

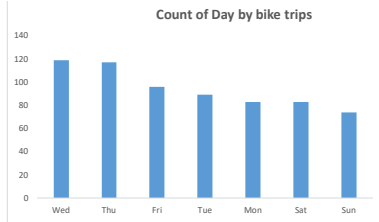
# BIKE SHARE ANALYSIS DASHBOARD

AVERAGE TRIP DURATION  
00:13:36

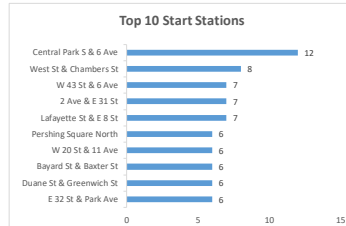
MAXIMUM TRIP DURATION  
02:03:07

MINIMUM TRIP DURATION  
00:01:16

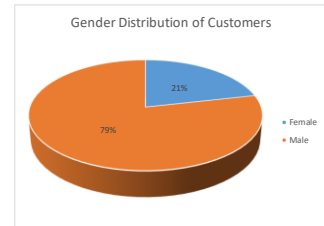
Thursday had the most bike trips with 119 trips (17.70%) of the total recorded trips



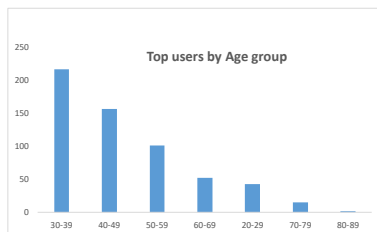
Central Park S & 6 Ave was the top Start Station with ten recorded entries out of the total



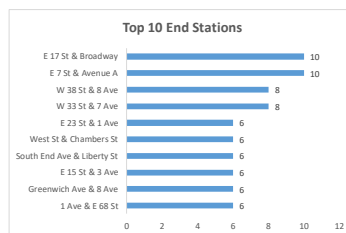
Male customers accounted for 79% of bike rentals compared to 21% of female customers



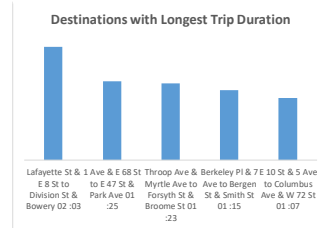
The age-group with most bike trips was the 30-39 age bracket while the least was the 80-89 age bracket



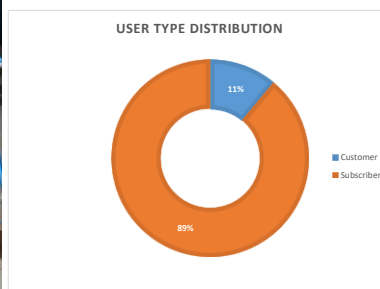
The top end station was E17 St & Broadway and E7 St & Avenue A



The longest trip duration of 2 hours, 3 minutes was a trip from Lafayette St & E to Division St & Bowery



The Customer segment distribution showed Subscribers are the bulk of users making up 89% of the total users



## Summary of Insights and Recommendations

A total of 661 trips were analysed in the bike share dataset of which 79% were male and 21% were female. The 30-39 age group were the most active users while there were more subscribers than one-off customers. While this is a positive step, the 11% one-off users (customers) are a potential revenue source that can be targeted by the company to become repeating customers (subscribers). This will help improve the company's bottomline by bringing in more revenue and profit.

Majority of the users are also male and this could mean that men are more likely to use a bike share service or that a potential marketing opportunity exists where the bike share company can target and grow their female customer segment. To this end, more user research is recommended.

Next, Central Park S & Avenue was the top start station while there was a tie for the top end station. An interesting observation made was the trip from start station Lafayette St to end station Division St which took 2 hours. It would be fitting to find out the distance between both stations taking into consideration the various routes to determine why it took so long especially as the average trip duration for all trips was 13:36 secs.

Finally, the day with the most bike trips was Thursday. It would be equally interesting to find out why this is so. Was it due to more or less traffic on the road? Finding out these and the other afore-mentioned parameters would help in determining what promotional efforts can be made by the bike-share company to increase subscriber base and subsequently market share.