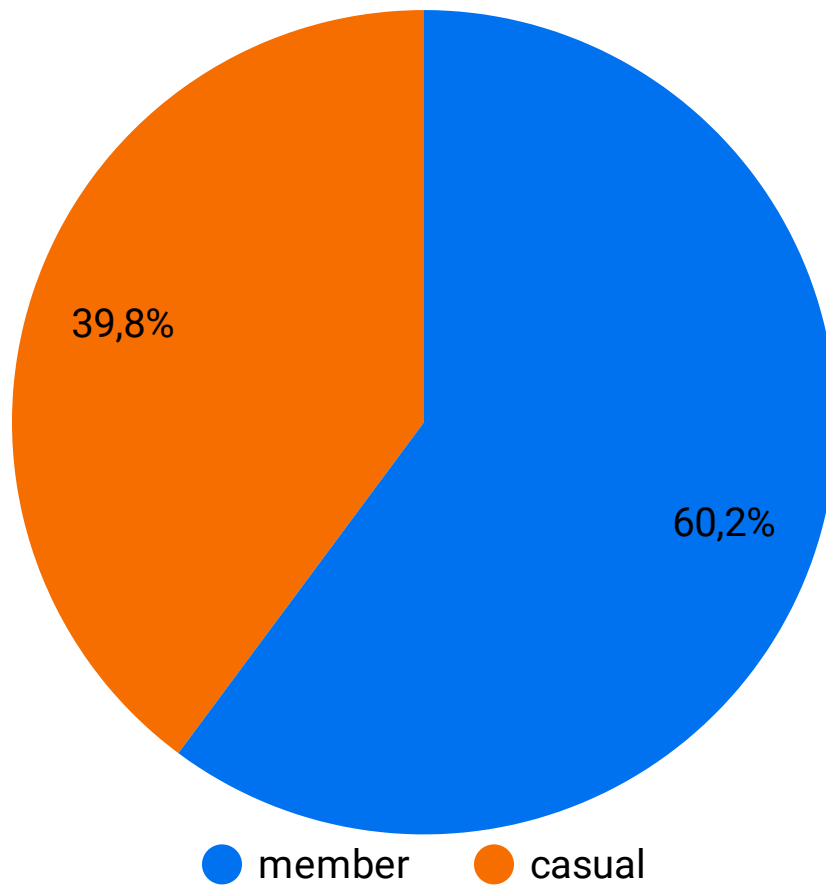


Annual Members vs. Casual Riders - Rides Count



Total Rides

Count

3.738.009

Casual Riders

Rides Count

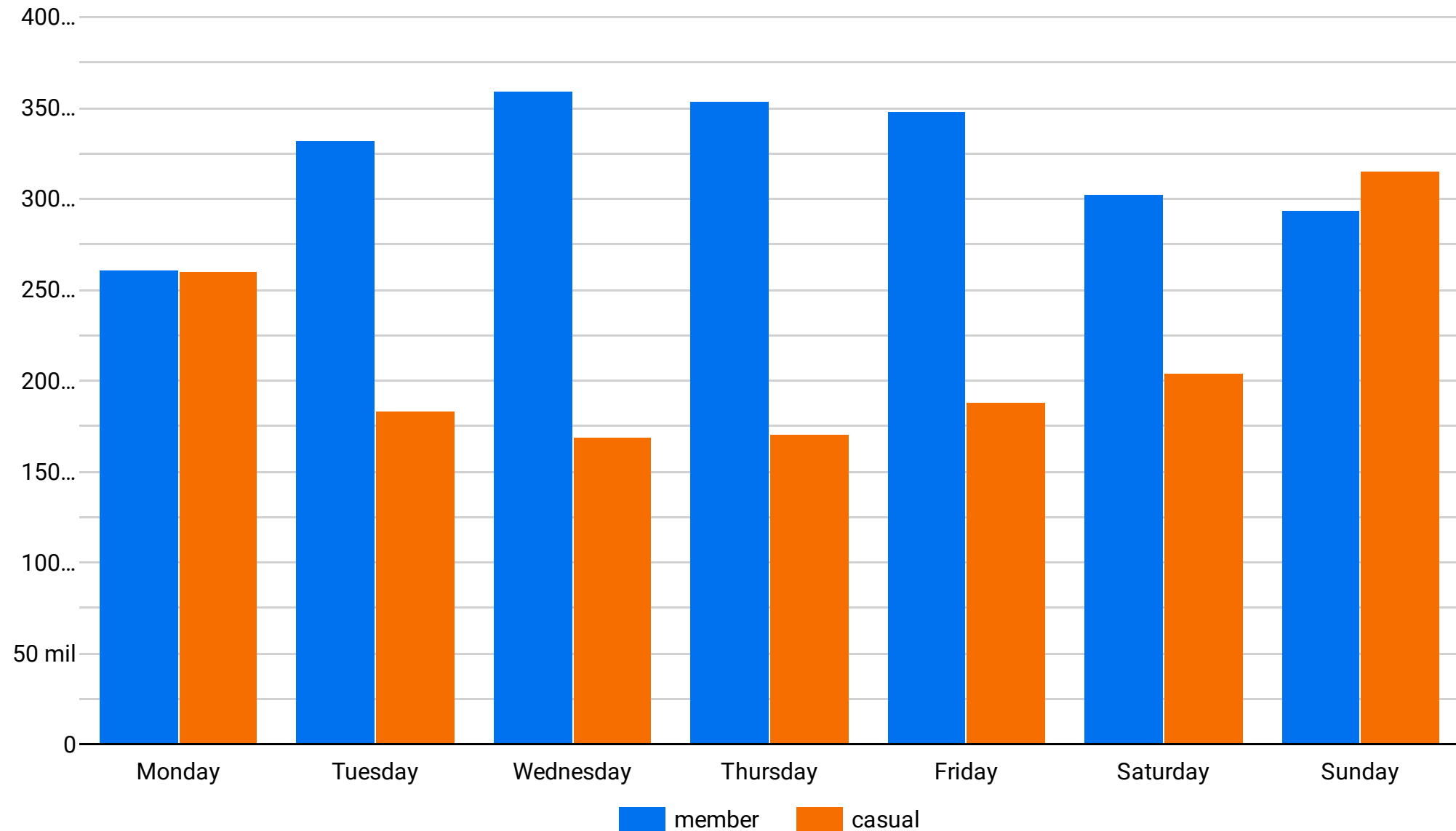
1.489.054

Anual Members

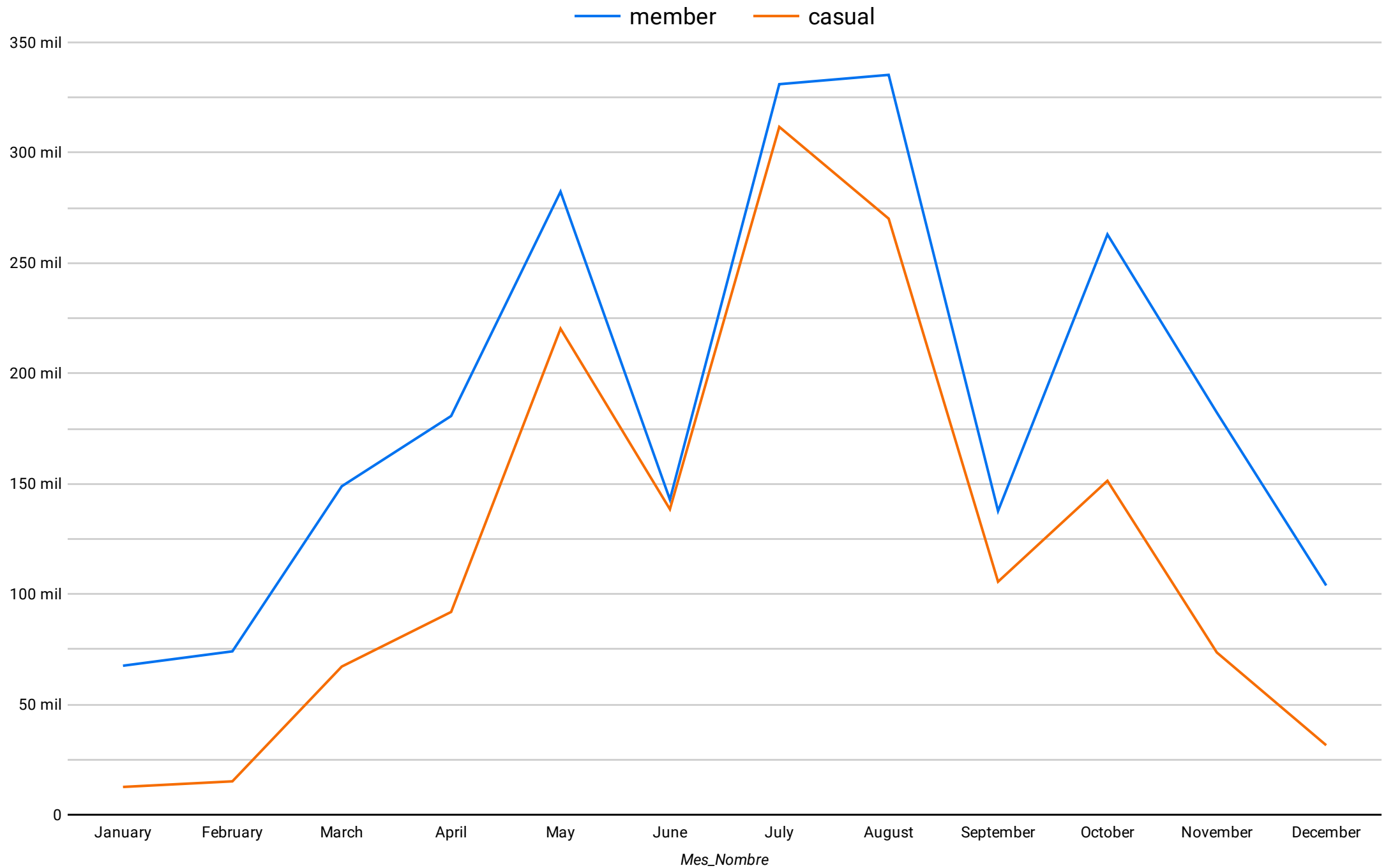
Rides Count

2.248.955

Annual Members vs. Casual Riders Count by Day

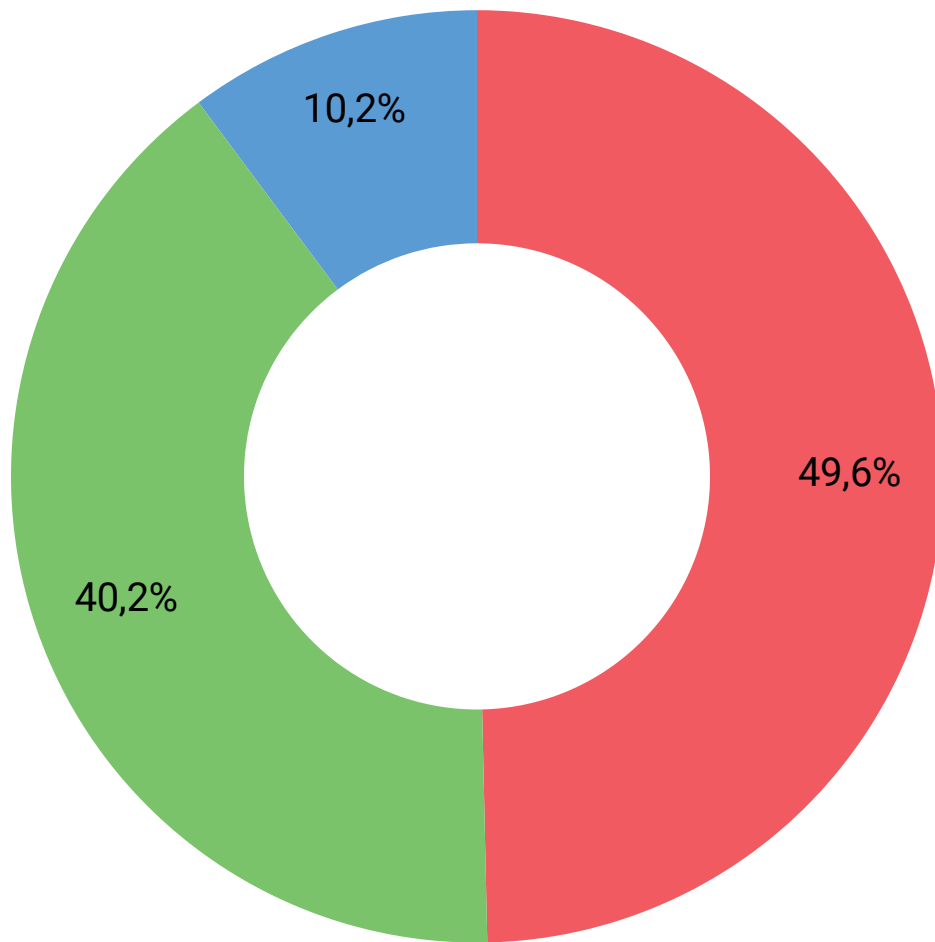


Annual Members vs. Casual Riders Count by Month



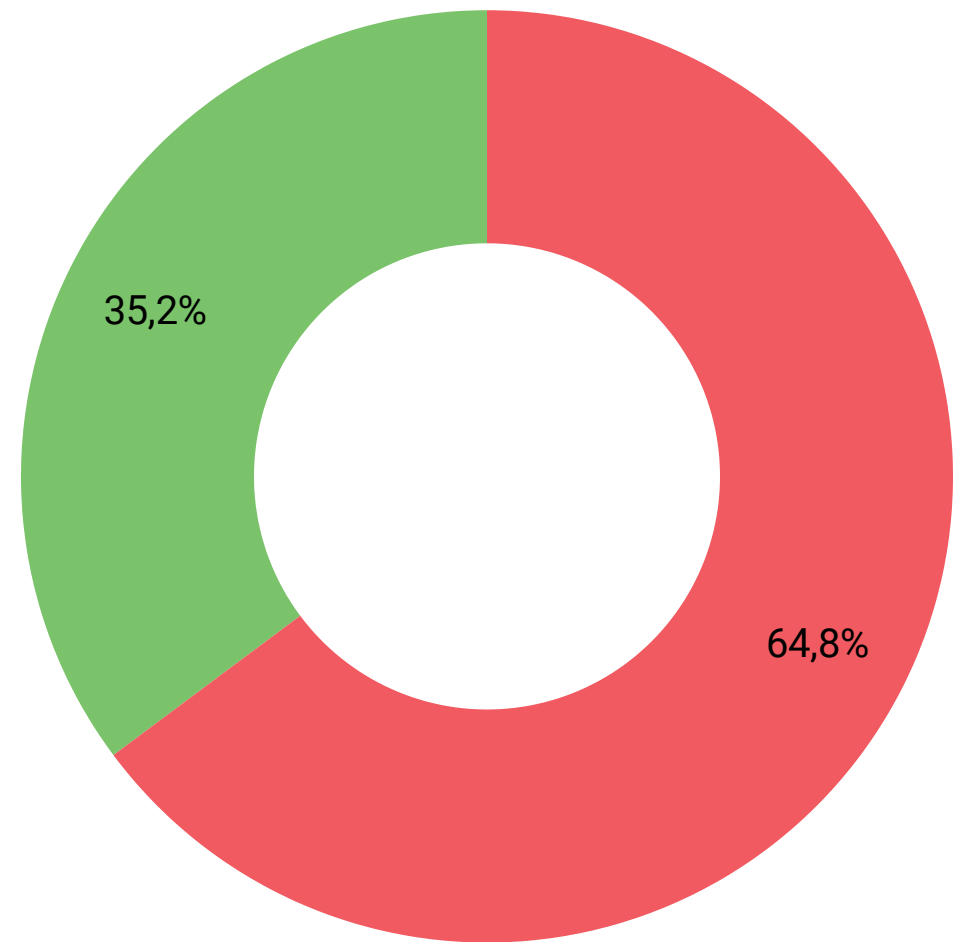
Annual Member vs. Casual Riders - Rideable Type

Casual Rideable Type Distribution:



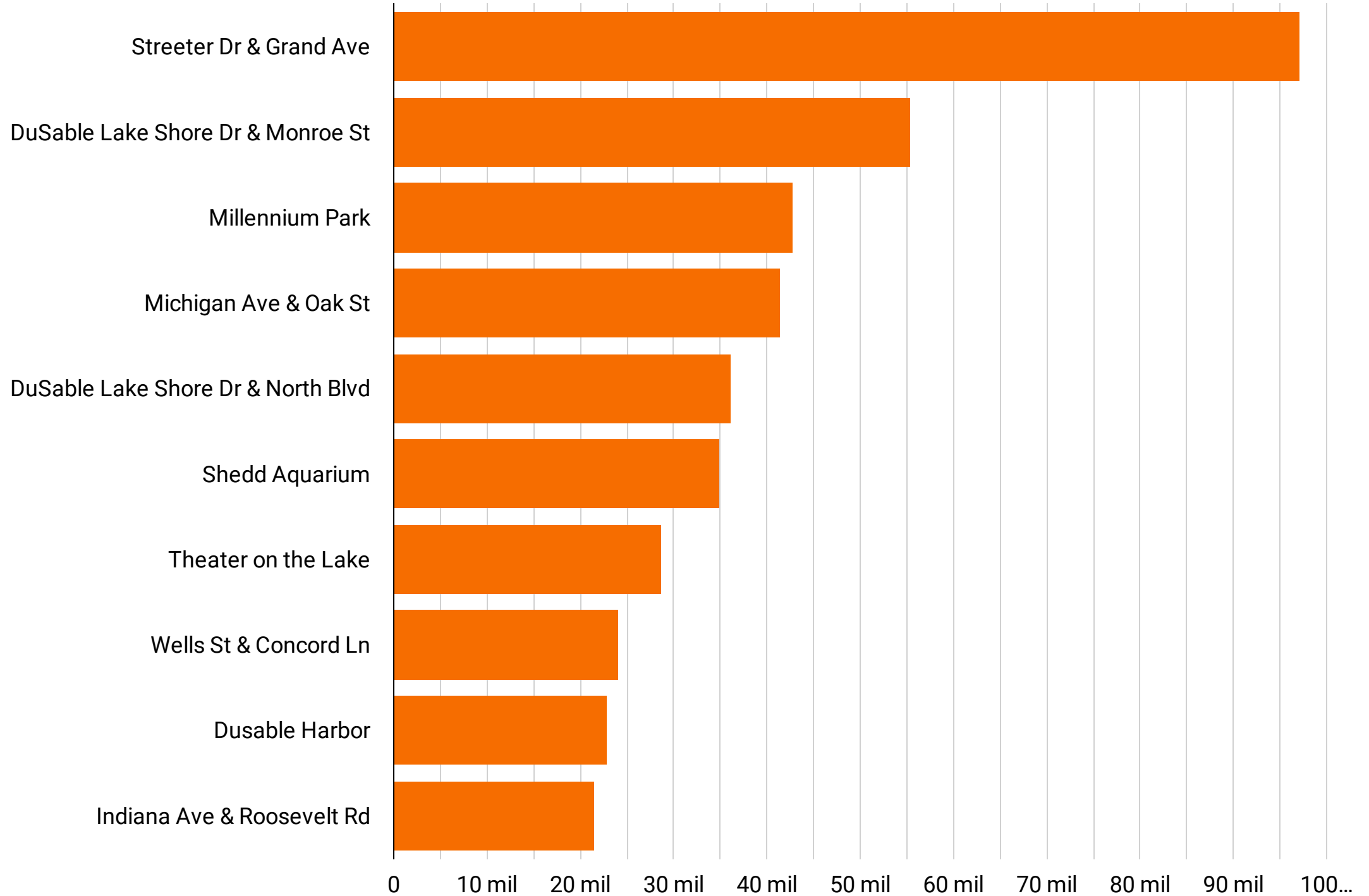
● classic_bike ● electric_bike ● docked_bike

Annual Membership Rideable Type Distribution:

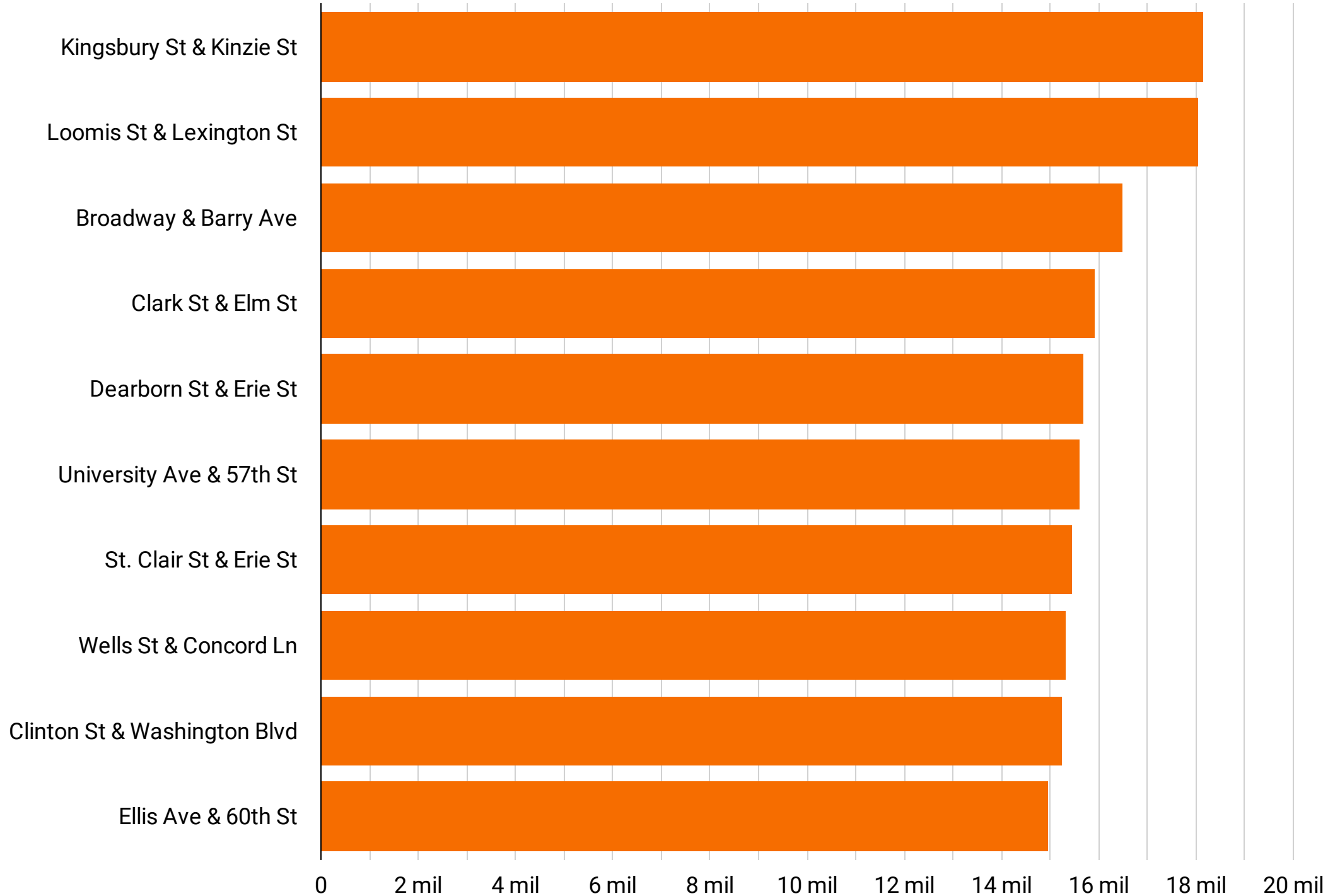


● classic_bike ● electric_bike

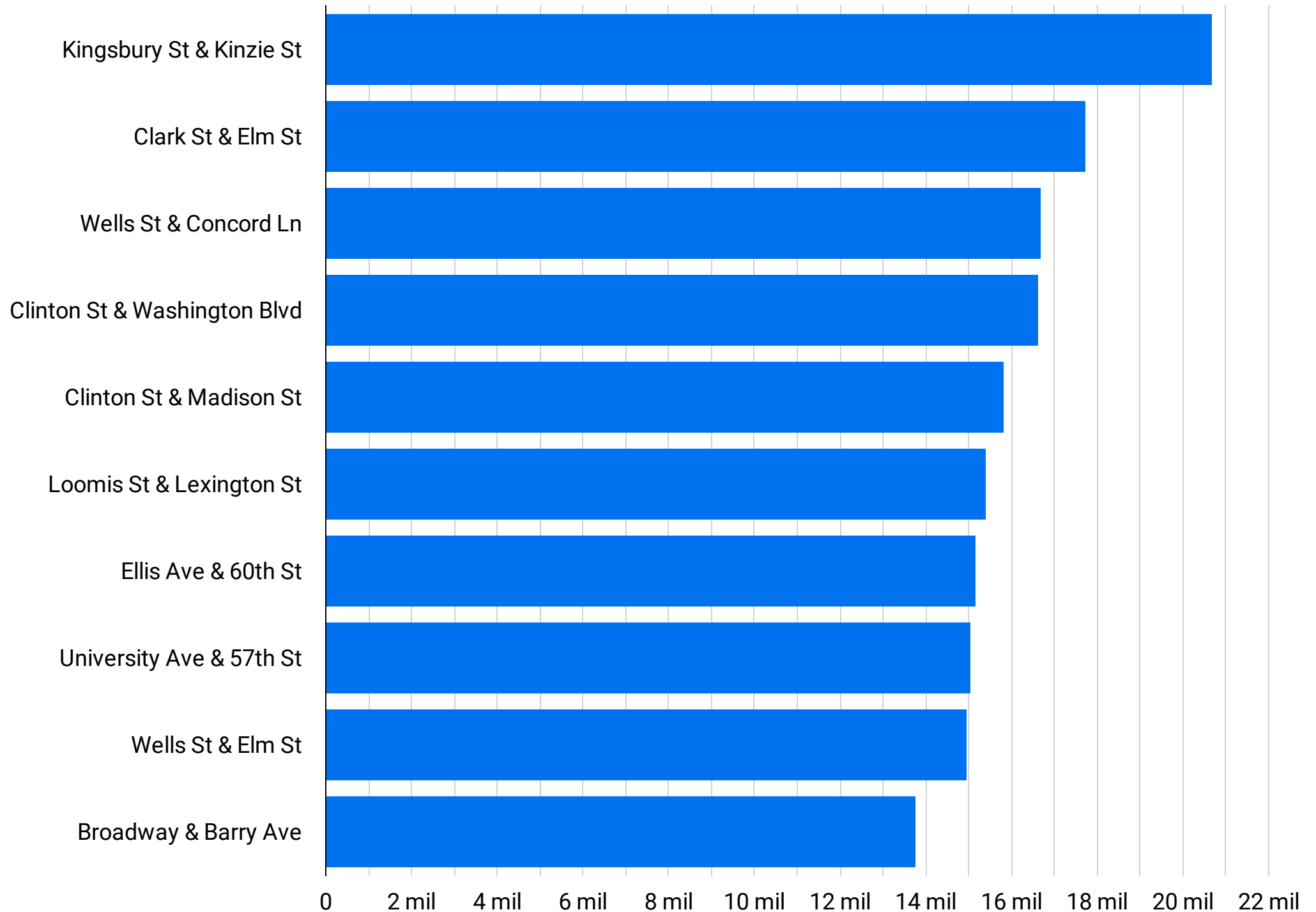
Start Station Preference for Casual Riders



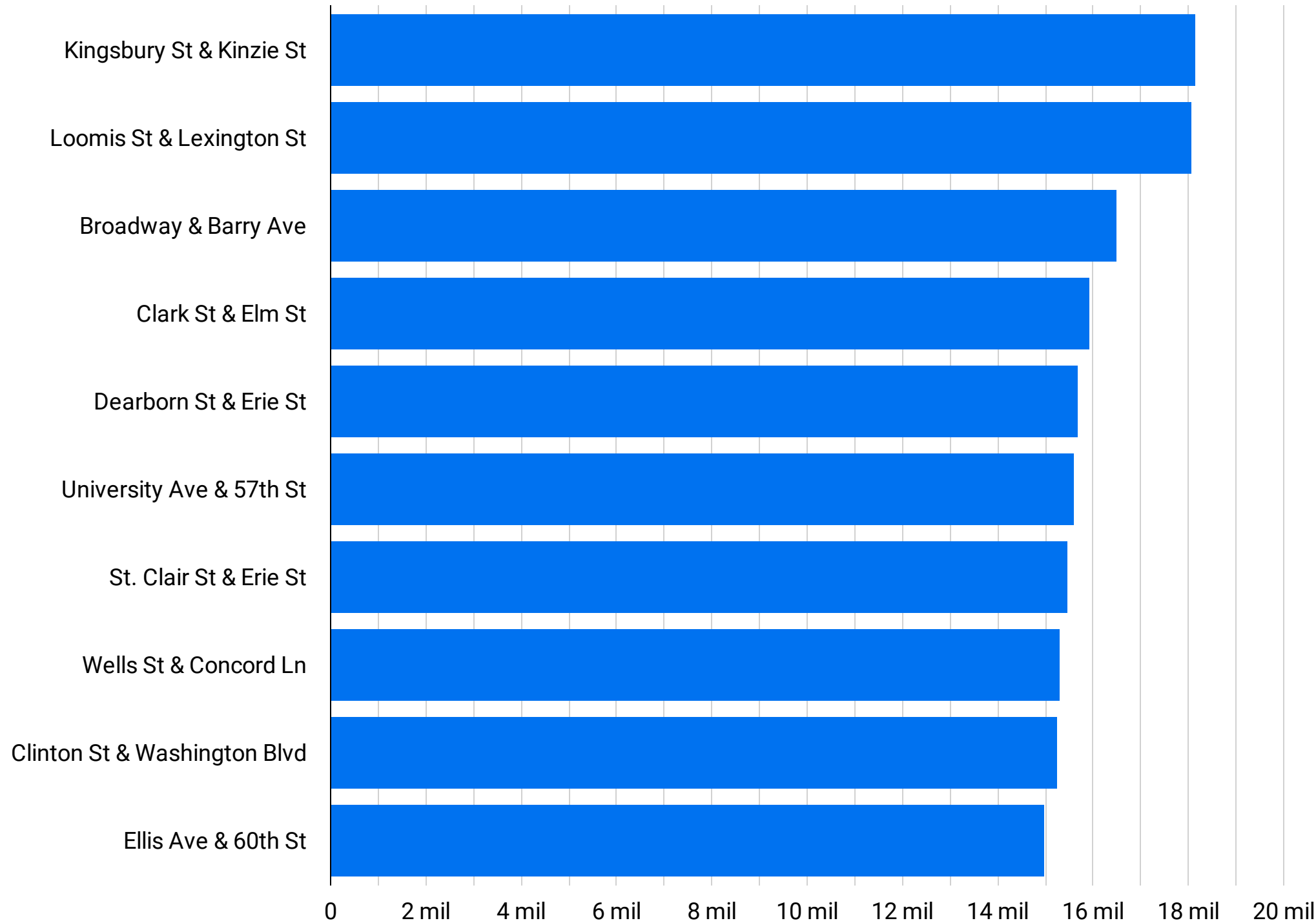
End Station Preference for Casual Riders



Start Station Preference for Annual Members Riders



End Station Preference for Annual Members Riders



Average Trip Duration for Casual Riders by Month

Mes	Avg Trip Duration
January	00:18:54.3766667
February	00:21:47.5033333
March	00:26:30.7566667
April	00:25:39.2100000
May	00:27:30.7633333
June	00:26:03.9200000
July	00:24:48.3733333
August	00:23:13.0366667
September	00:23:05.4766667
October	00:20:21.3933333
November	00:17:07.7700000
December	00:14:45.1566667

Avg Trip Duration

00:23:55.11

Average Trip Duration for Annual Members by Month

Mes	Avg Trip Duration
January	00:10:14.9766667
February	00:10:37.5400000
March	00:11:45.5000000
April	00:11:32.3400000
May	00:13:16.5866667
June	00:14:18.3900000
July	00:13:29.4533333
August	00:13:05.4100000
September	00:13:06.6300000
October	00:11:39.5600000
November	00:10:47.7733333
December	00:10:11.2600000

Avg Trip Duration
00:12:23.07

Observations:

1. Over the last year (12 months) of data, more than half of the rides were made by annual members.
2. In general, casual riders use the service on the weekends. Instead, annual members use the service more during the week.
3. A common trait in casual riders and annual members is that the number of trips increases during the summer and decreases in the winter.
4. Annual riders prefer classic bikes to electric bikes, and they don't seem to use the docked ones. On the other hand, casual riders don't seem to have a preference between classic or electric bikes, and they use docked bikes.
5. We can see that casual riders and annual members prefer different stations.
6. Starting and ending stations are almost the same for annual members. This could mean that they tend to make round trips.
7. We can see that the average trip duration for casual riders is longer than the average for the annual members.