

Count of ride\_id for [member](#) (3,02,266) was higher than [casual](#) (2,30,692).

[member](#) accounted for [56.71%](#) of Count of ride\_id.

[casual](#) had 2,30,692 Count of ride\_id and [member](#) had [3,02,266](#).

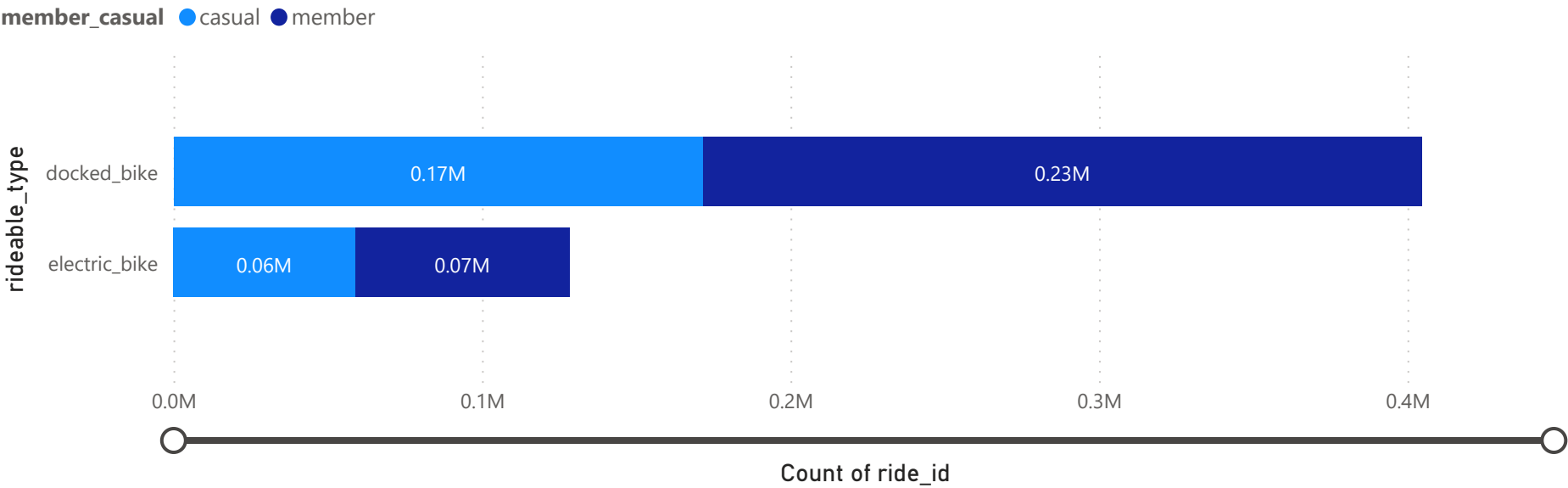
Total Count of ride\_id was higher for [member](#) (3,02,266) than [casual](#) (230692).

[docked\\_bike](#) in member\_casual made up [43.69%](#) of Count of ride\_id.

Average Count of ride\_id was higher for [member](#) (151133) than [casual](#) (115346).

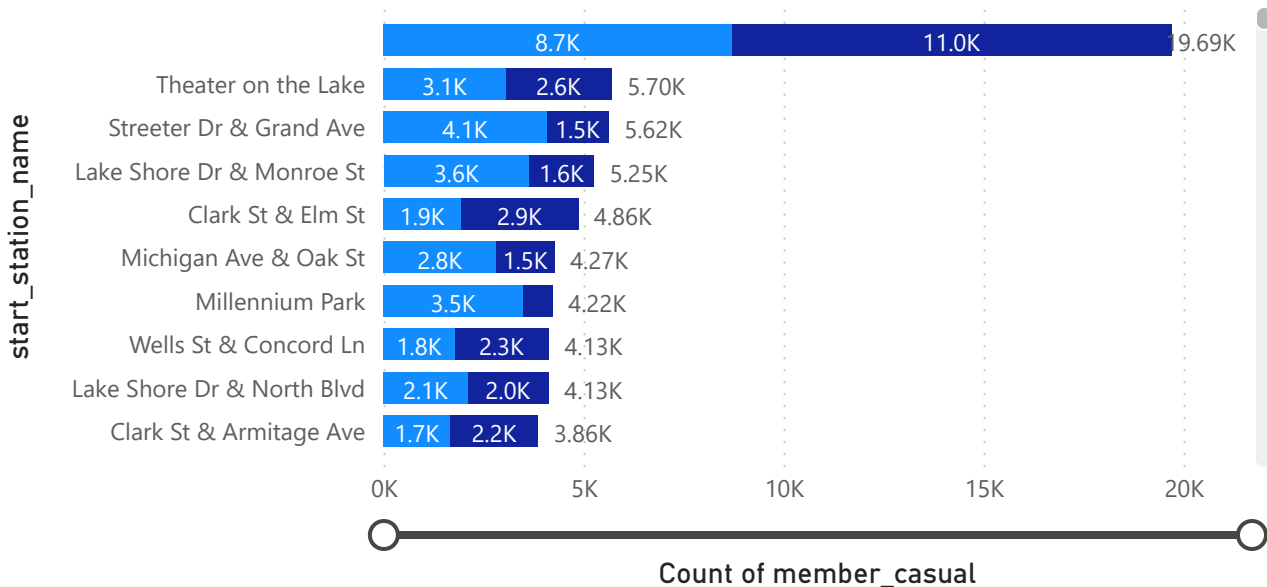
Count of ride\_id for [member](#) and [casual](#) diverged the most when the rideable\_type was [docked\\_bike](#) when member were 61 058

Count of ride\_id by rideable\_type and member\_casual



Count of member\_casual by start\_station\_name and member\_casual

member\_casual ● casual ● member



Total Count of member\_casual was higher for member (3,02,266) than casual (230692).

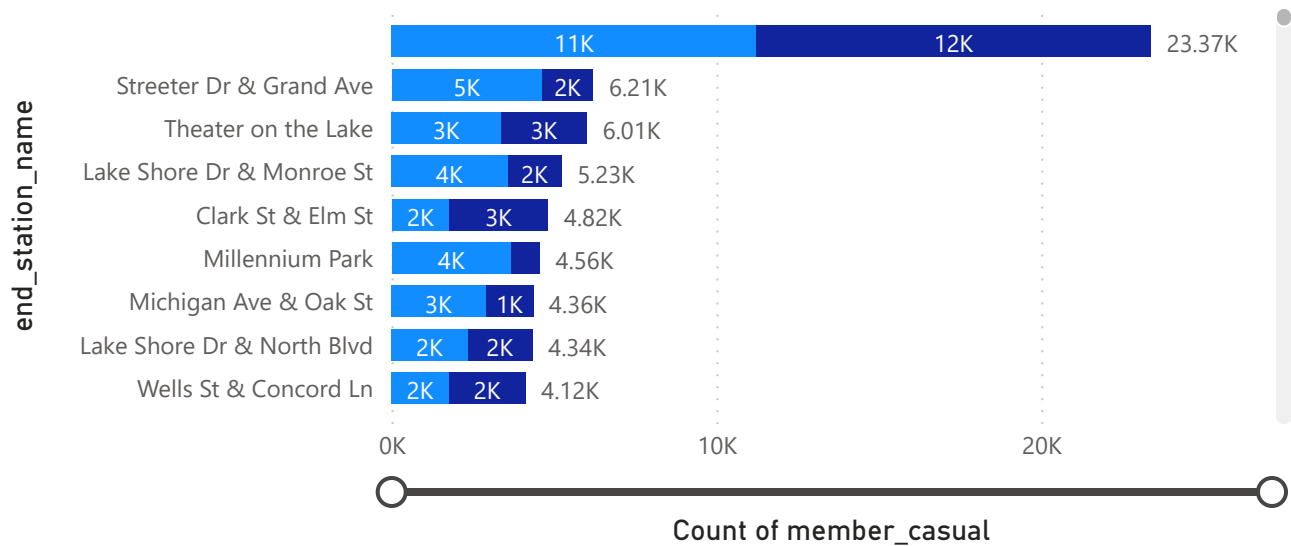
in member\_casual made up 2.06% of Count of member\_casual.

Average Count of member\_casual was higher for member (462.89) than casual (347.43).

Count of member\_casual for casual and member diverged the most when the start\_station\_name was Millennium Park, when casual were 2,738 higher than member.

Count of member\_casual by end\_station\_name and member\_casual

member\_casual ● casual ● member



Apply all slicers

gments

What influences member\_casual to be casual ?

When...

....the likelihood of  
member\_casual being  
casual increases by

start\_station\_name is  
WATSON TESTING - DIVVY

2.31x

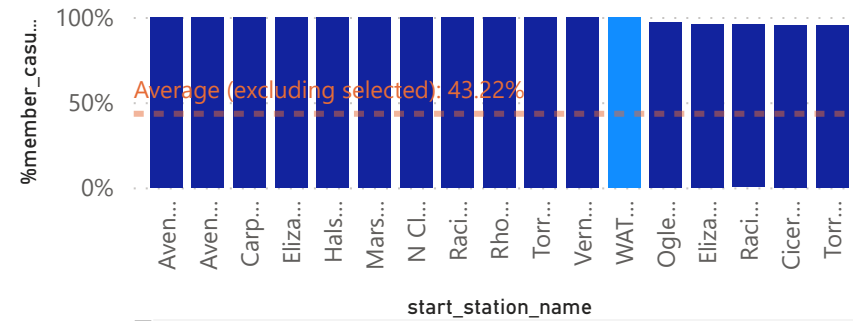
end\_station\_name is  
WATSON TESTING - DIVVY

2.31x

start\_station\_name is Wells  
St & 19th St

2.31x

← member\_casual is more likely to be casual when start\_station\_name is WATSON TESTING - DIVVY than otherwise (on average).



☐ Only show values that are influencers

The probability of member\_casual being 'casual' increased the most (2.31 times) when end\_station\_name was WATSON TESTING - DIVVY or start\_station\_name was WATSON TESTING - DIVVY. 48 other factors also influenced member\_casual to be 'casual', explore them in the key influencers visual.

Key influencers Top segments

What influences member\_casual to be member ?

When...

....the likelihood of  
member\_casual being  
member increases by

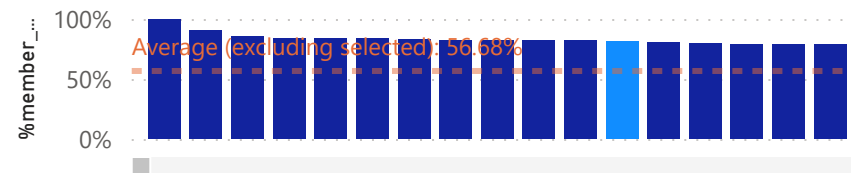
start\_station\_name is  
Hermitage Ave & Polk St

1.76x

end\_station\_name is Racine  
Ave & Congress Pkwy

1.76x

← member\_casual is more likely to be member when start\_station\_name is Hermitage Ave & Polk St than otherwise (on average).



☐ Only show values that are influencers

Key influencers    Top segments



What influences member\_casual to be casual ?

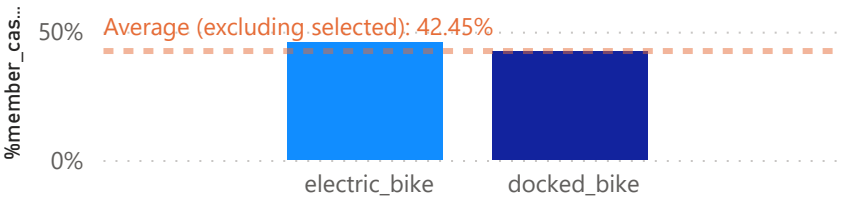
When...

rideable\_type is electric\_bike

...the likelihood of member\_casual being casual increases by

1.11x

← member\_casual is more likely to be casual when rideable\_type is electric\_bike than otherwise (on average).



☐ Only show values that are influencers

rideable\_type had the greatest influence on member\_casual being 'casual'. When rideable\_type was electric\_bike the probability of member\_casual being 'casual' increased by 1.06 times.

Key influencers    Top segments



What influences member\_casual to be member ?

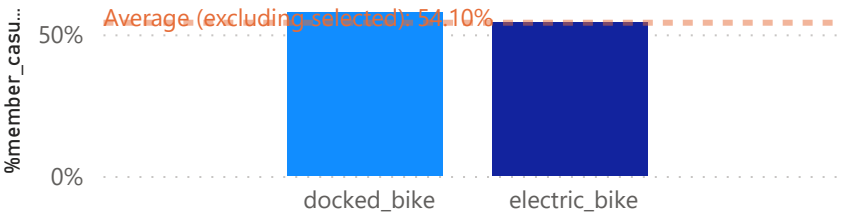
When...

rideable\_type is docked\_bike

...the likelihood of member\_casual being member increases by

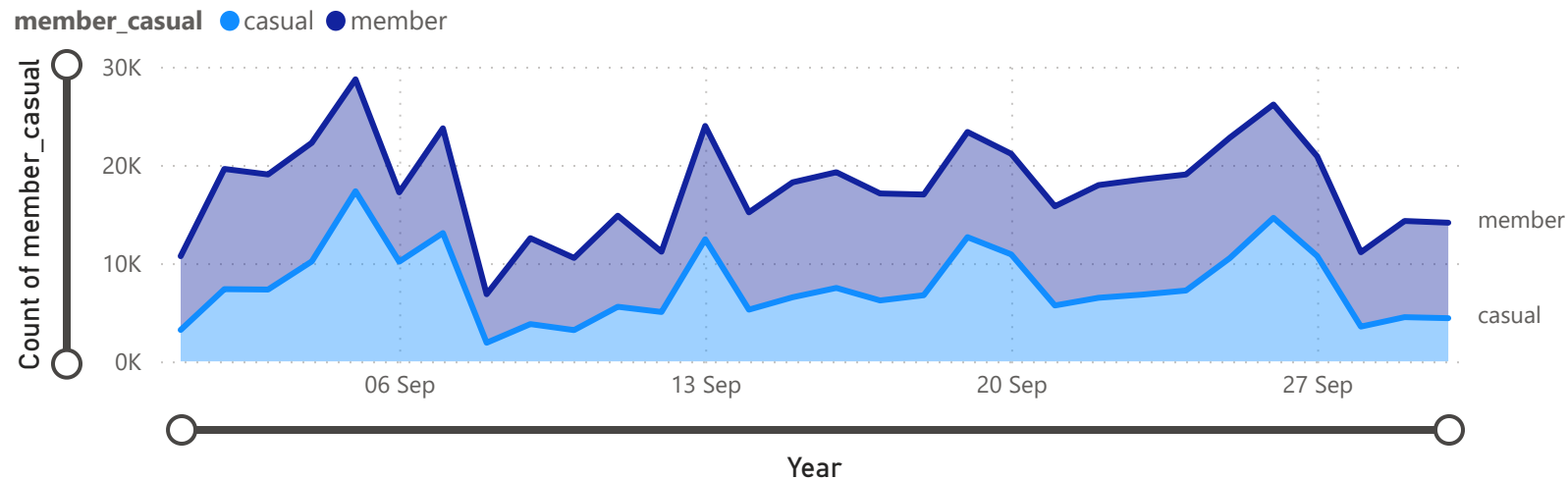
1.08x

← member\_casual is more likely to be member when rideable\_type is docked\_bike than otherwise (on average).



☐ Only show values that are influencers

Count of member\_casual by Year, Quarter, Month, Day and member\_casual



Count of member\_casual for member (29.48% increase) and casual (37.41% increase) both trended up between Tuesday, September 1, 2020 and Wednesday, September 30, 2020.

Across member\_casual, member had the most interesting recent trend and started trending down on Saturday, September 26, 2020, falling by 15.76% (1,818) in 4 days.

Count of member\_casual for member\_casual member was trending up but had a significant change in trend and dropped by 1,818 starting Saturday, September 26, 2020. 1 other segments also had a significant change in trend.

Count of member\_casual for member dropped from 9,783 to 1 during its steepest decline between Tuesday, September 29, 2020 and

Count of member\_casual by Year, Quarter, Month, Day and member\_casual

