**Tableau Analyses**

**Trips by Users**

The heatmap shows that most users are subscribers. The subscribers also use more rides on Mondays and Tuesdays. Subscribers participates less on Saturdays, while customers use the services more on Saturdays and Sundays.

**Number of Rides per Hour**

The bar chart shows that most users start by 8am (4, 685 rides for July 2018). The least rides are started around 3am( 61 rides for July 2018)

**Number of Rides – BikeID**

Bike ID 33594 had the most rides (184) for the period under review. Few bikes had one ride during the period of July 2018

**Rides Starting Location**

Zip code 07302 is the most popular area to start a ride based on the data. Only one ride started in zip code 07305.

**Rides Ending Location**

Zip code 07302 turned out to be the most place where trips were ended. This could be attributed to the number of bikes on the bike riding population in this area.