# **Key Takeaways**

## Key findings:

* Member trips tends to be short (Average 12 min), which seems to indicate that they use bikes to commit to close locations
* Top two most frequent trip times of the day are 3PM and 9AM
* Around 75% of the trips are in Business day
* There is a concentration in the following areas for members :
* Ellis Ave & 60th St
* Ellis Ave & 55th St
* University Ave & 57th St

After a quick map research those areas are filled with universities, libraries, research laboratories, etc.

* Number of trips in the last and first quarter of the year, when holidays take place, drops compared to other quarters.

### Conclusion : Members are probably students or teaching staff that use the bikes on a daily basis to commute short distances, as they use the service more on business days during rush hours in areas with heavy campus concentration, and the number of trips drops at the end/beginning of year when a lot of them go back home for holidays.

### The key differences, in terms of number of rides, with the casuals are the trip durations and the routes. Casual riders seem to use the service more to visit other areas for entertainment such as “DuSable Lake Shore Dr” near the sea.