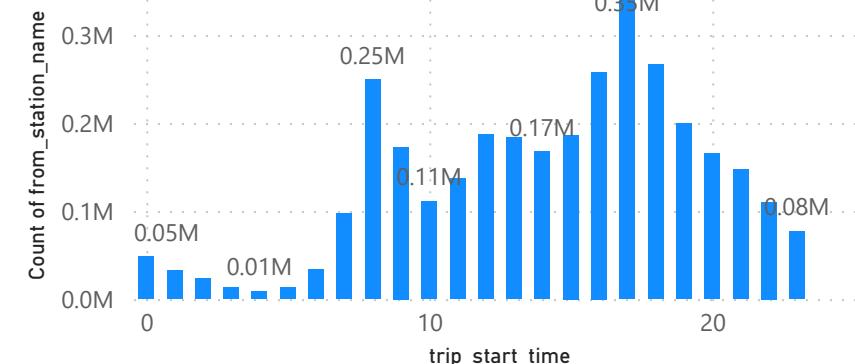
Total trips by Station_name

Sum of trip_duration_hour 0.00K 9.39K

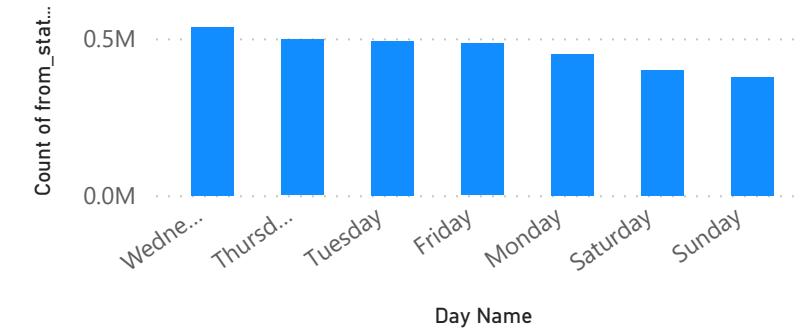
York St / Que...	42K
Union Station	40K
Bay St / Que...	37K
Bay St / Well...	35K
Queen St W ...	32K
Bay St / Colle...	32K
Front St W / ...	32K
Simcoe St / ...	29K
Dundas St W...	29K
Phoebe St / ...	29K
College Park ...	28K
Nelson St / D...	28K
Queens Qua...	28K
King St W / S...	28K
Sherbourne ...	27K
Princess St / ...	27K
Bay St / Albe...	26K
Widmer St / ...	26K
Dockside Dr ...	26K
Gould St / M...	24K
King St E / Ja...	23K
Queens Qua...	22K
Bay St / St. J...	22K

Count of from_station_name

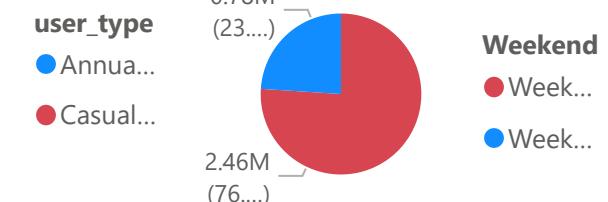
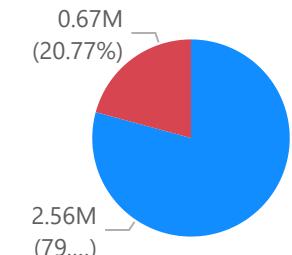
Total hours using by hour

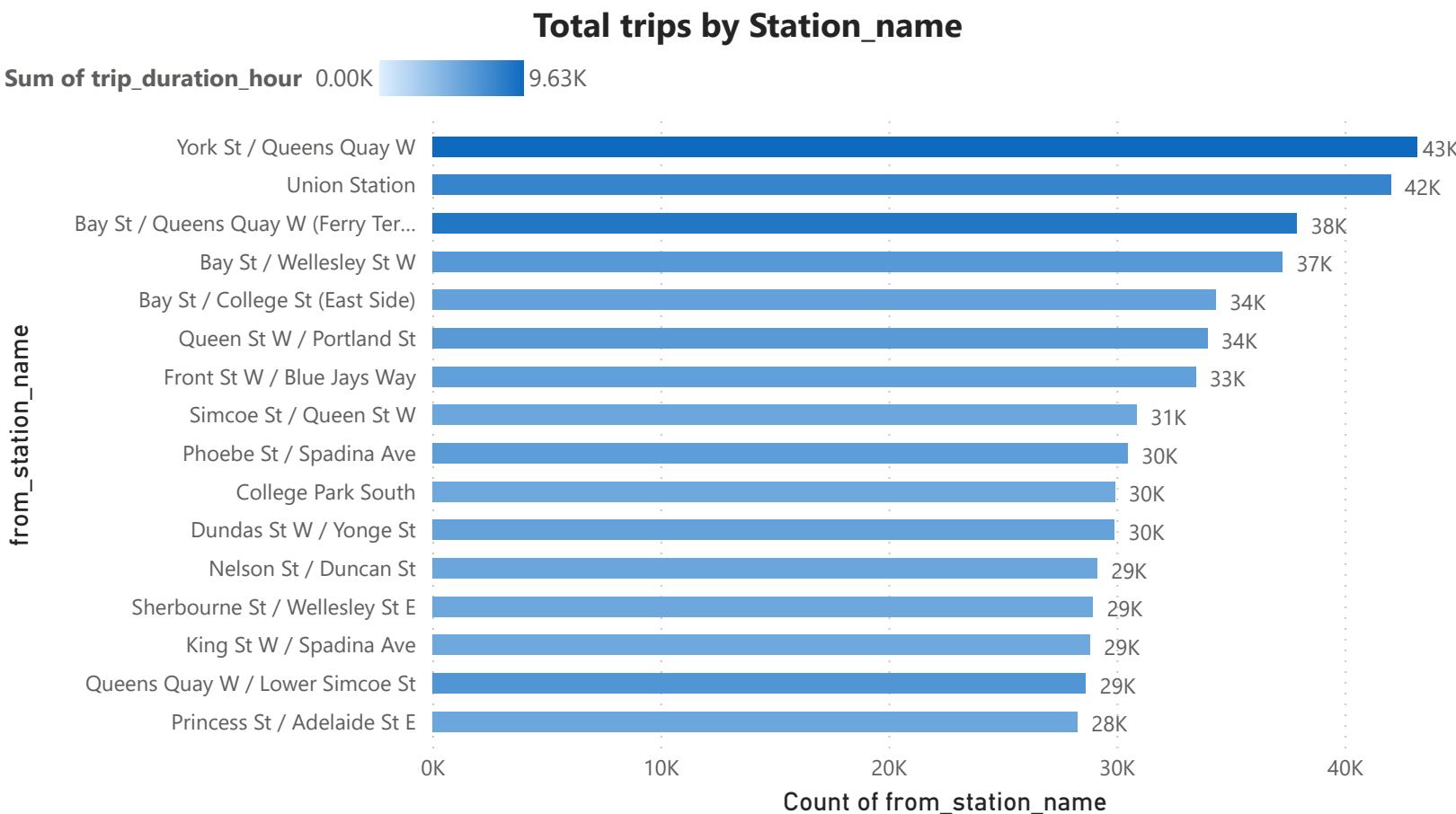


Count of from_station_name by Day Name



Total trips Casual vs Annual Total trips Weekend vs Weekday





At 43160 trips in 2 years, York St/ Queens Quay W had the highest trips in total, following by Union Station, Bay St / queens Quay W, Bay St / Wellesley st and Bay St/College St.



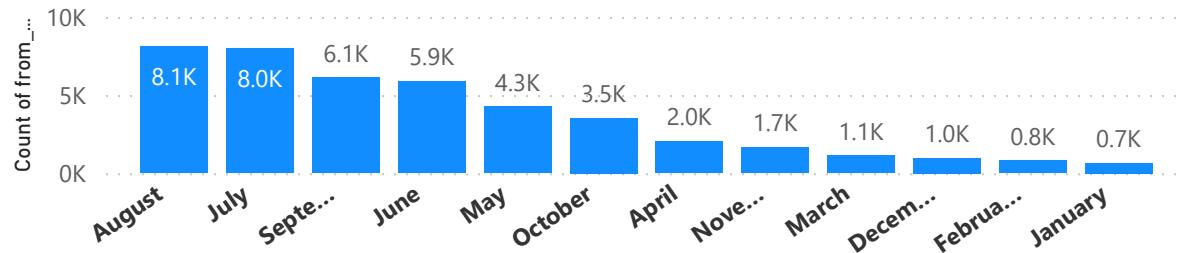
York St / Queens Quay W



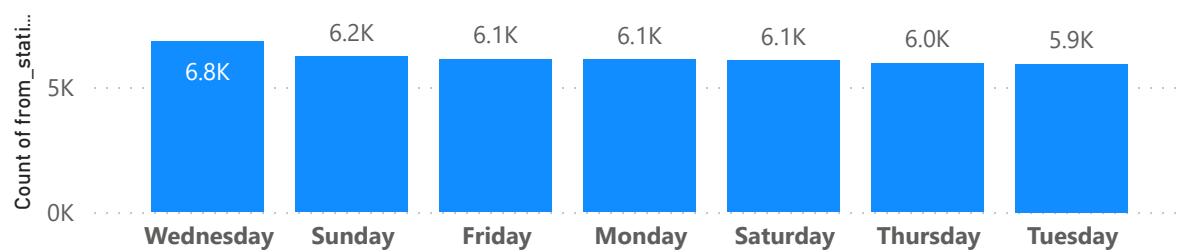
1/1/2017

12/31/2018

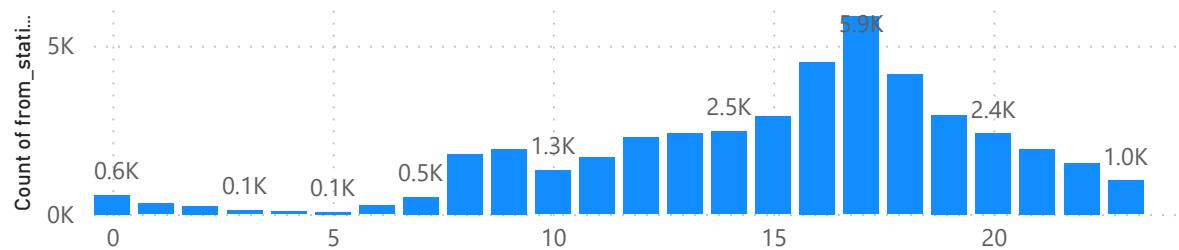
Total trips by Month Name



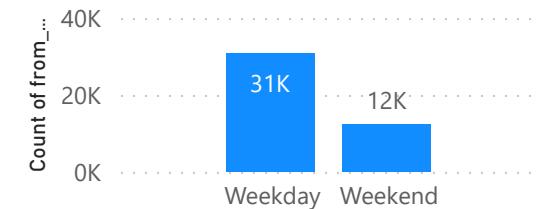
Total trips by Day Name



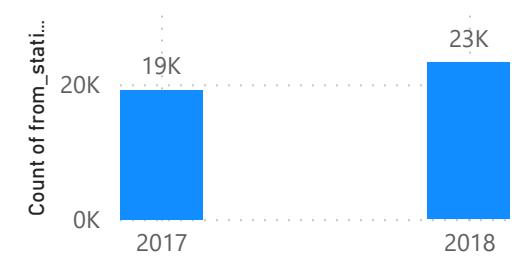
Total trips by trip_start_time



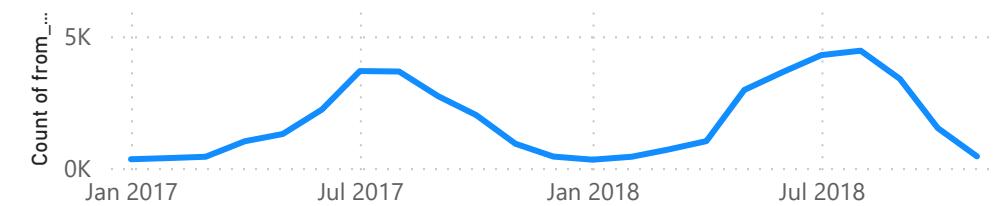
Total trips by Weekend vs Weekday



Total trips by Year



Total trips through 2 year



The number of trips in this station have increased from 19k in 2017 to 23k in 2018. Most of trip was in **July and August, weekday and around 17h**.



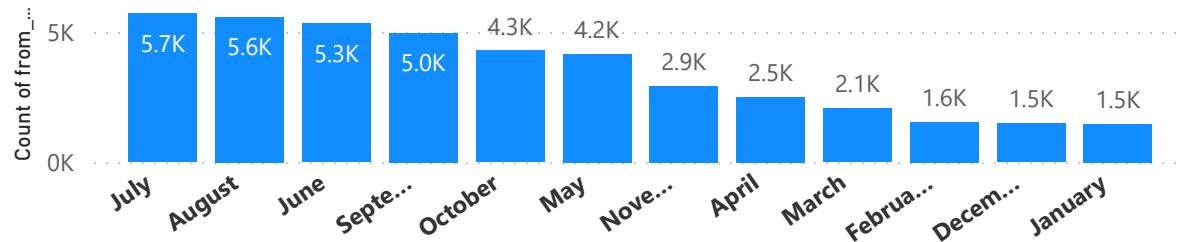
Union Station



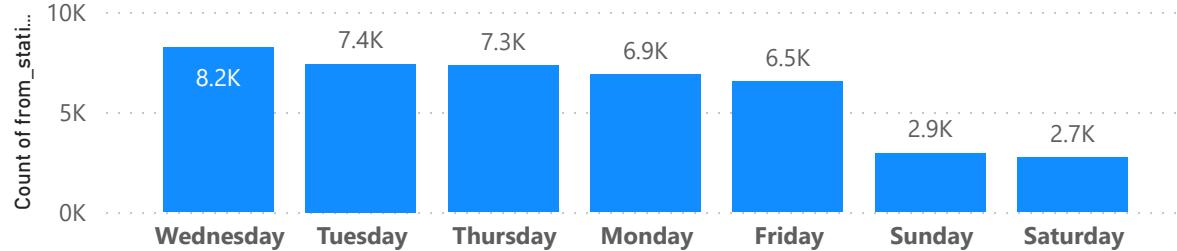
1/1/2017

12/31/2018

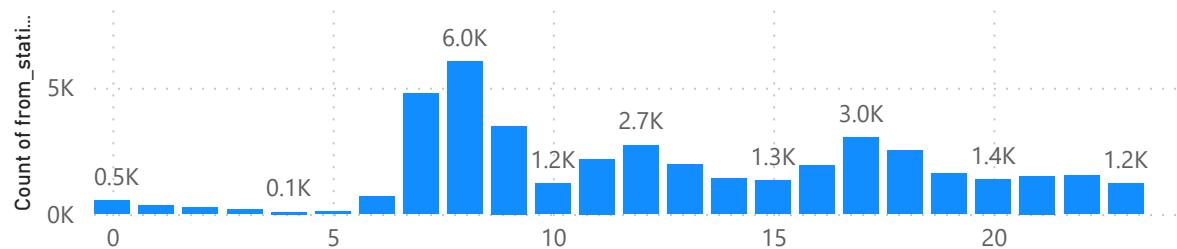
Total trips by Month Name



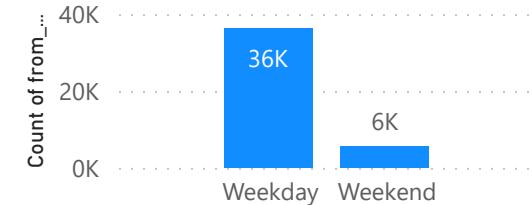
Total trips by Day Name



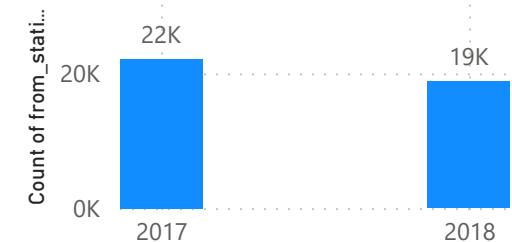
Total trips by trip_start_time



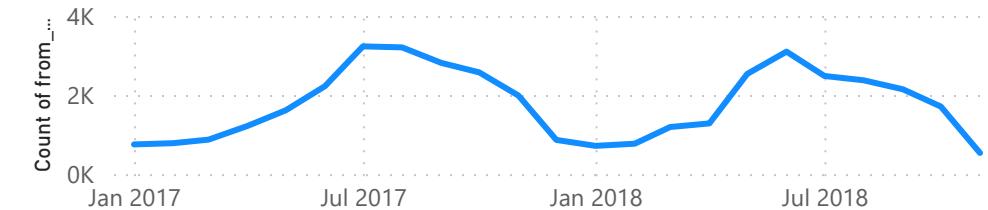
Total trips by Weekend vs Weekday



Total trips by Year



Total trips through 2 year



The number of trips in this station have decreased from 22k in 2017 to 19k in 2018. Most of trip was in **July and August, weekday and around 8h.**



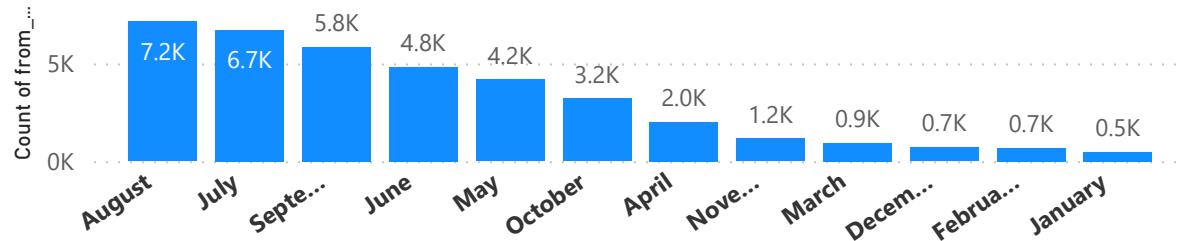
Bay St / Queens Quay W (Ferry Terminal)



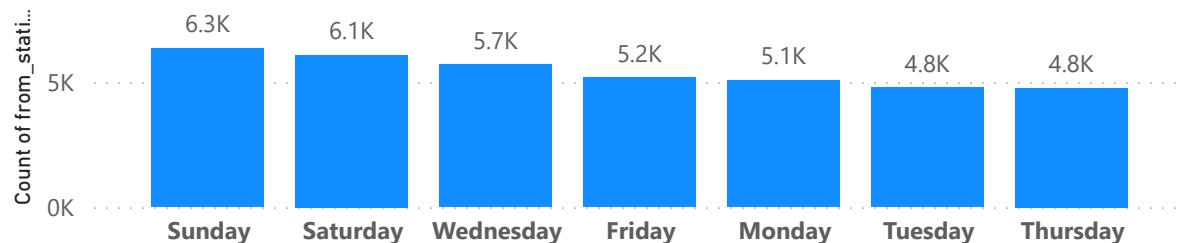
1/1/2017

12/31/2018

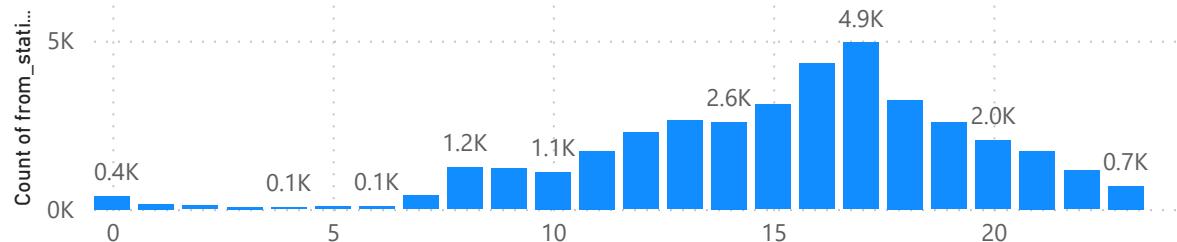
Total trips by Month Name



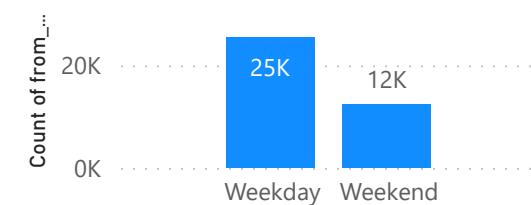
Total trips by Day Name



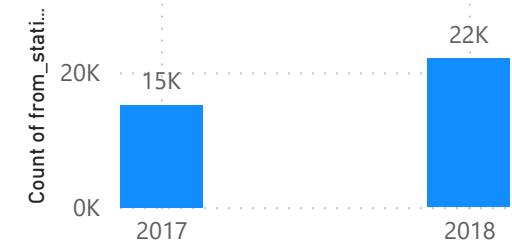
Total trips by trip_start_time



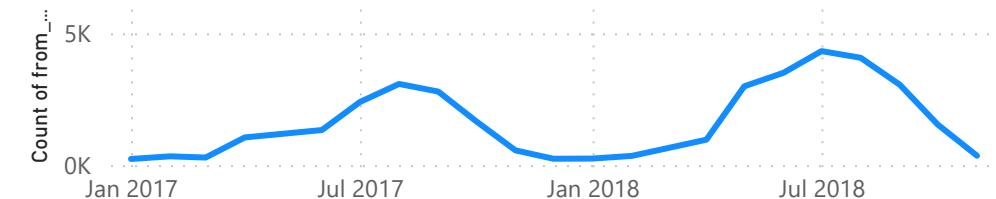
Total trips by Weekend vs Weekday



Total trips by Year



Total trips through 2 year



The number of trips in this station have increased from 15k in 2017 to 22k in 2018. Most of trip was in **July and August, weekend and around 17h.**



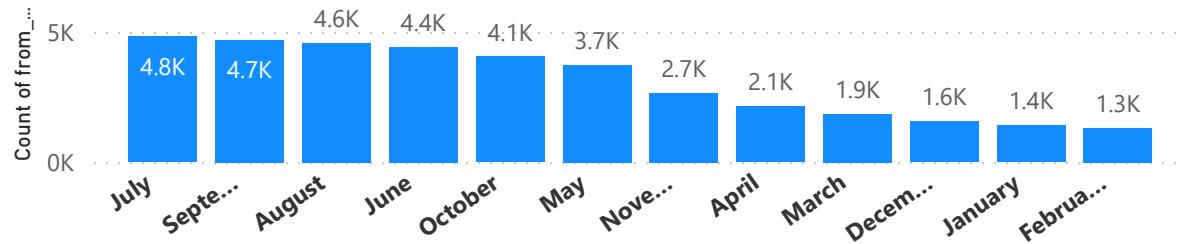
Bay St / Wellesley St W



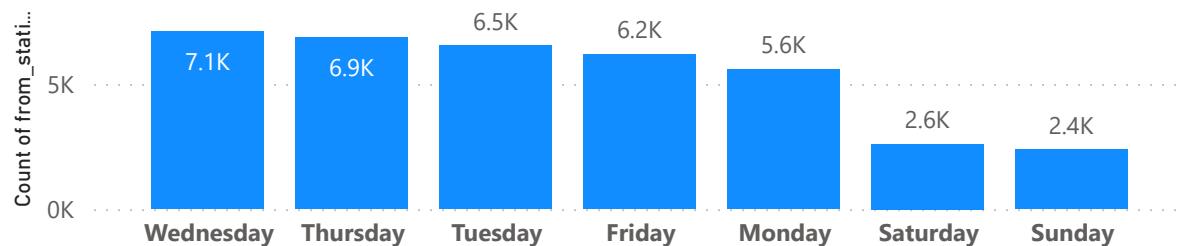
1/1/2017

12/31/2018

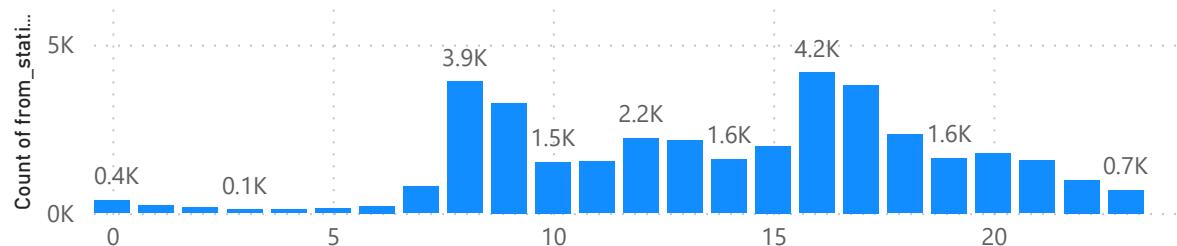
Total trips by Month Name



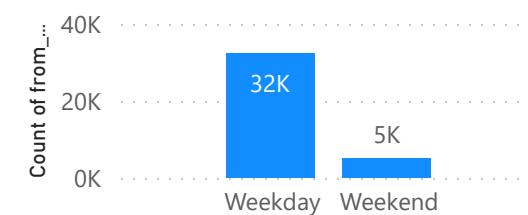
Total trips by Day Name



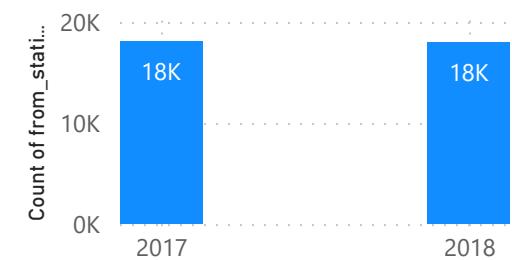
Total trips by trip_start_time



Total trips by Weekend vs Weekday



Total trips by Year



Total trips through 2 year



The number of trips in this station have been stable at 18k. Most of trip was in **July and September, weekday and two peak time 8h,16h** .



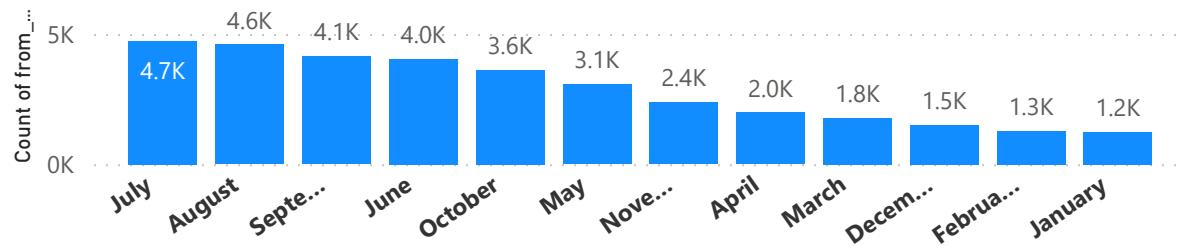
Bay St / College St (East Side)



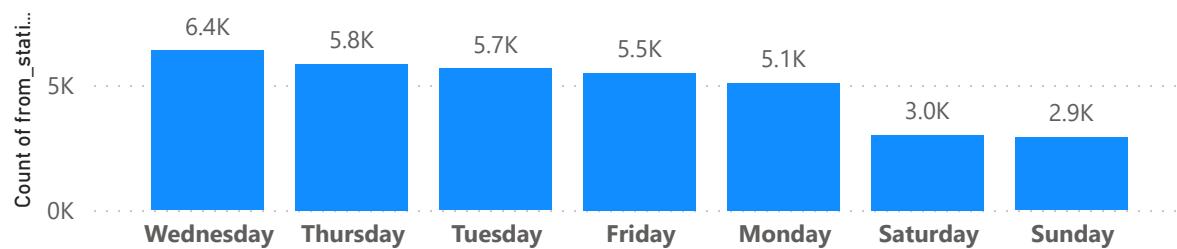
1/1/2017

12/31/2018

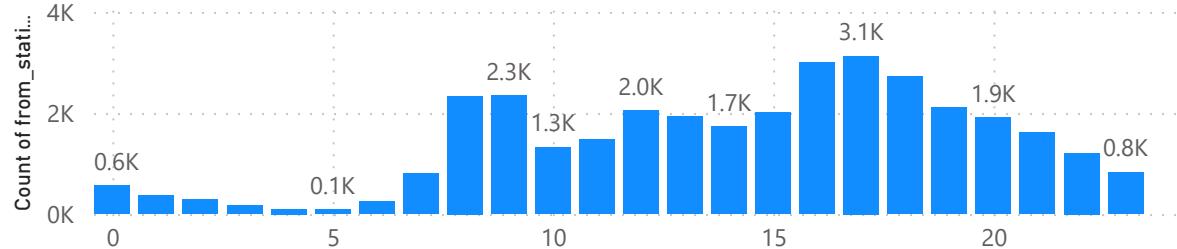
Total trips by Month Name



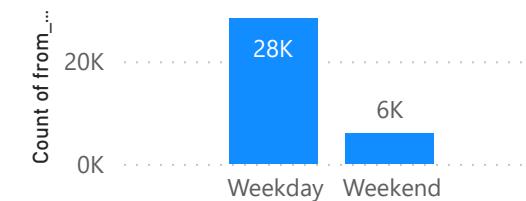
Total trips by Day Name



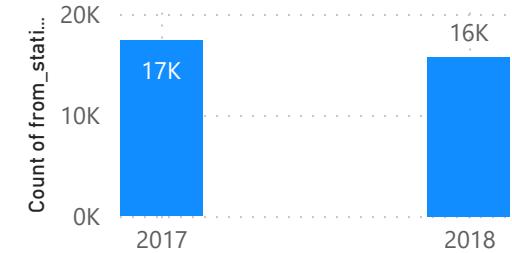
Total trips by trip_start_time



Total trips by Weekend vs Weekday



Total trips by Year

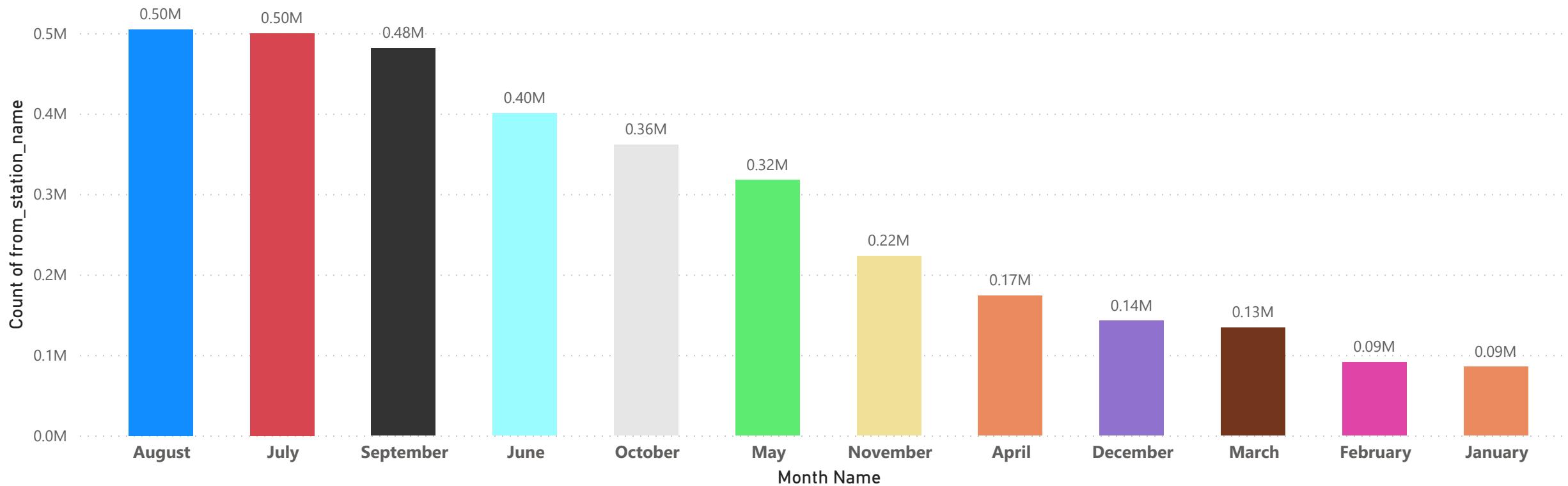


Total trips through 2 year



The number of trips in this station have slightly decreased from 17k in 2017 to 16k in 2018. Most of trip was in **July and August, weekday and around 17h.**

Total trips Monthly



Most of total trips are in 3 month : **July, August and September.**

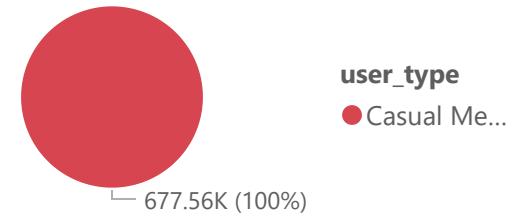
--> recommendation : have preparation for bike volume before July to maximize the need of people using.

trip_start_day

1/1/2017 12/31/2018



Total trips Casual vs Annual



Histogram of trip_duaration_seconds



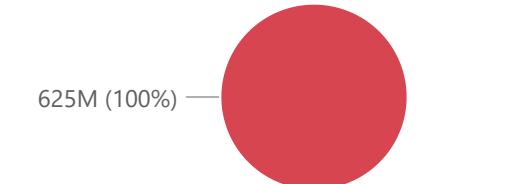
Total trips of Casual member contribute around 20% of total. Most of people in both member have a trips duration is from **5-20 minutes per trip.**

The Casual member have highest trips in **July and August**, in **weekend** and peak time from **15h to 18h** everyday.

Recommendation :

We can release a new member ship called **semi-member** which most focus on a half of year the Casual member use service (maybe from April to October)

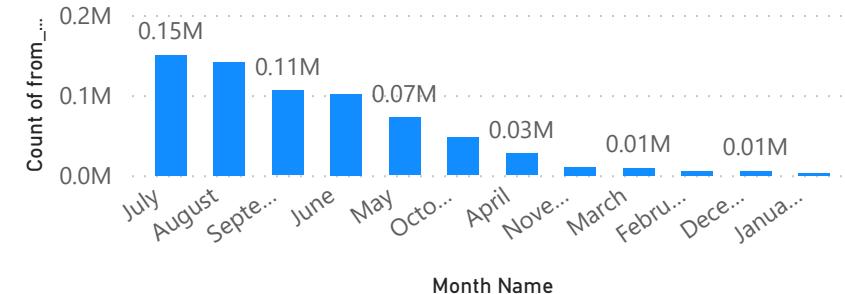
Total trips Casual vs Annual



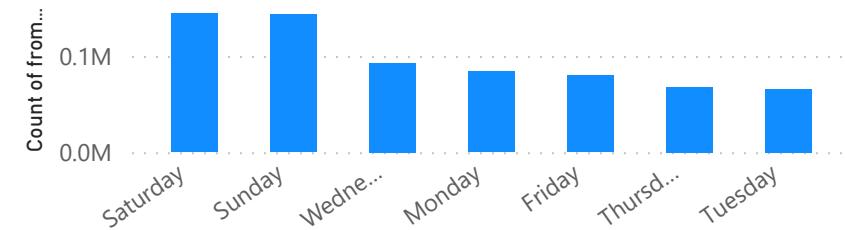
user_type
● Casual Member



Total trips Monthly



Total trips by Day Name



Total hours using by hour

