During the season, Spring has the highest average ride length with a 37.42 minute.

Most use type of bike is electric bike with a 2,935,552 total of users.

Afternoon is the busiest time of day with an average of 36.86 minutes.

Sunday is the most spent time with an average of 39.16 minutes. Its means that most of people are on free time or no work.

Recommendation

* Give discount to the member user who took the longest ride in minutes.
* The team must have focus on the busiest time.
* The member who mostly use the product can gain a point.