**Conclusions:**

1. 110,470 rides are from customers and 409,230 are from subscribers
2. ride counts per month have increased and dipped twice so far
3. over 75% of subscribers ride short durations (less than 15 minutes) and very little subscribers utilize the full 45 minute ride time
4. While planning for extra bikes to stations the peak rental hours must be considered, i.e. 7–9 am and 5–6 pm.
5. in the top 12 stations with the most rides, subscribers mainly ride on the weekdays, while a few stations near tourist destinations see an increase in customer rides on weekends
6. in general, there is higher ride counts at stations in areas with tourists as well as areas near universities and train stations
7. Data about most used routes can be used to construct roads/lanes dedicated to bikes specifically.
8. Maintenance activities for bikes should be done at night due to low usage of bikes during the night time. Removing some bikes from the streets at night time will not cause trouble for the customers.
9. Converting registered customers to casual customers on the weekends by providing them with discounts and coupons.