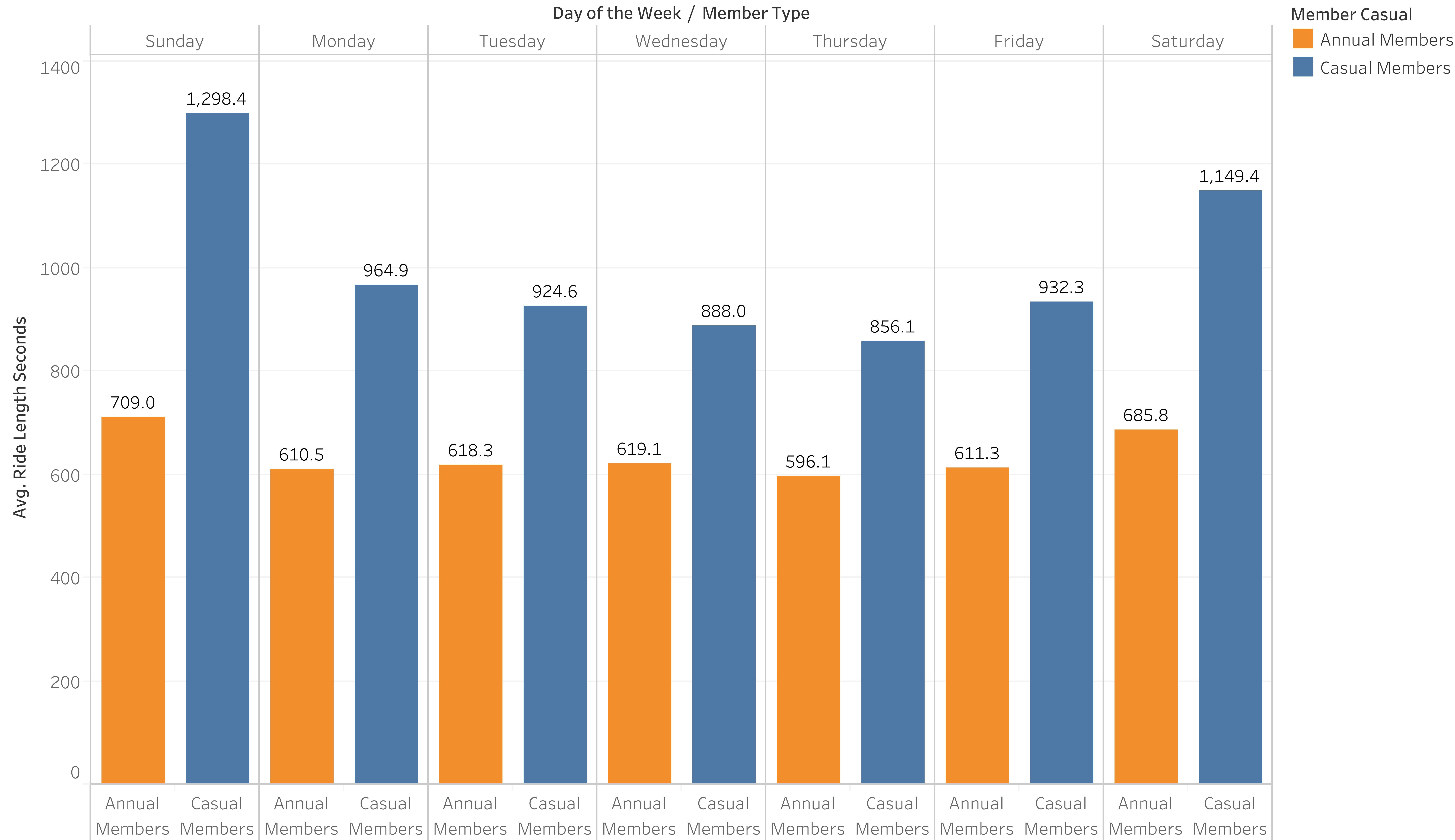


Average Ride Length in Each day of the Week

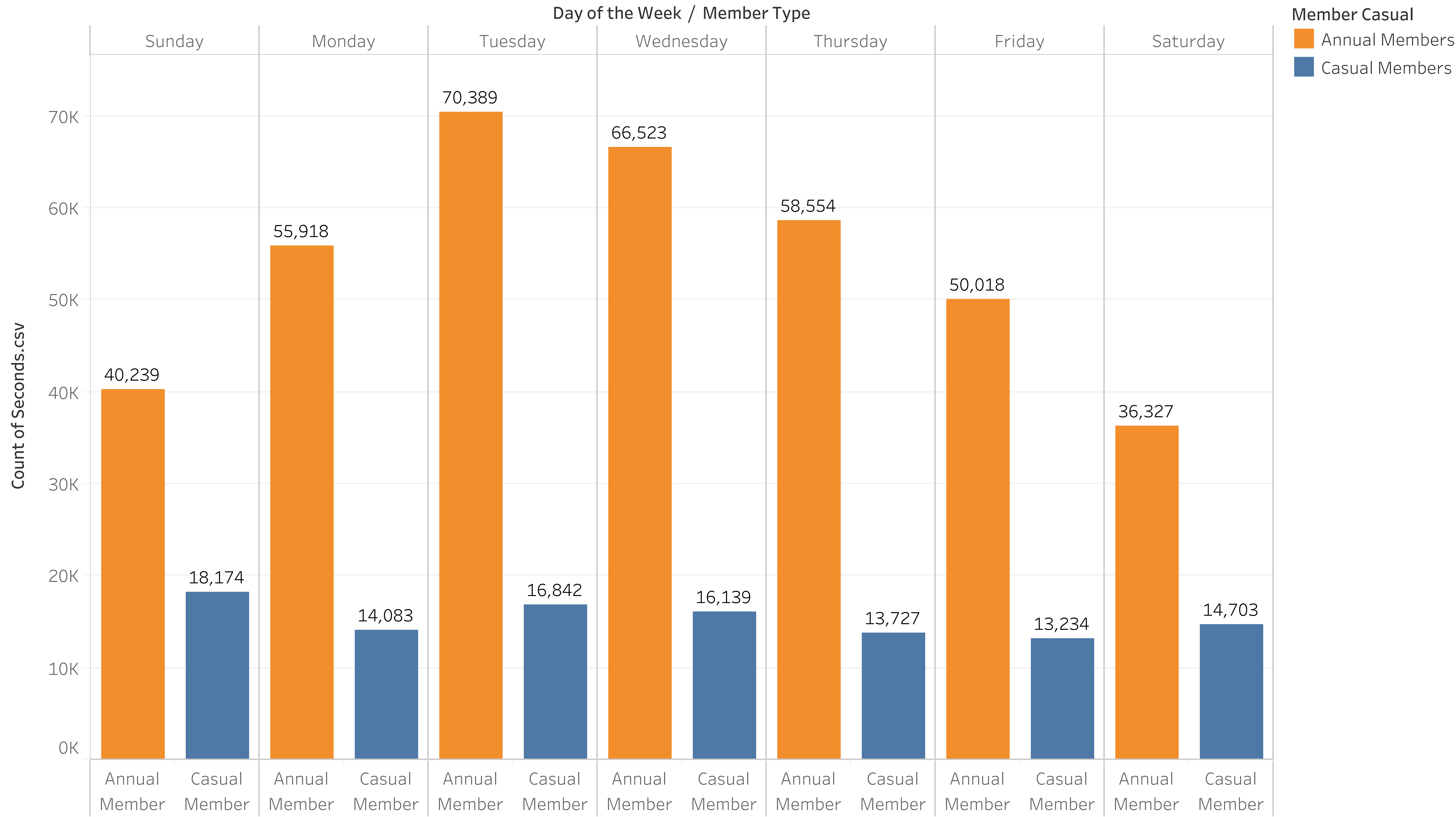
Member vs Casual



Average Ride Duration (in seconds) per Member Type, categorized by Day of the Week. Member Type details are represented by color, and the marks are labeled with the average Ride Duration in seconds. The visualization highlights that casual users tend to have longer rides compared to annual members. This may be attributed to casual users using the app regularly for weekday commuting, possibly residing near frequent destinations. Consequently, annual members have more rides, but they tend to be shorter in duration.

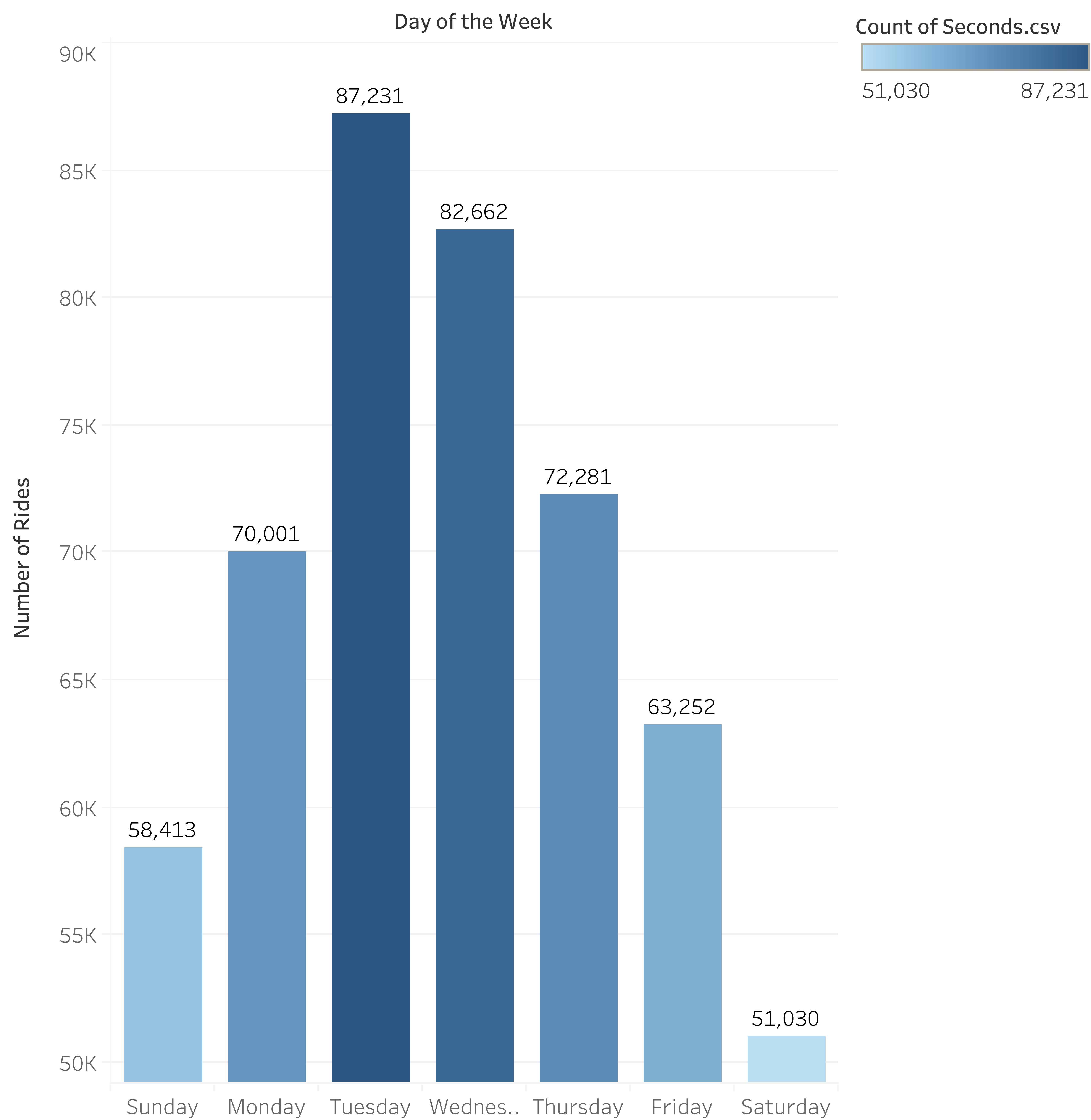
Number of Rides taken on Each Day of the Week

Member vs Casual



Record Counts per Member Type, segmented by Day of the Week. Member Type distinctions are indicated by color, and the marks are annotated with record counts. The visualization reveals that annual members consistently exhibit more rides than casual members, particularly on workdays. Weekends show a decline in rides for annual members, whereas casual members maintain relatively consistent ride counts on Monday, Thursday, and Friday. Interestingly, Sundays register the highest ride counts for casual members. Notably, Tuesdays and Wednesdays emerge as the peak days for annual members, ranking second and third for casual members. This variation may be influenced by cultural or regional factors.

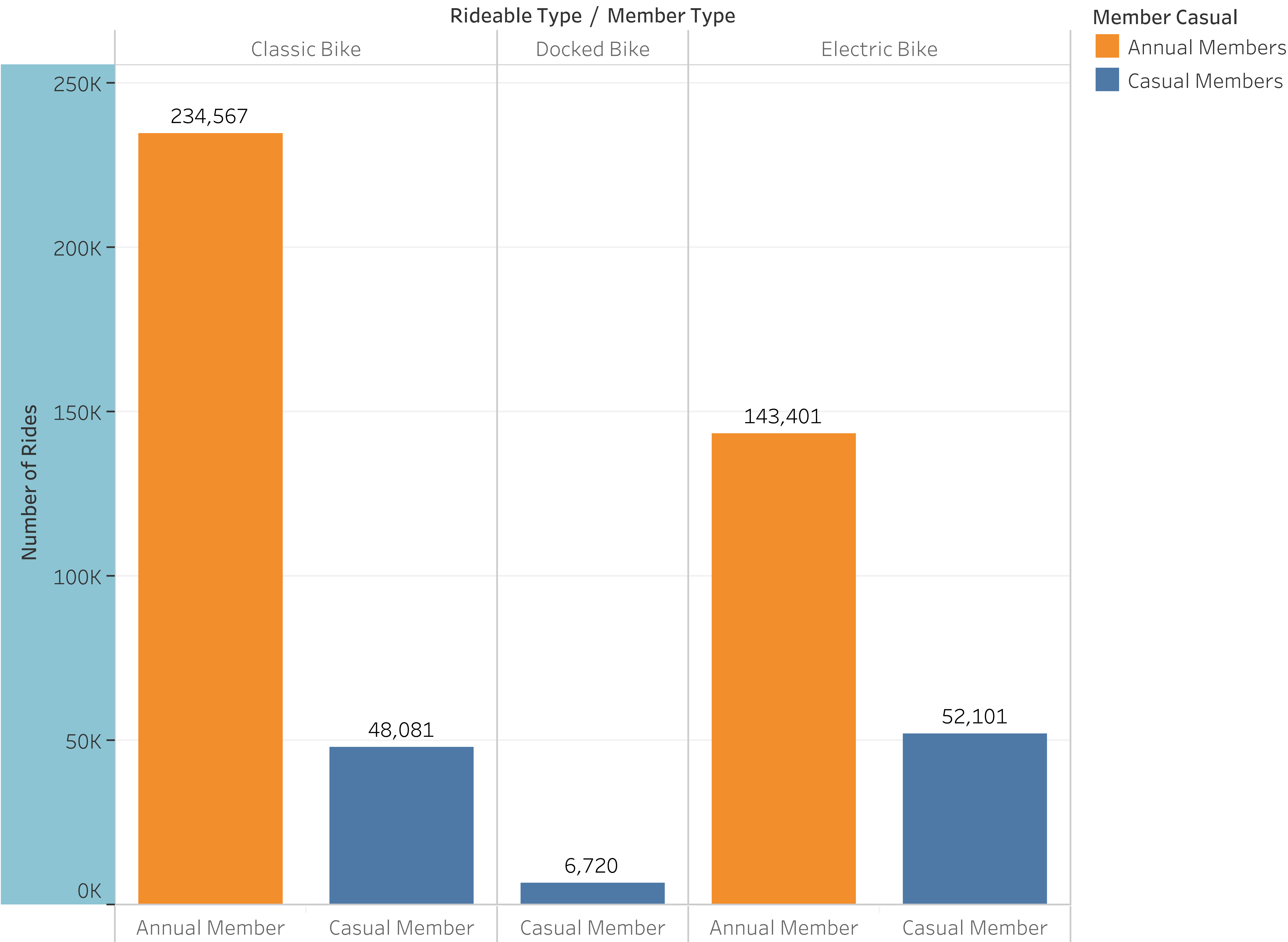
Overall Number of Rides on Each Day of the Week



Ride Counts for Each Day of the Week. This provides an overview of the total number of rides on each day, with Tuesday and Wednesday standing out as the two days with the highest ride counts, potentially influenced by cultural or regional factors.

Type of Rideable Used

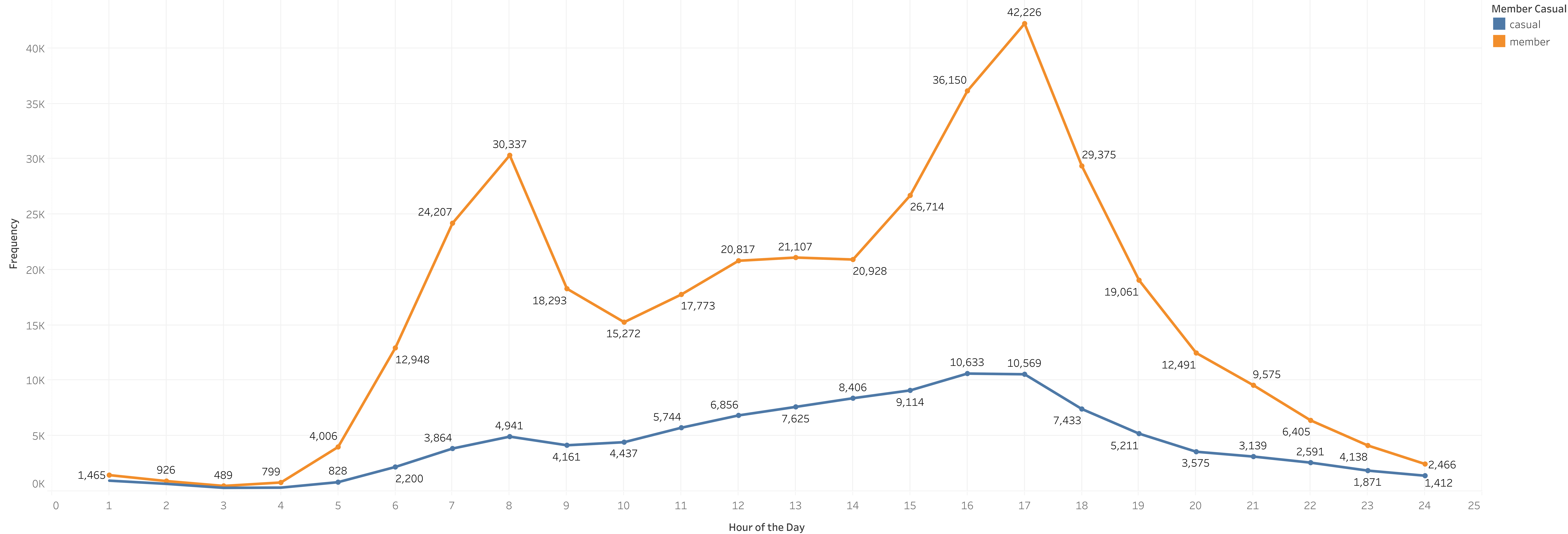
Member vs Casual



Ride Counts for Each Member Type categorized by Rideable Type. Member type distinctions are represented by color, and the marks are annotated with ride counts. The visualization suggests that annual members predominantly opt for classic bikes and electric bikes. In contrast, casual members utilize classic bikes, docked bikes, and electric bikes. Notably, annual members show minimal usage of docked bikes, possibly influenced by membership plans, availability constraints during specific hours, or even considerations related to bike features, as docked bikes emerge as the least utilized type.

Number of Rides started at Every Hour of the Day

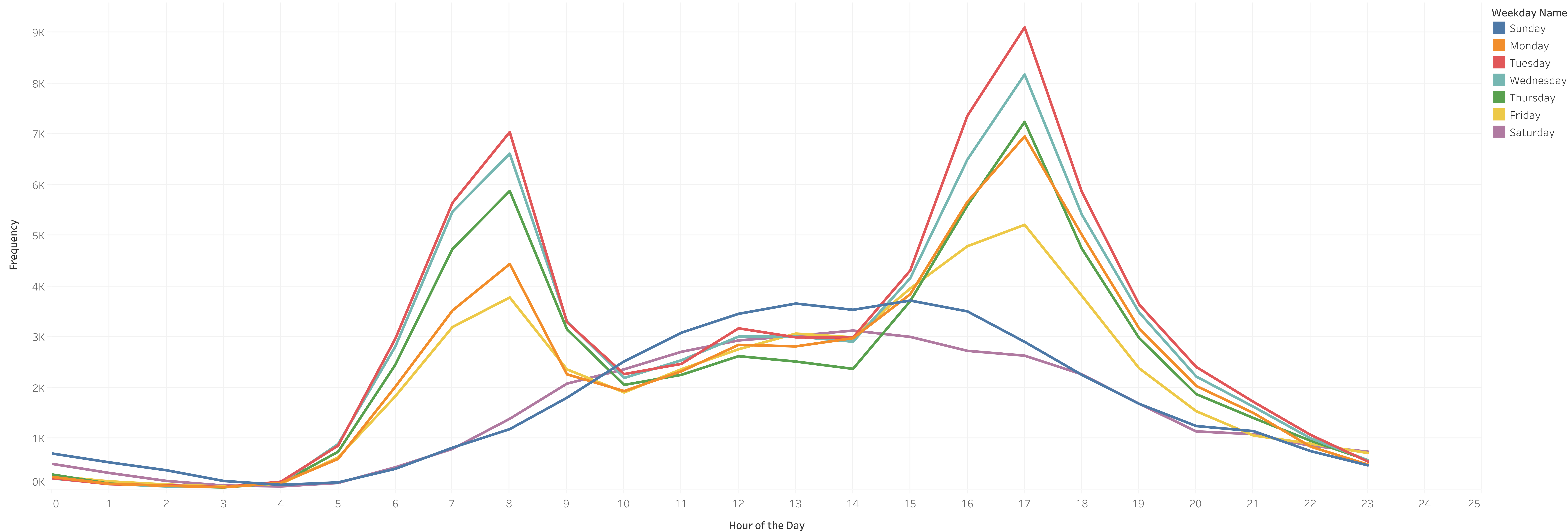
Member vs Casual



Sum of Frequency Trend per Hour, with member type distinctions indicated by color. Marks are labeled with the sum of frequency. This visualization illustrates the number of rides initiated at each hour for each member type. For annual members, ride frequency peaks from 7 to 9 in the morning and experiences another surge from 16 to 18 (4 pm to 6 pm), corresponding to heavy traffic during typical shift end times. This suggests a preference for bikes as a faster mode of transportation in congested traffic. The casual members' chart reflects the highest ride initiation at 4 pm and 5 pm, emphasizing a rising trend during daytime hours. The key difference observed is that annual members primarily focus on the start and end of the day, while casual members exhibit an increasing rate of usage throughout the day.

Number of Rides started at Every Hour of the Day

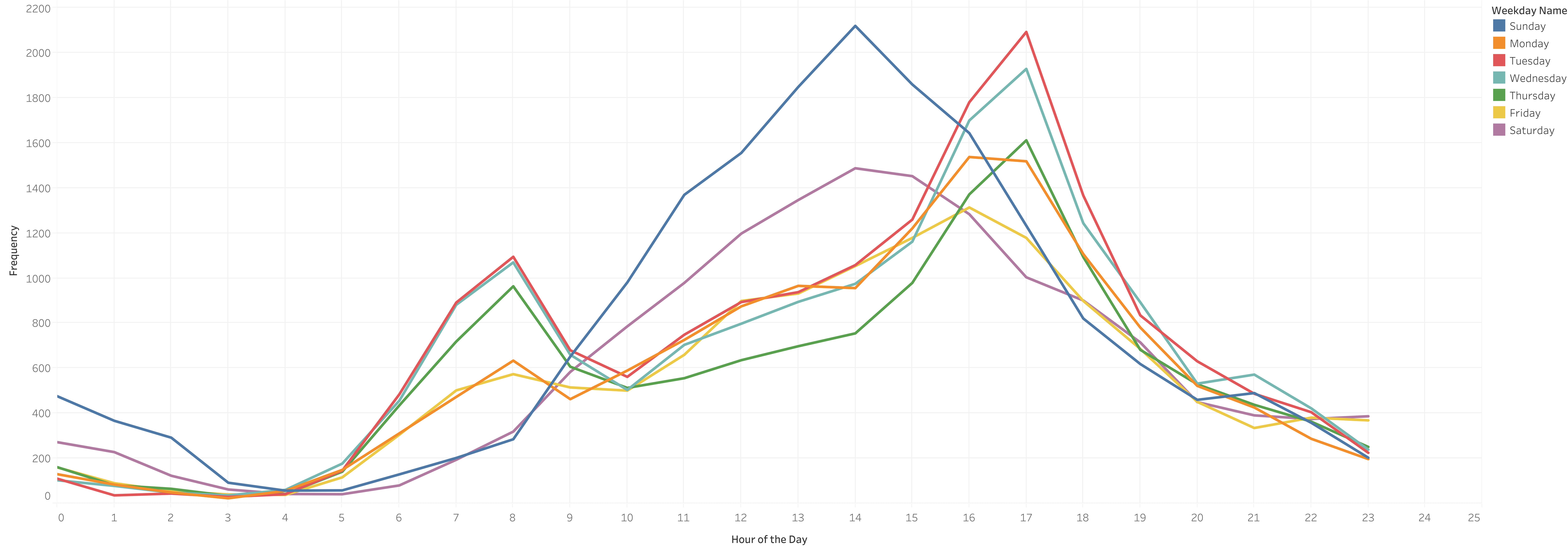
On Every Day of the Week



Sum of Frequency Trend per Hour, with weekday distinctions represented by color. Marks are labeled with the sum of frequency. The data is filtered for Casual Members, excluding Annual Members. This visualization reveals that annual members exhibit a consistent ride pattern at each hour on workdays, with deviations observed on weekends. The weekend pattern closely aligns with the casual member pattern in terms of the number of rides initiated at every hour of the day, displaying a gradual rise during daytime hours and clear peaks during morning and evening rush hours on workdays. This suggests a pronounced association with commuting activities.

Number of Rides started at Every Hour of the Day

On Every Day of the Week



Sum of Frequency Trend per Hour, with weekday distinctions indicated by color. Marks are labeled with the sum of frequency. The data is filtered for Casual Members, isolating Casual Member patterns. This visualization demonstrates a gradual rise in the rate of rides during daytime hours, with less pronounced peaks. The highest usage is likely to occur during the afternoon and evening hours.