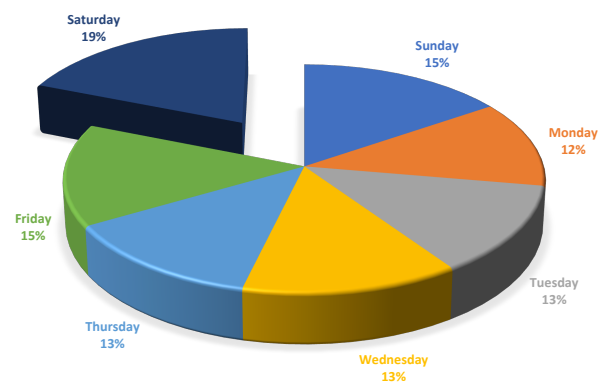


Day of Week Vs. Number of rides booked

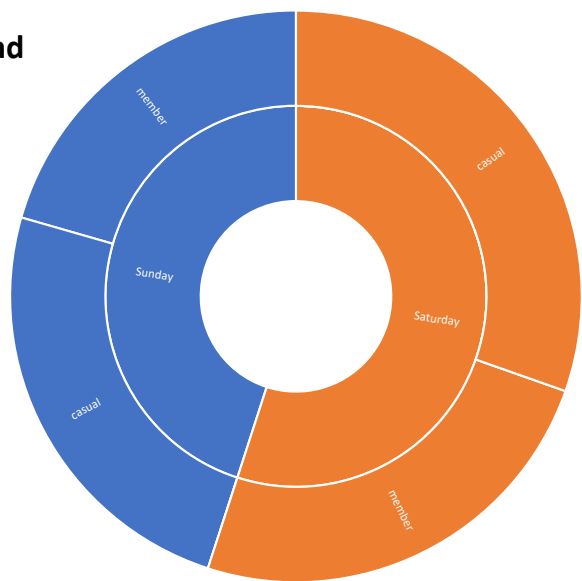
Day of week	Number of rides booked
Sunday	643026
Monday	509494
Tuesday	529055
Wednesday	553942
Thursday	534928
Friday	603385
Saturday	785302



★ Bookings on Saturday is highest among all days followed by Sunday

Number of rides Vs rider_type – on Weekend

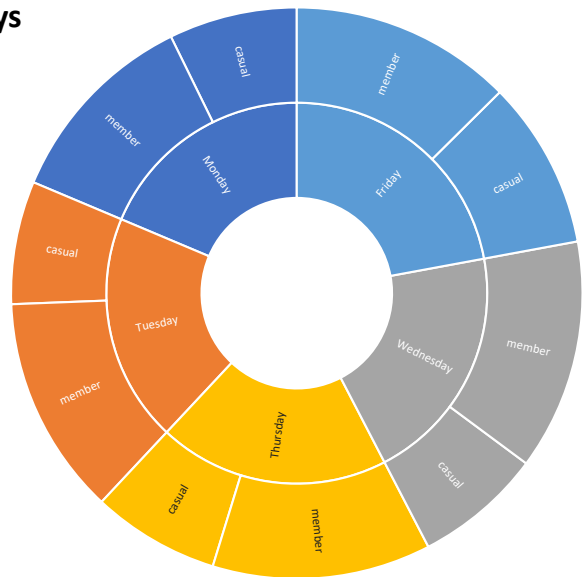
Day of week	rider_type	Number of rides booked
Sunday	casual	349462
Sunday	member	293564
Saturday	casual	433943
Saturday	member	351359



★ During weekends casual riders take more rides than members

Number of rides Vs rider_type – on Weekdays

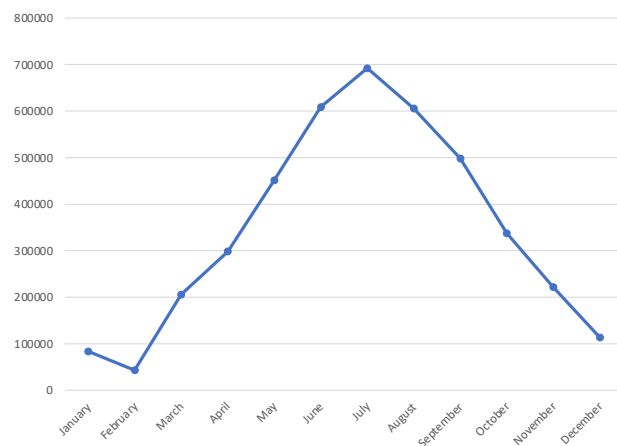
Day of week	rider_type	Number of rides booked
Monday	casual	198310
Monday	member	311184
Tuesday	casual	190067
Tuesday	member	338988
Wednesday	casual	197254
Wednesday	member	356688
Thursday	casual	197106
Thursday	member	337822
Friday	casual	259901
Friday	member	343484



★ During weekdays members take more rides than casual riders

Number of rides Vs Month of Booking

Month of Booking	Number of rides booked
January	83508
February	42994
March	205687
April	298199
May	450978
June	608763
July	692293
August	605652
September	498228
October	337375
November	221916
December	113539



★ July sees maximum rides, followed by June & August
Trend can be seen in increase in booking as year progress till mid of year then it starts to fall