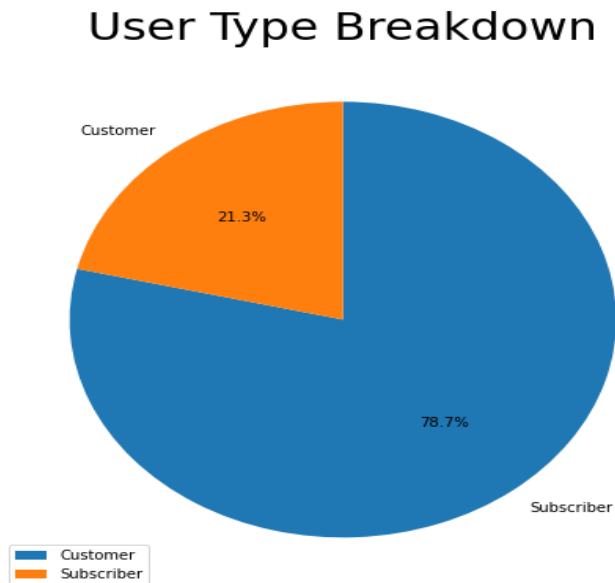


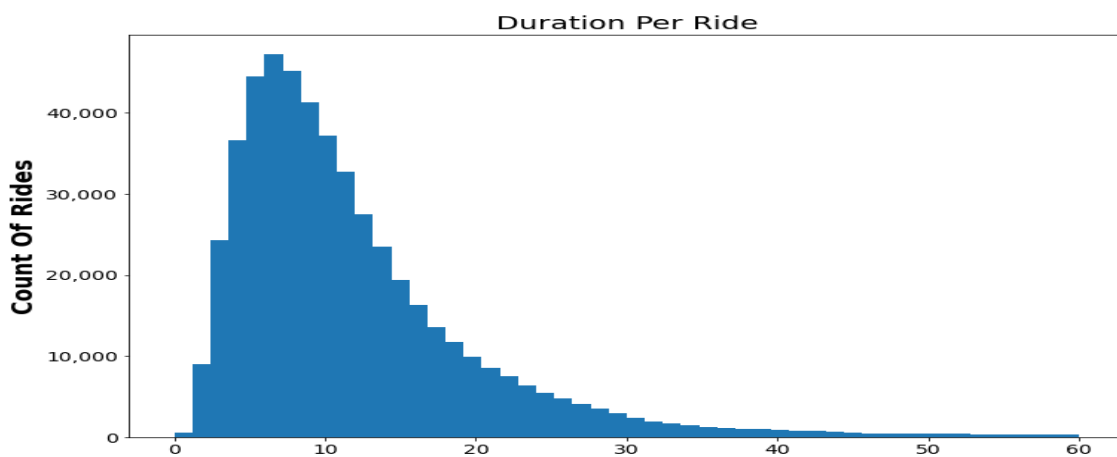
# KEY FINDINGS

## USER TYPE BREAKDOWN.

From the data, it appeared that most users were subscribers.

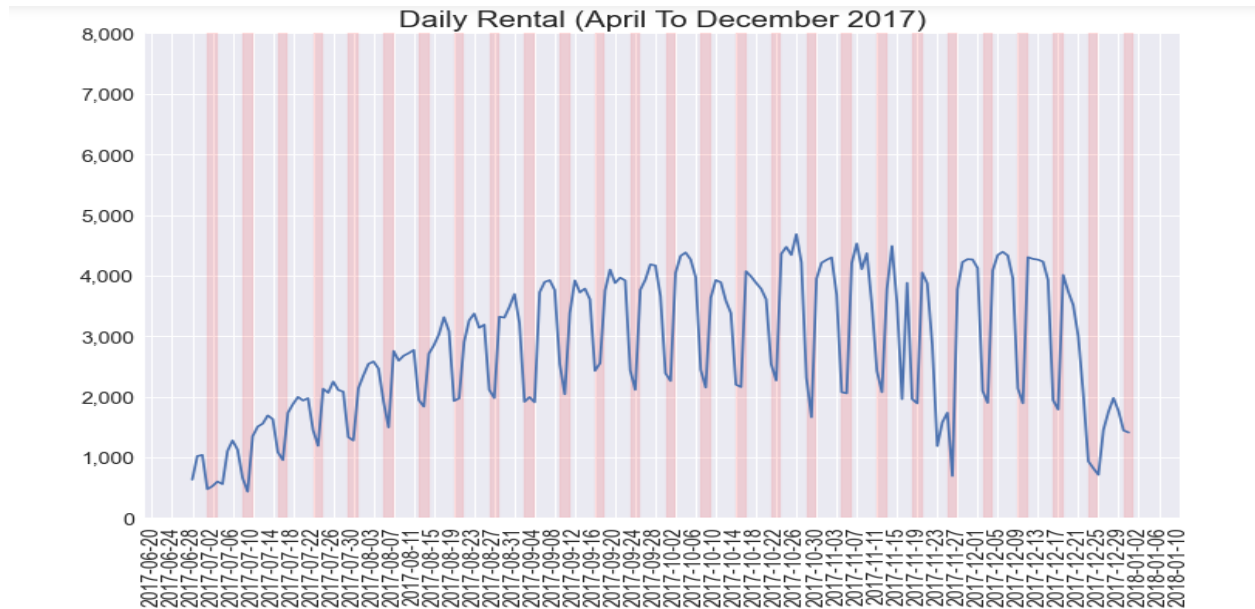


## Duration per ride



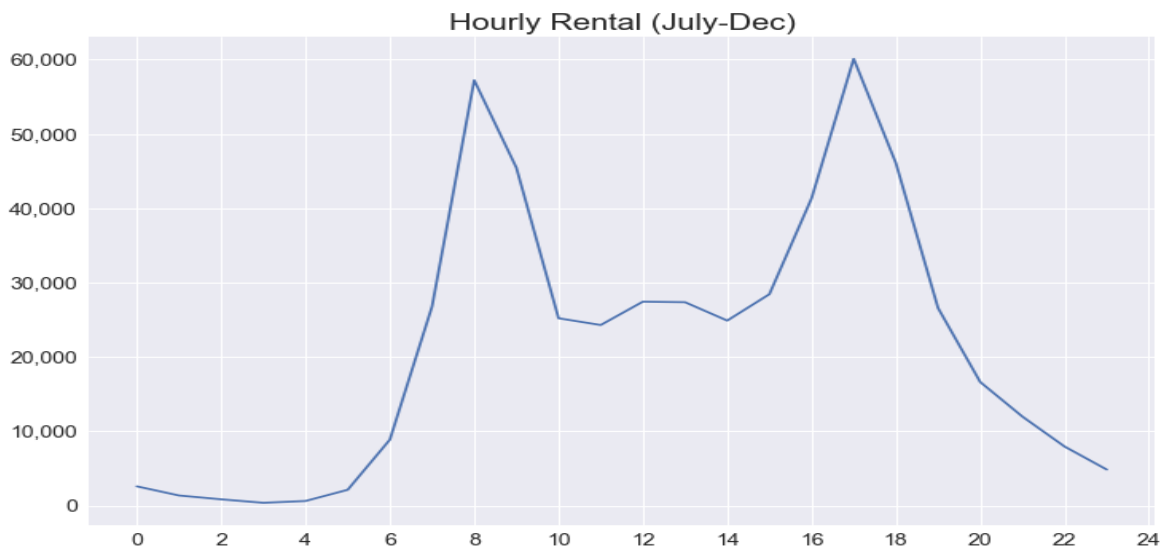
From the data it appeared that most rides took between 8 to 10 minutes. The original data had the duration min variable as seconds and therefore we had to transform it to minutes since minutes is a much more familiar and easier to interpret even for younger audiences.

## Daily Rentals



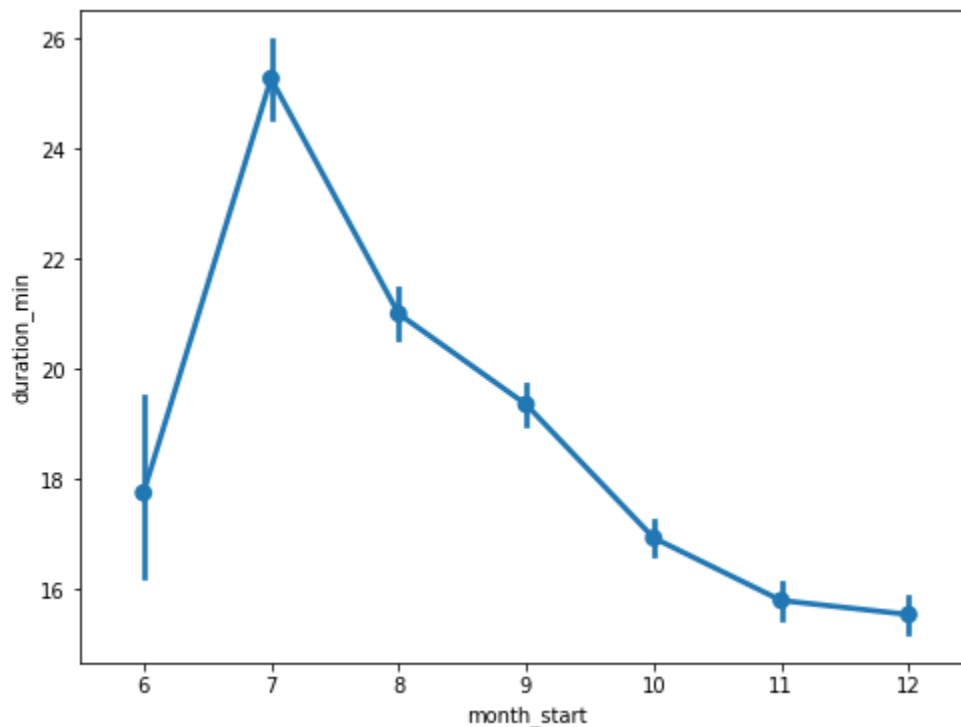
A look at daily rentals revealed that mostly rentals were high for all user types during the weekdays than the weekends.

## Hourly Rental Investigation.



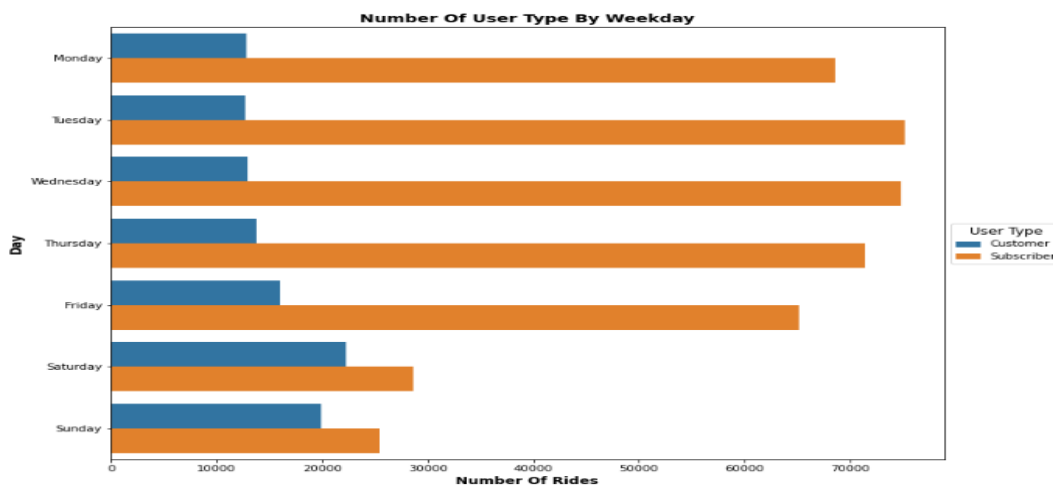
A look at hourly rentals revealed that the peak hours were between 7 and 8 in the morning and between 4 and 5 in the afternoon.

### Duration of minutes per month



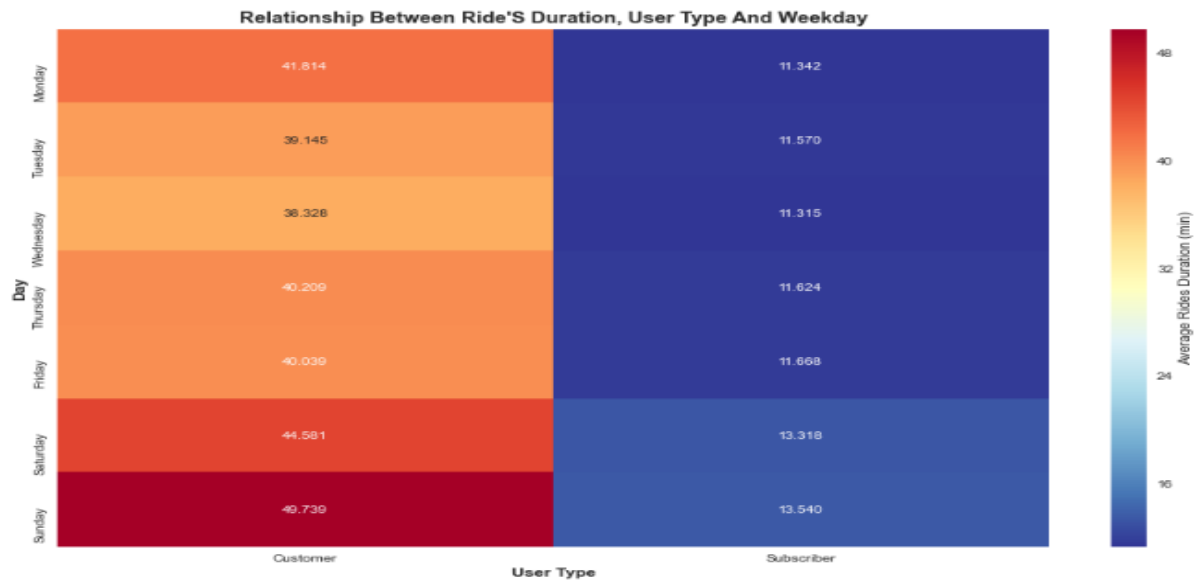
On average people spent more time during the month of July than any other month. Time spent seemed to drastically reduce during the tail end of there year. Could be due to holidays for Christians. Further investigation could be needed though.

### Number of User type per Day.



A look at the number of user types per day revealed that, subscribers were generally renting and riding more than customers. An interesting observation for both though is that there was a drastic reduction of number in the weekends as seen in the graph.

## Relationship between duration, user type and Weekday.

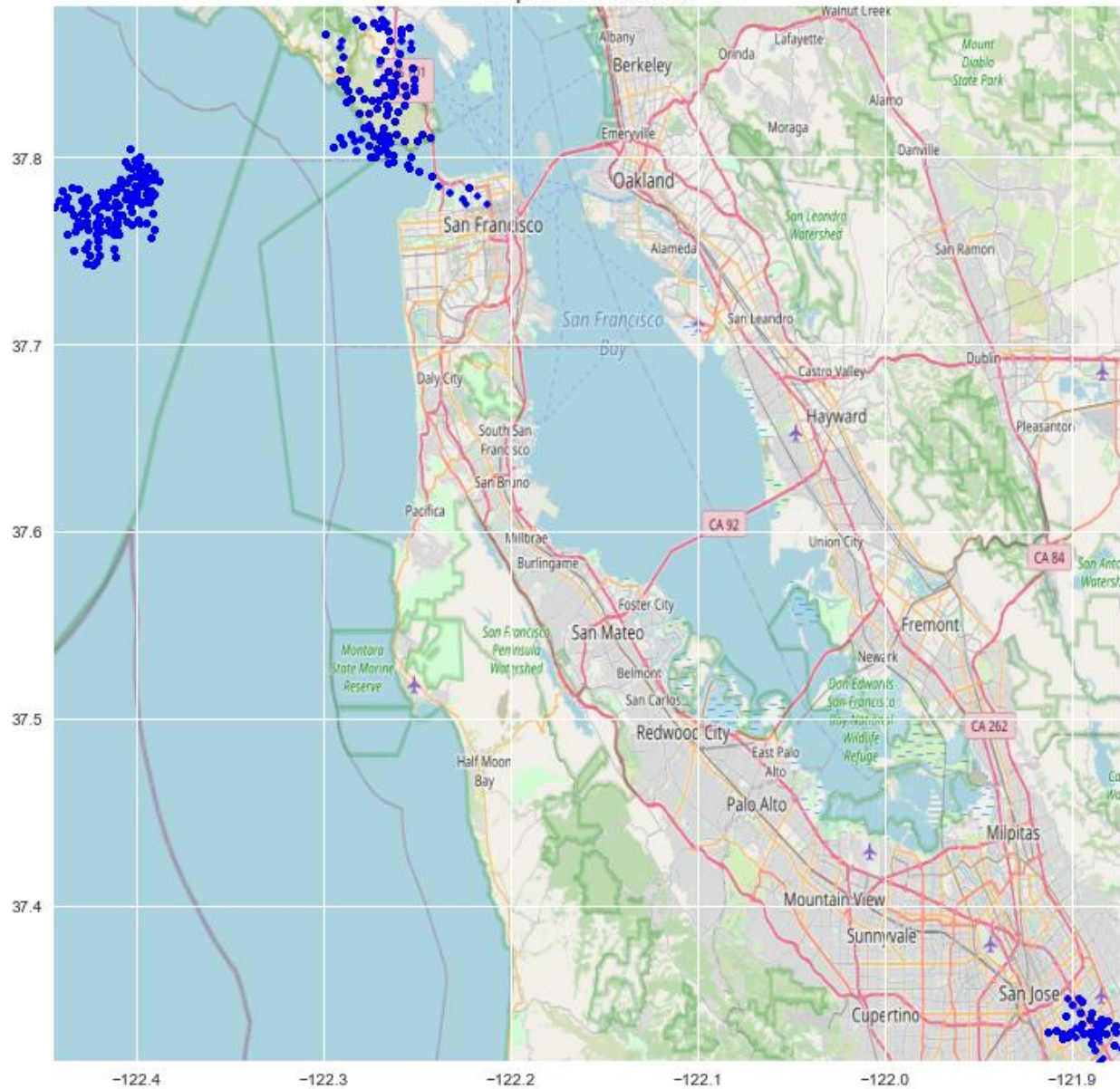


Here we could see that customers spent more time with bikes than subscribers and mostly on Sunday. The concentration on Sunday was significantly larger than subscribers. Both user types spent more time on the trips o Weekends. You can also see that customers spend time is so concentrated during Friday, Saturday and Sunday.

## End stations

A look at most end stations on a map shows that San Fransico and Sanjose were the most common

Map of End Stations



THANK YOU VERY MUCH.