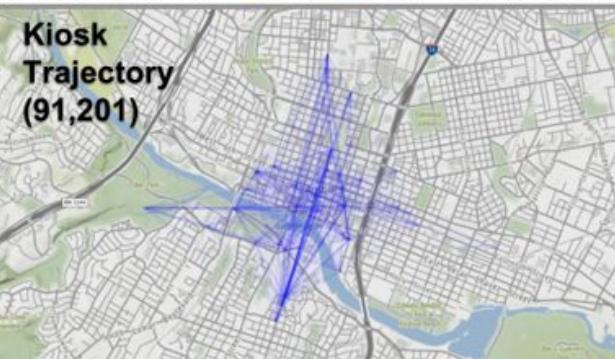
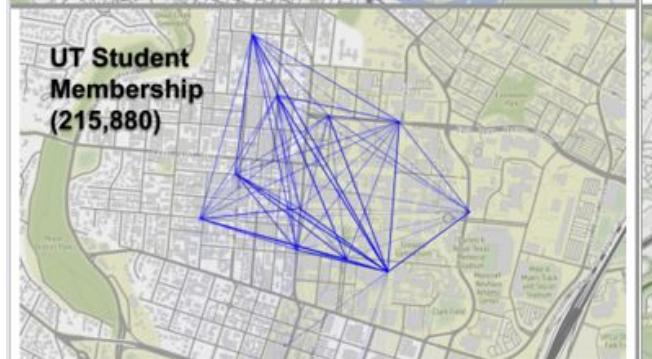
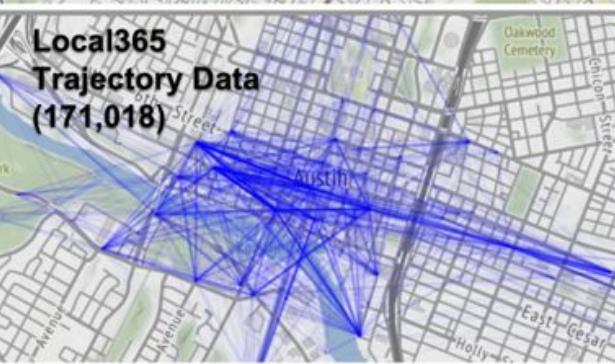
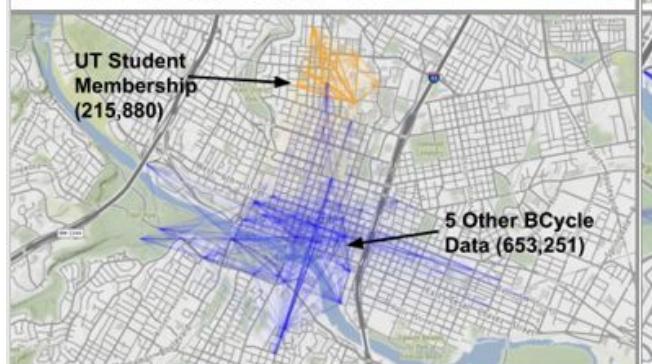
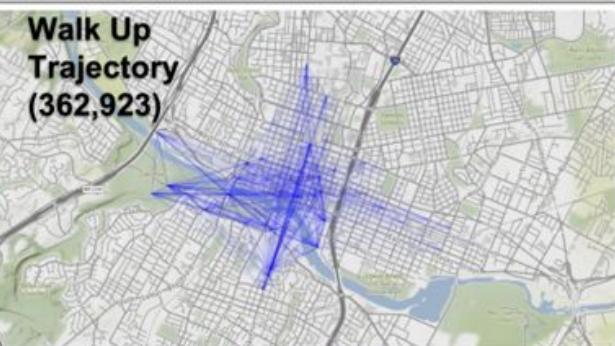
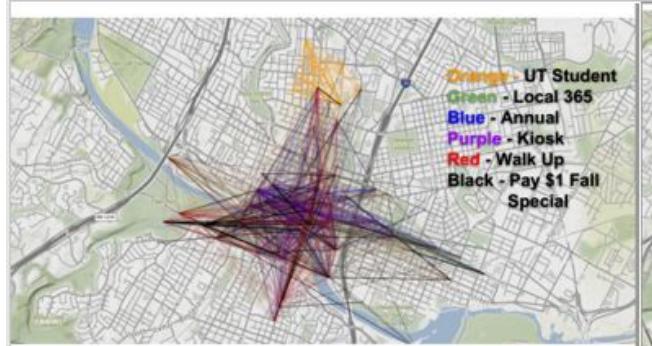


BCycle Data Analysis

Collaborators: Anqing Chen, Jason Gu, Nicholas
Chu, Nikhil Kolluri

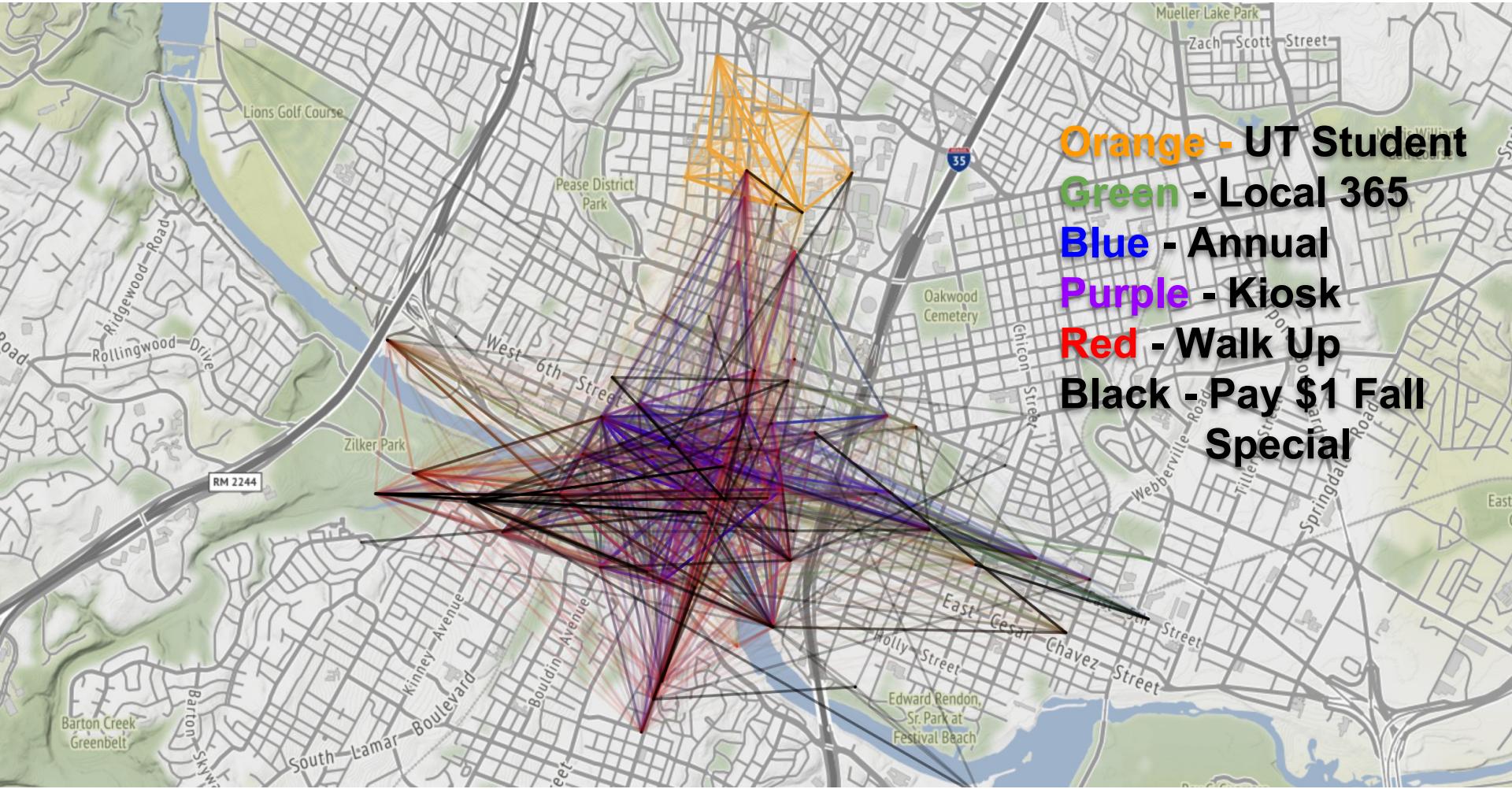
Trajectory Data based on membership plan



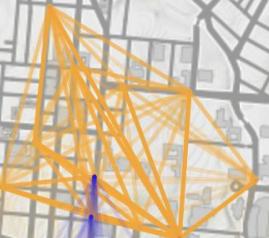
Takeaways from data

Largest usage categories:

1. Walk Up Trajectory
 - a. 362,932 trips (larger than Local365 – speaks to intended use of BCycle)
 - i. One-time payment is common usage (Kiosk usage #s of 91,201 confirm)
 - b. All across Austin
2. UT students
 - a. 215,880 trips (very frequent – caused by reduced cost for UT students)
 - b. Frequent trips
 - c. Around campus (shorter trips)



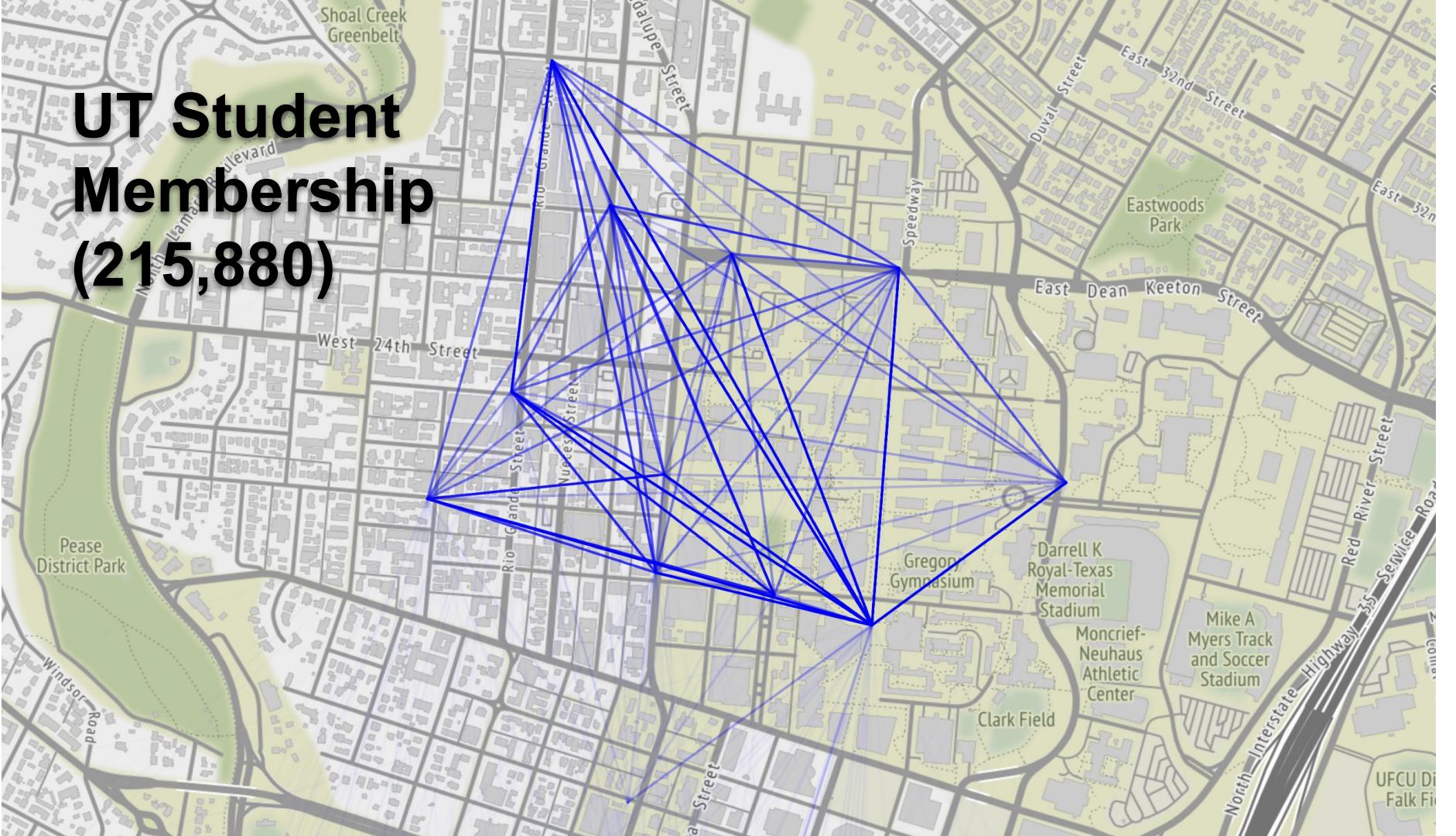
**UT Student
Membership
(215,880)**



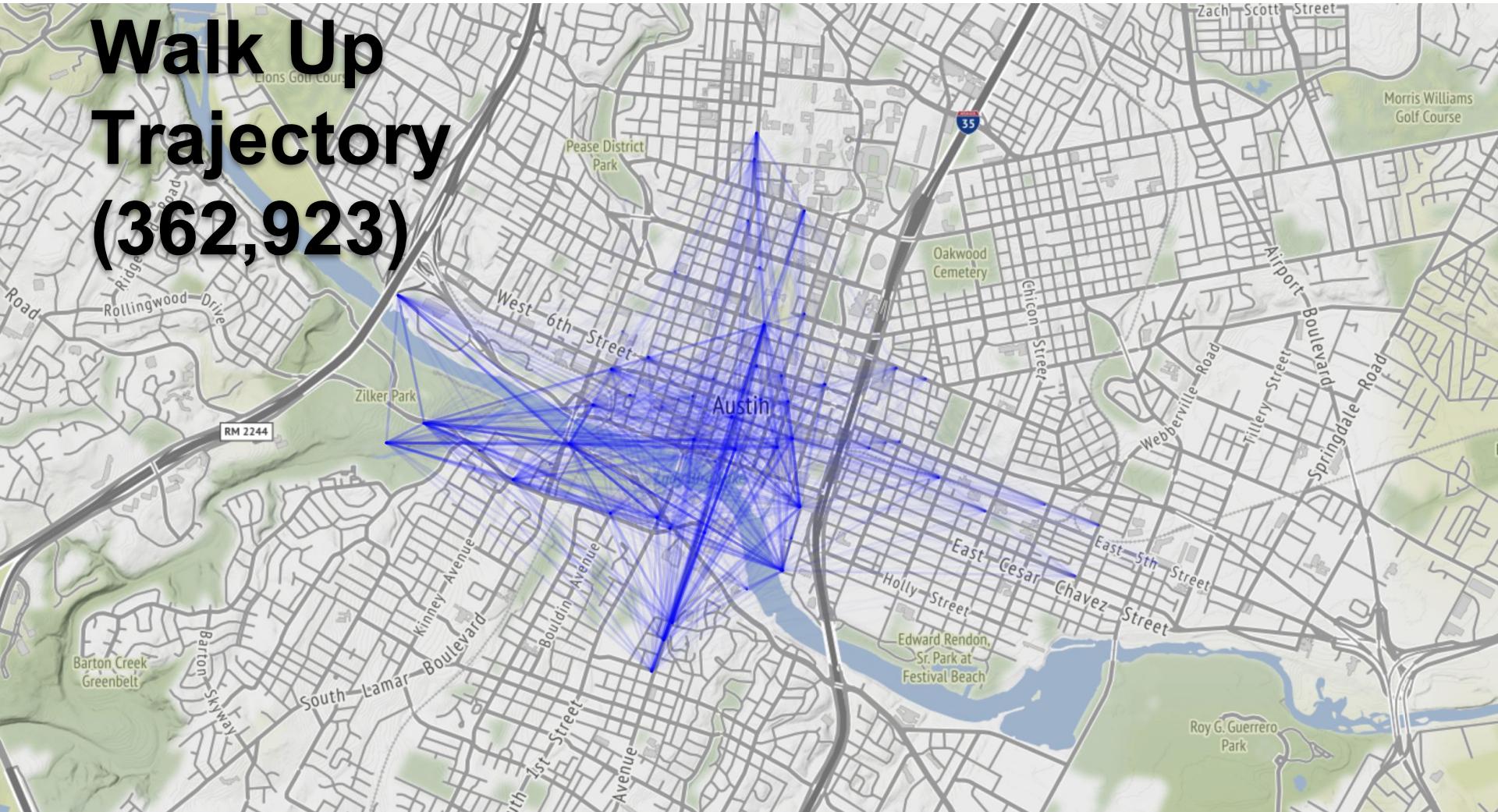
**5 Other BCycle
Data (653,251)**



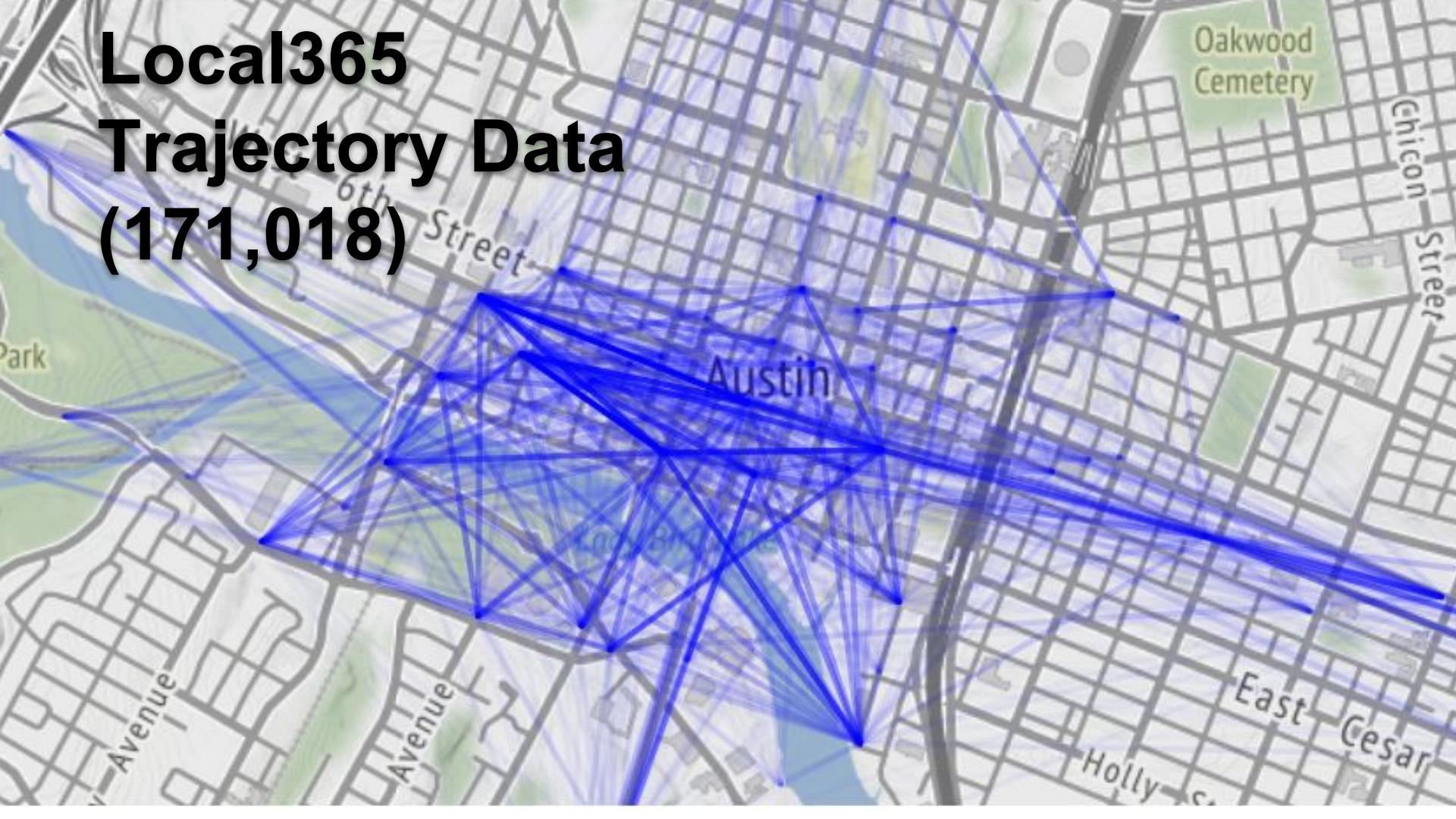
UT Student Membership (215,880)



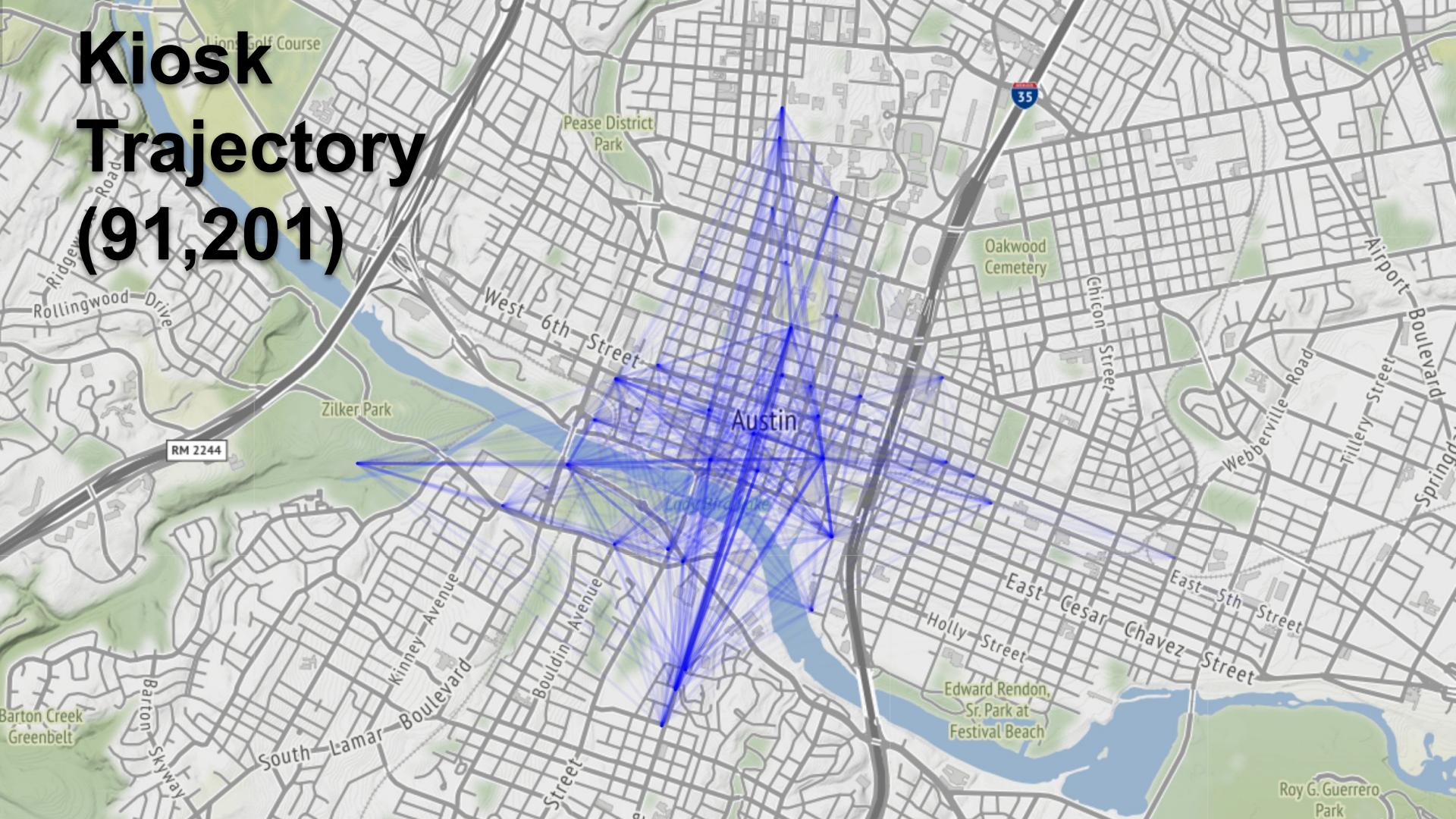
Walk Up Trajectory (362,923)



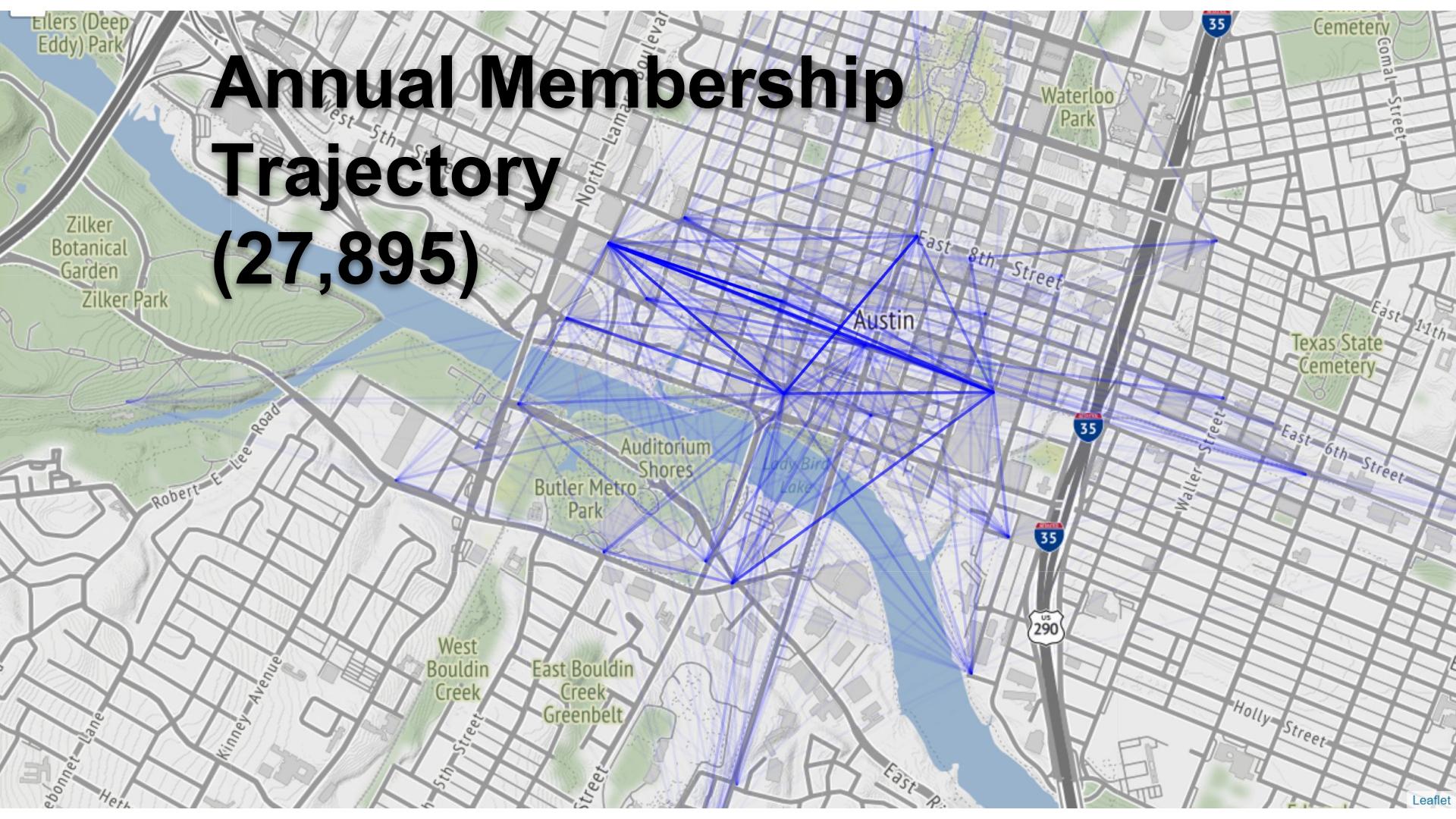
Local365 Trajectory Data (171,018)



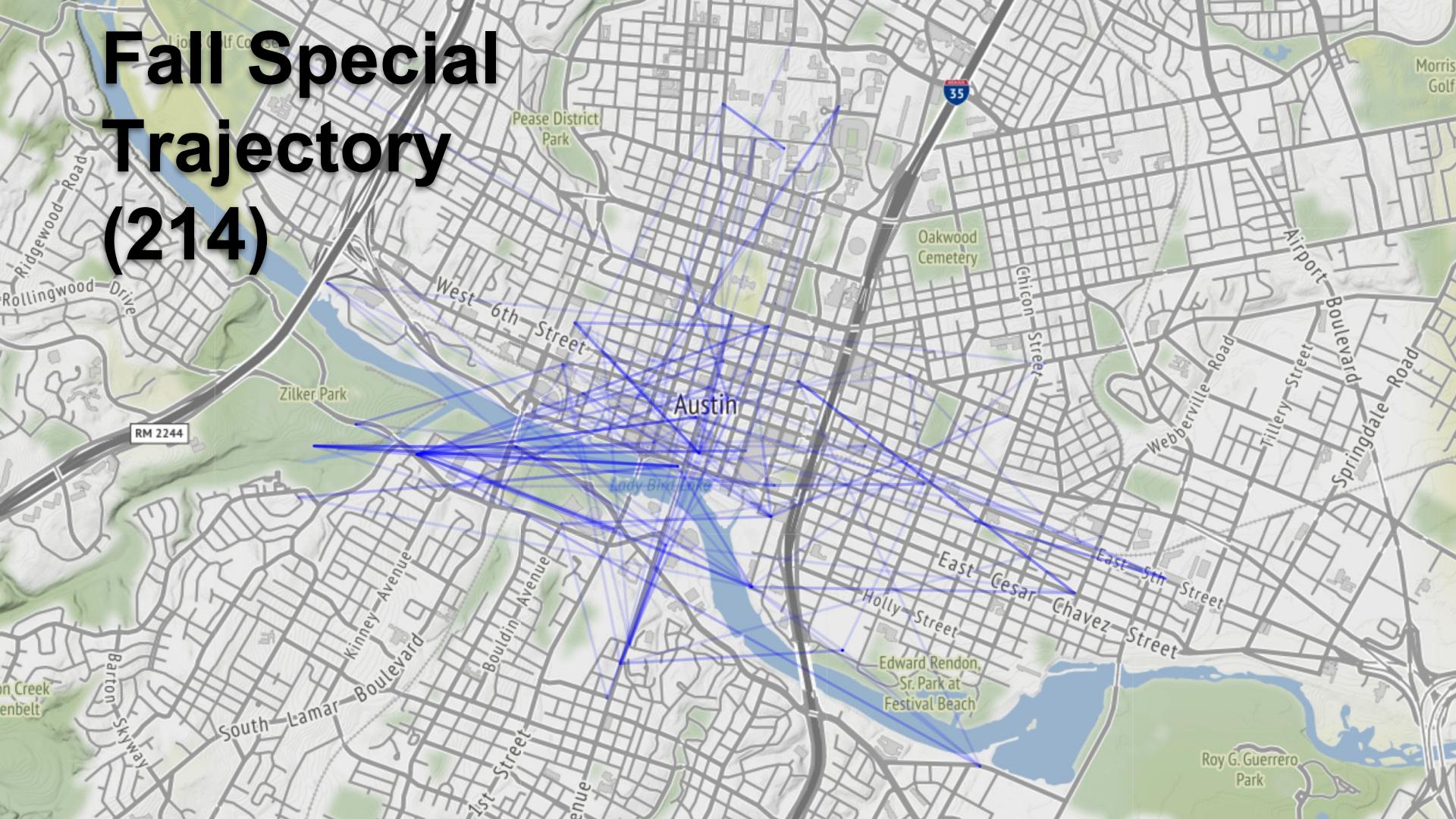
Kiosk Trajectory (91,201)



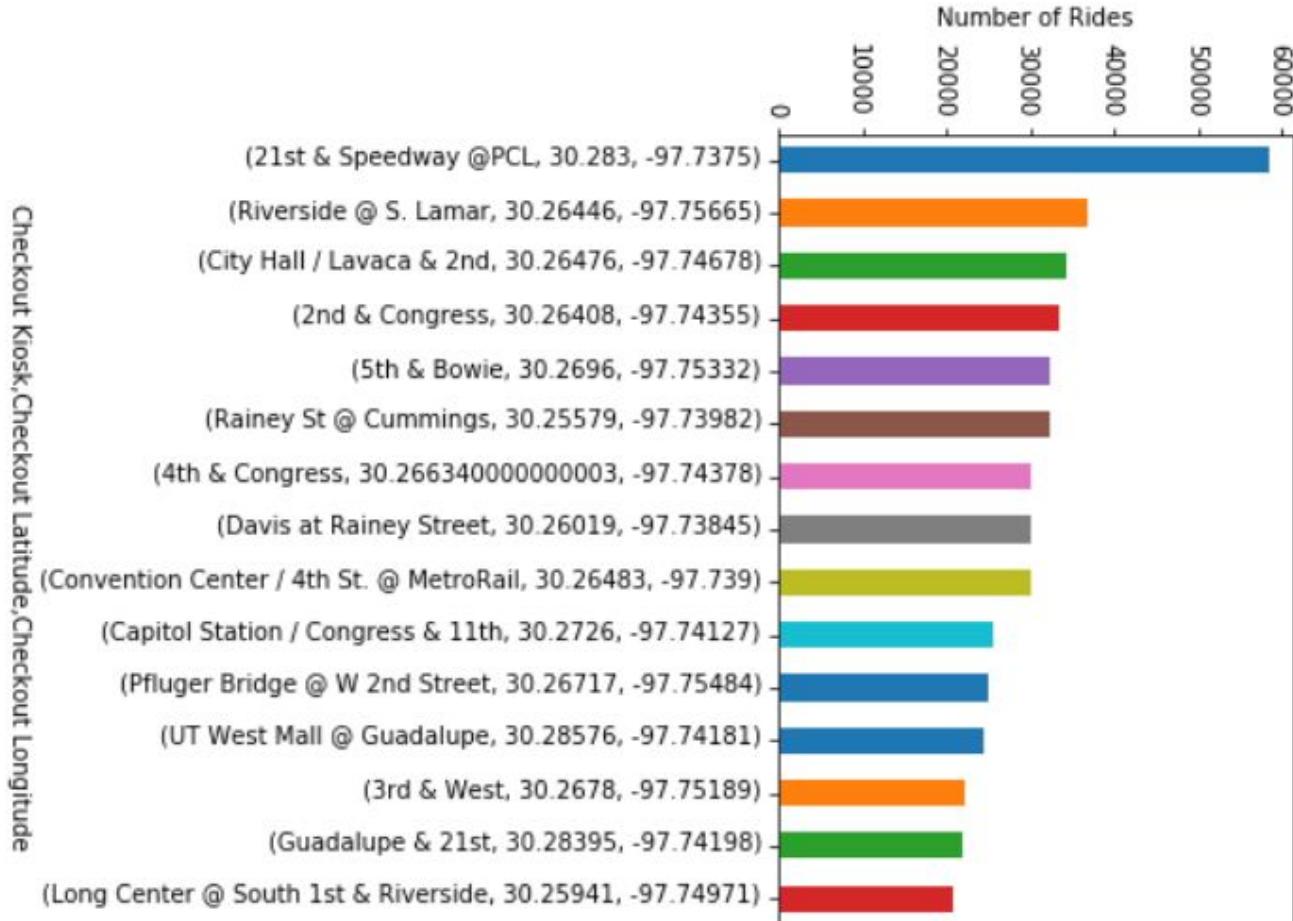
Annual Membership Trajectory (27,895)



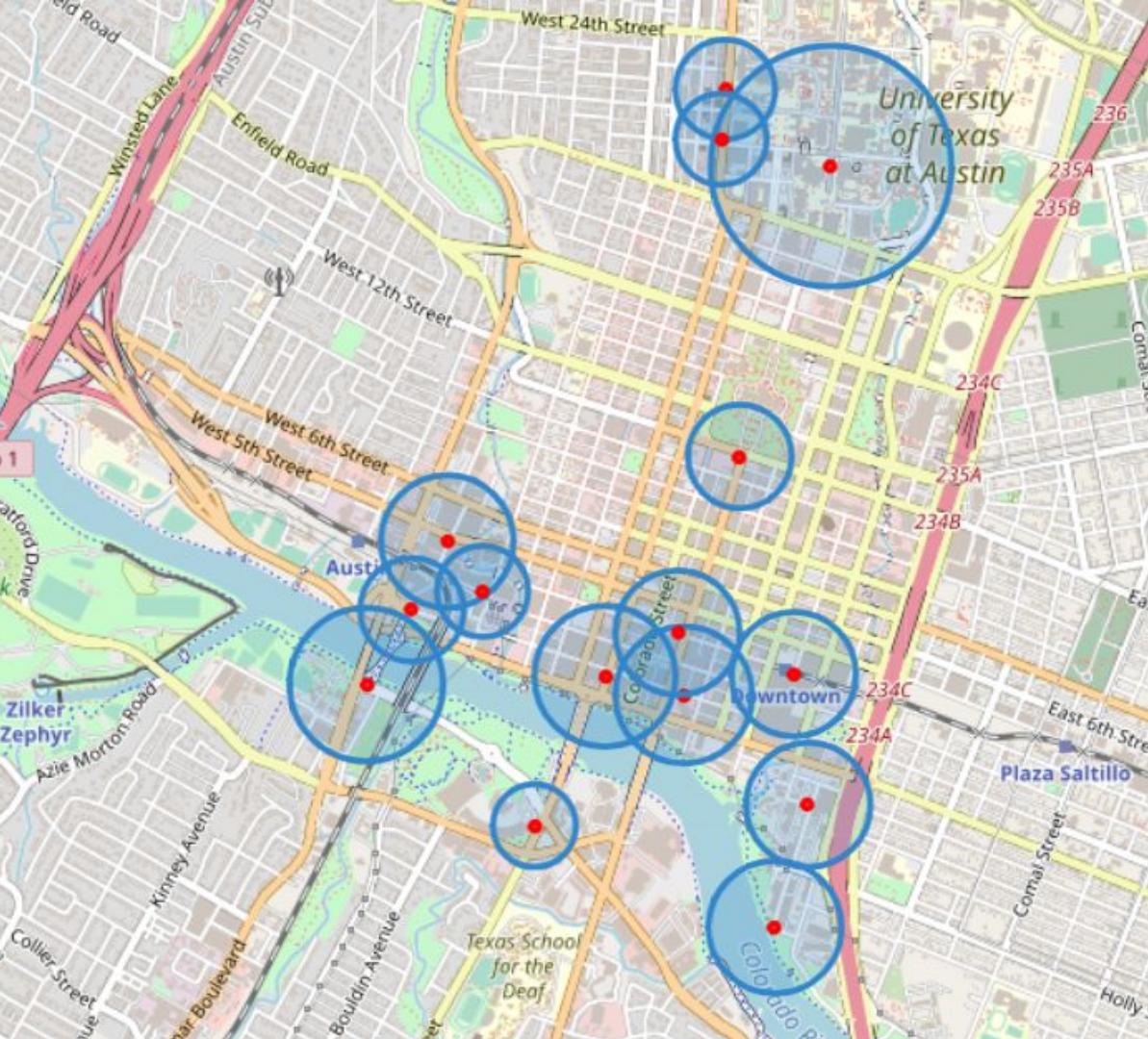
Fall Special Trajectory (214)



Most Popular Check-Out Locations: Chart Representation



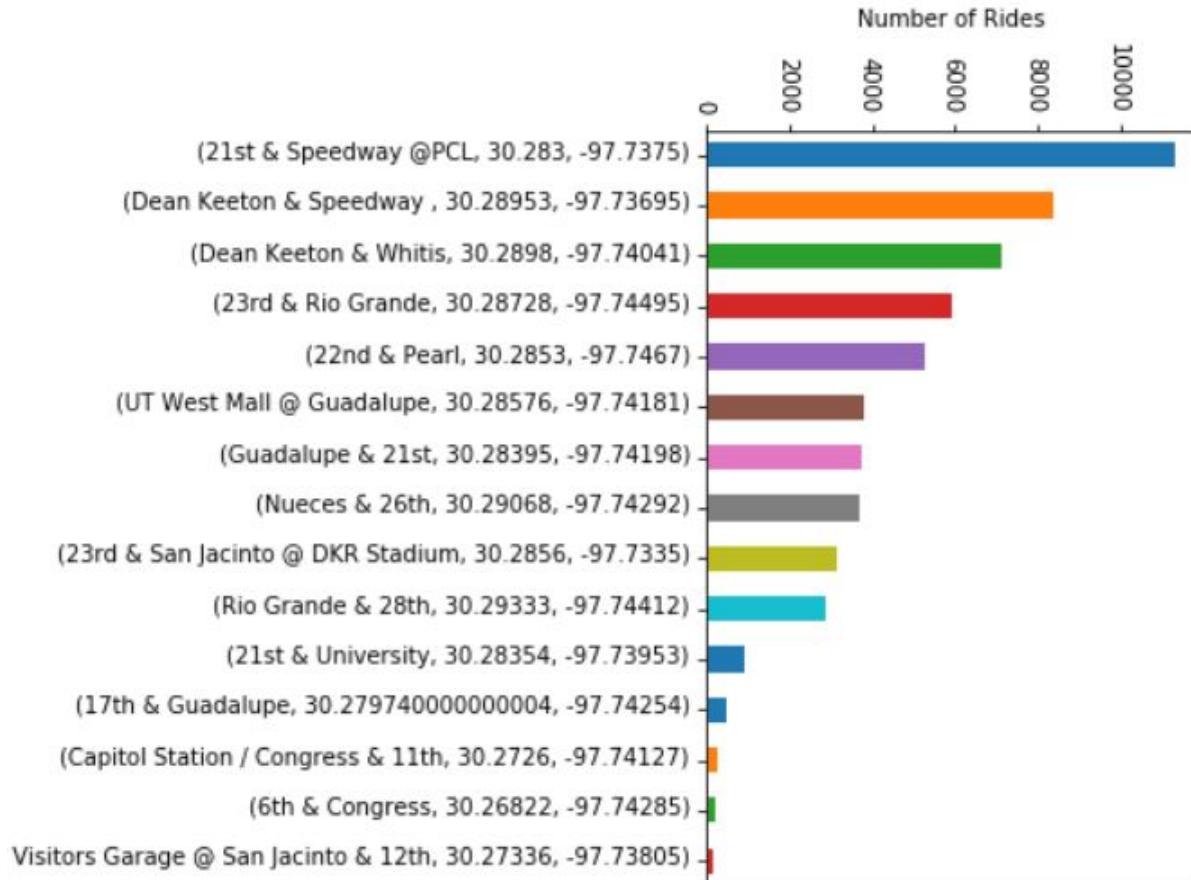
Most Popular Check-Out Locations: Comparative



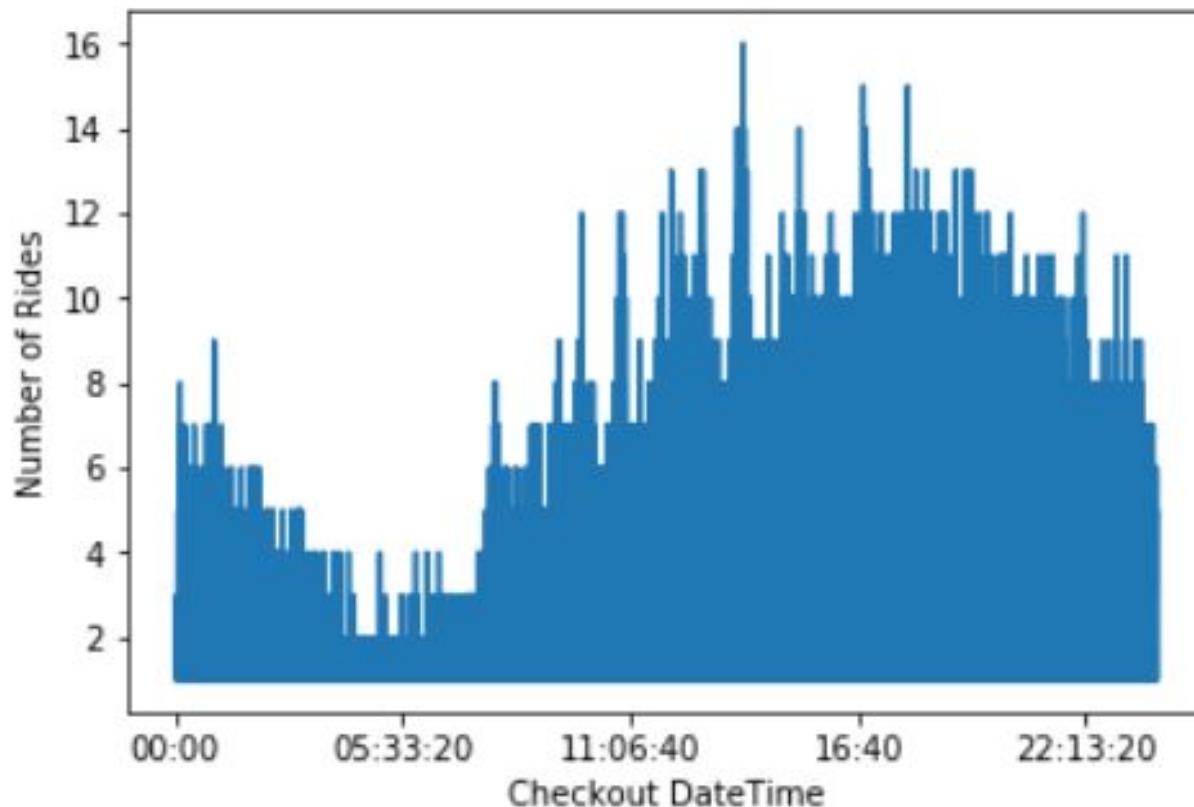
Check-In Locations After Check-Out from PCL

Thus, BCycle is used:

1. Primarily, many short trips taken from and to PCL location, rather than using BCycle to commute
2. Secondarily, using BCycle to get to class or across campus (PCL to EER)



Most Frequent Bike Rental Times (UT): Graph

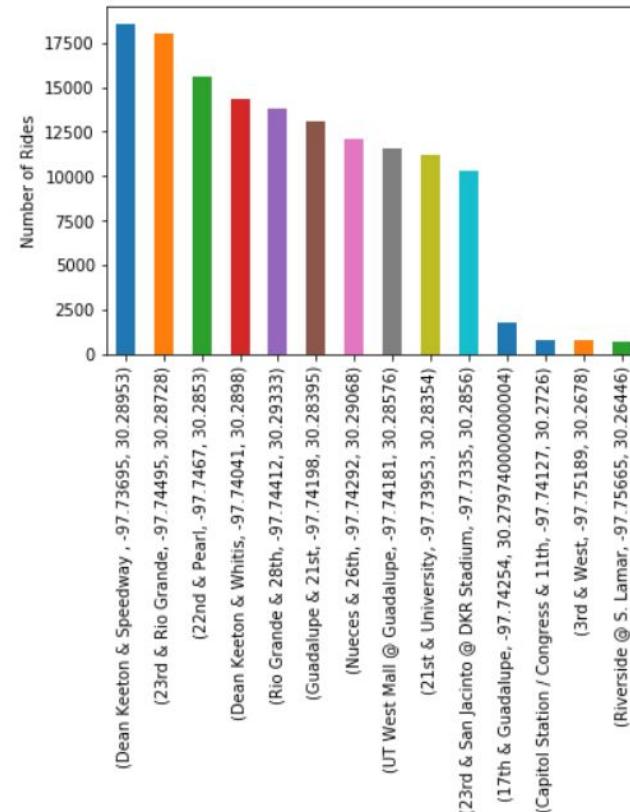
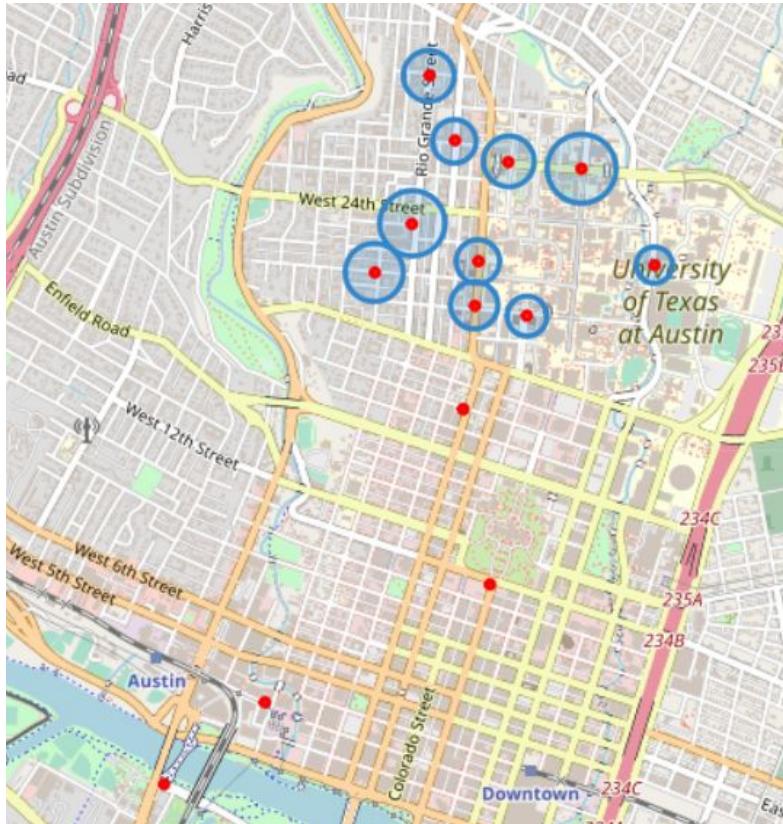


Most Frequent Bike Rental Times (UT): Takeaways

Relative minimum in morning

1. Infrequent number of early (5-6AM) morning commuters
2. UT students stay out using BCycles late in the night (past 3AM) but stop around 5AM
3. Peak in midday/afternoon (class, etc)

Popular 12AM-5AM Check-In Locations



Return Kiosk,Return Longitude,Return Latitude

Popular 12AM-5AM Check-In Locations

1. Dean Keaton/Speedway location is near bus stop for North Campus, but few students bike further North
 - a. Either bus to North Campus apartments, or own their own bike
 - b. BCycle plays important intermediary transportation role: it's difficult to take a bike onto a bus, but BCycle makes doing both feasible, thus allowing more public transit use
2. West Campus locations such as 23rd and Rio Grande, 22nd and Pearl are locations students willingly bike to
 - a. BCycle is a convenient option for students to get from UT to West Campus